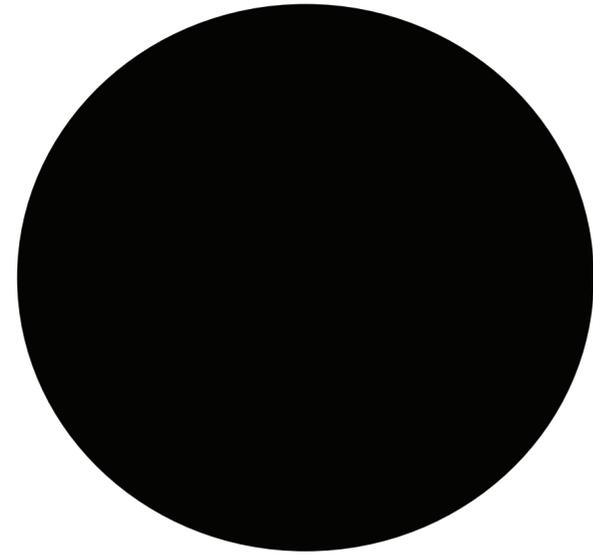


A

Monograph
Alice Moon
Typography & Visual
Design, Fall 2016

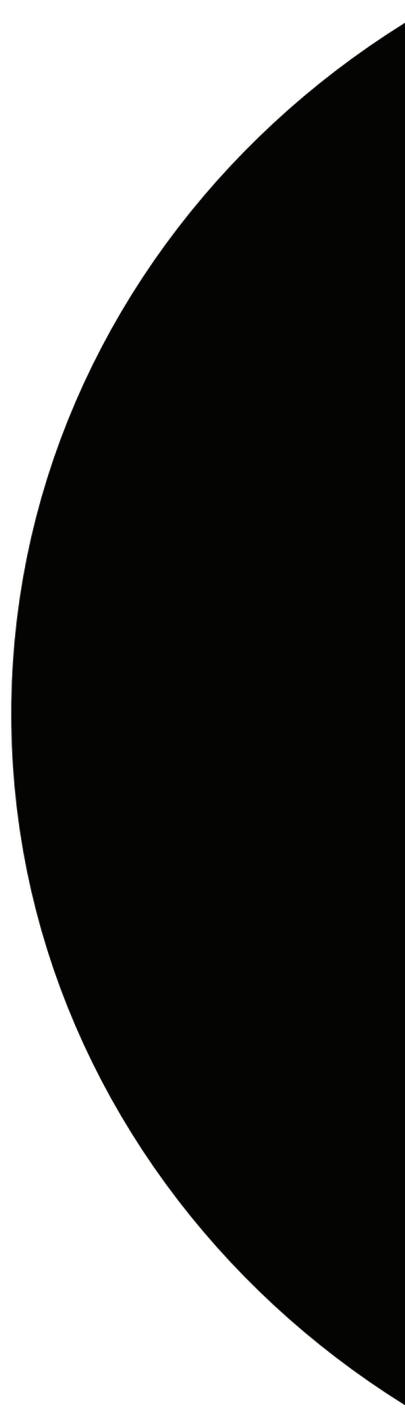


“I’ve never seen color, and I don’t know what color looks like, because I come from a grayscale world. To me, the sky is always gray, flowers are always gray, and television is still in black and white. But, since the age of 21, instead of seeing color, **I can hear color.**”

I Live In Color
by Neil Harbisson

I Shakespeare Poster Series

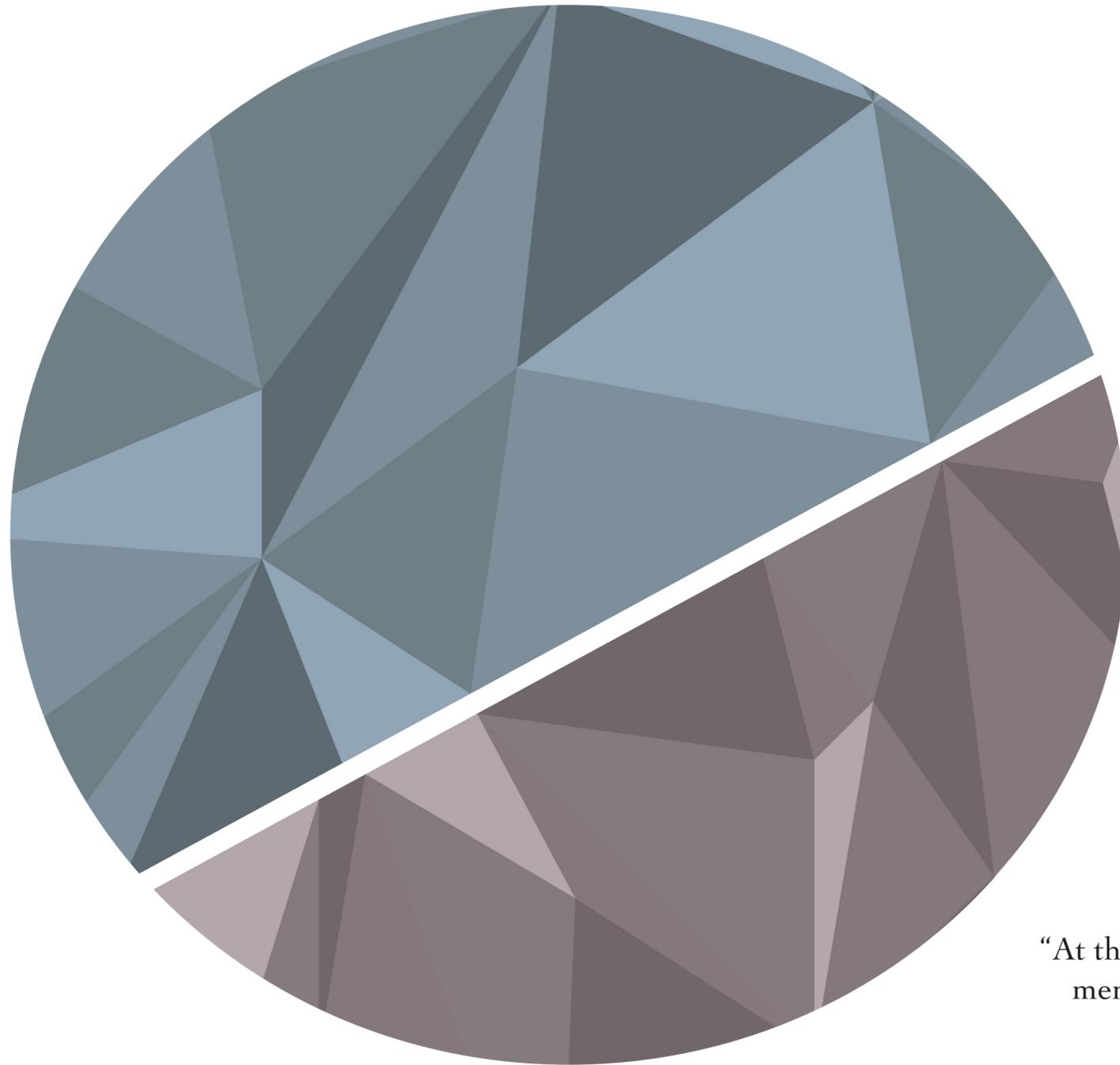
Pictorial constrained + Pictorial semi-constrained
Incorporating a picture- that leads and comes together with graphic elements- to create a poster for an event. The general theme for the poster is an event/performance. The specific theme is for a Shakespearian play.



A Modern Take On
William Shakespeare's

Romeo & Juliet

Playing live at
St. James Theater
246 W. 55th Street
October 31, 2016



**“... Parting is such sweet sorrow,
That I shall say good night till it be
morrow.”**
Act II, Scene II

“At the start, though, I had to memorize the names you give for each color, so I had to memorize the notes, but after some time, all this information became a **perception.**”

“I didn’t have to think about the notes. And after some time, this **perception became a feeling.** I started to have favorite colors, **I started to dream in colors.**”

MAC BETH

By William Shakespeare

SEPT. 10TH- NOVEMBER 31ST

ST. JAMES THEATHER

246 WEST 55TH STREET

DOORS OPEN, 8PM

FOR MORE, CALL 1(800)-MACBETH

“**Look like the innocent flower,
But be the serpent under it.**”

Act I, Scene V

A
Mid-
Summer
Night's
Dream

Valentine's Day
07:00 p.m.
St. James
Theater
246 West 55th St.

VII

“Things base and vile,
holding no quantity,
Love can transpose
to form and dignity.
Love looks not with the
eyes, but with the mind,
And therefore is winged
Cupid painted blind.
Nor hath Love's mind
of any judgment taste;
Wings & no eyes figure
unheedy haste.”

Act I, Scene I

VIII

“So, when I started to dream in color is when I felt that the software and my brain had united, because in my dreams, it was my brain creating electronic sounds. It wasn't the software... It's when I started to feel that the cybernetic device was no longer a device. It had become a part of my body, an extension of my senses, and after some time, **it even became a part of my official image.**

I hear color, because color is almost everywhere, so the biggest change for example is going to an art gallery, I can listen to a Picasso... And supermarkets, I find this is very shocking, it's very, very attractive to walk along a supermarket. It's like going to a nightclub. It's full of different melodies. Yeah. Especially the aisle with cleaning products. It's just fabulous. (Laughter)”



“The way I percieve beauty has changed, because when I look at someone, I hear their face, so someone might look very beautiful but sound terrible...”

Instead of drawing someone’s face, like drawing the shape, I point at them with the eye and I write down the different notes I hear and... create sound portraits... Some people, I would never relate, but they sound similar. Prince Charles has some similiarities with Nicole Kidman.”

II

Word Map Construct

Quantative Constrained + Quantatitve Adaptive
Many documents deal with numbers, volumes, sizes and other quantative tasks still employ type in the form of words as the “last mile” of information. A wordmap involves the quantification of type. The type serves a role as a quantity- planned according to a *non-arbitrary rule*. Without illustrations, the typography follows some objective rule set and cannot be altered for the ‘sake of the design series.’



“...And so another thing that happens is that I started have this secondary effect that normal sounds started to become color. I heard a telephone tone, and it felt green because it sound like the color green. The BBC beeps, they sound turquoise, and listening to Mozart became a yellow expierence.”



Non-Arbitrary Rules:

- +Font Size = Highest Font Size-Subtracted Size per lower ranking (Ranking of Subject)
- Inputted Values vary for each subject
- +Adobe Garamond Pro, Helvetica Neue, Didot



@artlexachung
An instagram bridging fashion icon, Alexa Chung, in photographs with iconic artwork in history.



@artlexachung
2015



1.00

=1,000 likes
+6 pt. font size



@mensweardog
 famously known as
 "The most styl-
 ish dog," photo-
 graphs of a shiba
 inu, named Bodhi,
 dressed up by own-
 ers & friends, Yena
 Kim & David Fung.



@mensweardog
 2016



XIII

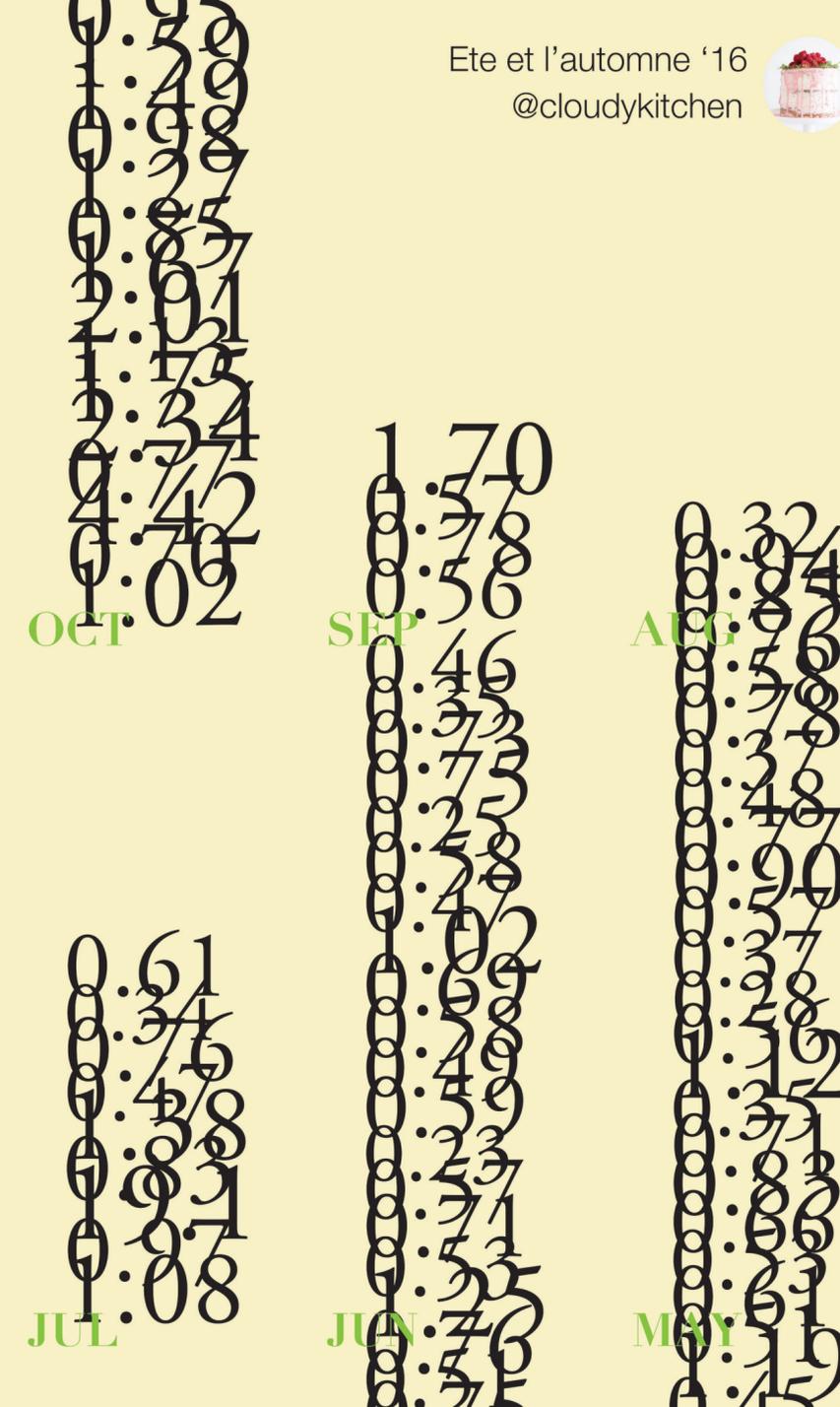
10.00

=10,000 likes
 +1 pt font size

1.00

=100 likes
 +0.5 pt font size

XIV



Ete et l'automne '16
 @cloudykitchen



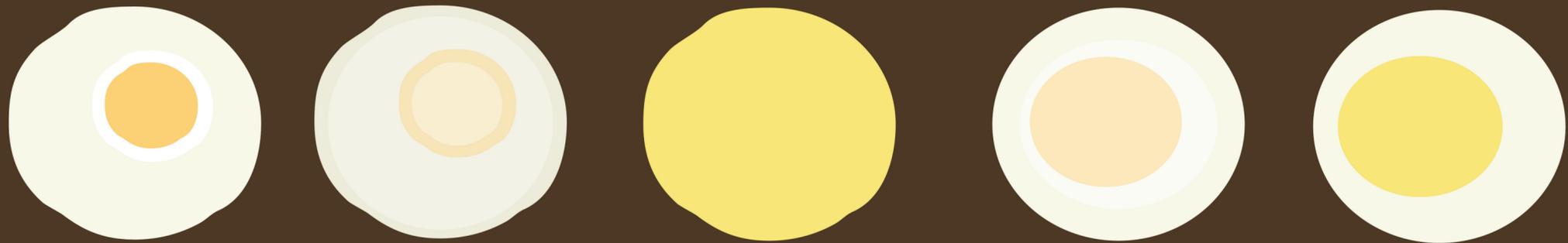
@cloudykitchen
 Everyday sweet
 & savory delights
 homemade locally
 by Erin Clarkson.

XIV

III Translation through Symbols

Symbolic Constrained + Symbolic Adaptive
Semiotics; signs and signifiers; design isolation; symbols in systems; optimal minimalism; hard vs. soft standards; intelligent icons; application utility; language systems; figure vs. ground; contrast, legibility & readability; display vs. text type; set width, kerning, tracking and the typographic grid: to create a set of symbols that directly represent a theme.

“So I started to paint music and people’s voices, because people’s voices have frequencies that I relate to color. ...I got to a point when I was able to perceive 360 colors, just like human vision. I was able to differentiate all the degrees of the color wheel. But then, I just thought that this human vision wasn’t good enough. There’s many many more colors around us that we cannot perceive, but that electronic eyes can perceive. .. I added infrared and I added ultraviolet to the color-to-sound scale, so now I can hear colors that the human eye cannot perceive. The good thing about perceiving ultraviolet is that you can hear if it’s a good day or a bad day to sunbathe, because ultraviolet is a dangerous color.. that can actually kill us, so I think we should all have this wish to perceive things that we cannot perceive.”



THE EGG SHOP

- 

FRIED
FRIED ON HEAT UNTIL EGG WHITES TURN CRISP,
WHILST THE YOLK RUNS FREELY. ●●
- 

FRIED AND FLIPPED UNTIL EGG WHITES ENVELOPE YOLK,
WHILST YOLK RUNS FREELY INSIDE. ●●
- 

FRIED AND FLIPPED UNTIL YOLK IS FIRM AND COOKED. ●●
- 

SIMMERED IN BOILED WATER, EGG WHITES ENVELOPE YOLK,
WHILST YOLK RUNS FREELY INSIDE. ●●
- 

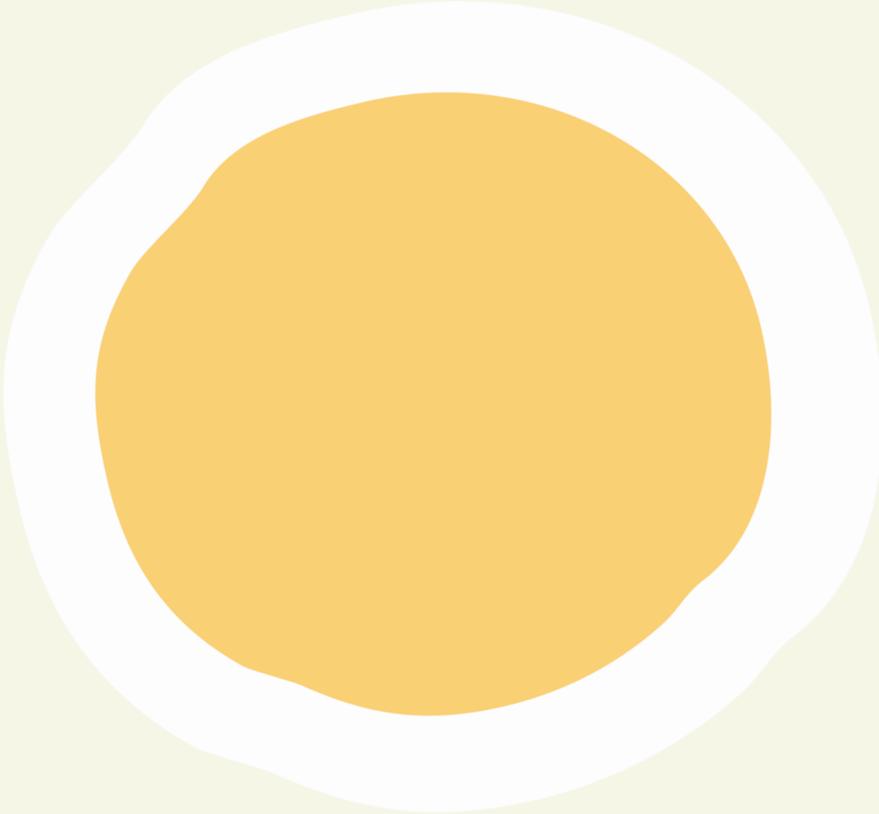
WHISKED AND BLENDED, EGG WHITES AND YOLK
COME TOGETHER. ●●
- 

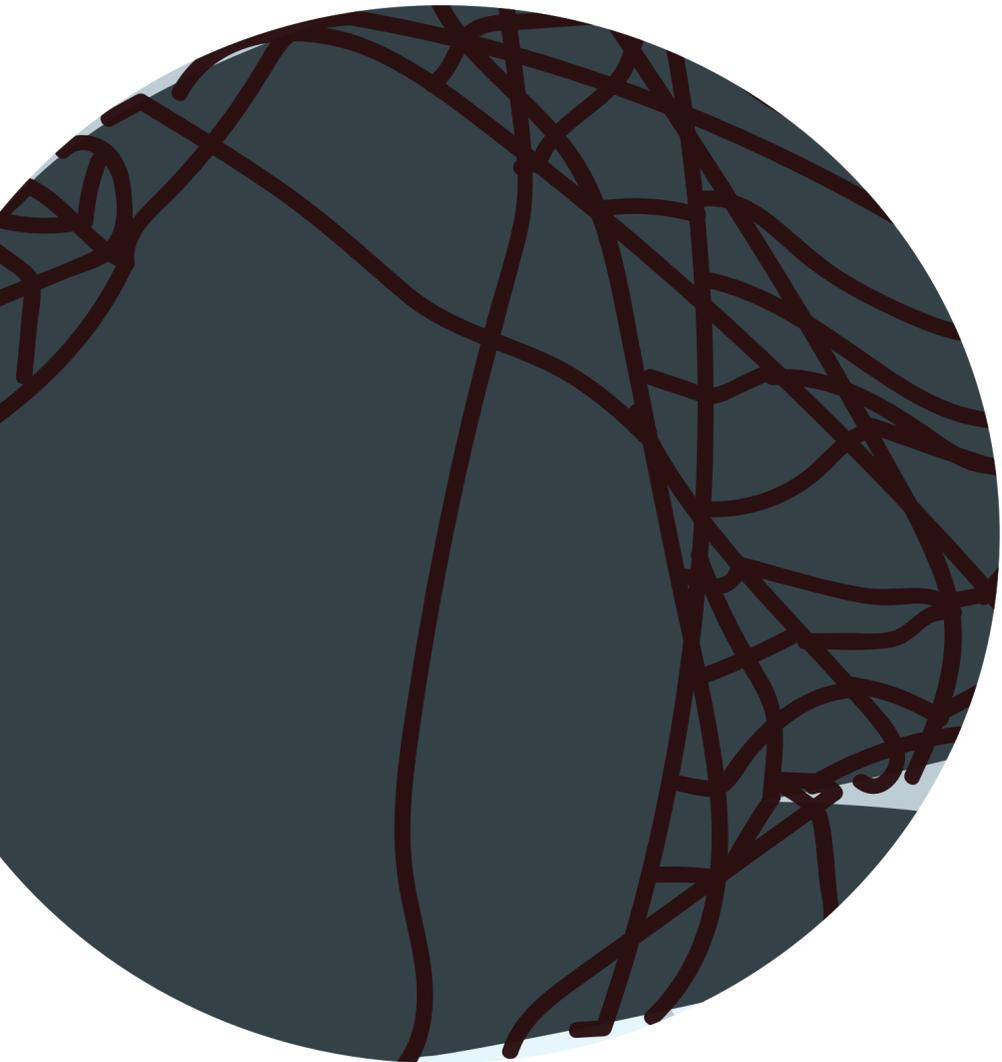
WHISKED AND BLENDED, EGG WHITES FLUFF ON HEAT. ●●
- BOILED**



BOILED IN WATER, FULL EGG IN SHELL SIMMERS
UNTIL SHELL IS COOKED, WHILST YOLK RUNS FREELY. ●●
- 

BOILED IN WATER, FULL EGG IN SHELL SIMMERS
UNTIL COMPLETE EGG IS COOKED. ●●





IV Advocacy on 'Plastic Kills'

Relational Constrained + Relational Semi-Constrained
Promoting an idea through the use of cellular constructs;
specificity through position; the micro grid; fixed spacial
logic; meaning via coordinate context; stepped values;
uni-form cnotextuality and spatial neutrality; legends
through color, polygon, dot and line.

“Two years ago... I creat-
ed... a foundation that...
tries to encourage people
to **extend their senses by
using technology as part
of the body.** We should
all think that knowledge
comes from our senses,

so if we extend our sens-
es, we will consequently
extend our knowledge...
I think life will be more
exciting when we stop
creating applications for
mobile phones and we
start creating applica-
tions for our own body...”

Plastic Kills.

Plastic Kills.

The Eastern Garbage Patch, a huge soup of accumulating plastic, is now twice the size of Texas.

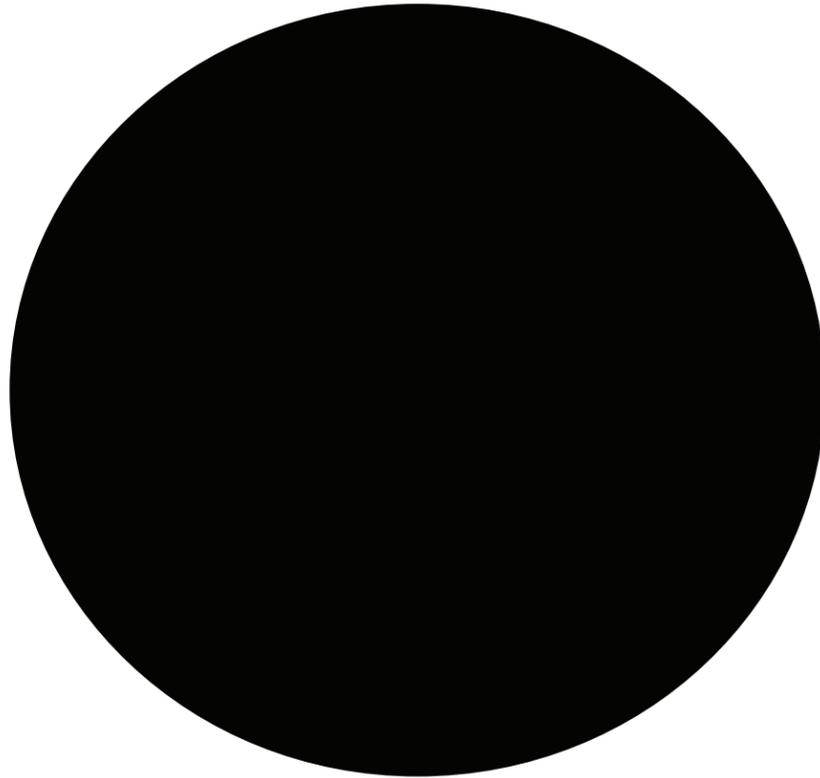
Mammals, fish, sea birds:
All victims to dying from plastic entanglement.

"We use 85 million bottles on this planet every 3 minutes..."

XXI

XXII

"We found 46 times more plastic than plankton... A poison pill for fish and invertebrates that eat it [unconsciously]..."



“Creativity is like breathing. And you can’t stop breathing...”

Professor William Bevington