

Dylan Wert

Portfolio of a collection of Graphic Design Pieces. Type Specimen, Magazine Article, Branding and Book Design.

Type Specimen

This is a Type Specimen for Avenir which brings to life and celebrates the typeface. A closer look at typography and understand the form and function of visual language.

Future Avenir

Adrian Frutiger



History

Adrian Frutiger was the Type designer of Avenir. He gained an apprenticeship at a print house in Interlaken. He lived in Paris most of his professional life passing away in 2015 at the age of 87. He is most known for His three big Type-faces Univers, Frutiger and Avenir. Univers is used on London street signs which are recognised all over the world. Frutiger sans serif font is used by the Dutch railway system and road signs in Switzerland. Finally, Avenir is used by the likes of snapchat but also the popular I am Amsterdam sign. He received 15 awards and prizes from 1950-2013 for his type faces. He also founded the Adrian et Simone Frutiger to fund money into mental health support.

- Avenir 35 Light
- Avenir 35 Light Oblique
- Avenir 45 Book
- Avenir 45 Book Oblique
- Avenir 55 Roman
- Avenir 55 Oblique
- Avenir 65 Medium
- Avenir 65 Medium Oblique
- Avenir 85 Heavy
- Avenir 85 Heavy Oblique
- Avenir 95 Black
- Avenir 95 Black Oblique

L4 Graphic Communication

The classification of the typeface is geometric and category is sans-serif. Originally three weights including a roman and oblique version and later expanded to six weights. Some small details like the a and t with a curl at the bottom and letters like o are not perfect circles but optically corrected. Frutiger said that the change from three weights to six was a response to how people perceive colour for example bolder designs on white-on-black text looking the same to the viewer than on black-on-white. Frutiger reworked the Avenir Family with Akira Kobayashi extending the Font Family to a total of 32 Fonts by 2007.

I amsterdam.

Linked in

Typeface



Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
! @ £ \$ % ^ & * # ?

1988

Usage

The typeface is used for a range of ways however recently has been used a lot in media and by large corporations. The likes of Snapchat, Apple, Samsung, Best Buy and Linked In have used this font as it is a minimalist geometric font which is very popular at the moment for multimedia platforms and advertisement. However, it is also used for Uno bus company, Wake Forest University and the city of Amsterdam for their corporate identity. This shows that the Font is very versatile and modern which can be used for a range of different companies and areas.

Dylan Wert

Magazine Article

Changing Faces allowed me to redesign an article shedding light on the issue of oil pollution from a different perspective of family life using imagery. I looked at focusing on the impact this had on their families rather than the impact they had on the corrupt system they tried to exploit.



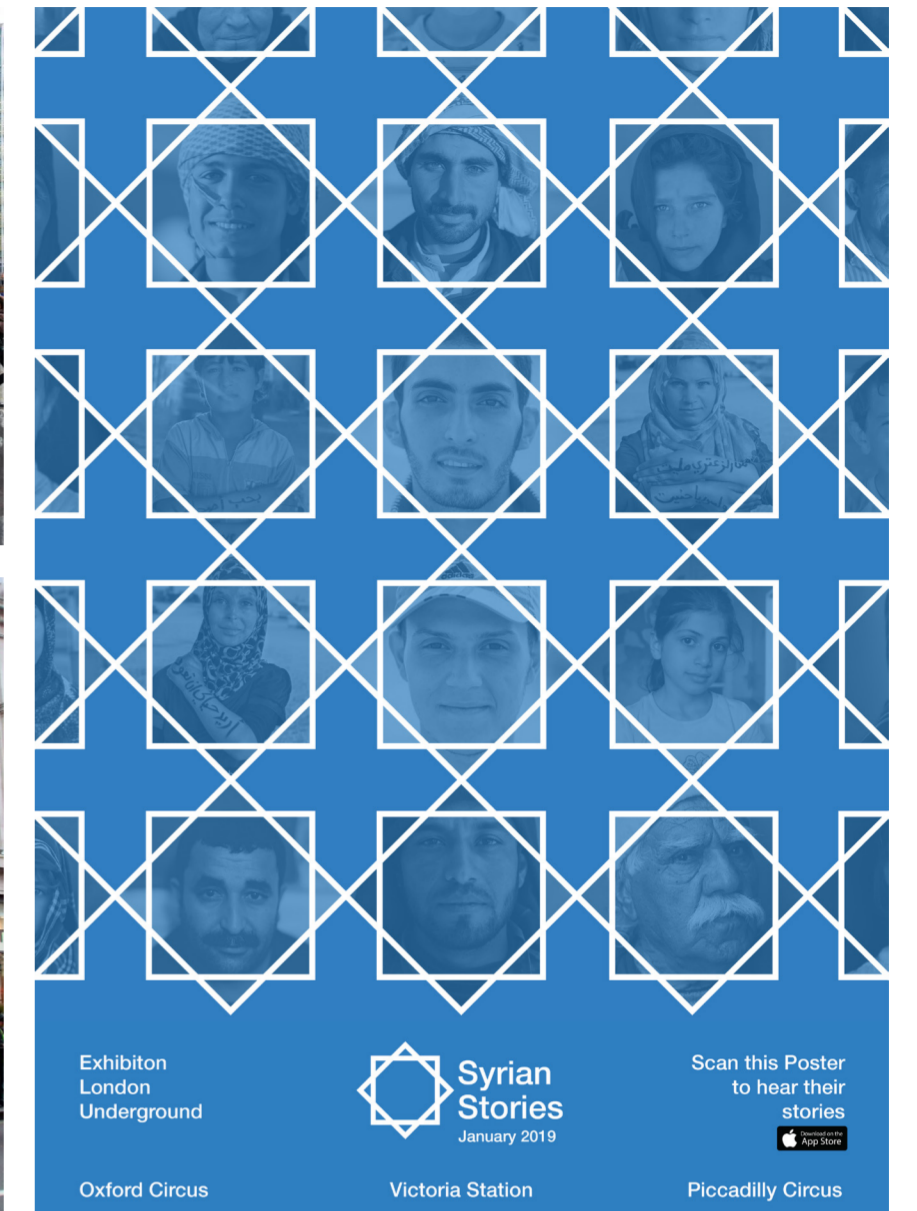
This project is some editorial work about these activists in United States who shut off the oil pipeline for a couple hours. I designed the article around the effects that they had on their children and how their lives suffered because of their parents actions. It looks at how much the activists were willing to sacrifice to help save the planet.

This editorial piece allowed me to develop my skills in grid, layout and using bleed lines correctly. It is important to know how to produce works ready for print and interact with the print companies to see the finished product produced. To understand the whole process is vital.



Branding

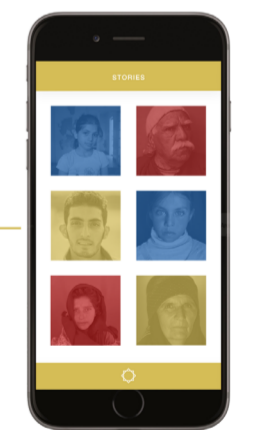
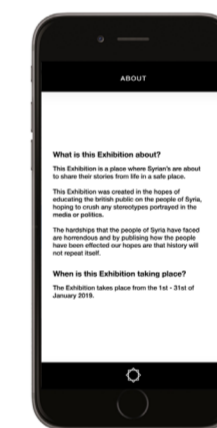
Branding for an Exhibit on Syrians Stories. Enabling them to have a voice without the media twisting their story and making it political.



Home



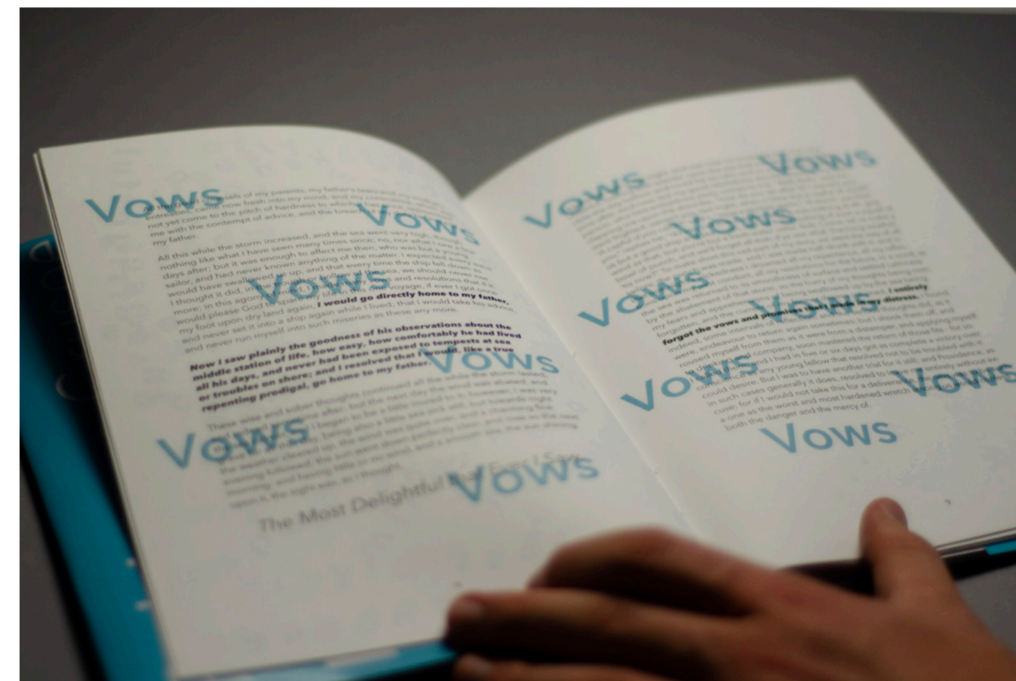
Loading...



Syrian Stories

Book Design

To re-design a book using expressive typography as an underpinning theme throughout. Using Text to express the book in a more graphical manner.



The open/close project allowed me to improve and show my skills in type, layout, grid systems and colour. My Year 1 Final piece which includes the range of skills i have learned over the year.

Each page shows a different style of type that often sits behind the main story. This highlights the theme but also the information on that double page spread. This also represents the risk taking theme but also of how sporadic Robinson Crusoe's emotions are and the range that this brings.

Using Type Expression to convey the fight scene with the bear in the last chapter. I felt it was important to show the reader perspective representing the trees but also allow to still be easily read and with heirarchy in mind.

