

JANUARY 2017

REGINA LA O'

TYPOGRAPHY 2 | PROJECT 1

GRDS 353 | SECTION 03

PROCESS BOOK

table of contents

OVERVIEW

discovery.

research - biography & topic explanation
verbal brief - series synopsis
visual brief - visual image board of synopsis

design.

attribute list - with highlighted words
mind-map - attribute list words expounded
mood board - words visually represented

development.

3-5 final words - to drive the concept

deploy.

final series titles and subtitles

BOOK JACKETS

discovery.

book jacket reference visual board
typographic usage reference visual board

design.

thumbnail sketches of typography for book jackets

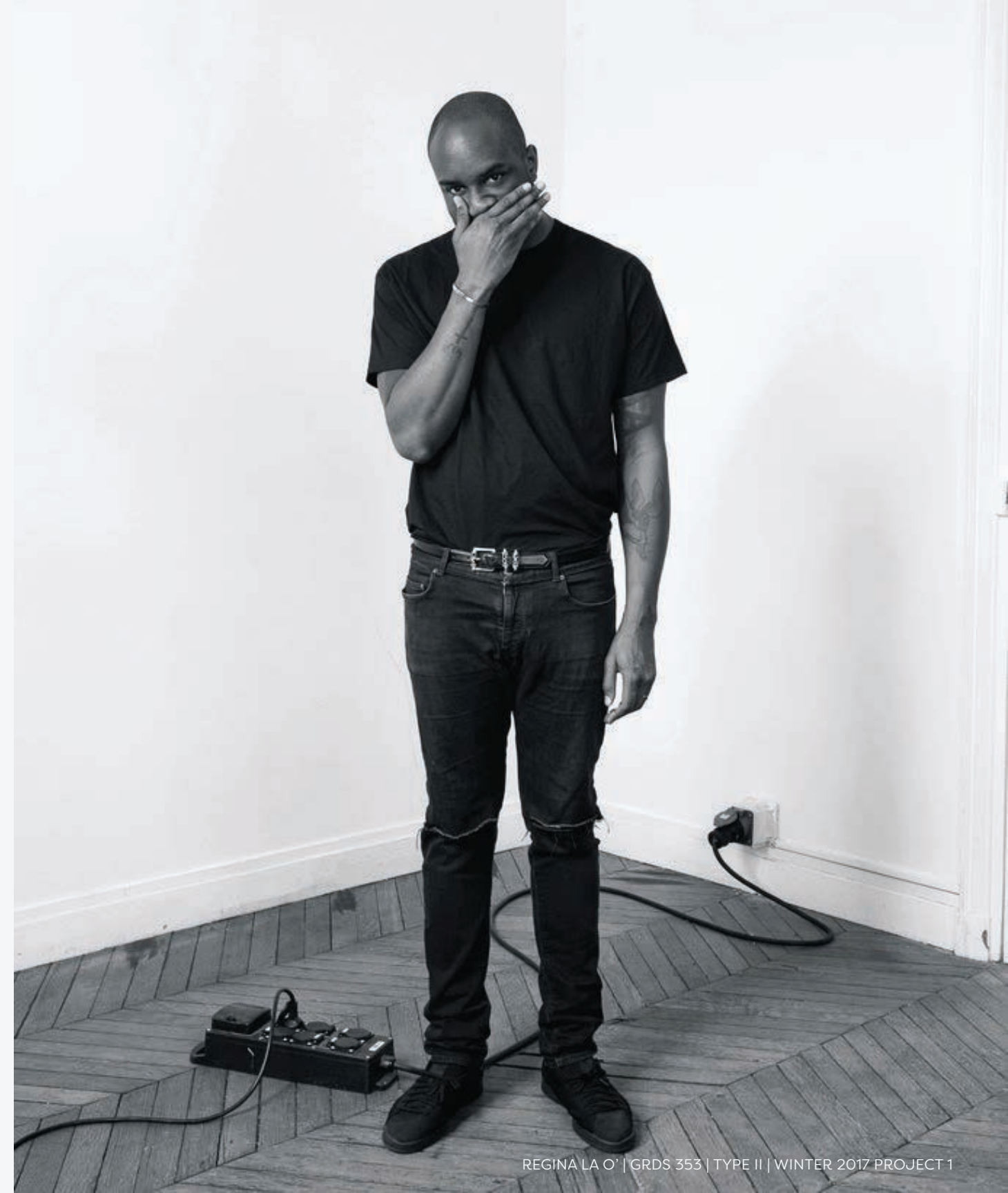
development.

digitalized cover design concepts
type studies - typeface and paragraph
jacket layout and composition exploration

deploy.

2d: final cover designs
2d: final book jacket layout
3d: photography of comprehensives

citations.



discovery.

biography & topic explanation

Virgil Abloh is what many young millennials look up to as their modern-day **renaissance-man**. He's best known as the **mastermind** and founder of luxury streetwear brand, Off-White, the creative director behind the Kanye West's controversial and trend-setting image, his **"consigliere."** He also DJ's on the side under his stage name "Flat White."

Abloh was born in 1980, to Ghanaian immigrants, and he grew up in Rockford, Illinois. Before his **ascension** to influence and power in the fashion industry, many don't know that he earned his bachelors degree in engineering, and then went on to study architecture at the Illinois Institute of Technology. In interviews and talks given he's talked about his background in architecture and how modernist architecture has influenced much of his work, the way he designs and constructs his work, and his overall aesthetic. In some of his campaigns he's placed models wearing his clothing staged inside **iconic** landmarks and structures.

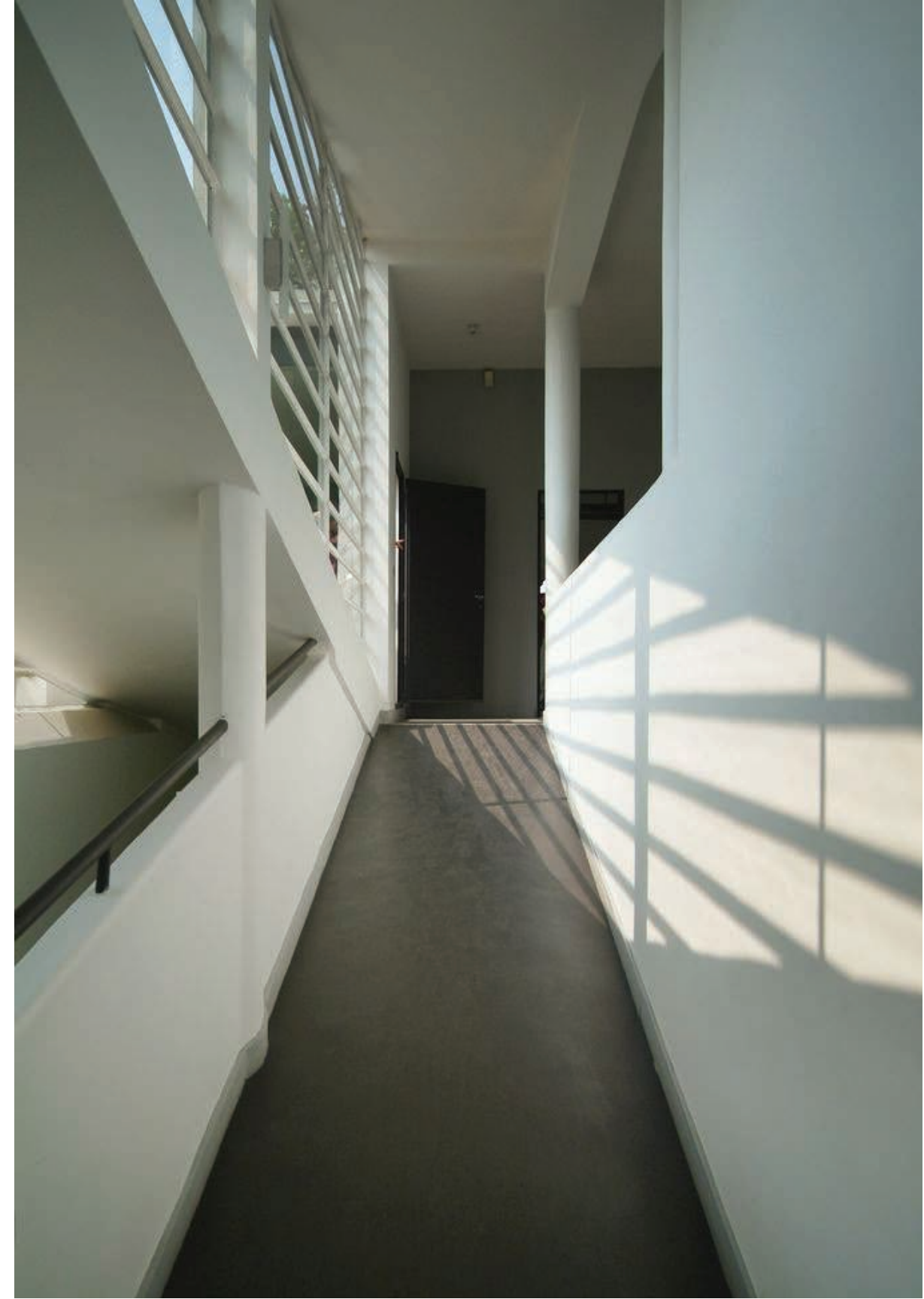
Abloh is known to have **blurred** the lines between high-fashion and streetwear, and in turn has **disrupted** the fashion industry—creating a new **generation** of **youth culture**.



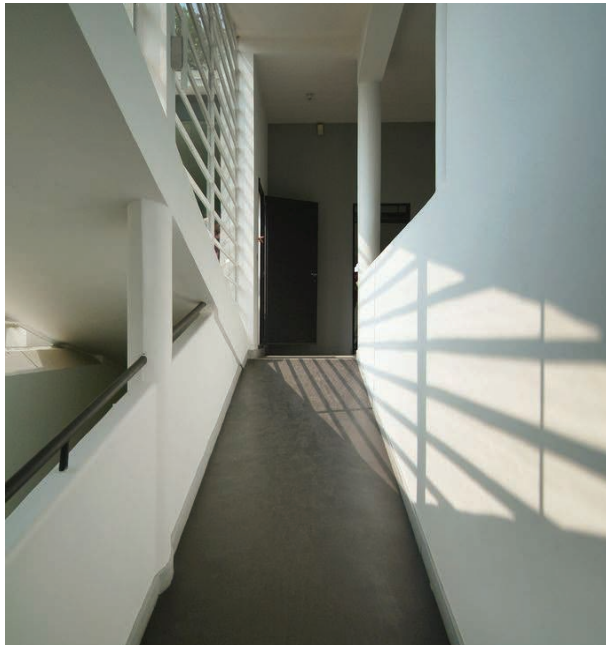
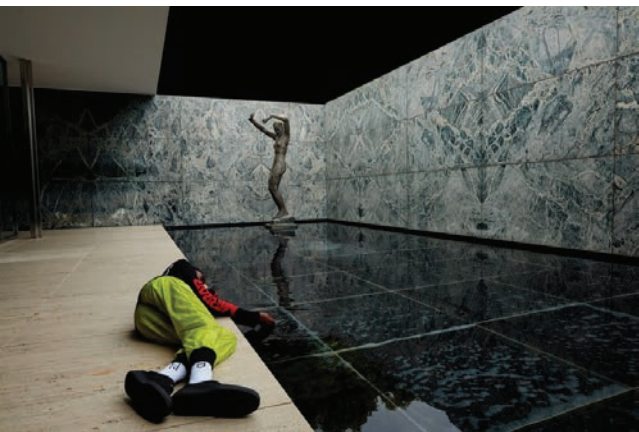
discovery.

verbal brief - synopsis

Virgil Abloh often talks about his entire branding and premise for starting his cult streetwear brand, Off-White, being based on ideas from modernism, and modernist architecture. Before shifting to the fashion industry, Abloh studied Architecture in the Illinois Institute of Technology in Chicago. He's explained how modernist architecture and those who pioneered it had lasting effects on his aesthetic and design process in many of his projects, including his collaborations with brands ranging from Nike to Ikea. This book series gets into the history of modernist architecture and the contributions of architects who pioneered it.



discovery.
visual brief



design.

attribute list - selected words highlighted

trend-setting

disrupt

mastermind

consigliere

ascension

energy

blurred

renaissance-man

uniform

millennial

dominance

unique

luxury

consumerist

analytic

culture

democratic

tradition

modern

forge

discipline

trend

systems

iconic

avante-garde

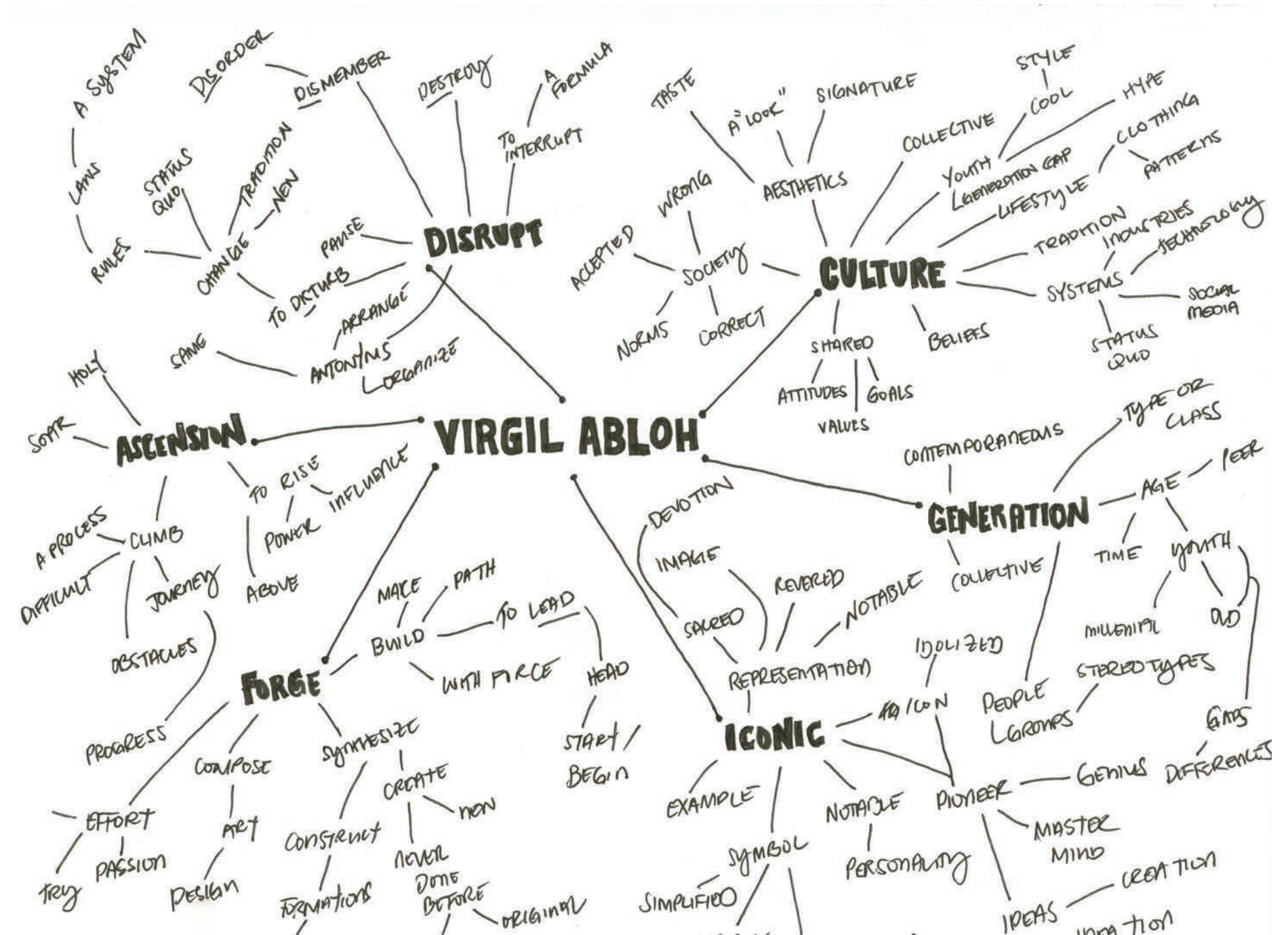
polarizing

inspiration

generational

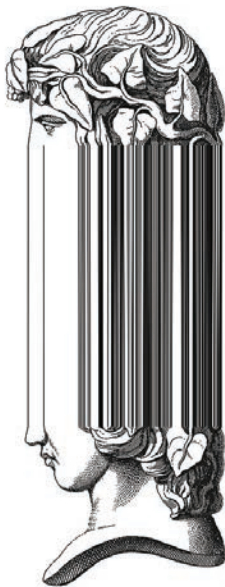
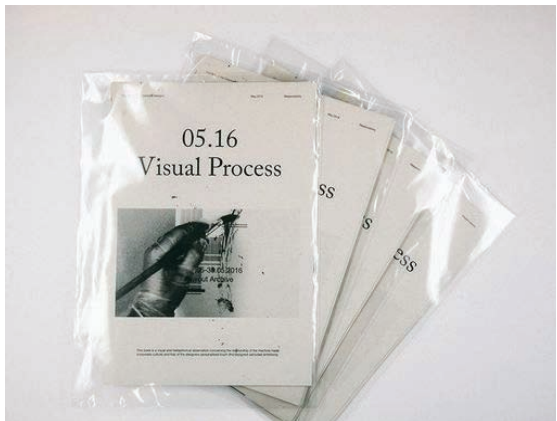
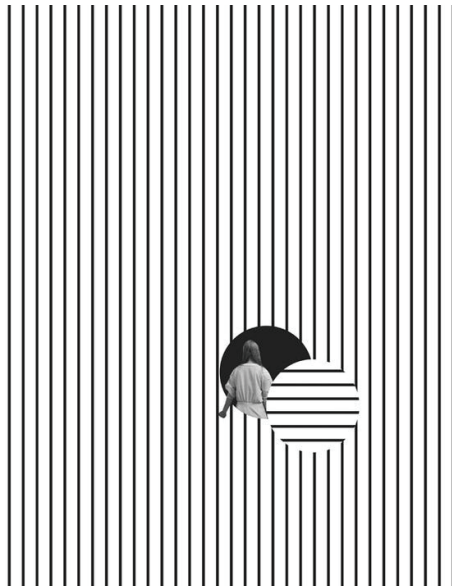
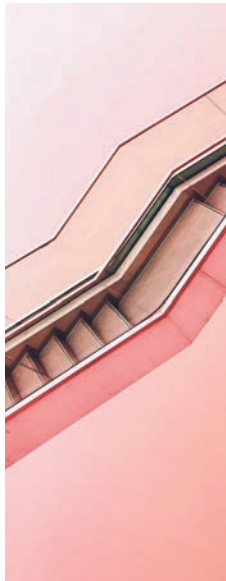
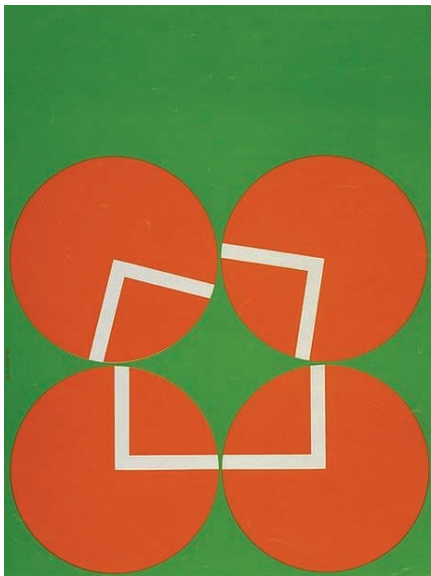
design.

mind map - expounded attributes



design.

mood board - attributes visually represented



SYSTEMS

PROGRESS

CULTURE

DISRUPT

INTERRUPT

JOURNEY

ICON

development.

3-5 final words - will drive the concept

SYSTEM FUNCTION PROGRESS INTERRUPTED DISRRUPT

deploy.

final series titles & subtitles

SERIES

One of the principles driving the modernist architecture movement is “form follows function,” and that’s something that I wanted to incorporate in the process of concepting the entire series. That’s why I decided to keep the title very straightforward and have the title series exactly what the book was about, and the subtitles for each book are different ranges of years of the rise of modernism in Europe and Russia, American modernism, and post-modernist architecture.

A History of Modernist Architecture

Volume One: 1914 - 1940

A History of Modernist Architecture

Volume Two: 1940 - 1960

A History of Modernist Architecture

Volume Three: 1960 - 1985

discovery.

visual board - book jacket reference

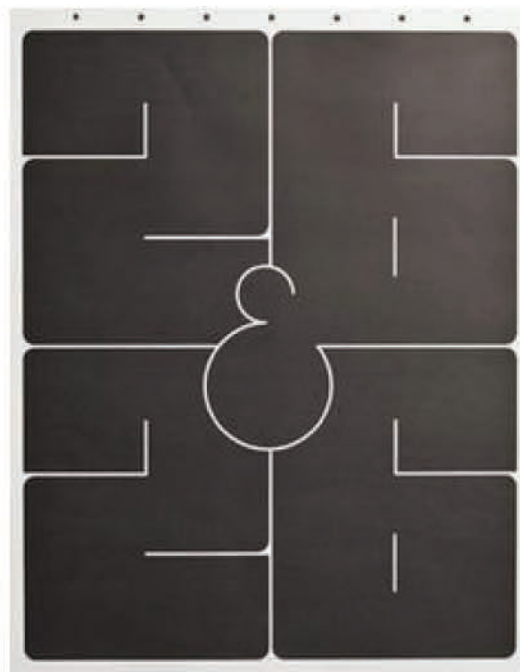


discovery.

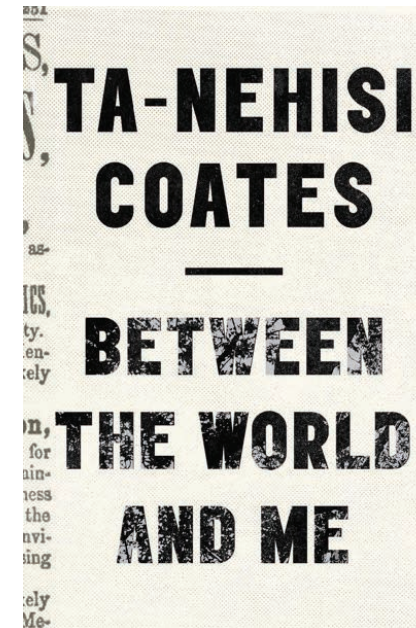
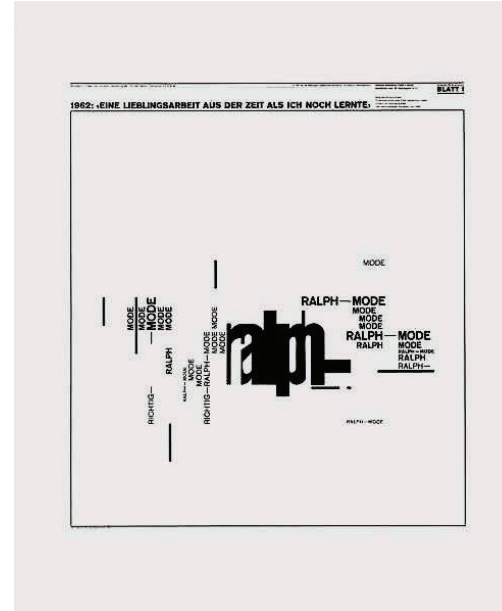
visual board - typographic usage reference



BOYS
DON'T
CRY



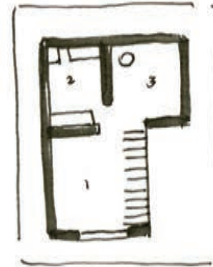
visual board - typographic usage reference



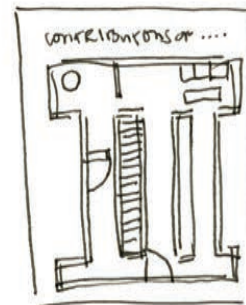
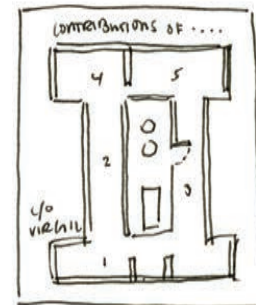
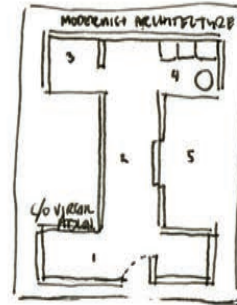
design.

thumbnail sketches

- Characteristics of M. Architecture



- use a modernist architecture floor plan
- arrange so they're in the shape of letter forms?



- Floor plan in shape of volume No I, II, III

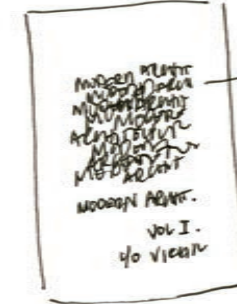
- Form follows function



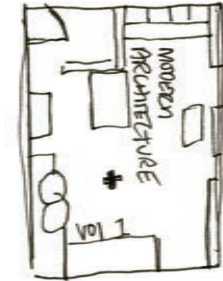
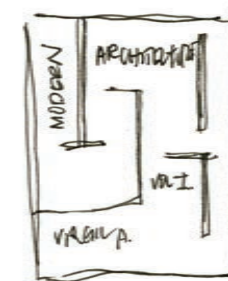
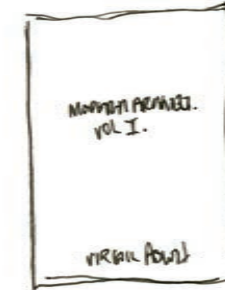
- ~~Repetitive~~ contained in a rectangle, clean lines

- over simplified
- center alignment
- straight forward

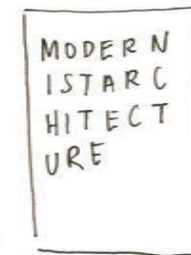
- Disrupted, Minimal



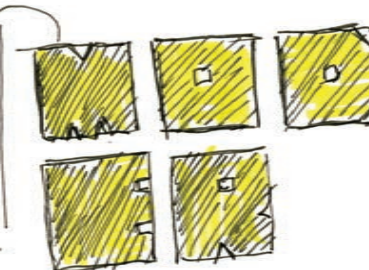
- lines in all caps, Helvetica bold as if printed over & over again, a glitch, disruptive



- clean lines, minimalistic, ~~disrupted~~, basic shapes, simplified



- VOL. ONE I



- LETTER FORMS START OFF AS BASIC SQUARES, w/ minimal amount of shapes cut out to create letter

development.

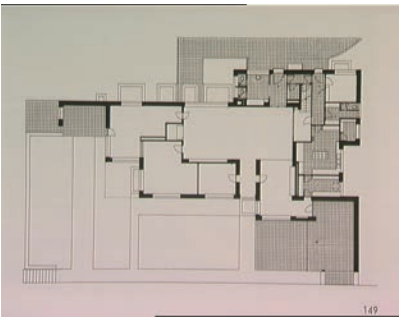
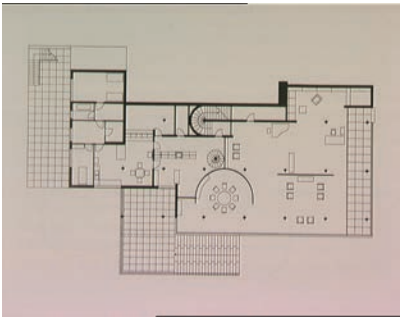
digitalized cover design - concept 1

RECTILINEAR

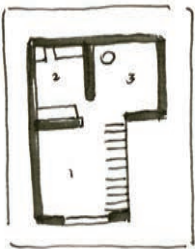
MINIMALISTIC

FUNCTION

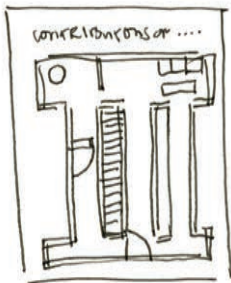
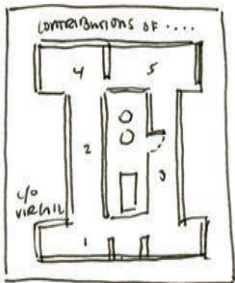
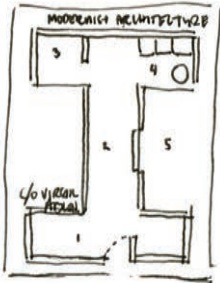
SYSTEM



• CHARACTERISTICS
OF M. ARCHITECTURE



- USE A MODERNIST ARCHITECTURE FLOOR PLAN
- ARRANGE SO THEY FIT IN THE SHAPE OF LETTER FORMS?



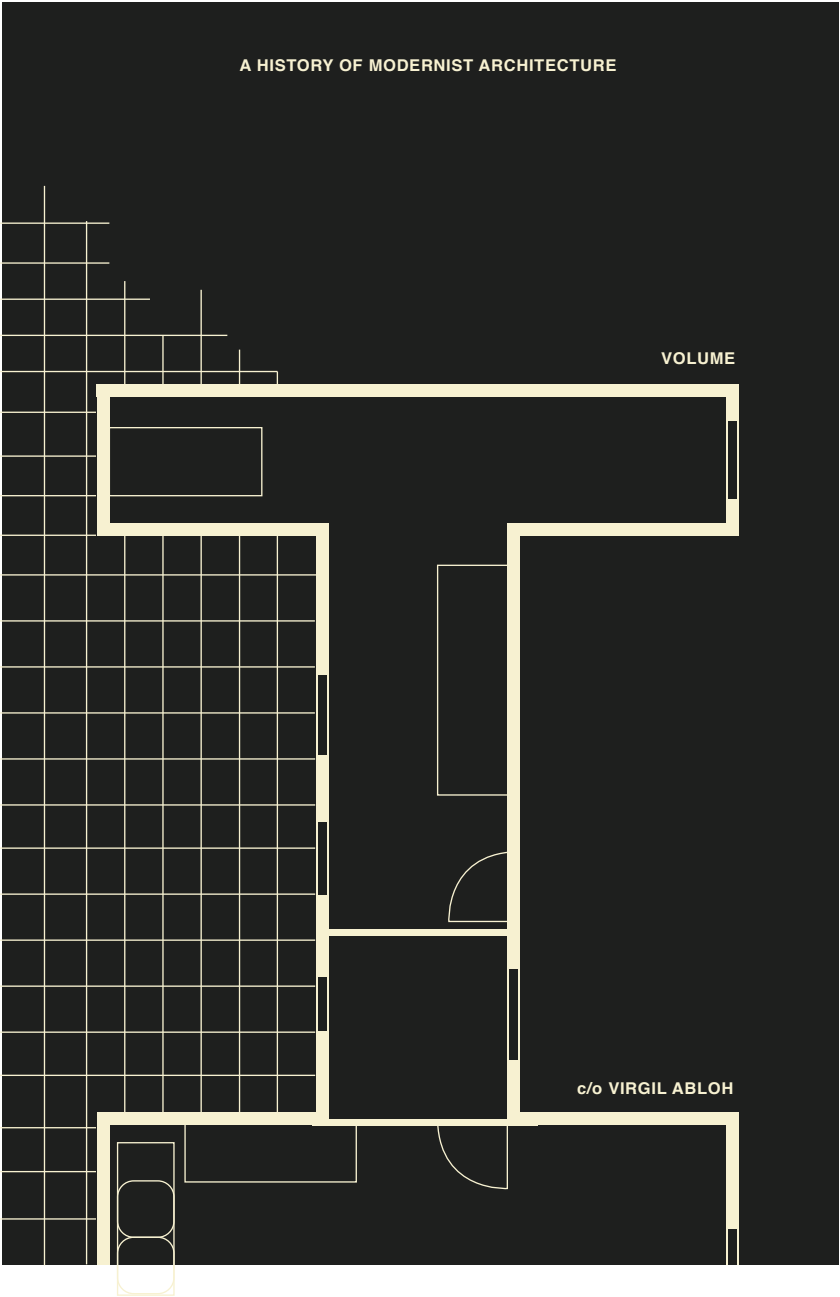
- FLOOR PLAN
IN SHAPE OF
VOLUME NO:
I, II, III

• FORM FOLLOWS FUNCTION



- RECTANGULAR
COMBINED IN A
RECTANGLE,
CLEAN LINES

- OVER SIMPLIFIED
- CENTER ALIGNMENT
- STRAIGHT FORWARD



development.

digitalizd cover design - concept 2

subtitle text

BASKERVILLE ITALIC, LOWERCASE

display

HELVETICA BOLD, LOWERCASE

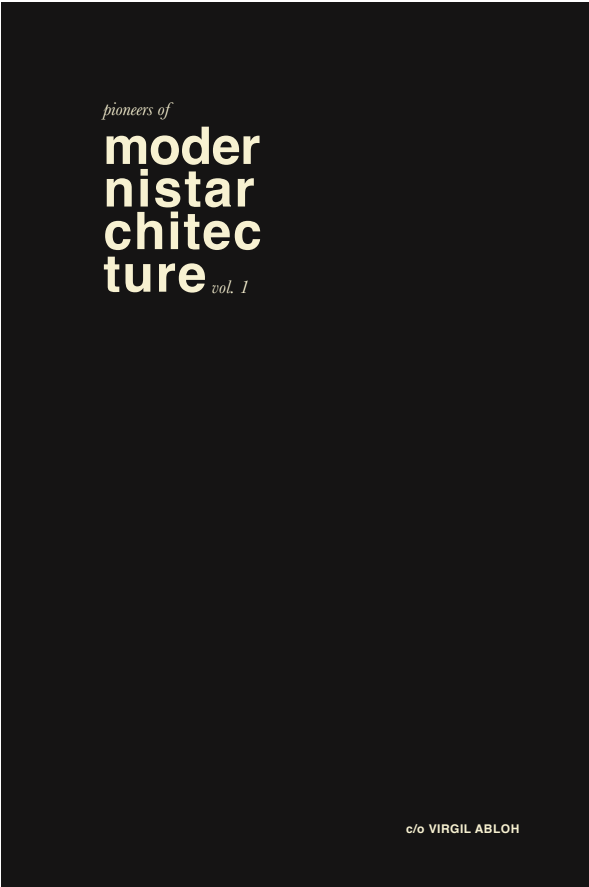
AUTHOR

HELVETICA BOLD, UPPERCASE

RECTILINEAR

PROGRESS

MINIMALIST



development.

digitalizd cover design - concept 3

TITLE/
SUBTITLE/
AUTHOR

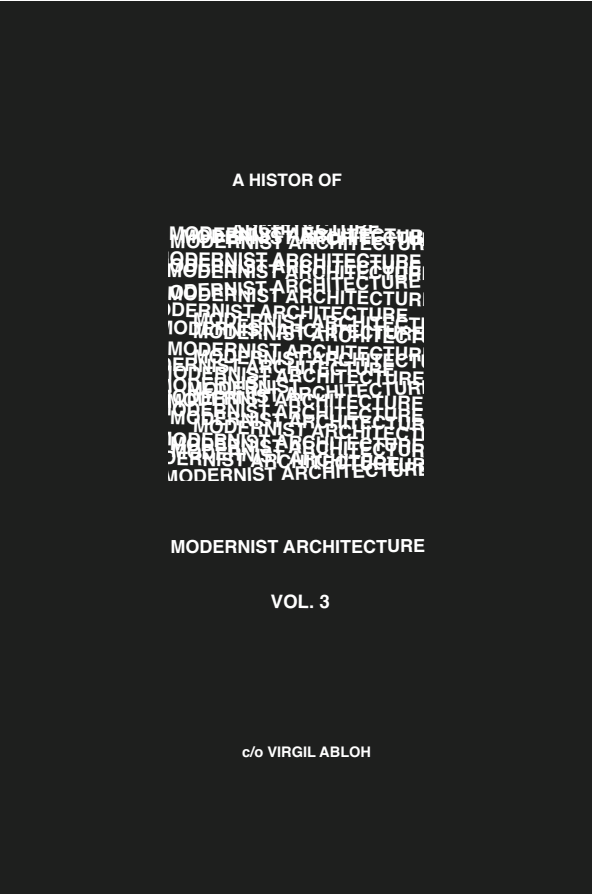
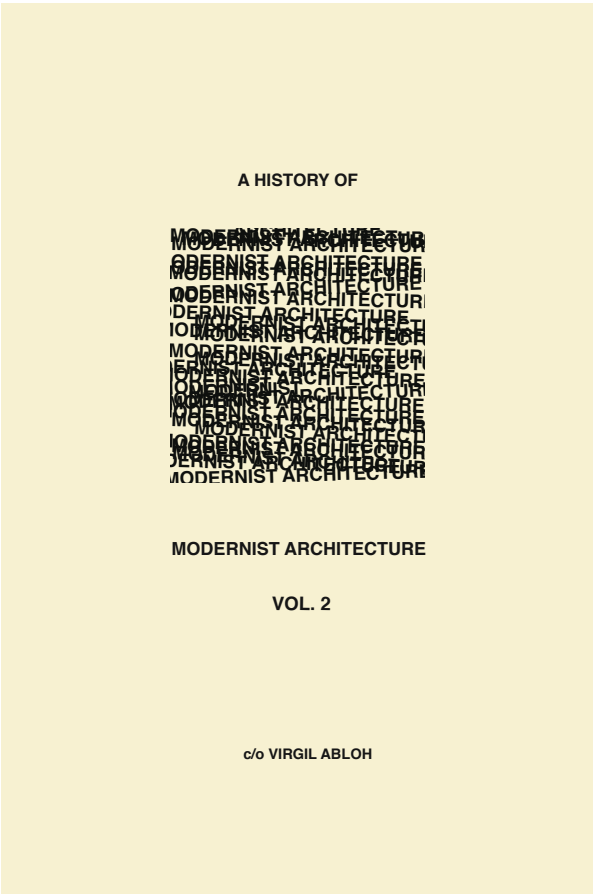
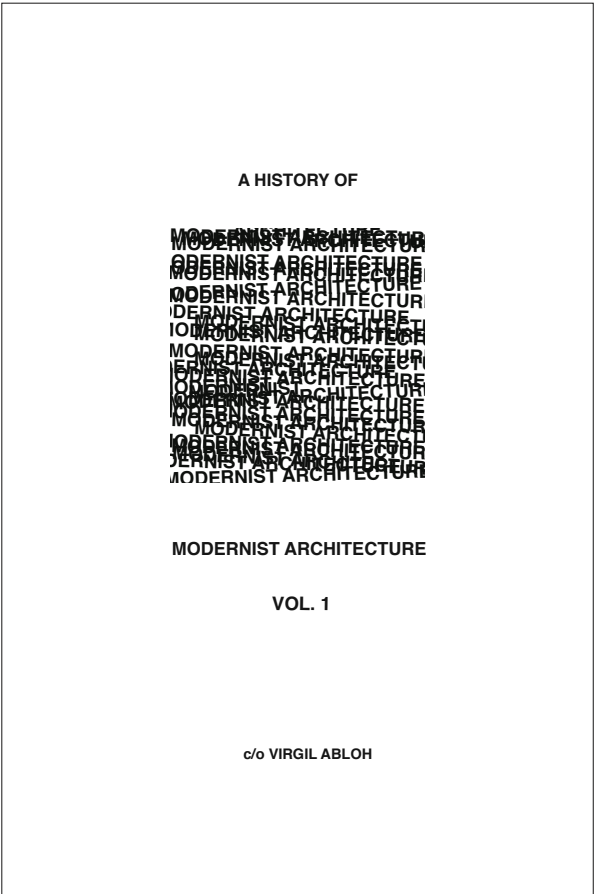
HELVETICA BOLD, UPPERCASE

RECTILINEAR

PROGRESS

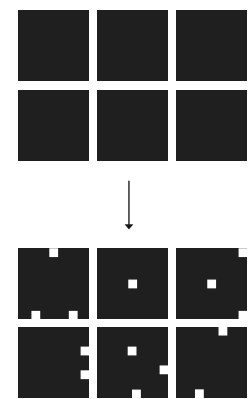
MINIMALIST

SOLID



development.

digitalizd cover design - concept 4



DIGITALLY CREATED

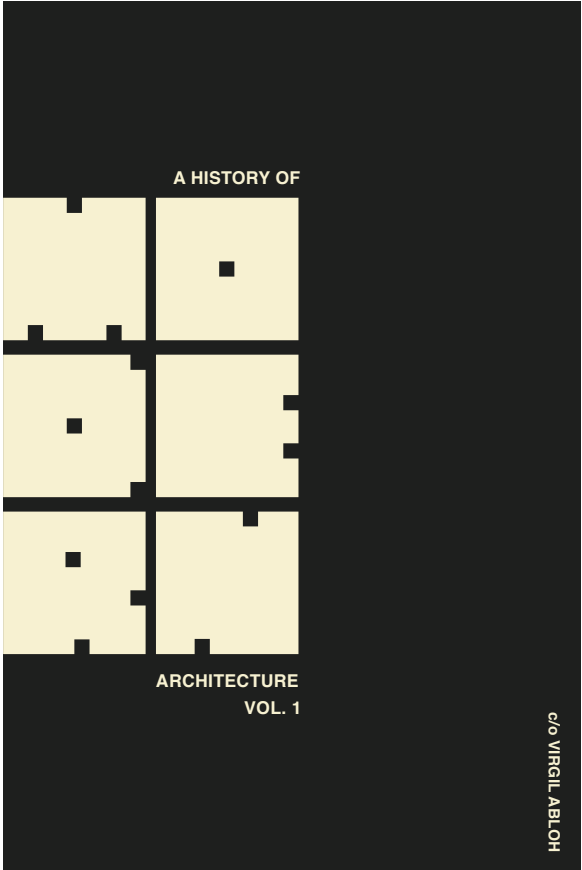
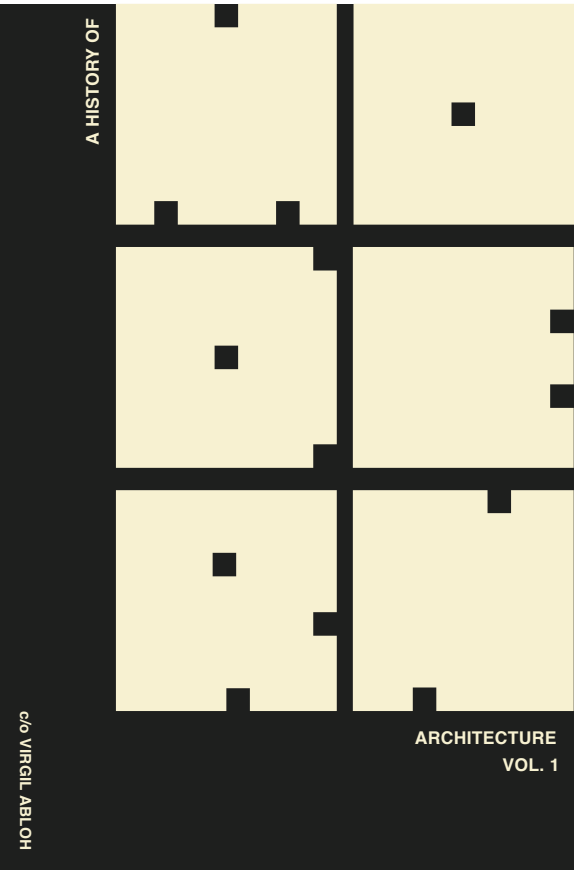
AUTHOR
HELVETICA BOLD, UPPERCASE

SYSTEM

BOLD

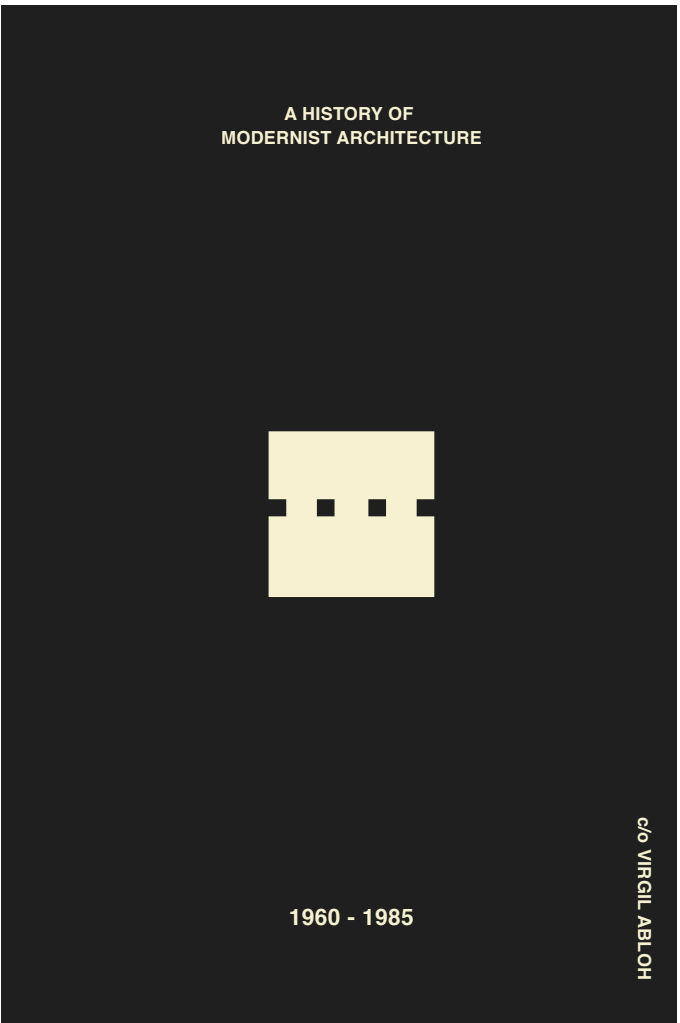
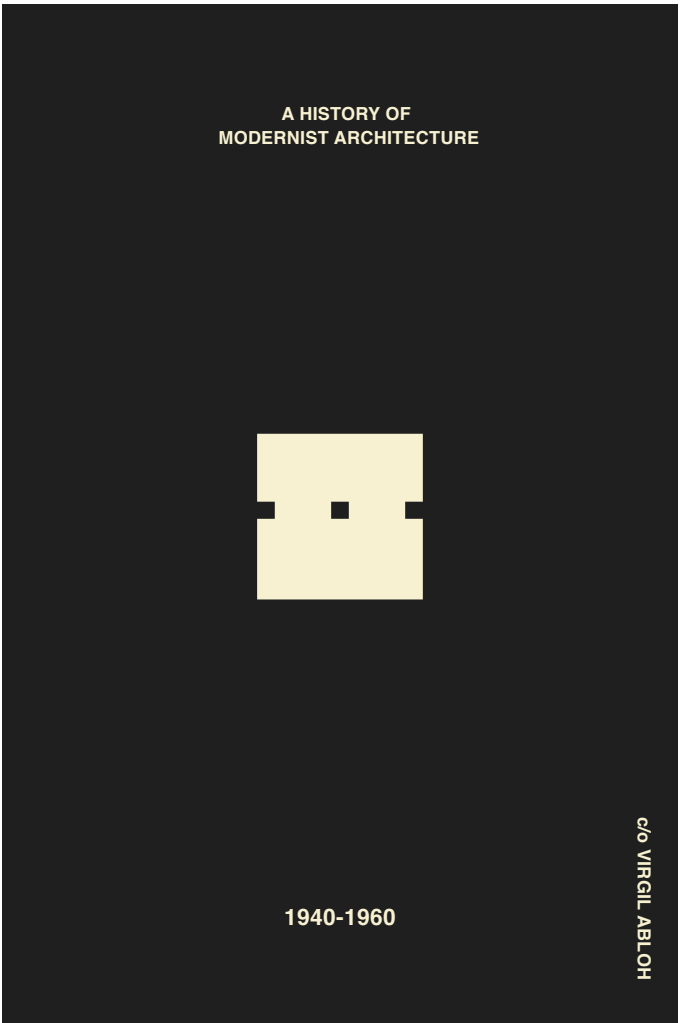
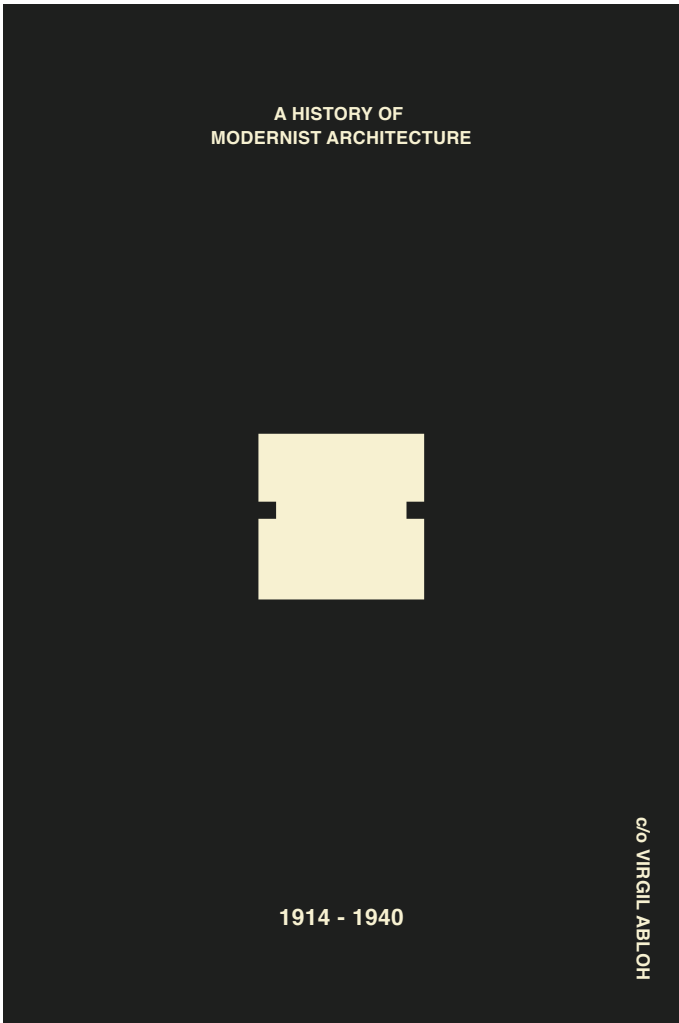
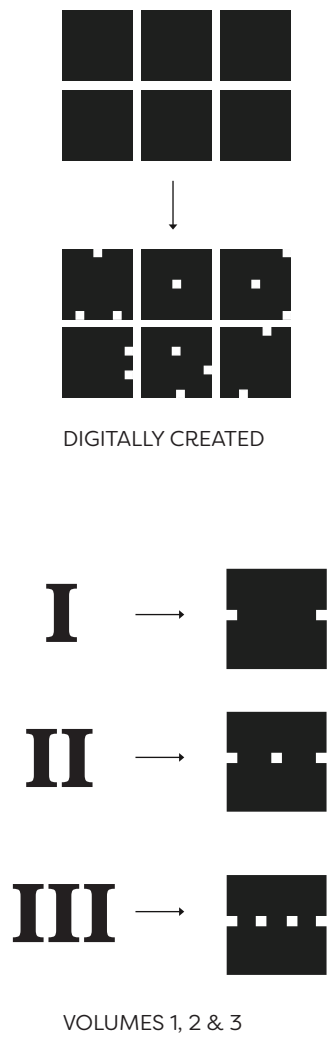
DISRUPT

MINIMALIST



development.

digitalizd cover design - concept 5



development.

typography study - paragraphs

Off-White was based off these ideas from modernist architecture, where one aesthetic can exist in different cultures. A skyscraper can be in Tokyo, London, Jakarta, and have one aesthetic that marks through them all. Its a visual language that is universal, that's how I think of fashion and branding. In 2002 I studied Architecture in the Illinois Institute of Technology in Chicago.

FILSON SOFT LIGHT, 12 PT

Off-White was based off these ideas from modernist architecture, where one aesthetic can exist in different cultures. A skyscraper can be in Tokyo, London, Jakarta, and have one aesthetic that marks through them all. Its a visual language that is universal, that's how I think of fashion and branding. In 2002 I studied Architecture in the Illinois Institute of Technology in Chicago.

ROBOTO LIGHT, 12 PT

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FUTURA MEDIUM, 12 PT

Off-White was based off these ideas from modernist architecture, where one aesthetic can exist in different cultures. A skyscraper can be in Tokyo, London, Jakarta, and have one aesthetic that marks through them all. Its a visual language that is universal, that's how I think of fashion and branding. In 2002 I studied Architecture in the Illinois Institute of Technology in Chicago.

HELVETICA NEUE MEDIUM, 12 PT

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BODONI 72 BOOK, 12 PT

Off-White was based off these ideas from modernist architecture, where one aesthetic can exist in different cultures. A skyscraper can be in Tokyo, London, Jakarta, and have one aesthetic that marks through them all. Its a visual language that is universal, that's how I think of fashion and branding. In 2002 I studied Architecture in the Illinois Institute of Technology in Chicago.

BODONI 72 BOOK, 12 PT

development.

typography study - titles

**a history of
modernist architecture**

HELVETICA BOLD, LOWERCASE

**A HISTORY OF
MODERNIST ARCHITECTURE**

HELVETICA BOLD, UPPERCASE

**a history of
modernist architecture**

FUTURA MEDIUM, LOWERCASE

**A HISTORY OF
MODERNIST ARCHITECTURE**

FUTURA MEDIUM, UPPERCASE

**A History Of
Modernist Architecture**

DIN ALT BOLD

**A HISTORY OF
MODERNIST ARCHITECTURE**

DIN ALT BOLD, UPPERCASE

**A HISTORY OF
MODERNIST ARCHITECTURE**

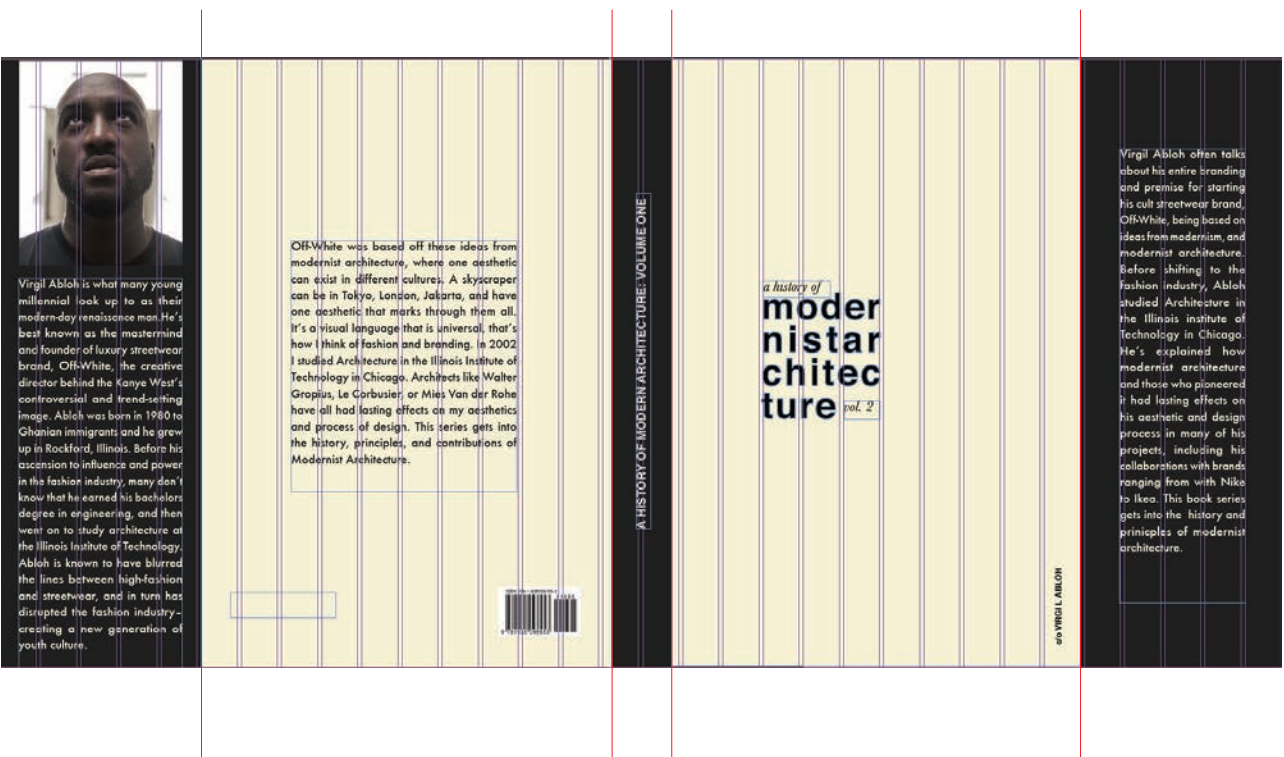
DIN CONDENSED, UPPERCASE

**A History Of
Modernist Architecture**

FUTURA MEDIUM, UPPERCASE

development.

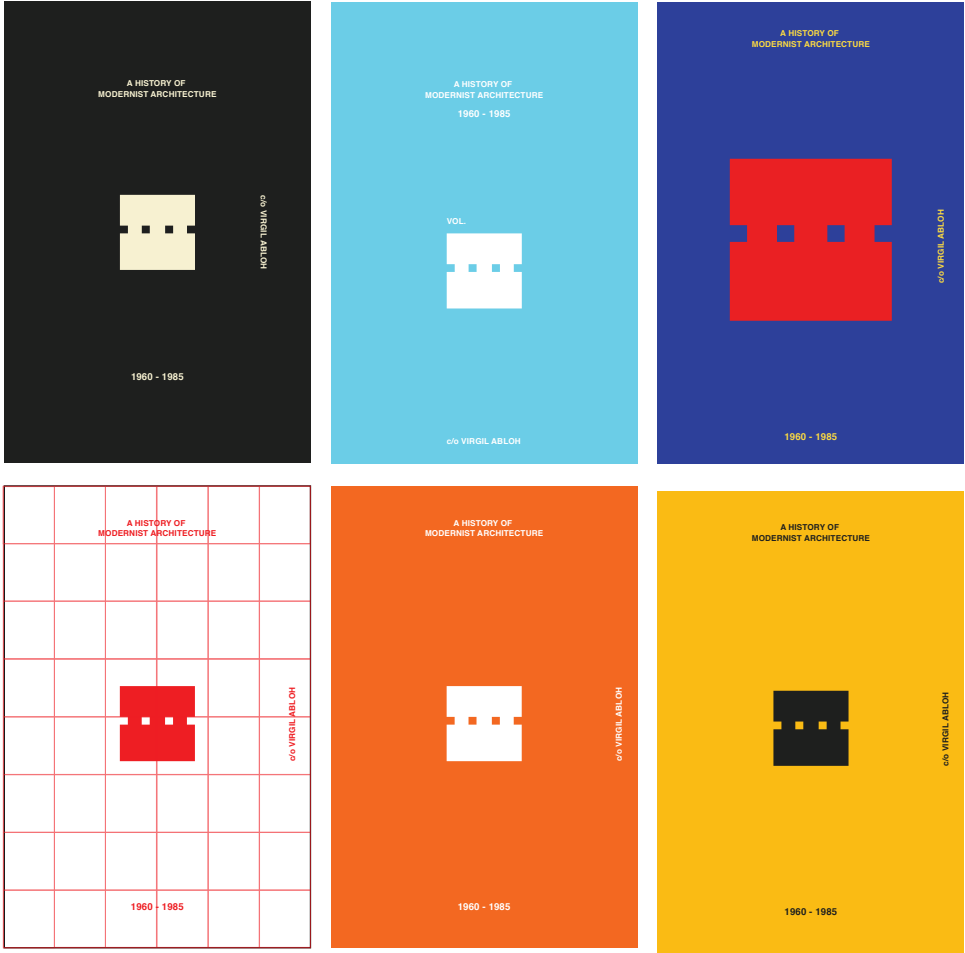
initial jacket layout and compstion exploration



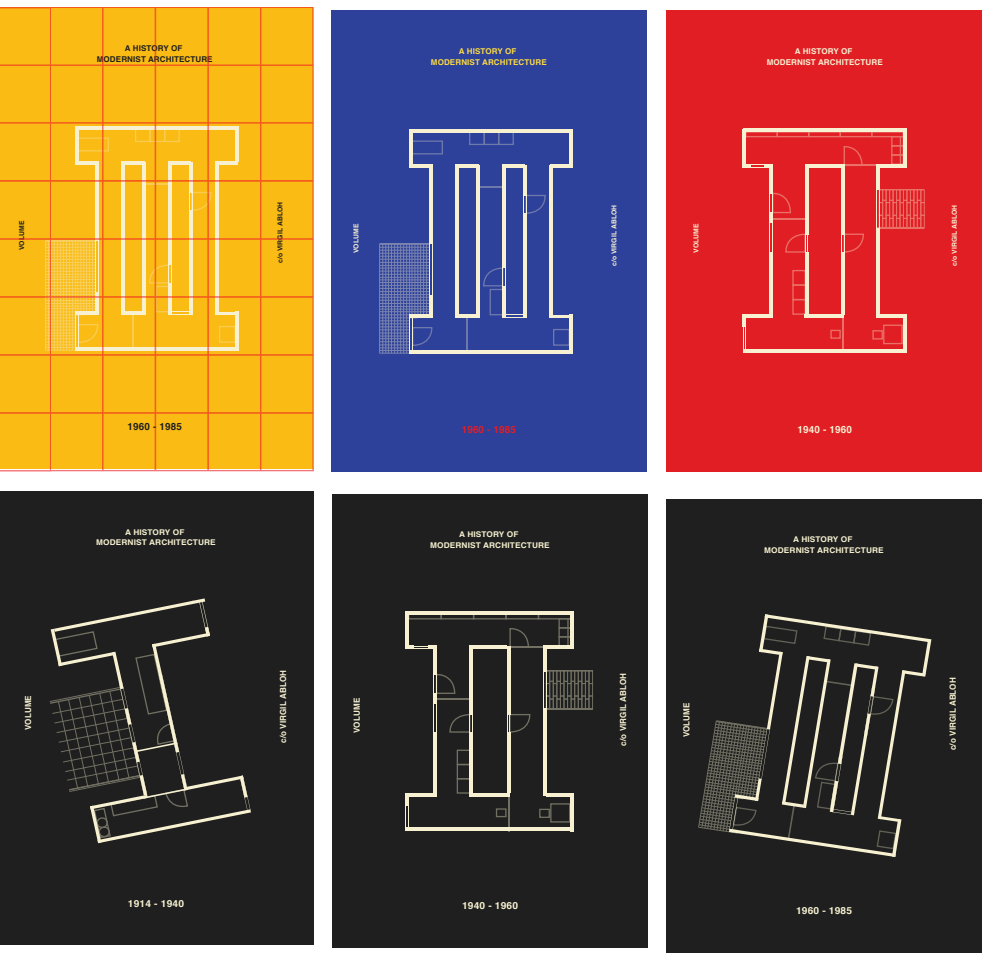
development.

cover composition and color vatiation studies

CONCEPT 1



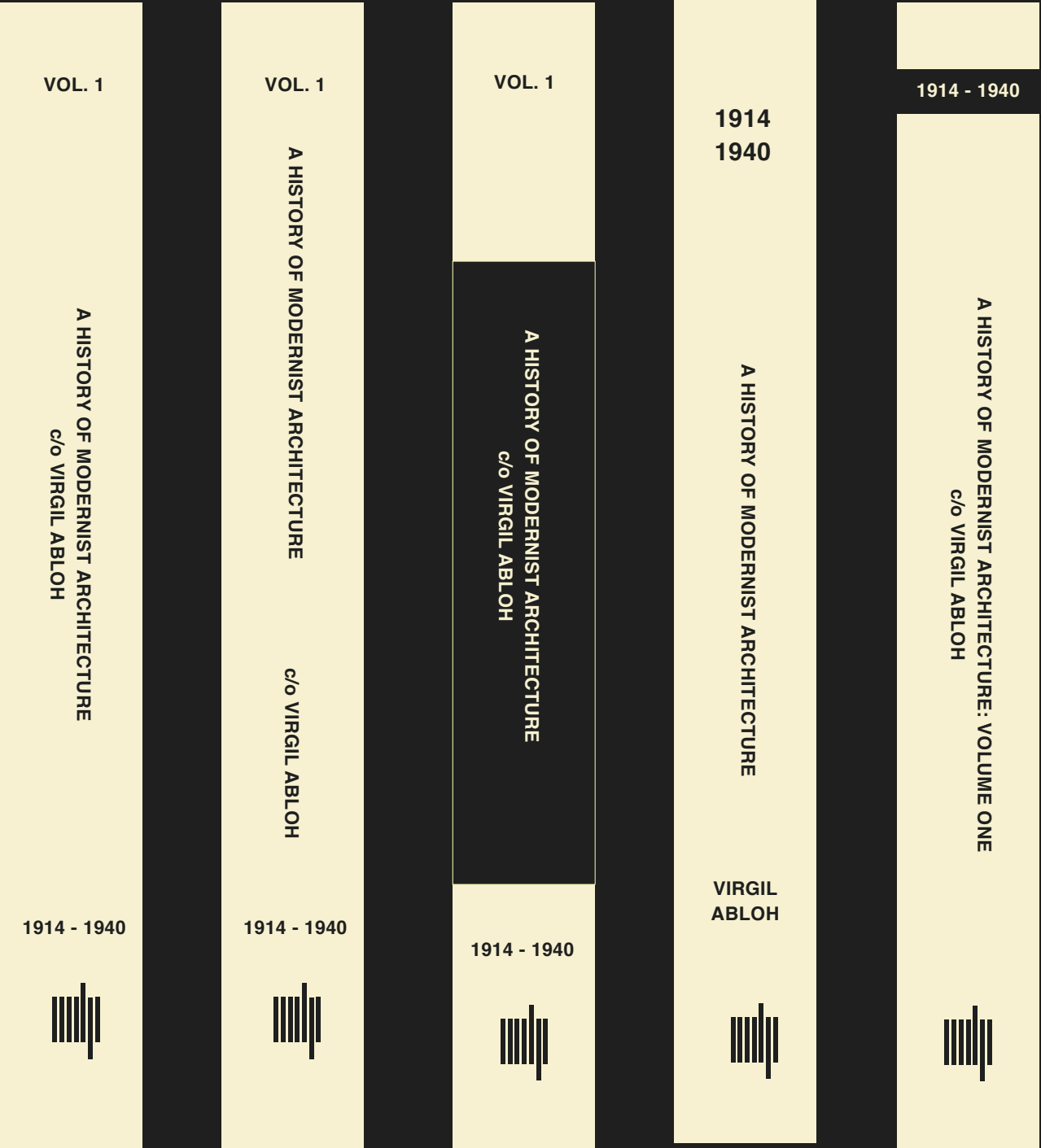
CONCEPT 2



EXPLORATION

The spine also re-inforces the modernist aesthetic where all elements are necessary for the function of the book. The range of years covered in the book are at the top, accented by the black strip that carries the color from the cover to the back cover. This allows the reader to quickly identify each volume on a bookshelf. The series name and volume number are in the center, and is followed by the author's name and the publisher's mark. This creates a clear hierarchy of information, from the top to the bottom of the spine.

development.
spine layout studies



EXPLORATION

I wanted to experiment with different hierarchies of information, interchanging the volume numbers with the dates, or using color blocking to seperate the information. However they all follow a very minmalistic and simple layout with slight variations.The typefaces and colors are all taken from the final cover design.

development.

final spines

	1960 - 1985	<div>A HISTORY OF MODERNIST ARCHITECTURE: VOL. THREE</div> <div>c/o VIRGIL ABLOH</div> <div></div>
	1940 - 1960	<div>A HISTORY OF MODERNIST ARCHITECTURE: VOL. TWO</div> <div>c/o VIRGIL ABLOH</div> <div></div>
	1914 - 1940	<div>A HISTORY OF MODERNIST ARCHITECTURE: VOL. ONE</div> <div>c/o VIRGIL ABLOH</div> <div></div>

1914 - 1940	1940 - 1960	1960 - 1985
<div>A HISTORY OF MODERNIST ARCHITECTURE: VOL. ONE</div> <div>c/o VIRGIL ABLOH</div> <div></div>	<div>A HISTORY OF MODERNIST ARCHITECTURE: VOL. TWO</div> <div>c/o VIRGIL ABLOH</div> <div></div>	<div>A HISTORY OF MODERNIST ARCHITECTURE: VOL. THREE</div> <div>c/o VIRGIL ABLOH</div> <div></div>

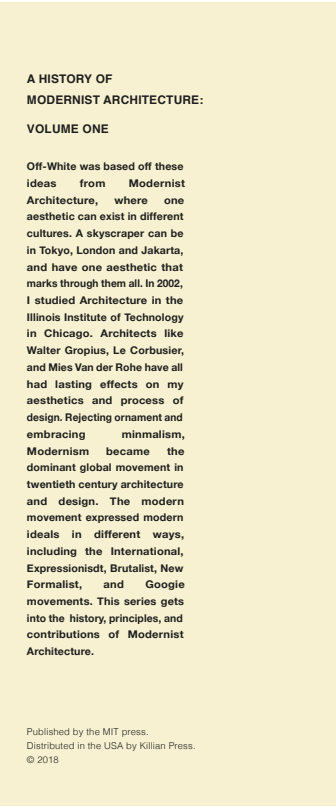
SPINES

The spine also re-inforces the modernist aesthetic where all elements are necessary for the function of the book. The range of years covered in the book are at the top, accented by the black strip that carries the color from the cover to the back cover. This allows the reader to quickly identify each volume on a bookshelf. The series name and volume number are in the center, and is followed by the author's name and the publisher's mark. This creates a clear hierarchy of information, from the top to the bottom of the spine.

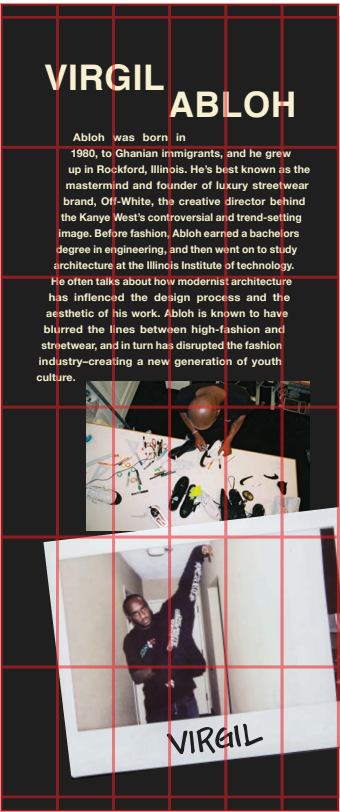
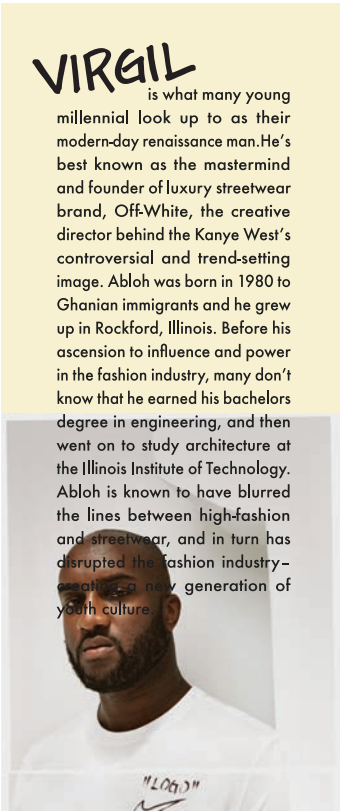
development.

front & back flap layout studies

FRONT FLAP



BACK FLAP



EXPLORATION

On the initial book jacket layout page of the process book, the flaps I created for those studies felt too boring and un-engaging. For the synopsis flap I experimented with different column widths and lengths. I knew I wanted a solid justified block of text, that would re-iterate the idea of modernist architecture being using very rectilinear and simple shapes. I also tried creating more visual interest by using different proportions of type point sizes, and placing them in both horizontal and vertical directions to add some contrast. The second flap plays with these same elements, but with the addition of photos I experimented with making them different sizes, and testing out overlapping and digital collage.

development.

final front & back flaps



1914 - 1940

A HISTORY OF
MODERNIST ARCHITECTURE:
VOLUME ONE

Off-White was based off these ideas from Modernist Architecture, where one aesthetic can exist in different cultures. A skyscraper can be in Tokyo, London and Jakarta, and have one aesthetic that marks through them all. In 2002, I studied Architecture in the Illinois Institute of Technology in Chicago. Architects like Walter Gropius, Le Corbusier, and Mies Van der Rohe have all had lasting effects on my aesthetics and process of design. Rejecting ornament and embracing minmalism, Modernism became the dominant global movement in twentieth century architecture and design. The modern movement expressed modern ideals in different ways, including the International, Expressionisdt, Brutalist, New Formalist, and Googie movements. This series gets into the history, principles, and contributions of Modernist Architecture.

VIRGIL

Published by the MIT press.
Distributed in the USA by Killian Press.
© 2018



VIRGIL ABLOH

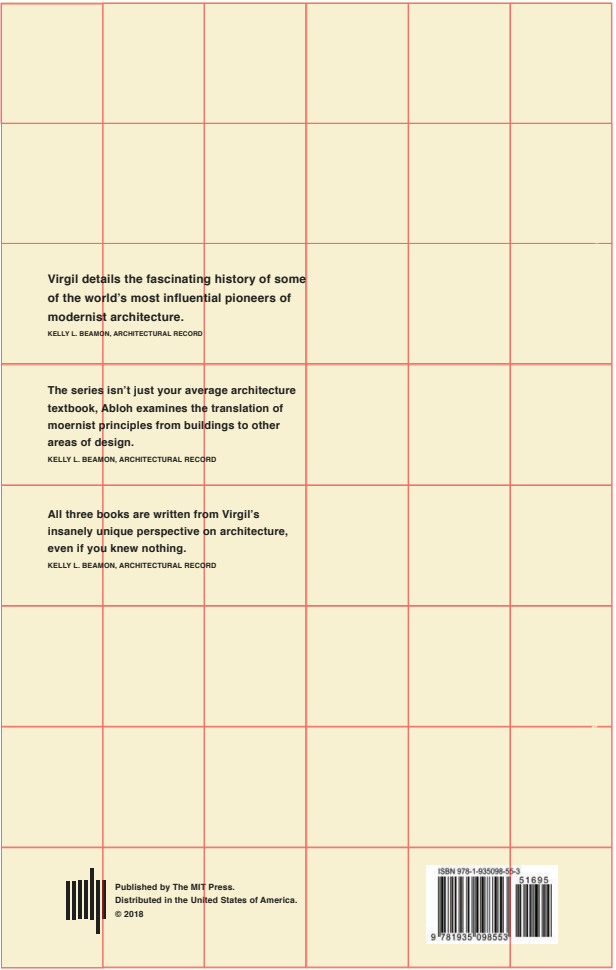
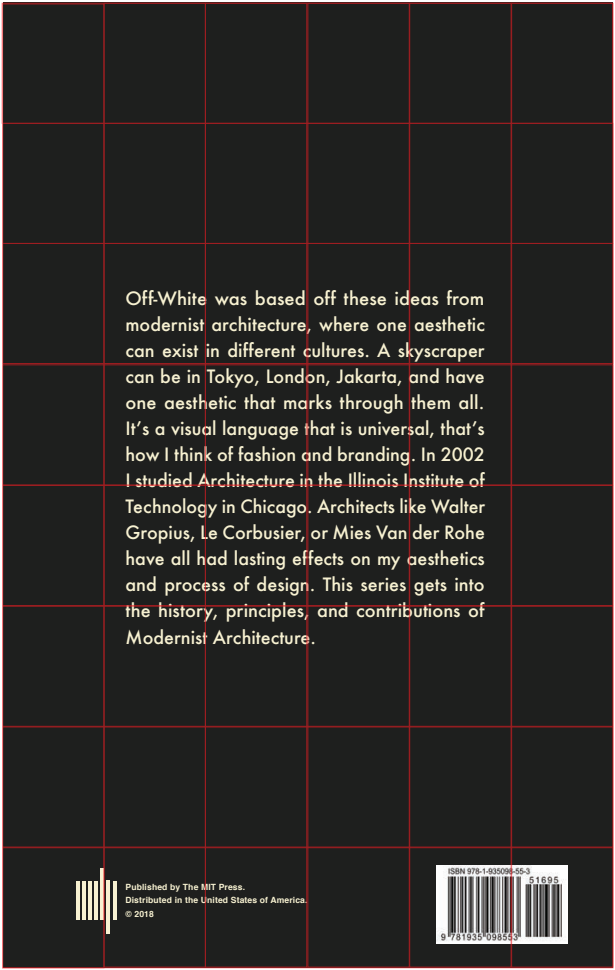
Abloh was born in 1980, to Ghanaian immigrants, and he grew up in Rockford, Illinois. He's best known as the mastermind and founder of luxury streetwear brand, Off-White, the creative director behind the Kanye West's controversial and trend-setting image. Before fashion, Abloh earned a bachelors degree in engineering, and then he went on to study architecture at the Illinois Institute of technology. He often talks about how modernist architecture has inflenced the design process and the aesthetic of his work. Abloh is known to have blurred the lines between high-fashion and streetwear, and in turn has disrupted the fashion industry—creating a new generation of youth culture.

FLAPS

Because my final cover design was relatively simple, I wanted to use these flaps to show my exploration of type as much as I could. For the synopsis flap I created some visual contrast by enlarging the numbers of the years and placing it horizontally, and letting it bleed into the black of the cover over the fold. The thickness of the numbers contrasts with the horizontal smaller lines of text in the justified column beside it. The numbers also helped to make guidelines for where to place the block of text and have it balanced on the flap. The back flap is simple yet still interesting with the use of the photos that bleed onto the left margin of the flap, one of them slightly tilted, following the intentional widow on the bottom right of the biography column. I also had the same vertical text element however on this flap I had it overlapping slightly with the top photo. I also had the background of the flap black to fit more with the darker tones in the photos I chose.

development.

back cover layout and color studies



EXPLORATION

I wanted to keep the back cover relatively simple and bare so it was cohesive with the front cover. I tried experimenting with square blocks of text, as well as different typefaces to use. I also experimented with using individual blocks of text, on different colored background shapes, but still taken from the color palette of the final cover.

development.

back cover layout and color studies



Virgil details the *fascinating* history
of some of the world's most influential
pioneers of Modern Architecture.

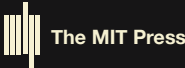
KELLY L. BEAMON, ARCHITECTUR DAILY

The series isn't just your average
architecture textbook, Virgil Abloh
examines the *intriguing* ability for
modernist principles in architecture
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DIANA LIND, ARCHITECTURAL DIGEST

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HENRIK MOST, CREATIVE LEADER OF IKEA



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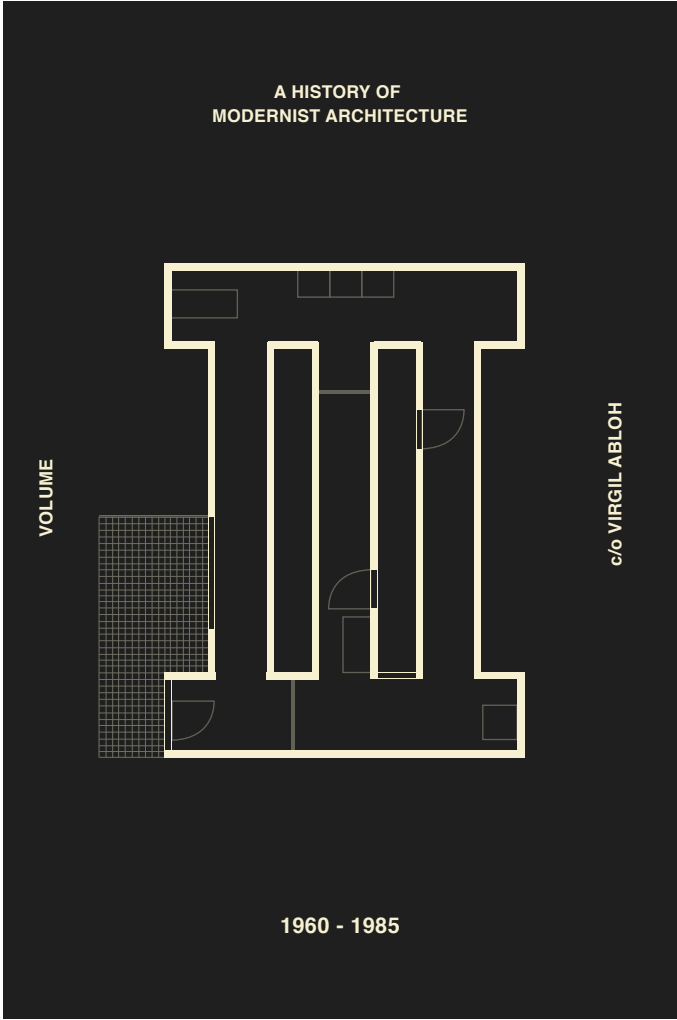
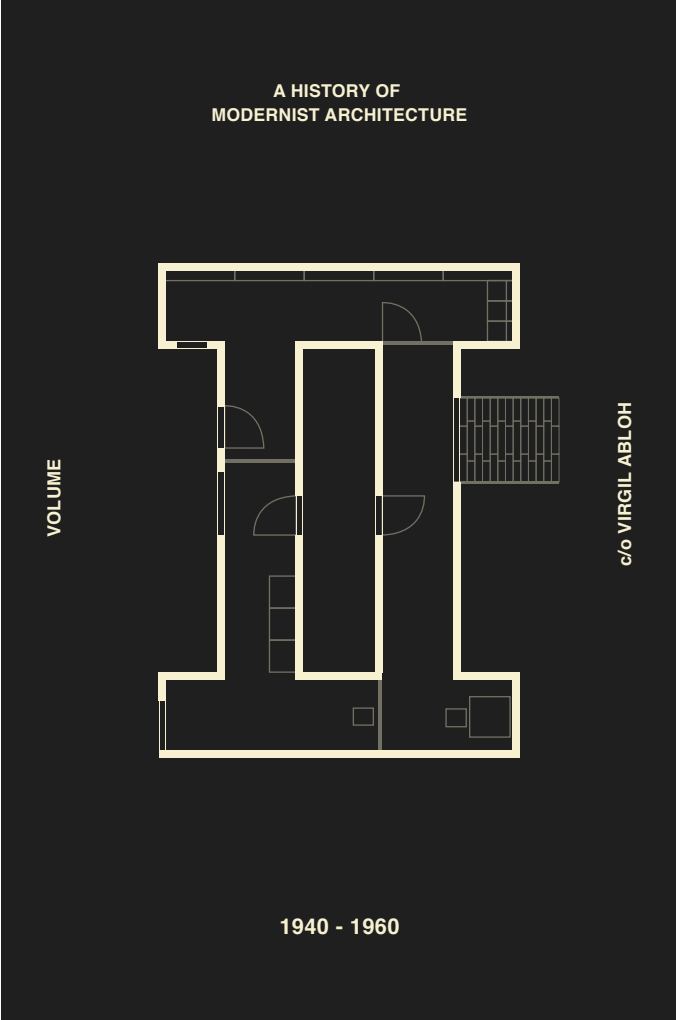
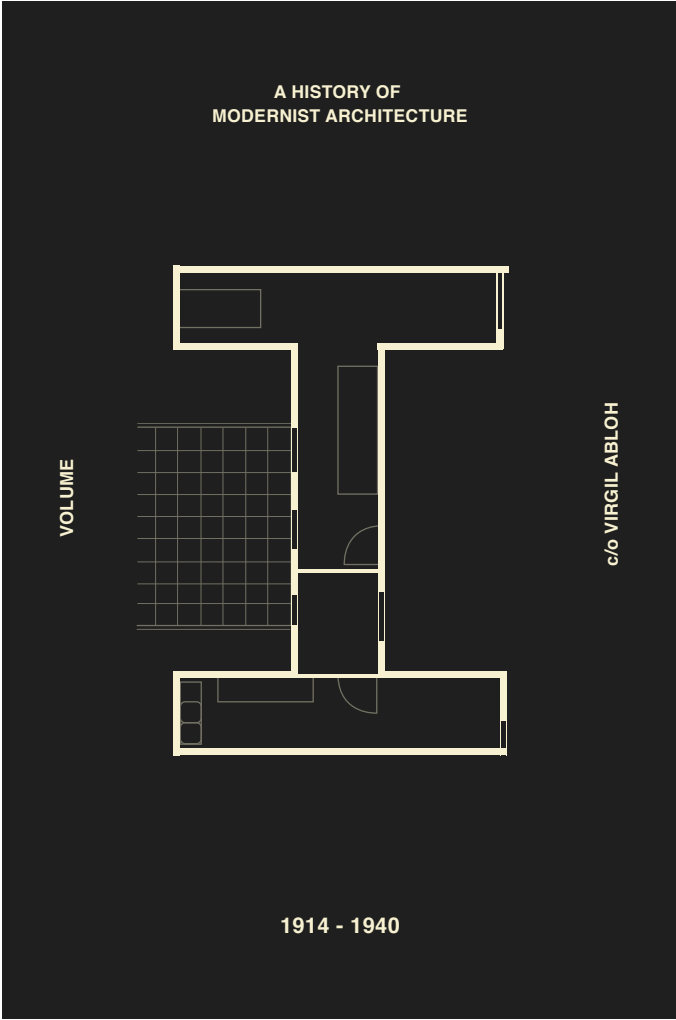


BACK COVER

The final cover is very simple with three blocks of text in the center third of the cover. The testimonial quotes are in white, with accented attribute words in baskerville italics. After the first test-print the italic words were so light they couldn't be read properly so I added a 0.25 stroke around all the letters. The people who gave the testimonies names are in all uppercase letters and in a cream color, to differentiate it from the quote.

deploy.

final cover designs



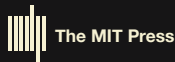
COVERS

I chose these final covers over the other final concepts I had because I felt it best showed an engaging use of typography that related and represented both the author and the topic of the series. It is minimalistic and simple with one font used for the subtitles, title, and author name, this was meant to make the focus of the cover the center numeral shaped floor plan. The names of the volumes, the year dates, are at the bottom and 2pts larger than the rest of the text, just to create more of a focus on that compared to the rest of the words. The words "volume" and author's name are both written vertically, creating an implied rectangular border around the center floor plan. I also wanted to reinforce the feeling of blue prints with labels on it. I focused mostly on the words "system" "function" and "progress" from my attribute list in creating this cover. The actual floor plans were taken from different floor plans drawn up by modernist architect Ludwig Mies Van Der Rohe.



VIRGIL ABLOH

Abloh was born in 1980, to Ghanaian immigrants, and he grew up in Rockford, Illinois. He's best known as the mastermind and founder of luxury streetwear brand, Off-White, the creative director behind the Kanye West's controversial and trend-setting image. Before fashion, Abloh earned a bachelors degree in engineering, and then went on to study architecture at the Illinois Institute of technology. He often talks about how modernist architecture has influenced the design process and the aesthetic of his work. Abloh is known to have blurred the lines between high-fashion and streetwear, and in turn has disrupted the fashion industry—creating a new generation of youth culture.



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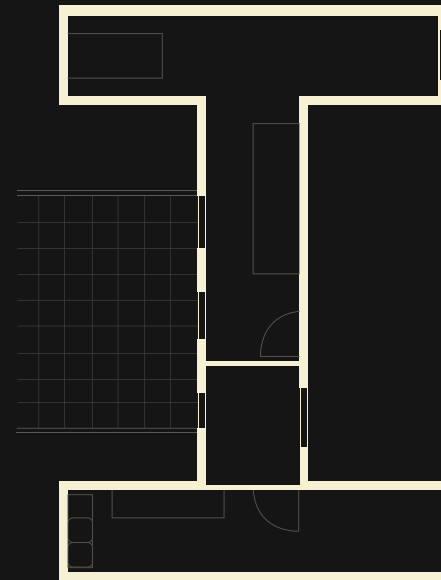
HENRIK MOST, CREATIVE LEADER OF IKEA

1914 - 1940

A HISTORY OF MODERNIST ARCHITECTURE: VOLUME ONE
c/o VIRGIL ABLOH



A HISTORY OF
MODERNIST ARCHITECTURE



VOLUME

c/o VIRGIL ABLOH

1914 - 1940

1914 - 1940

A HISTORY OF
MODERNIST ARCHITECTURE

VOLUME ONE

Off-White was based off these ideas from Modernist Architecture, where one aesthetic can exist in different cultures. A skyscraper can be in Tokyo, London and Jakarta, and have one aesthetic that marks through them all. In 2002, I studied Architecture in the Illinois Institute of Technology in Chicago. Architects like Walter Gropius, Le Corbusier, and Mies Van der Rohe have all had lasting effects on my aesthetics and process of design. Rejecting ornament and embracing minimalism, Modernism became the dominant global movement in twentieth century architecture and design. The modern movement expressed modern ideals in different ways, including the International, Expressionist, Brutalist, New Formalist, and Googie movements. This series gets into the history, principles, and contributions of Modernist Architecture.

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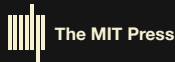
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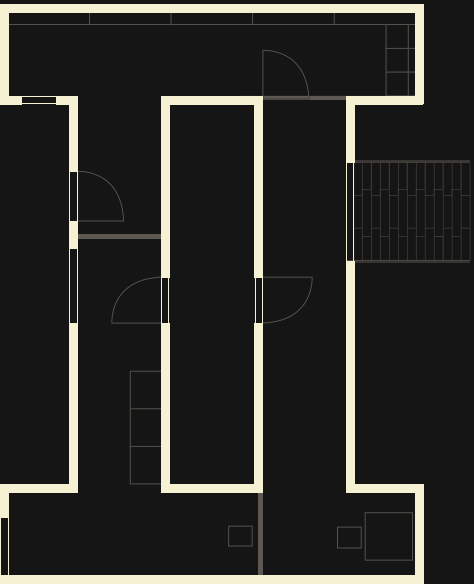


1940 - 1960

A HISTORY OF MODERNIST ARCHITECTURE: VOLUME TWO
c/o VIRGIL ABLOH



A HISTORY OF MODERNIST ARCHITECTURE



VOLUME

c/o VIRGIL ABLOH

1940 - 1960

1940 - 1960

A HISTORY OF MODERNIST ARCHITECTURE VOLUME TWO

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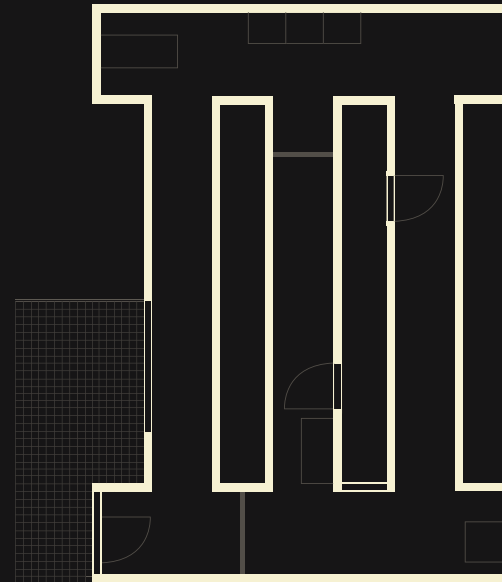


1960 - 1985

A HISTORY OF MODERNIST ARCHITECTURE: VOLUME THREE
c/o VIRGIL ABLOH



A HISTORY OF
MODERNIST ARCHITECTURE



VOLUME

c/o VIRGIL ABLOH

1960 - 1985

1990 - 1985

A HISTORY OF
MODERNIST ARCHITECTURE
VOLUME THREE

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series front & back cover







IL ABLOH

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citations.

comprehensives

images

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