PIXEL

Tuesdays
6 - 7 pm
Cruess 210

text: 774.25.PIXEL
pixelofdavis@gmail.com
from start to finish

PROCESS

• Multiple drafts
• Refinement
• Final
the art of the

CRITIQUE

• What’s working?
• What’s not working?
• Give a suggestion for improvement
let's get started

TYPOGRAPHY

• The style & appearance of text
  - Style  - Weight  - Shapes  - Spacing

• DES145: History of Visual Communication
  - Spring 2014
Typography

- Serif
- Arm
- Shoulder
- Counter
- Ascender
- Bowl
- Cap Height
- X-Height
- Baseline
- Stem
- Terminal
- Loop
- Descender

Type Club 101 - Anatomy

THE LEAGUE of MOVEABLE TYPE
http://theleagueofmoveabletype.com
Slab serif: 1800’s

ARCHER

a modern slab serif with a touch of class

the Emmanuelle Béart of Slabs

Slab serif: Today
DISASTER RELIEF PLANNING REMAINS VAGUE AMIDST APPEAL

Photography Expedition

Foundation reverses decision 23a making way for railway

STOCKHOLM

Giant shrimp pulled from ocean depths

All Krautrock & I

SOUTH GATE 689: ARRIVING FLIGHT DELAY

Sans serifs
Kerning: the space between characters
why is typography IMPORTANT?

• Readability

• It says something

  - Understanding a brand
let’s take a look at

EDITORIALS

• Describe the font
  - Style  - Weight  - Shapes  - Spacing

• What is the font’s personality?

• How does the font pair with the content of the article?
  - Is it successful?  - Why or why not?
Biker

Something for every motorcyclist, even wannabes and vegans.

BY AMY LAROCCA & REBECCA RAMSEY

Photographs by Robby Bobberty

JACKET: Schott
NYC: $390 at 256 Elizabeth St, tel: 212-226-5301
available early 2014 at Urban Garage, 1033 Union St, Carroll Gardens, Brooklyn.
JEANS: Guess.
Ladies: We've come to the section of the issue where male and female parts mingle, also known as the Sex Section.

Gents: We've come to the section of the issue where male and female parts mingle, also known as the Sex Section.
ALL THE DATA YOU CAN EAT

Cooking is full of mysteries: What’s the ideal way to roast a turkey? Where can you get the best chili? Is everything really better with bacon? There has been no way to answer these enduring questions—until now. We partnered with Food Network and hired a programmer to crunch all the data hidden in its website’s 49,733 recipes and 906,539 comments. The result is a fascinating overview of how Americans cook. (Quick! What’s the most popular sandwich in Miami? In Los Angeles?) There’s plenty to chew on, including the scientifically proven answer to that bacon question, so dig in.

by CLIFF KUANG

DATA MINING BY DYLAN FRIED
DATA VISUALIZATION BY CATALOGTREE
INFOSCRIPTICS BY JOSEF REYES

WIRED EXCLUSIVE
DATA CRUNCH

“Skip this one and look for an authentic Pad Thai recipe.”
—ugolovatore, Pad Thai

“I looked at this and thought completely... But it TOTALY... denatrotto, Babaganoush

“Not a bad idea for a sundae, but please do not call it tiramisu!”
—plafameso, 4773677, TiramisuSundaes

WIRED magazine
Film School in Six Pages

How to Shoot a Movie

GRAVITY
The twelve-minute single-take shot that opens the movie, Luhrmann says, "took many, many years" to get right. He filmed Sandra Bullock on a soundstage in a nine-foot cube surrounded by LED lights, then blended that footage with shots of space. "It's basically lighting the movie with computers, not unlike a Pixar film," he says. "I did it from my house while most of the CG gaffers were in London." Also, "Cassius tried to make the shot longer! I felt like the Inquisition was coming in and saying, 'Cassius, this is too long.'"

TO THE MOVIE
"Tony [Malick] used actors in a different way," says Wonder star Ben Affleck has said. "He'll have the camera on you and then lift up and go to a tree. "Everybody knows that the shot is just another part of Tony's experimentation," says Luhrmann. "So yes, the scenes sometimes pass away from the actor, but the actor never complained. At least, I don't know that they did. Maybe they went to their agent and said, 'What the f*** am I doing?'"

CHILDREN OF MEN
Lubeck's most famous shot, in which a car containing Chris Owen and Julianne Moore is attacked, required him to jury-rig the car so seats could rotate in and out, allowing the camera to move freely. "We shouldn't have shot it more than two or three times, because it took as long to reset between takes. When we achieved it on the first take, the actors were screaming. We did it!" The guy who was operating the crane was crying."
amazing new cake ideas
You’ll be sweet on these tasty trends, full of modern flavor.
BY BROOKE SHOWELL  PHOTOGRAPHY BY PHILIP FICKS
launch, Hack, Meow!

AND OTHER LESSONS FROM THE BRAND BUILDERS OF THE POST-LEHMAN ECONOMY.

New York magazine
TEN YEARS AFTER MONEYBALL MADE THE A’S FAMOUS, IT’S THE MYSTIFYING FIELD OF CHEMISTRY, NOT ADVANCED METRICS, THAT BEST EXPLAINS THEIR SUCCESS.
Street Smart
A series of tailored topcoats transforms a walk through the concrete jungle into an urbane adventure.

PHOTOGRAPHY GREGORY HARRIS  STYLING BY TONY IRVINE
PARTY LIKE A PRO

Is it okay to tell your guests what wine to bring? Wondering how many bottles you’ll need for a group of eight? Not sure what pairs with what? Relax. Pour yourself a glass of wine (even the boxed stuff!) and allow BA’s Wine Insider, David Lynch, to uncork some knowledge.

PHOTOGRAPHS BY CHARLES MASTERS
THE MOST BEAUTIFUL TACO BELLS IN THE WORLD

BY JASON POLAN

I REMEMBER GOING TO TACO BELL WHEN I WAS LITTLE AND LOVING IT. I LOVED THE FOOD AND I LOVED GOING WITH MY FAMILY AND EATING IT. I LOVED THE DRINK REFILLS AND I LOVED THE SPORKS.

I REMEMBER HOW THE MANAGER OF THE TACO BELL ON ORCHARD ROAD BETWEEN 13 AND 14 MILE ROADS IN FARMINGTON HILLS, MICHIGAN, WAS ALWAYS SO NICE TO US WHEN SHE WAS THERE WHEN WE WERE THERE. I THINK HER NAME WAS SUE. SHE GAVE US TACO BELL TABLES (I STILL HAVE TWO) AND POSTERS (LIKE THE DETROIT PISTONS BALLOON) WITH BILL LAMBEER SMUSHING A BASKETBALL AND RICK MAKING A BASKETBALL NET AND THEY ARE BOTH WEARING THOSE COOL JERSEYS.

OUR LICENSES IN HIGH SCHOOL AND WE WERE ALSO LUNCH WE WOULD USUALLY GO TO THE TACO BELL BETWEEN 13 AND 14. IT WAS ALWAYS FUN TO ME AND MEET UP WITH OTHER PEOPLE WHO WERE EXACTLY CHOSEN TACO BELL THAT DAY.

IN COLLEGE I WOULD DRIVE TO THE STATE STREET PAST BRIARWOOD MALL IN ANN ARBOR. IT WAS A LONG DRIVE FROM DOING WHAT WE WERE SUPPOSED TO BE DOING. I MOVED TO NEW YORK AND WAS LIVING IN THE CITY, MYSELF SPENDING A LOT OF TIME AT THE TACO BELLS OR THE BURRITO BELLS BY MYSELF. I LIKED THE FREE DRINK REFILLS (NEW YORK!) AND LIKED THE TABLES FOR DRAWING, BUT I LIKED THAT IT REMINDED ME OF BEING IN COLLEGE AND SPEND HOURS DRAWING PICTURES OF THE PLACE, A BURRITO OR NACHOS OR AN ENCHILADA.

MONTHS OF DOING THIS ON MY OWN, I INVENTED MY OWN CLUB BECAUSE I THOUGHT IT MIGHT BE A WAY TO MEET PEOPLE. I SENT OUT SOME LAMINATED MEMBERSHIP CARDS. THE CLUB MET EVERY WEDNESDAY AT 5:30 PM, WHERE I HAD A BURRITO OR NACHOS OR AN ENCHILADA.
DARK MATTER MAKES UP MUCH OF THE COSMOS, YET NO ONE KNOWS EXACTLY WHAT IT IS. SOON, PHYSICISTS MAY FINALLY SOLVE ONE OF SCIENCE’S BIGGEST MYSTERIES.

Turn here. Take the dirt road on the right. You’ve got to say this,” I tell my rental car and Rick Guiskell directs me to a makeshift wooden observation deck overlooking the Trojan mine in Lead, South Dakota, just a mile down the road from his home. In the dimming twilight, we watch a phalanx of Caterpillar earthmovers scooping up and carrying away chunks of a mountain, creating a large terraced pit. Nearby, a flat-topped ridge rises where the trucks have rearranged piled up rock from an earlier dig. Their glowing headlights mirror the glow of Venus, hovering just above the horizon.

“Just incredible,” Guiskell says. “There’s no stepping it. That’s literally moving mountains in search of gold.” I try to read his expression in the dim light. At first, I assume he is expressing admiration for the diggers at the Trojan site. Technically speaking, he is a physics professor at Brown University, but it isn’t much of a stretch to say that he is also a fellow prospector.

Guiskell leads a team that has just switched on the Large Underground Xenon (LUX) experiment, a balloon particle detector located almost a mile deep in the nearby Homestake Gold Mine. In effect, he is hunting for dark matter, the invisible—and, for now, hypothetical—stuff that makes up the majority of the mass of the universe. If he finds it, the Nobel committee will surely come calling. Discovering just one dozen dark particles would be enough to throw all of modern physics for a loop. Considering the LUX experiment cost about this million to build, that puts the effective price of dark matter at, oh, about one trillion trillion trillion dollars per particle. This is off the chart in particle physics. “I’ve been looking for dark matter for 25... or 24 years now.”

STORY BY COREY S. POWELL
PHOTOGRAPH BY TRAVIS RATHBONE

Popular Science magazine
Kapital Style

WITH A CONFIDENT COLOR PALETTE AND CLEVER SPACE-SAVING TRICKS. DESIGNER PETER FEHRENTZ TRANSFORMS A 646-SQUARE-FOOT APARTMENT IN BERLIN.
the crucial rule, offers him would-be de Blasio an endorsement. Quinn, wondering how companies create jobs and where Jeff Bezos will publish a vanity public
meet your new friends

GROUPS

• Meet over the next week
  
  - Official project name: Compassion Feed
  
  - Come up with 3 logos ONLY using black/white type
  
  - Print out (2) copies of logos on 8.5” x 11” sheets of paper
  
  - Be prepared to present!
one more thing

ANNOUNCEMENTS

• Illustrator workshop following meeting!
• Now accepting membership payments
• Check out our website!
• CompassionIT Ambassadors
SEE YOU NEXT WEEK!