

Typography and Font Usage

Walsworth yearbooks

Readability is Key

- The goal of design is information, not decoration
- If people can't read it, you're done

• Think of type as a voice

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"To deal with type is much the same as to control one's voice: [think of] selecting typefaces as voice quality; having a relationship with type in size, amount and degrees as vocal tone...Typographic design is visible as well as audible." – Hoon Kim, Why Not Smile Ready. Set.

Novelty?

- Novelty fonts should be used for emphasis only
- Fonts have a "feel" think about what they're saying
- Match the purpose
- This is a kindergarten handout. Ready. Set.





Novelty Fonts

Gridiron Greatness

Gridiron Greatness

• Gridiron Greatness

GRIDIRON GREATNESS



Summer Workshop

Mapping out the flavours of Thailand

The cuisine from the Land of Smiles is more than just pad thai noodles and tom yum soups. Maria Singh and Tiong Li Cheng explore its regional delights.

> here's a saying in Thailand that claims you can eat three meaks a day for an entire month and still discover something new about the country's culinary delights. Such is the capacious complexity of Thai cuisine, which is underpinned by an impeccable balance of sweet, sally, sour and spicy flavours. "Thais cook with their nose, not their mouth," affirms Dylan Jones, referring to a local cook's ability to tell if a dish lacks a certain ingredient just by nosing its aromatic components.

Jones, the chef-swner of Bolan, a restaurant in Bangkok that focuses on slow and sustainable Thai cooking, also notes that although royal cuisine isn't as prevalent today as it was during the height of the Thai culinary arts, there are still traces of the labour-intensive preparations and intricate presentations to be found across the country. From the delicate touches of glazed mung hean candy (look dosp), to the time-consuming work behind cocomut cream dips like Joss.

In a bid to explore this kaleidoscopic cuisine, we've taken in the flavours of Thailand's four main regions. Herbaceous, light and grassy are just some of the words one might use to describe the cuisine of the northeast or barn region. Because dishes here are renowned for their intense heat, fresh accompaniments like raw snake beans, apple eggplants, basil and mint are necessary to take the edge off overt spiciness.



Author and respected ambassador of Thai cuisine, ML Sirichalerm Svasti (or chef McDang as he's more affectionately known), reiterates this in his book, *The Principles* of *Their Cookers*, mentioning a medley of Fresh herbs including

> savtooth coriander, "mostly used in the Northeast and Northern regions...to accompany farb, because it imparts a nice multy counterpart to the spiciness and saltiness of the dish". His paragraph sheek light on

Interpretation of the second secon

Deforestation and sit flows have made this impoverished region extremely susceptible to annual floods, bringing with them catches of fish, which the locals cure in mineral salt and rice bran to make *filt* mu, a fundamental seasoning of fermented fish sauce to last throughout the year. >

Because SOM FUM or papaya

salad is a much disputed dish-some believe its true origins lie in bordering Laos while most Thais think it is still inherently Isarn-there are often various views on how it should be enjoyed. Some believe it should be served with roasted peanuts and dried shrimp, while others insist on the addition of pounded salted black crab. Try both to see which you prefer, alongside all the different variations of lash. at Diandin Leluk Thai Restaurant. #01-67/68/69 Golden Mile Complex. Tel: 6293 5101

____ WIS opicure 43

of green apple. The apple egglant (below) tantes like guaves and is eaten naw with reliabes. Both are commonly added to green curries.

42 epicare uss

Thai cuisine uses different eggplants

from the purple specimens that we are familiar with. The paa eggplant (above)

grows in clusters and gives off hints

Vertical Type



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Contrast

- When mixing fonts, contrast is key. If using two different fonts, make sure they are DIFFERENT.
- If the two choices are too similar, it will read as a mistake.

yearbooks

Walsworth



^{not different} enough





After breaking out in Bridesmaids and graduating from Saturday Night Live. the actress proces that finny is in fashion. By Learn Brown

Photographs by Puola Kudacki

Strappy divisien Bria, Victoria Backham, victoriabackham.com, Skirt, \$995, Donna Karan New York, 866-240-4700, FASHION EDITOR: Beth Fenton



USTERY TRAIN

ON A LUXURICUS JOURNEY FROM SINGLPORE TO BANGKOK, CHRIS COLIN LE TS THE VEIL ON THE MAGIC OF RAIL TRAVEL. story on Rohingya's fatal shores' a same

JUNEI JULY 2013 AF48.COH 79

Scale down inspiration pieces

- Yearbooks don't have the luxury of space you find in some magazines.
- Use the idea, just in a smaller version.









69 JUNE DELS . POPULARMECHANICS.COM THE Fatherhood ISSUE



LIFE LESSONS

SETTING RIVETS, SAWING LUMBER, SOLDERING CIRCUITS. MENTORS FROM MARYLAND TO ALASKA TEACH KIDS SKILLS LIKE THESE TO BUILD ROBOTS, HOMES, AND BRIGHTER FUTURES.

In October 2012, Midshipman Abdussa-laam Kako, wearing his summer white uniform, stepped inside a Boys & Girls Club in Annapolis, Md. A volunteer with the nearby U.S. Naval Academy's Midshipman Action Group, Kako had chosen to teach marine science in the club's mentoring program. "I was visiting for the first time," Kako, 20, says. "I looked around and saw the kids staring at me." Todd Womack, now 10, broke the ice.

"He came up to me and said, 'Hey, who are you?" Kako recalls.

WRITTEN BY	DAVIN COBURN
PHOTOGRAPH BY	REED YOUNG

Annapolis, Md., Boys & Oirls Club members (frem left) Deienta Eldridge, Todd Wemack, Amaya Weston, and Jenna Mendozo with their mentor, Midshipman Abdussalaam Kako.

Quick Type Tips

- Don't use too many fonts
- Use differences in weight, size or case
- Choose a big family (light, ultralight, bold, ultrabold, black, oblique, etc.)

Helvetica Neue 25 Ultra Light Helvetica Neue 35 Thin Helvetica Neue 45 Light Helvetica Neue 55 Roman Helvetica Neue 65 Medium Helvetica Neue 75 Bold Helvetica Neue 85 Heavy Helvetica Neue 95 Black



Summer Workshop

Quick Type Tips

• Be mindful of color and background

Not so easy on the eyes

Some colors just don't work very well when mixed like this. Sometimes this is called vibrating type - kinda looks like it does that, right?

Not so easy on the eyes

Some colors just don't work very well when mixed like this. Sometimes this is called vibrating type - kinda looks like it does that, right?







Quick Type Tips

- Avoid large blocks of all-caps. It's hard to read, and today, we read it as screaming/yelling at the reader.
- Novelty fonts should never be used set in all-caps.







Reachel Running navigates the namesake Take Totile Biamarck Lake Totil near Flagstaft. Humphreys Bink can be seen in the background. DAWN KISH

SUMMER HIKING GUIDE

Blobs of congealed lava, petrified Permian Period sand dunes and Vishnu Temple are some of the more unusual things you'll see on the hikes in this month's cover story, and then there's the expected: meadows, mountains and streams. If that's not enough to get you off the couch, we have at least 30 more reasons in the following pages. And that doesn't even include the inspiration you'll get from the photographs

BY ROBERT STIEVE

Body Copy

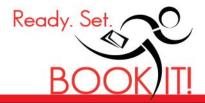
- 9 or 10 pt for body copy is great
- Use filler text to see how it looks

• Should be a conscious choice





Sometimes breaking the rules works





It's patently obvious that you're not stupid.

Fin highly smart. But people think I'm a focking idiot, because I don't take myself too seriously in the aspect of taking myself seriously. I facking play around, I'm always smiling. [The modia] don't look past the stupid shit I do in videos or how . I can't take interviews that seriously. But the day I start taking it all seriously is probably the day I'll start doing drugs - when it's not fun any more

Have you always been abo having fun? Always. I was always class fucking clown, getting in trouble because of it. I always find humour in shit that's not supposed to be funny; like, you're really not supposed to laugh. Like, 'She died' type of hhit. I like smiles and I like Syellow and baby blue and 🛅 pink. I don't like black and I dos/t like grey. distant.

That's interesting, because our music is generally serveived as being quite dark, But it's actually not. 'Goblin' a a lot of dark, rape, serialller stuff, but that's just cos t what I was interested in at the time. Me, I 'Stan' stuff. When I like something, 1 like it. There's no inbetween. Fin always in blue shoes. I'm always in a grees hat. I ike cats [Points to the cat] raphic on his t-shirt). I 📕 los't just like stuff - I love it Goblin' was made at a perio d time when I was reading about serial killers and mass rder and all that stuff, ac



pretty coal for its time, but if rom me, I'll play them 'Wolf', because it has every aspect Damn, Pharrell would sound ick singing this'. So then I 🔤 hit him up, he came in the

studio, and was like, 'How do you want me to do it? So Fm sitting there, yocal coaching Pharrell. It was creaty to hear him singing over my beat; the sickest shit.

Are you proud of how Wolf turned out?

I fucking love the album. I hate 'Goblin' because of that album - because it doesn't compare. 'Goblin' is

of me. If you want Tyler to facking punch you in the face and call you a faggot, you've got your songs. If you like me secause of the chords I choose esd be cause of my musical influences, I have songs for you If you love when I'm just on some fucking rap shit. I have that too. If you like my art, and the stupid shit I draw, I have a fucking lyric book of actual scans from my notebook where I wrote this shit. It's me in one.

one wants to hear anything

The album has sold well. Is that important to you? Look, I don't sell records: I sell

socks. Kids buy socks these days. I sold 90k first week, which is fucking amazing to me because I don't get any radio

Using Google Drive

- Drive.google.com
- Can be accessed from anywhere with internet access
- Always using the most current version
- Most bigger programs are using it





Google Drive Advantages

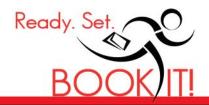
- Each staff member can add comments to the story.
- One central location for the story, so all staffers and editors can access it.
- Reduces excuses can work anywhere/anytime
- Revision history easy to access





Google Drive Advantages

- Better for the environment less paper use
- You can see whether or not a deadline was met by looking at timestamp
- An account of the progress of the story (all peer edits/revisions are in one place)





Google Drive – Read Alouds

- Deadline day: every story is read out loud by reporter to entire class
- An editor takes the helm, makes changes/adds comments
- Positive peer pressure



