

Ready. Set.



Typography and Font Usage

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
 - "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



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**



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.



Thai cuisine uses different eggplants from the purple specimens that we are familiar with. The pea eggplant (above) grows in clusters and gives off hints of green apple. The apple eggplant (below) tastes like guava and is eaten raw with relishes. Both are commonly added to green curries.

T

here's a saying in Thailand that claims you can eat three meals 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, salty, 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-owner 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 mango bean candy (*sook chaoj*), to the time-consuming work behind coconut cream dips like *lak*.

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 Isan 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 Thai Cookery*, mentioning a medley of fresh herbs including sawtooth coriander, "mostly used in the Northeast and Northern regions...to accompany *lorb*, because it imparts a nice nutty counterpart to the spiciness and saltiness of the dish".

His paragraph sheds light on another iconic dish: *lorb*, an Isan salad of finely chopped meat (*maa* is pork, *go* is chicken and *saam* beef), flavoured with fish sauce, lime juice, chilli and fresh herbs. Sticky glutinous rice serves a dual role here, both as an accompaniment to the salad, and whose raw grains are toasted and ground within.

Deforestation and silt 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 *pla ma*, a fundamental seasoning of fermented fish sauce to last throughout the year. >

Because **Som Tum** 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 Isan—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 *lorb*, at Diandin Leluk Thai Restaurant. #01-67/68/69 Golden Mile Complex. Tel: 6293 5101

NORTH-EAST



Vertical Type

Ugh...

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OK...

Team takes state




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.

different
is **good**

not different
enough

Ready. Set.

BOOK IT!

KRISTEN
W *W* G

*After breaking out in Bridesmaids and
graduating from Saturday Night Live,
the actress proves that funny is in fashion.*
By Laura Brown

Photographs by Paula Kaducki

Strappy dress: Bra, Victoria Beckham,
victoriabekham.com, Skirt: \$995, Dorna Kean
New York, 866-240-4700.
FASHION EDITOR: Beth Fenton



MYSTERY TRAIN

ON A LUXURIOUS JOURNEY
FROM SINGAPORE TO BANGKOK,
CHRIS COLIN LIFTS THE VEIL
ON THE MAGIC OF RAIL TRAVEL.



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.





A LIFE SO LARGE

Brad Pitt's Story
BY TOM JUNOD
PHOTOGRAPHS BY MAX VADUKUL

PG.
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Text



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 Abdussalaam Kako, wearing his summer white uniform, stopped 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 • **NEED YOUNG**

Annapolis, Md., Boys & Girls Club members (from left) Delonta Eldridge, Todd Womack, Anaya Weston, and Jenna Mondoro 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



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.



SUMMER HIKING GUIDE 2013

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 STEVE

Rachel Running navigates the namesake "lake" of the Bismarck Lake Trail near Flagstaff. Humphreys Peak can be seen in the background.
DAWN KISH

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.

I'm highly smart. But people think I'm a fucking idiot, because I don't take myself too seriously in the aspect of taking myself seriously. I fucking play around. I'm always smiling. [The media] 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 about 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 shit. I like smiles and I like yellow and baby blue and pink. I don't like black and I don't like grey.

That's interesting, because your music is generally perceived as being quite dark.

But it's actually not. 'Goblin' is a lot of dark, rape, serial-killer stuff, but that's just cos it was interesting in at the time. Me, I 'Star' stuff. When I like something, I like it. There's no inbetween. I'm always in blue shoes. I'm always in a green hat. I like cats [Points to the cat graphic on his t-shirt]. I don't just like stuff - I love it. 'Goblin' was made at a period of time when I was reading about serial killers and mass murder and all that stuff, so



I would write lyrics about it. But if you listen to the actual music and the beats, some of the shit is really pretty.

What were you obsessed with when you were making your most recent album, 'Wolf'?

I've never been to a lake and I always wanted to go to summer camp, so the whole album is based on the idea of summer camp. The lake is actually a big theme throughout all three of my albums - they're all connected in a way that I'll never tell anyone. But some people have worked out now that the lake plays a big part of it.

Were there any particularly memorable experiences you had while making the album?

Working with Pharrell was one of the greatest moments of my life. I've been waiting for that since I was eleven. I had this song that was kinda finished, but it needed a bridge. So I added a bridge and some chords that just melt my heart, came up with the lyrics right then and there. I can't sing but I thought, 'Damn, Pharrell would sound sick 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 I'm sitting there, vocal coaching Pharrell. It was crazy 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

pretty cool for its time, but if anyone wants to hear anything from me, I'll play them 'Wolf' because it has every aspect of me. If you want Tyler to fucking punch you in the face and call you a faggot, you've got your songs. If you like me because of the chords I choose and because 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 scenes from my notebook where I wrote this shit. It's me in one.

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 radios

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

