

PROJECT 2



Janet He

FA/YSDN 2003

Gary Leroux

November 20, 2019

Process
Book

BOOKLET

table of Contents

Artist Statement

01

Research

02

Sketches/Ideas

09

Booklet info

10

Digital Drafts

11

Reflection

22

Citations

23

Artist Statement

My **intention** for this project was to create an aesthetically pleasing booklet that distributed facts about the historical aspects of the letter A along with the typefaces, the company Apple, and a corporate sponsor by Apple. The letter I got was the letter A and the company I chose that started with the letter A was Apple. I decided to go with the company Apple because it is the most famous and most known company for electronics. There was also a lot of history behind the company Apple that I found really interesting in my research. The company logo is very aesthetically pleasing along with the user interface. As for the devices, they are very sleek and nicely designed too. For my booklet I went with the simplistic and a similar aesthetic the company had for their devices and user interface.



Research

There is quite a bit of mystery surrounding the letter A. The letter A is derived from the Phoenician letter: Aleph -which is a western Semitic word referring to the aforementioned beast of burden. Aleph can be traced back to the Middle Bronze Age and the Proto-Sinaitic script found in parts of Egypt and Canaan from around 1850 BCE (Before the Common Era). The character comes from an ancient Egyptian hieroglyph or pictogram depicting an ox's head. Interestingly, the original image was reminiscent of the modern letter K. The letter originally served as a glottal stop (a stop consonant) in the Phoenician language such as a t or p in the middle of a word. Some linguists believe the aleph was placed at the beginning of the Phoenician alphabet to honor the ox, important for its muscle power and as a food source. However this theory has been contested. As David Sacks puts it in his history of the alphabet, Letter Perfect, "How and why aleph was chosen for first place, we will never know."

From aleph to alpha

During the 8th century BCE, the ancient Greeks formed their own alphabet primarily based on the Phoenician alphabet. Since the Greeks had little use for a glottal stop, the aleph was used to denote the vowel a which was re-named alpha, possessing the phoneme a as in father. The Greeks revised the former k-like character by turning it upright – similar to the modern day capital, or majuscule, letter A. The Romans adopted the Greek alphabet by way of the Etruscans. Like the Etruscans before them, the Romans kept the character and phoneme intact; thus the Modern English vowel A was born.

Historical shape

The name of the letter in the Phoenician period resembled the Hebrew name aleph meaning "ox". The letter form is thought to derive from an earlier symbol resembling the head of an ox. The letter was taken over by the Greeks in the form of alpha. In the Phoenician alphabet, the letter stood for a species of breathing, as vowels were not represented in the Semitic alphabet. The original shape of the letter A was upside down.

It was introduced in the 1800s. Being inverted, it looked like the head of an animal with horns or antlers. It was fitting because, in ancient Semitic, the letter translates to 'ox.'

Timeline

The evolution of the letter A started in Egypt back in 3000 BC. The timeline continues to Sinai in 1850 BC, Phoenician aleph in 1200 BC, Greek alpha in 600 BC, Archaic Latin in 500 BC, Roman 1 CE, and finally to the modern A we are used to today.

The English alphabet has an extremely fascinating history, along with the development of each letter of the alphabet has its own story. Although English is widely spoken, for the non-English speakers, the English language is one of the most difficult languages to learn. The early alphabetic writing started about four thousand years ago. According to many scholars, it was in Egypt that alphabetic writing developed between 1800 and 1900 BC. The origin was a Proto-Sinaitic (Proto-Canaanite) form of writing that was not very well known.

About 700 years after, the Phoenicians developed an alphabet based on the earlier foundations. It was widely used in the Mediterranean, including southern Europe, North Africa, the Iberian Peninsula and the Levant. The alphabet was made up of 22 letters, all of the consonants, also called a runic alphabet.

In 750 BC, the Greeks added vowels to the Phoenician alphabet and the combination was regarded as the initial true alphabet. This was seized by the Latins (Romans) and combined with Etruscan characters such as the letter S and F. Around the third century, ancient Latin script removed the letters G, J, V/U, W, Y and Z. When the Roman Empire was ruling parts of the world, they introduced the Roman alphabet derived from the Latin version, although the letters J, U/V and W were still omitted.

When the Roman Empire reached Britain, they brought with them the Latin language. Britain at that time was under the control of the Anglo-Saxons, a Germanic tribe that used Old English as their language. At that time Old English was using Futhorc, which was an older alphabet. It was also called a runic alphabet.

The letter A in most of the alphabets has a triangular shape with the crossbar in the middle. Its sign has a pyramidal shape and it is linked to the mountains. Its numerical value is one. It expresses the transition from potential to actualization. Graphically, the form of intersecting lines is reminiscent of the cross of St. Andrea. Pentacle, Pythagorean triangle or the five-pointed star (in the sense of the microcosm) reproduces this letter to each of its sides in five positions. In Christian theology it refers to the five wounds of Christ. The letter A stands for the sound, and the great mystical power and acts of magic.

In Egyptian hieroglyphics it meant the beginning, the solar heat of the day. The Greek Alpha also marks the beginning of all things. It is the sound that starts the external energy, from magic word AUM, which expresses the essence of the universe. It is a symbol of the self, or the Superior Manas.



Research

Type Style

The Blackletter typeface (also sometimes referred to as Gothic, Fraktur or Old English) was used in the Gutenberg Bible, one of the first books printed in Europe. This style of typeface is recognizable by its dramatic thin and thick strokes, and in some fonts, the elaborate swirls on the serifs. Blackletter typefaces are based on early manuscript lettering.

They evolved in Western Europe from the middle of the twelfth century. Over time a wide variety of different blackletters appeared, but four major families can be identified: Textura, Rotunda, Schwabacher and Fraktur. While Gutenberg used blackletters for his bible and books, this signaled a new era in typefaces used for printing. Blackletters are difficult to read as body text and Roman and Italic faces were easier to print with movable type.

Old Style Serifs

This category is based on the first Roman types. It was estimated to have been used from the late 15th century up to the mid-18th century. Old Style types are also known as Galde types. They are characterized by great contrast between thin and thick strokes.

Transitional Serifs

This type was introduced by John Baskerville, a notable English printer and typographer from the mid-18th century.

This style represents the modification of Old Style types and neoclassical designs, while adapting some definitive characteristics of its own. Transitional designs are most notable for having vertical stress in the bowls of lower-case letters. They have great contrast between sub-strokes and horizontally defined heads.

Neoclassical & Modern Serifs

These were born in the late 18th century.

These typefaces have abrupt and dramatic contrast between thin and thick strokes. The stroke terminals are oftentimes ball-shaped, offering a more distinct design with clearly shaped letters. They have a vertical axis and, like Baskerville, are characterized by horizontal stress and have tails with a distinctively small aperture. These typefaces are most commonly used today in high-end fashion magazines because they are elegant, unhurried, calm and controlled.

Slab Serifs

Slab serif typefaces became popular in the 19th century for advertising display. These typefaces have very heavy serifs with minimal or no bracketing. Generally, changes in stroke weight are imperceptible. To many readers, slab serif type styles look like sans serif designs with the simple addition of heavy (stroke weight) serifs.

Clarendon Serifs

Clarendons were designed as bold faces to accompany text composition. Their stroke contrast is slight, and serifs tend to be short to medium length. Later, many of these designs were released at larger point sizes as display types. Character stroke weight that is more obvious, and serifs that tend to be longer than earlier designs, mark more current interpretations of this style.

Geometric Sans Serifs

Simple geometric shapes influence the construction of these typefaces. Strokes have the appearance of being strict monolines and character shapes are made up of geometric forms. Geometric sans tend to be less readable than grotesques.

Humanistic Sans Serifs

These are based on the proportions of Roman inscriptional letters. Frequently, contrast in stroke weight is readily apparent. Typographic experts claim that these are the most legible and most easily read of the sans serif typefaces. Humanistic sans serif typefaces also closely match the design characteristics and proportions of serif types, often with a strong calligraphic influence.

Casual Scripts

These typefaces are designed to suggest informality, as if they were written quickly. Many times they appear to have been drawn with a brush. Normally, character strokes connect one letter to the next.

Formal Scripts

These typefaces are derived from 17th century formal writing styles. Many characters have strokes that join them to other letters.



Research

Who founded apple?

Apple Computers, Inc. was founded on April 1, 1976, by college dropouts Steve Jobs and Steve Wozniak, who brought to the new company a vision of changing the way people viewed computers. Jobs and Wozniak wanted to make computers small enough for people to have them in their homes or offices. Simply put, they wanted a computer that was user-friendly. Jobs and Wozniak started out building the Apple I in Jobs' garage and sold them without a monitor, keyboard, or casing. Sales jumped from \$7.8 million in 1978 to \$117 million in 1980, the year Apple went public. While Steve Jobs died October 5, 2011, Apple continues on with his legacy.

How the name was chosen

The name Apple was to cause Apple problems in later years as it was uncomfortably similar to that of the Beatles' publisher, Apple Corps, but its genesis was innocent enough. According to the biography of Steve Jobs, the name was conceived by Jobs after he returned from apple farm. He apparently thought the name sounded "fun, spirited and not intimidating." The name also likely benefited by beginning with an A, which meant it would be nearer the front of any and many listings.

Theory

The Apple Logo

There are other theories about the meaning behind the name Apple. The idea that it was named thus because Newton was inspired when an Apple fell out of a tree hitting him on the head, is backed up by the fact that the original Apple logo was a rather complicated illustration of Newton sitting under a tree.

The Apple Logo

Later the company settled on the bite out of an Apple design for Apple's logo - a far simpler logo design. These logos are probably the reason for other theories about the meaning behind the name Apple, with some suggesting that the Apple logo with a chunk taken out of it is a nod at computer scientist and Enigma code-breaker, Alan Turing, who committed suicide by eating a cyanide infused apple. However, according to Rob Janoff, the designer who created the logo, the Turing connection is simply "a wonderful urban legend." Equally the bite taken out of the Apple could represent the story of Adam and Eve from the Old Testament. The idea being that the Apple represents knowledge. Since Apple produced technology that was meant to be used in schools and for research, the apple logo is also great for representing that. The apple logo is also very sleek and simplistic with suits the nice aesthetics of Apple products. Since the user interface along with the overall designs of the devices are simple and clean, the apple logo compliments the devices well.

The Name

The letter form of Apple suits the company perfectly. The company uses very simplistic and easy to read typefaces such as Lucida Grande, Helvetica Neue, Myriad, and Avenir. The company's name that is printed on their packaging and devices are also in those simplistic typefaces which compliments the logo nicely as well. The corporation was very intelligent for thinking of choosing the letter A for the first letter of their corporate name. Apple is a very well known name and brand that most people know. If people thought of a corporation that began with an A, Apple would definitely cross their mind.



Research

Global Warming and Deforestation

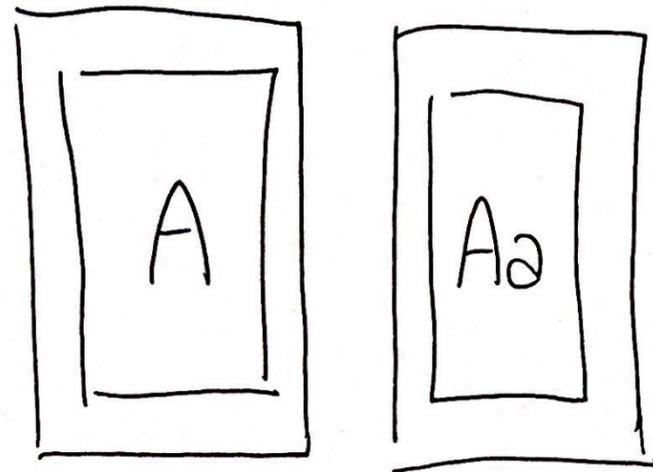
Throughout the past few centuries, fossil fuel burning, deforestation, and the release of industrial chemicals are constantly heating the earth to high temperatures. Global warming is the result when the gases in the atmosphere retain heat that is radiated from the surface of the earth that is known as infrared light. As light becomes energy through absorption, the energy would increasingly release. Although the earth's atmosphere contains primarily oxygen and nitrogen gas which are incapable of absorbing the heat energy to produce the global warming process; other gases such as CO₂ and methane are able to absorb the heat energy, radiating the energy back in various directions. As a result, the energy is compelled to stay in the earth's atmosphere. Large portions continue to remain in the lower regions of the earth's atmosphere, causing it to be hotter. The causes for rising emissions consist of burning coal, oil, and gas; deforestation, increase in livestock farming, fertilisers containing nitrogen, and fluorinated gases. Unfortunately, humans perform the act of deforestation. Throughout the globe, forests are being cleared to make way for a colossal list of agricultural products for human use and activities. For example, around 26 million people in Canada drive vehicles, most Canadians use household energy, etc. According to statistics, deforestation is responsible for approximately 10 percent of all global warming emissions. Due to the trees that are being cut down, burned, or left to rot, their stored carbon is released into the air as carbon dioxide. As an end result, not only will the globe continue to have fewer trees to absorb the harmful carbon dioxide from the atmosphere, but the acts of deforestation would add more carbon dioxide into the air. Climate change and global warming is also linked to the widespread creation of the agricultural lands performed by humans.

About Tree Canada

We're a registered charity proudly dedicated to planting and nurturing trees. For 25 years, we've engaged communities, governments, corporations and individuals in the pursuit of a greener and healthier living environment for Canadians. Since 1992, we've planted more than 82 million trees, greened more than 660 schoolyards, helped restore places hit by natural disasters and brought together urban forestry experts greening cities all across Canada.

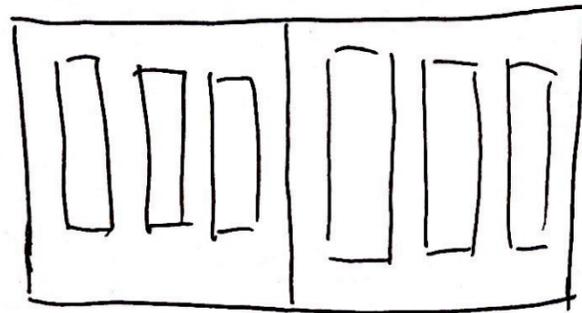
Sketches / Ideas

I began the project with a few sketches of my book layout and ideas. I also thought of different layouts as well.

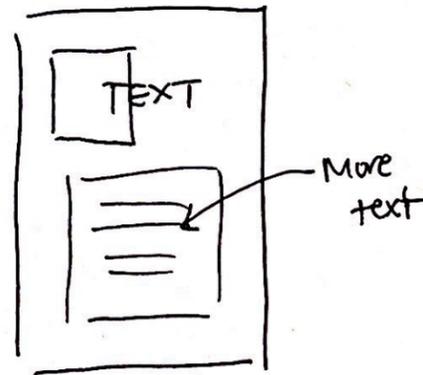
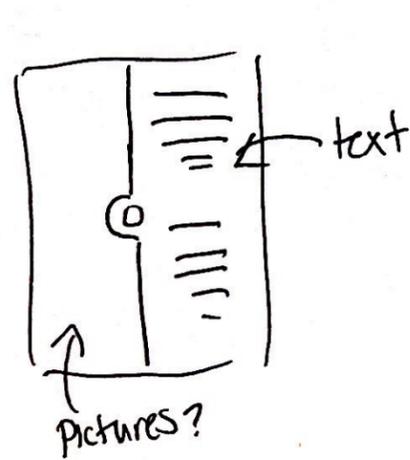
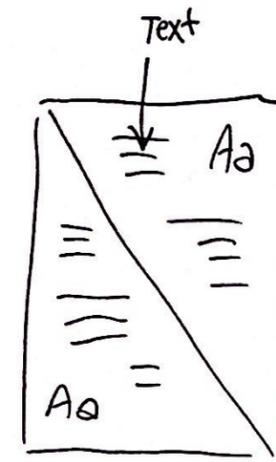


Book cover?

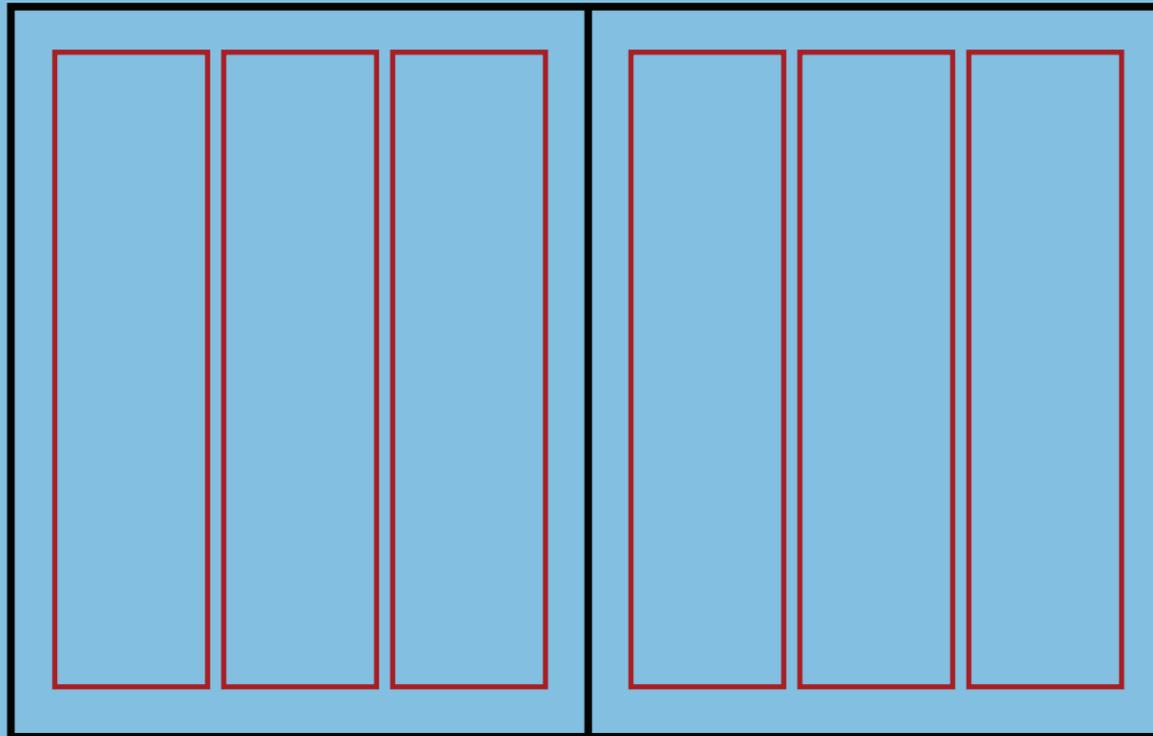
LAYOUTS



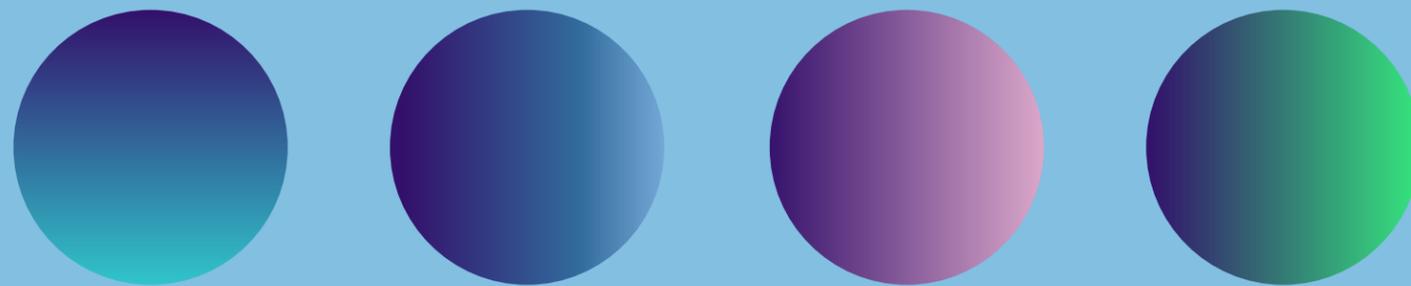
3-column Grid?



3 column grid



Swatches



Grids

For my booklet, I decided to go with the standard three column grid. The margin are 0.625 in and the gutter width is 0.1667 in.

typeface?

For my booklet, I decided to go with the font called Myriad Pro and Lucida Grande (since the company I chose to write about which is apple, uses those fonts)

Swatches

Many gradients were used with colours such as #30c7cc / #33106b / #e4a4ca / #220044 / #76a9d8 / #14341c / #1fb25a.

Digital Drafts/ Critique notes

Front/Back Cover



Notes/Description

- ❖ I decided to make my cover page very simple. Since I am going with the simple and sleep apple aesthetic for my booklet, I tried to make my cover as simple as possible.
- ❖ Most of Apple's products would have the logo in the dead center of all their products. For my cover page I put the letter in the center with a gradient rectangular border around it. I put a gradient border to represent the user interface gradient aesthetic.

Section 1 : page 1



The Development

There is quite a bit of mystery surrounding the letter A. The letter A is derived from the Phoenician letter: Aleph –which is a western Semitic word referring to the aforementioned beast of burden. Aleph can be traced back to the Middle Bronze Age and the Proto-Sinaitic script found in parts of Egypt and Canaan from around 1850 BCE (Before the Common Era). The character comes from an ancient Egyptian hieroglyph or pictogram depicting an ox's head. Interestingly, the original image was reminiscent of the modern letter K. The letter originally served as a glottal stop (a stop consonant) in the Phoenician language such as a t or p in the middle of a word. Some linguists believe the aleph was placed at the beginning of the Phoenician alphabet to honor the ox, important for its muscle power and as a food source. However this theory has been contested. As David Sacks puts it in his history of the alphabet, Letter Perfect, "How and why aleph was chosen for first place, we will never know."

From aleph to alpha

During the 8th century BCE, the ancient Greeks formed their own alphabet primarily based on the Phoenician alphabet. Since the Greeks had little use for a glottal stop, the aleph was used to denote the vowel a which was re-named alpha, possessing the phoneme a as in father. The Greeks revised the former k-like character by turning it upright – similar to the modern day capital, or majuscule, letter A. The Romans adopted the Greek alphabet by way of the Etruscans. Like the Etruscans before them, the Romans kept the character and phoneme intact; thus the Modern English vowel A was born.

Notes/Description

- ❖ For the inside cover of the book I designed it with the same gradient from the cover. I played around with the different sizes of the letter and splattered it across the inside cover.
- ❖ The first section of the booklet is the history of the letter A.

Critique Notes

- ❖ At first the word "The Development" was diagonal. After critique I've realized that the word would look a lot better and more interesting if it was placed on the side of the paragraph
- ❖ I didn't have proper hierarchy but I have changed that
- ❖ My alignments were not accurate but were fixed with the ruler guides

Section 1 : pages 2-3

Notes/Description

- ❖ On the left handside, I illustrated the historical ways of writing the letter A and provided a time line
At first I struggled with figuring out how to wrap the text beside the circle but later on figured it out

The infographic on page 2 shows a vertical timeline of the letter A's evolution. At the top is the Proto-Sinaitic form (c. 1750 BCE), followed by the Phoenician form (c. 1000 BCE), the Archaic Greek form (c. 750 BC), the Archaic Latin form (c. 500 BCE), the Roman form (c. 1 CE), and finally the Modern Latin Script form. A central circle contains the letters 'Aa'.

Historical shape

The name of the letter in the Phoenician period resembled the Hebrew name aleph meaning "ox". The letter form is thought to derive from an earlier symbol resembling the head of an ox. The letter was taken over by the Greeks in the form of alpha. In the Phoenician alphabet, the letter stood for a species of breathing, as vowels were not represented in the Semitic alphabet. The original shape of the letter A was upside down. It was introduced in the 1800s. Being inverted, it looked like the head of an animal with horns or antlers. It was fitting because, in ancient Semitic, the letter translates to 'ox.'

Timeline

The evolution of the letter A started in Egypt back in 3000 BC. The timeline continues to Sinai in 1850 BC, Phoenician aleph in 1200 BC, Greek alpha in 600 BC, Archaic Latin in 500 BC, Roman 1 CE, and finally to the modern A we are used to today.

HISTORY behind the ALPHABET

The English alphabet has an extremely fascinating history, along with the development of each letter of the alphabet has its own story. Although English is widely spoken, for the non-English speakers, the English language is one of the most difficult languages to learn. The early alphabetic writing started about four thousand years ago. According to many scholars, it was in Egypt that alphabetic writing developed between 1800 and 1900 BC. The origin was a Proto-Sinaitic (Proto-Canaanite) form of writing that was not very well known.

When the Roman Empire reached Britain, they brought with them the Latin language. Britain at that time was under the control of the Anglo-Saxons, a Germanic tribe that used Old English as their language. At that time Old English was using Futhorc, which was an older alphabet. It was also called a runic alphabet.

About 700 years after, the Phoenicians developed an alphabet based on the earlier foundations. It was widely used in the Mediterranean, including southern Europe, North Africa, the Iberian Peninsula and the Levant. The alphabet was made up of 22 letters, all of the consonants, also called a runic alphabet.

In 750 BC, the Greeks added vowels to the Phoenician alphabet and the combination was regarded as the initial true alphabet. This was seized by the Latins (Romans) and combined with Etruscan characters such as the letter S and F. Around the third century, ancient Latin script removed the letters G, J, V/U, W, Y and Z. When the Roman Empire was ruling parts of the world, they introduced the Roman alphabet derived from the Latin version, although the letters J, U/V and W were still omitted.

Critique Notes

- ❖ Had to fix up the Hyphens and bring the word "the" into the next line if it was at the end of a line
- ❖ I also fixed the paragraphs where if there was a period near the end, I would bring the next word to the next line
- ❖ At first the words "behind the" were bigger and beside each other / I made the words smaller and placed it along the top and the bottom lining of the word history

Section 1/2 : pages 4-5

Critique Notes

SYMBOLISM of the LETTER A

The letter A in most of the alphabets has a triangular shape with the crossbar in the middle. Its sign has a pyramidal shape and it is linked to the mountains. Its numerical value is one. It expresses the transition from potential to actualization. Graphically, the form of intersecting lines is reminiscent of the cross of St. Andrea. Pentacle, Pythagorean triangle or the five-pointed star (in the sense of the microcosm) reproduces this letter to each of its sides in five positions. In Christian theology it refers to the five wounds of Christ. The letter A stands for the sound, and the great mystical power and acts of magic.

In Egyptian hieroglyphics it meant the beginning, the solar heat of the day. The Greek Alpha also marks the beginning of all things. It is the sound that starts the external energy, from magic word AUM, which expresses the essence of the universe. It is a symbol of the self, or the Superior Manas.

A A A A A A A A

TYPE STYLES

Black Letter Typeface

The Blackletter typeface (also sometimes referred to as Gothic, Fraktur or Old English) was used in the Gutenberg Bible, one of the first books printed in Europe. This style of typeface is recognizable by its dramatic thin and thick strokes, and in some fonts, the elaborate swirls on the serifs. Blackletter typefaces are based on early manuscript lettering. They evolved in Western Europe from the middle of the twelfth century. Over time a wide variety of different blackletters appeared, but four major families can be identified: Textura, Rotunda, Schwabacher and Fraktur. While Gutenberg used blackletters for his bible and books, this signaled a new era in typefaces used for printing. Blackletters are difficult to read as body text and Roman and Italic faces were easier to print with movable type.

Aa

A A A A A A A A

- ❖ At first the background of the 4th pages was black, but after the critique I found out that a black background wouldn't go well with white text that is in a paragraph / I changed it to dark blue to make my gradient boxes stand out
- ❖ I made my white paragraph text bold so that when it prints out it would look like it is in regular font (since ink bleeds)
- ❖ I fixed the hyphens and paragraphs

Section 2 : pages 6-7

Critique Notes

- ❖ I found out that the tracking and leading was too compressed for the pink text on purple background / I changed the leading and tracking to make it more readable for that part
I fixed the hyphens and cleaned the paragraphs up

Old Style Serifs

This category is based on the first Roman types. It was estimated to have been used from the late 15th century up to the mid-18th century. Old Style types are also known as Garalde types. They are characterized by great contrast between thin and thick strokes.

Transitional Serifs

This type was introduced by John Baskerville, a notable English printer and typographer from the mid-18th century. This style represents the modification of Old Style types and neoclassical designs, while adapting some definitive characteristics of its own. Transitional designs are most notable for having vertical stress in the bowls of lower-case letters. They have great contrast between sub-strokes and horizontally defined heads.

Neoclassical & Modern Serifs

These were born in the late 18th century. These typefaces have abrupt and dramatic contrast between thin and thick strokes. The stroke terminals are oftentimes ball-shaped, offering a more distinct design with clearly shaped letters. They have a vertical axis and, like Baskerville, are characterized by horizontal stress and have tails with a distinctively small aperture. These typefaces are most commonly used today in high-end fashion magazines because they are elegant, unhurried, calm and controlled.

Old Style Serifs

Aa

Transitional Serifs

Aa
Aa
Aa

Neoclassical & Modern Serifs

Aa Aa
Aa

Slab Serifs

Slab serif typefaces became popular in the 19th century for advertising display. These typefaces have very heavy serifs with minimal or no bracketing. Generally, changes in stroke weight are imperceptible. To many readers, slab serif type styles look like sans serif designs with the simple addition of heavy (stroke weight) serifs.

Aa Aa
Aa Aa

Clarendon Serifs

Clarendons were designed as bold faces to accompany text composition. Their stroke contrast is slight, and serifs tend to be short to medium length. Later, many of these designs were released at larger point sizes as display types. Character stroke weight that is more obvious, and serifs that tend to be longer than earlier designs, mark more current interpretations of this style.

Aa Aa
Aa

Geometric Sans Serifs

Simple geometric shapes influence the construction of these typefaces. Strokes have the appearance of being strict monolines and character shapes are made up of geometric forms. Geometric sans tend to be less readable than grotesques.

Aa Aa
Aa

6

7

Section 2/3 : pages 8-9

Critique Notes

- ❖ Instead of having the leaf for the apple (page 9), I had the word "apple" diagonally. I decided to remove it and place a leaf there instead to make it look more pleasing
- ❖ I changed the tracking and leading for the text in the apple to make the text easier to read
- ❖ I fixed the hyphens and cleaned up the paragraphs

Humanistic Sans Serif

These are based on the proportions of Roman inscriptions. Frequently, contrast in stroke weight is readily apparent. Typographic experts claim that these are the most legible and most easily read of the sans serif typefaces. Humanistic sans serif typefaces also closely match the design characteristics and proportions of serif types, often with a strong calligraphic influence.

Casual Scripts

These typefaces are designed to suggest informality, as if they were written quickly. Many times they appear to have been drawn with a brush. Normally, character strokes connect one letter to the next.

Formal Scripts

These typefaces are derived from 17th century formal writing styles. Many characters have strokes that join them to other letters.

Humanistic Sans Serif Examples:
Aa
Aa
Aa
Aa
Aa

Casual Scripts Examples:
Aa
Aa
Aa

Formal Scripts Examples:
Aa
Aa
Aa

THE APPLE CORPORATION

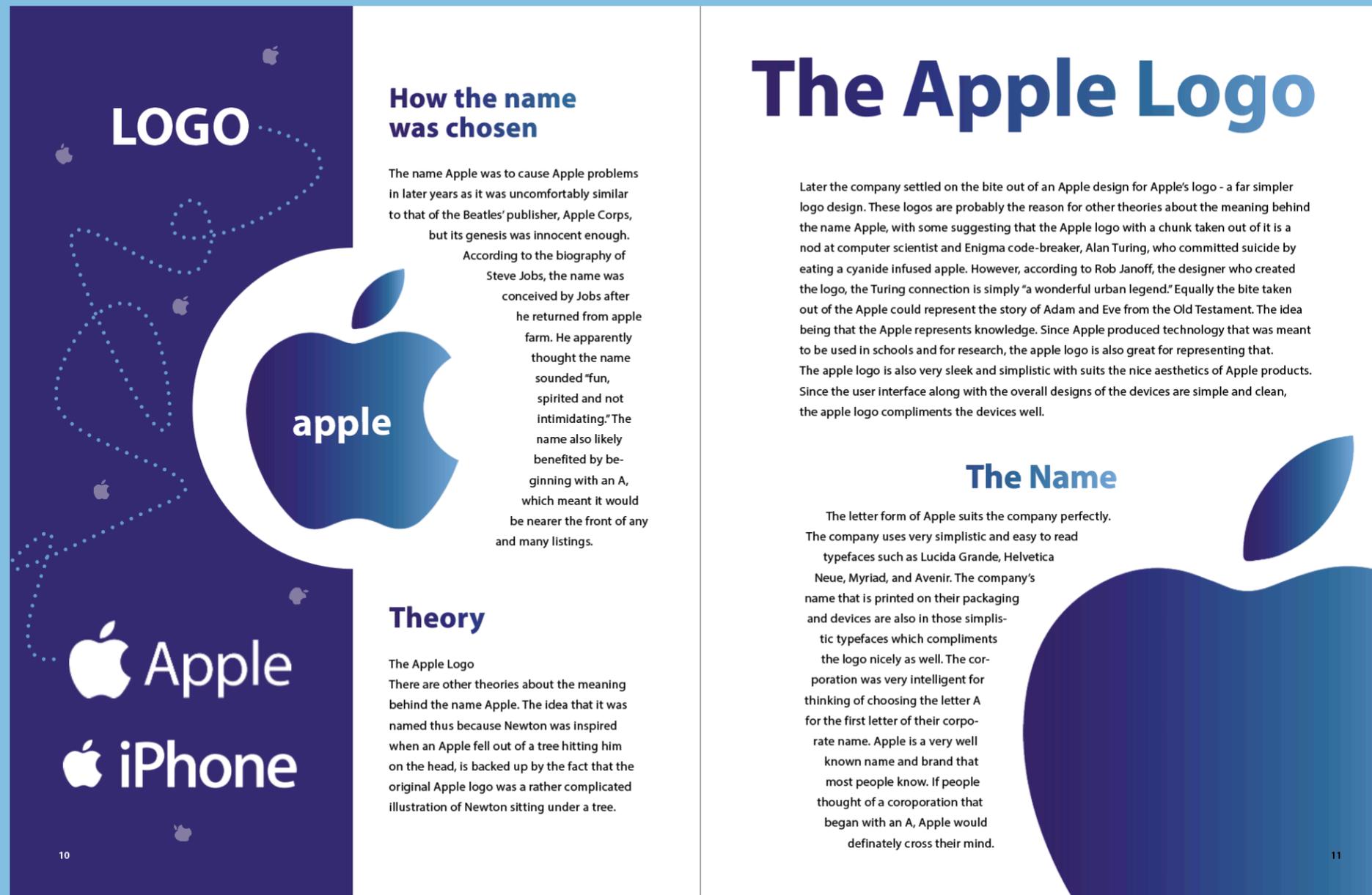
Who founded Apple?

Apple Computers, Inc. was founded on April 1, 1976, by college dropouts Steve Jobs and Steve Wozniak, who brought to the new company a vision of changing the way people viewed computers. Jobs and Wozniak wanted to make computers small enough for people to have them in their homes or offices. Simply put, they wanted a computer that was user-friendly. Jobs and Wozniak started out building the Apple I in Jobs' garage and sold them without a monitor, keyboard, or casing. Sales jumped from \$7.8 million in 1978 to \$117 million in 1980, the year Apple went public. While Steve Jobs died October 5, 2011, Apple continues on with his legacy.

Section 3 : pages 10-11

Critique Notes

- ❖ I changed the leading and the tracking to make the text easier to read
- ❖ I fixed the hyphens and cleaned up the paragraphs



Section 3/4 : pages 12-13

Critique Notes

- ❖ I illustrated the apple devices for imagery
- ❖ I cleaned the paragraphs and fixed the hyphens



Section 4 : pages 14-15

Critique Notes

- ❖ I fixed the hyphens and cleaned the paragraphs

CORPORATE

About Tree Canada

We're a registered charity proudly dedicated to planting and nurturing trees. For 25 years, we've engaged communities, governments, corporations and individuals in the pursuit of a greener and healthier living environment for Canadians.

Since 1992, we've planted more than 82 million trees, greened more than 660 schoolyards, helped restore places hit by natural disasters and brought together urban forestry experts greening cities all across Canada.

Sponsorship

The Apple corporation agrees to join forces with Tree Canada to allow young Canadians to plant apple trees across the country. Apple donated \$50,000 for children from Canadian elementary schools to go out and plant apple trees for free for school trips.

TreeCanada

The Outcome?

Tree Canada and Apple are aiming to make Canada a more eco friendly place to live in. Planting apple trees will help cleanse the air and the atmosphere of the carbon dioxide. Since Canadians have no choice but to drive due to long winters and far distances when it comes to transportation, the release of Carbon Dioxide is immense. Apple and Tree Canada is hoping to prevent Climate Change and Global Warming through the act of planting many trees around Canada.

Apple

SPONSORSHIP

14

15

Colophon

Critique Notes

- ❖ At first I had my name instead of the word colophon but found out that it is better to place the word colophon to specify the page

COLOPHON

This booklet was designed by Janet He. The type sizes for paragraphs are 11pt or 12pt. This booklet was published with the typeface Lucida Grande and Myriad Pro to fit with the aesthetics of the company Apple (the company uses those typefaces as well). Many gradients were used with colours such as #30c7cc / #33106b / #e4a4ca / #220044 / #76a9d8 / #14341c / #1fb25a. Leading that was used ranges from 13pt - 18pt.

Bibliography

"A Brief History of Typeface Styles and Classifications." Visual Learning Center by Visme, <https://visme.co/blog/different-types-of-fonts/>.
"A Brief History of Typeface Styles and Classifications." Visual Learning Center by Visme, <https://visme.co/blog/different-types-of-fonts/#BJgZQwKefxQK5oJ99>.
Ancient Scripts: Phoenician, <http://www.ancientscripts.com/phoenician.html>.
"Apple Computer, Inc." Apple Computers: This Month in Business History (Business Reference Services, Library of Congress), <https://www.loc.gov/rr/business/businesshistory/April/apple.html>.
Buckley, Written by Jeremy, and Name *. "A Brief History of Letter Writing." Indelible Cards, 7 Jan. 2019, <https://indeliblecards.com/a-brief-history-of-letter-writing/>.
Dangerously, Johnny. "The History of Lowercase Letters." Medium, Medium, 10 Aug. 2015, <https://medium.com/@gilroi/the-history-of-lowercase-letters-126af72d7322>.
"Egypt's Golden Empire. Special Features. Hieroglyphs. Alphabet." PBS. Public Broadcasting Service, <https://www.pbs.org/empires/egypt/special/hieroglyphs/alphabet.html>.
"Evolution of the Alphabet." UsefulCharts, <https://usefulcharts.com/blogs/charts/evolution-of-the-english-alphabet>.
"Fossil Fuels and Climate Change." Forest Research, 29 May 2018, <https://www.forestresearch.gov.uk/tools-and-resources/biomass-energy-resources/general-biomass-information/why-use-biomass/fossil-fuels-and-climate-change/>.
"Letter A." Origin of Alphabet, 20 May 2018, <http://www.originofalphabet.org/2017/01/04/letter-a/>.
"Lowercase." Typography Deconstructed, <https://typecon.com/blogs/type-glossary/lowercase/>.
"Meet The Animal That Inspired The Letter A." Dictionary.com, Dictionary.com, 29 Oct. 2019, <https://www.dictionary.com/e/a/>.
"Phoenician/Canaanite." Phoenician Alphabet and Language, <https://www.omniglot.com/writing/phoenician.htm>.
Racoma, Bernadine, et al. "The Origin of the English Alphabet (and All Its 26 Letters)." Day Translations Blog, 6 Aug. 2019, <https://www.daytranslations.com/blog/origin-english-alphabet/>.

Rawlinson, Nik. "Apple Was 41 Years Old in April, Here's Some History." Macworld UK, 25 Apr. 2017, <https://www.macworld.co.uk/feature/apple/history-of-apple-steve-jobs-mac-3606104/>.
"The Blackletter Typeface: A Long And Colored History." SitePoint, 7 Nov. 2009, <https://www.sitepoint.com/the-blackletter-typeface-a-long-and-colored-history/>.
"The Causes of Climate Change." NASA, NASA, 30 Sept. 2019, <https://climate.nasa.gov/causes/>.
The Editors of Encyclopaedia Britannica. "Latin Alphabet." Encyclopaedia Britannica, Encyclopaedia Britannica, Inc., 12 June 2013, <https://www.britannica.com/topic/Latin-alphabet>.
"The Origins of Abc." I Love Typography, 1 Mar. 2019, <https://ilove-typography.com/2010/08/07/where-does-the-alphabet-come-from/>.
"Tropical Deforestation and Global Warming." Union of Concerned Scientists, <https://www.ucsusa.org/global-warming/solutions/stop-deforestation/tropical-deforestation-and-1.html>.
"Type Classifications." Fonts.com, <https://www.fonts.com/content/learning/fontology/level-1/type-anatomy/type-classifications>.
User, Scritto da Super. "The Letter A - Symbolism." Gongoff.com, <http://www.gongoff.com/symbology/the-letter-a-symbolism>.
User, Scritto da Super. "The Letter A - Symbolism." Gongoff.com, <http://www.gongoff.com/symbology/the-letter-a-symbolism>.
Vynckier, Ivo. "The History of the Alphabets - The Latin Alphabet How OCR Works." How OCR Works | A Close Look at Optical Character Recognition, <http://www.how-ocr-works.com/languages/latin-alphabet.html>.
"Why Are There Uppercase and Lowercase Letters?" Wonderopolis, <https://www.wonderopolis.org/wonder/Why-Are-There-Uppercase-and-Lowercase-Letters>.
Joe Vince. "Why Are There 2 Ways to Write the Lowercase Letter 'A'?" Upvoted, 13 Oct. 2015, <https://reddittblog.com/2015/10/13/why-are-there-2-ways-to-write-the-lowercase-letter-a/>.



Reflection

In conclusion, I am very happy with the end result of my booklet. Throughout the process of the project, I have definitely learned a lot. I started out the project by researching a lot about booklets and layouts to gather ideas and inspiration. I've learned a lot about the history of the letter A and learned a lot about book design. I also improved my hierarchy for type and learned that we are supposed to move the word "the" into the next line if the line ends with that word. I also learned that if there is only one word at the end of the line after a period, it would be best to move that word to the next line. As for printing, I've learned that saddle-stitching the booklet first before cutting the pages is very important. It is important to cut/crop the pages last so that the cuts would be cleaner and all the pages would be even. The struggles I've found for myself with this project would be learning how to print out the booklet from InDesign since I've never done it before. I also didn't know how to crop and cut a booklet properly and learned a lot from the fourth years when I was at the design labs. As for the things I have done correctly, I did not wait until last minute to print my book, and I was always on top of my work so that I could have time to work on every project given to me. Even though I have only a few sketches of layouts, I found myself playing on InDesign with the layouts for a long time. For the future I am going to do more sketches and planning for layouts before I begin doing my digital drafts/work.

Citations

- "A Brief History of Typeface Styles and Classifications." Visual Learning Center by Visme, <https://visme.co/blog/different-types-of-fonts/>.
- "A Brief History of Typeface Styles and Classifications." Visual Learning Center by Visme, <https://visme.co/blog/different-types-of-fonts/#fBJgZQwKefxQkSoj.99>.
- Ancient Scripts: Phoenician, <http://www.ancientscripts.com/phoenician.html>.
- "Apple Computer, Inc." Apple Computers: This Month in Business History (Business Reference Services, Library of Congress), <https://www.loc.gov/rr/business/businesshistory/April/apple.html>.
- Buckley, Written by Jeremy, and Name *. "A Brief History of Letter Writing." Indelible Cards, 7 Jan. 2019, <https://indeliblecards.com/a-brief-history-of-letter-writing/>.
- Dangerously, Johnny. "The History of Lowercase Letters." Medium, Medium, 10 Aug. 2015, <https://medium.com/@gilroi/the-history-of-lowercase-letters-126af72d7322>.
- "Egypt's Golden Empire . Special Features . Hieroglyphs . Alphabet." PBS, Public Broadcasting Service, <https://www.pbs.org/empires/egypt/special/hieroglyphs/alphabet.html>.
- "Evolution of the Alphabet." UsefulCharts, <https://usefulcharts.com/blogs/charts/evolution-of-the-english-alphabet>.
- "Fossil Fuels and Climate Change." Forest Research, 29 May 2018, <https://www.forestresearch.gov.uk/tools-and-resources/biomass-energy-resources/general-biomass-information/why-use-biomass/fossil-fuels-and-climate-change/>.
- "Letter A." Origin of Alphabet, 20 May 2018, <http://www.originofalphabet.org/2017/01/04/letter-a/>.
- "Lowercase." Typography Deconstructed, <https://typedecon.com/blogs/type-glossary/lowercase/>.
- "Meet The Animal That Inspired The Letter A." Dictionary.com, Dictionary.com, 29 Oct. 2019, <https://www.dictionary.com/e/a/>.
- "Phoenician/Canaanite ." Phoenician Alphabet and Language, <https://www.omniglot.com/writing/phoenician.htm>.
- Racoma, Bernadine, et al. "The Origin of the English Alphabet (and All Its 26 Letters)." Day Translations Blog, 6 Aug. 2019, <https://www.daytranslations.com/blog/origin-english-alphabet/>.
- Rawlinson, Nik. "Apple Was 41 Years Old in April, Here's Some History." Macworld UK, 25 Apr. 2017, <https://www.macworld.co.uk/feature/apple/history-of-apple-steve-jobs-mac-3606104/>.
- "The Blackletter Typeface: A Long And Colored History." SitePoint, 7 Nov. 2009, <https://www.sitepoint.com/the-blackletter-typeface-a-long-and-colored-history/>.
- "The Causes of Climate Change." NASA, NASA, 30 Sept. 2019, <https://climate.nasa.gov/causes/>.
- The Editors of Encyclopaedia Britannica. "Latin Alphabet." Encyclopædia Britannica, Encyclopædia Britannica, Inc., 12 June 2013, <https://www.britannica.com/topic/Latin-alphabet>.
- "The Origins of Abc." I Love Typography, 1 Mar. 2019, <https://ilovetypography.com/2010/08/07/where-does-the-alphabet-come-from/>.
- "Tropical Deforestation and Global Warming." Union of Concerned Scientists, <https://www.ucsusa.org/global-warming/solutions/stop-deforestation/tropical-deforestation-and-1.html>.
- "Type Classifications." Fonts.com, <https://www.fonts.com/content/learning/fontology/level-1/type-anatomy/type-classifications>.
- User, Scritto da Super. "The Letter A - Symbolism." GonGoff.com, <http://www.gongoff.com/symbology/the-letter-a-symbolism>.
- User, Scritto da Super. "The Letter A - Symbolism." GonGoff.com, <http://www.gongoff.com/symbology/the-letter-a-symbolism>.
- Vynckier, Ivo. "The History of the Alphabets - The Latin Alphabet: How OCR Works." How OCR Works | A Close Look at Optical Character Recognition, <http://www.how-ocr-works.com/languages/latin-alphabet.html>.
- "Why Are There Uppercase and Lowercase Letters?" Wonderopolis, <https://www.wonderopolis.org/wonder/Why-Are-There-Uppercase-and-Lowercase-Letters>.
- , Joe Vince. "Why Are There 2 Ways to Write the Lowercase Letter 'A'?" Upvoted, 13 Oct. 2015, <https://redditblog.com/2015/10/13/why-are-there-2-ways-to-write-the-lowercase-letter-a/>.