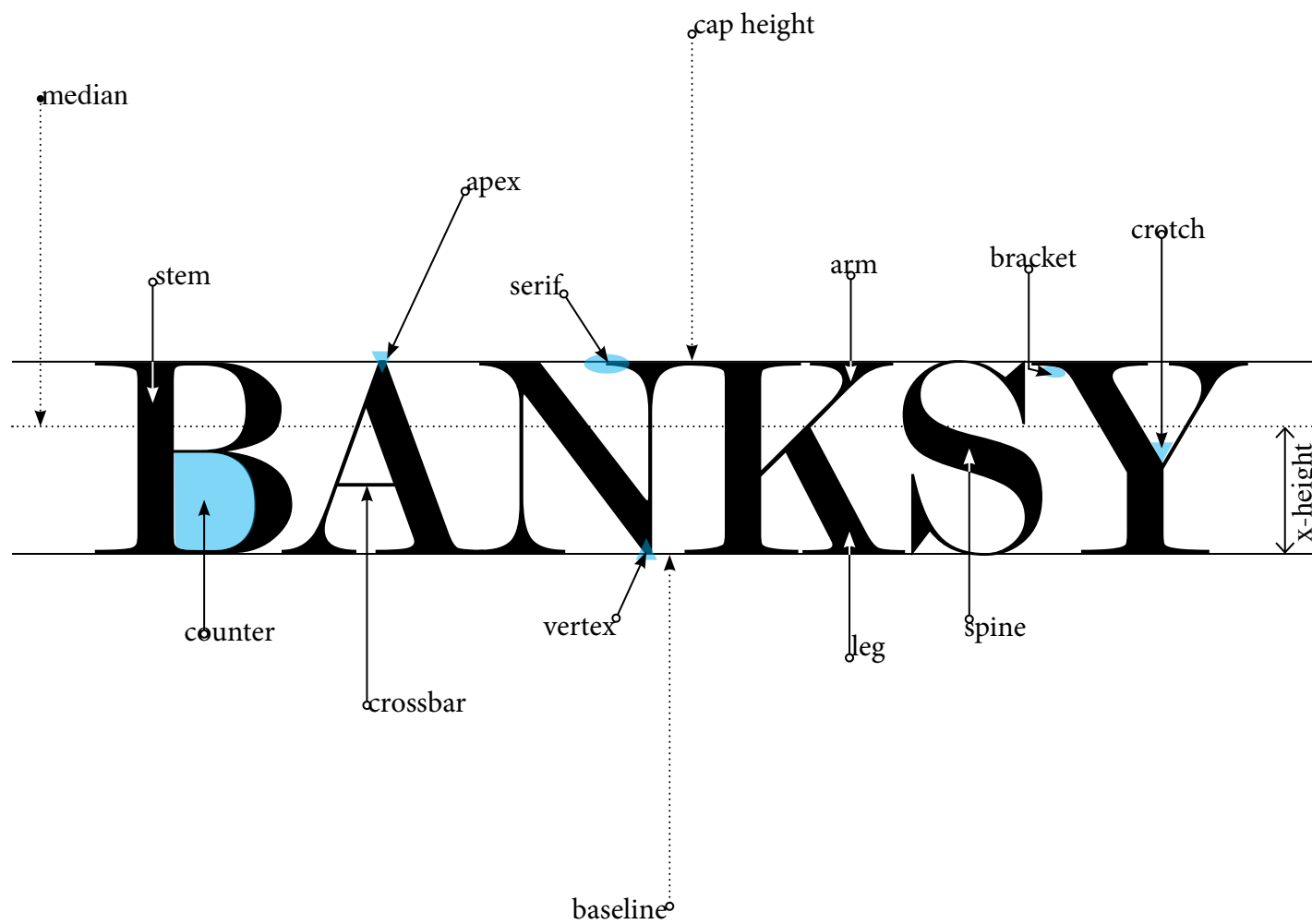


BANKSY

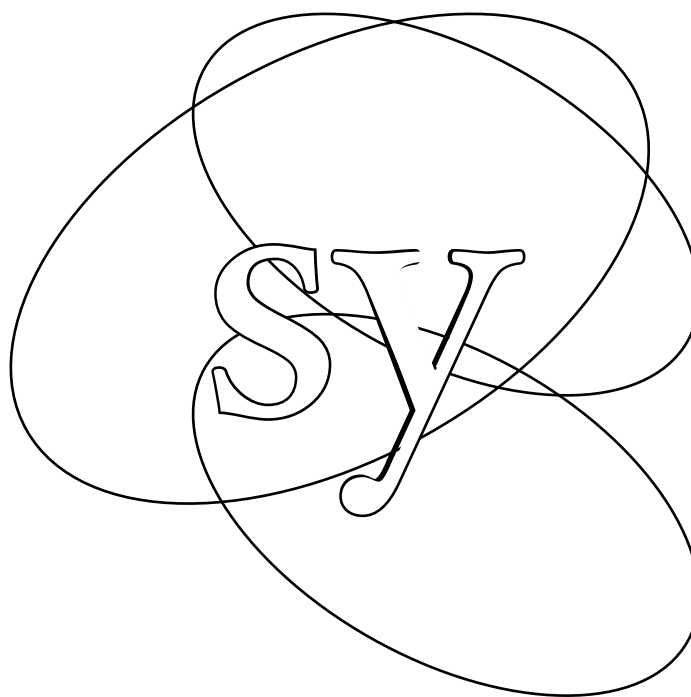
The word "BANKSY" is rendered in a bold, white, serif typeface. It is set within a thick, black, irregular outline that resembles a hand-painted stencil or a thick marker stroke. From the bottom edge of this black outline, several black paint drips of varying lengths and thicknesses hang down, giving the impression of fresh paint. The entire graphic is tilted slightly upwards from left to right.

ADV1227 Typographic Design I
Samuel Garvett



Five Families Of Type

Families of type



Family: Old Style

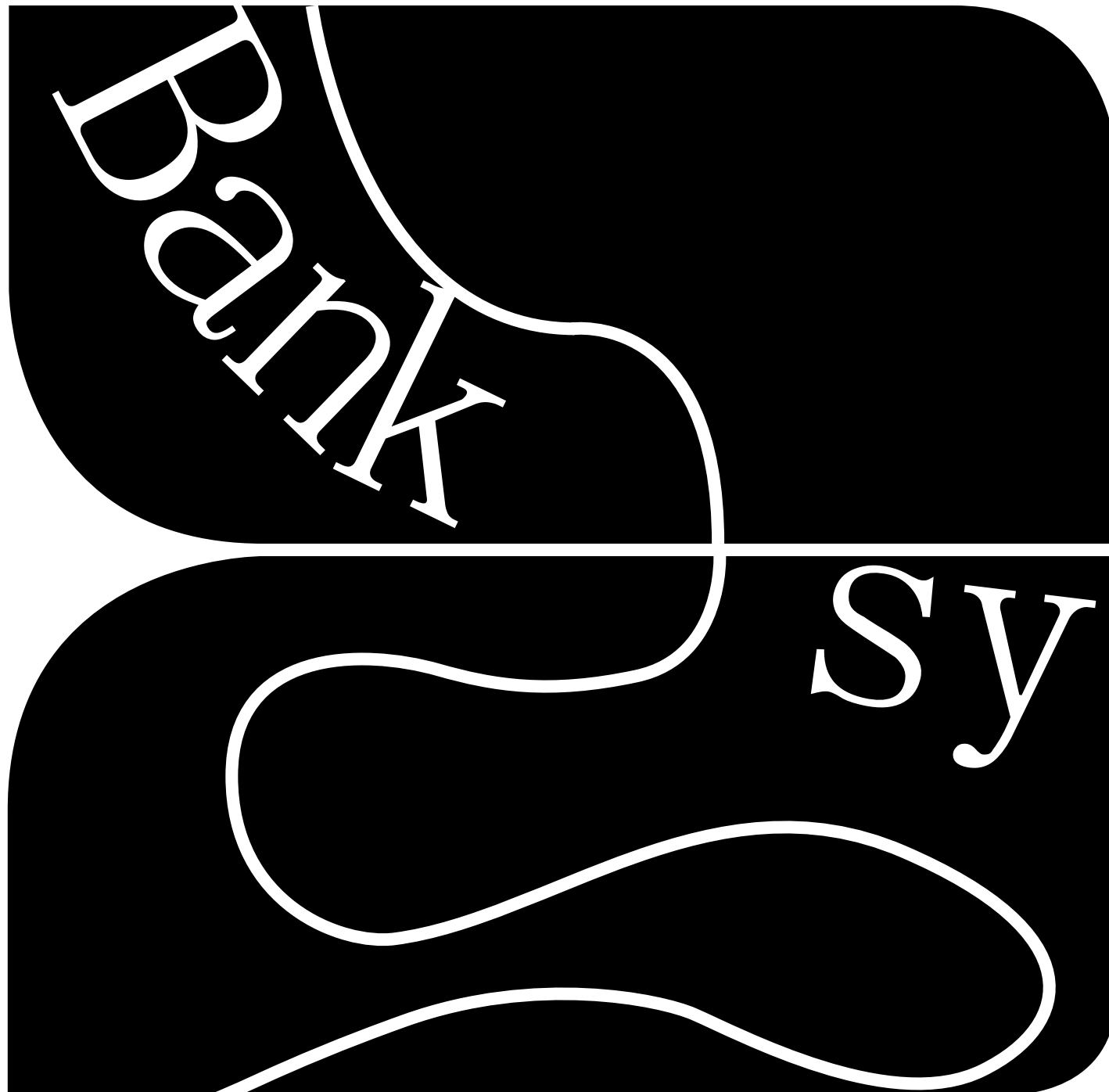
Year: 1475

Characteristics:

- Handwritten look
- Thick to thin stroke

Font: Hoefler Text

Families of type



Family: Transitional

Year: 1770

Characteristics:

- Serifs are curvy but also has hard edges
- Thick to thin features are exaggerated

Font: SimSun

Families of type



Family: Modern

Year: 1775

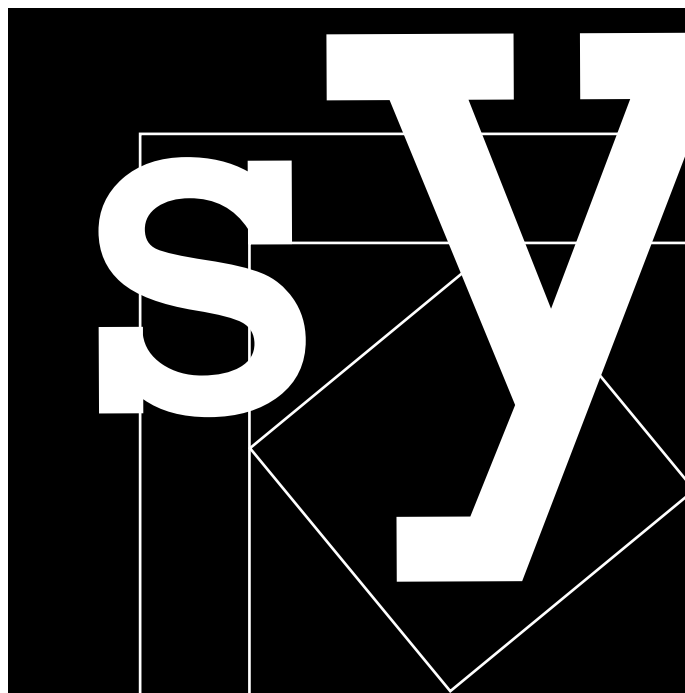
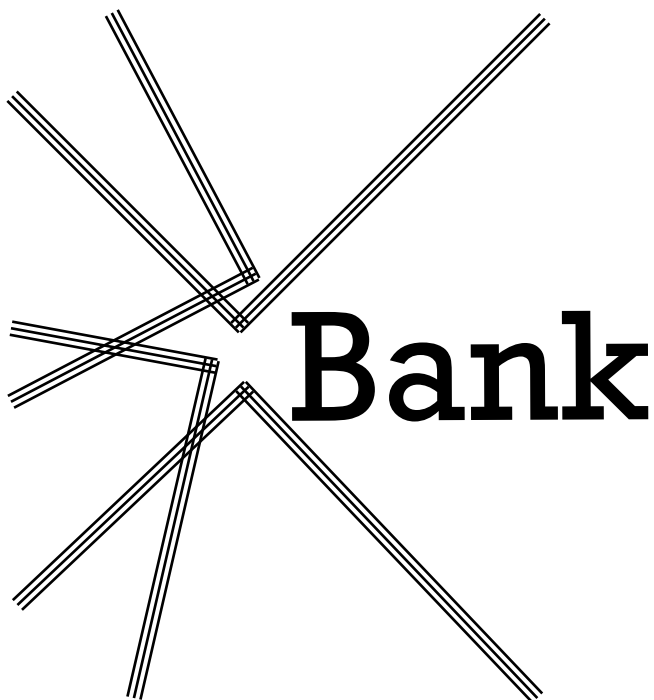
Characteristics:

- Extremely thin serifs
- Unbracketed serifs

Font: Didot



sy



Family: Egyptian or Slab
Serif

Year: 1825

Characteristics:

- Block serifs
- Unbracketed serifs

Font: Rockwell

**B
a
n
k**

**BANKSYB-
BANKSYB-
BANKSYB-
BANKSY
BANKSY
BANKSY
BANKSY**

**BANKSYB-
BANKSYB-
BANKSYB-**

**S
Y**

Families of type

Family: San Serif

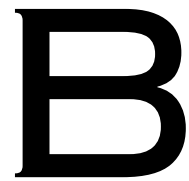
Year: 1900

Characteristics:

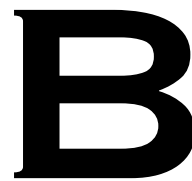
- No Serifs
- Block ending to the letters

Font: **Impact**

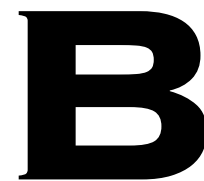
Variation *in* Type

A large, black, uppercase letter 'B' in a light weight of the Copperplate typeface. The letter has a classic, slightly condensed design with a thin stroke and a small serif at the top.

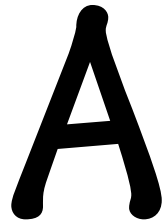
Copperplate light

A large, black, uppercase letter 'B' in a regular weight of the Copperplate typeface. The letter is more substantial than the light weight, with a slightly thicker stroke and a more pronounced serif.

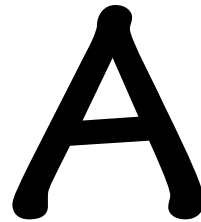
Copperplate
regular

A large, black, uppercase letter 'B' in a bold weight of the Copperplate typeface. The letter is very thick and heavy, with a very prominent serif and a wide, solid appearance.

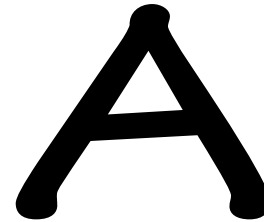
Copperplate bold



Tekton Pro
Bold Condensed



Tekton Pro
Bold Regular



Tekton Pro
Bold Expanded

n

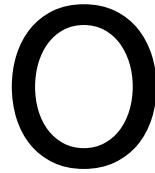
Minion Pro
Regular

n

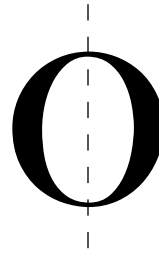
Minion Pro
Fake Italic

n

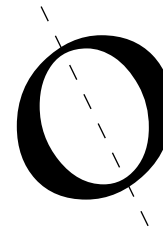
Minion Pro
True Italic



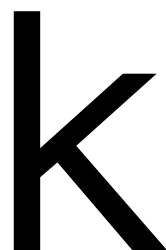
Kannada Sangam MN
No stress



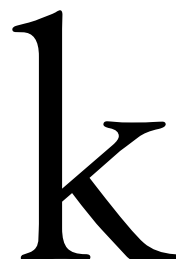
Big Caslon
Vertical stress



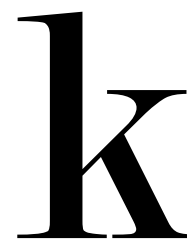
Footlight MT Light
Oblique stress

A large, black, lowercase letter 'k' rendered in a monospace font style. The letter has a uniform thickness and sharp, geometric angles, characteristic of a typeface with no contrast.

Andale Mono
No contrast

A large, black, lowercase letter 'k' rendered in a Goudy Old Style font. The letter features a thick vertical stem and a thin, elegant, curved arm, illustrating a low-contrast design.

Goudy Old Style
Low contrast

A large, black, lowercase letter 'k' rendered in a Modern No. 20 font. The letter is characterized by a very thick, solid vertical stem and a thin, sharp, horizontal crossbar, representing a high-contrast design.

Modern No. 20
High contrast

A large, bold, black capital letter 'S' in the Lucida Fax font. The letter has a clean, unbracketed serif design with a simple, slightly curved top and a straight vertical stem.

Lucida Fax
Unbracketed serif

A large, bold, black capital letter 'S' in the Engravers MT font. The letter features a classic bracketed serif design with a prominent, rounded top and a thick, curved stem.

Engravers MT
Bracketed serif

A large, bold, black capital letter 'S' in the Times New Roman font. The letter is a bracketed italic serif, characterized by its elegant, curved top and a stem that tapers slightly towards the bottom.

Times New Roman
Bracketed italic serif

|Alignment|

Best artist of our time:
Banksy. An artist who
rather than focusing on
extensive techniques,
focuses on getting a
clear message through.
Breaks all rules on
what should and should
not be done. An artist
whose simple drawing
and style many call
cheating. But is he's
message clear?

Best artist of our time:
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rather than focusing on
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T. An artist whose
simple drawing and
style many call cheating.
But is he's message
clear?

Centered

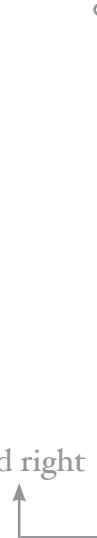


Best artist of our time:
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message clear?

Flushed left



Flushed right



Best artist of our time: Banksy. An artist who rather than focusing on extensive techniques, focuses on getting a clear message through. Breaks all rules on what should and should not be done. An artist whose simple drawing and style many call cheating. But is he's message clear?

Forced justification can cause very odd spacing between words and letters.

If you must justify the text, regular justification might be a better option.

Best artist of our time: Banksy. An artist who rather than focusing on extensive techniques, focuses on getting a clear message through. Breaks all rules on what should and should not be done. An artist whose simple drawing and style many call cheating. But is he's message clear?

Leading



Helvetica 12/14

Is the fact that you use stencils cheating? Does your style get the message across even if its stencilled? In a society solely focused on esthetics it is a breath of fresh air to see someone who targets those who are ruining our world with “ugly technique” “ugly presentation” and “pointless messages”

Helvetica 12/24

Is the fact that you use stencils cheating? Does your style get the message across even if its stencilled? In a society solely focused on esthetics it is a breath of fresh air to see someone who targets those who are ruining our world with “ugly technique” “ugly presentation” and “pointless messages”

Helvetica 12/18

Is the fact that you use stencils cheating? Does your style get the message across even if its stencilled? In a society solely focused on esthetics it is a breath of fresh air to see someone who targets those who are ruining our world with “ugly technique” “ugly presentation” and “pointless messages”

Helvetica 12/36

Is the fact that you use stencils cheating? Does your style get the message across even if its stencilled? In a society solely focused on esthetics it is a breath of fresh air to see someone who targets those who are ruining our world with

Leading /
San serif font

Lucida Fax 12/14

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Does your style get the message across
even if its stencilled? In a society solely
focused on esthetics it is a breath of
fresh air to see someone who targets
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Lucida Fax 12/24

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Lucida Fax 12/36

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Does your style get the message across
even if its stencilled? In a society solely
focused on esthetics it is a breath of fresh
air to see someone who targets those who
are ruining our world with “ugly tech-

Leading /
Serif font

Tracking

Times 12/16 C&LC / No Tracking

Banksy Stresses: The question of, is using stencils cheating? Does your style get the message across even if its stencilled? In a society solely focused on esthetics it is a breath of fresh air to see someone who targets those who are ruining our world with “ugly technique” “ugly presentation” and “pointless messages”.

Times 12/16 C&LC / 50 Tracking

Banksy Stresses: The question of, is using stencils cheating? Does your style get the message across even if its stencilled? In a society solely focused on esthetics it is a breath of fresh air to see someone who targets those who are ruining our world with “ugly technique” “ugly presentation” and “pointless messages”.

Times 12/16 C&LC / 100 Tracking

Banksy Stresses: The question of, is using stencils cheating? Does your style get the message across even if its stencilled? In a society solely focused on esthetics it is a breath of fresh air to see someone who targets those who are ruining our world with “ugly technique” “ugly presentation” and “pointless messages”.

Times 12/16 C&LC / 200 Tracking

Banksy Stresses: The question of, is using stencils cheating? Does your style get the message across even if its stencilled? In a society solely focused on esthetics it is a breath of fresh air to see someone who targets those who are ruining our world with “ugly technique” “ugly presentation” and “pointless messages”.

*What happens to type
when there is too
much space between
words and letters?*

Times 12/16 C&LC / No Tracking

Banksy Stresses: The question of, is using stencils cheating? Does your style get the message across even if its stencilled? In a society solely focused on esthetics it is a breath of fresh air to see someone who targets those who are ruining our world with “ugly technique” “ugly presentation” and “pointless messages”.

Times 12/16 C&LC / -50 Tracking

Banksy Stresses: The question of, is using stencils cheating? Does your style get the message across even if its stencilled? In a society solely focused on esthetics it is a breath of fresh air to see someone who targets those who are ruining our world with “ugly technique” “ugly presentation” and “pointless messages”.

Times 12/16 C&LC / -100 Tracking

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*What happens to type when
there is not enough space
between words and letters?*

Times 12/16 C&LC / -200 Tracking

Banksy Stresses: The question of, is using stencils cheating? Does your style get the message across even if its stencilled? In a society solely focused on esthetics it is a breath of fresh air to see someone who targets those who are ruining our world with “ugly technique” “ugly presentation” and “pointless messages”.

Ke r n i n g

Before // Times 90 pt // metric kerning // no adjustment

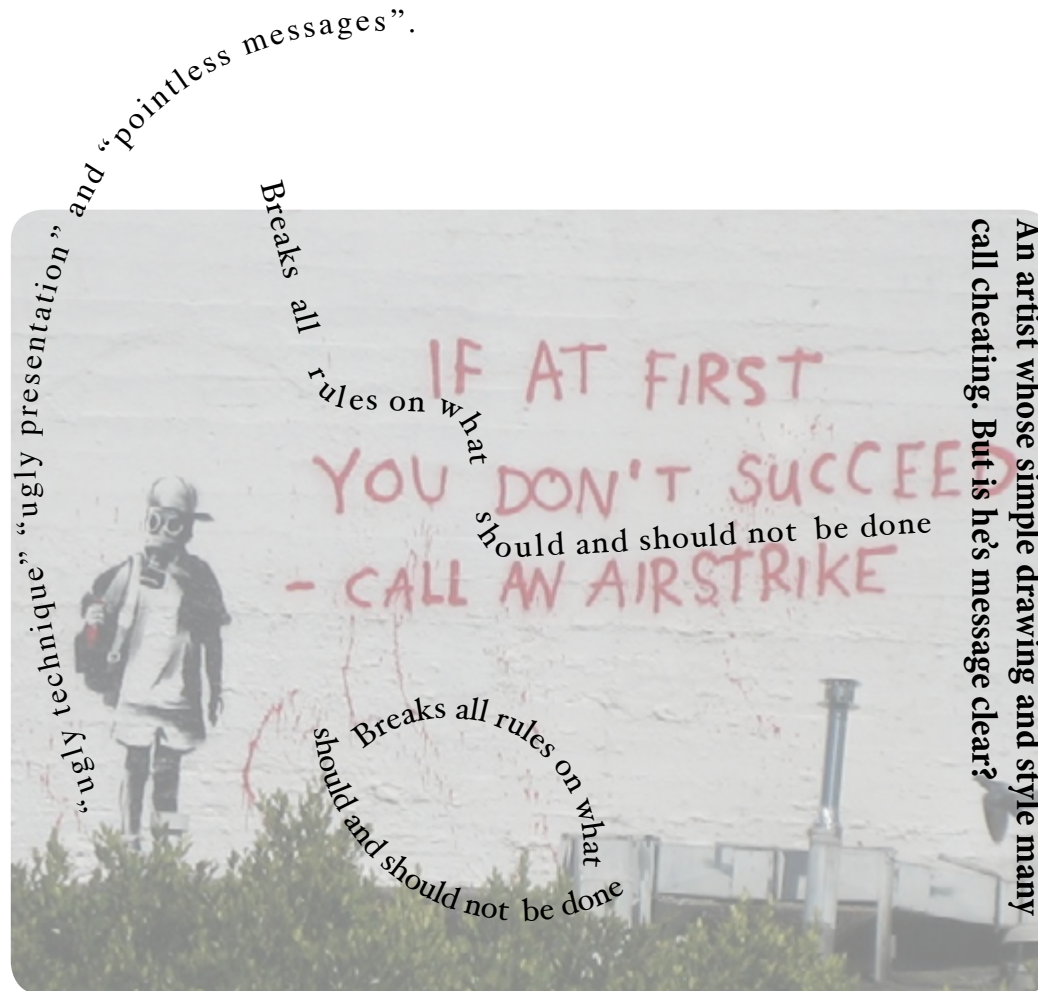
k e r n i n g

My favorite
entertainer

After // Times 90 pt // metric kerning // manual adjustment

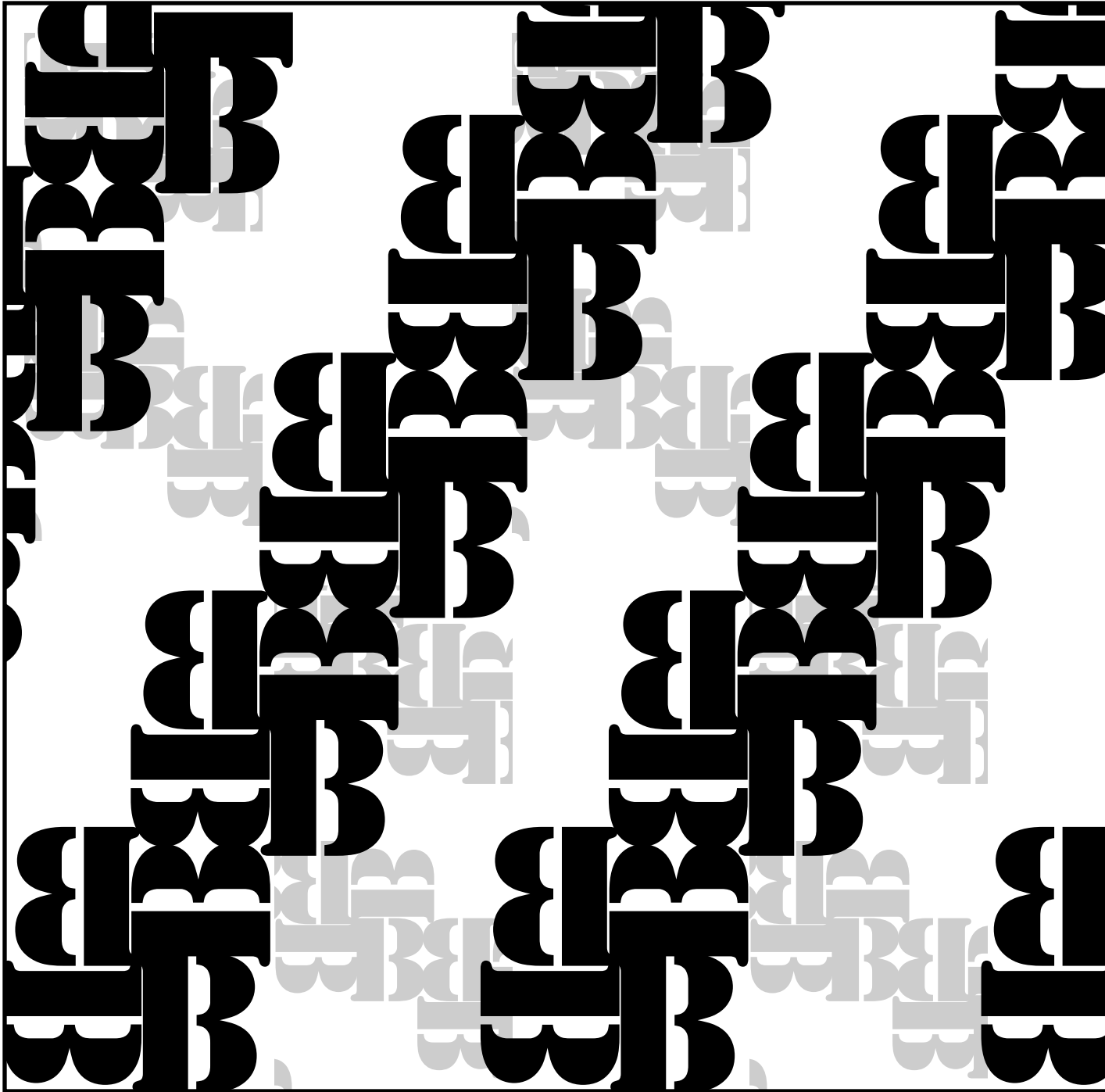
My favorite
entertainer

Path 



Color and Legibility

FORM and Communication



“ **BANKSY:**
If graffiti changed anything- it would be illegal ”

Logotype



VISUAL **Hierarchy**

New York City College of Technology proudly presents

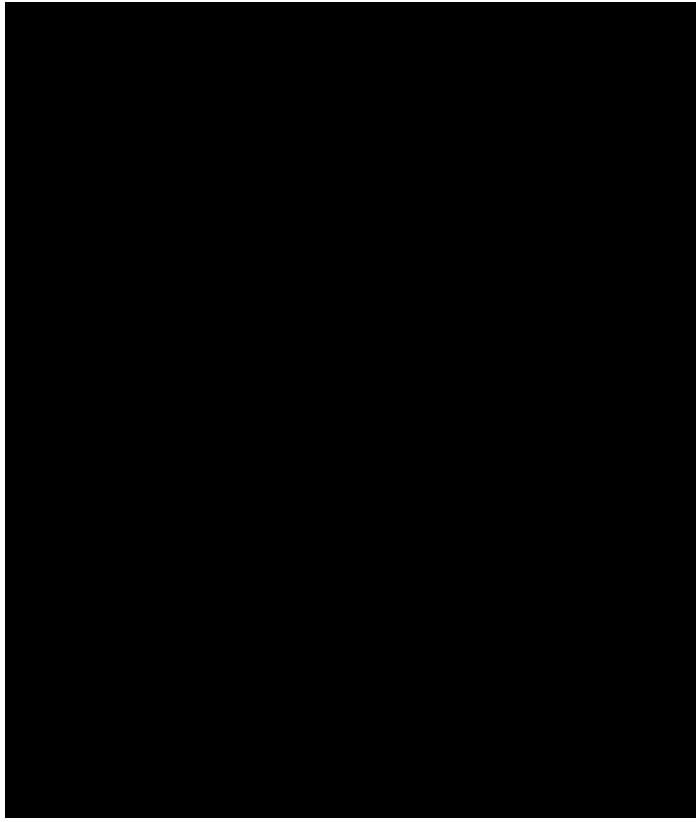
BANKSY

Grace Gallery

February 29

7pm





Clansman

image: banksy.co.uk

An artist who rather than focusing on extensive techniques, focuses on getting a clear message through.

Breaks all rules on what should and should not be done. An artist whose simple drawing and style many call cheating. But is he's message clear? Is the fact that you use stencils cheating? Does your style get the message across even if its stencilled? In a society solely focused on esthetics it is a breath of fresh air to see someone who targets those who are ruining our world with ugly technique, ugly presentation and pointless messages.

The man or woman behind the name is a mystery. All that is know is that **Banksy** according to author and graphic designer *Tristan Manco* and the book "*Home Sweet Home*", Banksy was born in 1974 and raised in Bristol, England. Banksy is unknown but his/her work will live forever.



BANKSY