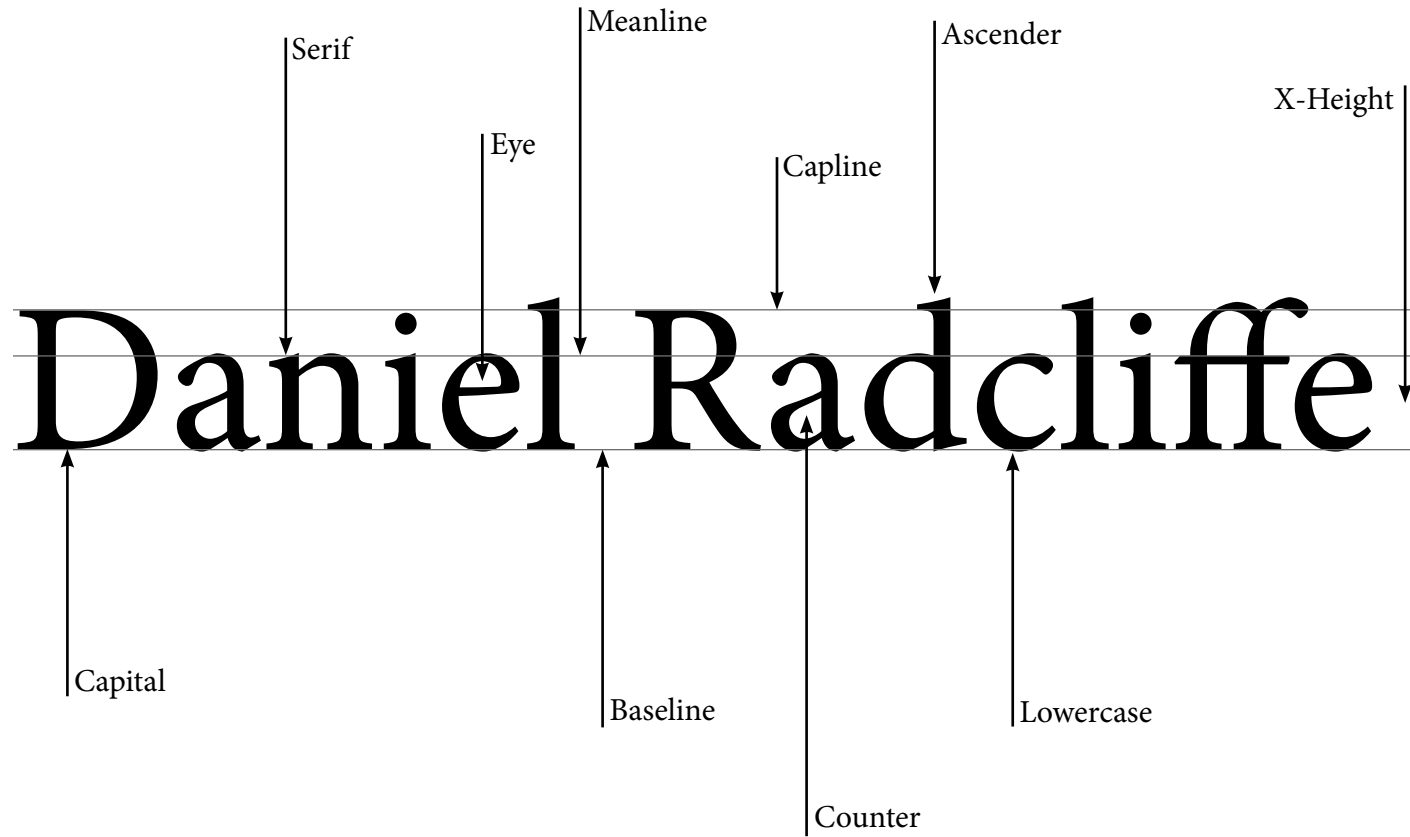


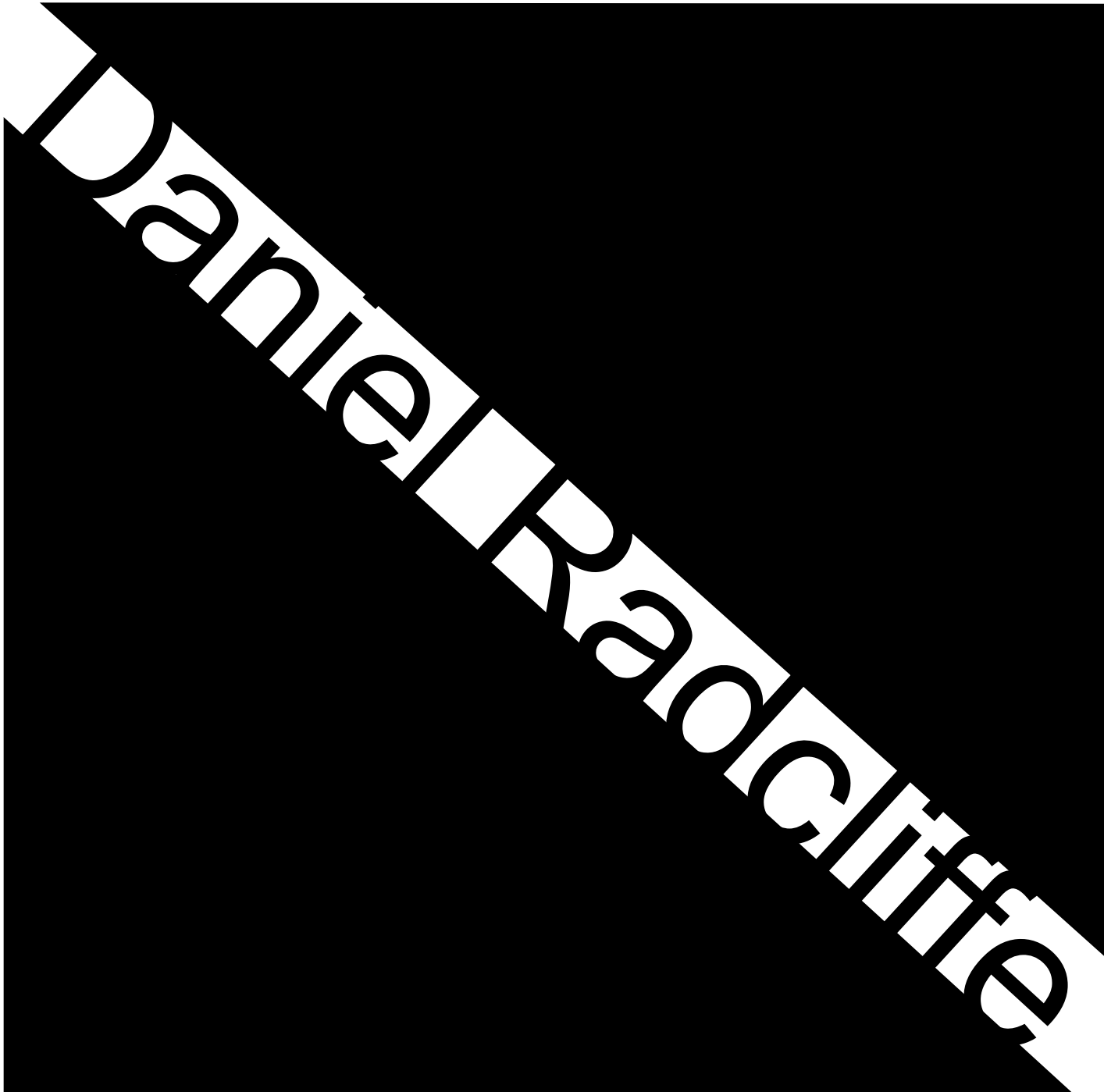
A black and white photograph of Daniel Radcliffe. He is sitting on a large, dark suitcase or trunk. He is wearing a dark, collared jacket over a light-colored shirt and dark trousers. He is looking off to the side with a serious expression. The background consists of a brick wall on the left and a window with multiple panes on the right. The lighting is dramatic, with strong highlights and deep shadows.

Daniel Radcliffe  
ADV1227 - Typographic Design I  
Kassandra Urena

Anatomy & Letterform



Five Families of Type



**Families of Type**

**Sans Serif**  
20th Century

No Serifs

Little or no variation with  
thick and thin strokes

Font used: Arial

Families of Type

Daniel

Radcliffe

**Transitional**  
20th Century

Sharp looking serifs

Medium contrast  
between thick and thin  
strokes

Font used: Times New  
Roman

**D**aniel  
Radcliffe

Families of Type

**Old Style**  
15th Century

Rounded Serifs

Serif bases are slightly  
concave

Font used: Adobe Caslon



**Daniel**

**Slab Serif**  
19th Century

Block like serifs

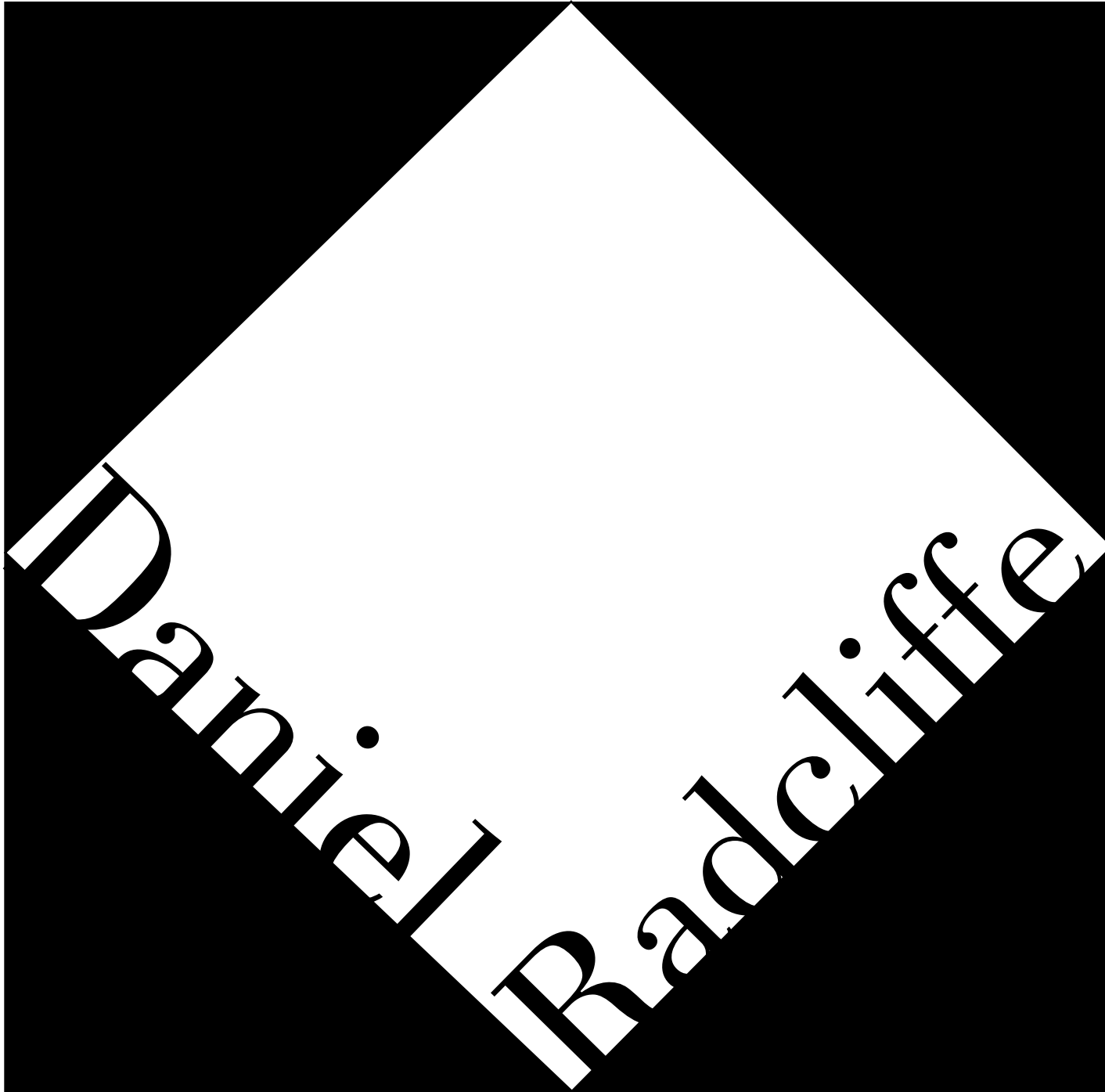
No contrast between  
strokes

Font used: Serifa BT



**Radcliffe**





**Families of Type**

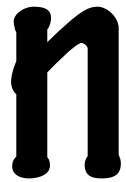
**Modern**  
18th Century

Thin Serifs

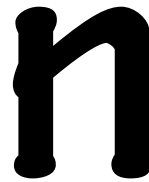
There is high contrast  
between thick and thin  
strokes

Font used: Bodoni BT

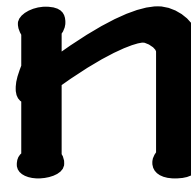
Variations in Type

A lowercase letter 'n' in a bold, condensed font style. The letter is very narrow and tall, with a thick vertical stem and a short, curved top.

Tekton Pro Bold  
Condensed

A lowercase letter 'n' in a bold, regular font style. The letter is wider than the condensed version, with a thick vertical stem and a short, curved top.

Tekton Pro Bold  
Regular

A lowercase letter 'n' in a bold, extended font style. The letter is very wide and short, with a thick vertical stem and a long, curved top.

Tekton Pro Bold  
Extended



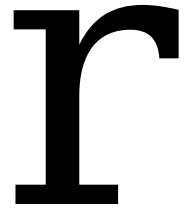
Ubuntu  
Light



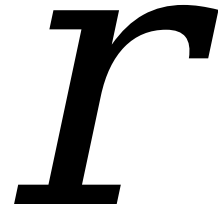
Ubuntu  
Regular



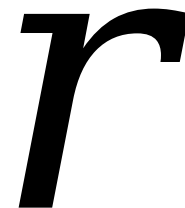
Ubuntu  
Bold

A large, bold, black lowercase letter 'r' in a serif font. The letter has a thick vertical stem and a curved shoulder that ends in a small serif.

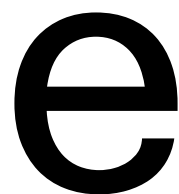
DejaVu Serif  
Regular

A large, bold, black lowercase letter 'r' in a serif font, styled as a 'fake italic'. The letter is slanted to the right but maintains the same weight and serif details as the regular version.

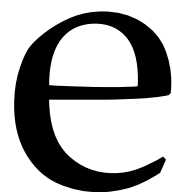
DejaVu Serif  
Fake Italic

A large, bold, black lowercase letter 'r' in a serif font, styled as a true italic. The letter is slanted to the right and has a noticeably lighter weight and more pronounced curve compared to the regular and fake italic versions.

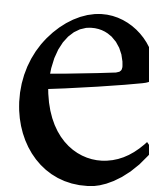
DejaVu Serif  
Italic

A lowercase letter 'e' from the Vrinda font. The letter is a simple, rounded shape with a horizontal bar across the middle. The top and bottom curves are smooth and continuous, with no visible thickening or thinning of the strokes.

Vrinda  
No Stress

A lowercase letter 'e' from the Palatino Linotype font. The letter has a classic, slightly elongated shape. The horizontal bar is noticeably thicker than the vertical strokes, which are relatively uniform in thickness, illustrating vertical stress.

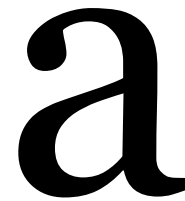
Palatino Linotype  
Vertical Stress

A lowercase letter 'e' from the Minion Pro font. The letter is a classic, slightly elongated shape. The horizontal bar is noticeably thicker than the vertical strokes, which are relatively uniform in thickness, illustrating oblique stress.

Minion Pro  
Oblique Stress



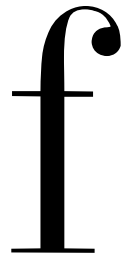
Rockwell  
No Contrast



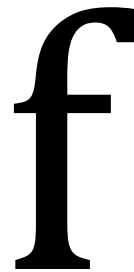
Vani  
Low Contrast



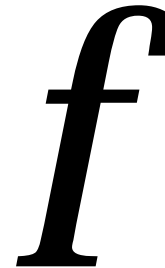
Walbaum  
High Contrast



Dubiel  
Unbracketed Serif



Cambria  
Bracketed Serif



Luxi  
Bracketed & Oblique  
Serif



Alignment

## Alignment

Daniel Jacob Radcliffe was born in London, England in 1989. His parents, Alan Radcliffe and Marcia Gresham, had been involved in the entertainment industry, both having worked as actors at one point. Alan went on to become a literary agent, helping authors get publishing deals, and Marcia became a casting director, helping filmmakers find performers for film and television roles.

Centered

Daniel Jacob Radcliffe was born in London, England in 1989. His parents, Alan Radcliffe and Marcia Gresham, had been involved in the entertainment industry, both having worked as actors at one point. Alan went on to become a literary agent, helping authors get publishing deals, and Marcia became a casting director, helping filmmakers find performers for film and television roles.

Flush Left

Daniel Jacob Radcliffe was born in London, England in 1989. His parents, Alan Radcliffe and Marcia Gresham, had been involved in the entertainment industry, both having worked as actors at one point. Alan went on to become a literary agent, helping authors get publishing deals, and Marcia became a casting director, helping filmmakers find performers for film and television roles.

Flush Right

Daniel Jacob Radcliffe was born in London, England in 1989. His parents, Alan Radcliffe and Marcia Gresham, had been involved in the entertainment industry, both having worked as actors at one point. Alan went on to become a literary agent, helping authors get publishing deals, and Marcia became a casting director, helping filmmakers find performers for film and television roles.

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

**Alignment**  
Justified Vs. Forced  
Justified

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

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Leading

Helvetica 12/14

Daniel Jacob Radcliffe was born in London, England, in 1989. His parents, Alan Radcliffe and Marcia Gresham, had been involved in the entertainment industry, both having worked as actors at one point. Alan went on to become a literary agent, helping authors get publishing deals, and Marcia became a casting director, helping filmmakers find performers for film and television roles. After voicing his desire to be an actor at age five, Daniel Radcliffe began performing small parts in school productions.

Helvetica 12/18

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**Leading**  
Sans Serif Typeface

Helvetica 12/24

Daniel Jacob Radcliffe was born in London, England, in 1989. His parents, Alan Radcliffe and Marcia Gresham, had been involved in the entertainment industry, both having worked as actors at one point. Alan went on to become a literary agent, helping authors get publishing deals, and Marcia became a casting director, helping filmmakers find performers for film and television roles. After voicing his desire to be an actor at age five, Daniel Radcliffe began per-

Helvetica 12/36

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Baskerville 12/14

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Baskerville 12/18

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**Leading**  
Serif Typeface

Baskerville 12/24

Daniel Jacob Radcliffe was born in London, England, in 1989. His parents, Alan Radcliffe and Marcia Gresham, had been involved in the entertainment industry, both having worked as actors at one point. Alan went on to become a literary agent, helping authors get publishing deals, and Marcia became a casting director, helping filmmakers find performers for film and television roles. After voicing his desire to be an actor at age five, Daniel Radcliffe began performing small parts in school productions.

Baskerville 12/36

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Tracking

**Times 12/16 C&LC / No Tracking**

Daniel Jacob Radcliffe was born in London, England, in 1989. His parents, Alan Radcliffe and Marcia Gresham, had been involved in the entertainment industry, both having worked as actors at one point. Alan went on to become a literary agent, helping authors get publishing deals, and Marcia became a casting director, helping filmmakers find performers for film and television roles.

**Times 12/16 C&LC / 50 Tracking**

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**Times 12/16 C&LC / 100 Tracking**

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**Times 12/16 C&LC / 200 Tracking**

Daniel Jacob Radcliffe was born in London, England, in 1989. His parents, Alan Radcliffe and Marcia Gresham, had been involved in the entertainment industry, both having worked as actors at one point. Alan went on to become a literary agent, helping authors get publishing

**Tracking**

**C&LC**

Legibility is affected when there is too much space between words and letters because the extra amount of space makes it harder to see the difference between a singular letter and a whole word.



**Times 12/16 C&LC / No Tracking**

Daniel Jacob Radcliffe was born in London, England, in 1989. His parents, Alan Radcliffe and Marcia Gresham, had been involved in the entertainment industry, both having worked as actors at one point. Alan went on to become a literary agent, helping authors get publishing deals, and Marcia became a casting director, helping filmmakers find performers for film and television roles.

**Times 12/16 C&LC / -50 Tracking**

Daniel Jacob Radcliffe was born in London, England, in 1989. His parents, Alan Radcliffe and Marcia Gresham, had been involved in the entertainment industry, both having worked as actors at one point. Alan went on to become a literary agent, helping authors get publishing deals, and Marcia became a casting director, helping filmmakers find performers for film and television roles.

**Times 12/16 C&LC / -100 Tracking**

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**Times 12/16 C&LC / -200 Tracking**

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**Tracking**

**C&LC**

Legibility is affected when there is not enough space between words and letters because the letters become so close that they can possibly overlap each other, making the text illegible.

Kerning (Before & After)

Before / Times 90 pt / metric kerning / no adjustment

Kerning

My favorite  
entertainer

After / Times 90 pt / metric kerning / manual adjustment

My favorite  
entertainer

Type on a Path

Daniel

Radcliffe

I don't go looking for trouble. Trouble usually finds me.

It does not do to dwell on dreams and forget to live, remember that.

I like a quiet life, you know me.

[https://en.wikipedia.org/wiki/Harry\\_Potter\\_\(character\)](https://en.wikipedia.org/wiki/Harry_Potter_(character))

**Kerning**  
Type on a path

Color & Legibility

**Legibility, Color & Tints**

Background Range:  
100 % Black to  
10% Black



Type is 100% black

Type is 50% black

Type is white

Purple: 70% cyan, 100% magenta

Yellow: 100%

Background Range -  
100% purple to  
10% purple



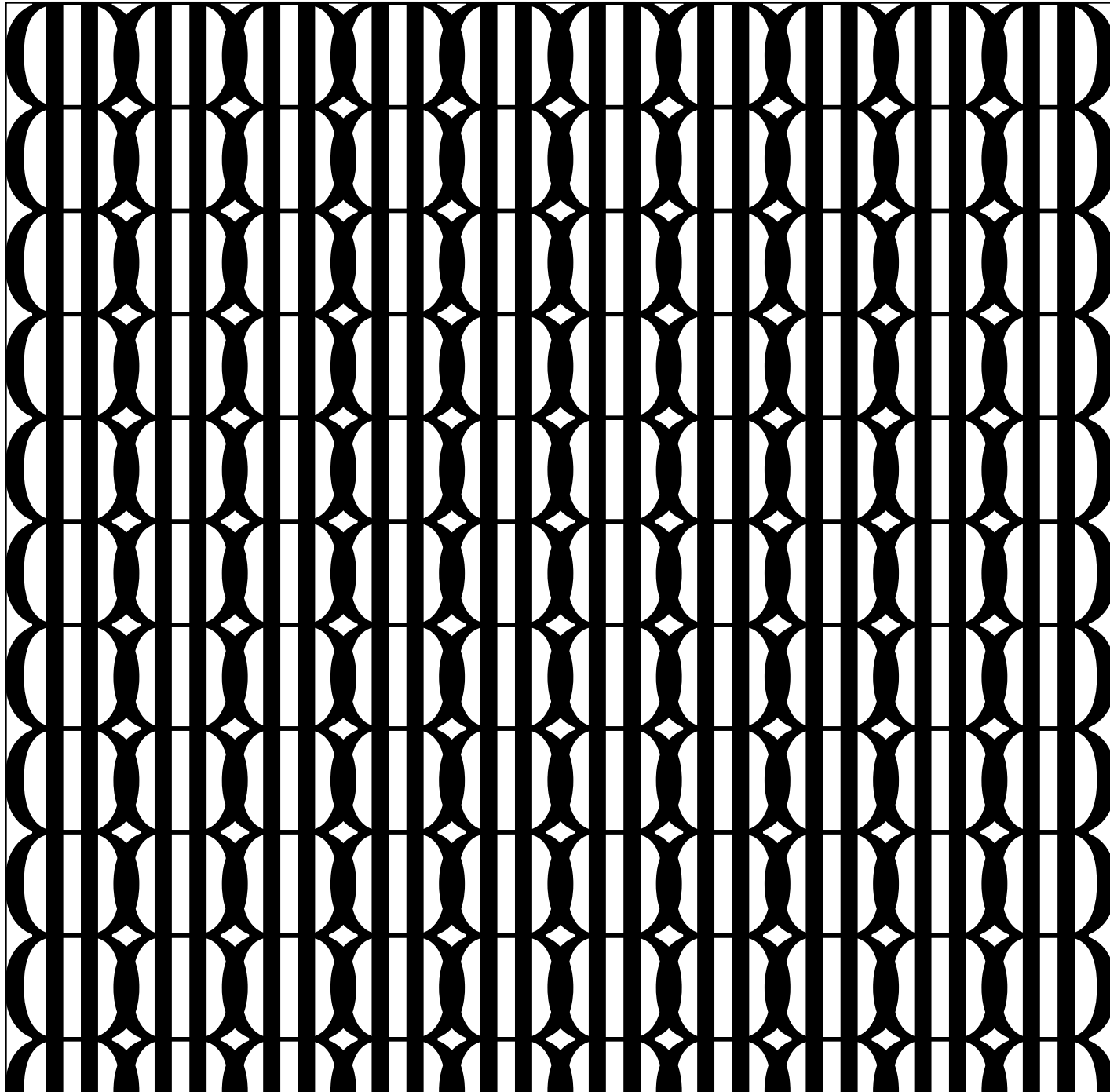
Type is 100% yellow

Type is 50% yellow

Type is white

Form & Communication

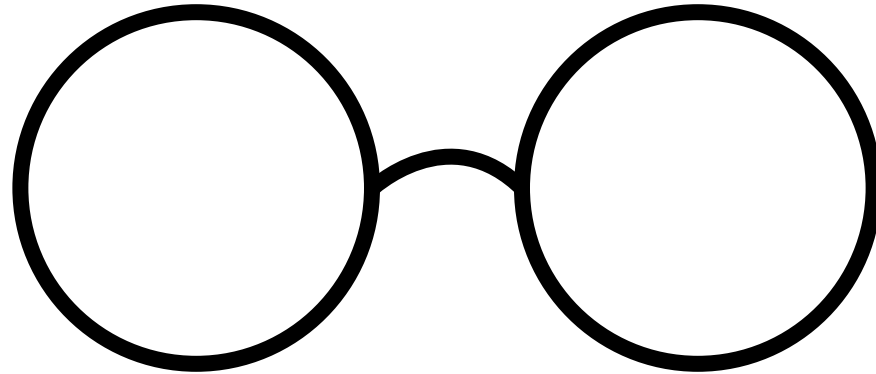
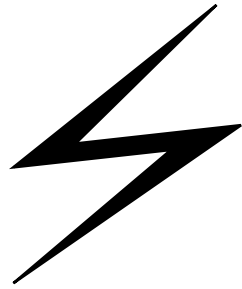




Type and Patterns

“ I don't go looking  
for **trouble**, trouble  
usually finds **me** ”

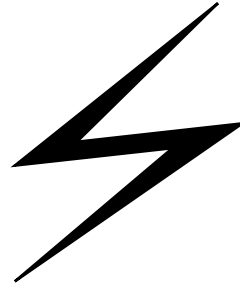
- Daniel Radcliffe



Daniel  
Radcliffe

Visual Hierarchy

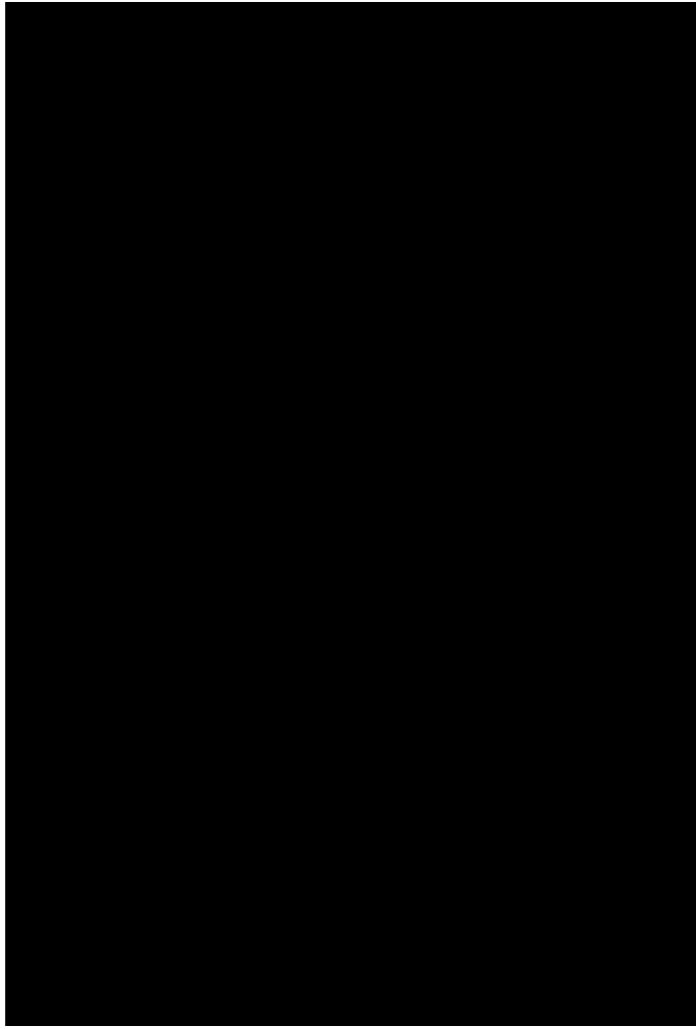
New York City College of Technology proudly presents:



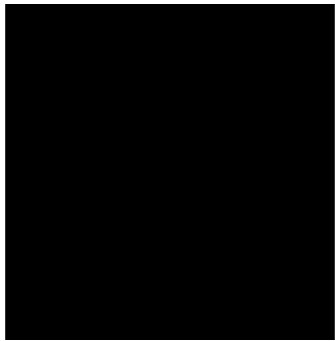
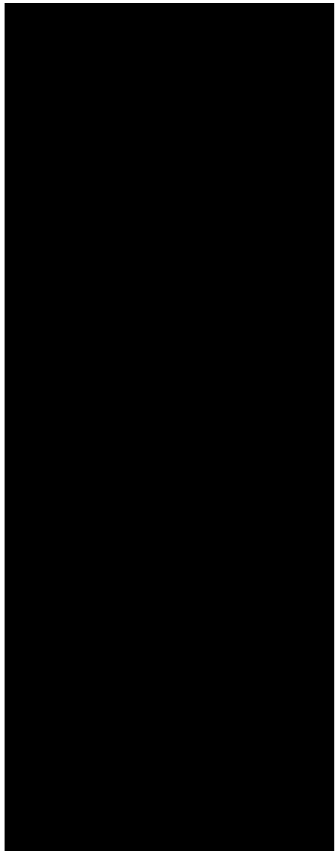
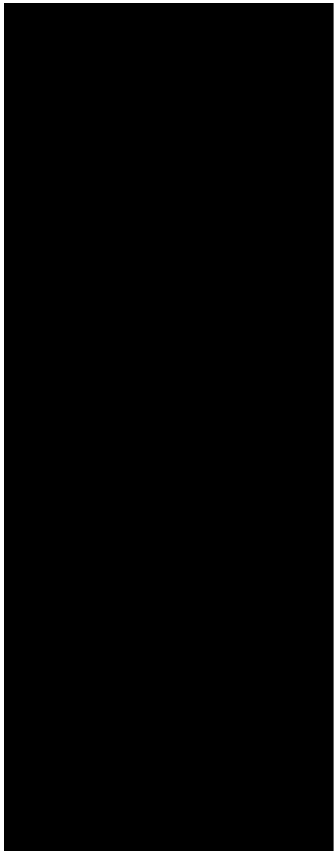
# Daniel Radcliffe

February 29th | Grace Gallery | 7pm

Grid / Many Layouts (Black Boxes)



Grid



Grid / Performer Page



# Daniel Radcliffe

Daniel Jacob Radcliffe was born in London, England, in 1989. His parents, Alan Radcliffe and Marcia Gresham, had been involved in the entertainment industry, both having worked as actors at one point. Alan went on to become a literary agent, helping authors get publishing deals, and Marcia became a casting director, helping filmmakers find performers for film and television roles. After voicing his desire to be an actor at age five, Daniel Radcliffe began performing small parts in school productions.

In 1999, he made his professional acting debut in the BBC's two-part adaptation of the Charles Dickens novel, *"David Copperfield,"* portraying the title character as a young boy. A few years later, he landed a small role in the spy drama *"The Tailor of Panama"* (2001), starring Pierce Brosnan and Jaime Lee Curtis. Though Radcliffe's parents were loath about a showbiz career for their son, they

nonetheless allowed him to pursue his dream. Fate intervened one night in 2000, when Radcliffe and his father were seeing a performance of *"Stones in His Pockets"* in a West End theater. Producer David Heyman, a friend of Radcliffe's father, and screenwriter Steve Kloves, were both searching for a young actor to play Harry Potter. Heyman was struck by Radcliffe's striking resemblance to the Harry on the book's covers, leading him to persuade his parents to let him try out for the role.

Following several callbacks, Radcliffe became titular lead character in *"Harry Potter and the Sorcerer's Stone"* (2001), after beating out numerous seasoned young actors. Upon its release, *"The Sorcerer's Stone"* became a box office smash, earning almost \$1 billion when all was said and done, while making Radcliffe and his two co-stars, Emma Watson and Rupert Grint,



<http://www.gq-magazine.co.uk>

international stars. In his late teens, he took on more serious roles in an attempt to transition from child to adult actor co-starring in the Australian coming-of-age drama *"December Boys"* (2007). He has also performed in *"Equus"* (2007), *"How to Succeed in Business Without Really Trying"* (2011) and *"The Woman in Black"* (2012).