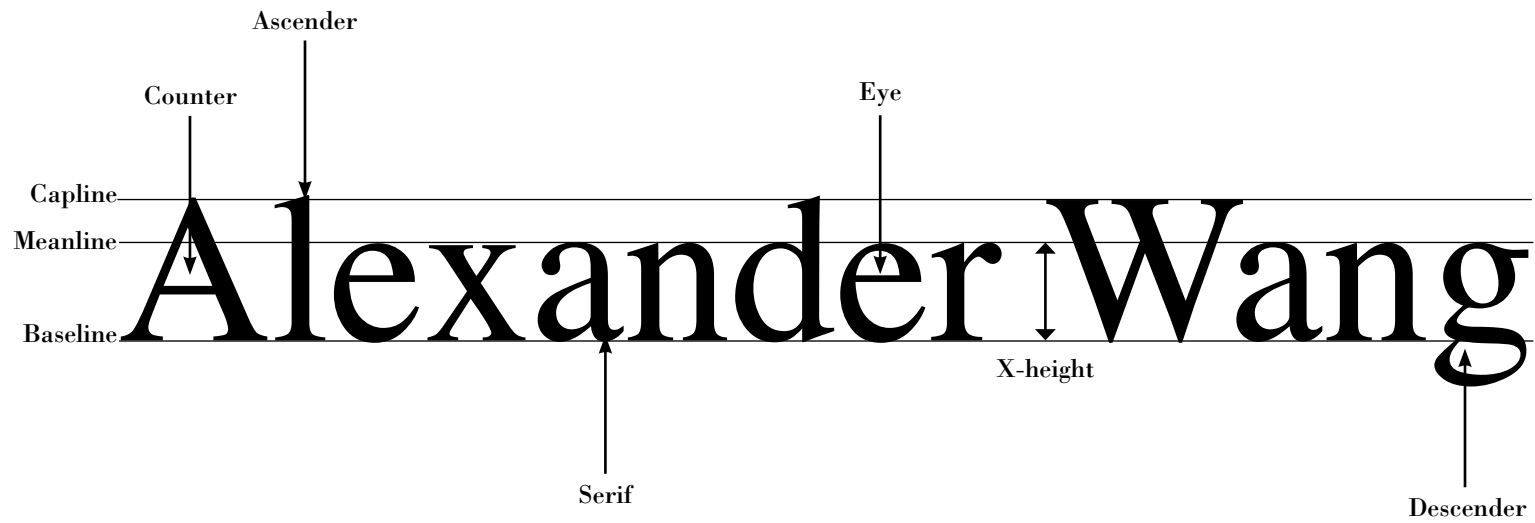


A LITTLE BOOK
A ABOUT TYPE
ALEXANDER WANG EDITION

By Wing Wat
Typography I
Spring 2012

BACKSTAGE WITH
ALEXANDER WANG IN NY
FASHION WEEK SPRING
2011

- ELLE MAGAZINE



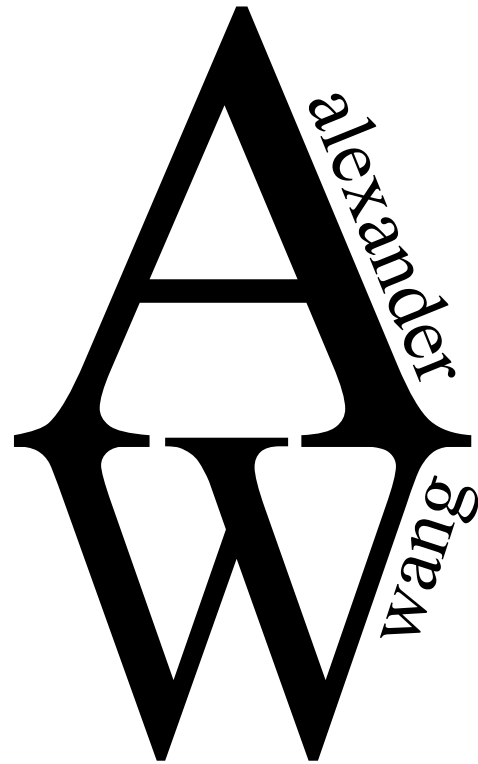


lexander

Old Style
16th-17th century

Small, coarse serifs, often
with slightly concave
bases and small x-heights
Adobe Caslon Pro





Transitional
mid-18th century

Larger x-height and stress
is no longer oblique but
more vertical
Times New Roman

Alexangler

Modern
Late 18th century

Hairline serifs without
bracketing and small
x-height

Didot



ALEXANDER

WANG

Slab Serif
1800

Heavy serifs with
squared-off ends
and large x-heights
Rockwell



alexander wang alexander wang alexander wang
Alexander Wang
alexander wang alexander wang alexander wang

San Serif
1900

lack of serifs
no stress in rounded
strokes
Century Gothic

A large, thin, black uppercase letter 'W' in the Gill Sans Light font weight. The letter is composed of four distinct strokes, with a very light and airy appearance.

Gill Sans
Light

A large, medium-weight, black uppercase letter 'W' in the Gill Sans Regular font weight. The letter has a balanced, classic appearance with clear, defined strokes.

Gill Sans
Regular

A large, thick, black uppercase letter 'W' in the Gill Sans Bold font weight. The letter is very heavy and solid, with a strong, impactful presence.

Gill Sans
Bold



Univers
Condensed Bold



Univers
Regular



Univers
Extended

A large, bold, black uppercase letter 'W' in the Garamond Regular font. The letter has a classic, slightly condensed appearance with a small serif at the top of the right stem.

Garamond
Regular

A large, bold, black uppercase letter 'W' in the Garamond Oblique font. The letter is slanted to the right, maintaining the same proportions and serif details as the regular version.

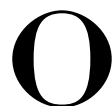
Garamond
Oblique

A large, black uppercase letter 'W' in the Garamond Italic font. The letter is significantly slanted to the right and has a more fluid, cursive-like appearance with a prominent, sweeping serif at the top of the right stem.

Garamond
Italic



Gill Sans
No Stress



Linotype Didot
Vertical Stress



Book Antiqua
Oblique Stress



Didot
High Contrast



Rockwell
No Contrast



Century
Low Contrast

The image shows a lowercase letter 'b' in a bold, unbracketed serif font. The letter has a thick, vertical stem and a rounded, bowl-like shape at the bottom. The top of the stem is slightly flared.

Rockwell
Unbracketed Serif

The image shows a lowercase letter 'b' in a bracketed serif font. The letter has a thin, vertical stem and a bowl-like shape at the bottom. The top of the stem is slightly flared.

Baskerville
Bracketed Serif

The image shows a lowercase letter 'b' in a bracketed serif font. The letter has a thin, vertical stem and a bowl-like shape at the bottom. The top of the stem is slightly flared.

Times New Roman
Bracketed Serif And
Oblique Serif

Flushed Left



Alexander Wang is an American fashion designer. At age 18, he moved to New York City to attend Parsons The New School for Design to study fashion design. After dropping out in his sophomore year, he launched his first women's ready-to-wear collection in 2007. Although he reverted to using mainly black fabrics, he was praised for showing great tailoring skills.

Flushed Right



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Centered



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Forced Justification can cause very odd spacing between words and letter.

ALIGNMENT

Justified vs
Forced Justified



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

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Biography from
wikipedia.com

Helvetica 12/14

A native Californian, Alexander Wang was born and raised in San Francisco and at the age of 18, he moved to New York City where he attended Parsons School of Design and partook in a variety of internships. By his sophomore year, Alex was already designing the first collection of his label Alexander Wang, which in 2005, was predominantly knits. He launched his full women's collection.

Helvetica 12/24

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Helvetica 12/18

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Helvetica 12/36

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LEADING

SAN SERIF FONT

Garamond 12/14

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LEADING

SERIF FONT

Times 12/16 C&LC// No Tracking

TRACKING

Alexander Wang (born 1983) is an American fashion designer. A native Californian, Alexander Wang was born and raised in San Francisco and at the age of 18, he moved to New York City. "Anyone can get dressed up and glamorous but it is how people dress in these days off that are the most intriguing" is one of his quotes.

Tracking With Caps & Lower
Case Letters

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

Times 12/16 C&LC// 50 Tracking

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Times 12/16 C&LC// 100 Tracking

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Tracking With Caps & Lower Case Letters

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

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

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

KERNING

My favorite
entertainer

After // Times 96 pt // metric kerning // manual adjustment

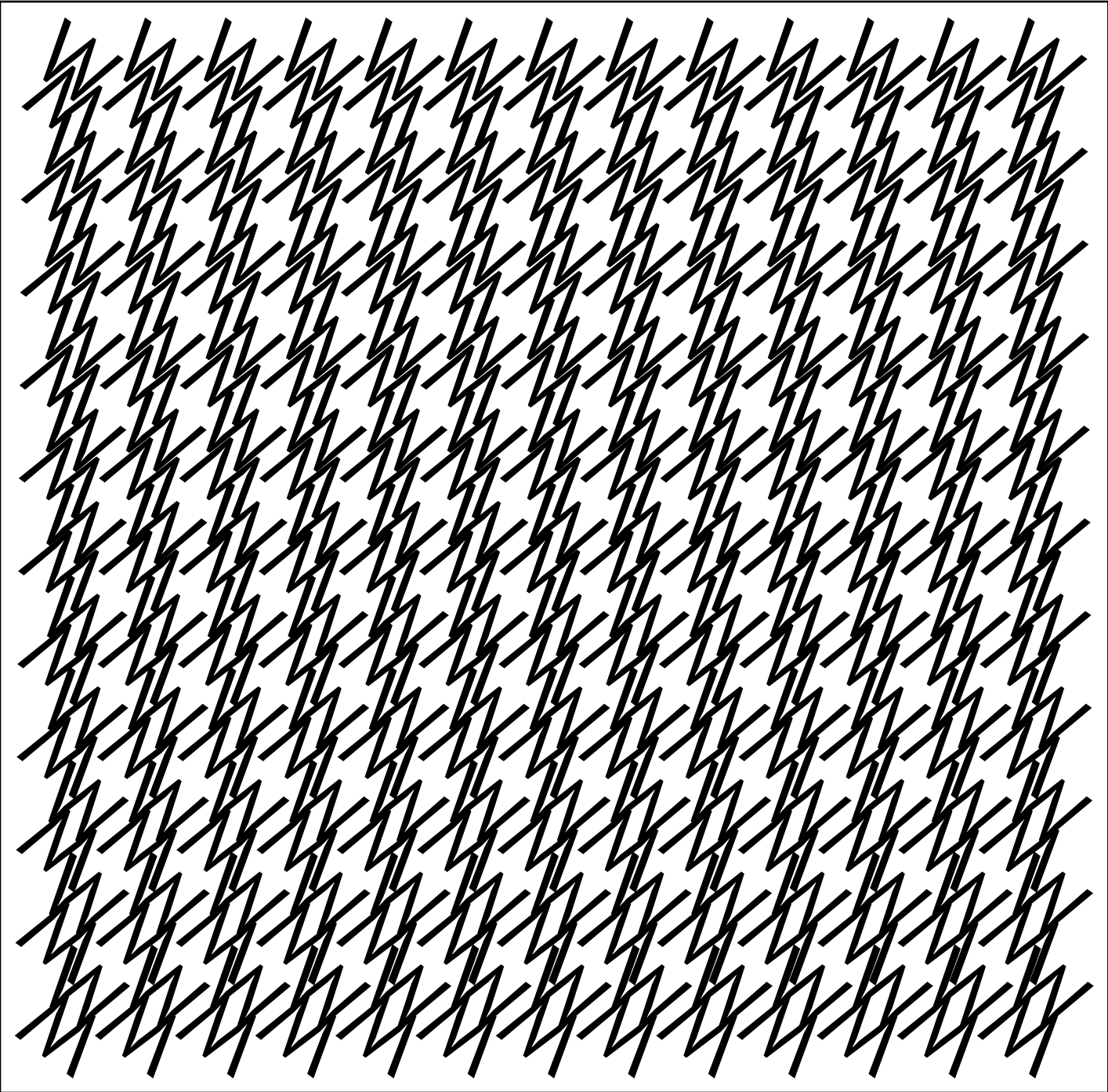
My favorite
entertainer

Now At the Age of 27



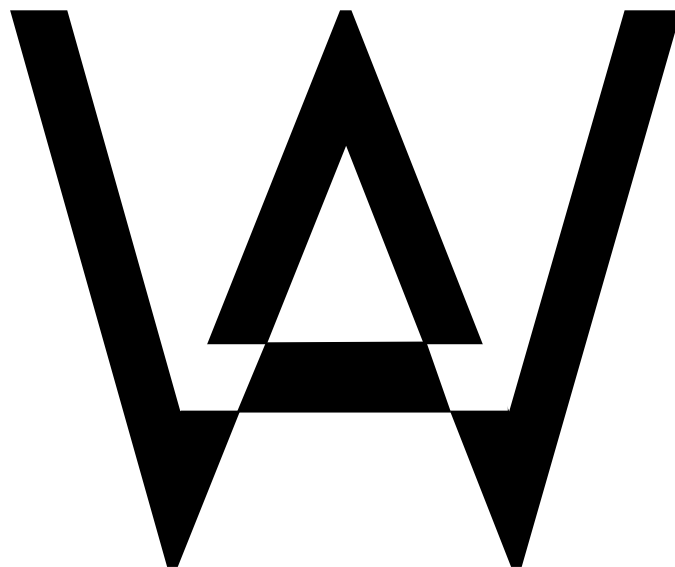
Fashion Designer
Famous

Graduated at Parson School of Design
Alexander Wang



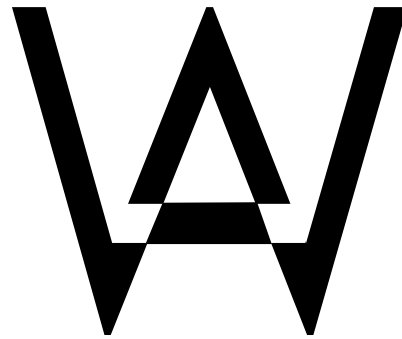
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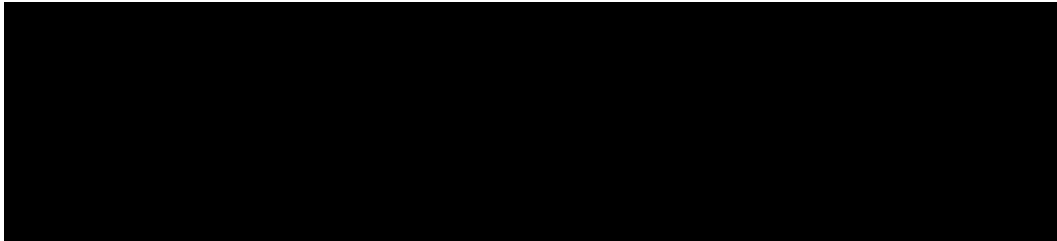
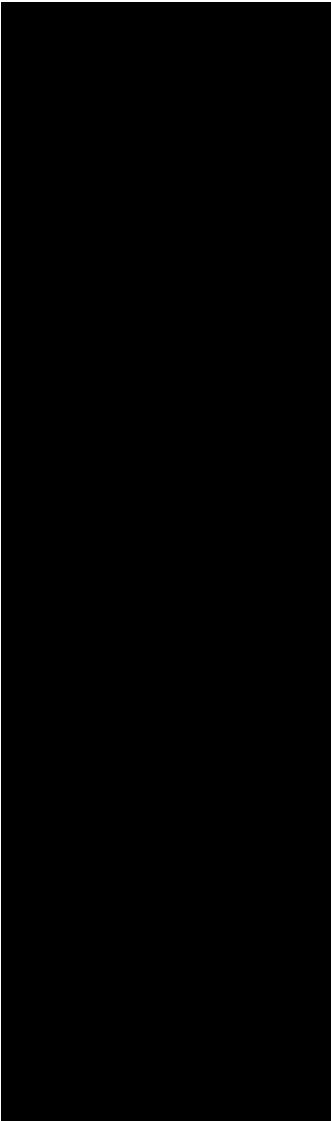
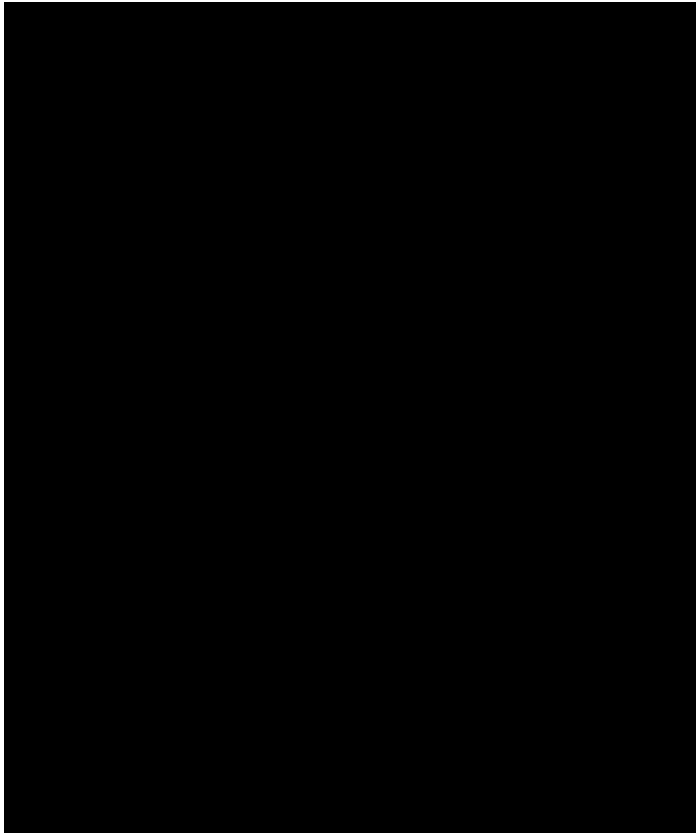
New York City College of Technology proudly Presents:

VISUAL HIERARCHY



ALEXANDER WANG

February 29th @7pm
Grace Gallery



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Alexander Wang