

Ronald Rodriguez

Communication Design Theory

October 12, 2021

Aaron Draplin Thick Lines

People have many ways to express themselves. Words and letters are a form of communication, but they aren't the only form of communication. Typography, photograph and even colors are also a form of communication. Before, type was once very one dimensional but with the invention of technology type was used in different ways. This applies to other graphical elements such as shapes. Different variations of typefaces and or shapes can help detect the mood and express a form of characteristics. The combination of using photographs and type together can be a very powerful tool. A prime example of this is Aaron James Draplin. Aaron Draplin is a graphic designer and his known for his logos and package designs. Aaron Draplin have been making noise recently because of his style of "Thick Lines". I'll be showing you an example Aaron Draplin work called "thick lines to playing cards" and try to explain some of his thought process and how it relates back to the basic fundamentals of graphic design.

Everyone has seen regular old playing cards before. Not often do you just stop and stare at them and say "wow that looks really good, or wow this really well packaged". Aaron Draplin used a very simple design of thick lines to give the standard old playing cards your used to seeing and giving it a brand-new fresh feel to it. It really started with an easy concept of just

trying to give his work a specific feel, making feel retro like it has been in a time machine back to the 70s. Furthermore, he grew tired of the very complicated and clutter design and really wanted to simplify his design. This is important to note as I see a lot of the fundamentals of Bauhaus ideas who believes in minimalism by using shapes, line and composition. This form of practice is noticeable in this project "Thick Lines". But once he got the concept down, he implemented this style to his playing cards. A simple element of just a line. A vector line was used to create a complex image paired up with letters or words. This process is formally known as Typophoto. Typophoto is the combination of typography and photography put together. Is something that is commonly used in today's society but back in the 1920 people like Bauhaus envisioned this to be the future, as photos back then the only words they had was the caption right under it. These principles that are critical to graphic design such as lines, shapes, composition, and the use of negative and positive space were all used to make "Thick Lines to playing cards" product feel modern but retro at the same time. How is this possible you may ask? The use of typography has evolved over the years as I said before, and is used as a form of communication. Whether is script, slab, modern, or serif different typeface can translate differently. For example, big bold type letters can signify importance. Different fonts can evoke different emotions, as since birth you been basically program to see similarities of how language is being used that create patterns of language in your head. As the type face on the joker gives you a modern but vintage feel not only from is typeface but from its color palate. Your color palate is probably more arguably more important in the graphic design world, as people can define color easier and tell you what they feel from a cooler darker palette of grey,

black and blue to a more saturated palette like yellow, orange and red. Furthermore, his use typography using a serif font that feels very clean, since is so properly kern.

In conclusion, people like Bauhaus believed in technology and saw the flexibility of different type and shapes to evoke emotions and how to combine them both together to make essentially a poster or product. Aaron Draplin in his work “Thick Lines Playing Cards”, not only utilizing type to express emotions and bring you back to certain time period, but he further evolved and push the values Bauhaus believed in such as the simplicity, graphic design language fundamentals such as lines, shapes and composition and utilizing type to complaint the an image.

BIBLIOGRAPGHY

Leo DavieLeo is the owner of The Coolector and writes about the stuff he loves. And some stuff that he merely likes. “Thick Lines Playing Cards by Draplin Design Co.” The Coolector | Online Men's Lifestyle Magazine | Design, Gear & Fashion, 29 May 2014, <https://www.thecoolector.com/thick-lines-playing-cards-draplin-design/>.

Draplin Design Co.: DDC-114 "Thick Lines" Poster Series, http://www.draplin.com/1998/01/ddc114_thick_lines_poster_series.html.

