

Michael Lopez

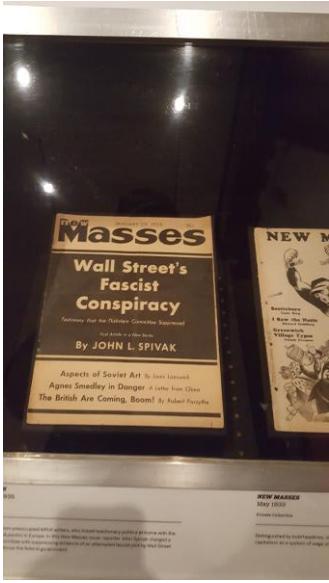
COMD 1112

Museum of the city of New York

The young lords were a Puerto Rican civil and human rights organization group that started in NYC in 1969. The group printed their own newspaper, and you can tell by the cover shown here that they wanted to grab your attention. The first thing you notice is the blue page with the picture in the middle being the main focus. The cover uses two different types, one serif and the other san serif. They were able to use these types well enough to not make it confusing. Their hierarchy is done well and is easy to understand because they implement size and placing well; you have the serif type being what they want you to read first, and the san serif type being used for only the credits.



The new Masses magazine from 1935 only uses type on their cover. It uses two fonts one is used for the name of the magazine, which looks like it's going for more of a style; while the other is for the titles of the stories and other information. The type used for the titles of the articles aren't stylized so its straight to the point. The cover also has an interesting hierarchy, the biggest element is the name of the magazine itself and then the main article they are trying to advertise; while the smallest elements are the names of the authors that are featured in the rest of the magazine.



The last piece we are going to talk about is this poster for a cyclists' convention. This poster with a simple looking design. The designer uses both imagery and type, and only two colors, white and blue. With the imagery combined with the quote on the top right corner, you can really get the feeling that this was made during a time where people were rebellious and wanted to fight for a cause. The designer plays with size and hierarchy in this piece and they made the choice to center all of the type.

