

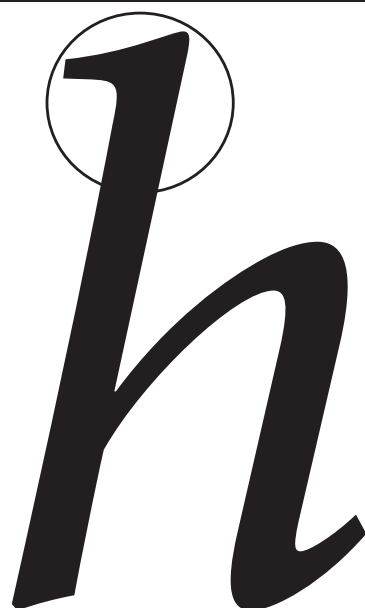
Final Book

Typographic Design I
Fall 2013 ADV1227-D165

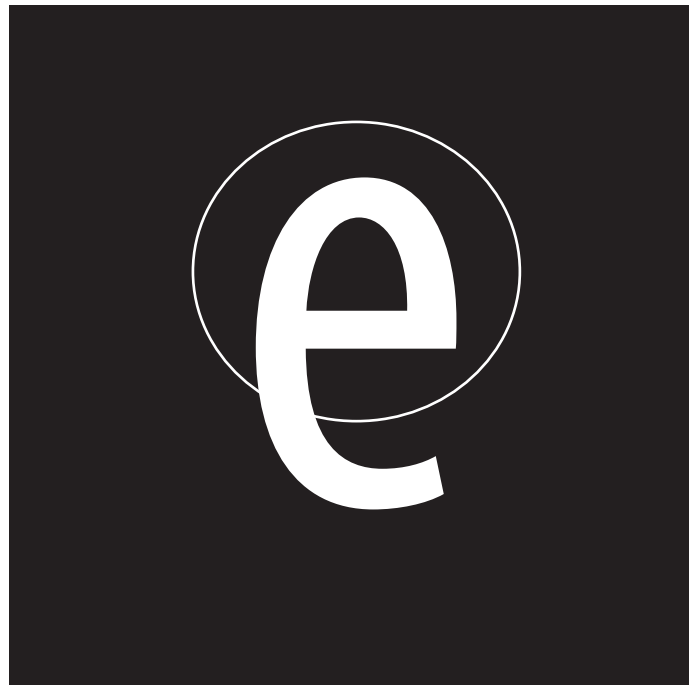
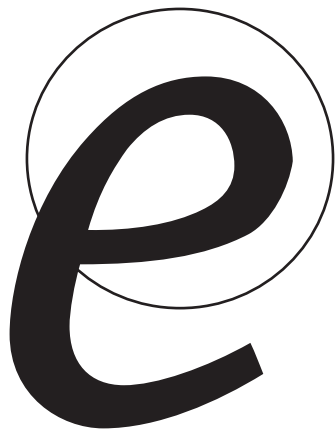
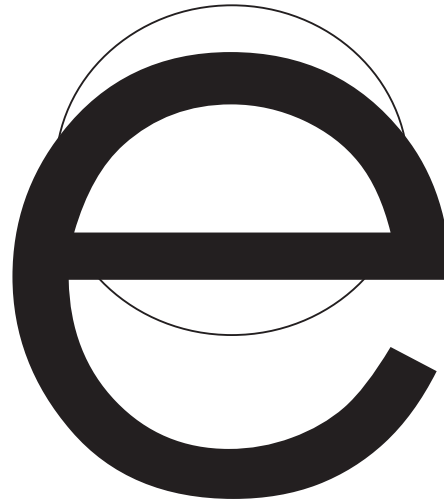


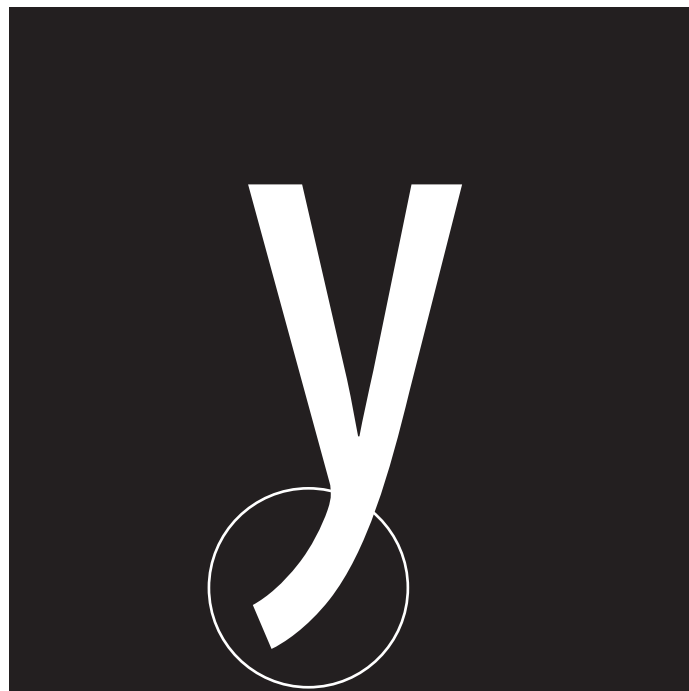
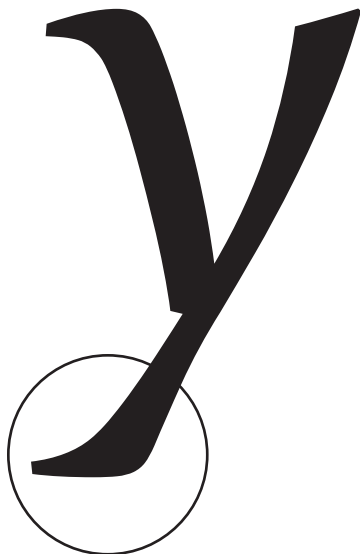
Parts of the Letterform

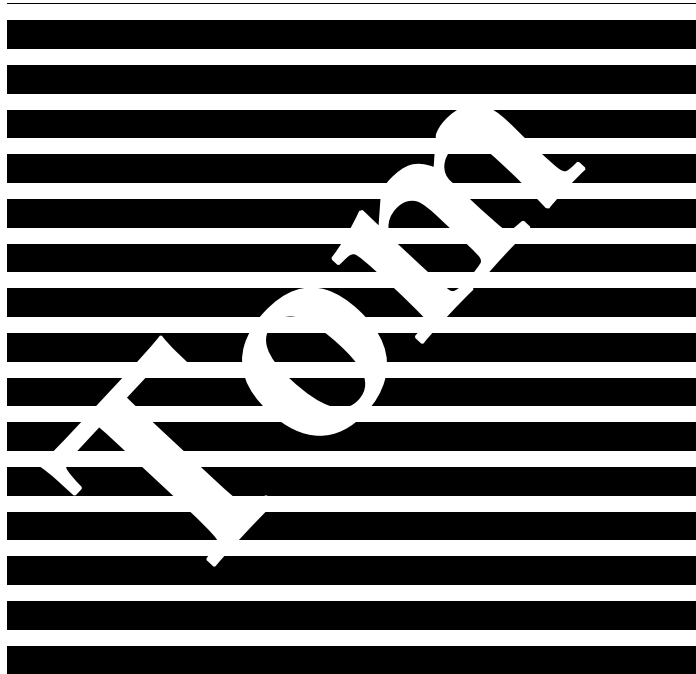
Ascender











Classification of Type

Palatino Linotype

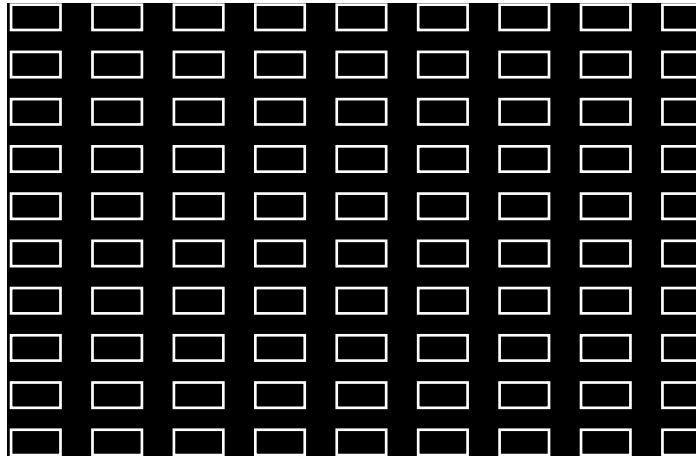
Old Style

Sturdy weight, slanted serifs

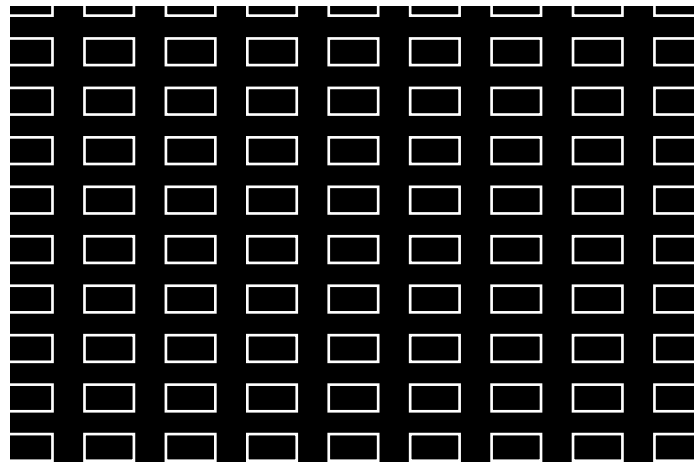
Brady

Classification of Type

Baskerville Old Face
Transitional
Contrast, thin/thick strokes



Tom




Brady

Classification of Type

Bodoni MT
Modern
Thin serifs, Contrast in strokes



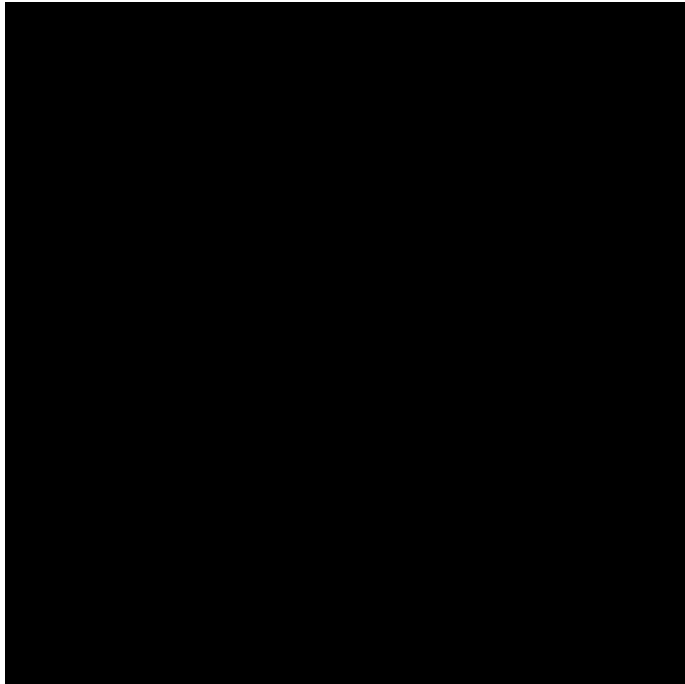
MONO



Braedy



brady



Classification of Type

Courier New
Slab serif
Thick Serifs, brackets

Classification of Type

Franklin Gothic Medium
Sans Serif
No serifs, geometric

Tom
Brady

Tom Tom **Tom**

Tom Tom Tom

Tom *Tom* *Tom*

Mixing Styles

Janson Text 56 Italic
Trade Gothic Condensed No.
18
Adobe Garamond Pro Italic
Myriad Pro Condensed



Mixing Styles

Didot Regular
Verdana Bold
Bauer Bodoni Roman
Thonburi Bold

• Beg
• Steal
• or
• Borrow

Brady started all 16 regular season games of the 2012 NFL season and led the Patriots to a 12-4 record

He finished
the season
with 4,827

Brady was selected with pick #199



“To **design** is much more than simply
to assemble, to **order** or even to **edit**: it is to **add value** and
meaning, to **illuminate**, to simplify, to **clarify**, to **modify**,
to dignify, to **dramatize**, to persuade and perhaps even
to amuse. to design is to **transform** prose into **poetry**.”

Paul Rand, Design Form and Chaos

“To **design** is much more than simply to assemble, to **order** or even to **edit**: it is to add value and meaning, to **illuminate**, to simplify, to **clarify**, to **modify**, to dignify, to **dramatize**, to persuade and perhaps even to **amuse**. to **design** is to **transform** prose into **poetry**.”

Paul Rand, Design Form and Chaos

New York City
College of Technology

proudly presents

Tom Brady

February 29
7pm
Grace Gallery
Namm Building, 11th floor



Visual Hierarchy

Rashanna Price

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New York

Talk Show

Painter

New York

Talk Show

Painter

Piecing Together a Complex Puzzle to Communicate an Important Message

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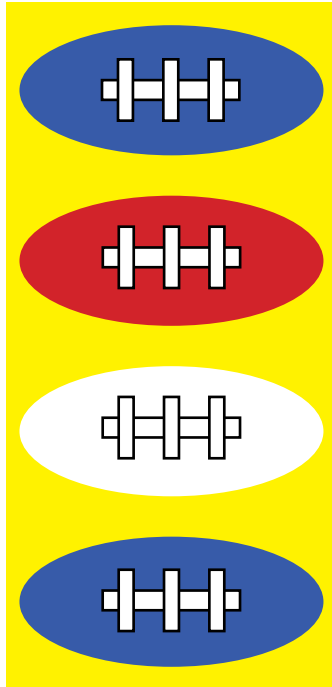
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Using the Grid

Rashanna Price



Tom Brady

Thomas Edward Patrick “Tom” Brady, Jr. (born August 3, 1977) American football quarterback for the New England Patriots of the National Football League (NFL). After playing college football for the University of Michigan, Brady was drafted by the Patriots in the sixth round of the 2000 NFL Draft.

In Brady’s eleven seasons as a starter, the Patriots have earned five trips to the Super Bowl, winning three. He has also won two Super Bowl MVP awards, has been selected to eight Pro Bowls, and holds the NFL record for most touchdown passes in a single regular season. His career postseason record is 17–7; his playoff win total is the highest in NFL history. He also helped set the record for the longest consecutive win streak in NFL history with 21 straight wins over two seasons (2003–04), and in 2007 he led the Patriots to the first undefeated regular season since the institution of the 16-game schedule.

Brady has the third highest career passer rating of all time (96.6) among quarterbacks with at least 1,500 career passing attempts. In 2012, Brady became the first quarterback in NFL history to lead his team to 10 division titles.

Brady and Joe Montana are the only two players in NFL history to win the NFL Most Valuable Player and Super Bowl MVP awards multiple times. Brady and John Elway are the only two quarterbacks to lead their teams to five Super Bowls. He was also named the NFL MVP in 2007 and 2010 (becoming the first player to be unanimously chosen as MVP in the 2010 season) as well as 2007 Male Athlete of the Year by the Associated Press, the first time an NFL player has been so honored since Joe Montana won the award in 1990. After the 2010 season, Brady was ranked as the best player in the NFL.[1]

He and Bill Belichick have also combined to form one of the most successful quarterback-coach tandems in NFL history, winning 125 regular season games and 17 postseason games together, as well as appearing in five Super Bowls together, all NFL records.