

Renelt\_TH\_101723



I find this design staid and on the less adventurous side. The artist, Jessica Hische, utilizes many type faces and fonts stacked vertically. She uses a muted monochrome palette which is calming and cohesive unlike the other designers who use bold and very saturated colors. I think the design is balanced and beautiful. The use of multiple typefaces and fonts isn't overwhelming and the bottom of the piece is well organized and informative.

Hische uses hand lettering for almost all of her work and her most used fonts are Minot, Snowflake, Tilda, and Brioche none of which are used here. Her work tends to be playful, detailed, youthful; yet chic, well balanced, and emotional. It truly is amazing how she can convey topics and emotions through her lettering.