

Superstition Specimen Deck

Process Book

The Brief

The Goal

Your goal is to show off the typeface's great qualities, inspiring other designers to use it. You will evaluate the typeface's standard sizes, weights, texture, legibility, readability, and how it works in headlines and paragraphs.

Primary Objective

1. To research, explore, and develop clear and compelling visual relationships between the typeface and the content (your subject)
2. To skillfully manage type variables (kerning, tracking, linespacing, alignment, paragraph widths, type style, etc.) Each page should reflect the keywords of the content.
3. To showcase/show off the visual and communicative qualities of the typeface (as letter, word, sentence, and paragraph)
4. To utilize a grid to organize space, create dynamic compositions, and establish cohesion across multiple pages
5. To manage process deadlines by creating a well-crafted design solution through explorations and refinements, which fulfills all criteria and is completed by the deadline

Required Content

REQUIRED CONTENT—create a system throughout the 4 suits

- Cover: Title, typeface name
- Minimum 5 paragraphs of body text throughout the deck (~3-4 sentences each); write the content in your own voice (this can be an insert added to the deck)
- Demonstrations of how the typeface can be used and what makes it distinctive through letters, words, sentences, and paragraphs.
- Use typographic variables (not just size or color) to convey hierarchy on each spread. (headings, subheads, captions, etc.)
- Presentation of distinctive or identifying characteristics of the typeface's anatomy
- An appropriate focus for each card/suit must include: pattern, rhythm, scale, contrast, balance, etc.
- Any type notations should be set in italics
- Back cover
- Box

Type Study

San serif test

Raleway

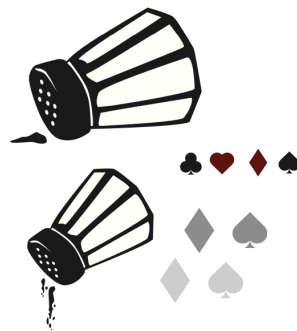
Spilled Salt
Spilled Salt
Spilled Salt

Acumin Variable Concept

Spilled Salt
Spilled Salt
Spilled Salt

Cochin

Spilled Salt
Spilled Salt
Spilled Salt



Spilled Salt
Spilled Salt
Spilled Salt

Tracking increase by 50

Left Aligned vs. Center Aligned

SNAKES

Superstition Origin: Kenya
Some Kenyans believe that dreaming of
or seeing a snake means you or a loved
one will die.

Snakes

Superstition Origin: Kenya
Some Kenyans believe that dreaming of
or seeing a snake means you or a loved
one will die.

Upper vs. Lower case lettering
& leading between lines

Snakes

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one will die.

SNAKES

Superstition Origin: Kenya
Some Kenyans believe that dreaming
of or seeing a snake means you or a
loved one will die.

Choosing a Font Family

K
♠

SNAKES

Superstition Origin: Kenya
Some Kenyans believe that dreaming of
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K
♠

SNAKES

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K
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Exploring Font Families

Bodoni 72

Spilled Salt
Spilled Salt
Spilled Salt
Spilled Salt
Original

Spilled Salt
Spilled Salt
Spilled Salt
Spilled Salt

Tracking increase by 75

Baskerville

Spilled Salt
Spilled Salt
Spilled Salt
Spilled Salt
Original

Spilled Salt
Spilled Salt
Spilled Salt
Spilled Salt

Tracking increase by 100

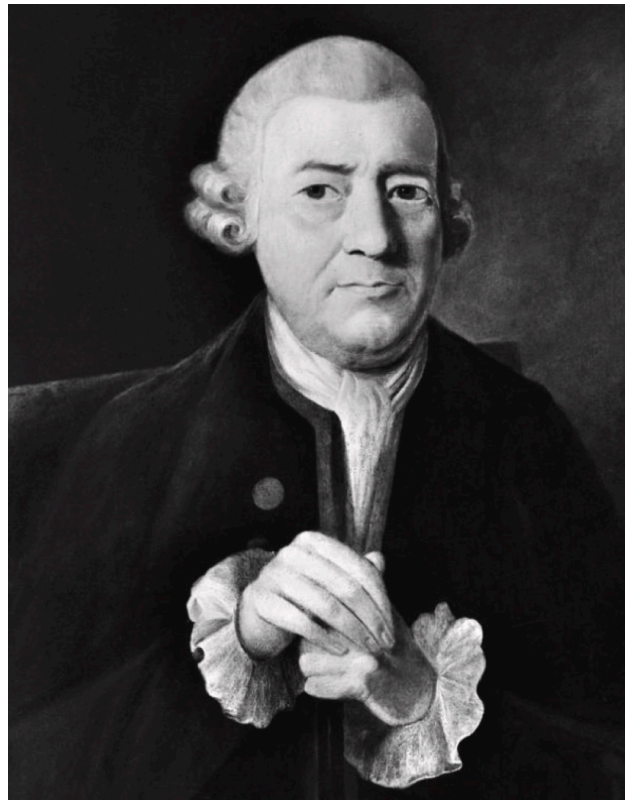
Font decided on

Baskerville Typeface

About the Type

- Created by John Baskerville in the 1750's
- Transitional serif
- Goal was to create books of the greatest possible quality
- Type was largely influenced by his calligraphy skills

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww
Xx Yy Zz



Unique Features

CALLS OUTS IN THE DECK

G R W E

f Q o g

Superstition

Superstition

Superstition

Superstition

Superstition

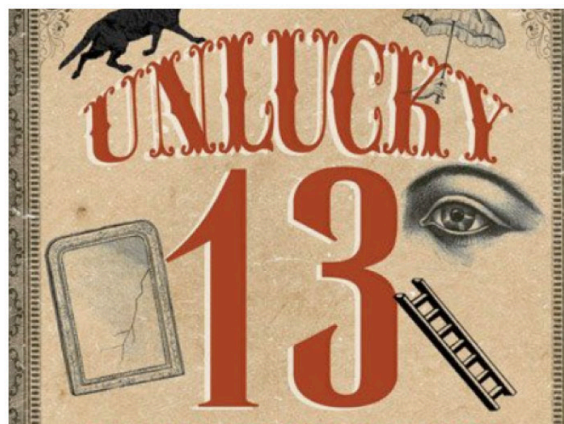
Superstition

SIX
VARIATIONS

Theme Chosen

Superstitions accross the world

Mood board + Inspiration



The System

Typography Text + Facts

Black suits (Spades and Clubs) have the same typography facts about Baskerville

Ace - Baskerville type in the shape of suit

2 - "Baskerville was created in the 1750's."

3 - "John Baskerville's letters were cut into steel by a punchcutter. Punchcutting was a craft used in traditional typography and required patience and practice."

4 - "Baskerville is classified as a transitional serif and has 'feet' like other serif fonts."

5 - "A key feature of Baskerville is the capital 'E,' where the bottom arm projects further out than the top arm."

6 - "A key feature of Baskerville is the 'W,' which does not have a center serif."

7 - "Baskerville has almost horizontal serifs."

8 - "A key feature of Baskerville is the lower case 'g,' where the bottom loop is open."

9 - "Baskerville has a large x-height."

10 - "The text is left aligned and semibold."

JACK - "Baskerville's capital letters were criticized for being too big compared to its lower sizes."

QUEEN - "A revival of the original typeface was released called 'Mrs. Eaves,' named after John Baskerville's wife, Sarah Eaves."

KING - "John Baskerville was a wealthy industrialist and began his career as a writing master and carver of gravestones."

JOKER - "Baskerville caused jealousy and disarray among its competitors. Some people even said the stark, dramatic contrast of the font caused eye damage."

Red suits (Hearts and Diamonds) have the same typography facts about Baskerville

Ace - Baskerville type in the shape of the suit

2 - "Baskerville belongs to the G. Peignot et Fils Linotype foundry."

3 - "Baskerville introduced a new style of type by adding wide margins and leading between each line of text."

4 - "Baskerville was created to act as a refined, more modern version of Caslon."

5 - "Baskerville's type was influenced by the calligraphy John Baskerville had learned as a young man."

6 - "There are six variations within Baskerville: Regular, Italic, Semibold, Semibold Italic, Bold and Bold Italic."

7 - "Baskerville is known for having a very sturdy stem."

8 - "The 'o' in Baskerville's typeface has a nearly vertical axis on its thinnest points."

9 - "A key feature of Baskerville is its italic 'j' because the letter has a center bar."

10 - "Ascenders and descenders extend above or below the mean line of the typeface."

JACK - "John Baskerville's punchcutter was named John Handy."

QUEEN - "Mrs. Eaves, a variant of Baskerville, is a transitional serif designed by Zuzana Lick in 1996."

KING - "John Baskerville created the font with the goal of offering books of a high-quality print finish."

JOKER - "Baskerville caused jealousy and disarray among its competitors. Some people even said the stark, dramatic contrast of the font caused eye damage."

Regions and Superstitions

Each suit covers a different continents superstitions and folklore.

- Spades = Asia
- Hearts = Middle East
- Clubs = Europe
- Diamonds = Africa

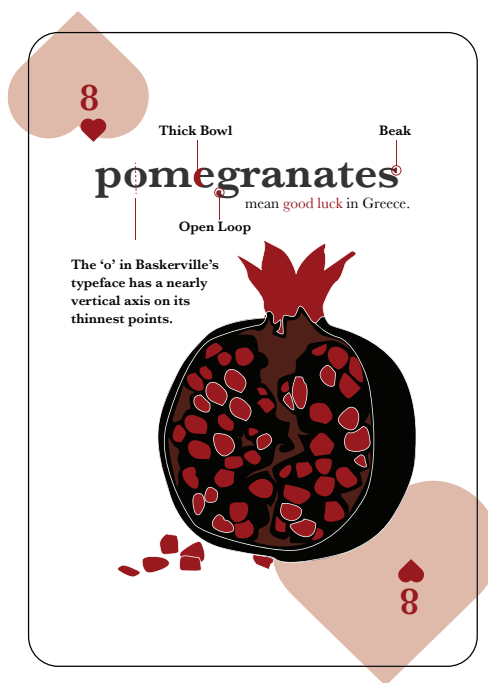
52 different superstitions in total

The two joker cards do not have superstitions

Illustrations



Typography Text + Facts



Final Deck

Spades: Asia



Final Deck

Hearts: Middle East



Final Deck

Clubs: Europe



Final Deck

Diamonds: Africa



Card Box Design

Box + Back Design



Card Mockups



Card Mockups



Card Mockups



Card Mockups



Card Mockups



Thank You

Closing Thoughts

I absolutely loved this project! I learned a lot about typography and also had creative freedom. Superstitions have always fascinated me, and this project allowed me to really explore all the different odd beliefs that have been passed down for years. Mixing my illustrations with typography was a wild ride, and I thoroughly enjoyed getting to figure out how to mesh the two while making it look as aesthetically pleasing as possible.

This was a great first project for the quarter and I'm excited about the next one, too!