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**TYPOGRAPHY ONE:**  
**FORM**

Linda Rueda Ramirez

**There will always be typography. Knowledge of and skill in typography lie at the core of being a designer. Understanding the structure and intention of a letter, working with size, weight, style, space, color, texture and rhythm are all necessary to give breath and sparkle to a design.**

**The exercises presented here are the results of the Sophomore-level class devoted to the study of typography for graphic and industrial design majors. The lean demeanor of the projects fosters the generation of original work. The classroom/studio is a place to take advantage of the time to generate solutions and investigate alternatives.**

**The arrangements of simple dots, triangles and squares can reveal a calendar month of the year. Paragraph studies introduce the use of leading and the activity of the ragged side of the column. The calendar compositions and text studies are used to create posters for FEMA that plot the anticipation and devastation of Hurricane Katrina that hit New Orleans in 2005.**

***Vitesse au Sol* requires thoughtful use of information in three languages and the inclusion of typographic rules as elements to further clarify.**

**Imitation of existing solutions is discouraged in favor of the appropriate and imaginative use of typography to enhance the meaning of the text and develop compelling and provocative solutions.**

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**Typography One:** School of Design  
**Form** College of Architecture, Design and the Arts  
University of Illinois at Chicago

**Project**


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1.1	Typeless Typography	48 pt. ●■▲ Zapf Dingbats
1.2		24 pt.
1.3		72 pt.
1.4	Illustrative Icons	48, 24, 72 pt. *⊗* Zapf Dingbats

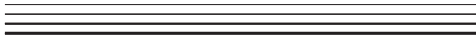
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2.1	Text Studies	12, 10, 8 pt. Helvetica Light and Heavy Times Regular
2.2	Descriptive Text	Free type size, weight, style

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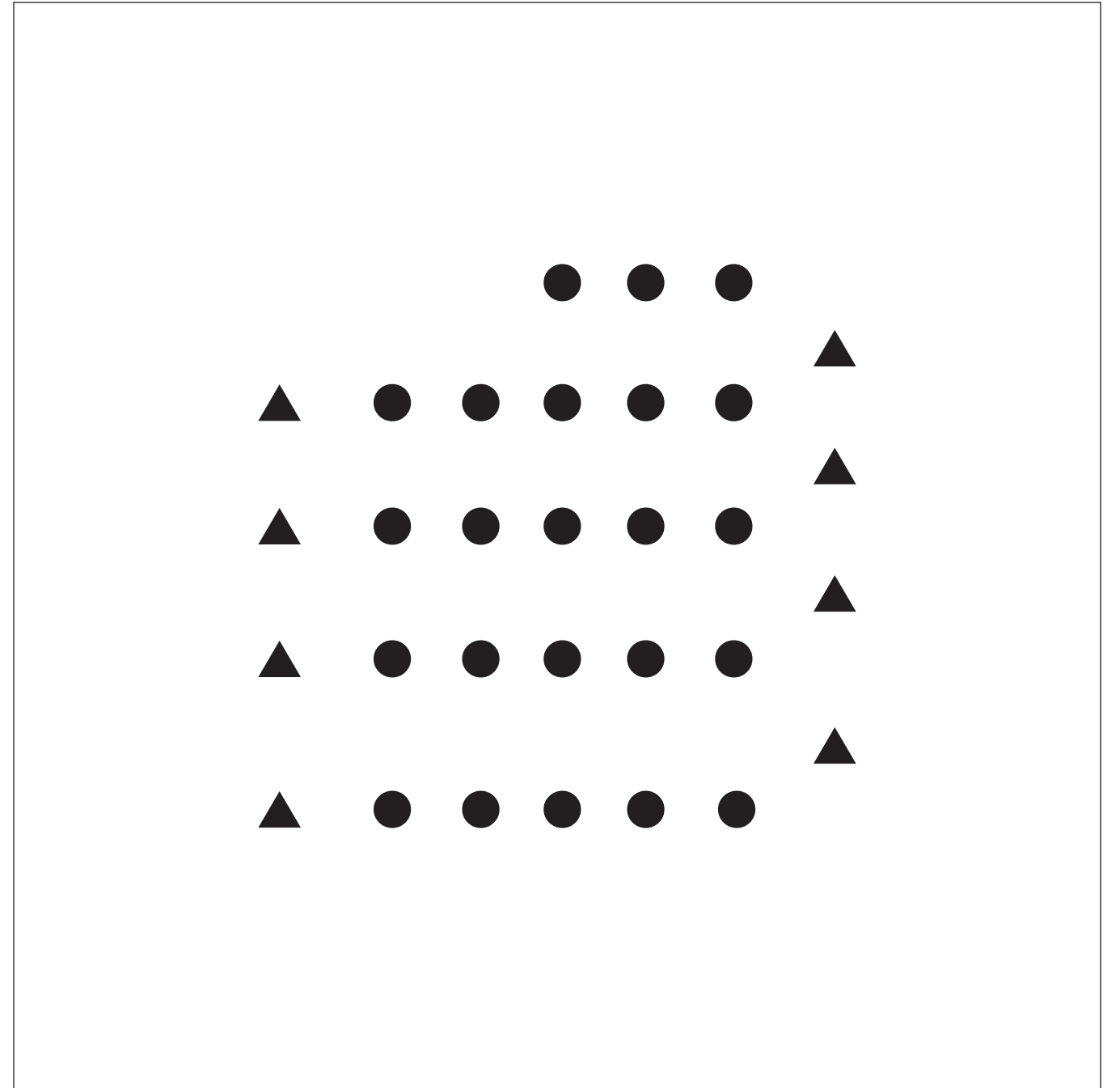
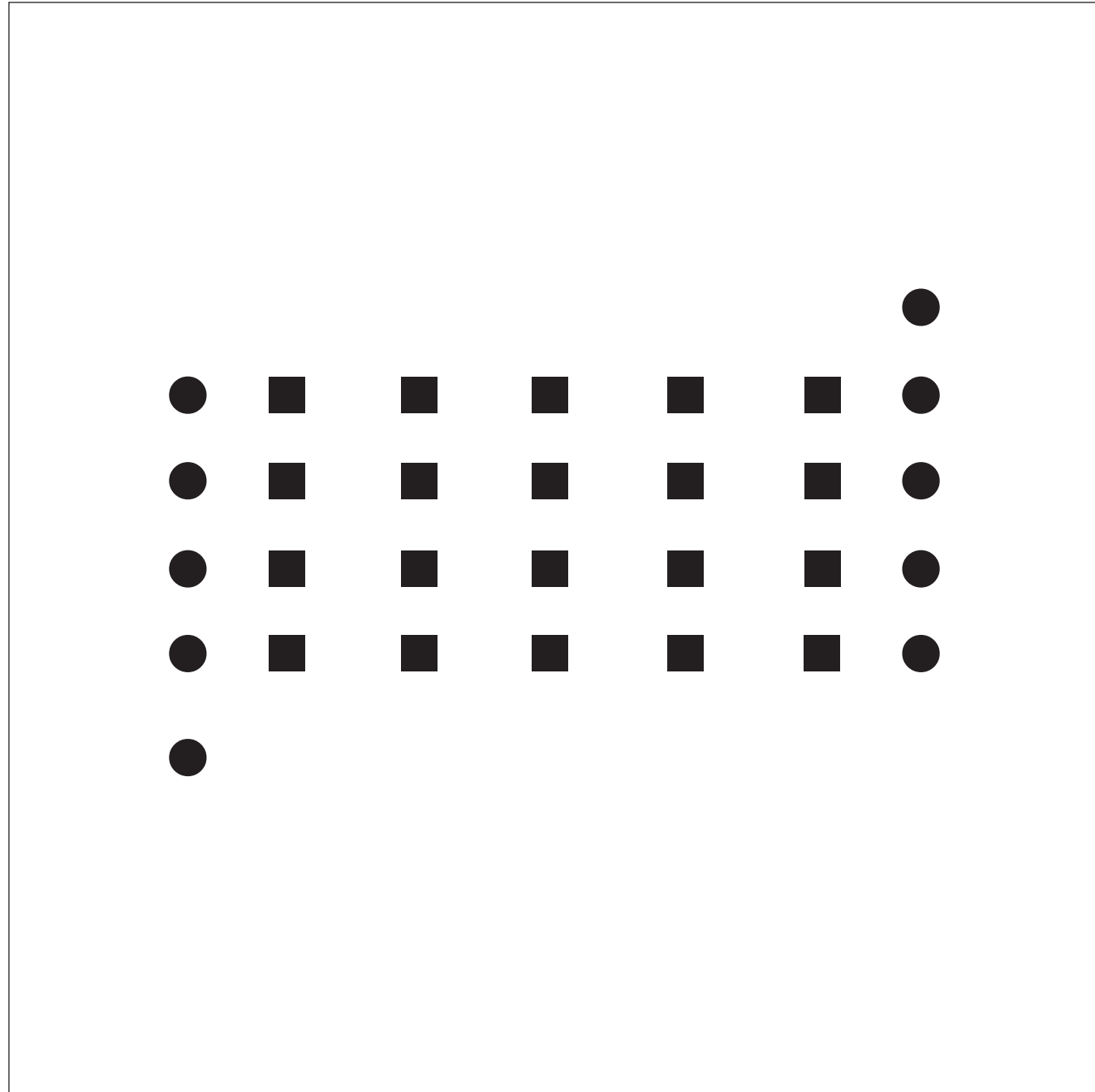
3.1	Poster	●■▲+Helvetica family
3.2	Continuous-tone Image	

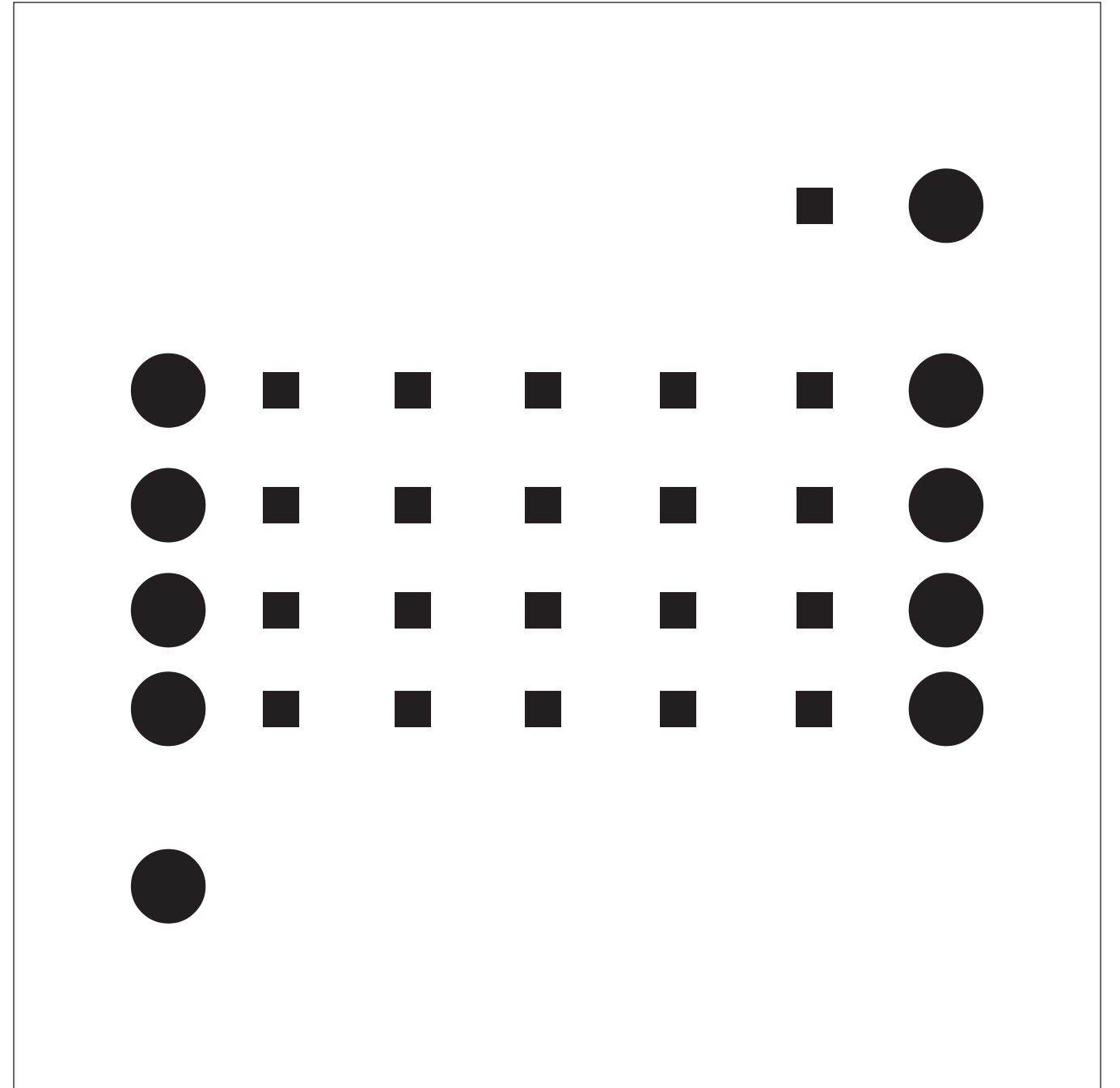
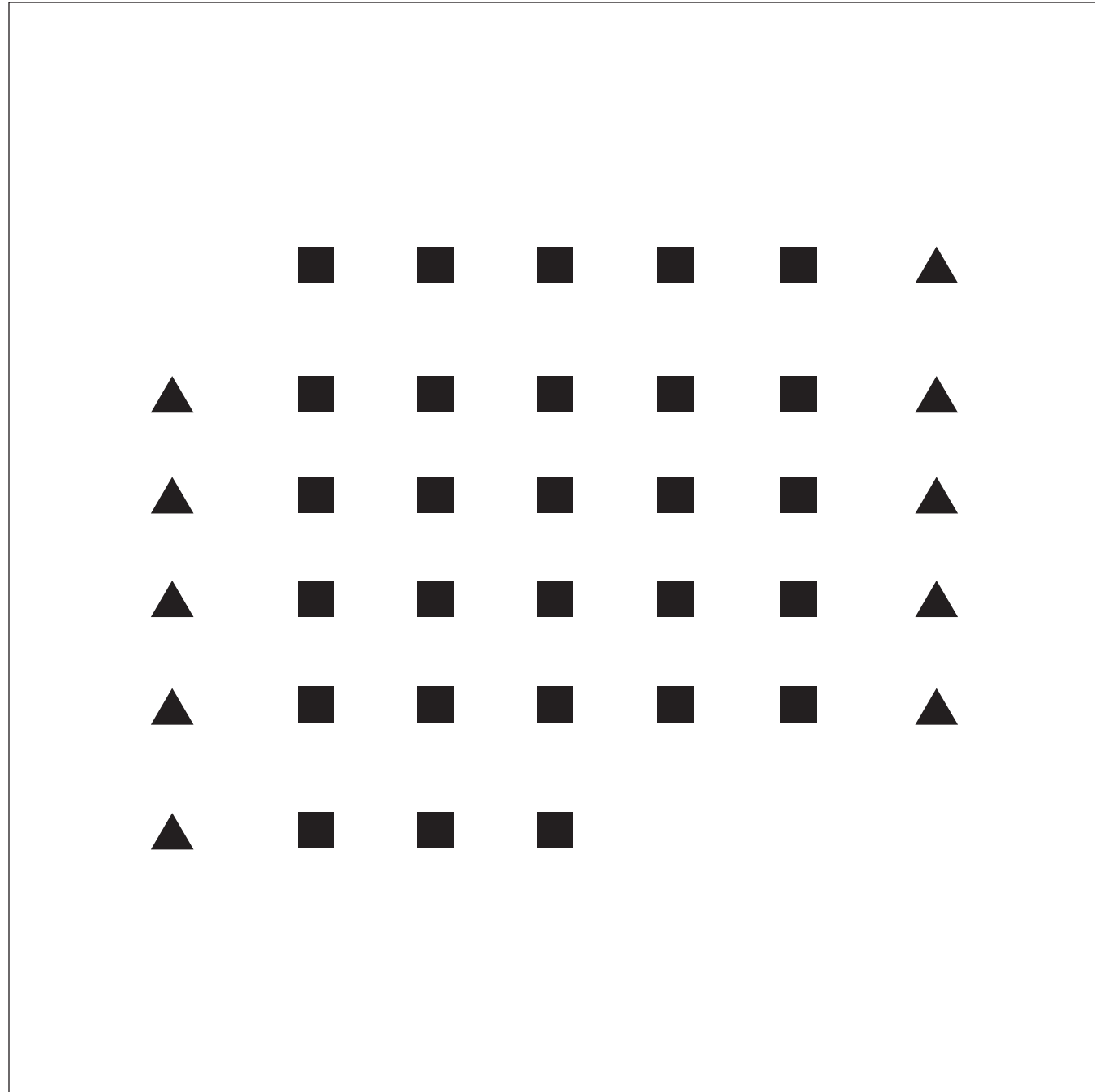
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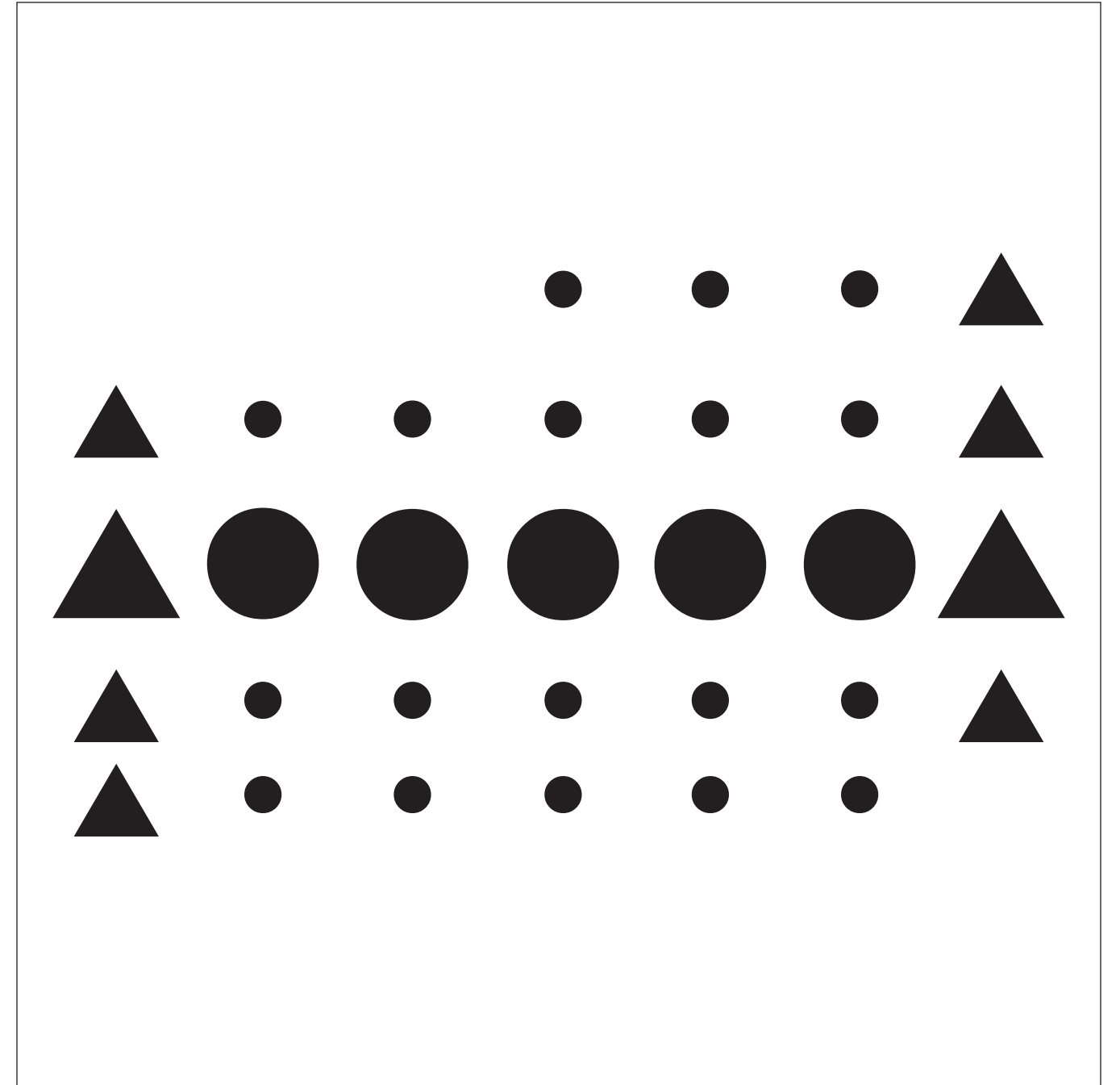
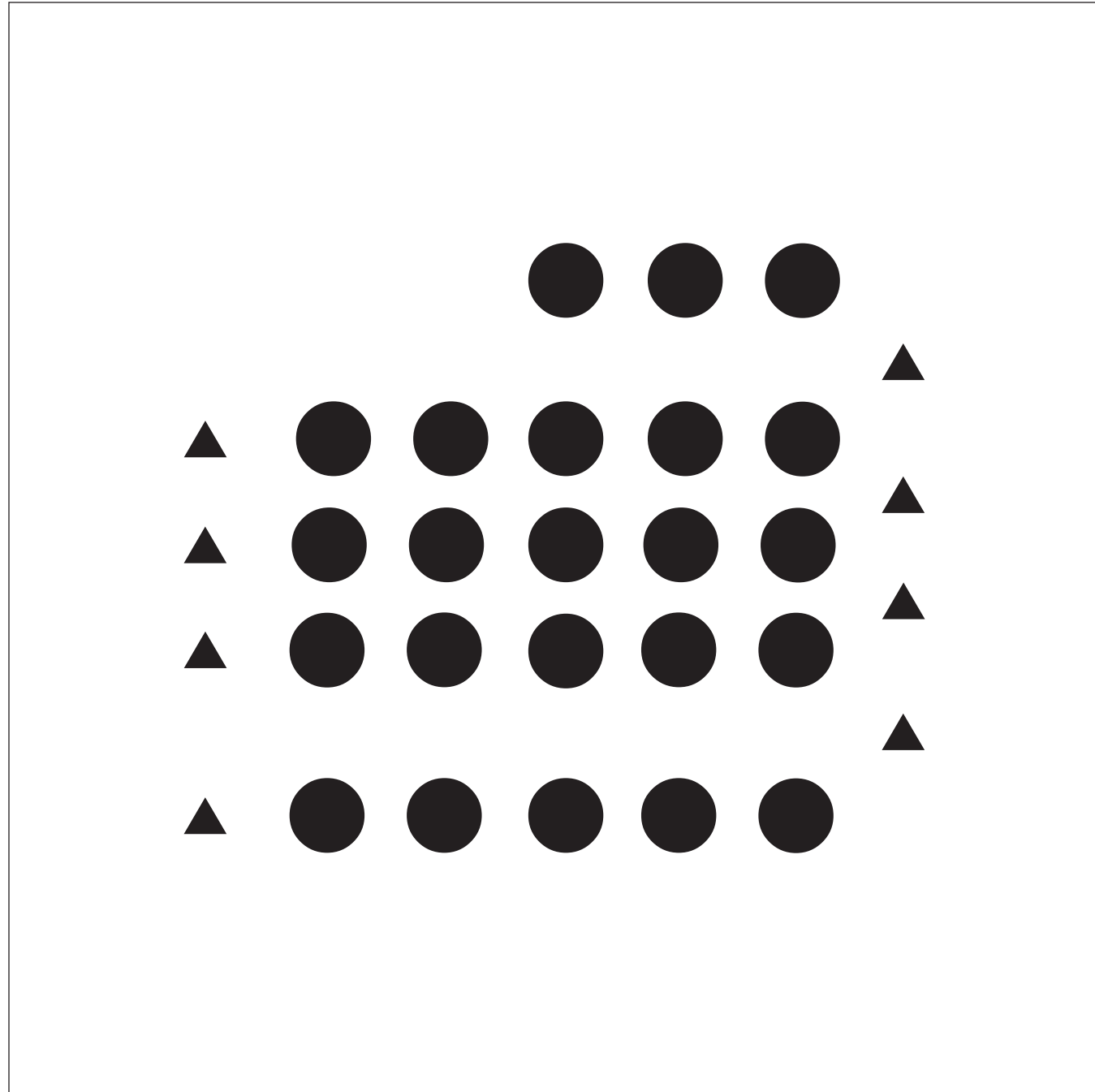
4.1	<i>Vitesse au Sol</i>	Helvetica family
4.2	Typographic Rules	

Helvetica, Helvetica Neue or  
Helvetica Neue LT Std have been used  
in the above projects.

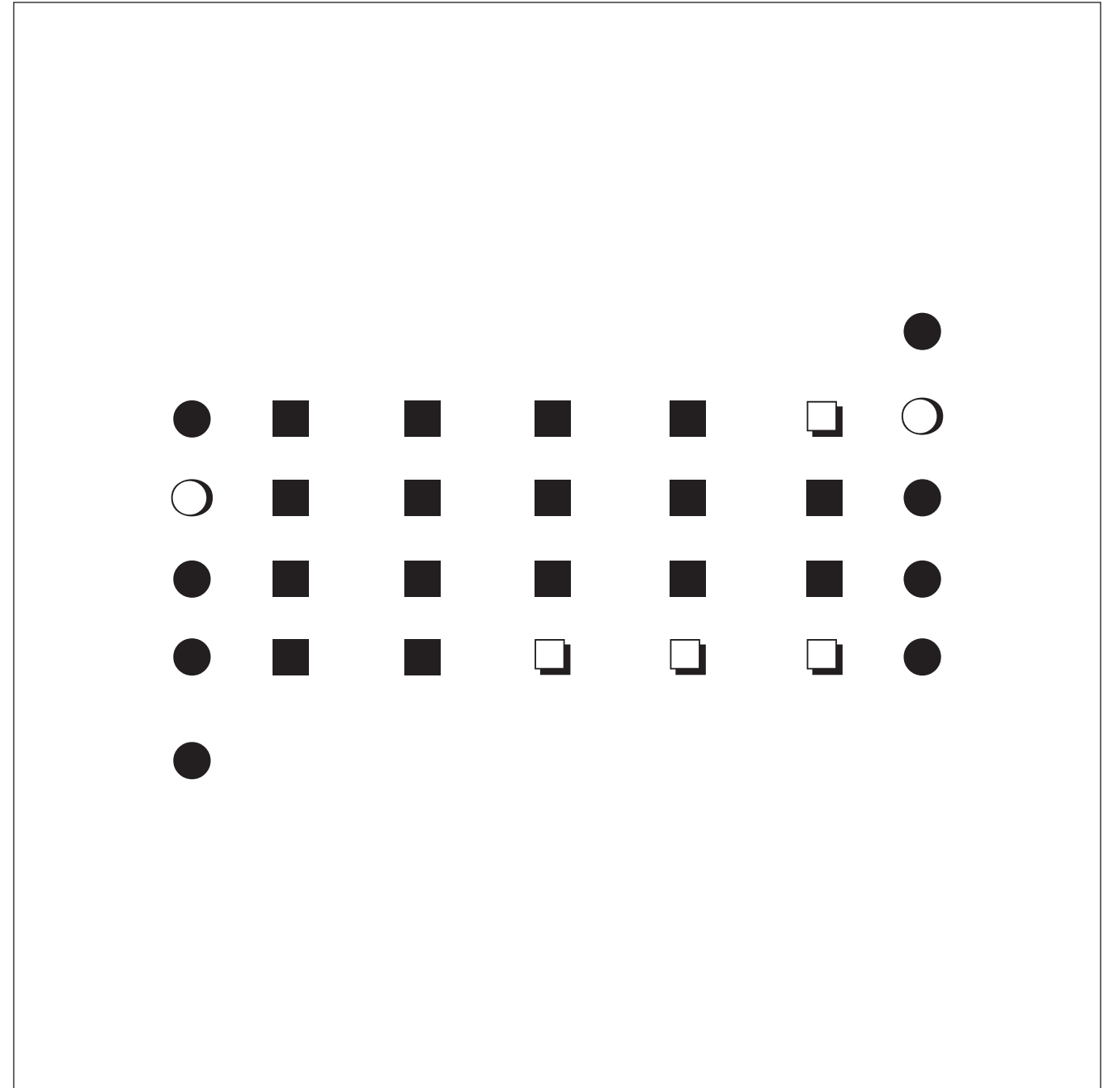
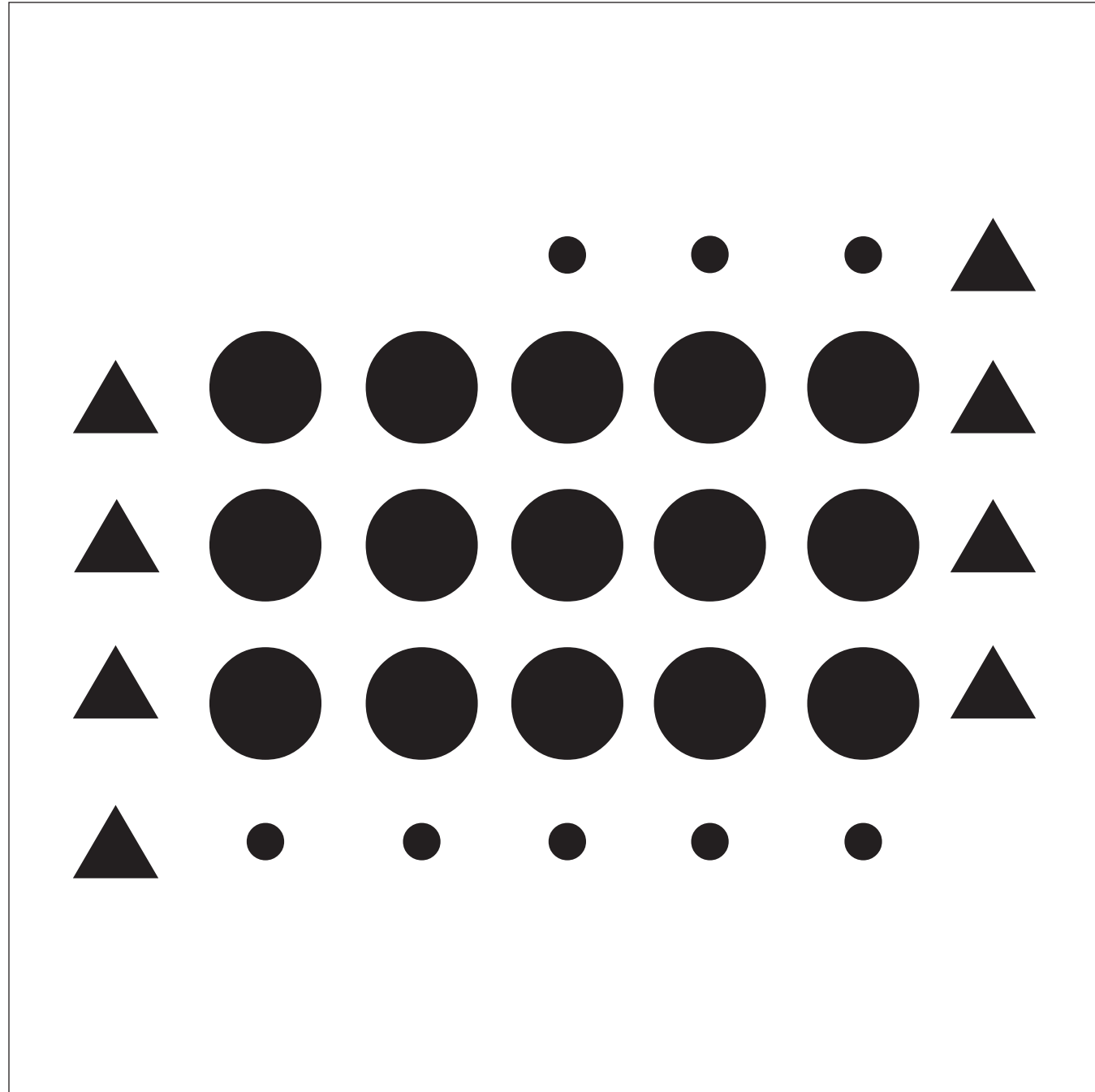
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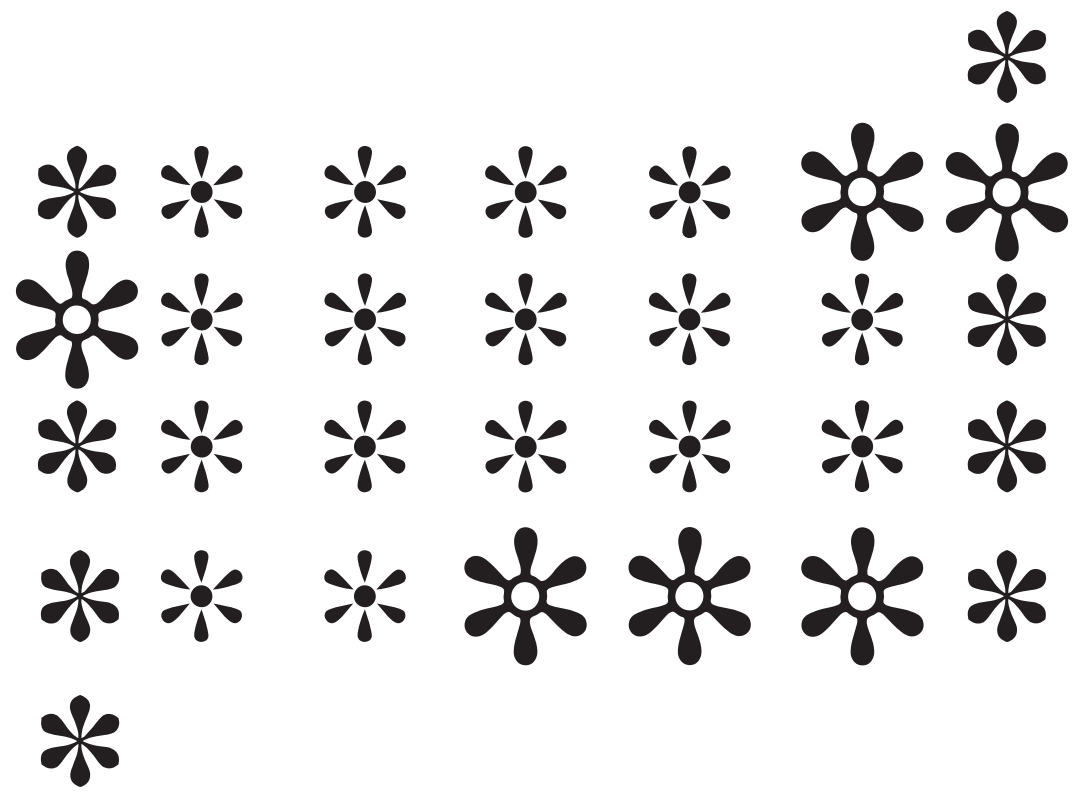












The weather pattern looks to transition by Tuesday into Wednesday of next week as the remnants of the hurricane finally ejects off the northeastern coast. As this occurs, a surface cold front is expected to shift southward across Wisconsin and into northern Illinois on Tuesday afternoon, before stalling over the area into Tuesday night.

#### Forecast

While Tuesday will also likely be a very warm day across the area, it appears that some thunderstorms will be possible late in the day and into Tuesday night as the front moves into the area. The front then appears that it will try to shift back to north of the area as a warm front sometime on Wednesday as the next storm system takes shape over the Plains and shifts northeastward into the Upper Midwest.

A round of thunderstorms also looks possible with the arrival of this frontal boundary late Thursday into early Friday. Cooler weather then looks to shift over the area in the wake of a front Friday and next Saturday.

High pressure will maintain northeast winds through and hazy conditions through the evening. Winds are 7–12 mph and expected to persist even with any lake influence. Low level moisture to the east across Michigan will shift west into the area later in the night.

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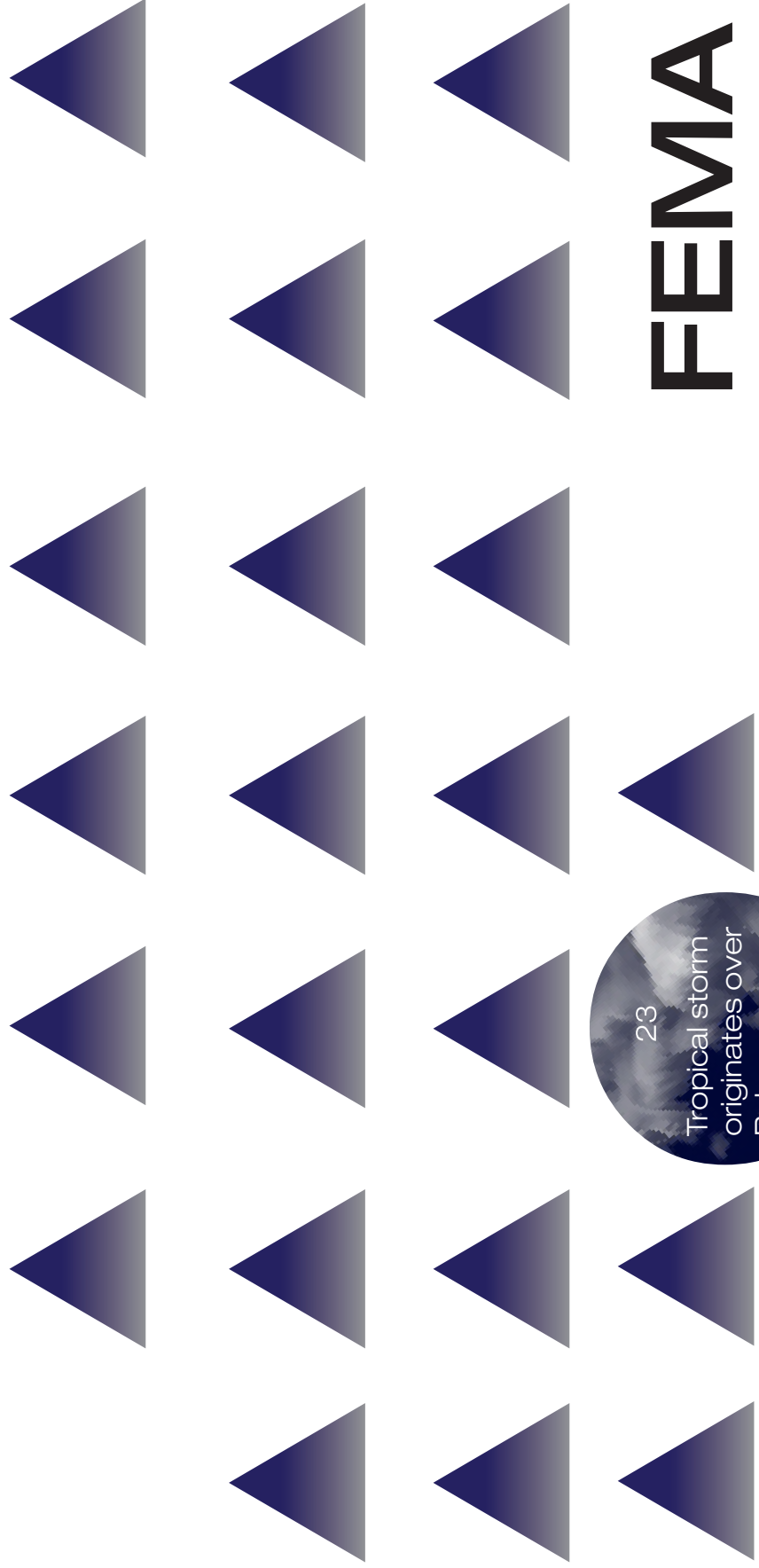
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August 2005

S M T W T F S



23

Tropical storm originates over Bahamas

25

Hits Florida as Category 1, winds 80 mph, Governor declares State of Emergency

26

Louisiana Governor declares State of Emergency, White House deploys National Guard

30

Downgraded Tropical Storm, wind 35 mph, New Orleans under 20 feet of water

27

Mississippi Governor declares State of Emergency

31

Public Health Emergency declared in Mississippi, Alabama, Louisiana and Florida, Crews seek to rescue residents stranded on rooftops and in hospitals

29

Katrina makes landfall, Category 3, winds 125 mph, President declares Emergency Disaster

28

New Orleans Mayor orders mandatory evacuation, Alabama Governor declares State of Emergency

# Hurricane Katrina



01:55 pm

**Local Time at Departure**

Heure locale au lieu de départ;  
Uhrzeit am Abflugsort

02:55 pm

**Local Time at Present Position**

Heure actuelle;  
Momentane Ortszeit

483 mph

**Ground Speed**

Vitesse au sol;  
Fluggeschwindigkeit gegenüber Boden

37,000 ft

**Altitude Above Sea Level**

Altitude;  
Flughöhe über Meeresspiegel

7,000 miles

**Distance to Destination**

Distance jusqu'à destination;  
Distanz bis zum Reiseziel

02:55 pm

**Estimated Arrival Time**

Heure prévue d'arrivée;  
Voraussichtliche Ankunftszeit

06:55 am

**Local Time at Destination**

Heure locale à destination;  
Uhrzeit am Zielort

8 hours

**Time to Destination**

Durée de vol;  
Flugzeit bis zum Reiseziel

-51°F

**Outside Air Temperature**

Température extérieure;  
Aussentemperatur

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**Local Time at Present Position 02:55 pm** Heure actuelle; Momentane Ortszeit

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**Ground Speed 483 mph** Vitesse au sol; Fluggeschwindigkeit gegenüber Boden

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**Altitude Above Sea Level 37,000 ft** Altitude; Flughöhe über Meeresspiegel

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**Outside Air Temperature -51°F** Température extérieure; Aussentemperatur

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**Distance to Destination 7,000 miles** Distance jusqu'à destination; Distanz bis zum Reiseziel

---

**Time to Destination 8 hours** Durée de vol; Flugzeit bis zum Reiseziel

---

**Estimated Arrival Time 02:55 pm** Heure prévue d'arrivée; Voraussichtliche Ankunftszeit

---

**Local Time at Destination 06:55 am** Heure locale à destination; Uhrzeit am Zielort

---

**01:55 pm**  
**Local Time at Departure**  
Heure locale au lieu de départ;  
Uhrzeit am Abflugsort

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**02:55 pm**  
**Estimated Arrival Time**  
Heure prévue d'arrivée;  
Voraussichtliche Ankunftszeit

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