


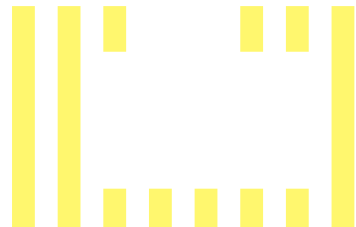
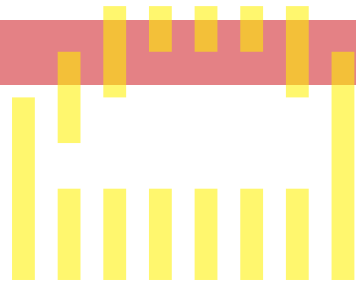
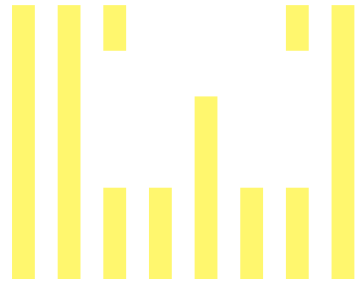
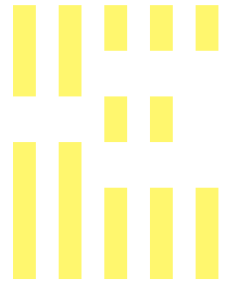
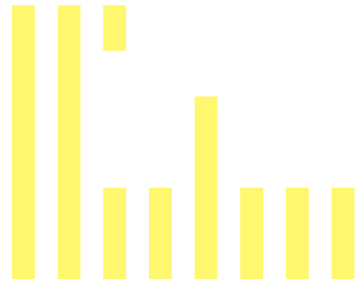


fiona kruschnik

typo**booklet.**  
book**grafie**





fiona kruschnik

# typo booklet. book grafic

SS2019 FH Salzburg



# content.

01





03 letter search.

05 pick a font.

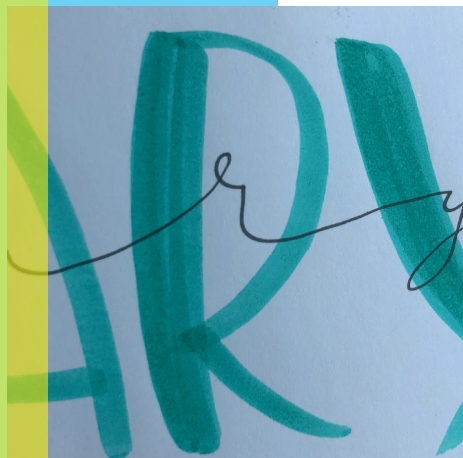
09 monograms.

15 bachelor thesis template.

17 font presentation.

19 pixel font.

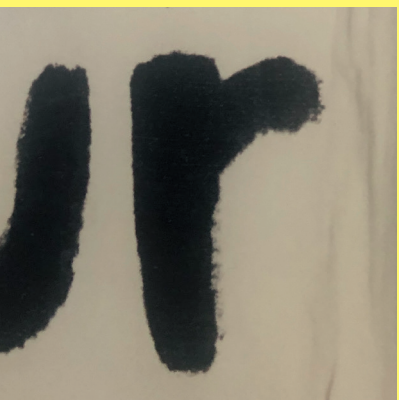
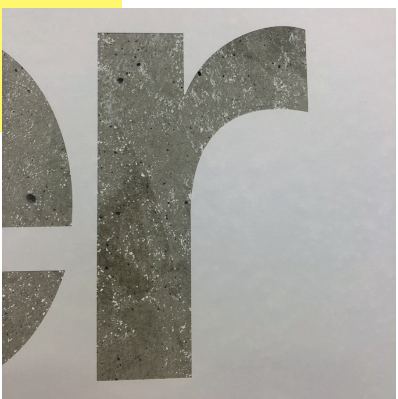
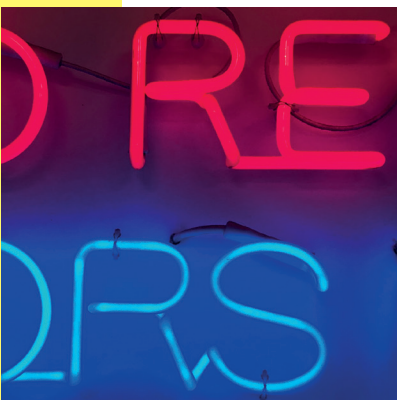
ERB







# Letter search.



pick a font.

**NEUTRUM**





*Neutrum*



Neutrum



# ROBUST



# reich



*Berman Tisch*

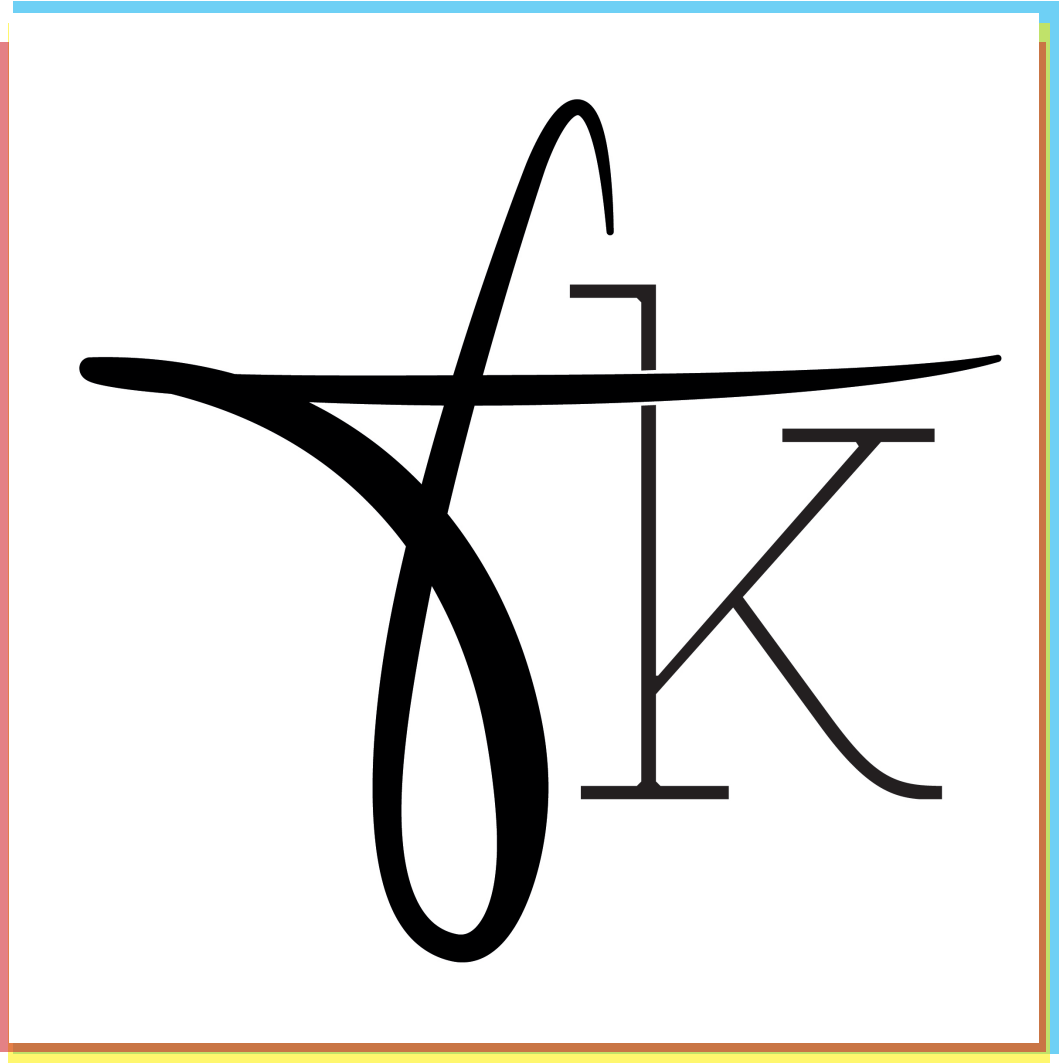
monograms.

monograms.

monograms.

monograms.







K

K

K

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K

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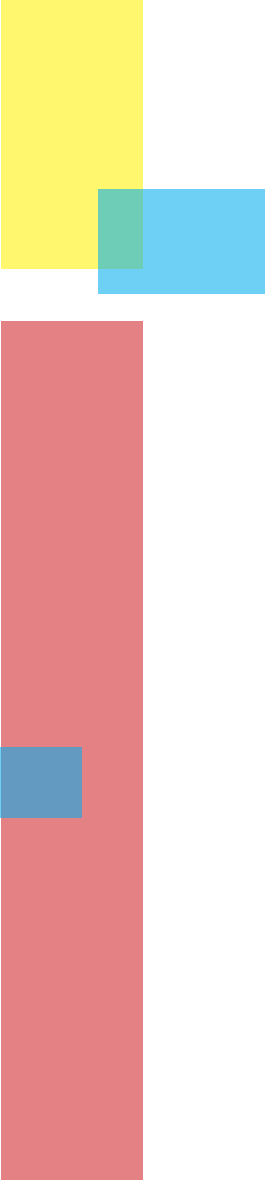
k

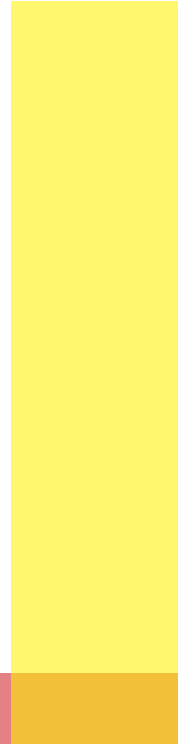


fk fk fk



fk fk fk fk





# 1

## Alles was mit der Welt falsch ist in 666 Wörtern

I don't look older, I just look worse, I think. Honestly, when I'm walking down the street, no one's ever like, "Hey, look at that man!" I think they're just like "Whoa! That tall child looks terrible!" [slowly turns head with shocked expression to pantomime someone looking at him walk by] [audience laughter] "Get some rest, tall child! You can't keep burning the candle at both ends!"

You ever seen on "America's Most Wanted" when they age a photo of someone? Just take my kindergarten photo and yellow the teeth and put bags under the eyes and be like "This is what he would look like now" [puts hand in front of him as though he were showing someone a picture]

[audience laughs]

I was a very nervous kid, I was very anxious all the time when I was younger. But what's nice is that... some of the things I was anxious about don't bother me at all anymore. Like, uh, I always thought that, uh, quicksand was gonna be a much bigger problem than it turned out to be.

[audience laughter]

*Because if you watch cartoons, quicksand is like the third biggest thing you have to worry about in adult life, behind real sticks of dynamite [holds up one finger] and giant avils falling on you from the sky [holds arms slightly away from body and looks up] I used to sit around and think about what to do about quicksand! I never thought about how to handle real problems in adult life. I was never like, "Oh, what's it gonna be like when relatives ask to borrow money?" [audience laughs] <sup>1</sup>*

[John turns head sharply to the side] Now I've gotten older, and not only have I never stepped in quicksand, I've never even heard about it! No one's ever been like, [slight Brooklyn accent] "Ey, if you're comin' to visit, take I-90 'cause I-95 has a little quicksand in the middle, [moves hand in circular motion] Looks like regular sand, but then you're gonna start to sink into it." [lowers hand to gesture sinking]

[audience laughs] <sup>2</sup>

I was nervous all the time, but I had a good family, I have wonderful parents. A lot of guys my age I'll hear them say this, they'll go, [slightly lower and slurred voice] "Every day I think I'm becoming more like my dad". I think I'm becoming more like my mom? Because I- I was

## 1.1

### Vielleicht auch in 667 Wörtern

watching that show "Access Hollywood" and one of the reporters said, [switches mike to other hand and imitates facial expression and voice of a reporter and bobbles head while speaking] "Up next, we've got an exclusive interview with Sandra Bullock's former husband Jessie James," and out loud, I went, [slightly higher and harsher voice] "Euch! This oughta be good!" [audience laughs and John nods curtly]

That's pure mom.

[a little more audience laughter]

My parents are both lawyers, they are BOTH lawyers, and sometimes they would be like lawyers with us when we were kids. I remember one time I was in bed, and my dad came in and he said "Good night, John! Did you brush your teeth?" and I said, "Yes", But here's the thing,

1. Make audience laugh about fake smile, wink, and nod. 2. Make audience laugh about fake smile, wink, and nod. 3.

ught audience [augnter] [uonn smiles miscneivously] i naant.  
 [quickly turns head with serious expression] But who cares? I didn't have, like, a job interview  
 or anything. So my dad comes back and in a couple minutes holding my toothbrush [raises  
 his arm up by his head as though holding a toothbrush] He says, "John, is this your tooth-  
 brush?" and I said "Yes", and he said, [moves hand with emphasis with every word] "So we

- 1 Vgl.: Nicht, Wieso: Das große Buch der ziemlich dummen Fragen, 1857, S.666.
- 2 Burnham, Bo: Ahhhh and the story of my existential crisis, 2010, S.3.
- 3 Vgl.: Ebd., S. 999.

# template.

## 4

### Quellen Verzeichnis

- A** *Adam, Adams*: Wie Adam entdeckte, dass er Adam heißt, oder so ähnliche dumme Geschichten, 1888, London.
- B** *Burnham, Bo*: Ahhhh and the story of my existential crisis, 2010, Mu-rica.
- Cellisten, Dave*: Ich schreib viele Wörter, damit wir einen Zeilenumbruch hinkriegen, sonst wäre das ja langweilig, 2019, Minga.
- Adam, Adams*: Wie Adam entdeckte, dass er Adam heißt, oder so ähnliche dumme Geschichten, 1888, London.
- Burnham, Bo*: Ahhhh and the story of my existential crisis, 2010, Mu-rica.
- C** *Cellisten, Dave*: Ich schreib viele Wörter, damit wir einen Zeilenumbruch hinkriegen, sonst wäre das ja langweilig, 2019, Minga.
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# Akzidenz Grotesk

urform: 1880 ferdinand theinhardt: royal grotesk.

veröffentlicht 1898 von berthold ag.

durchbruch: 1950er und 60er: überarbeiten und ausbauen der Schrift durch günter gerhard lange.

neben helvetica eine der meistgenutzten serifenlosen schriften der zweiten hälfte des 20. jahrhunderts.

digitaler ausbau: 2006: pro-version mit über 800 glyphen.

akzidenz-grotesk next 2007: Neubearbeitung, andere x-höhe als historischer schnitt.

eingesetzt für akzidenz-drucksachen, auszeichnungsschrift.



gleichmäßige schriftstärke.  
achsen der rundung senkrecht zur grundlinie.  
klares schriftbild, nüchtern.  
meilenstein der schriftgestaltung. beeinflusste u.a. helvetica.

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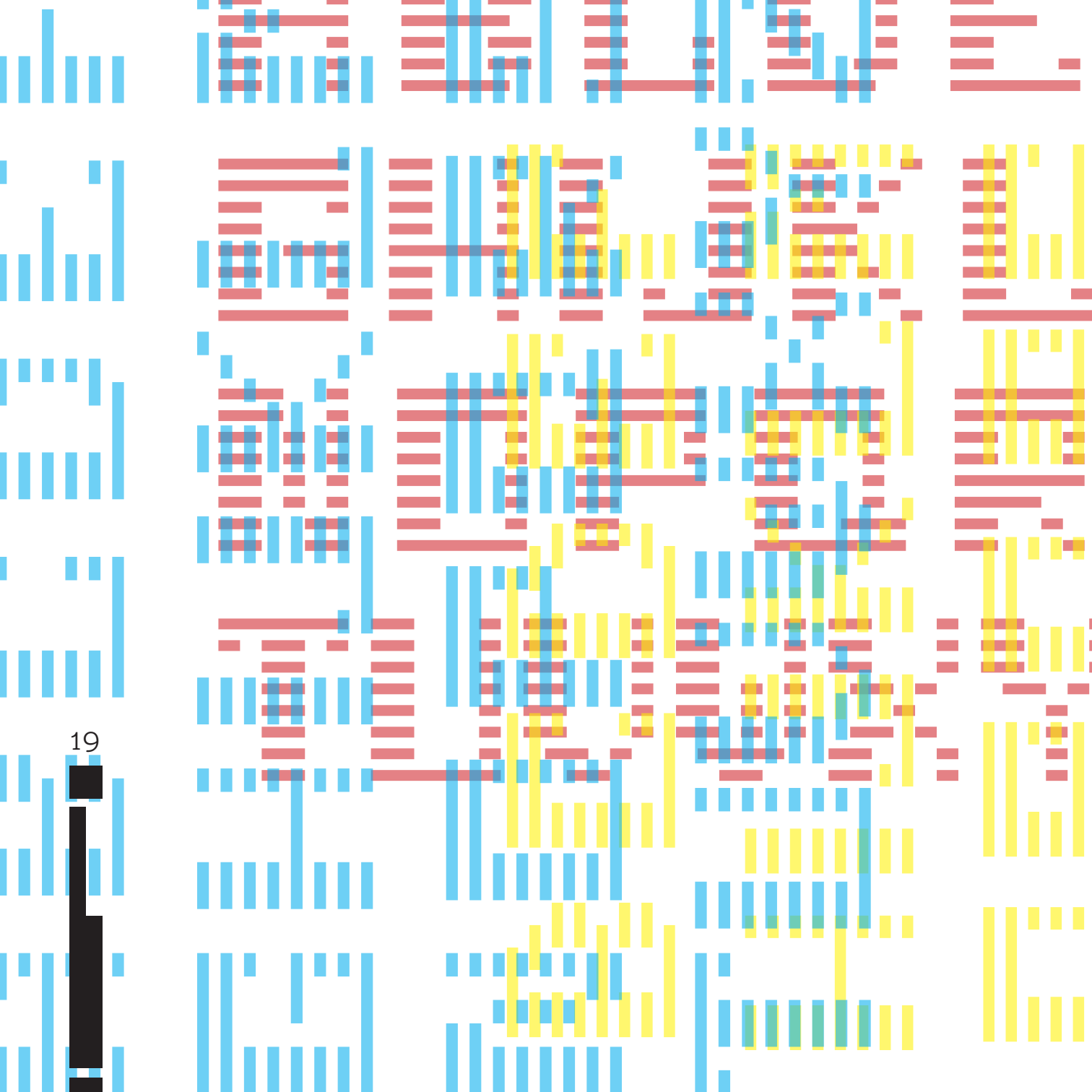
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890(\$£.,!?)



2012: slogan „la france forte“ für nicolas sarkozy.  
spar premium für bebilderte seite der etiketten.  
logo von donald trump.

hausschrift von credit suisse, mcdonald's, nissan, subaru, vomentis, braun.  
ursprünglich leitsystem der new yorker u-bahn (1967-1979), heute helvetica.  
zeitschrift technology review des MIT für titelblatt, untertitel, inhaltsverzeichnis, infoboxen.  
amerikanisches rotes kreuz (in kombination mit georgia).  
l'oréal-logo: abwandlung.  
bis 1981: variante für schweizer bahnhofschilder.

font presentation.





# pixel font.

A B C D E F

G H I J K L M

N O P Q R S

T U V W X Y Z

