

2019

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—Portfolio

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Futurism's Lasting Contributions to Typography

ART 290: History of Modern Design



Marinetti, F.T. Zang Tumb

Tumb: Adrianopoli Ottobre

1912: Parole in Libertà. 1914.

At the onset of the 20th century a man by the name of Filippo T. Marinetti published a manifesto for a new holistic counter-movement called Futurism. In it he established Futurism's obsession with war, complete rejection of the past, and celebration of speed, machines, and far right politics to create a new wing of not just design, but thinking. Futurists ideas and obsessions made for a dynamic usage of type never done to such an improper degree. Though rooted in aggressive ideology and controversial social values, Futurism remains influential because of its use of bold, expressive typography to create deep, symbolic meaning.

Throughout the futurist movement the usage of sans serif typefaces increased and was normalized. Taking advantage of this new typographic revolution, Marinetti longed to experiment with new typefaces and the arrangement of words.¹ He affirmed that the character of type has just as much affect on how we receive a message as the message itself does. Sans serif typefaces brought emphasis where emphasis was due and boldness where tone needed to be expressed. His and other futurists choice to use sans serif type in their designs, though controversial and against the status-quo, is a modern typographic convention that remains and is celebrated today as a way to express emotion.

On the cover of Marinetti's 1914 Zang Tumb Tumb, movement and emotion is created between the page and modified typography, evoking the sounds and progression of war. This inventive usage

demonstrates futurists ability to use type as image. Herbert Spencer explains this take on typography best in his 1969 book *Pioneers of Modern Typography*, emphasizing the futurist belief that "form should intensify the content."² Rather than letting type serve one purpose and tell one message, futurists told a deeper story by the way they arranged, sized, and gave form to type. This convention would go on to shape other movements such as Dada, De Stijl, and constructivism's use of typography,³ especially Dadaism and it's unique application of nonsense and rejection of "art for art's sake."⁴

The power of sans serif typefaces and typographic form join to express emotion and deep, symbolic meaning on the cover of Zang Tumb Tumb. More than just type, but a moving explosion, this expressive use of typography explores type as a multi-faceted way of communicating. If not for the boldness of "TUMB TUMB" or the downward demise of "TUUUMB TUUUUM TUUUUM TUUUUM," one would not understand the destruction of war being symbolized through text arrangement if all the information were aligned and centered.

In a way, what Marinetti thought and wanted to happen to Futurism has transpired: "They will crowd around us, panting with anguish and disappointment, and exasperated by our proud indefatigable courage, will hurl themselves forward to kill us, with all the more hatred as their hearts will be drunk with love and admiration for us."⁵ This aggressive fantasy has turned into a pursuit to know the way of Futurism; a desperation to be influenced by a type revolution. This lasting influence can be attributed to the controversial values and strange obsessions of Futurism that today, make it a spectacle worth learning from.

1. Jeffrey T. Schnapp, "On Zang Tumb Tuuum," in *Italian Futurism, 1909–1944: Reconstructing the Universe*, exh. cat., ed. Vivien Greene (New York: Guggenheim Museum, 2014), p. 158
2. Spencer, Herbert, and Rick Poynor. *Pioneers of Modern Typography*. Aldershot: Lund Humphries, 2004: 15.
3. Meggs, Philip B. *Meggs History of Graphic Design*. New York: Wiley, 2016: 277.
4. Spencer, 2004.
5. Marinetti, Filippo Tommaso. *Futurist Manifesto*. 1909.

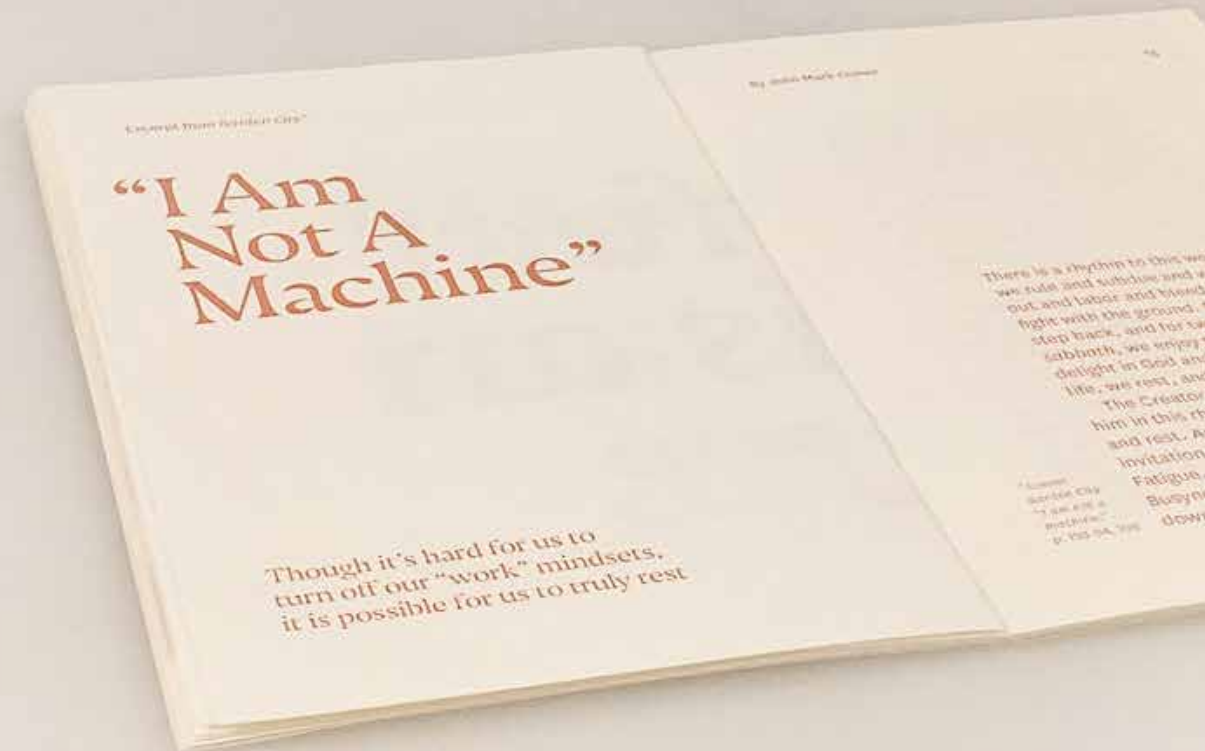
Sabbath Zine

ART 224: Page Layout & Type Detail

Stemming from my personal studies on the sabbath, this zine exists to challenge secular thoughts on rest in hopes of redefining culture's definition of what rest *really* is. With an underwhelming and one color design experience meant to feel restful in and of itself, I inform of *what* the sabbath is, *why* it's vital to a rhythm between work and rest, and *how* to introduce new, restful habits into ones life.







“Perfect rest is an art.”¹⁰



Sectra Specimen

ART 254: Page Layout & Typography

With all the possibilities that come with a new typeface in mind, this newspaper type specimen for GT Sectra was designed in 3 parts for the user to experience each family as it should be sized and seen. It relies on playful see-throughs and heavy in-use type to showcase Sectra's sharpness and character. In addition, witty excerpts from Delphine Bedient, Maria Gonzalez, and Tao Lin drive the copy to contrast crippling anxiety with surmountable hope.







Right: See-through's at play in Part 3 of the Sectra Specimen: Book.

A Flock of Seagulls

ART 224: Visual Identity & Package Design

Bearing the likeness of commercial advertisements from the 1980s and inspired by the electronic sounds of New Wave itself, this visual language for a 1982 vinyl reissue transcends A Flock of Seagulls cheesy, dreamy expression by use of harsh lighting, grain, stroked type, and soft, intersecting gradients.





Left: The 7 in. was designed to illustrate technology's havoc on mankind, as suggested in the single, Man Made.



Laurel Skincare

ART 254: Visual Identity & Package Design

Laurel, being seasoned and simple, exemplifies a mature skincare brand after the hearts of ritualistic women who are honest, graceful, and kind. It's traditional, yet modern, appealing to those who find peace in morning routines and the art of skincare.







Left: Color is incorporated into the skincare line by the products themselves.

Index Video Association

ART 225: Visual Identity & Environment Design

With goals to catalog a variety of VHS tapes and indicate their irreplaceable, emotional worth, Index Video Association was created to provide the community with ways to engage with, reference, and borrow VHS tapes. With weekly screenings, a place to hang out, film critique workshops, and inclusive events on the weekends, people will have the opportunity to get excited about analog technology again.

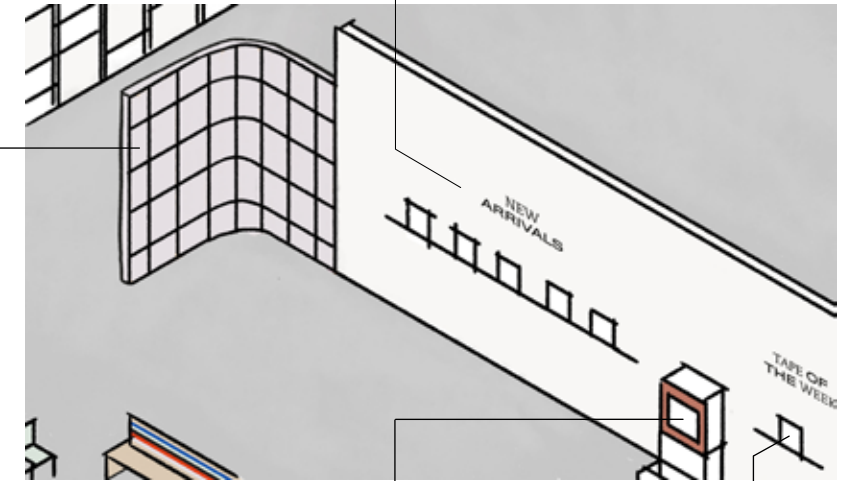
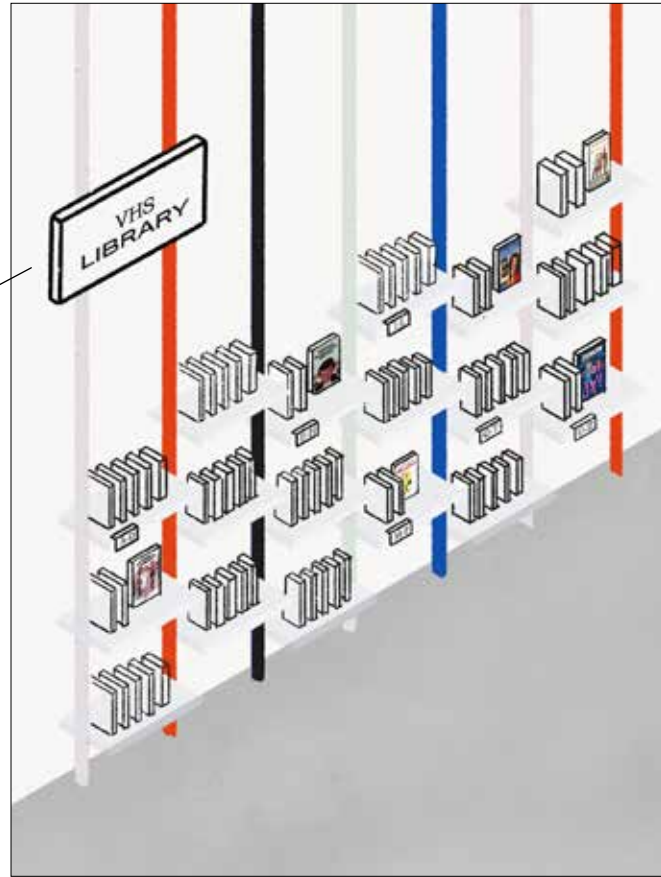


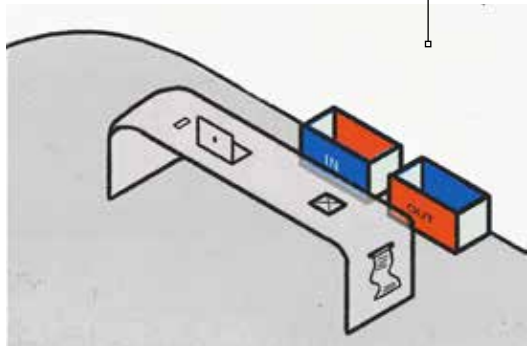
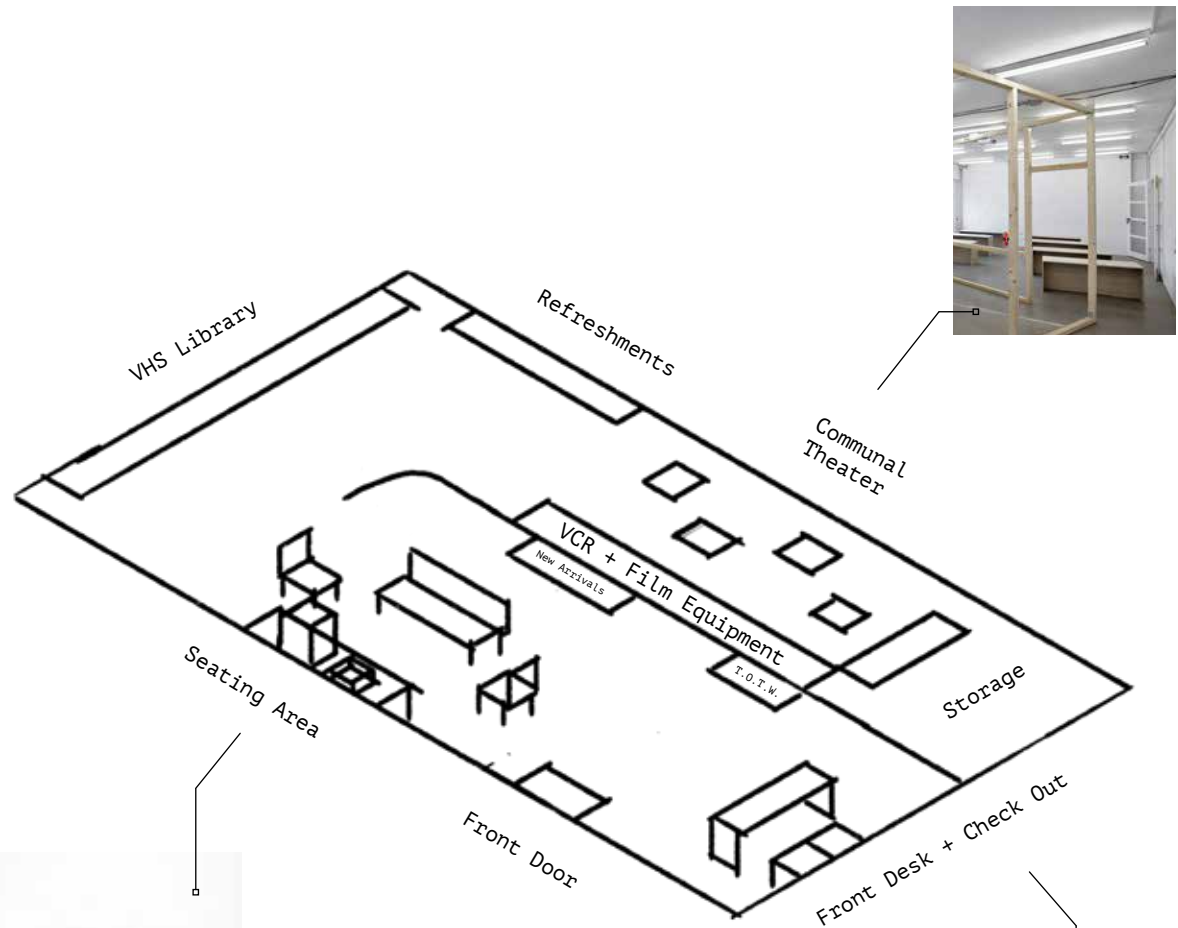


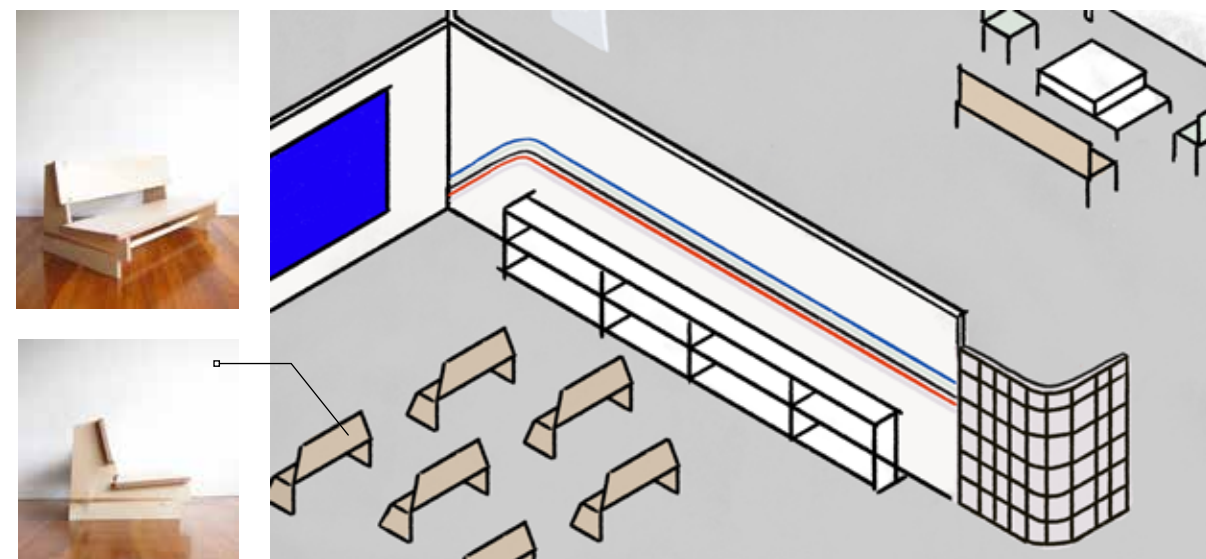
Index Video Association

 Index Video Association

 Index Video Association







Right: A communal theater space allows for viewings, film critique, and friendship.

Grow & Vote

ART 224: Visual Identity & Promotional Narrative

Due to the bitter taste in my mouth from loud political messages, I was led to encourage people to vote in the midterm election of 2018 *delicately*. A move towards designing what I would want to see; a strong emotional message told through a quiet, sentimental narrative, proved that positive, subtle campaigning can work to change people's minds too. Several subtleties, like the italicized O's and generous white space, insist movement and action but also peace and harmony.





Left: Animated GIF progression.

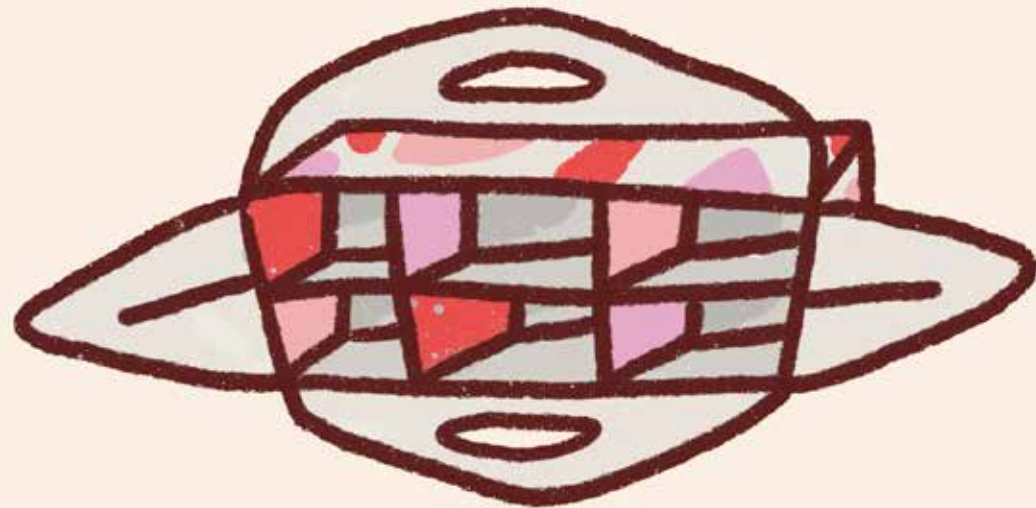
Right: Four button variations to promote a vote.

Nødder Milk

ART 225: Visual Identity & Package Design

Delighting in honesty, playfulness, and its Scandinavian roots, Nødder exists to build trust from parents skeptical of alternative milks through the use of transparency, simplicity, and cuteness. Small, approachable bottles encourage kiddos to grab for a cow's milk alternative all on their own while simultaneously assuring parents their kids will stay full and strong, all day long.









Left: Promotional coloring book.

Right: A light snack to go with a kiddo's almond milk.

Process: Nodder Milk

Rationale

Nodder exists to build trust in alternative milk for kiddos. A viable substitute to cow's milk, almond milk can be just as nutritious, full of Vitamin D, calcium, and protein, if made well. Small, holdable bottles and playful, hand drawn shapes and lettering appeal to kids enough to get them to grab for the drinks themselves while honesty and simplicity speak to skeptical parents.

A geometric sans serif typeface compliments hand lettering and the Scandinavian charm there is to Nodder. A supporting brand character is added to further enforce the Scandinavian roots of Nodder, specific to Finland, with humility, approachability, and innate cuteness.

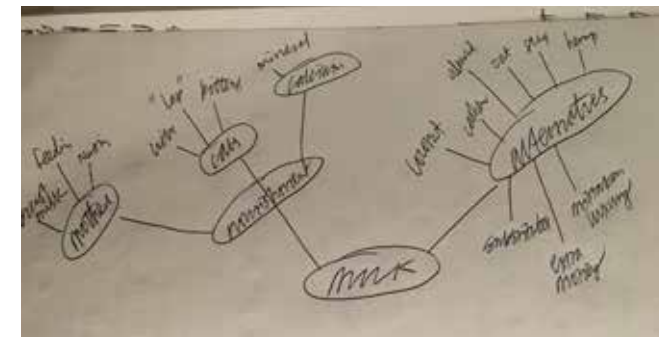
Nodder's logo is put into simplest terms by combining both the iconography of almonds and folk art hairlines to again nod to Scandinavia. The mark avoids complicating the matter of choosing an alternative milk and makes the choice clear. Nodder is just as nutritious, here to keep your nutty kiddos full and strong, all day long!



- 1- kids juice boxes
 - 2- alternative almond milks (eg. choc. + straw) - for kids boxes or bottles
 - 3- alt. milk series (cashew, almond, + coconut) - adult audience
 - 4- ^{protein} mimosa series - obv. adults
 - 5- brewed iced tea - unsweetened
 - 6- hard ciders - like kids boxed apple juices
 - 7- pre-diluted juices
 - 8- tea lattes (chai, London fog, + English breakfast)
- come up w/ the brand - support your story*
- box bottles come in size diplo

- 9- nostalgic fruit bev. line could appeal to kids but adults too
 - 10- decaf iced coffee
 - plain iced coffee
 - iced latte
 - iced _____ inform personal intolerance
 - 11- vinegars (drinking vinegars?)
 - 12- Olive oils
 - 13- sparkling water (3 flavors)
 - 14- ~~hard~~ horchata
- Explore language translations.
 popular beverages in other countries?

- P2 concept
- Finland
Nordic
Finland
Nordic
- 1. Alternative drinks for kids inspired by ~~the 90's~~
 - 2. MCM breakfast cocktails inspired by 1960's bar carts
 - 3. ~~fruit~~ fruit beverage line reminiscent of the 90's - appealing to kids, nostalgic for adults
 - 4. Canned horchata that provides some warmth + belonging to society around houses that don't want to "drink"
 - 5. Bottled tea lattes to heat + enjoy at home centered around the value of hospitality (~~specific~~ specific to a country)
 - 6. Cereal flavoured milk
- I feel obliged to lead w/ illustrations ^{because} but am intimidated by the thought of it



01) Alther, almond? + coconut
 02) all soy - but flavored
 vanilla, chocolate, or straw?
 03)
 oat, rice, + soy?
 04)
 not soy - what the variety?
 05) coconut
 cacao, almond, + oat (a neutral
 tasting palate)
 06) cacao, almond, + hazelnut

Vanilla Almond + Chocolate Almond + Strawberry Almond

or 3 alt milk varieties

notes are plants - plants have roots - the brand is wanting to put the roots in.

Alternative: substitute, replacement, option, selection, sub, pick, alternate,
 honest: authentic, fair, humane, clean, sincere, earnest, real, true
 simple: understandable, transparent, light, effortless
 safe: secure, okay, reliable, ~~secure~~, healthy, pure,
 better:
 of apple
 Sprout: green, bud, sprout, shot, vegetable, burger, purple, black, lemon, flame,
 almond
 salted
 nut-free
 stacked - milk
 nutty
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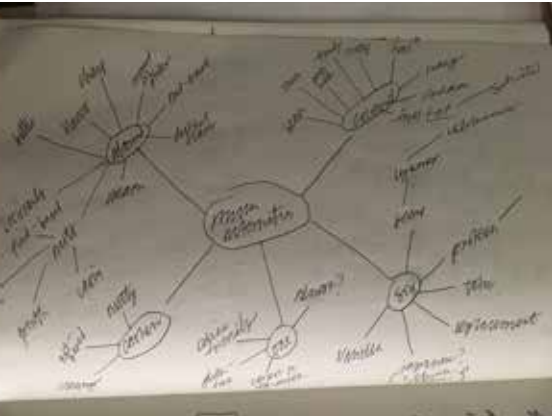
Stronger goal: promote growth in young children
 key terms: avoid their parents

high protein alt milk that reassures parents their kids can get the nutrients they need (protein + Vitamin D) from options other than cows milk.

~~kids will grab for these boxes on the shelf too, from their playful, and approachable appearance.~~
 kids will ^{instinctively} grab for these boxes on the shelf too, from their playful, and approachable appearance. (simple)

kind, playful, semi-ripped, approachable, simple, handmade + safe + honest

growing
 invite children to choose beverages for themselves that are healthy



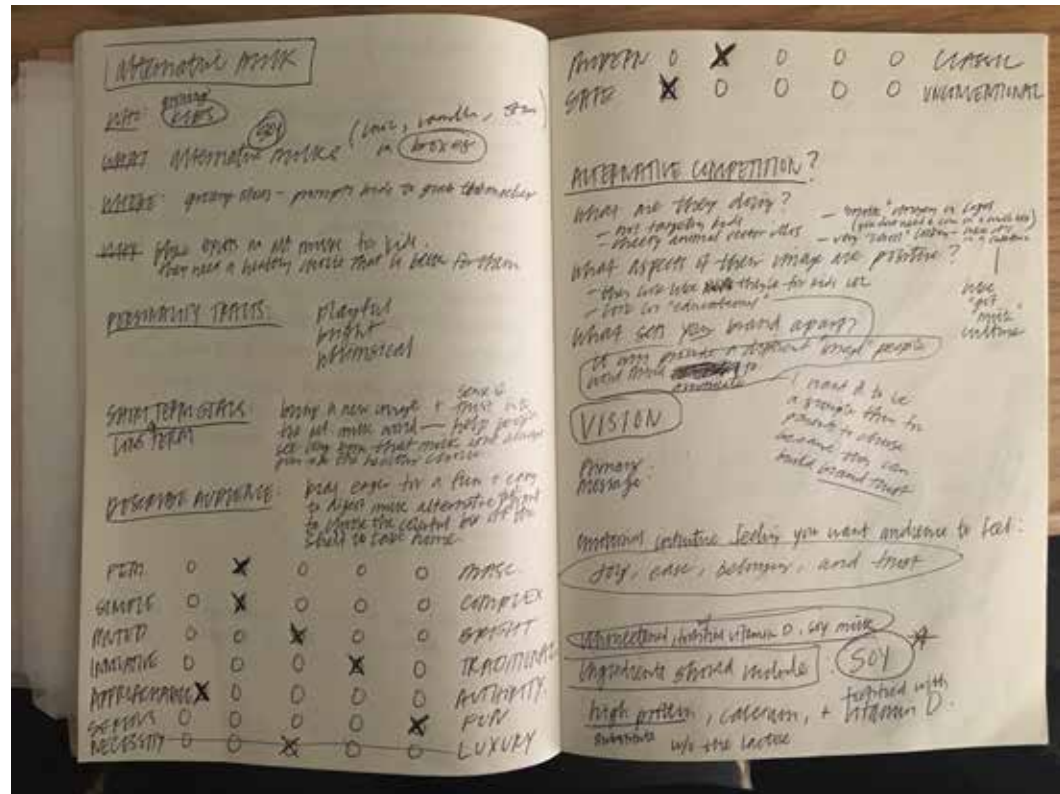


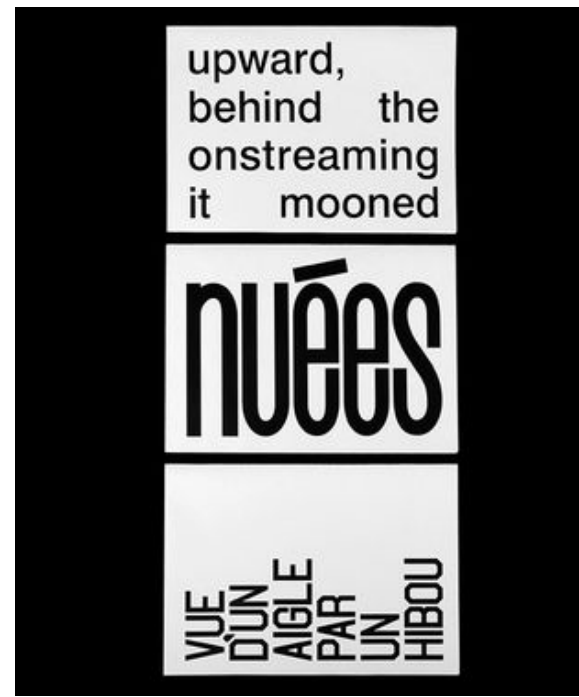
Plant-based diets make headlines for being healthy for our bodies and planet, but that doesn't mean that every plant-based food is the best choice—especially when it comes to kids. Though almond, coconut and rice milk have been growing in popularity among parents, experts say many of these drinks don't have the nutrients kids and babies need.

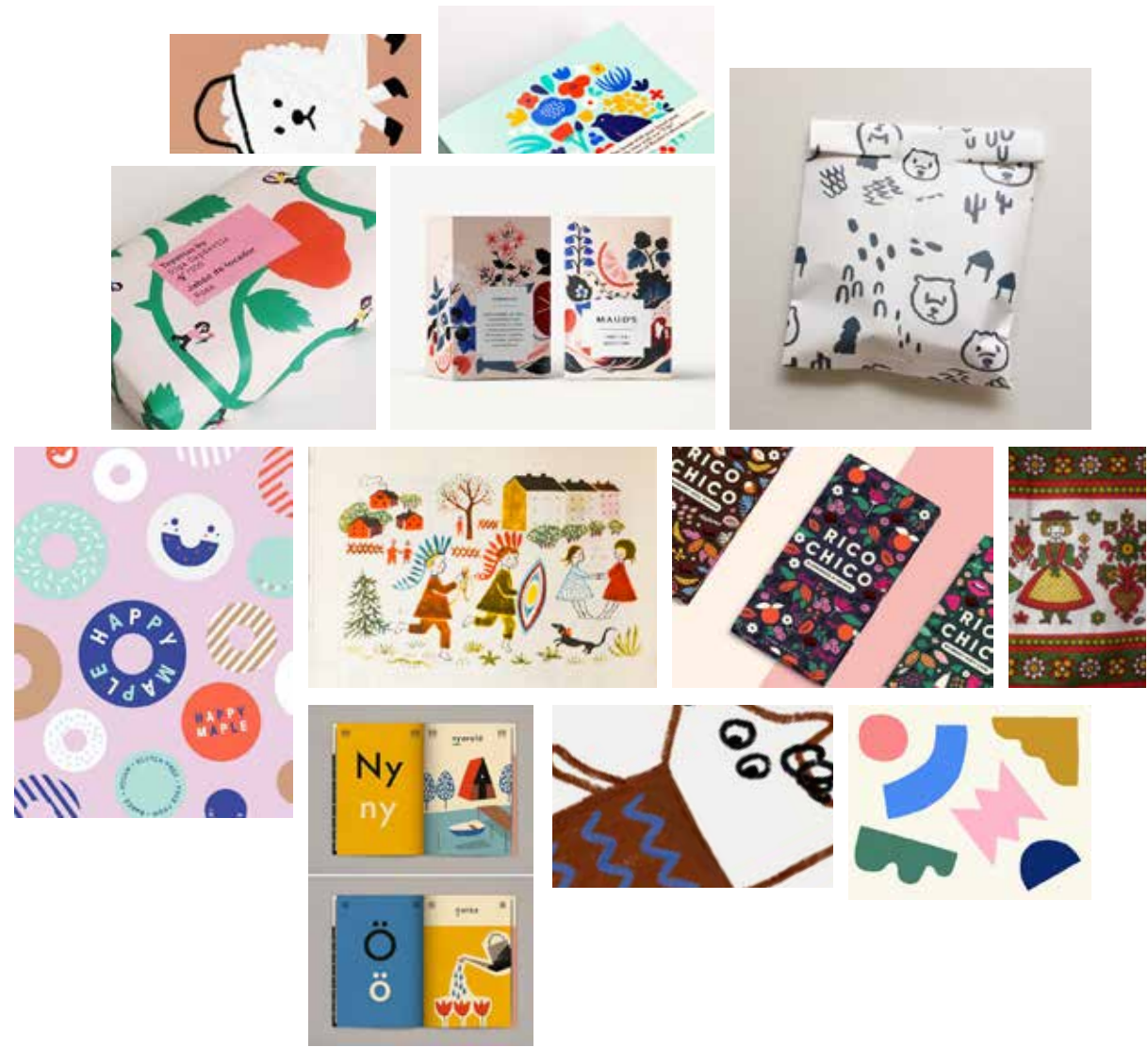
4. Milk alternatives are mostly water. Take a look at the list of ingredients. Water, sugar, a smidgen of nuts and some vitamins. They are not a nutritional powerhouse in a child's diet.

Soy milk that's fortified with vitamins and minerals can support protein, calcium and vitamin D requirements.

Current recommendations from the Canadian Paediatric Society say that babies should be exclusively breastfed for the first six months (though formula works if you can't breastfeed). Then they can continue to have breastmilk as long as parents wish, but whole cow's milk can be started around a year, and 2% can be started when a child is two years old or growing well. Dietitians of Canada says children ages two to eight should get two cups of cow's milk or fortified soy milk a day to provide protein, calcium and vitamin D. Other plant-based milks just don't have the vitamin or protein content to nourish growing bodies. Here's what you need to know.









brand names:

1. nit.	19. kukka (kukka in Finnish)
2. ultimate	20. todar (stone in Swedish)
3. ultimate	21. nit milk (nit milk in Swedish)
4. ox-ox-but	22. notrik (another Swedish)
5. nutshell	23. daisy (daisy in Japanese)
6. nutty (cheese)	24. verson (spread in Finnish)
7. nutty	25. just at
8. nuttin (nutty in Japanese)	26. nutrition
9. sub	27. sprout
10. split milk (split)	28. nit
11. laasi (Finnish: chaise)	29. sewn oats
12. karva (grain in Finnish)	30. bock cheese
13. karva (grain)	31. versa
14. sprin	32. Finnish sprouts
15. versa	33. run milk
16. gro (apple in Swedish)	34. little sprouts
17. blossom	35. sista (last in Swedish)
18. blossom (blossom in Swedish)	36. sista (last in Swedish)

honest, playful, kind, simple, handmade, safe

37- gro co.

38. split sprouts

39. make (milk)

40. nodder (nuts in Danish) farms

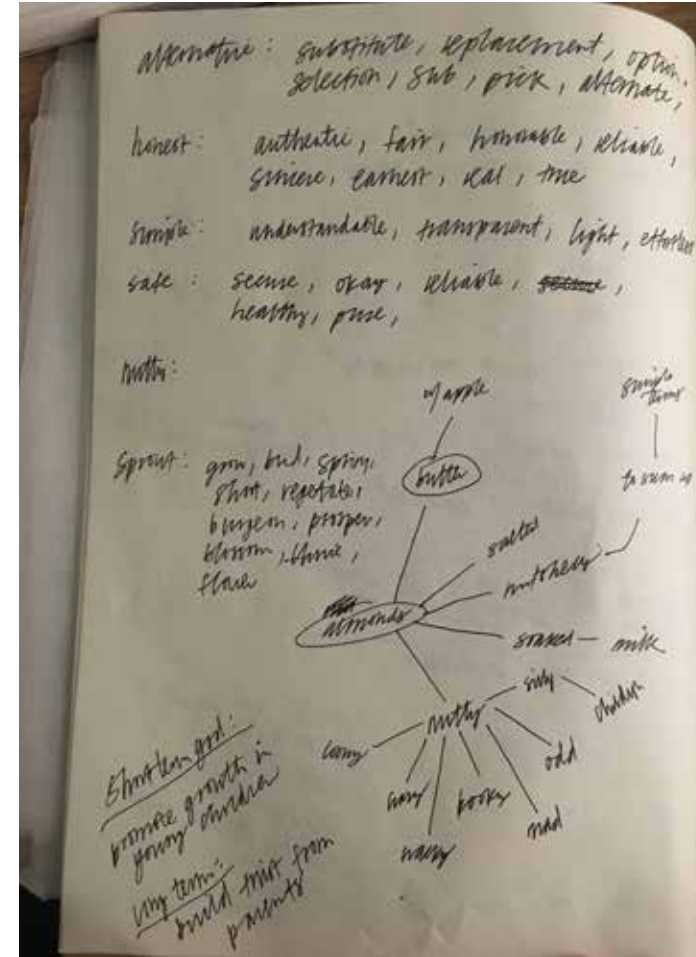
(rescue Danish culture to uniform translation into my brand.)

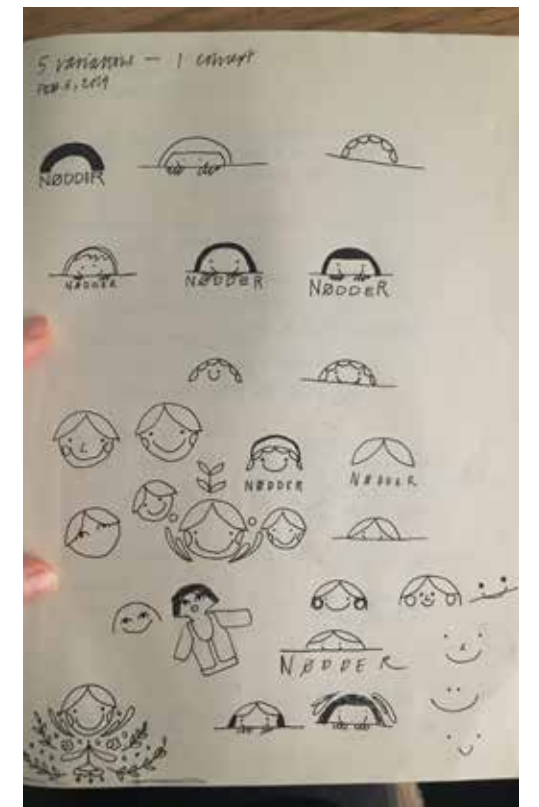
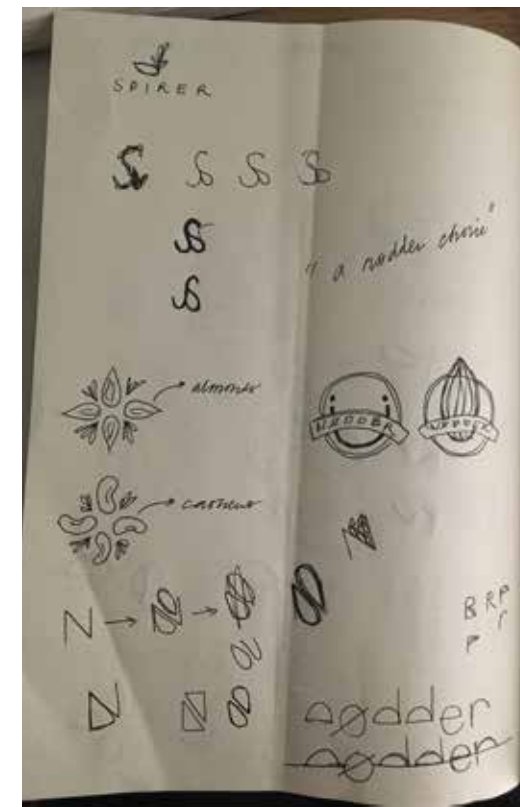
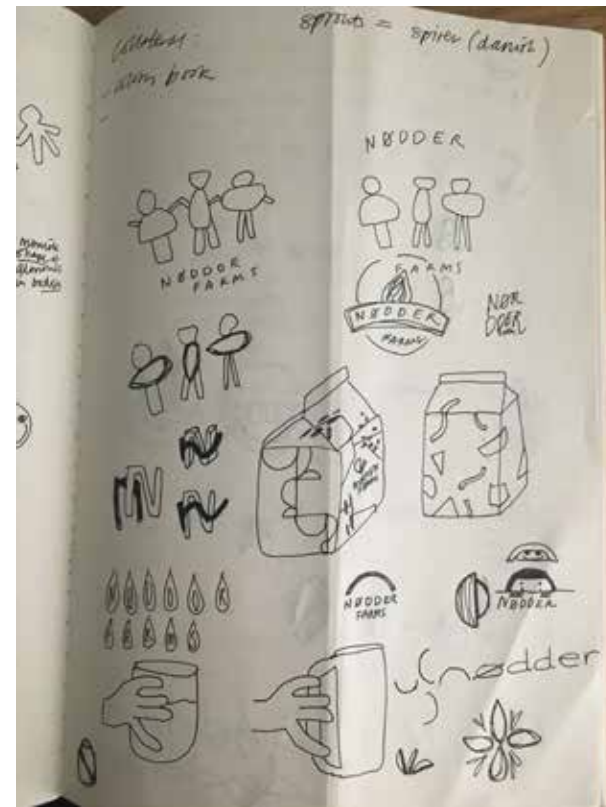
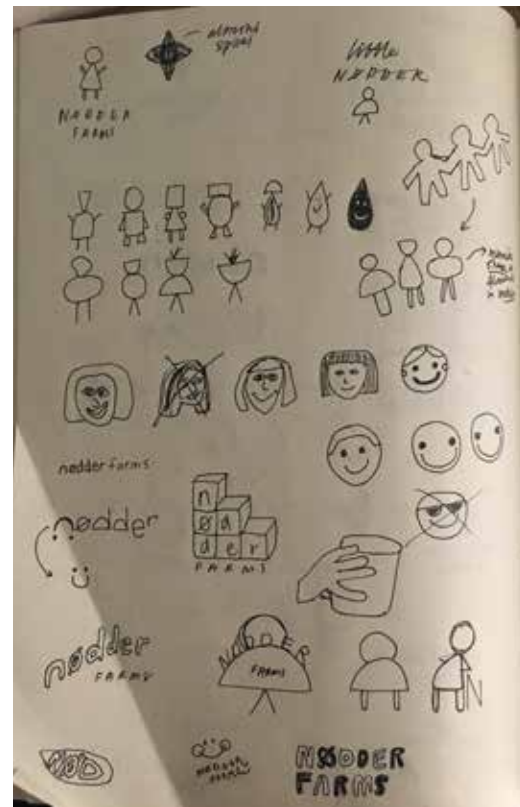
41- otun (nuts backwards)

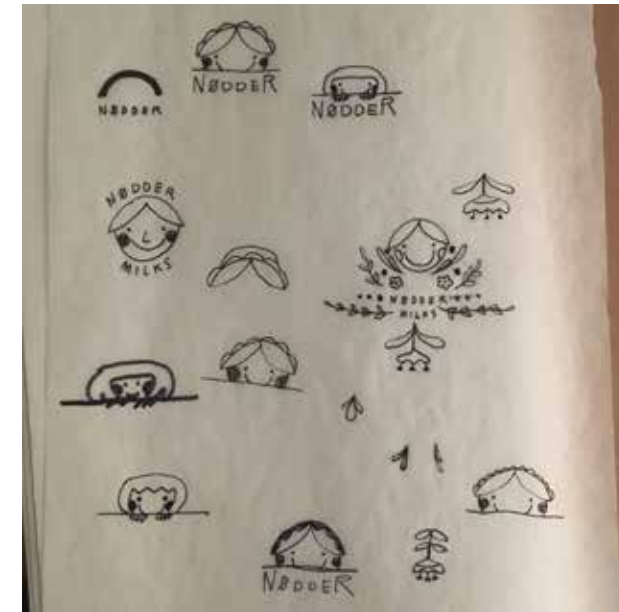
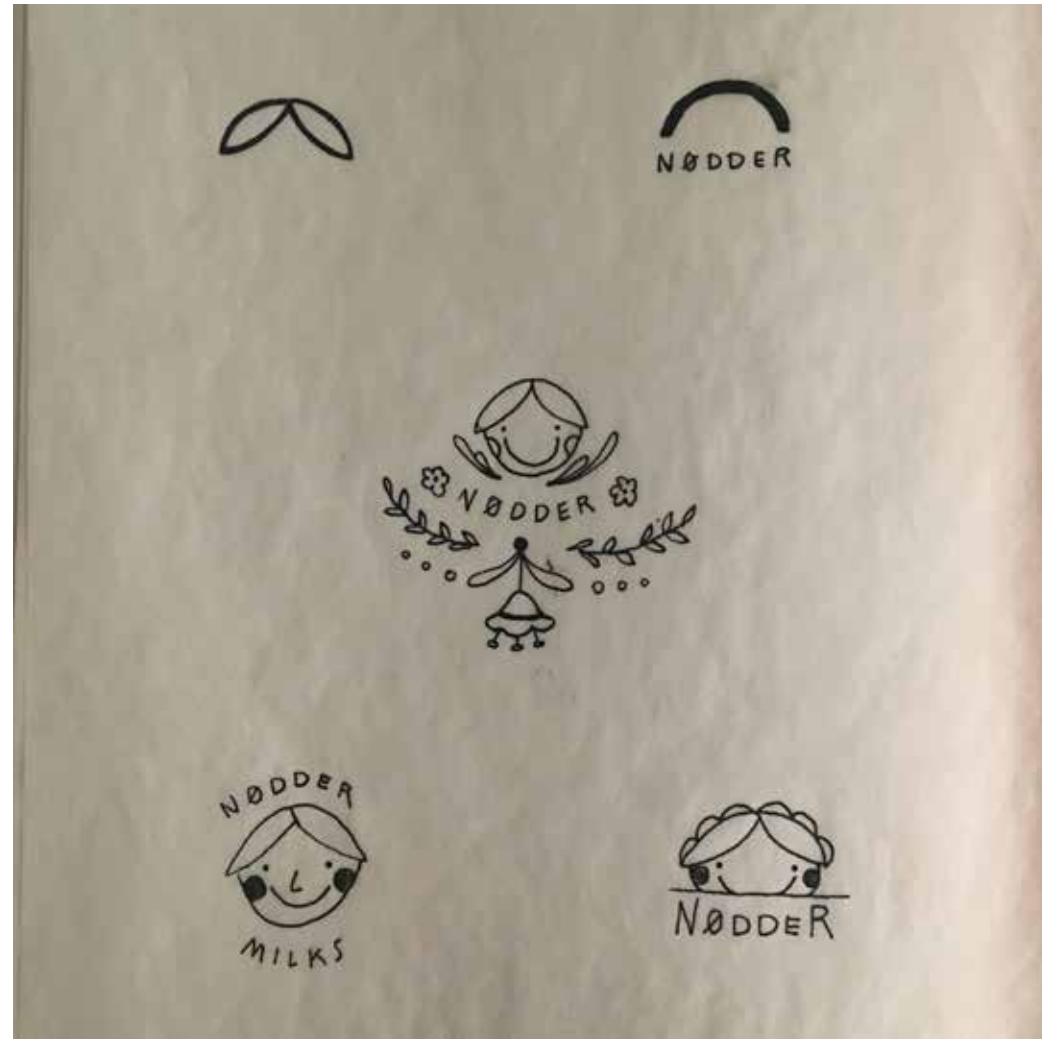
"that's nodder"

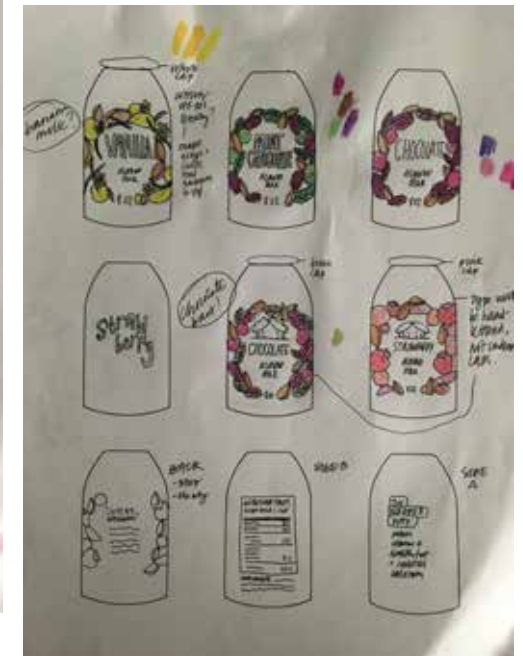
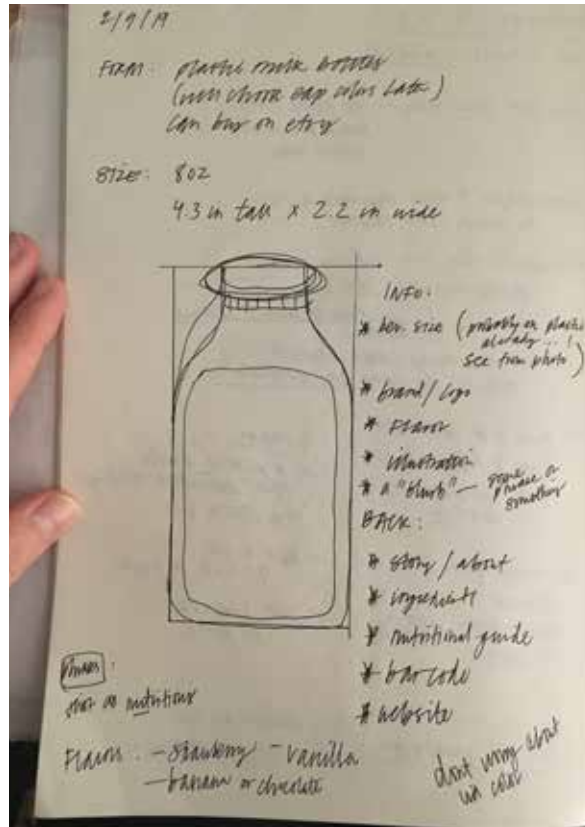
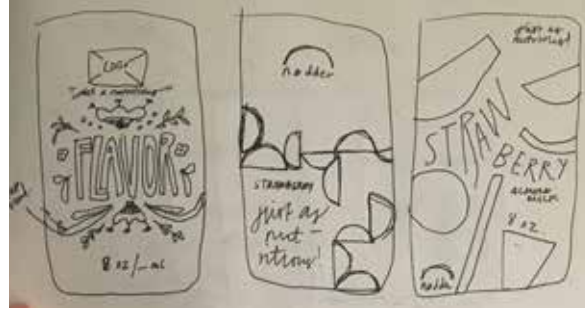
that's nuts its just as nutritious

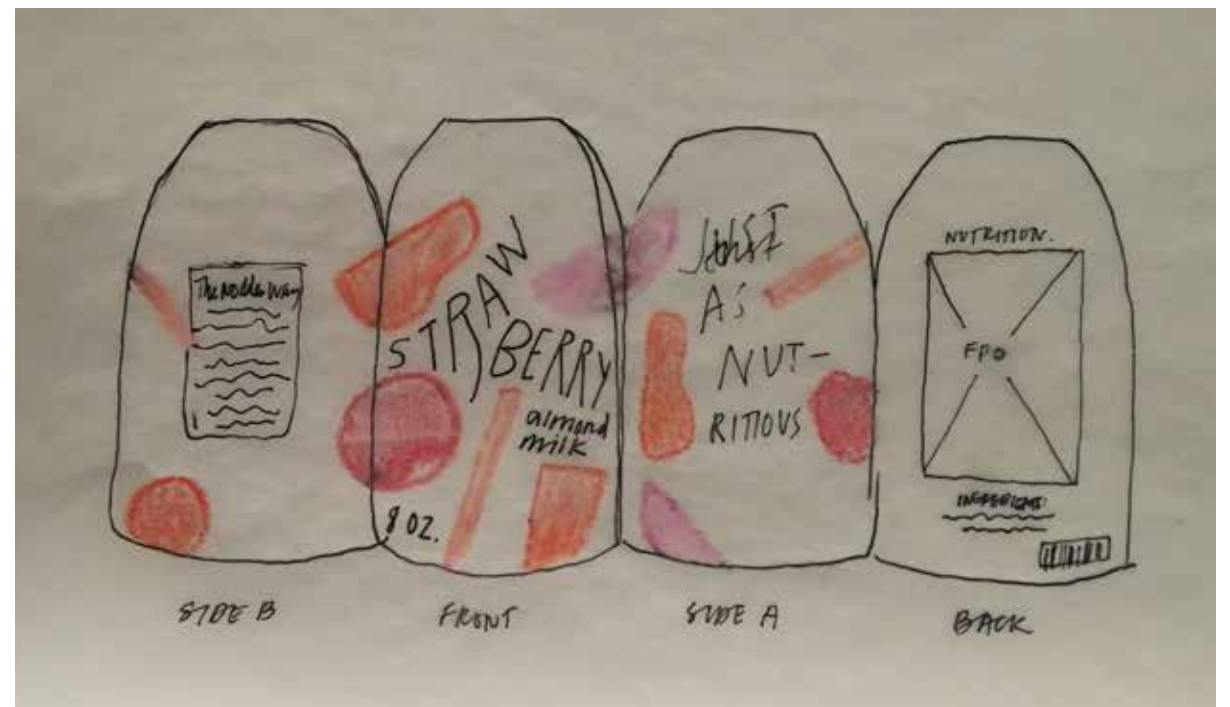
* "just as nutritious as cow's milk that's nodder."

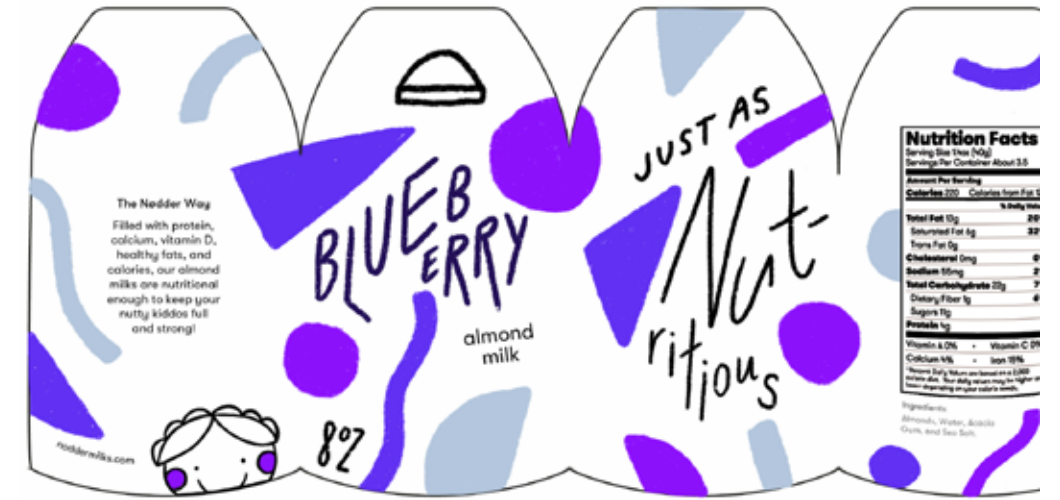




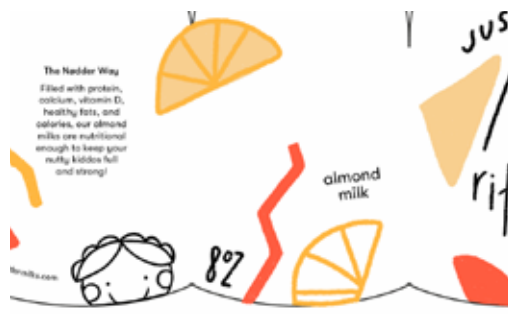
















nodder	nodder	
nodder	nodder	
nodder	nodder	
nodder	nødder	
nodder	nødder	
nodder	nodder	nødder
nodder	nodder	
nodder	nodder	
nodder	noØdder	nødder



NØDDER



NØDDER



