

Alyssa Mackersie
Gigi Redesign

Table of Contents

Introduction

Overview

DISCOVERY DESIGN

- attribute list
- mind-map
- mood board

DEVELOPEMENT

- 3-5 final words

DEPLOY

- final title

Book Jackets

DISCOVERY

- book jacket ref.
- typographic ref.

DESIGN

- thumbnail sketches

DEVELOPMENT

- digital cover design
- concept
- type study

- jacket layout

DEPLOY

- final cover design
- final jacket layout
- photography

REFINED

CITATIONS

Objective

The objective of Type II is to teach students, through research and ideation, how to create unique dynamic and expressive typographic solutions. Students will explore typographic voice and meaning for its ability to convey information as if letterforms were only shapes. Additionally, they will experiment with readability legibility and color to convey meaning and set tone.

Assignment

As part of a rerelease of international classic literature we are asked to resign the book cover which will first impression Americans will get of a classic French novel. As a typographic design, the solution should be expressive enough to attract and accurately depict the novel to its audience. Additionally we are put in charge of the release's promotional material including poster design and postcards featuring the chosen novel.

Table of Contents

Introduction

Overview

DISCOVERY

DESIGN

- attribute list
- mind-map
- mood board

DEVELOPMENT

- 3-5 final words

DEPLOY

- final title

Book Jackets

DISCOVERY

- book jacket reff.
- typographic reff.

DESIGN

- thumbnail sketches

DEVELOPMENT

- digital cover design
- concept
- type study
- jacket layout

DEPLOY

- final cover design
- final jacket layout
- photography

REFINED

CITATIONS

Sidonie-Gabrielle Colette, was born in January 1873 in Saint-Sauveur-en-Puisaye France. There she had a happy childhood with her atheist father and feminist mother and grew to have a great respect for classic literature. In May 15, 1893 Colette married Henry Gauthier-Villars a writer who used the pen name Willy, and shortly move to Paris. Creatively stumped Colette's husband notices her gift for writing and encourages her to write for him to sign as his own. Her success is instant and he increasingly demands more and more from her eventually looking her in a room to force her to write. Eventually divorces him. Gigi is an unusual book for Colette due to its optimistic and lighthearted nature. It is particularly odd since it was written during one of the darkest times of her life, during the Nazi occupation of France when she was married to her 3rd and Jewish husband.

Gigi has been **groomed** her entire life for this moment. In hopes of her taking over the family business, her Grandmother and Great Aunt have taught her the social etiquette of high **society** guiding her along their plans. Now of age, it is time for her to be initiated into the world high class **courtesans**. **Innocent** to her guardians plans, she is introduced to Gaston, whom her Aunt and Grandmother hope is only the first in a long line of wealthy men. But even though they have taught her meticulously, **planning** out every aspect of her life, Gigi's obstinate reaction and **refusal** to fit in with proper society. **Rebelling** against her **birthright** she refuses to **conform** one way or another. She will not be the play thing to be used and discarded nor shall she be the wife to be forgotten or ignored. Gigi is writing her own story no longer living the **labels** that have been imprinted onto her entire life. She wants love and she has the knowhow to **manipulate** Gaston's **lust** into commitment.

VINTAGE COLETTE



Gigi
and The Cat

Table of Contents

Introduction

Overveiw

DISCOVERY

DESIGN

attribute list

mind-map

mood board

DEVELOPMENT

3-5 final words

DEPLOY

final title

Book Jackets

DISCOVERY

book jacket reff.

typeographic reff.

DESIGN

thumbnail sketches

DEVELOPMENT

digital cover design

concept

type study

jacket layout

DEPLOY

final cover design

final jacket layout

photography

REFINED

CITATIONS

Comedy of manners

Cat-and-mouse

Innocence

Threshold

Courtesans

Balance of indifference
and seduction

Alluring

Desires

Indulge

Pleasing

Men

Enchanting

Charming

Cunning

Whitty

Authentic

Unapologetic

Independent

Inexperienced

Uncompromising

Naive

Heartache

Messy

Society

Gossip

Scandal

Potholes and
trap doors

Guided

Correct

Expectations

Caged

Adhere

Fight

Rebel

Table of Contents

Introduction

Overview

DISCOVERY

DESIGN

attribute list

mind-map

mood board

DEVELOPMENT

3-5 final words

DEPLOY

final title

Book Jackets

DISCOVERY

book jacket ref.

typographic ref.

DESIGN

thumbnail sketches

DEVELOPMENT

digital cover design

concept

type study

jacket layout

DEPLOY

final cover design

final jacket layout

photography

REFINED

CITATIONS

Obstinate

Coy

Nonconforming

Rebellious

Lust

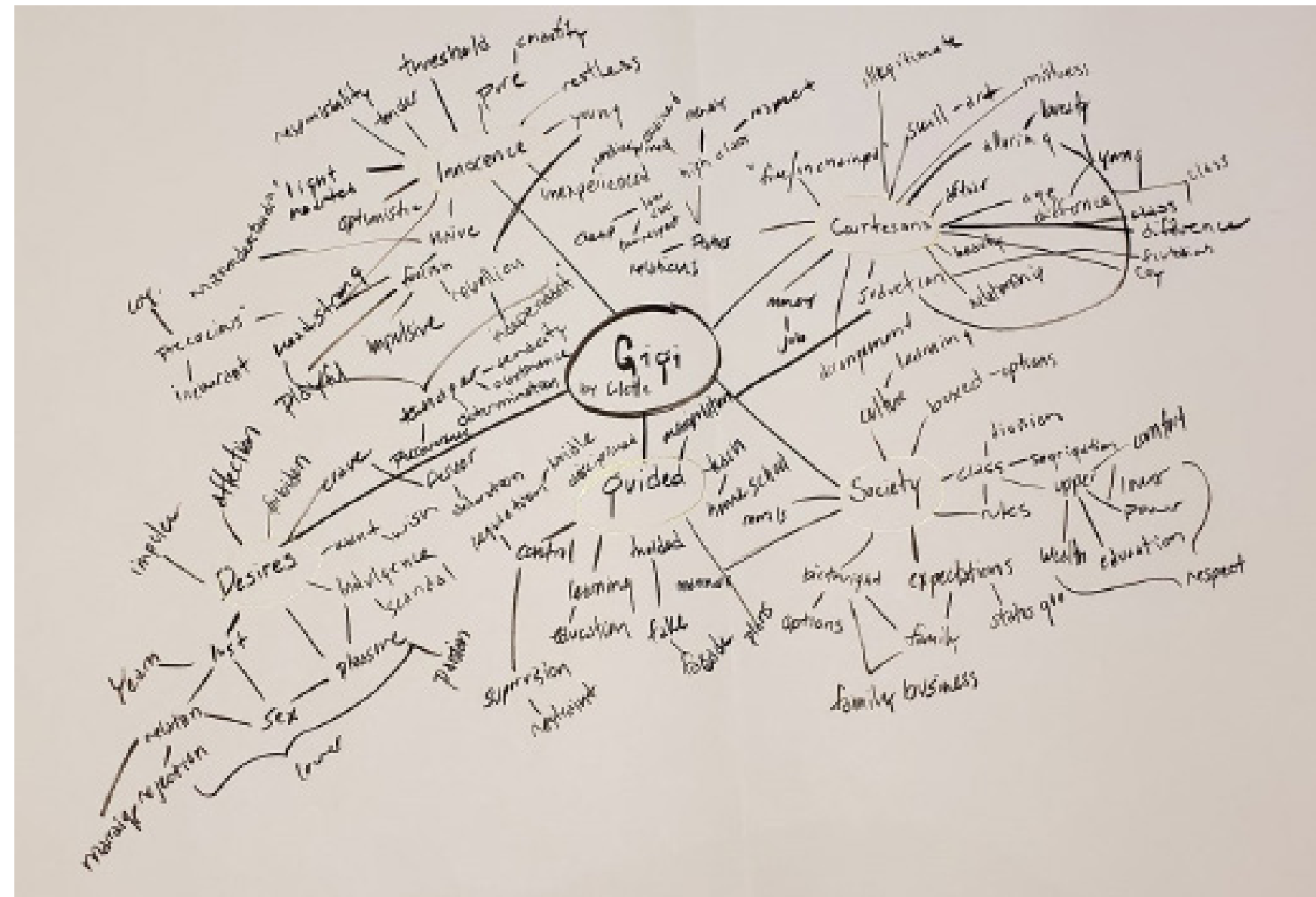


Table of Contents

Introduction

Overview

DISCOVERY

DESIGN

attribute list

mind-map

mood board

DEVELOPMENT

3-5 final words

DEPLOY

final title

Book Jackets

DISCOVERY

book jacket ref.

typographic ref.

DESIGN

thumbnail sketches

DEVELOPMENT

digital cover design

concept

type study

jacket layout

DEPLOY

final cover design

final jacket layout

photography

REFINED

CITATIONS

Obstinate

Coy

Nonconforming

Rebellious

Lust

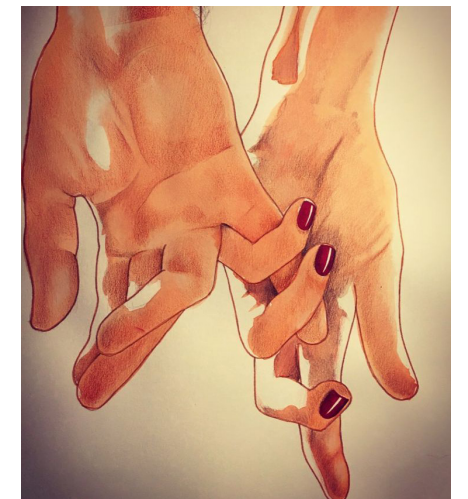
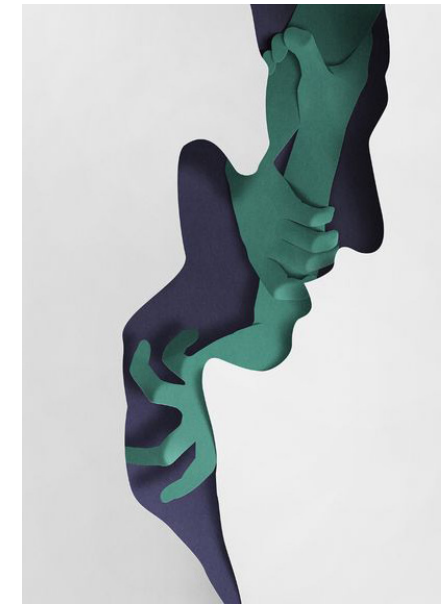
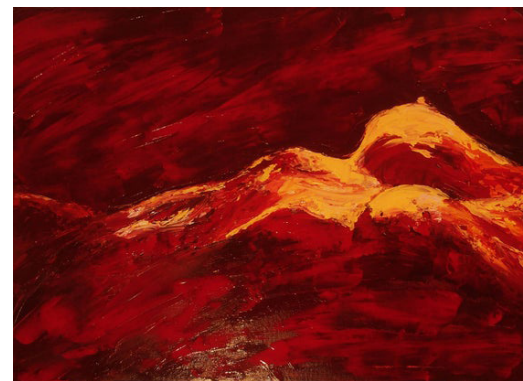
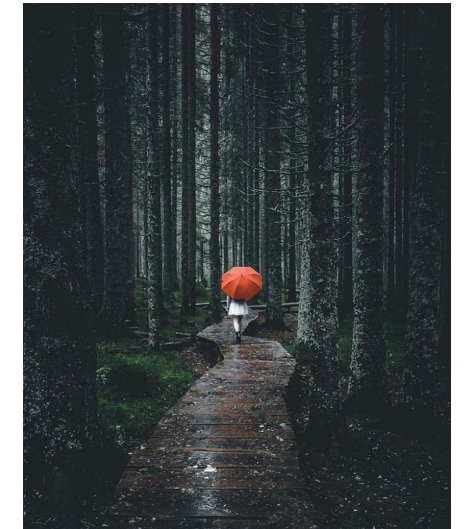
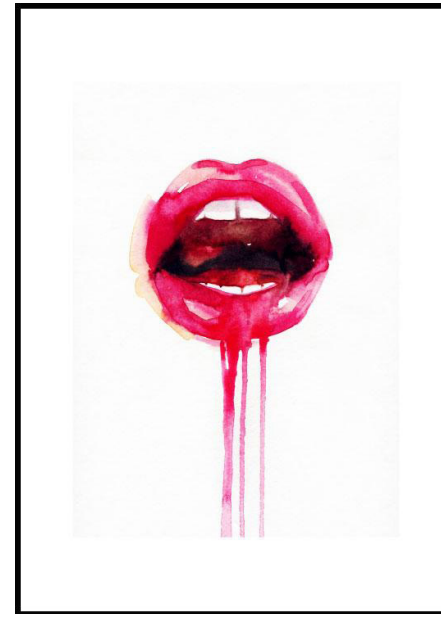
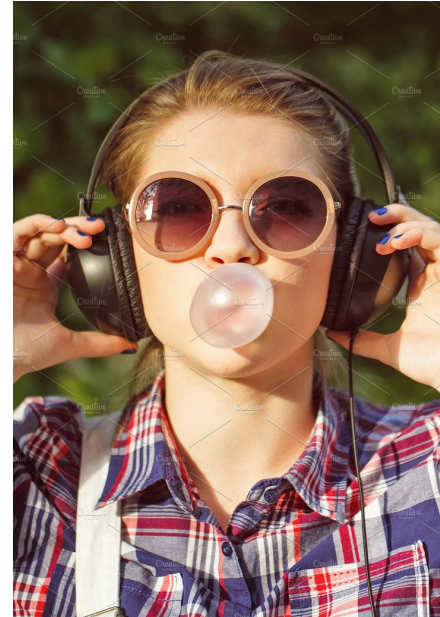


Table of Contents

Introduction

Overview

DISCOVERY

DESIGN

attribute list

mind-map

mood board

DEVELOPMENT

3-5 final words

DEPLOY

final title

Book Jackets

DISCOVERY

book jacket ref.

typeographic ref.

DESIGN

thumbnail sketches

DEVELOPMENT

digital cover design

concept

type study

jacket layout

DEPLOY

final cover design

final jacket layout

photography

REFINED

CITATIONS

Obstinate stubbornly refusing to change one's opinion or chosen course of action, despite attempts to persuade one to do so.

Coy making a pretense of shyness or modesty which is intended to be alluring.

Nonconforming refusal to adhere with prevailing norms, standards, or customs

Rebellious opposition towards authority in hopes of breaking free.

Lust intense or unbridled sexual desire or intense longing.

Table of Contents

Introduction

Overview

DISCOVERY

DESIGN

attribute list

mind-map

mood board

DEVELOPEMENT

3-5 final words

DEPLOY

final title

Book Jackets

DISCOVERY

book jacket reff.

typeographic reff.

DESIGN

thumbnail sketches

DEVELOPMENT

digital cover design

concept

type study

jacket layout

DEPLOY

final cover design

final jacket layout

photography

REFINED

CITATIONS

Obstinate

Coy

Nonconforming

Rebellious

Lust

Gigi by COLETTE

It doesn't take long to discover what the story is about. Throughout the story there are many other things we may think this story is about, such as love or how to be a courtesan. Although if we take a step back and look, Gigi is at the center of it all. She is the spirit which enraptures all of us dancing lithely around what's expected from her so we are totally focused on her alone.

Table of Contents

Introduction

Overview

DISCOVERY

DESIGN

attribute list

mind-map

mood board

DEVELOPEMENT

3-5 final words

DEPLOY

final title

Book Jackets

DISCOVERY

book jacket reff.

typeographic reff.

DESIGN

thumbnail sketches

DEVELOPEMENT

digital cover design

concept

type study

jacket layout

DEPLOY

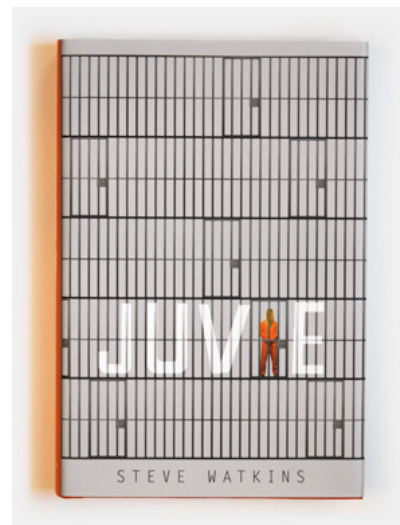
final cover design

final jacket layout

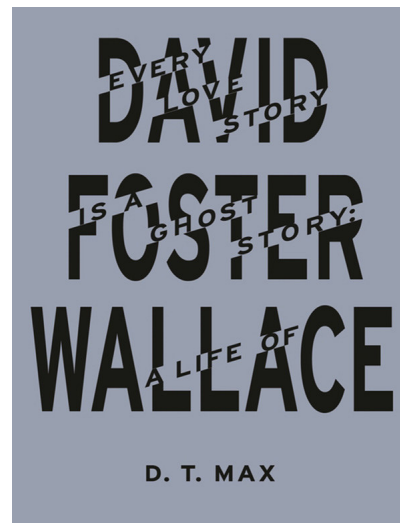
photography

CITATIONS

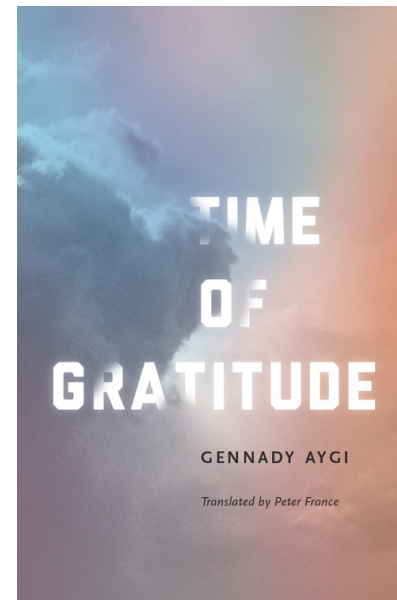
Obstinate



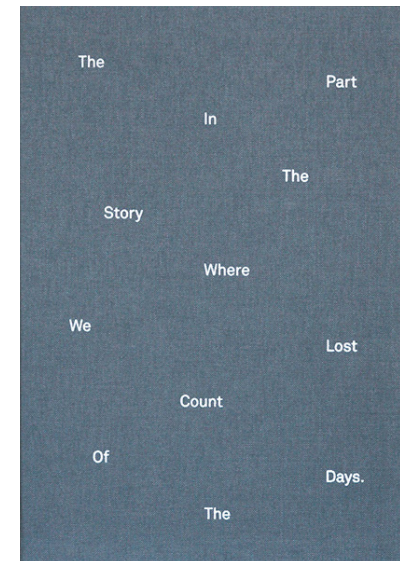
Coy



Nonconforming



Rebellious



Lust

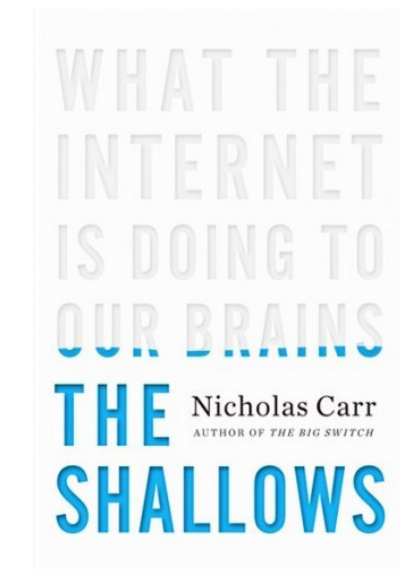
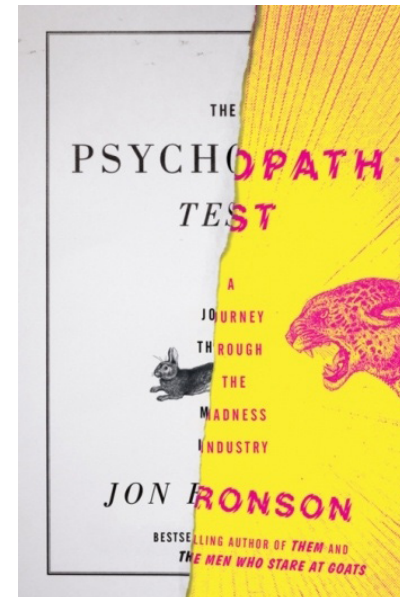
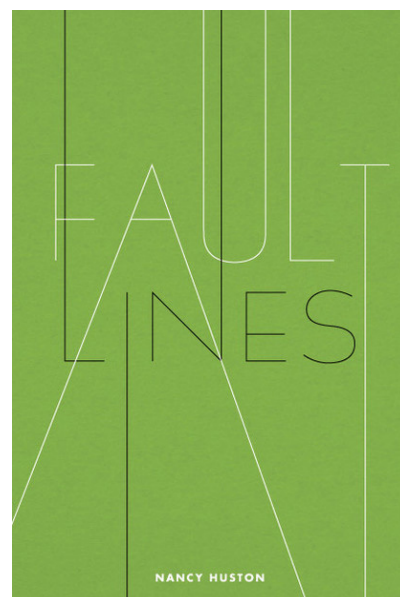
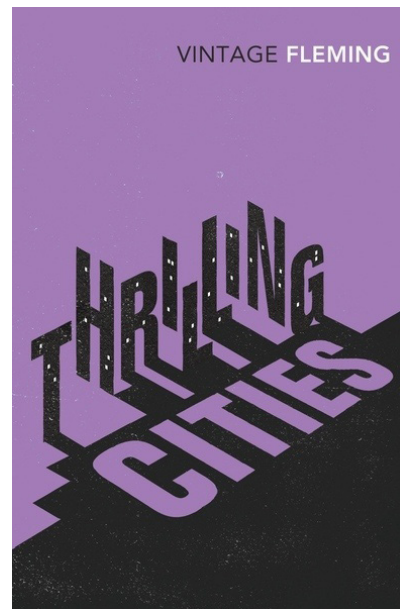
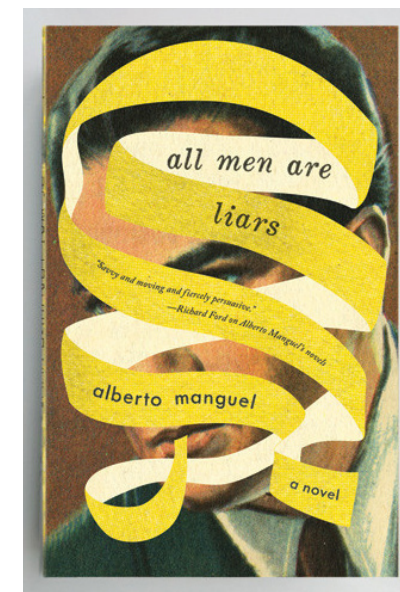


Table of Contents

Introduction

Overview

DISCOVERY

DESIGN

attribute list

mind-map

mood board

DEVELOPMENT

3-5 final words

DEPLOY

final title

Book Jackets

DISCOVERY

book jacket ref.

typographic ref.

DESIGN

thumbnail sketches

DEVELOPMENT

digital cover design

concept

type study

jacket layout

DEPLOY

final cover design

final jacket layout

photography

CITATIONS

Obstinate

Coy

Nonconforming

Rebellious

Lust

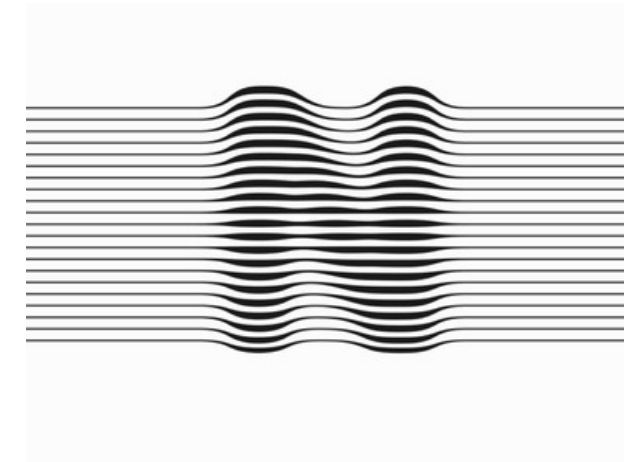
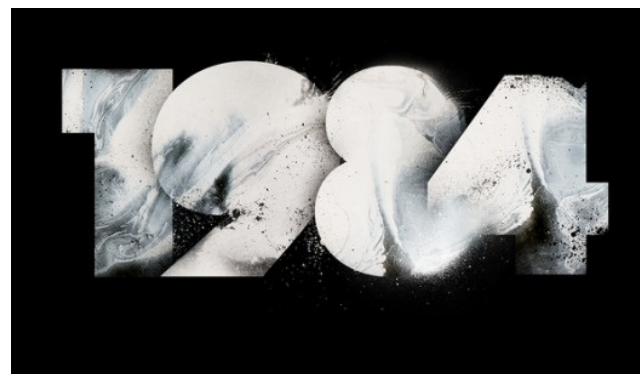
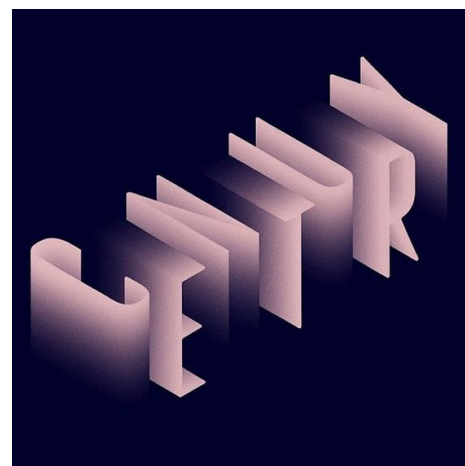
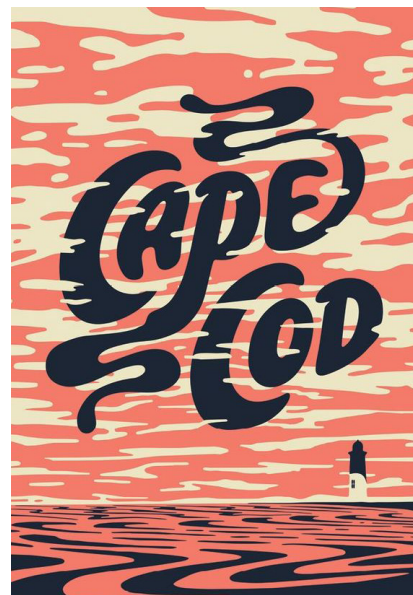


Table of Contents
Introduction

Overview

DISCOVERY

DESIGN

- attribute list
- mind-map
- mood board

DEVELOPEMENT

- 3-5 final words

DEPLOY

- final title

Book Jackets

DISCOVERY

- book jacket ref.
- typographic ref.

DESIGN

- thumbnail sketches

DEVELOPMENT

- digital cover design
- concept
- type study
- jacket layout

DEPLOY

- final cover design
- final jacket layout
- photography

CITATIONS

Obstinate

Coy

Nonconforming

Rebellious

Lust

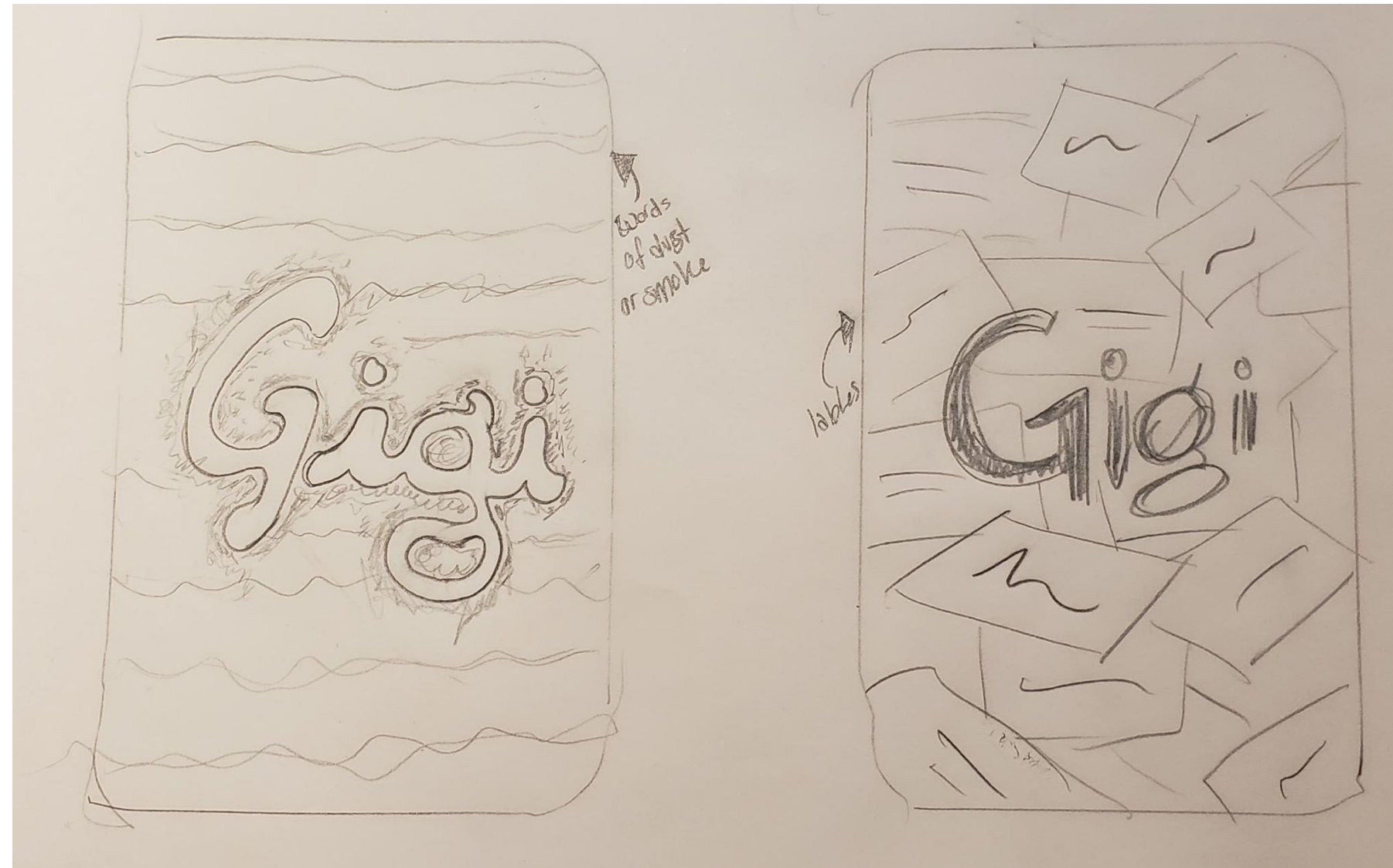


Table of Contents

Introduction

Overview

DISCOVERY

DESIGN

attribute list

mind-map

mood board

DEVELOPEMENT

3-5 final words

DEPLOY

final title

Book Jackets

DISCOVERY

book jacket ref.

typographic ref.

DESIGN

thumbnail sketches

DEVELOPMENT

digital cover design

concept

type study

jacket layout

DEPLOY

final cover design

final jacket layout

photography

CITATIONS

Obstinate

Coy

Nonconforming

Rebellious

Lust

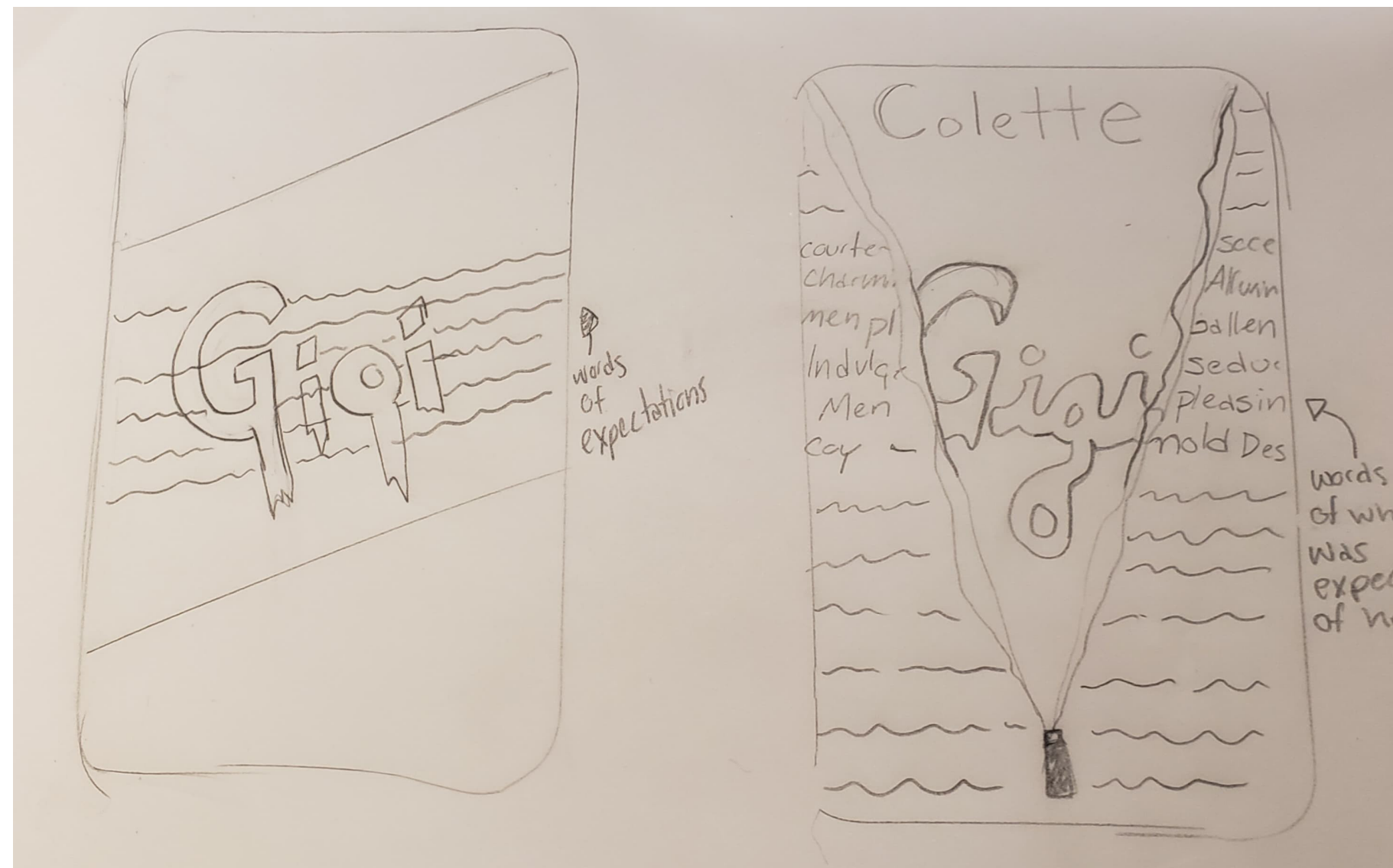


Table of Contents
Introduction
Overview

DISCOVERY

DESIGN

- attribute list
- mind-map
- mood board

DEVELOPEMENT

- 3-5 final words

DEPLOY

- final title

Book Jackets

DISCOVERY

- book jacket reff.
- typographic reff.

DESIGN

- thumbnail sketches

DEVELOPMENT

- digital cover design concept
- type study
- jacket layout

DEPLOY

- final cover design
- final jacket layout
- photography

CITATIONS

Obstinate

Coy

Nonconforming

Rebellious

Lust

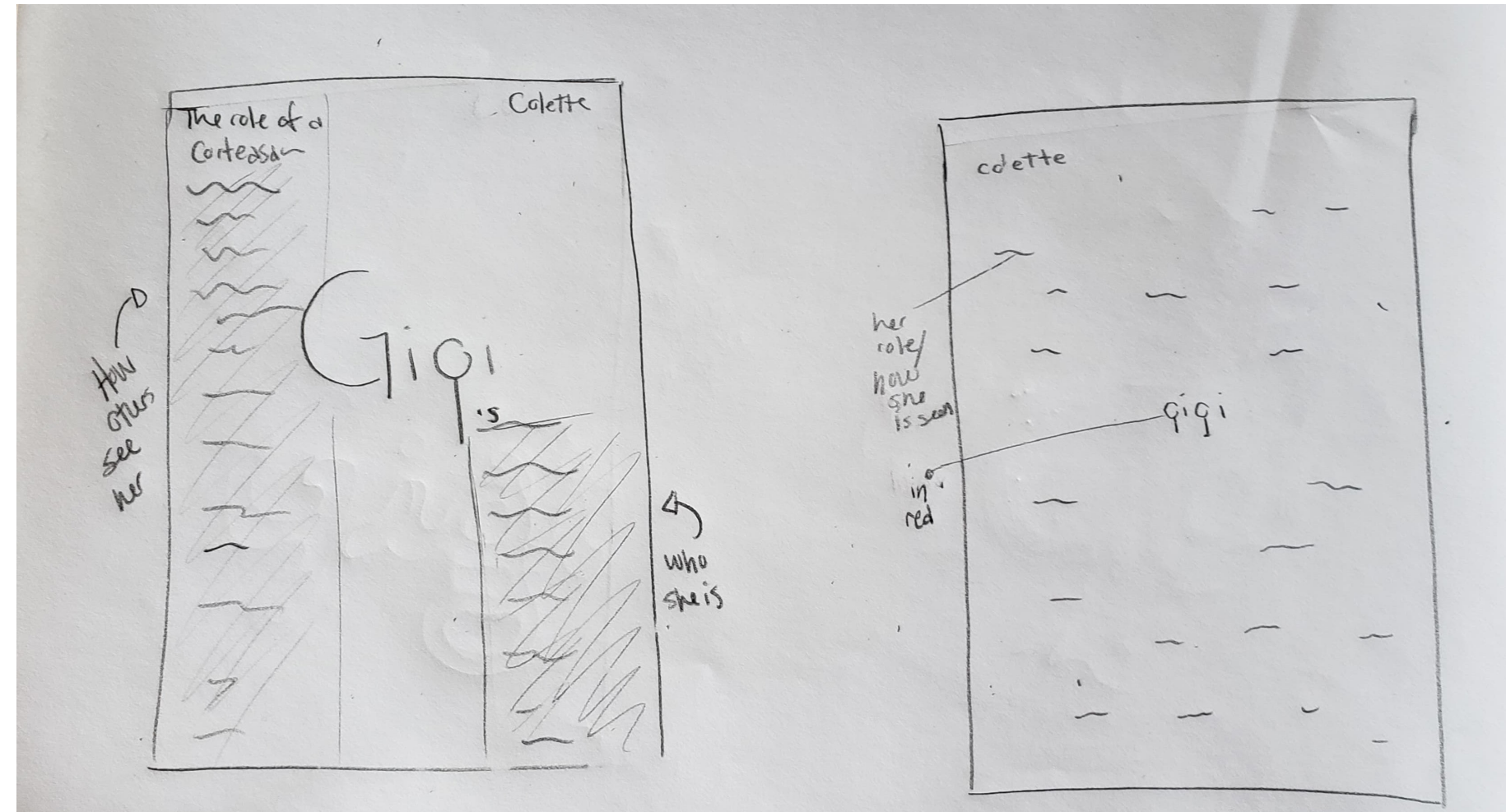


Table of Contents

Introduction

Overview

DISCOVERY

DESIGN

attribute list

mind-map

mood board

DEVELOPEMENT

3-5 final words

DEPLOY

final title

Book Jackets

DISCOVERY

book jacket ref.

typeographic ref.

DESIGN

thumbnail sketches

DEVELOPMENT

digital cover design

concept

type study

jacket layout

DEPLOY

final cover design

final jacket layout

photography

CITATIONS

Obstinate

Coy

Nonconforming

Rebellious

Lust

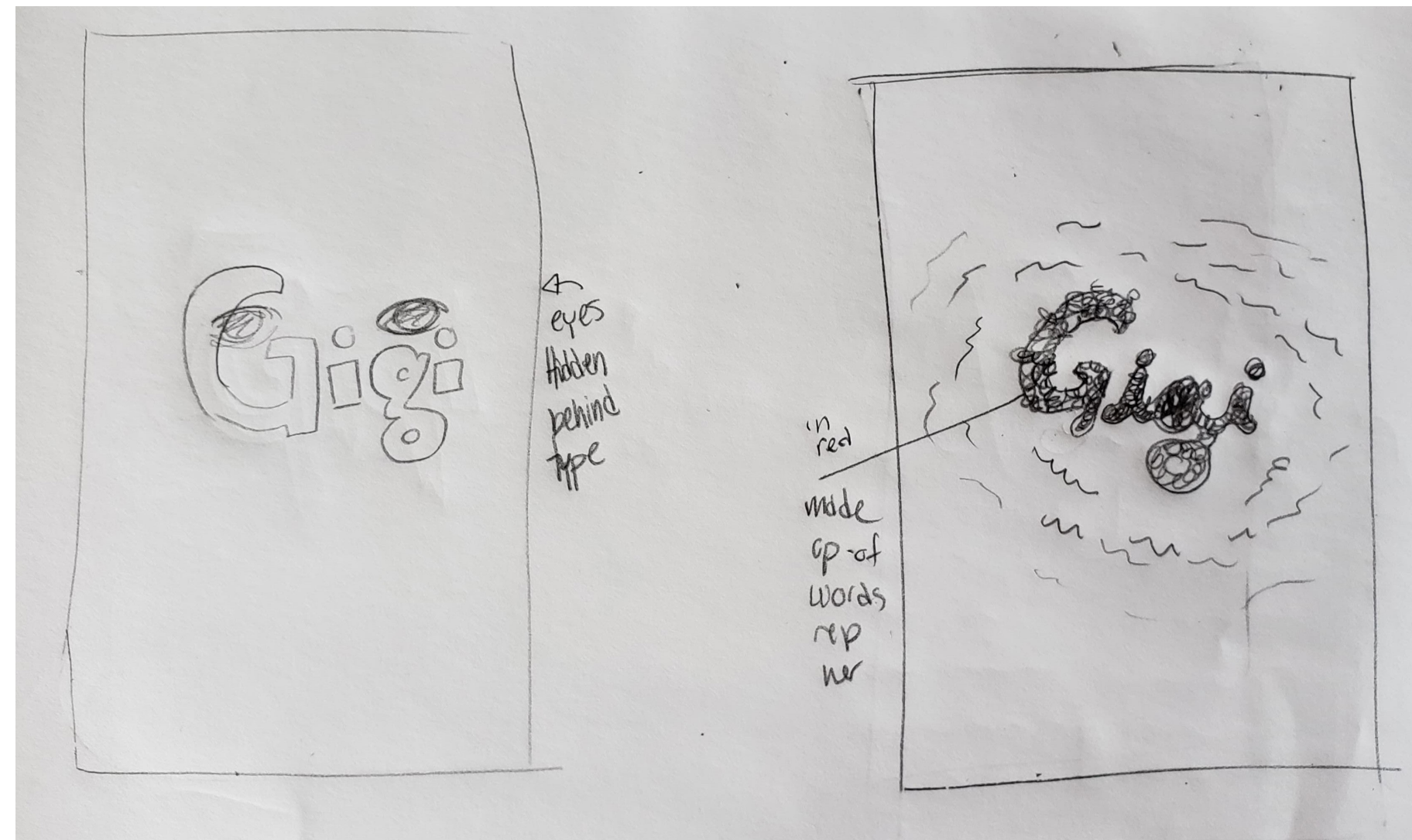


Table of Contents
Introduction
Overview

- DISCOVERY
- DESIGN
 - attribute list
 - mind-map
 - mood board
- DEVELOPMENT
 - 3-5 final words
- DEPLOY
 - final title

Book Jackets

- DISCOVERY
 - book jacket reff.
 - typographic reff.
- DESIGN
 - thumbnail sketches
- DEVELOPMENT
 - digital cover design
 - concept
 - type study
 - jacket layout
- DEPLOY
 - final cover design
 - final jacket layout
 - photography
- CITATIONS

Obstinate



Coy



Nonconforming



Rebellious



Lust

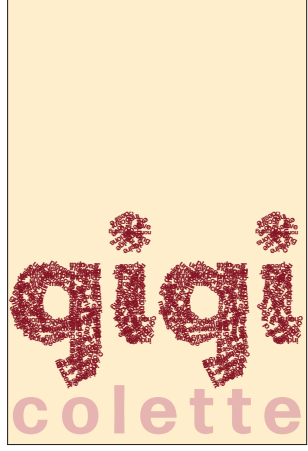
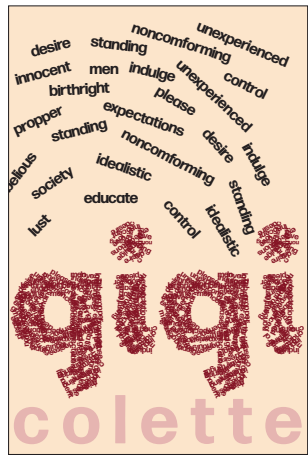


Table of Contents
Introduction
Overview

DISCOVERY

DESIGN

- attribute list
- mind-map
- mood board

DEVELOPEMENT

- 3-5 final words

DEPLOY

- final title

Book Jackets

DISCOVERY

- book jacket reff.
- typographic reff.

DESIGN

- thumbnail sketches

DEVELOPMENT

- digital cover design
- concept
- type study
- jacket layout

DEPLOY

- final cover design
- final jacket layout
- photography

CITATIONS

Obstinate

Coy

Nonconforming

Rebellious

Lust



Design Concept

The concept behind the Design One revolves around the idea that Gigi has been labeled and constricted by a corset of social and familial expectations. She yearns to break free from the rules confining her and show her true vibrant spirit. Here she is breaking free to find love and independence simultaneously and on her own terms. She is gigi, bold beautiful and refusing to conform any longer.

Table of Contents

Introduction

Overview

DISCOVERY

DESIGN

attribute list

mind-map

mood board

DEVELOPMENT

3-5 final words

DEPLOY

final title

Book Jackets

DISCOVERY

book jacket ref.

typographic ref.

DESIGN

thumbnail sketches

DEVELOPMENT

digital cover design

concept

type study

jacket layout

DEPLOY

final cover design

final jacket layout

photography

CITATIONS

Obstinate

Coy

Nonconforming

Rebellious

Lust

Title Varriation

gigi

Gigi

Ggi

Ggi

gigi

Gigi

gigi

Gigi

Ggi

Ggi

gigi

Gigi

Table of Contents

Introduction

Overview

DISCOVERY

DESIGN

attribute list

mind-map

mood board

DEVELOPEMENT

3-5 final words

DEPLOY

final title

Book Jackets

DISCOVERY

book jacket reff.

typeographic reff.

DESIGN

thumbnail sketches

DEVELOPMENT

digital cover design

concept

type study

jacket layout

DEPLOY

final cover design

final jacket layout

photography

CITATIONS

Obstinate

Coy

Nonconforming

Rebellious

Lust



Cover

Gigi has been labeled and constricted by a corset of social and familial expectations. The cover reflects her spirit to break out and reveal her true self.

The colors indicate her clash and bold personality through an almost romantic shades of red and orange - pink, combined with a split compliment pale teal. The letters are jumbled, cascading out of the corset showing her playfulness and youth, but are partially hidden to suggest she has not yet escaped or that she is play coyly behind her façade.

Table of Contents

Introduction

Overview

DISCOVERY

DESIGN

attribute list

mind-map

mood board

DEVELOPEMENT

3-5 final words

DEPLOY

final title

Book Jackets

DISCOVERY

book jacket ref.

typeographic ref.

DESIGN

thumbnail sketches

DEVELOPMENT

digital cover design

concept

type study

jacket layout

DEPLOY

final cover design

final jacket layout

photography

CITATIONS

Obstinate

Coy

Nonconforming

Rebellious

Lust



Spine

The spine was designed to leap out at the viewer when pressed amongst the various other works within any given bookcase. With bold and simple graphics, it grabs your attention while retaining the feel and playfulness of the cover and keeping within the set color pallet.



Table of Contents

Introduction

Overview

DISCOVERY

DESIGN

attribute list

mind-map

mood board

DEVELOPEMENT

3-5 final words

DEPLOY

final title

Book Jackets

DISCOVERY

book jacket reff.

typographic reff.

DESIGN

thumbnail sketches

DEVELOPMENT

digital cover design

concept

type study

jacket layout

DEPLOY

final cover design

final jacket layout

photography

CITATIONS

Obstinate

Coy

Nonconforming

Rebellious

Lust



Back Cover

The back cover is designed to explore the playfulness of the novella as well as reflect Gigi's resistance to conformity. Using a staggered alignment, it breaks the rigidity of the grid and allows the eye to follow along more relaxed. The dots are added as a playful nod to the dot pattern on the paper but also to provide some structure as to the alignment along the grid.

Table of Contents

Introduction

Overview

DISCOVERY

DESIGN

attribute list

mind-map

mood board

DEVELOPEMENT

3-5 final words

DEPLOY

final title

Book Jackets

DISCOVERY

book jacket reff.

typographic reff.

DESIGN

thumbnail sketches

DEVELOPMENT

digital cover design

concept

type study

jacket layout

DEPLOY

final cover design

final jacket layout

photography

CITATIONS

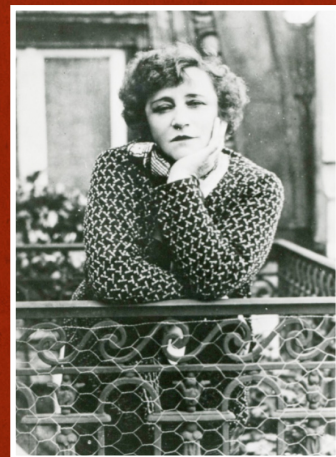
Obstinate

Coy

Nonconforming

Rebellious

Lust



Sidonie-Gabrielle Colette,

was born in January 1873 in Saint-Sauveur-en-Puisaye France. There she had a happy childhood with her atheist father and feminist mother and grew to have a great respect for classic literature. In May 15, 1893 Colette married Henry Gauthier-Villars a writer who used the pen name Willy, and shortly move to Paris. Creatively stumped Colette's husband notices her gift for writing and encourages her to write for him to sign as his own. Her success is instant and he increasingly demands more and more from her eventually looking her in a room to force her to write. Eventually divorces him. Gigi is an unusual book for Colette due to its optimistic and lighthearted nature. It is particularly odd since it was written during one of the darkest times of her life, during the Nazi occupation of France when she was married to her 3rd and Jewish husband.

Gigi

has been groomed her entire life for this moment. In hopes of her taking over the family business, her Grandmother and Great Aunt have taught her the social etiquette of high society guiding her along their plans. Now of age, it is time for her to be initiated into the world high class courtesans. Gigi is introduced to Gaston, whom her Aunt and Grandmother hope is the first in a long line of wealthy men.

Even though they have taught her meticulously, planning out every aspect of her life, Gigi's obstinately refuses to fit in with proper society. She will not be the play thing to be used and discarded nor shall she be the wife to be forgotten or ignored. Gigi is writing her own story no longer living the labels that have been imprinted onto her entire life. She wants love and she has the knowhow to manipulate Gaston's lust into commitment.

Front and Back Flaps

The layout of the front and back flaps were designed so that they would not distract from the text. Instead of the whimsically detailed cover layout they were designed with an emphasis on hierarchy leading you into the reading. Detailed simply with a change in scale and type treatment; the name at the beginning of either paragraph stands out and draw the eye into what could be an otherwise intimidating block of text. In addition, the dots are again added as a non-distracting nod to the rest of the layout.

Table of Contents
Introduction

Overview

DISCOVERY

DESIGN

attribute list

mind-map

mood board

DEVELOPEMENT

3-5 final words

DEPLOY

final title

Book Jackets

DISCOVERY

book jacket reff.

typographic reff.

DESIGN

thumbnail sketches

DEVELOPMENT

digital cover design

concept

type study

jacket layout

DEPLOY

final cover design

final jacket layout

photography

CITATIONS

Obstinate

Coy

Nonconforming

Rebellious

Lust

Back Cover

QUOTE

Adrianna ExtraBold,
ExtraBold Italic

HEADER

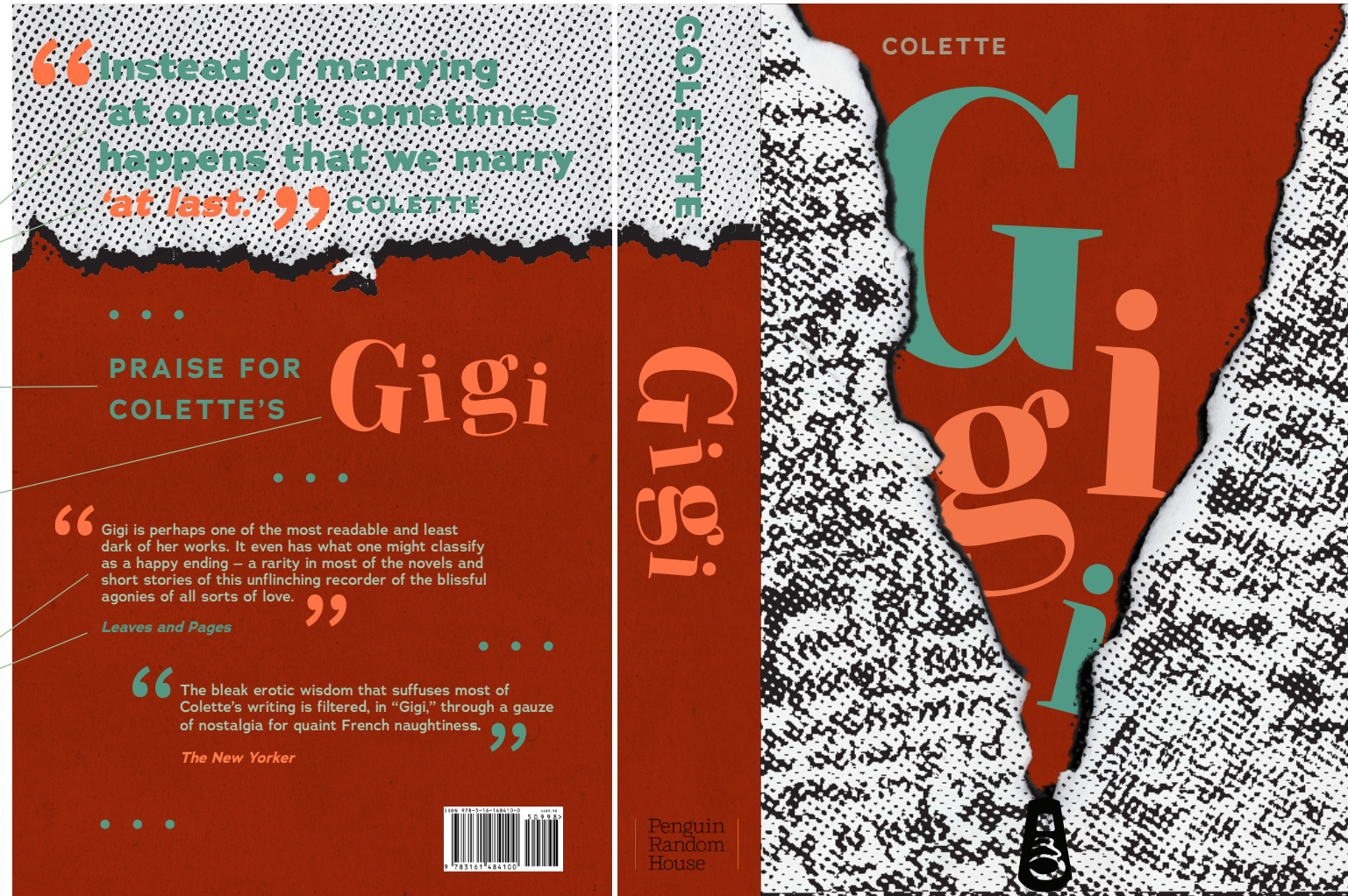
Adrianna Bold

TITLE

Yeseva One

TESTIMONIALS

Adrianna DemiBold,
DemiBold Italic



Cover

TITLE

Yeseva One

AUTHOR

Adrianna Bold

TEXTURE

Handwritten Forms

Spine

TITLE

Yeseva One

AUTHOR

Adrianna ExtraBold

Table of Contents
Introduction
Overview

DISCOVERY
DESIGN

- attribute list
- mind-map
- mood board

DEVELOPEMENT

- 3-5 final words

DEPLOY

- final title

Book Jackets

DISCOVERY

- book jacket reff.
- typographic reff.

DESIGN

- thumbnail sketches

DEVELOPMENT

- digital cover design
- concept
- type study
- jacket layout

DEPLOY

- final cover design
- final jacket layout
- photography

CITATIONS

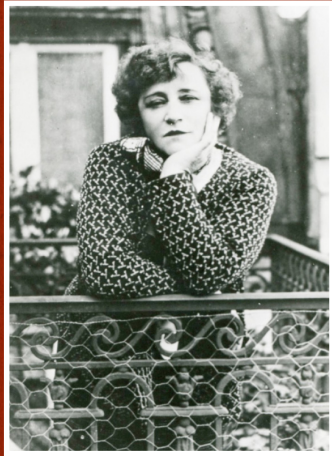
Obstinate

Coy

Nonconforming

Rebellious

Lust



Sidonie-Gabrielle Colette, was born in January 1873 in Saint-Sauveur-en-Puisaye France. There she had a happy childhood with her atheist father and feminist mother and grew to have a great respect for classic literature. In May 15, 1893 Colette married Henry Gauthier-Villars a writer who used the pen name Willy, and shortly move to Paris. Creatively stumped Colette's husband notices her gift for writing and encourages her to write for him to sign as his own. Her success is instant and he increasingly demands more and more from her eventually looking her in a room to force her to write. Eventually divorces him. Gigi is an unusual book for Colette due to its optimistic and lighthearted nature. It is particularly odd since it was written during one of the darkest times of her life, during the Nazi occupation of France when she was married to her 3rd and Jewish husband.



Gigi has been groomed her entire life for this moment. In hopes of her taking over the family business, her Grandmother and Great Aunt have taught her the social etiquette of high society guiding her along their plans. Now of age, it is time for her to be initiated into the world high class courtesans. Gigi is introduced to Gaston, whom her Aunt and Grandmother hope is the first in a long line of wealthy men.

Even though they have taught her meticulously, planning out every aspect of her life, Gigi's obstinately refuses to fit in with proper society. She will not be the play thing to be used and discarded nor shall she be the wife to be forgotten or ignored. Gigi is writing her own story no longer living the labels that have been imprinted onto her entire life. She wants love and she has the knowhow to manipulate Gaston's lust into commitment.

Book Flaps

HEADLINE

Yeseva One

BODY TEXT

Adrianna Regular

Table of Contents

Introduction

Overview

DISCOVERY

DESIGN

attribute list

mind-map

mood board

DEVELOPEMENT

3-5 final words

DEPLOY

final title

Book Jackets

DISCOVERY

book jacket reff.

typographic reff.

DESIGN

thumbnail sketches

DEVELOPMENT

digital cover design

concept

type study

jacket layout

DEPLOY

final cover design

final jacket layout

photography

CITATIONS

Obstinate

Coy

Nonconforming

Rebellious

Lust

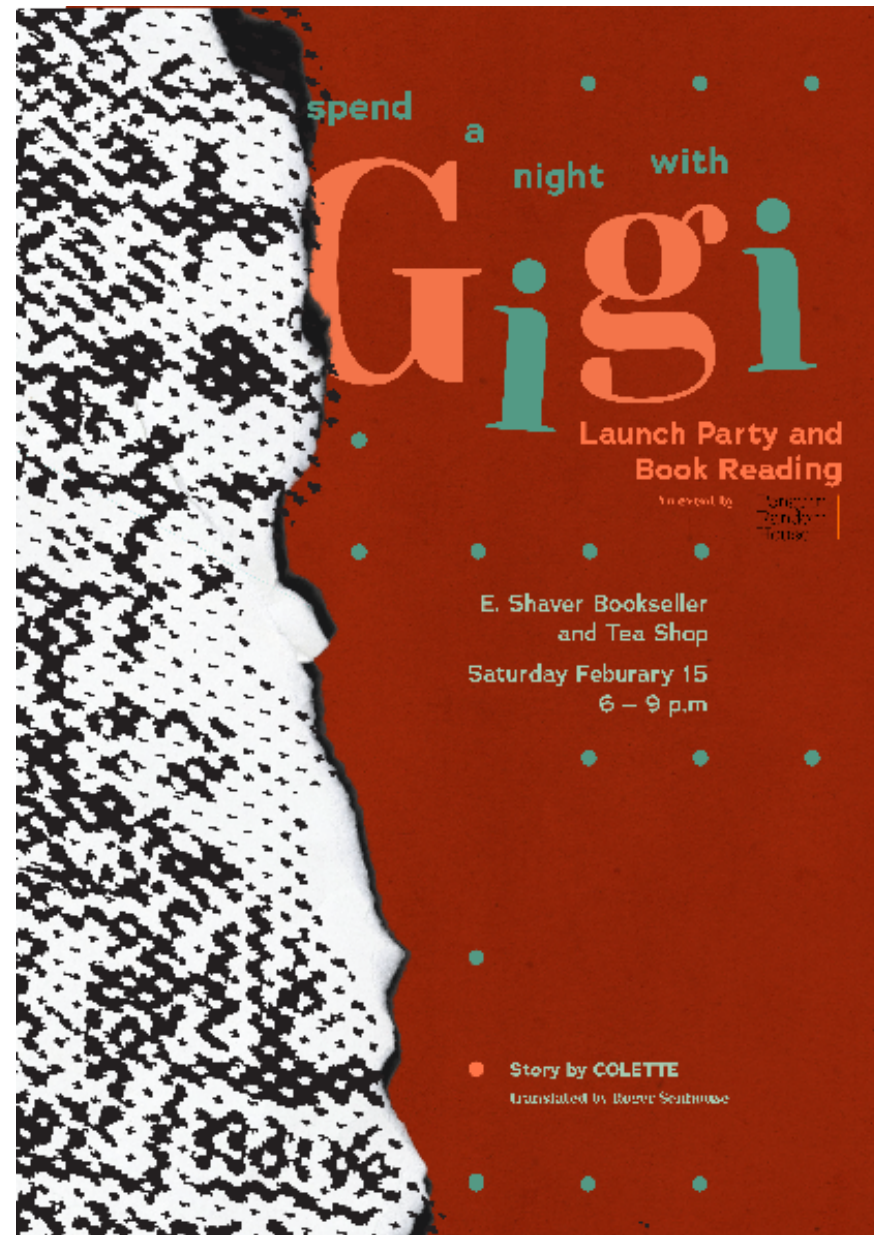


Table of Contents
Introduction
Overview

DISCOVERY

DESIGN

- attribute list
- mind-map
- mood board

DEVELOPEMENT

- 3-5 final words

DEPLOY

- final title

Book Jackets

DISCOVERY

- book jacket reff.
- typographic reff.

DESIGN

- thumbnail sketches

DEVELOPMENT

- digital cover design concept
- type study
- jacket layout

DEPLOY

- final cover design
- final jacket layout
- photography

REFINED

CITATIONS

Obstinate

Coy

Nonconforming

Rebellious

Lust

Refined Jacket

Instead of marrying 'at once,' it sometimes happens that we marry 'at last.'
- Colette

PRAISE FOR COLETTE'S Gigi

"The bleak erotic wisdom that suffuses most of Colette's writing is filtered, in "Gigi," through a gauze of nostalgia for quaint French naughtiness."
The New Yorker

"Gigi is perhaps one of the most readable and least dark of her works. It even has what one might classify as a happy ending - a rarity in most of the novels and short stories of this unflinching recorder of the blissful agonies of all sorts of love."
Leaves and Pages

Gigi
COLETTE

Gigi has been groomed her entire life for this moment. In hopes of her taking over the family business, her Grandmother and Great Aunt have taught her the social etiquette of high society guiding her along their plans. Now of age, it is time for her to be initiated into the world high class courtesans. Gigi is introduced to Gaston, whom her Aunt and Grandmother hope is the first in a long line of wealthy men.

Even though they have taught her meticulously, planning out every aspect of her life, Gigi's obstinately refuses to fit in with proper society. She will not be the play thing to be used and discarded nor shall she be the wife to be forgotten or ignored. Gigi is writing her own story no longer living the labels that have been imprinted onto her entire life. She wants love and she has the knowhow to manipulate Gaston's lust into commitment.

Table of Contents

Introduction

Overview

DISCOVERY

DESIGN

attribute list

mind-map

mood board

DEVELOPEMENT

3-5 final words

DEPLOY

final title

Book Jackets

DISCOVERY

book jacket reff.

typographic reff.

DESIGN

thumbnail sketches

DEVELOPMENT

digital cover design

concept

type study

jacket layout

DEPLOY

final cover design

final jacket layout

photography

REFINED

CITATIONS

Obstinate

Coy

Nonconforming

Rebellious

Lust

