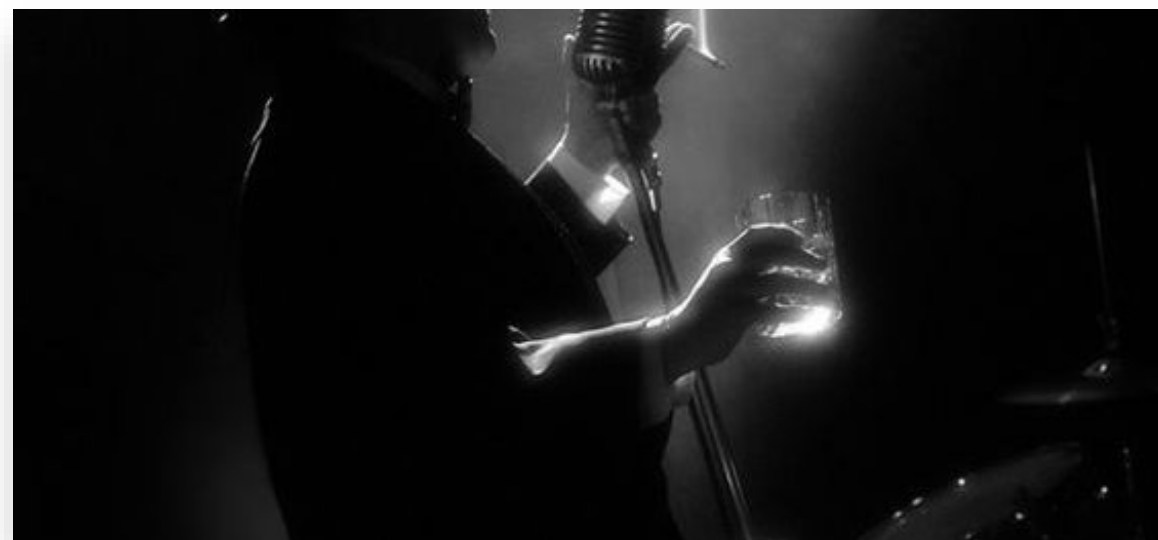




▾ The Ask

Design specimen card meant to
Sell a typeface.

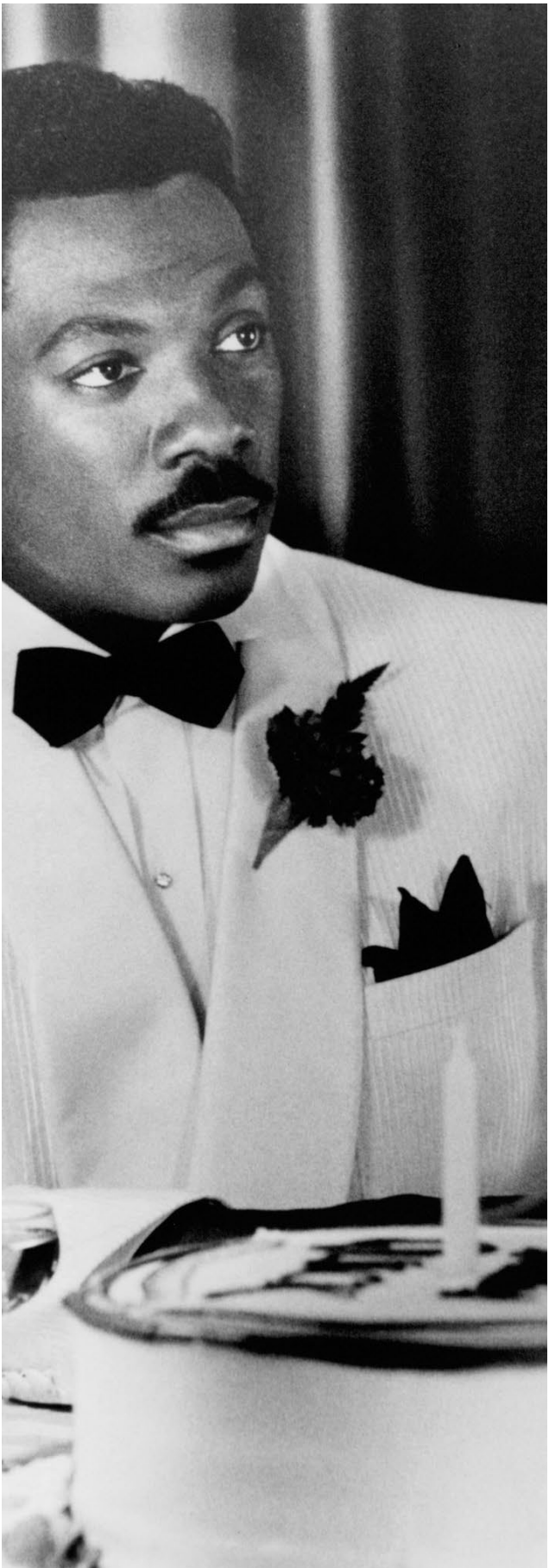


Our Challenge

Use the **fundamentals of typography and layout** to communicate the design with a dedicated theme.

Harlem Nights The Movie

In the days of Prohibition, Sugar Ray (Richard Pryor) and his adopted son, Quick (Eddie Murphy), run a speakeasy called Club Sugar Ray. They have run ins with Mafia bosses, crooked cops and sexy dames



The 1920's Women

women known for their **energetic freedom, embracing a lifestyle viewed by many at the time as outrageous, immoral** or downright dangerous.

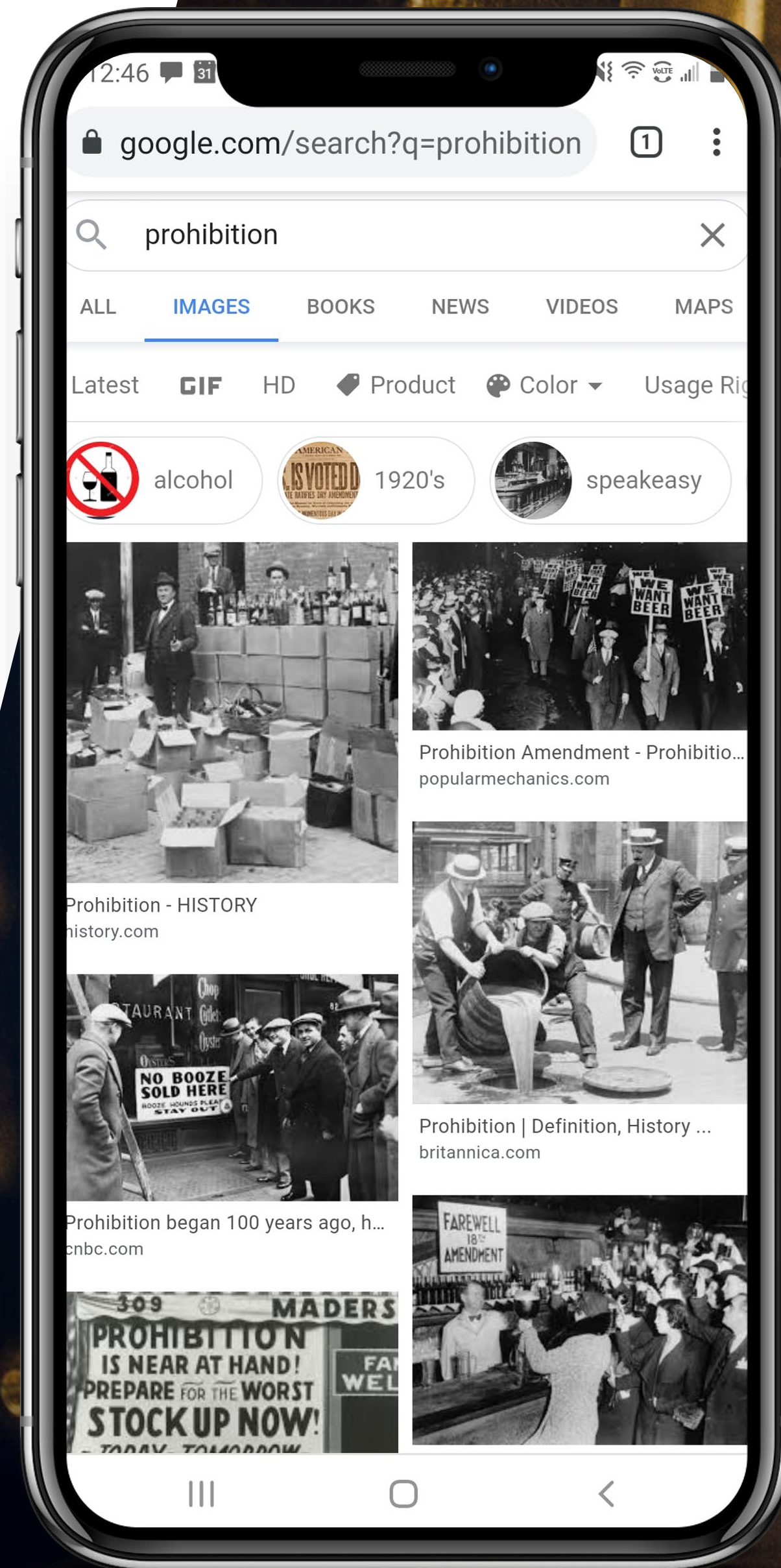


The Jazz Age

After-World War I, a movement began.
From **1920 to 1929 jazz music and dance**
Began apart of American culture, led by
African American Artist.



Key Messages



01

HALREM NIGHT LIFE

Cotton club was first **found in 1922**.
The cotton club culture **spear headed the movement for platform jazz** bandleaders such as Duke Ellington and Louis Armstrong.

02

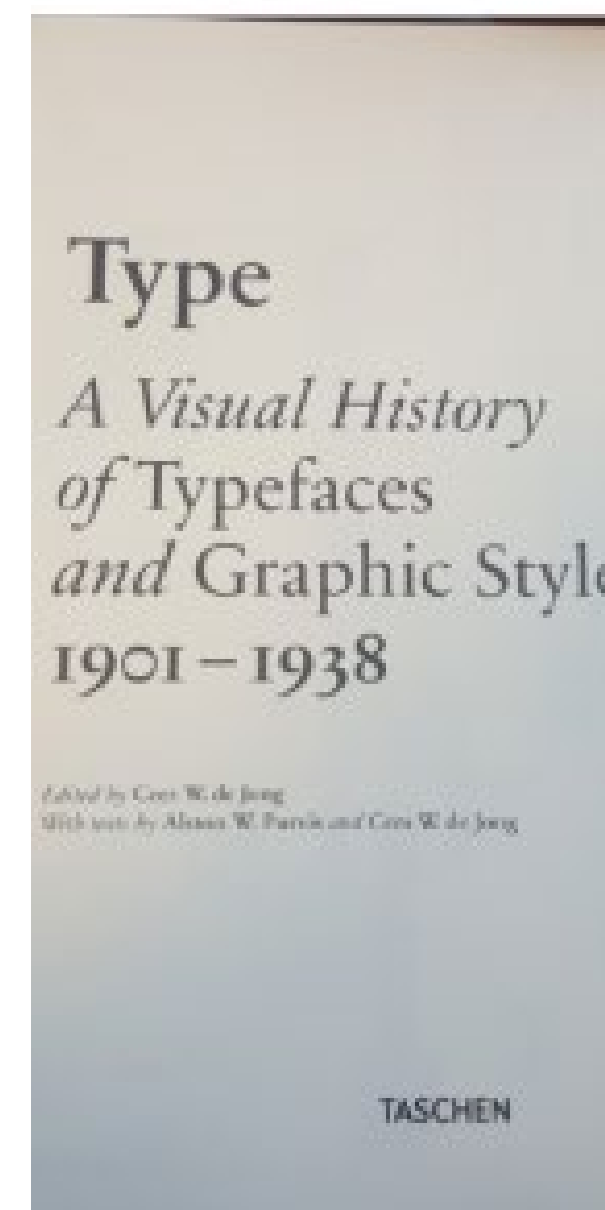
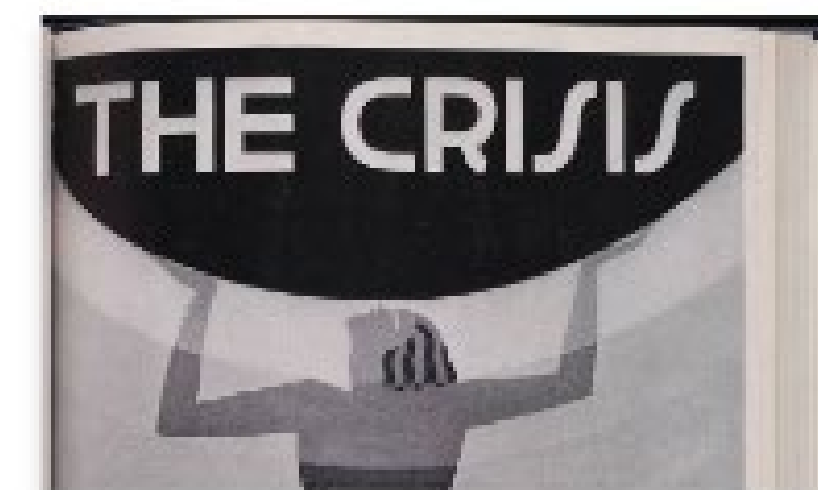
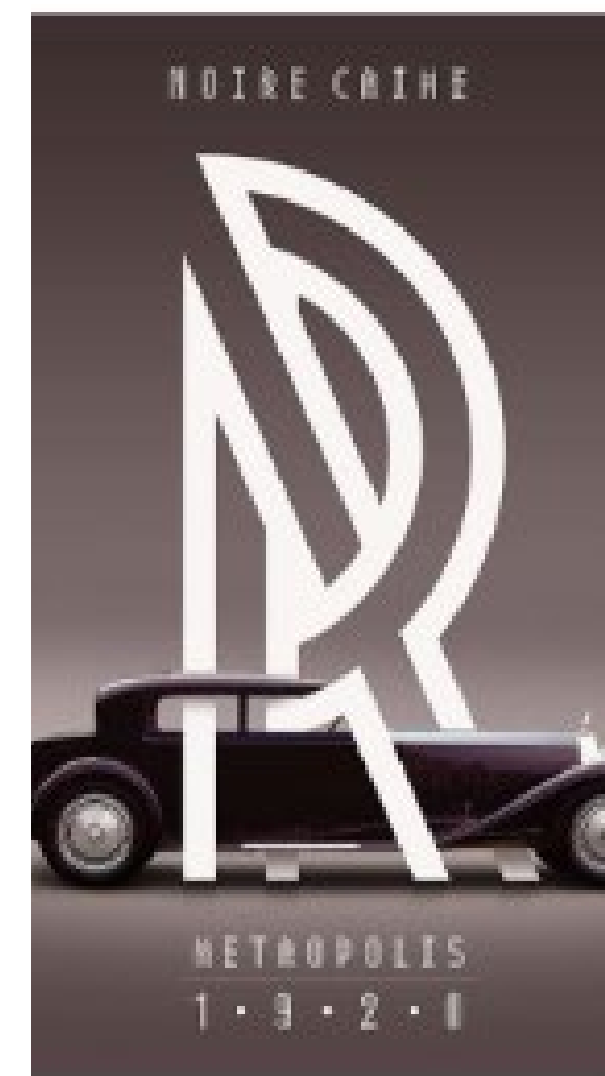
THE NEW NEGRO

The New Negro became the **manifesto of the Harlem Renaissance**, or as some critics prefer to call it, the **New Negro Movement**. Locke captured the hope and optimism of a people who have discovered **"a new vision of opportunity."**

PROCESS

Type Study

Inspiration



PROCESS

Type Study

Specimen

OH, HARLEM

Copasetic NF

OH, HARLEM

Breamcatcher

OH, HARLEM

Dubba Dubba NF

OH, HARLEM

Billionaire Grunge

OH, HARLEM

Raconteur NF

OH, HARLEM

Jungle Fever NF

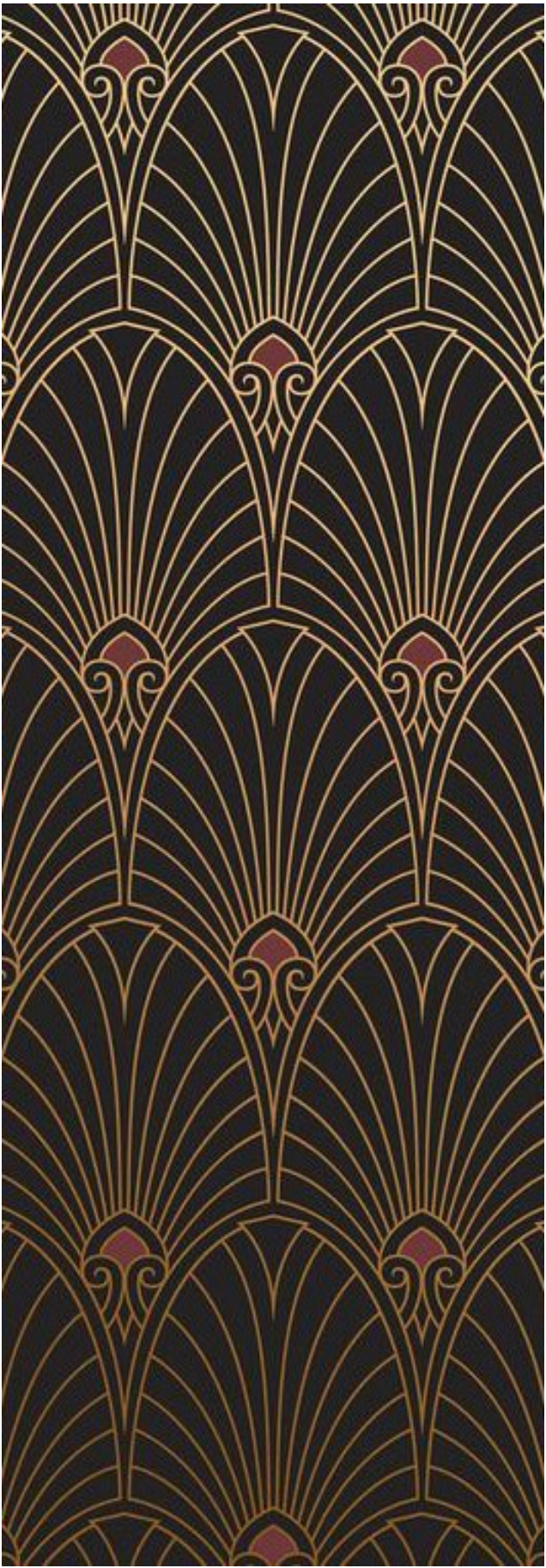
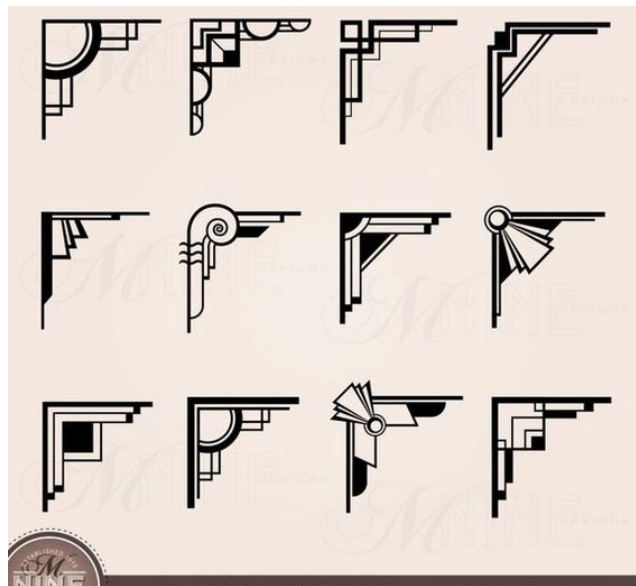
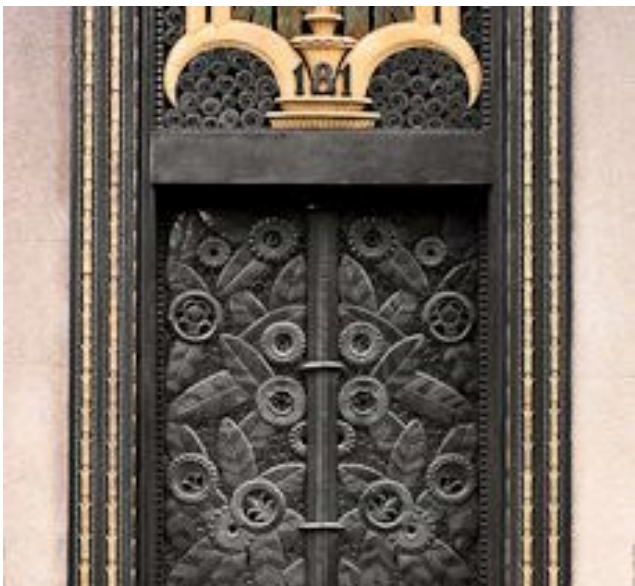
Aaron Douglas

Referred to as the **father of African American art**. His images and graphic style are **the staple of the Harlem Renaissance**.



Art Deco

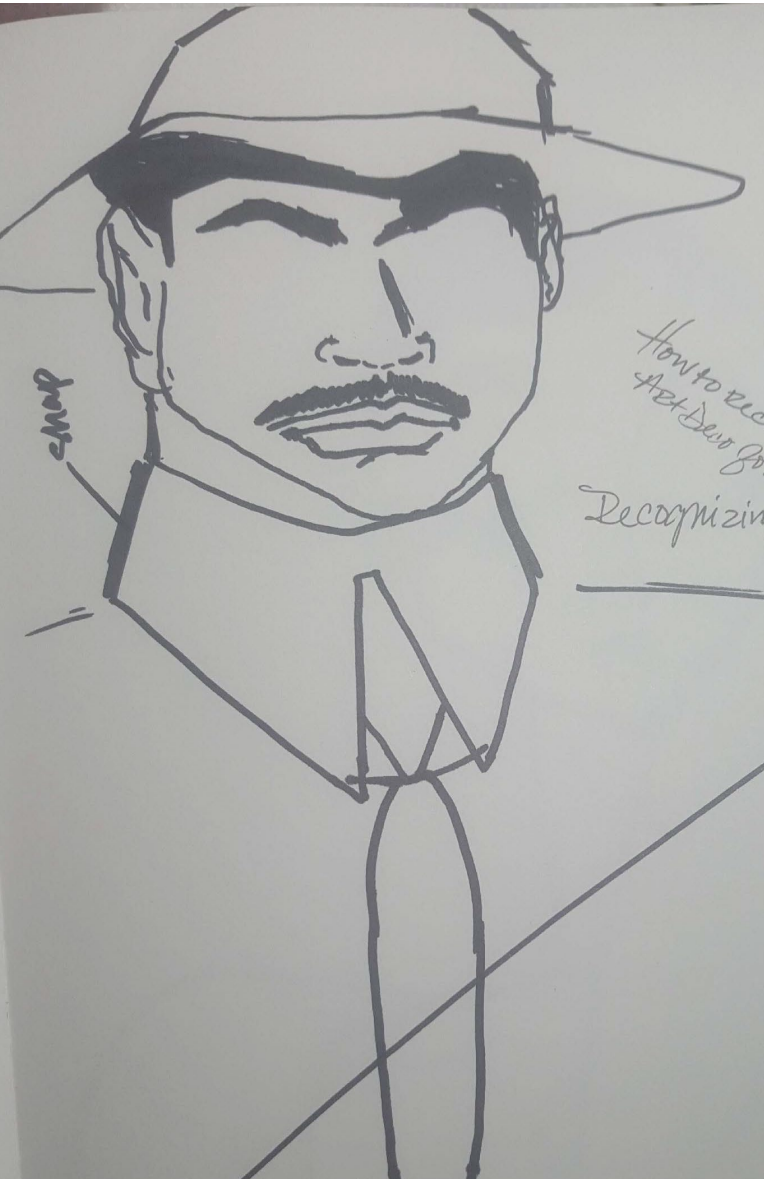
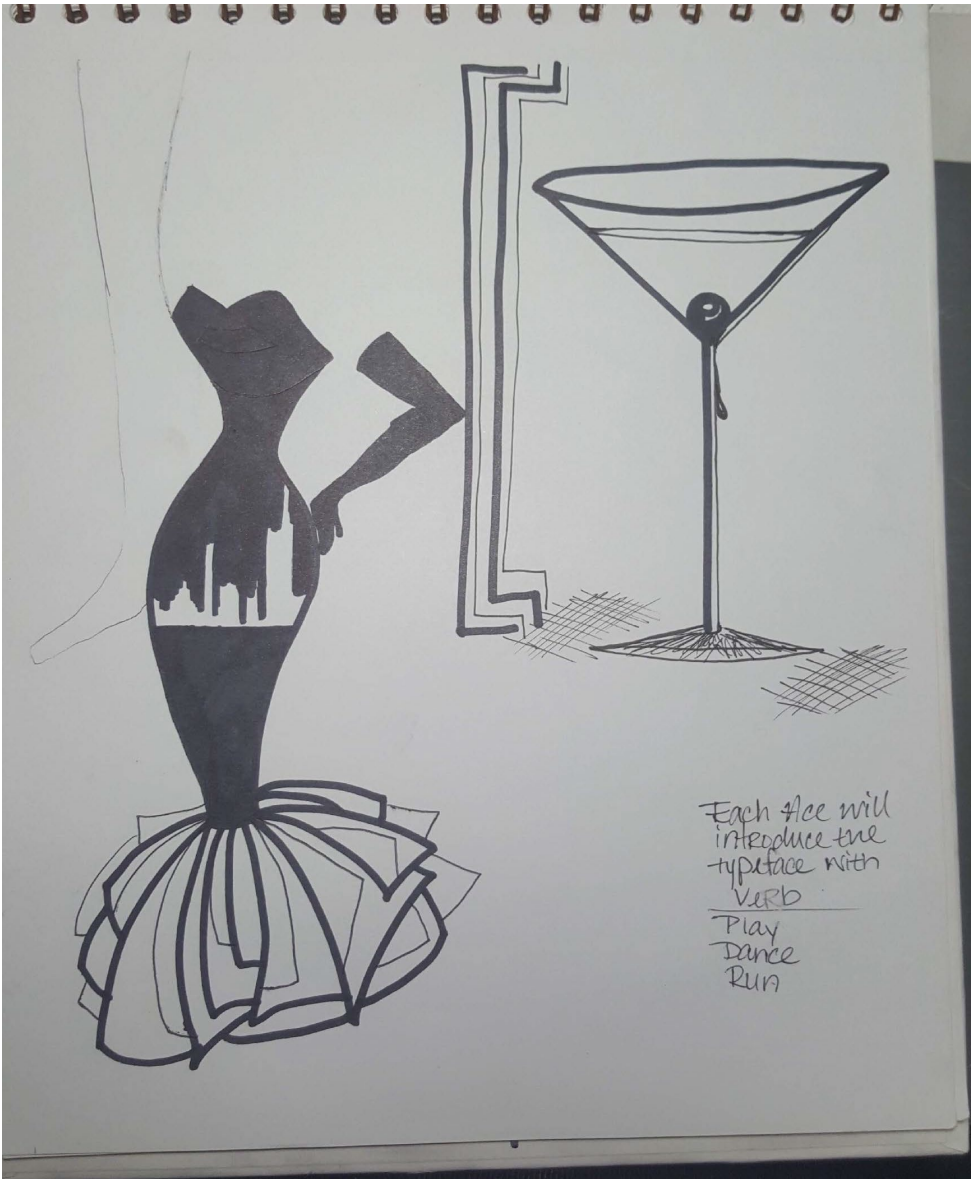
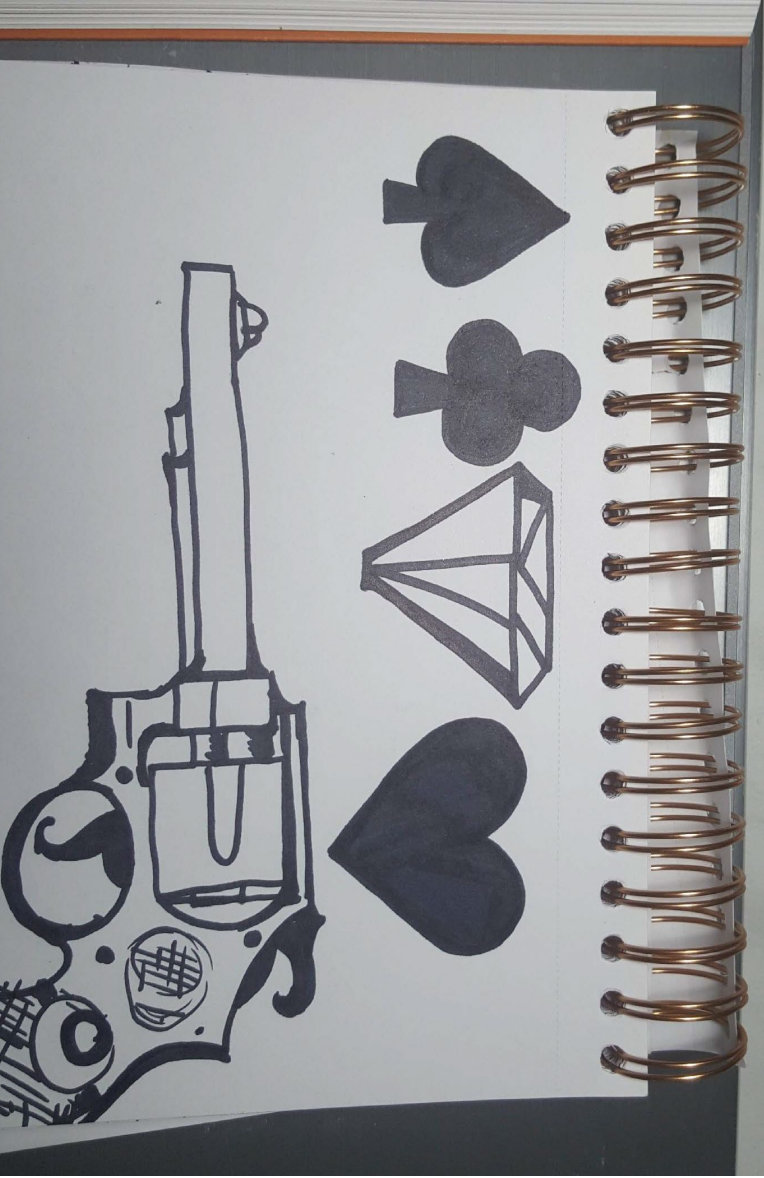
- Geometric
- Metallic
- Bold Color
- Strong Contrast
- Visual Drama
- Cemetery



PROCESS

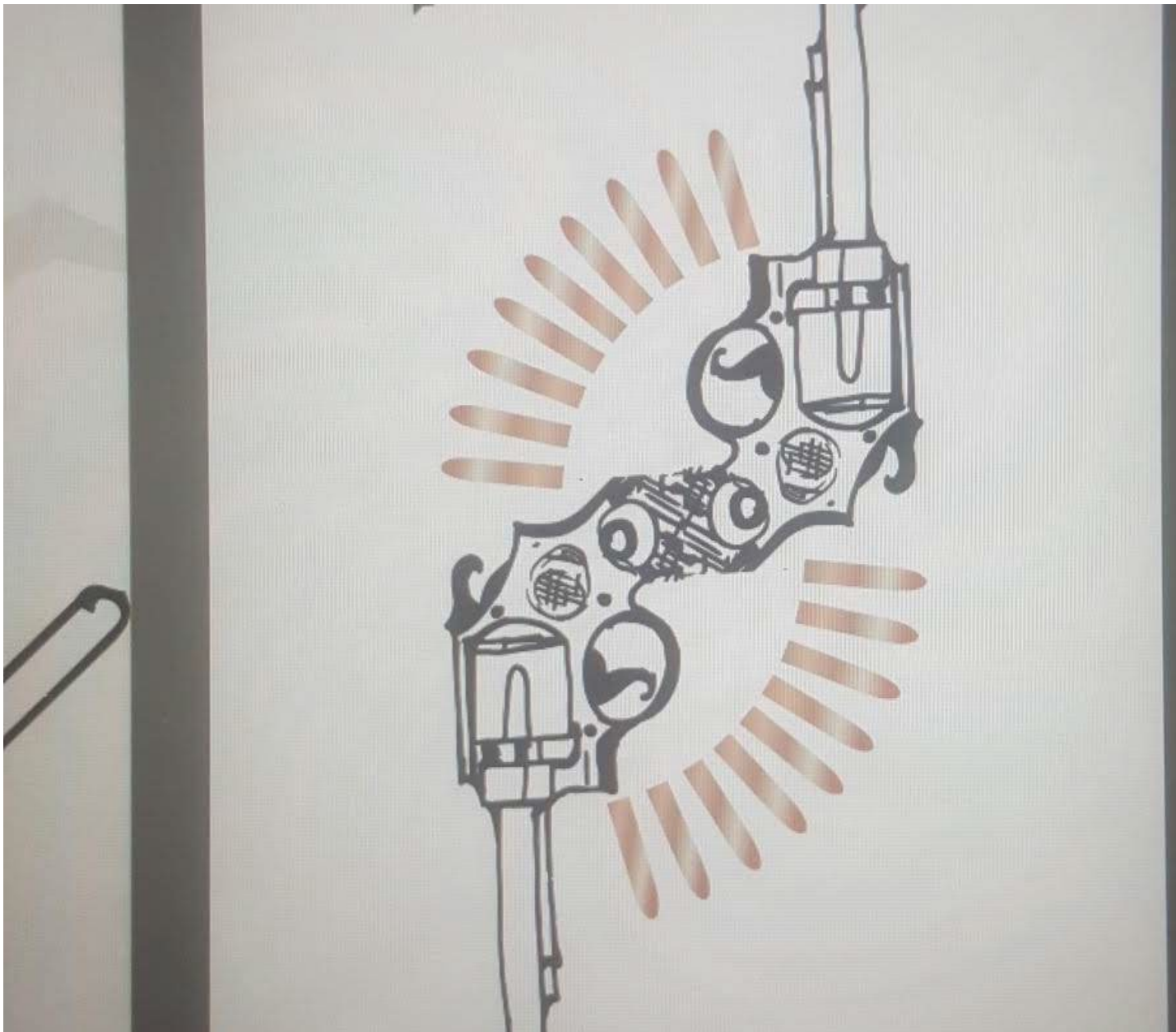
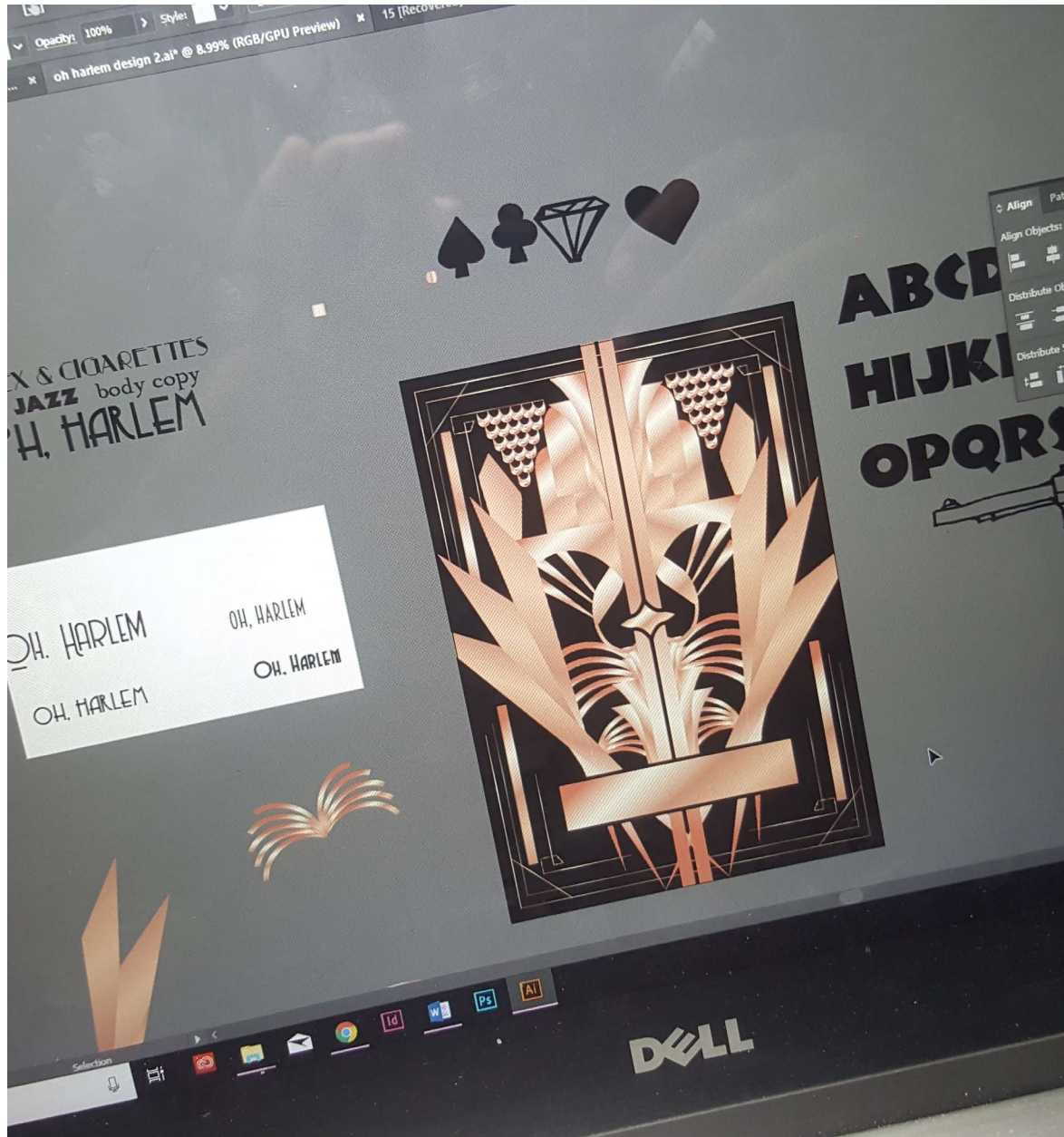
Sketches

Art Direction



PROCESS

Card Designs



Narrative

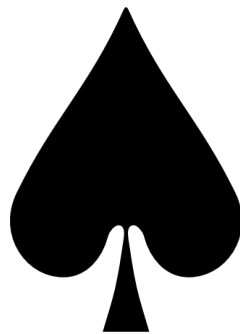
Dear Harlem

In the spirit of self-exploration and defining the African American space, these cards tell the story of the emergence of black art and intellect. The designs are capture the essence of the New Negro and the era in Harlem, New York.

Ultimately, it is a visual letter to both the modern black community and those of the reconstruction period. In the same breath, these cards pay homage to the creators of this cherished time and begin conversations about black identity and pride.



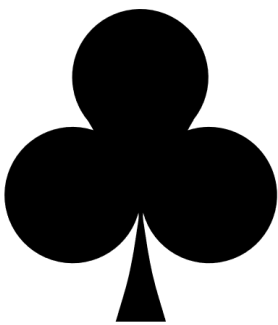
SUITS



QUICK SPADE

I used the spade to showcase the grunge of the night life. There was corruption during the period due to the prohibition. Quick is Eddie Murphy's character in Harlem Nights.

Crime
Gangsters
Guns



COTTON CLUB

The Cotton Club was the hub for Harlem Renaissance artist to showcase their musical talents. It was the hub for the jazz age.

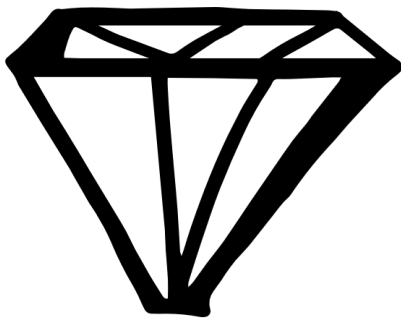
Fashion
Architecture
Dancing



HARLEM HEART

Jazz is the heartbeat of the Harlem Renaissance. I wanted to make sure every time you flipped over a card you could feel undertones of "Drop me off in Harlem" by Louis Armstrong and Duke Ellington.

Instruments
Dance
Singing

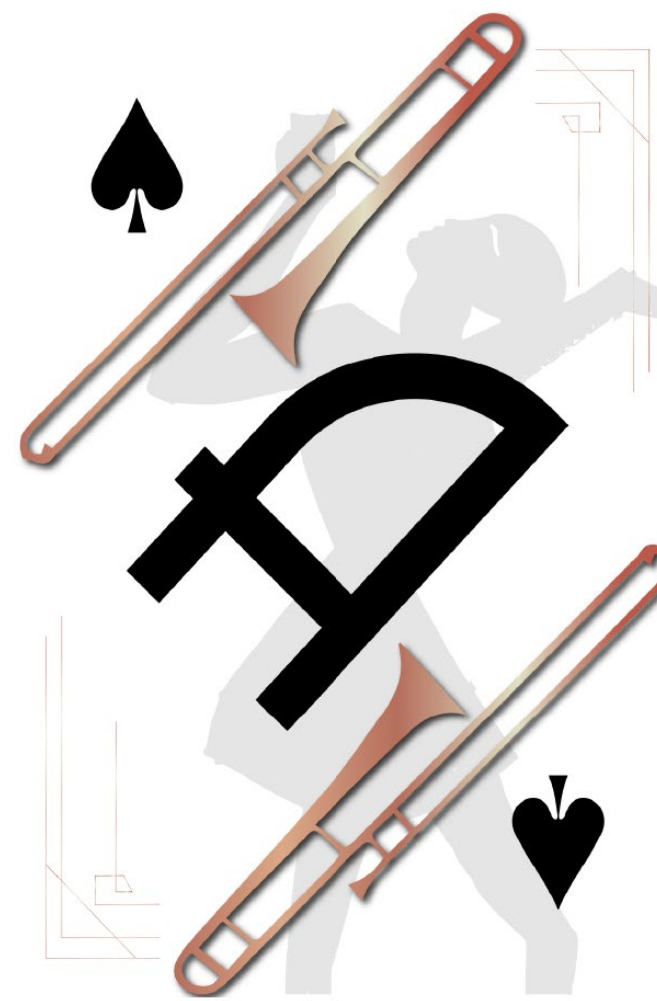


DIAMOND LA RUE

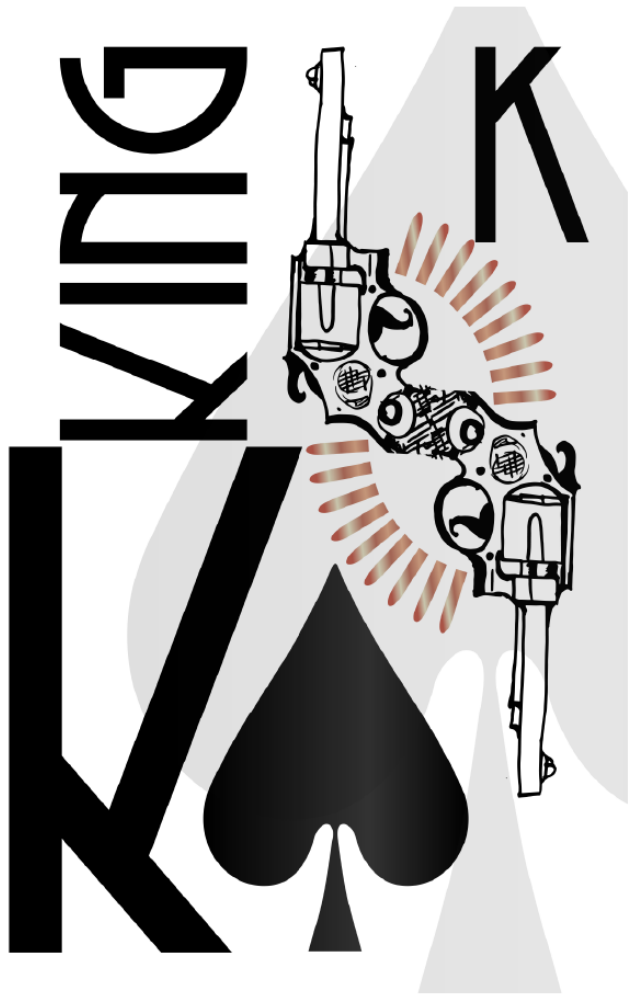
I used the diamond suit to highlight female liberation and confidence. During this era, black women found their voice on and off the stage as well as embraced their sensuality. Dominique La Rue was Jasmine Guy's Character in Harlem Nights.

Jewelry
Femininity
Heels

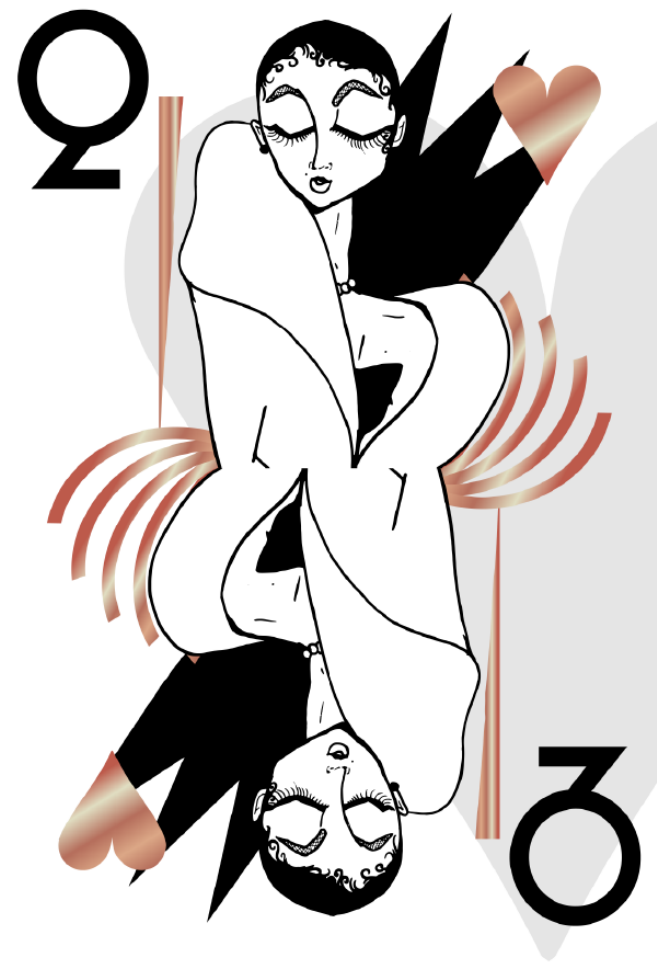
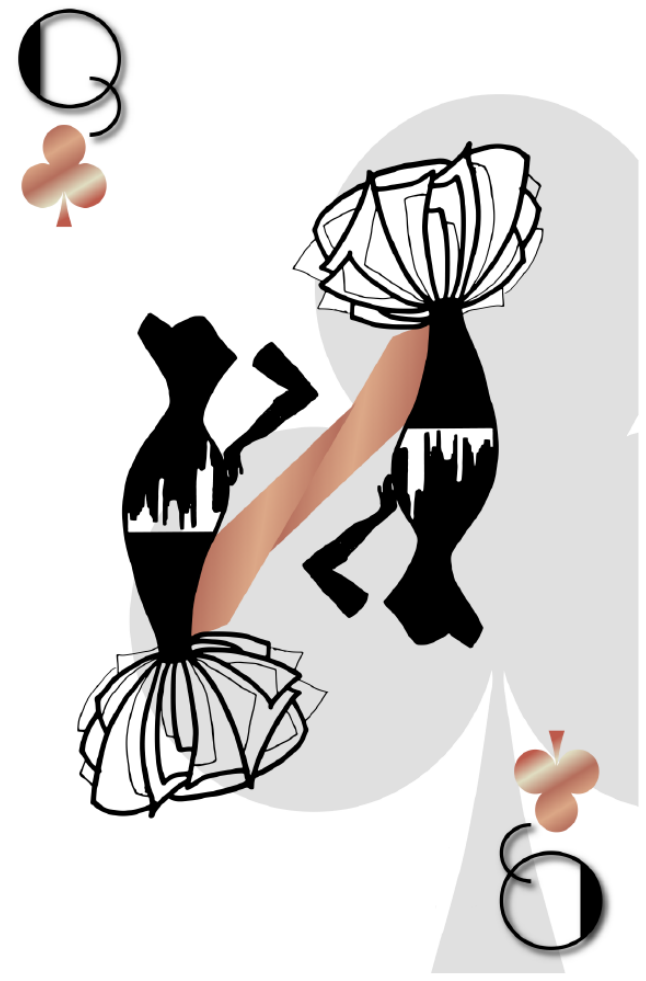
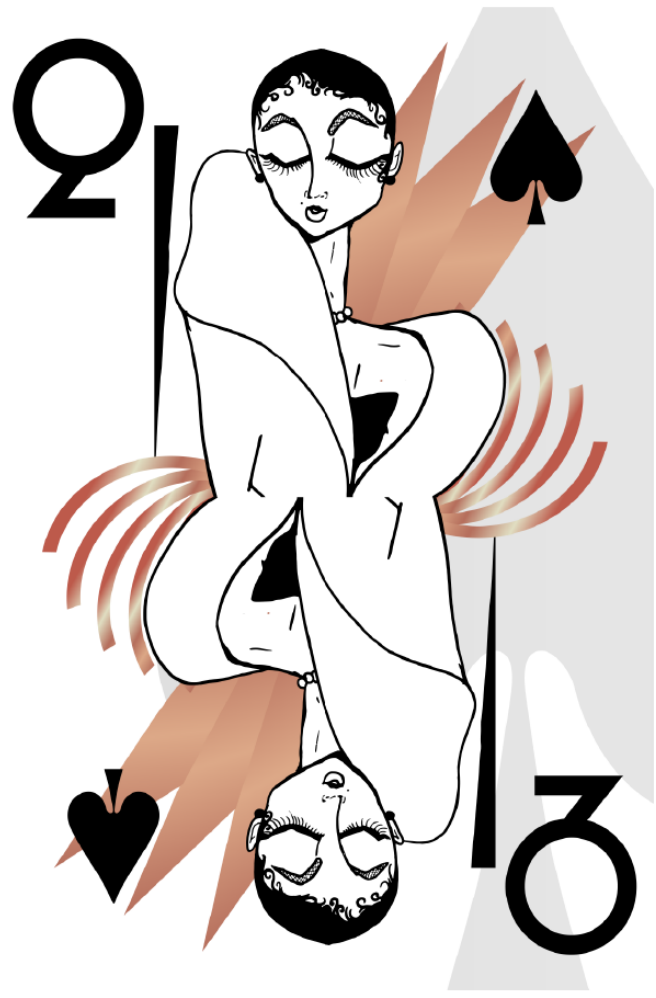
ACES



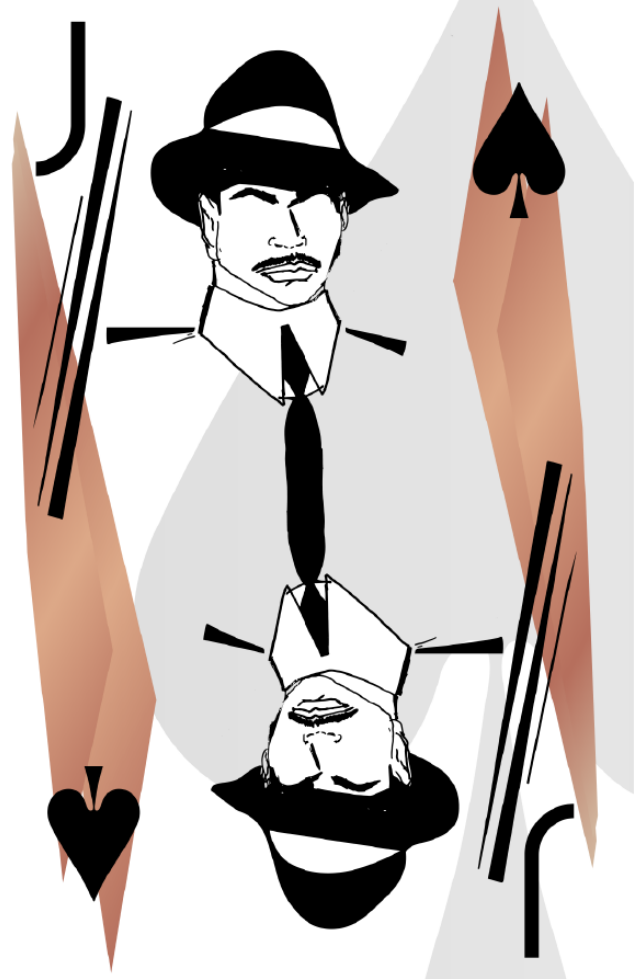
KINGS



QUEENS



JACKS



DIAMONDS

2





Stem angle degrees
differs between
caps and lower case


EX &
CIGARETTES



2





3


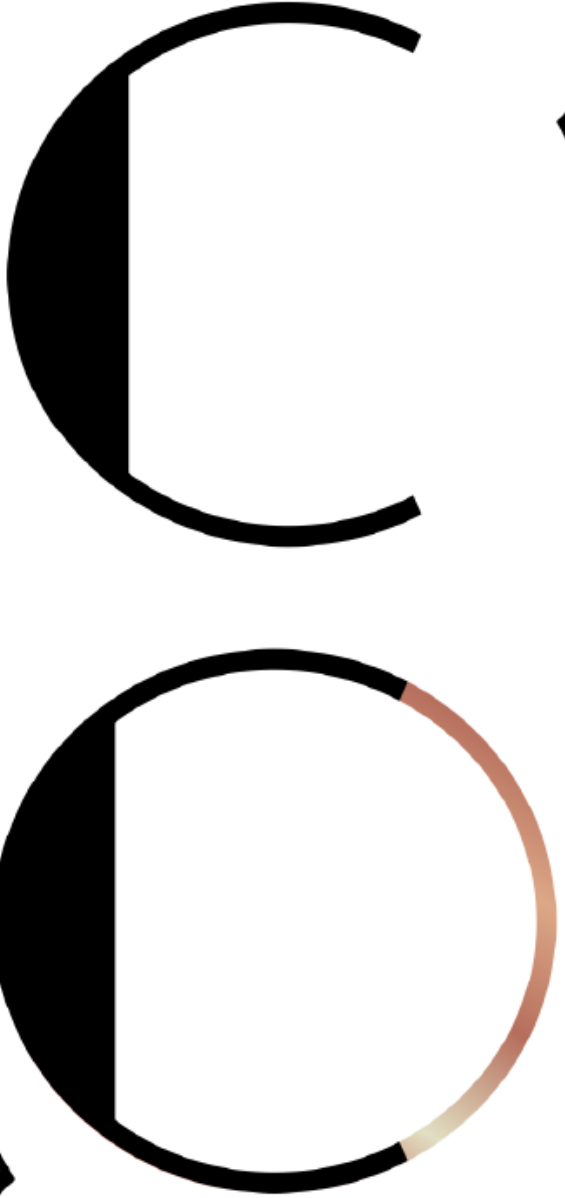


3

RACONTEUR NF



4



4

DIAMONDS



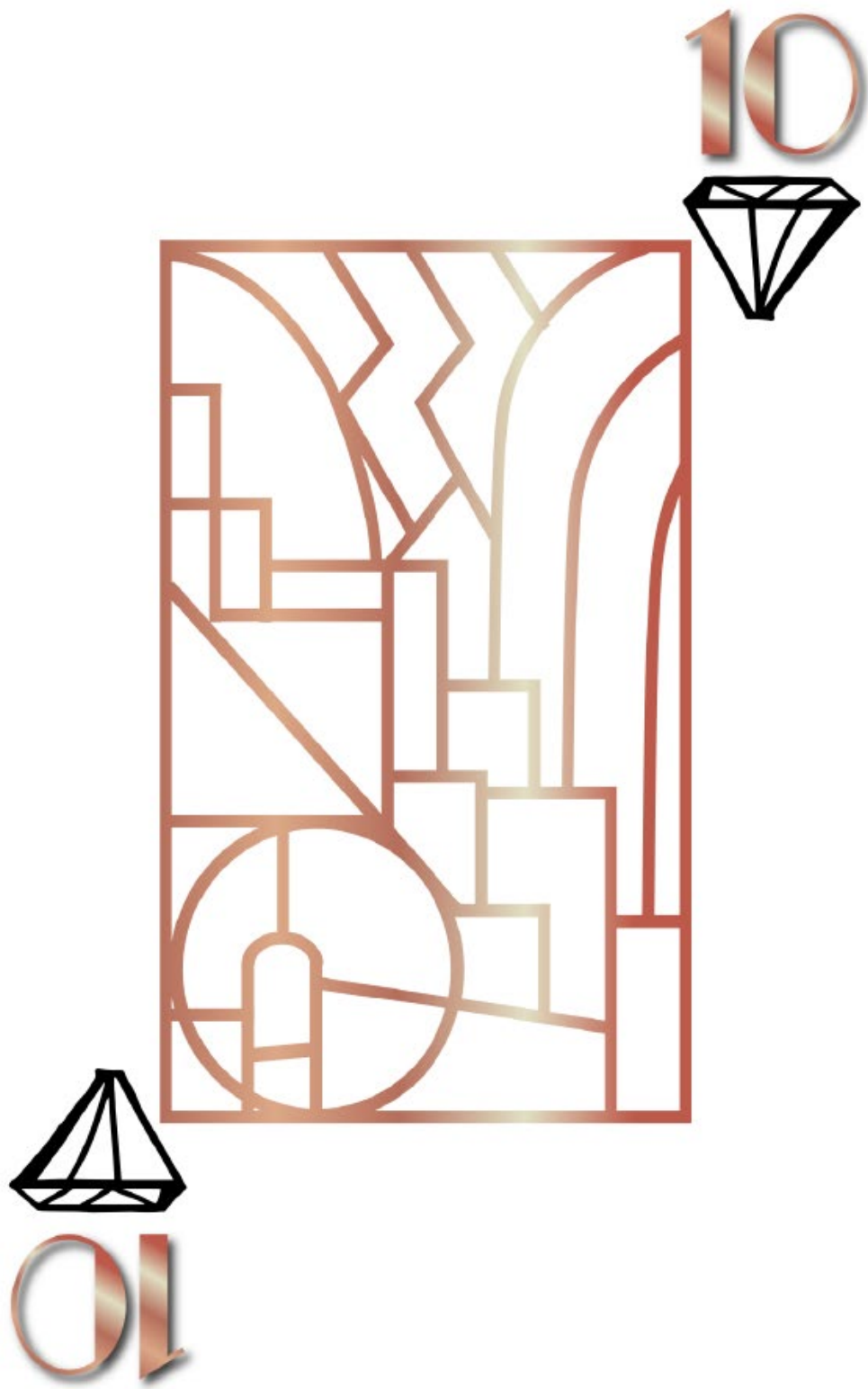
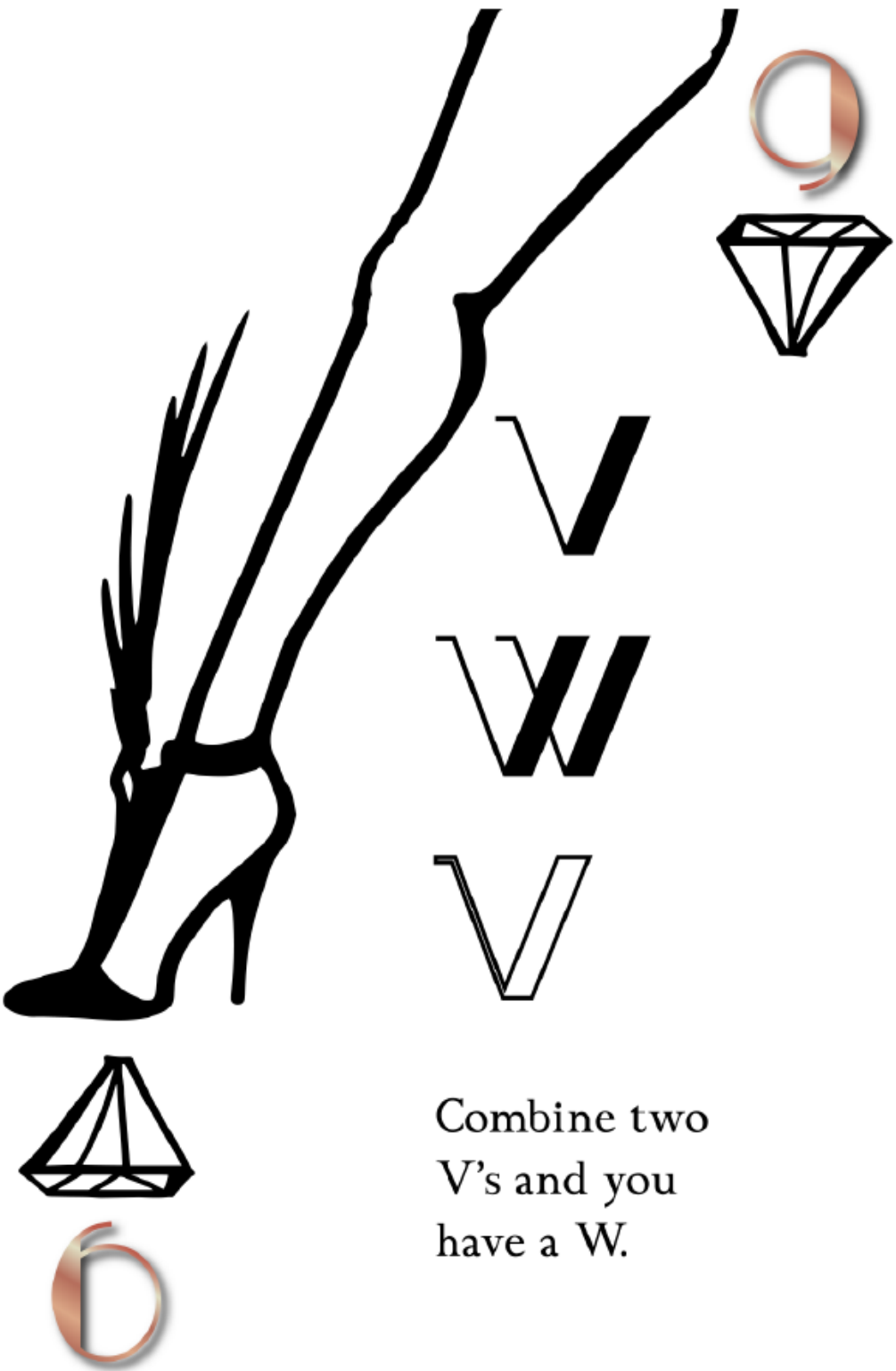
The angle of all the circular letters have the same "O" origins. Just add a tail.

A large, stylized white letter 'C' on a black background. A red circle highlights the origin of the letter's curve. A red line indicates the path of the tail. A small diamond icon with the number '6' is in the top right corner, and a small diamond icon with the number '1' is in the bottom left corner.

The tail of the "G" is the same as the "U".

A large, stylized white letter 'G' on a black background. A red circle highlights the origin of the letter's curve. A red line indicates the path of the tail. A small diamond icon with the number '7' is in the top right corner, and a small diamond icon with the number '1' is in the bottom left corner.

DIAMONDS

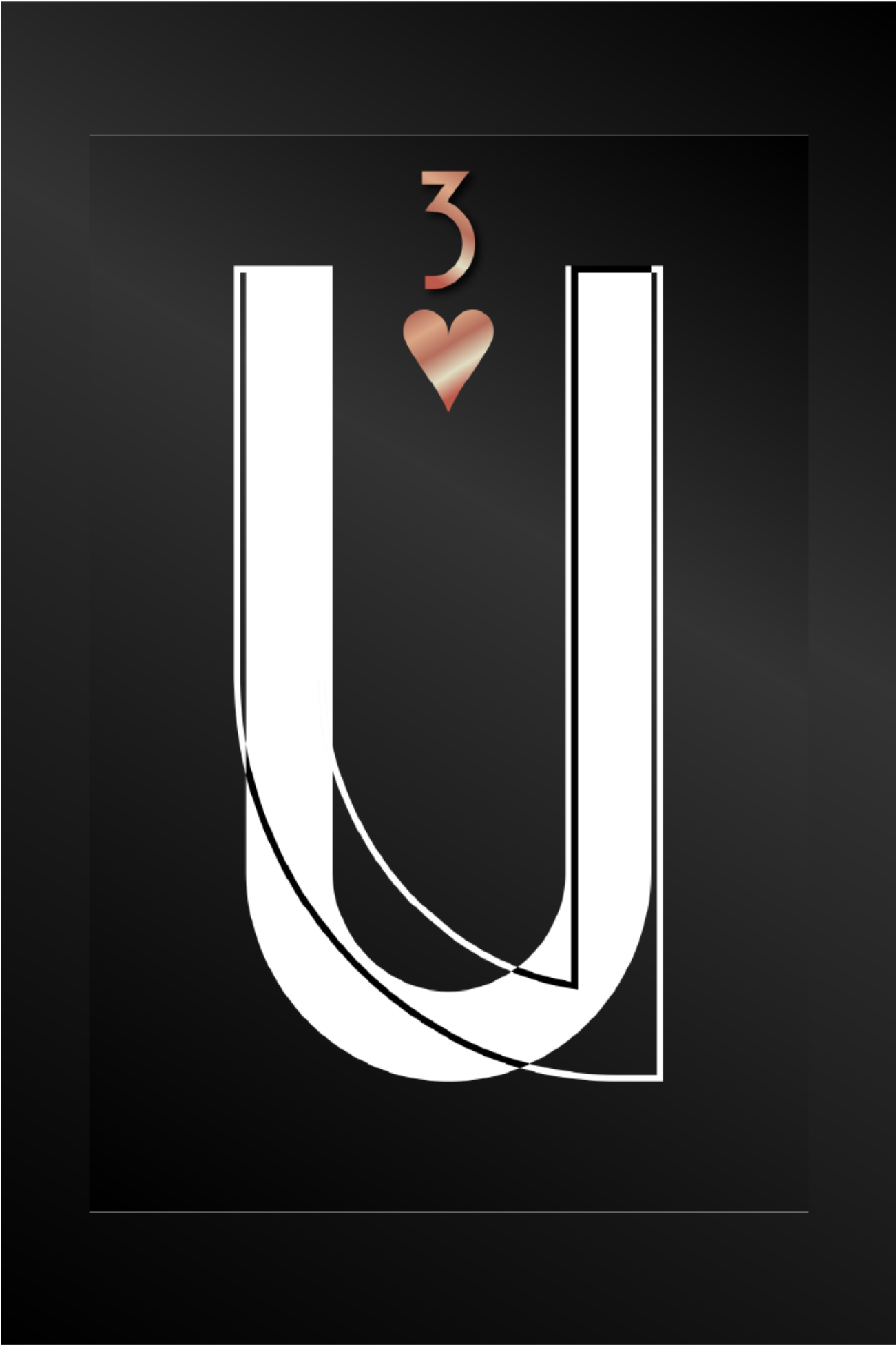


HEARTS

THE
JAZZ
AGE



After World War I, a movement began. From 1920 to 1929 jazz music and dance Began apart of American culture, led by African American Artist. Also known as The Harlem Renaissance Era.



4

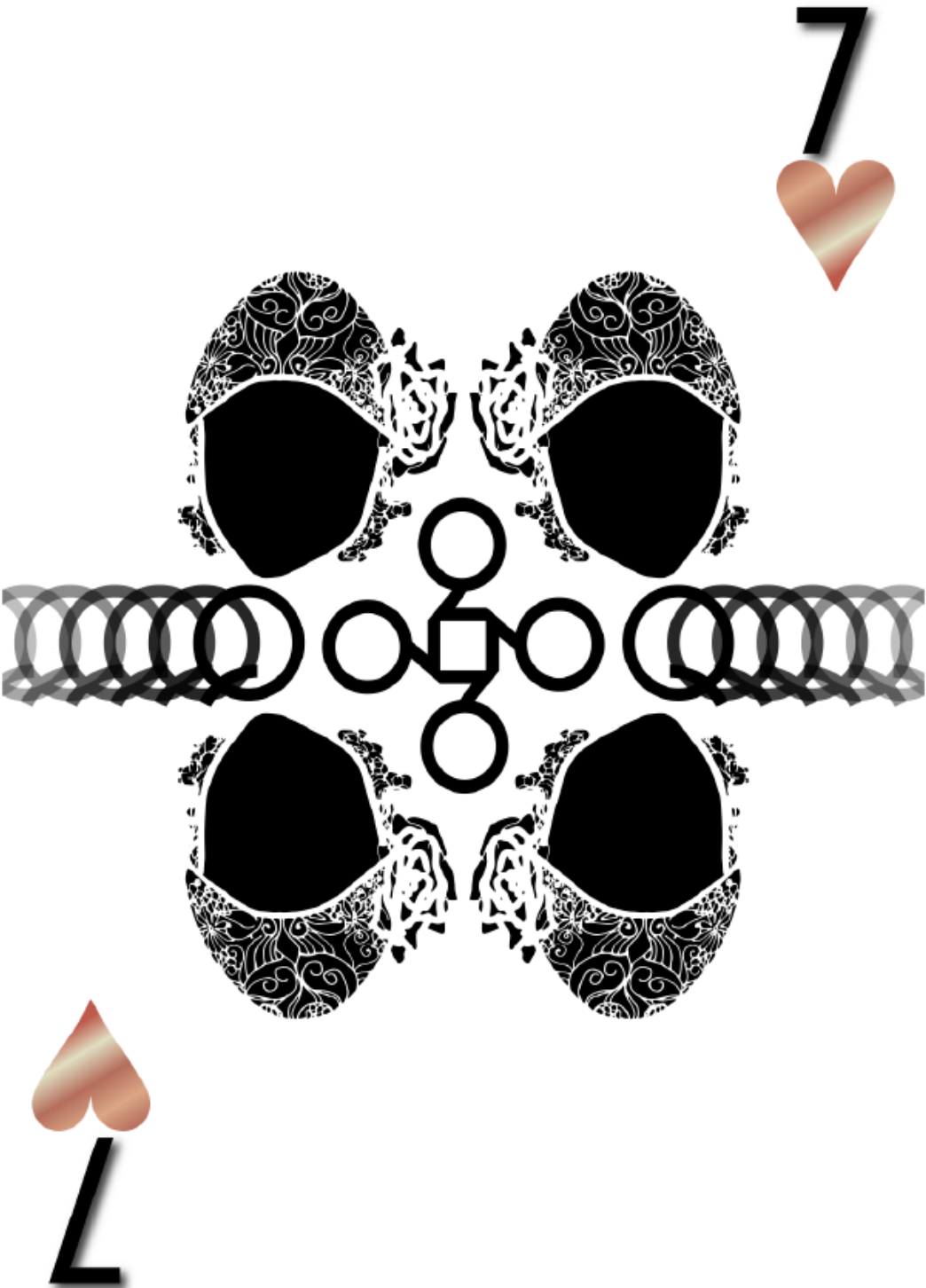
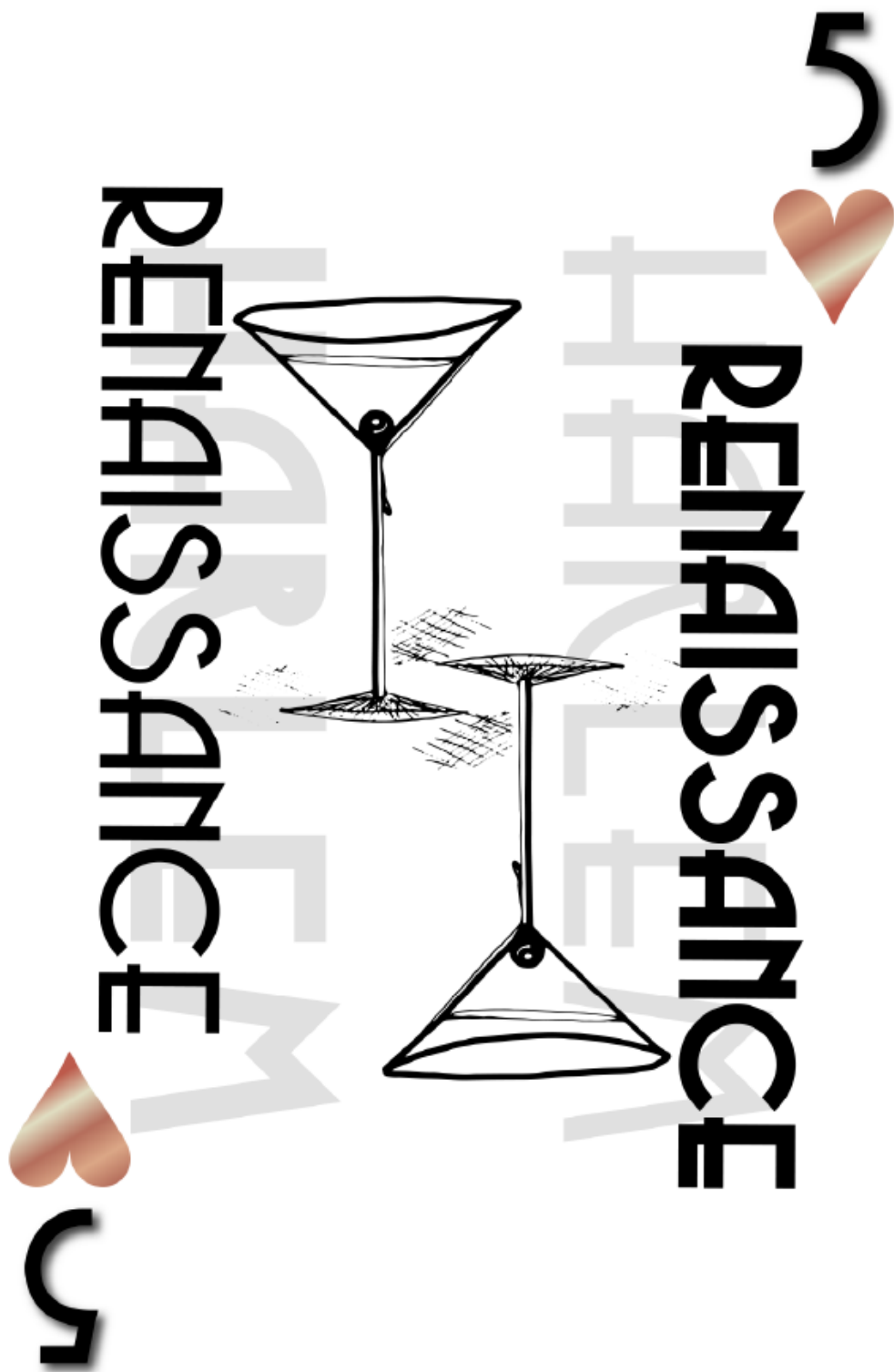
THE HEARTBEAT

MUSIC

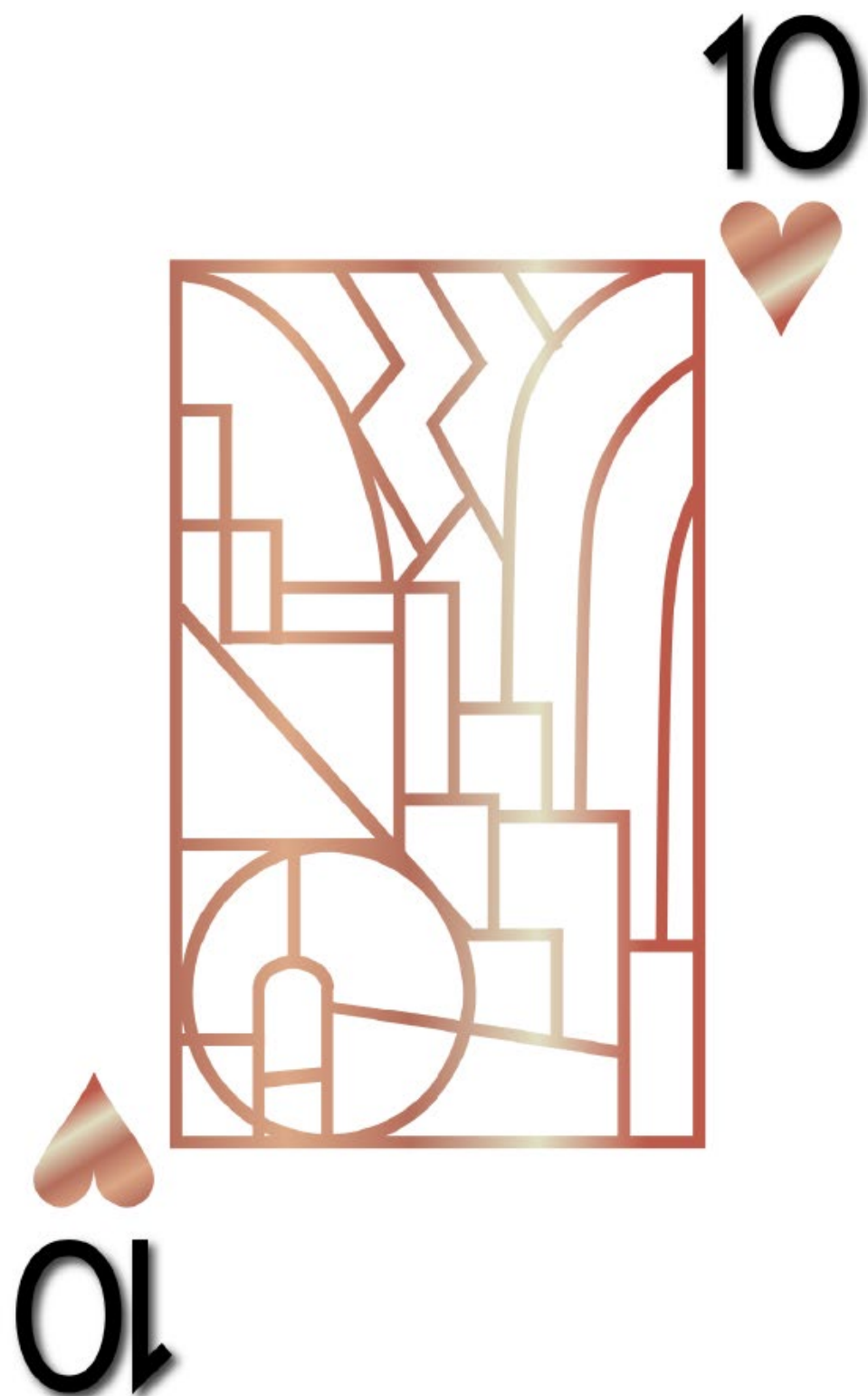
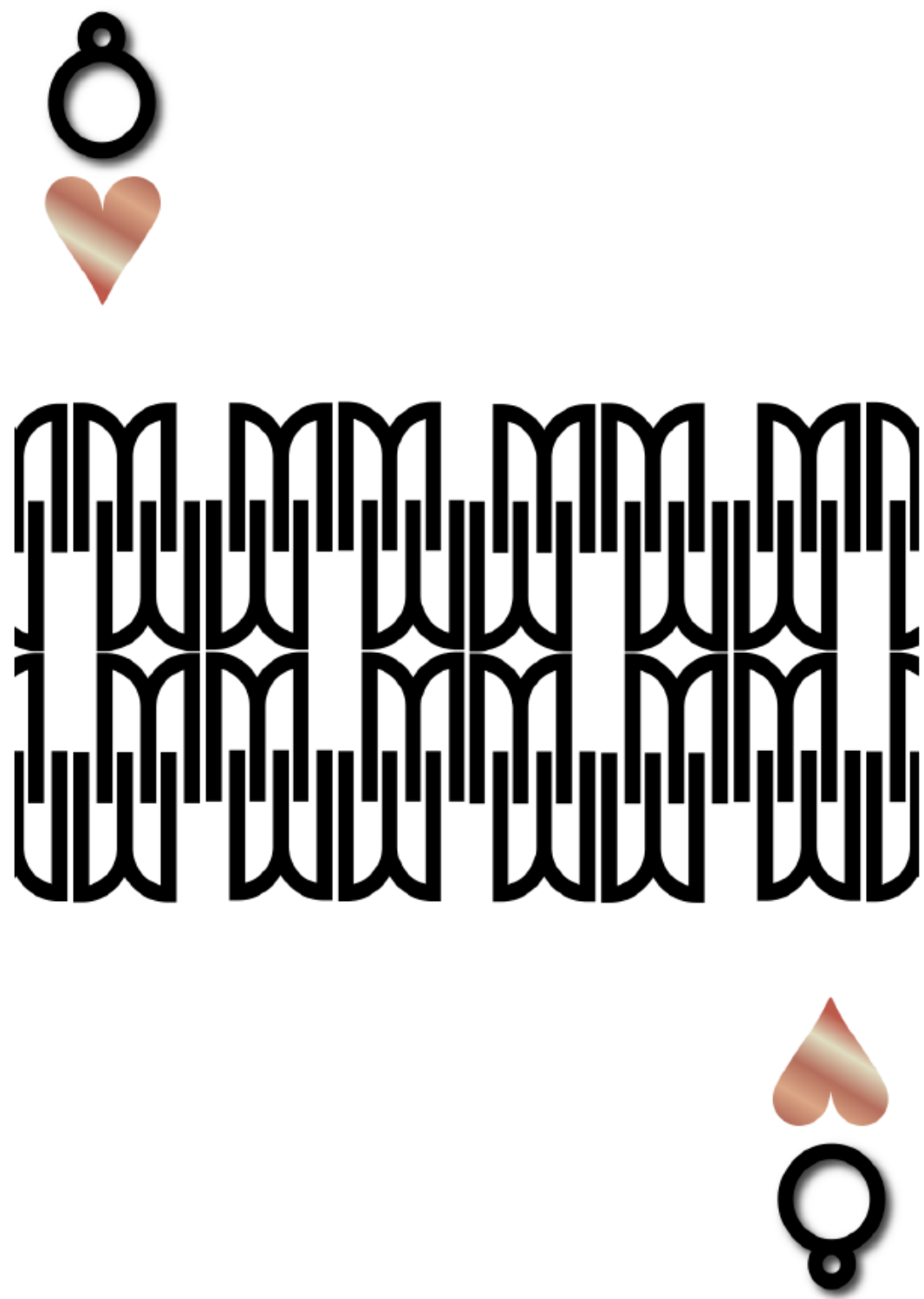
OF THE ERA

7

HEARTS



HEARTS



CLUBS



CLUBS

5

RACONTEUR NF

inspired by Lettering in a 1923 ad for
Piera Nova, designed by Hernando G. Villa.

In this typeface, many characters
support one other like "E" and "F".

E

6

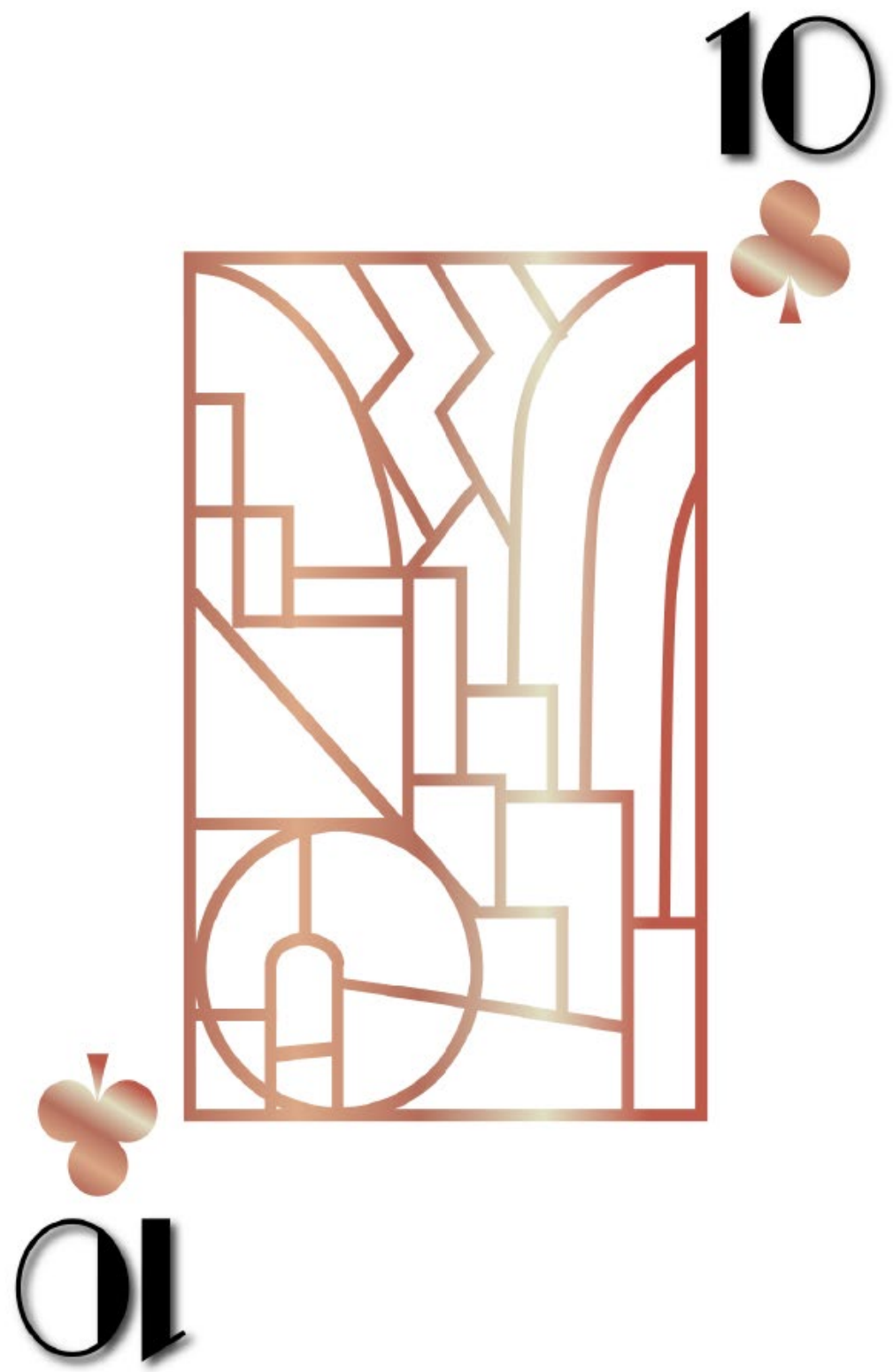
The Harlem Renaissance
was an intellectual
social, and artistic
explosion centered in
Harlem, New York,
in the 1920s.
It was known as the
"New Negro Movement",
named after
The New Negro,
a 1925 anthology
edited by Alain Locke.

9

IS THAT
A 7 OR
A QUESTION
MARK!!

7

CLUBS



SPADES

2

♠

EVERYTHING IS
COPASETIC NF

Copasetic means completely satisfactory or in good order.
If it's copasetic, it's fine, OK, cool, and groovy.



♠

2

3

♠

Lower case "O" in this typeface is extremely unique. It decreases in size and instead of landing on the baseline, it is placed near the cap height.

DROP ME
OFF IN
HARLEM



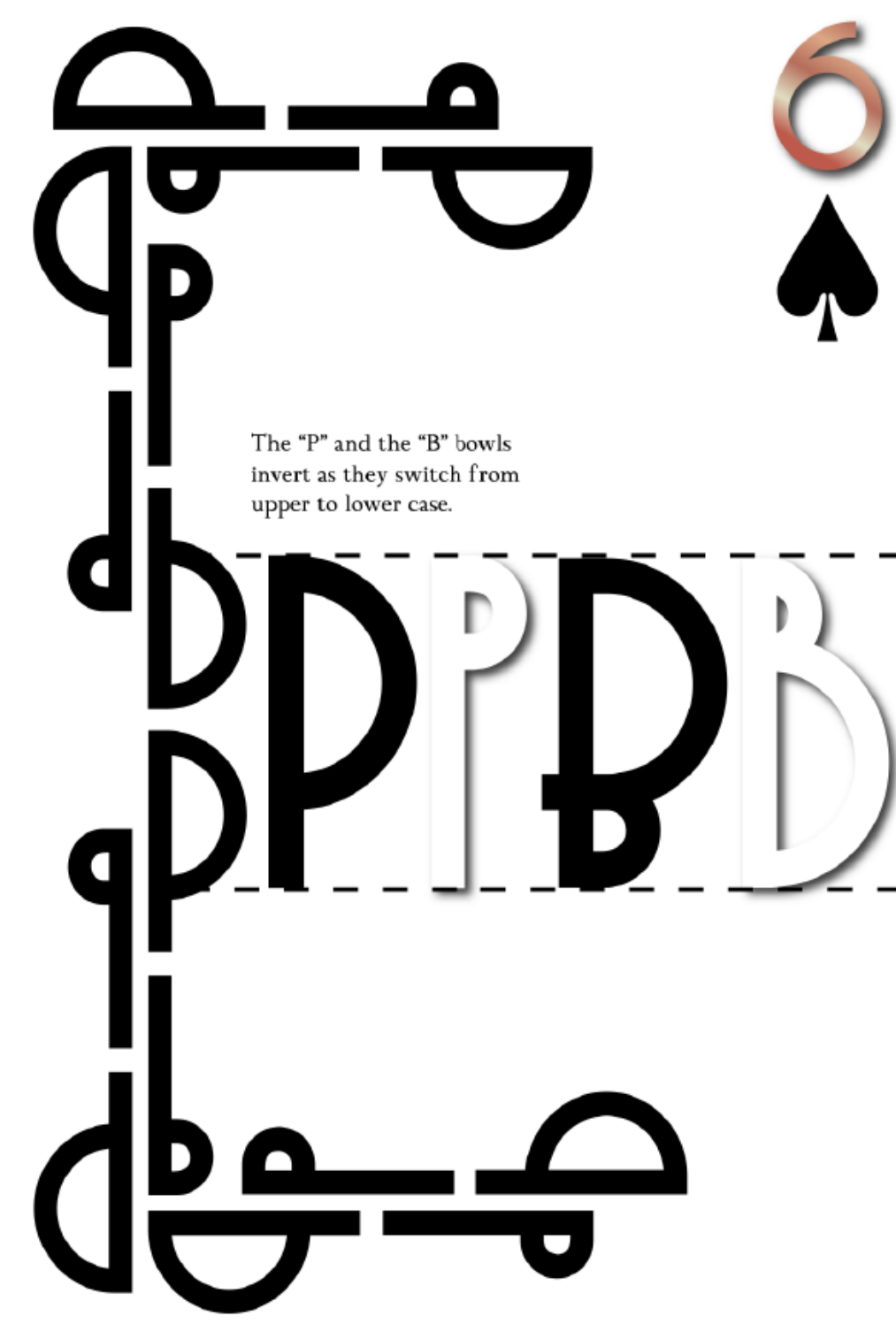
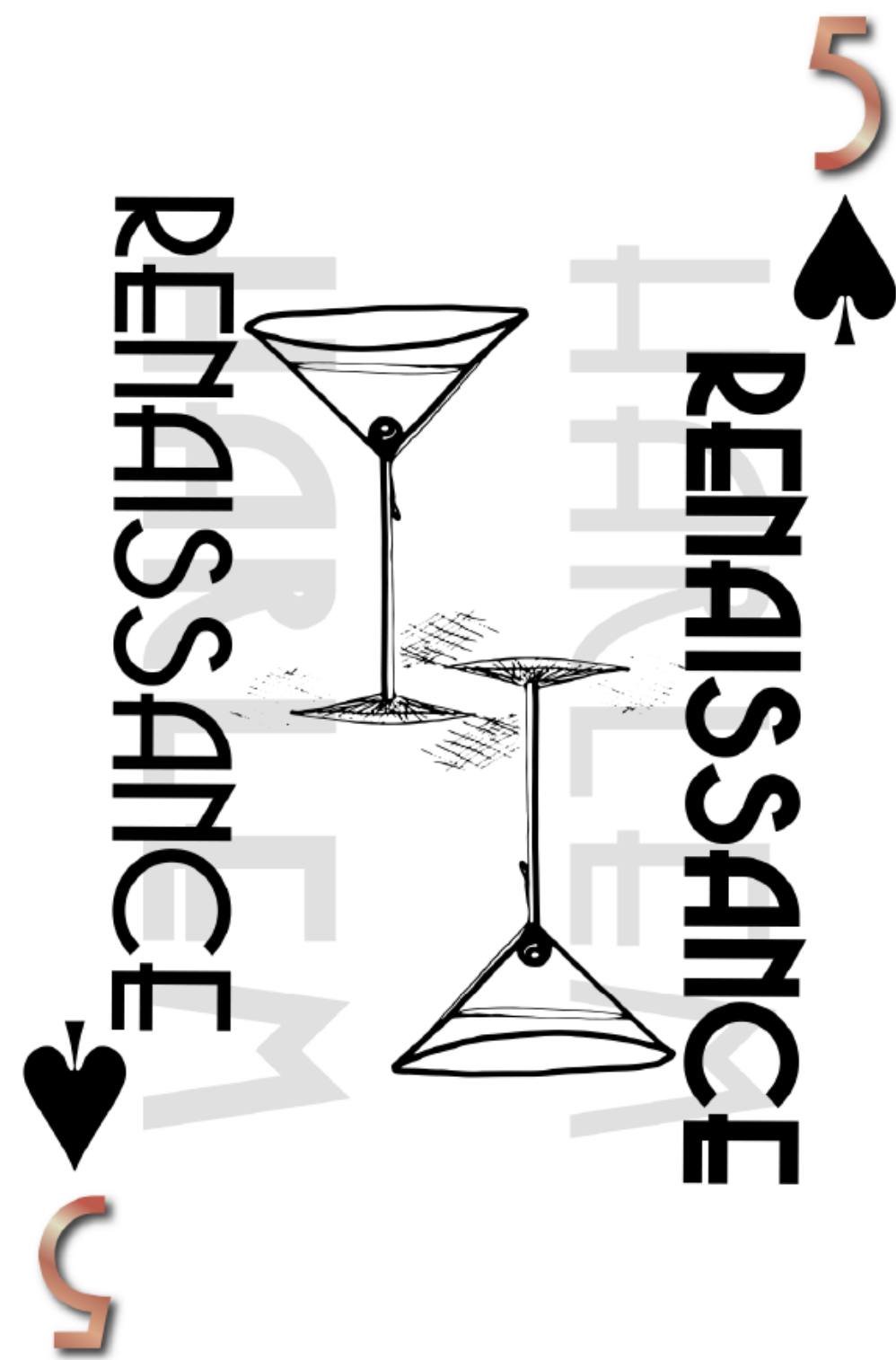
4

♠

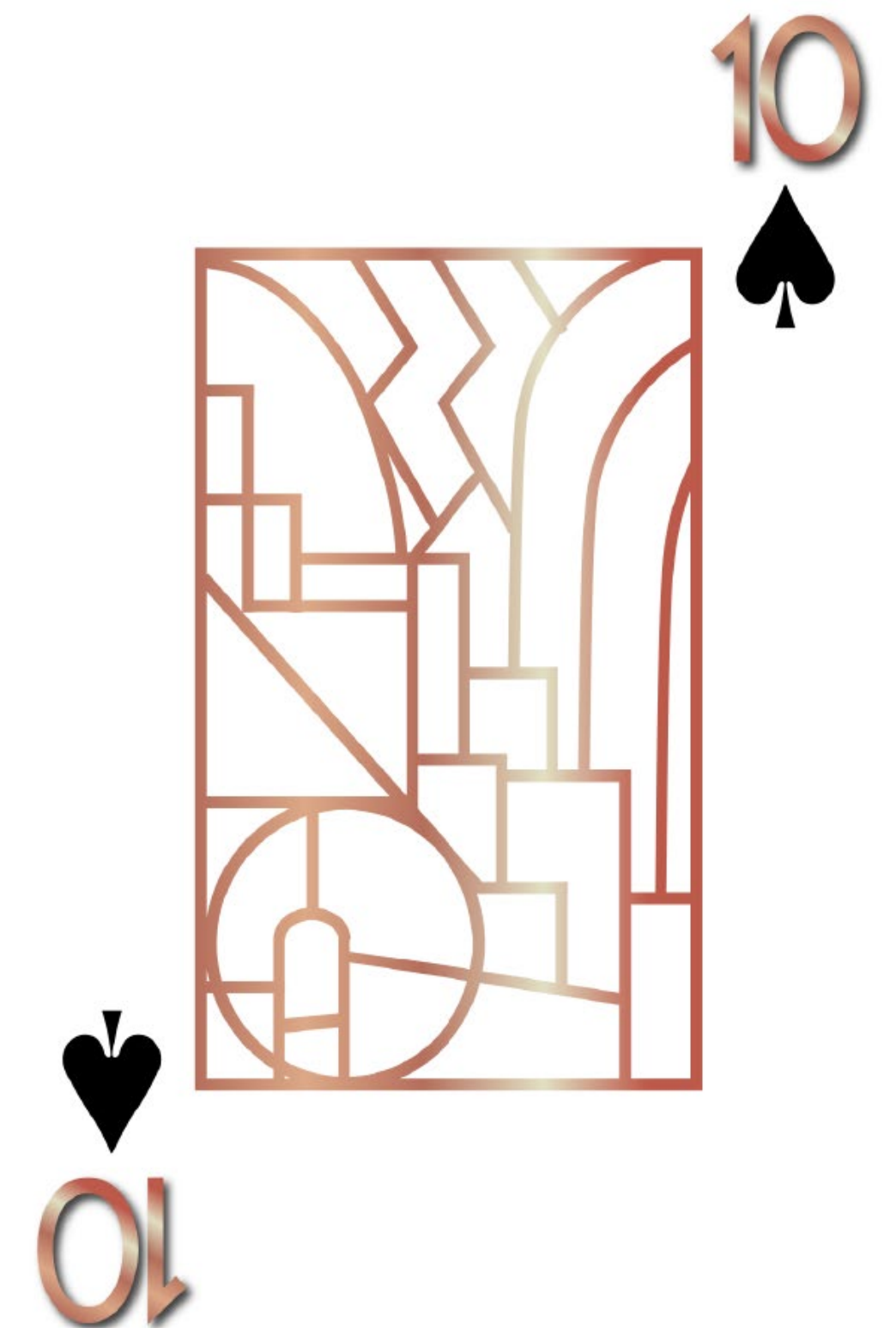
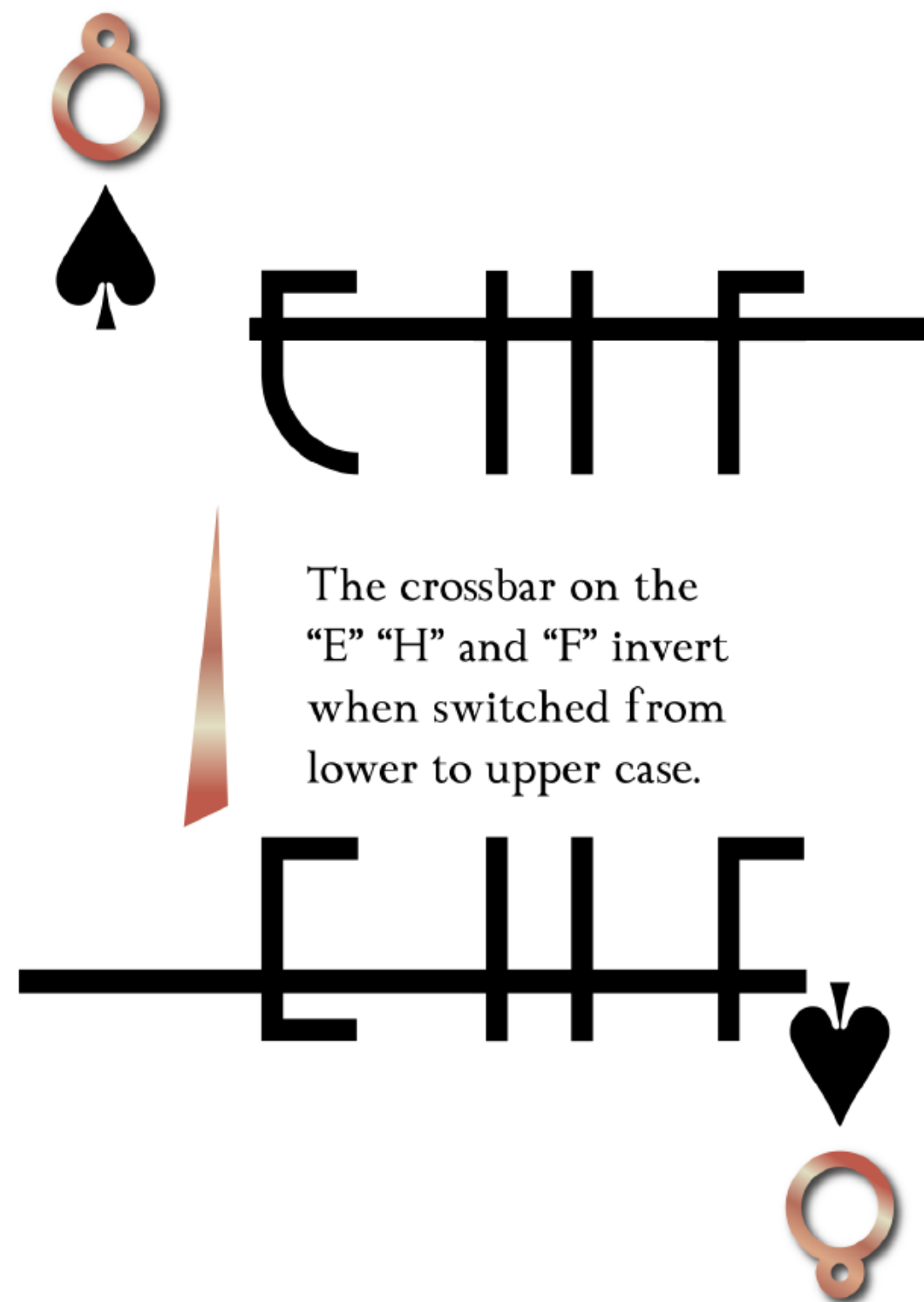
You would think is up side down. This is our "K" in lower and upper case. Display type faces usually have more eccentric designs.

KK

SPADES



SPADES



FINAL DESIGN



FINAL DESIGN



FINAL DESIGN



FINAL DESIGN



FINAL DESIGN

