TYPOGRAPHY

ALLI BERK

DMA 25
Walter Benjamin explores several ideas regarding Poe’s words and the ideas of isolation and mechanization in urban society. He first speaks of how civilization reverts to a state of savagery. I would definitely agree with this observation, it is proven that without an organized system to follow, people become savage-like. In my earlier designs I played with the idea that civilization can “fall” into disorder. I would have my designs depicting organized typography on the upper part, and slowly becoming more and more chaotic towards the bottom. Depicting that if left alone, society would slowly fall from order to disorder. Benjamin also talks about how invention and innovation lead to the elimination of certain behaviors. The example of the match made me think of how one little thing we do can set off so many steps and make something totally different happen. I think this thought is very interesting, and gets me thinking about the repercussions that will occur from my own work in art.
COMPOSITION + SPACE

Times New Roman Regular / Times Regular

9 point size only

Type in black on white
Fear, revulsion, and horror were the emotions which the big-city crowd aroused in those who first observed it. For Poe it has something barbaric; discipline just barely manages to tame it. Later, James Ensor tirelessly confronted its discipline with its wildness; he liked to put military groups in his carnival mobs, and both got along splendidly—as the prototype of totalitarian states, in which the police make common cause with the looters. Valéry, who has a fine eye for the cluster of symptoms called "civilization," has characterized one of the pertinent facts. "The inhabitant of the great urban centers," he writes, "reverts to a state of savagery—that is, of isolation. The feeling of being dependent on others, which used to be kept alive by need, is gradually blunted in the smooth functioning of the social mechanism. Any improvement of this mechanism eliminates certain modes of behavior and emotions." Comfort isolates; on the other hand, it brings those enjoying it closer to mechanization.
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COMPOSITION + SPACE + LETTERSIZES

Times New Roman Regular / Times Regular
Any single point size per design.
Type in black on white
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Illuminations: Essays and Reflections

“On Some Motifs in Baudelaire”

Walter Benjamin

Translated by Harry Zohn

Preface by Leon Wieseltier

Fear, revulsion, and horror were the emotions which first occurred to me as I examined some things in the artist’s discipline, just as the brutal strength of the power with which one could not understand the traditional discipline of the arts seemed to me the very heart of the matter. But there was something in the artist’s discipline that I could understand. And this was the fact that it was the discipline of the artist himself.
Fear, revulsion, and horror were the emotions which the big-city crowd aroused in those who first observed it. For Poe it has something barbaric; discipline just barely manages to tame it. Later, James Ensor tirelessly confronted its discipline with its wildness; he liked to put military groups in his carnival mobs, and both got along splendidly—as the prototype of totalitarian states, in which the police make common cause with the looters. Valéry, who has a fine eye for the pertinent facts, has characterized one of the cluster of symptoms called “civilization”—that is, of isolation. The feeling of being dependent on others, which used to be kept alive by need, is gradually blunted smooth functioning of the social mechanism. Any improvement of this mechanism eliminates certain modes of behavior and emotions. Comfort isolates; on the other hand, it brings those enjoying it closer to mechanization.
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ILLUMINATIONS: Essays and Reflections
“On Some Motifs in Baudelaire”

WALTER BENJAMIN

Translated by Harry Zohn
Preface by Leon Wieseltier
Edited by Hannah Arendt
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WEIGHT DIFFERENCES
REGULAR & BOLD

Times New Roman Regular + Times New Roman Bold
Times Regular + Times Bold
Any single point size per design.
Type in black on white
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REGULAR, BOLD, ITALIC

Times New Roman Regular, Bold, Italic + Bold Italic
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Any single point size per design.
Type in black on white
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Translated by Harry Zohn Preface by Leon Wieseltier Edited by Hannah Arendt

Walter Benjamin was one of the most original cultural critics of the twentieth century. Illuminations includes his views on Kafka, with whom he felt a close personal affinity; his studies on Baudelaire and Proust; and his essays on Leskov and on Brecht’s Epic Theater. Also included are his penetrating study “The Work of Art in the Age of Mechanical Reproduction,” an enlightening discussion of translation as a literary mode, and Benjamin’s theses on the philosophy of history. Hannah Arendt selected the essays for this volume and introduces them with a classic essay about Benjamin’s life in dark times. Also included is a new preface by Leon Wieseltier that explores Benjamin’s continued relevance for our times.
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TYPE SIZE COMBINATIONS

Times New Roman Regular, Bold, Italic + Bold Italic Times Regular, Bold, Italic + Bold Italic

Any point size combination (limit 3 per design)

Type in black on white
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RULES + BLOCKS

Times New Roman Regular, Bold, Italic + Bold Italic

Times Regular, Bold, Italic + Bold Italic

Any point size combination (limit 3 per design)

Introduce the following elements: rules and solid blocks of black
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USING 2 SPOT COLORS IN PANTONE

Times New Roman Regular, Bold, Italic + Bold Italic Times Regular, Bold, Italic + Bold Italic

Any point size combination (limit 3 per design)

Use of rulers and blocks by choice

Replace black by 2 colors that you can mix, use all values of the 2 colors (tones and tints)
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USING CMYK + PHOTOGRAPHIC IMAGES

Times New Roman Regular, Bold, Italic + Bold Italic
Times Regular, Bold, Italic + Bold Italic
Any point size combination
Design in CMYK [full color], can use all values of colors and black
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WALTER BENJAMIN

Illuminations: Essays and Reflections

“On Some Motifs in Baudelaire”

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3D TYPOGRAPHY

Create a 3D application of one sentence in the text:
Type needs to be dimensional.
Can use any material for its construction.
Install the type in a site-specific location and photograph it.