

TYPOGRAFI &

OMBRYDNING

ALEXANDER WYBRANDT WYBRANDT.COM



Ud og Se: Moby

Dette er en fiktiv opgave som jeg har lavet.
Et udkast til den næste artikel omkring moby i
Ud og Se's næste nr.

Afsender

DSB er en offentlig virksomhed, der driver persontrafik på statens jernbanenet i Danmark

Modtager

Alle danskere i landet. Så det er alt fra børn til voksne.

Dokumentet

Artiklen skal passe ind i målene 210 mm x 275 mm
Margin er fordelt med 12 mm i toppen,
24 mm i bunden og 12 mm i siderne. Jeg gør brug af 3
spalter til indholdet med et spaltemellemrum på 5 mm.

Krav

- God læsbarhed
- Luftigt layout med velovervejede ombrydning
- Relevante og sigende billeder
- Faste elementer i alle udgivelser

Fonte

Ud og Se er et magasin som skal være let at læse, uden at man mister sin læserytme.

Times new roman regular bruger jeg til brødteksten, da den har et snit som er let for øjet at læse hurtigt. Fonten kan læses i længere tekster uden at man kan risikere at tabe linjen når man læser pga brug af fødderne på fonten.

Til Citater og mellemrubrikker bruger jeg fonten Myriad pro, som er lavet for at kunne skabe et uniformt udtryk igennem Printet og digitalt materiale. Den har et godt "Bold" skrift-snit, og kan derfor lave nogle flotte bastante titler, både når det er udelukkende versaler, og når det er minuskler

Grundlæggende forarbejde

Alt tekst er blevet defineret i Paragraph styles og Character styles for at gøre det nemt at lave flere artikler med samme opsætning, samt gøre det nemmere at lave mere generelle ændringer i løbet af opsætningen. Farverne er defineret i Swatches. Grundlinjen er indstillet i Preferences og sprog for dokument er sat til Dansk. Faste elementer er blevet sat op i Masterpages.

Brødteksten holder register så alle linjer står overfor hinanden.

Ombrydningen er tjekket for floder og horeunger ved at bruge justification i paragraph style opsætningen til at rette tekster, i nogle tilfælde har jeg været inde og spatie-ret nogle ord eller sætninger for at undgå horeunger.

SPECIFIKATION

Kunde	DSB - Ud og Se
opgave	Artikel til næste nr.
programmer	Indesign, Photoshop, Illustrator
Format	210 mm x 275 mm
Antal sider	8
Farveprofil	Fogra39
Billedformater	Jpeg 300 ppi
Bleed	3 mm

Aa
Franklin gothic
demi italic

BIOGRAPHY:
MOBY

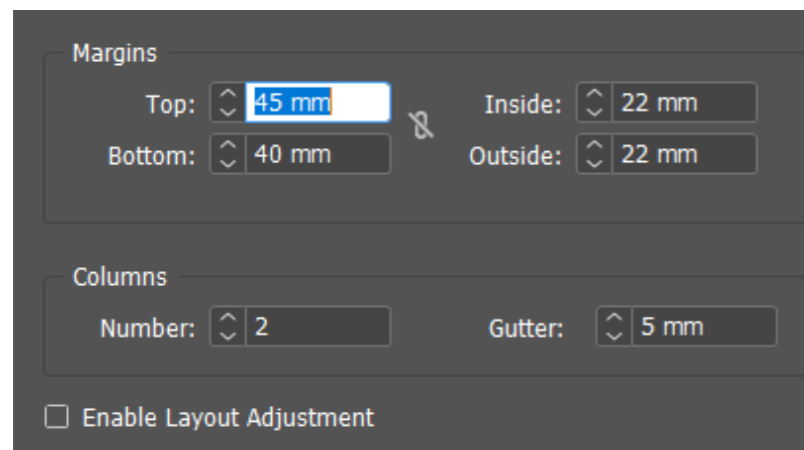
Aa
Myriad Pro

LOREM IPSUM DOLOR SIT AMET

LOREM IPSUM DOLOR SIT AMET

Aa
Times new
roman

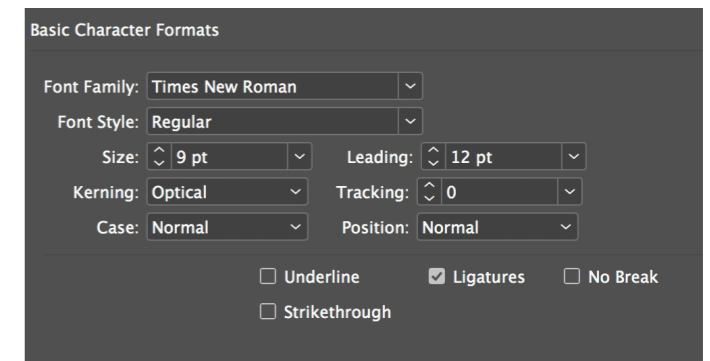
Man kan fremad se, at de har været udset til at læse, at der skal dannes par af ligheder. Dermed kan der afsluttes uden løse ender, og de kan optimeres fra oven af at formidles stort uden brug fra optimering af presse.



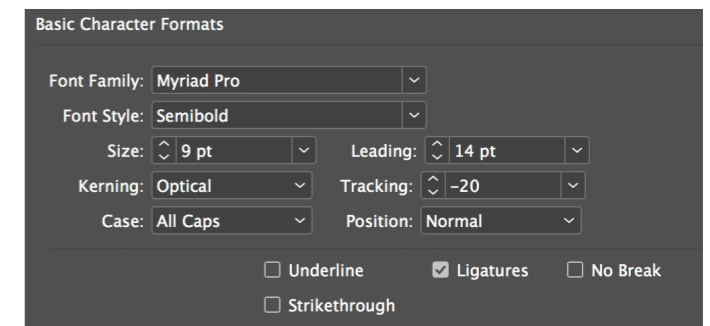
Margin er sat til
 top: 12 mm
 bund: 24 mm
 sider: 12 mm

Der er gjort plads i bunden til
 sidetal og grafik

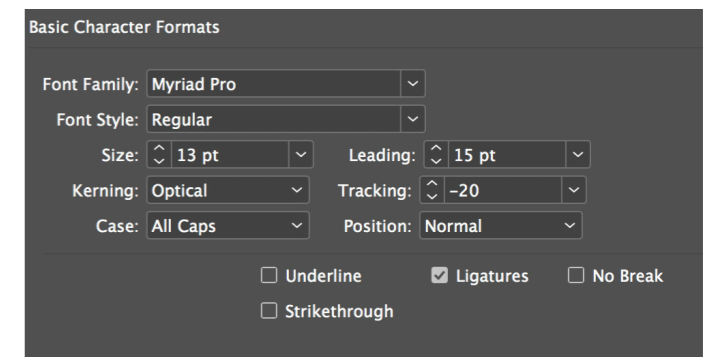
Til brødteksten har jeg givet
 9 pt, for at den ikke skal ligge og
 kæmpe om opmærksomheden med
 mellemrubrikken, som også er 9 pt.
 Men som derimod er i Bold, og på den
 måde har kan hjælpe med at opdele
 brødtekst og mellemrubrik.
 Skiftet fra en Serif font til en
 Sans-serif font, gør også at det er
 lettere at skelne imellem hvad der er
 mellemrubrik og hvad der er brødtekst



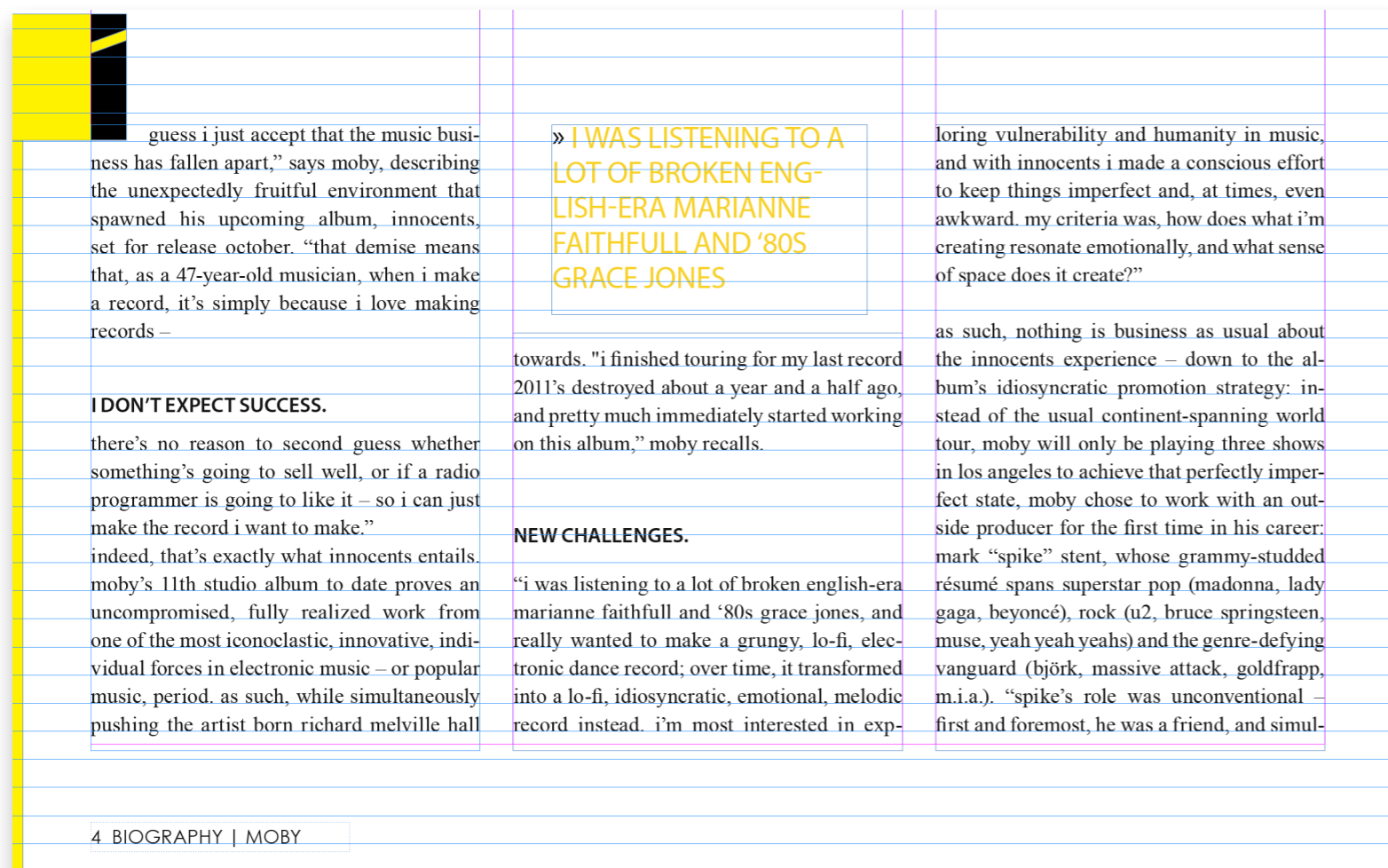
BRØDTEKST



MELLEMRUBRIK

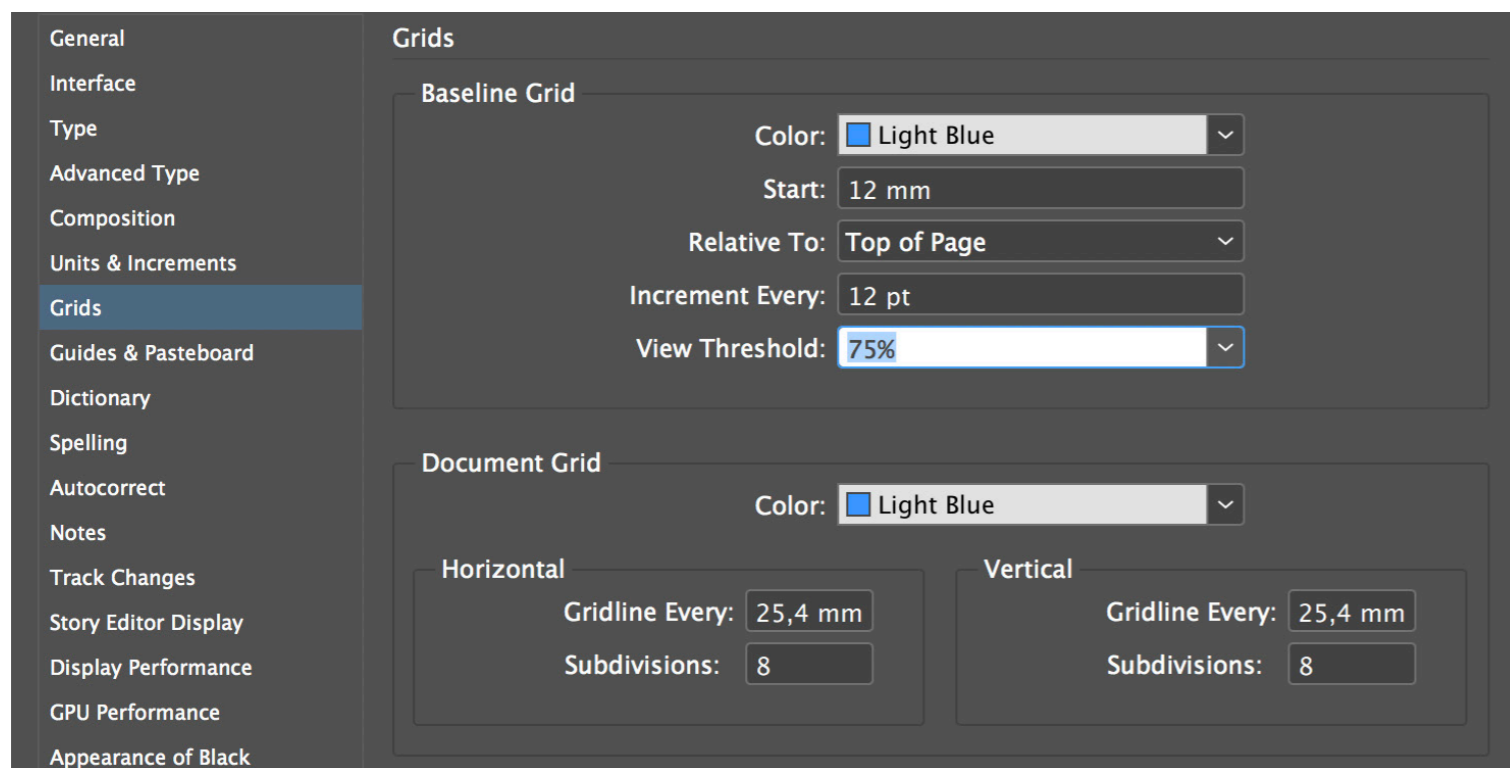


CITAT

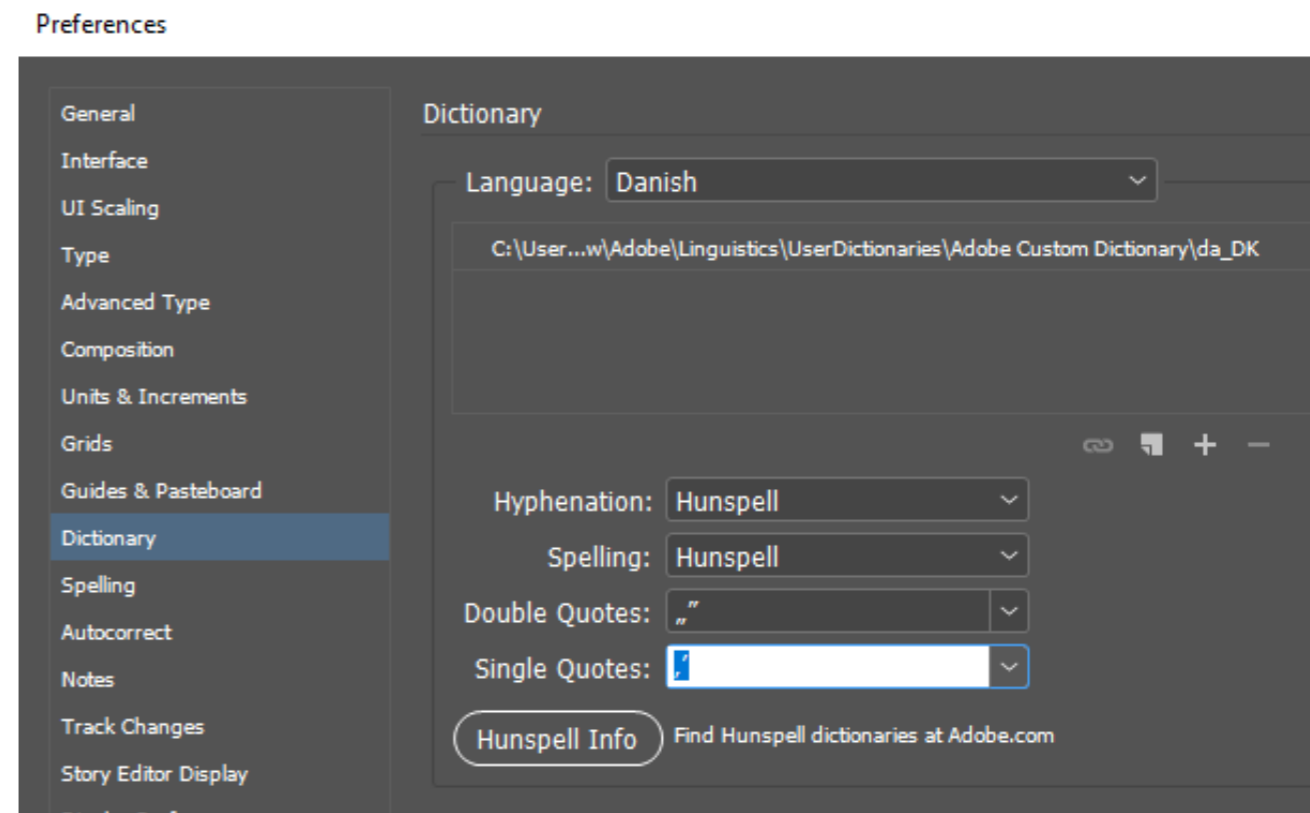


Brødtekst holder register for
 at læseligheden bliver godt og
 konsistent.

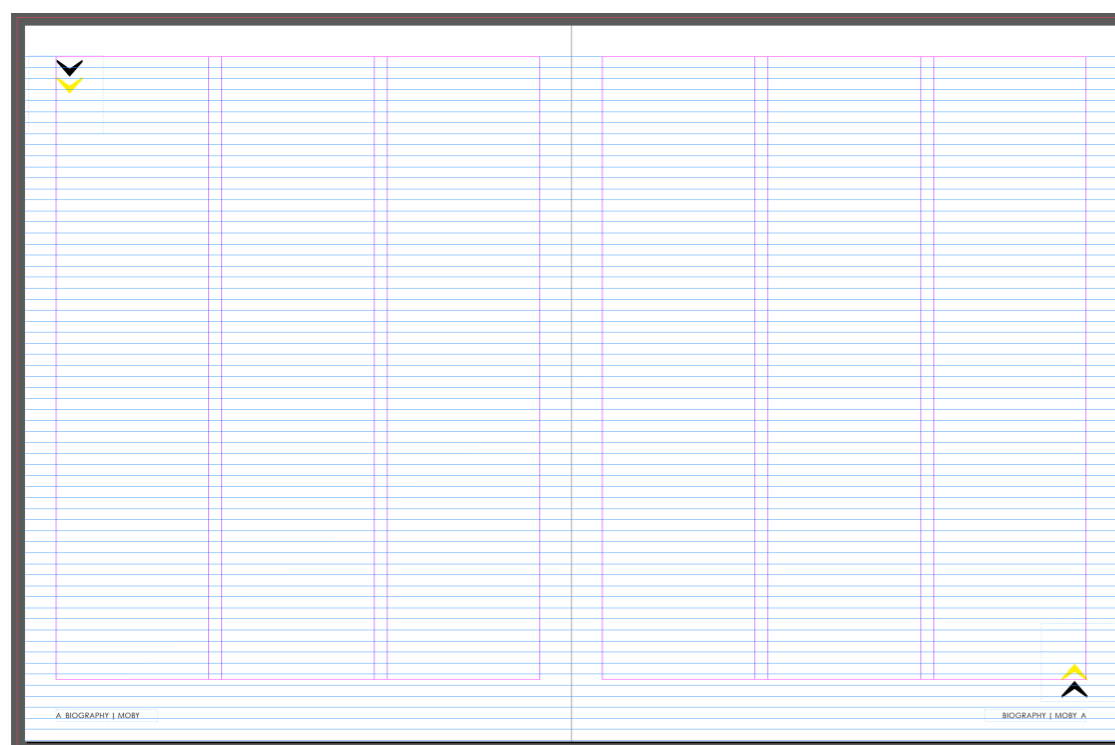
Overskrifterne og citater holder
 ikke register, så de er lette at rette
 til, og have den rigtige afstand fra
 brødtekst.



Grundlinje bliver sat i preferences

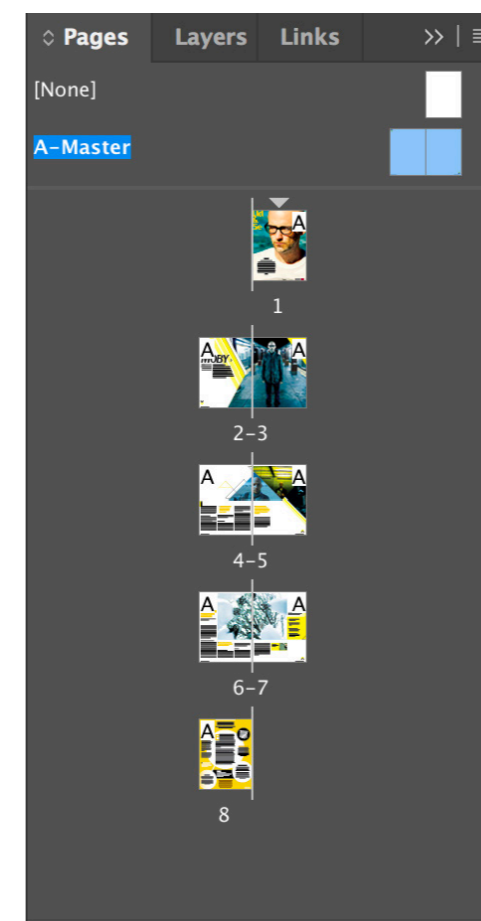


Indstilling af sprog, og korrekt opsætning af Citationstegn



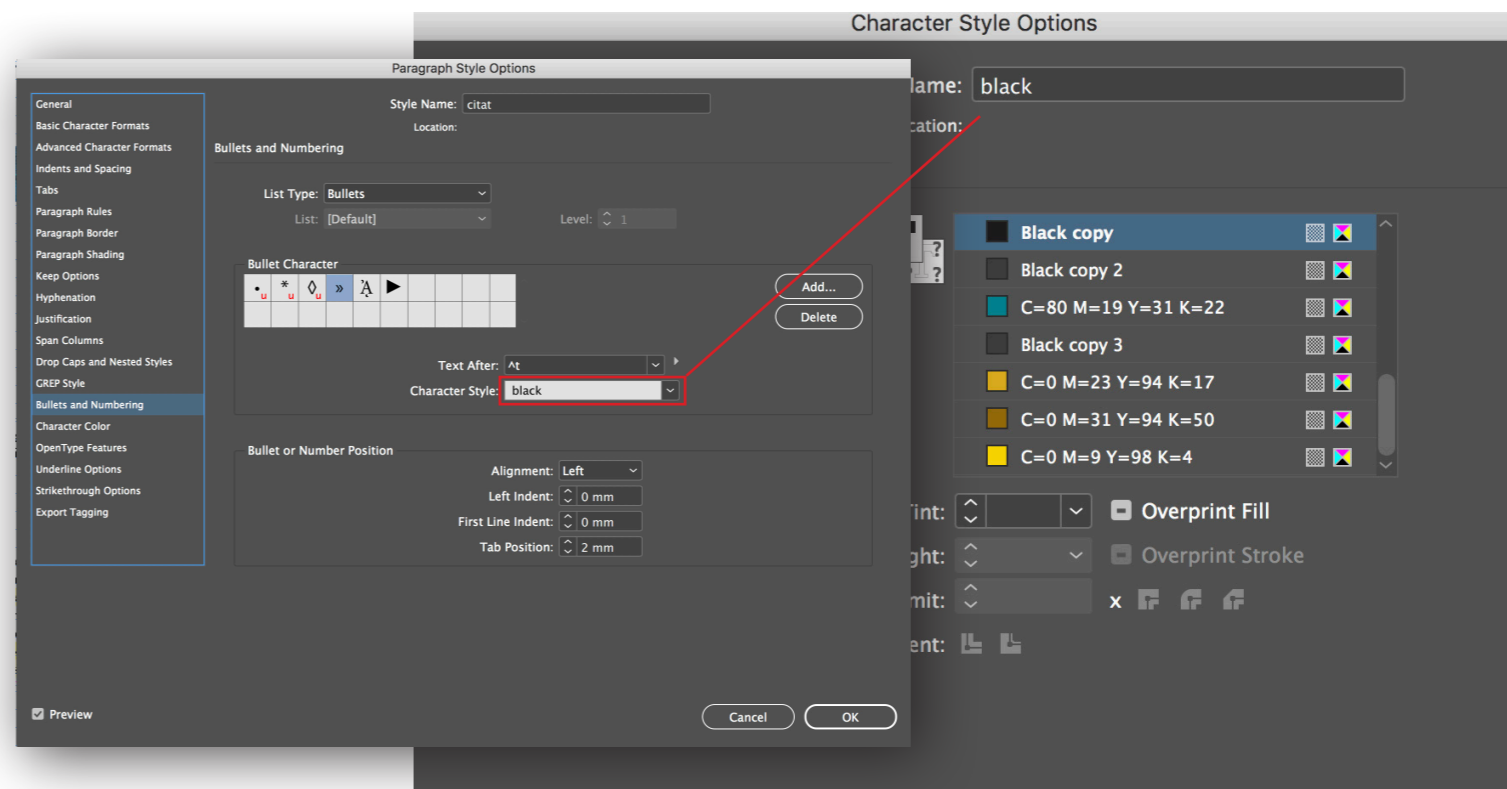
Jeg ligger marginen og spalte indstillingerne på masterpagen, for at den går igen på alle mine sider i dokumentet.

Her opsætter jeg også sidefoden med side antal + grafik. Disse bliver slettet fra forside og bagside




Ud og Se's layout er en magasin opstilling, så med facing pages kan jeg rekonstruere layoutet som der kræves i et magasin

For at lave et citat som ville gå i tråd med mit design, så havde jeg brug for en ny farve til mine bullets. Der er man nøddtil at lave en character style for at kunne definere en farve som man derefter kalder inde i paragraph stylen.



Citater har fået et ekstra mellemrum imellem spalterne for at få et look som fremkommer lidt skævt og på den måde skaber lidt kontrast i opstillingen

<p>» I WAS LISTENING TO A LOT OF BROKEN ENGLISH-ERA MARIANNE FAITHFULL AND '80S GRACE JONES</p>	<p>and with innocents i made a conscious effort to keep things imperfect and, at times, even awkward. my criteria was, how does what i'm creating resonate emotionally, and what sense of space does it create?"</p>	<p>» I HAVE YET TO MEET A HUMAN – EVEN THE MOST HARDENED CRIMINAL, OR THE NASTIEST, TOUGHEST RAPPER – WHO ISN'T SCARED AND INSECURE.</p>	<p>have appeared on his tracks. on innocents, however, the guests provided a distinct inspirational motif. "i like that the title describes a group of people, because it's</p>		<p>tones. what appeared to be a major artistic shift, however, stemmed organically from how innocents' songs were taking shape.</p>
<p>2011's destroyed about a year and a half ago, and pretty much immediately started working on this album," moby recalls.</p> <p>NEW CHALLENGES.</p> <p>"i was listening to a lot of broken english-era marianne faithfull and '80s grace jones, and really wanted to make a grungy, lo-fi, electronic dance record; over time, it transformed into a lo-fi, idiosyncratic, emotional, melodic record instead. i'm most interested in exploring vulnerability and humanity in music.</p>	<p>as such, nothing is business as usual about the innocents experience – down to the album's idiosyncratic promotion strategy: instead of the usual continent-spanning world tour, moby will only be playing three shows in los angeles to achieve that perfectly imperfect state. moby chose to work with an outside producer for the first time in his career: mark "spike" stent, whose grammy-studded résumé spans superstar pop (madonna, lady gaga, beyoncé), rock (u2, bruce springsteen, muse, yeah yeah yeahs) and the genre-defying vanguard (björk, massive attack, goldfrapp, m.i.a.). "spike's role was unconventional – first and foremost, he was a friend, and simultaneously a consultant, a&r person, mixer, and, yes, producer," moby</p>	<p>explains. "we grew up listening to the same records: it's nice to have that shared frame of reference where you can refer to a british electric foundation b-side or an early rocksteady single that would be obscure to most people, but seminal to us. and spike was the reason the album shifted from a dance record to a more personal one: what really connected with him was the emotional, personal music." »</p>	<p>MY MOST COLLABORATIVE RECORD.</p> <p>moby says. "and if you look at the disparate random bunch of people i've collaborated with, a lot of them you wouldn't think of as innocents." among those seasoned voices are the sole male lead vocals to appear on a moby album, other than a couple of earlier collaborations with rappers, and moby's own voice. "for the most part, i've only ever worked with female singers," he says. "i can't think of any exceptions other than samples – until this record, if there's been a male voice on my record, it's been me." innocents reverses this tradition via some of the most distinctive male vocalists in rock music. wayne coyne of the flaming lips</p>	<p>» DANIEL, I'M LOOKING FOR INTERESTING, BEAUTIFUL VOCALS FOR MY RECORD</p> <p>duets memorably with moby on rousing first single "the perfect life"; alt-rock legend mark lanegan lends his dark croon to the lynchian electro-noir ballad "the lonely night"; and the shimmering "almost home" proves even more sublime thanks to the indie-folk eminence damien jurado's empyreal</p>	<p>MOBY PLAY</p> <p>"as i was writing 'perfect life,' i kept thinking of wayne singing it," moby says. "his voice has such an interesting, vulnerable timbre. likewise, damien jurado and mark lanegan have such unique voices, i just fell in love with the way they sing." innocents' female contributors, meanwhile, prove nearly as surprising. the eerie apocalyptic ballad "the last day" features</p>

Færdige resultat



MOBY

~RICHARD MELVILLE HALL~

Better known by his stage name Moby, is an American singer-songwriter, musician, DJ and photographer. He is well known for his electronic music, vegan lifestyle, and support of animal rights. Moby has sold over 20 million albums worldwide.

AUGUST 2015

BIOGRAPHY: MOBY

AllMusic considers him "one of the most important dance music figures of the early 1990s"

RICHARD MELVILLE HALL, better known by his stage name Moby, is an American singer-songwriter, musician, DJ and photographer. He is well known for his electronic music, vegan lifestyle, and support of animal rights. Moby has sold over 20 million albums worldwide.



MISKOEN

SÅL

er dagen og oprør

selv designet er musiker og andre adakter og titt. Nikolaj firma og brug-projektleder ørste par fra ruger dem i ner og brug børnebørn

ken, som gummisko, lle gen-specielt en er bærer ær af bas-og dyrket sonificeret lde gum-en tog den koen med amerikanske ck 's'

De dyreste gummisko blev produceret til et modeshow i New York i 2007. Et par Nike Dunks dypet i 18 karat guld, 22.600 Pris kroner.

GUMMISKO WATCH

Det amerikanske site sneakerwatch.com har som sit eneste formål at fortælle historier om, hvorfor diverse celebrities går med de gummisko, de nu gør.

DEN ÆLDSTE SKO

Den ældste kendte sko er omkring 5.500 år gammel og blev fundet i 2008 i en hule i Armenien. Og nej, den var ikke af gummi, men af læder.

Gummi fra gummitræet blev kendt som indiansk gummi, da det blev bragt over Atlanterhavet til Europa i 1700-tallet. Der skulle dog gå en del år, inden nogen fandt ud af at bruge materialet til sko.

Nike. edet rtske t an-mark-uma, be.

Tekst Karen Garhn / FOTO James Bates



WHAT I HAVE TO KEEP IN MY MIND TO STAY FOCUSED

- I APPROACH THINGS A SIMILAR PERSPECTIVE
- AS I WAS, SAY, FIFTEEN YEARS AGO, BECAUSE THAT'S WHAT I LOVE
- WHEN MUSIC HAS THAT ABILITY TO MAKE YOUR EMOTIONS SWELL," MOBY SAYS.
- IN MY OWN SMALL WAY, THROUGH MY USE OF MELODY AND STRINGS, I'M TRYING TO GET TO THAT."

NIEL, I'M LOOKING INTERESTING, BEAUTIFUL VOCALS FOR MY ORD

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MOBY PLAY

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the enigmatic vocals and songwriting acumen of skylar grey -- best known for co-writing and performing on eminem and rihanna's "love the way you lie"; however, according to moby, the track "doesn't fit into the traditional pop canon, except that it's really pretty. instead, it's a weird lo-fi pop song that doesn't have a bassline." elsewhere, the defiant soul lament of "don't love me" places the unforgettably brassy pipes.

MOBY PLAY

album reviewed by moby - 1997

