

1

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9/11.5 Helvetica Neue

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Went to all lowercase
since it makes for cleaner
lines of text. That and I
kind of dig Herbert Bayer.

2

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I tightened up the leading a bit here to pull the the “propeller blade” text closer to the axis. This is just an attempt to take advantage of the somewhat regular right rag from step 1. I also loosened the tracking some.

kelly norton + research assistant +
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Justified alignment and the use of a symbol instead of line breaks. My first thought was to make a vertical column of dense text, but those relatively long words didn’t like that. In the end I actually widened the leading.

```
kelly norton {  
  research assistant  
  physical language workshop  
  mit media laboratory  
  niemand@kellegous.com  
  617.253.0000  
}
```

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-5 for cultural reference, but I couldn’t resist. This is of course a reference to the structure of code.

3



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Technically this one cheats the information hierarchy a little. The number listed is for the PLW and not for me. I just couldn't resist bending those long lines.



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A little bit of a reference to the abundance of squares and rectangles in the weisner building (aka the media lab). I'm still not happy with the awkwardness. Rectangles should feel stable; this guy might fall over if pushed.



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I'm posting this one even though I am highly critical of it. It attempts to be 3d, but my tapering rags betray the effect. I did what little I could by customizing the tracking on each line (maybe committing a type crime).