

# **Kierron Bennett- Competitions.**

[kierronsgraphicsblog.wordpress.com](http://kierronsgraphicsblog.wordpress.com)

# Background

The basis for this project is to create an assortment of pieces utilizing one typeface chosen from google typefaces. The chosen type must be used to reflect a cause that you support or wish to acknowledge and the pieces must reflect the cause and how it is supported by ones own pieces and concepts.

The idea and choice of music needs to also reflect an audicent that requires your support or information in order for them to progress.

# Brief



**Brief set by**  
Google  
& HMCT

## Typographic Notes: The Empowerment of Music

**Related Disciplines**  
Typography  
Graphic Design

**Deadline**  
24 March 2020, 5pm GMT

### The back story

Music is a powerful tool that can provide the perfect outlet for opinions, emotions, world views and even epitomise the political climate. Some of the biggest social and political movements hold a music moment behind them, from Frankie Goes to Hollywood's 'Two Tribes' fight against nuclear war, to Morrissey's impassioned plea against the slaughter of animals in 'Meat is Murder', to Gwen Stefani's remarks on sexism and stereotyping of the male-dominated music industry in 'Just a Girl'. Music artists will often use their platforms to speak a message, such as Stormzy's 'stab vest' at Glastonbury as just one recent example.

At the heart of many of these music moments is a powerful lyric or visual that inspires its audience. How could you communicate this unique power of music through typography?

### What's the challenge?

Find a genre, song or musical movement that best represents a cause and use typography to bring it to life.

Typography can express rhythm, culture, local aesthetics, traditions, humour, quirks, places and people - in any language. Utilise these benefits to highlight a cause of the present using the music of an artist, genre or festival that you feel is empowering (from any time period).

Create a typography-first campaign with both physical and digital elements to inspire your audience to discover more about the issue(s) and, where relevant, spark a call to action.

### Who are we talking to?

Are you highlighting a cause for someone who doesn't know anything about it? Or are you encouraging those affected to speak out or take action? It's completely up to you who you create the campaign for, but you should justify why you are targeting a specific group or type of person, and how your campaign will reach them. And remember, no stereotypes or clichés. Draw on experience, do your research, get first-hand feedback and make sure your solution is thoughtful, authentic and true.

### Things to think about

#### How to represent your music and message

Think about how type could creatively represent your music or the message of the lyrics. Whatever applications you choose, use typography as the main creative expression.

Think about the unique qualities of your chosen music. How could it relate to your cause? Think about what you could say, how you could say it, and what type you say it with.

### How to use technology

Think about how technology—analogue or digital—creatively affects your use of type.

### How to present your work

Your solution can be presented in any language, though you will need to provide an English translation. Any accompanying explanatory statements must be in English, and you must clearly indicate any key features of your design, especially if it uses a non-Latin writing system.

### The important stuff

A typography-led, integrated graphic design campaign that uses Google Fonts, a library of 952 free licensed fonts. Though not a requirement, you may also consider the use of a variable font.

Your campaign must include:

- A 12" x 12" vinyl record cover as a lead expression of your typographic identity
- One poster
- One digital element
- One other touchpoint\*

\*Your touchpoint could be anything: a band t-shirt, graffitied guitar, publication, digital experience, Out of Home, banners, moving image ads or other online promotions, etc. Think beyond the obvious, but keep in mind what's relevant to your target audience—and what would make the most impact—something that embodies the music (and cause) as a jumping-off point.

The more innovative, the better.

**What and How to Submit:** Read *Preparing Your Entries* before you get started for full format guidelines.

### Main (essential):

Present your response using either a presentation **video** (max. 2 min) OR **JPEG** slides (max. 8).

### Optional (judges may view this if they wish):

Prototypes or mockups as **interactive** work (websites, apps, etc) or **physical** supporting material. If your main piece is **JPEGS**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGS** (max. 4).

# Technical

The Font is that of **Crimson Text** which I felt best showcased my work whilst also being legible and something that people would not associate with technology but is an acceptable replacement of.

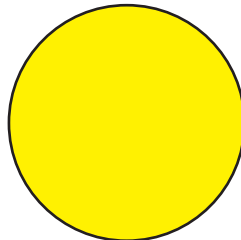
The mages are my own aside from the mock ups and the girls which I have provided under copyright.

The colours used are associated with that of digital elements (bottom left hand corner has that of facebook's colour).

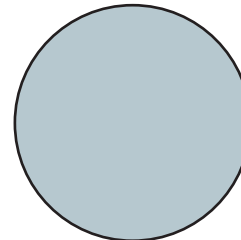
All printed ephemera will be at 300 DPI and additional digital imagery will be scaled to match the area required.

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ZÀÅÉabcdefghijklm  
nopqrstuvwxyzàåé&  
1234567890(\$£€.,!?)

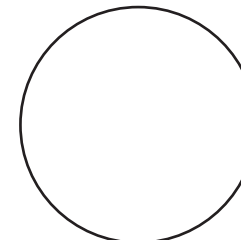
46



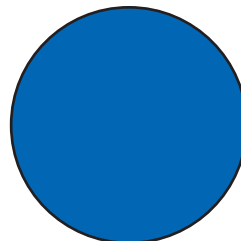
C=0 M=0 Y=100 K=0



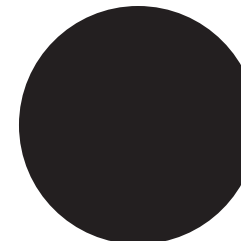
C=12 M=0 Y=2 K=20



C=0 M=0 Y=0 K=0



C=100 M=60 Y=0 K=0



C=0 M=0 Y=0 K=100

# Overview

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01100001 01110011 01100101 00100000 01110000 01110101 01110010 01100011  
01101000 01100001 01110011 01100101 00100000 01110100 01101000 01101001  
01110011 00100000 01100001 01101100 01100010 01110101 01101101 00101110

**Views-**  
**1,376,617**  
**Duration-**  
**8:18**

**Views-** 47  
**million**  
**Duration-**  
6:40

**Views-** 43  
**thousand**  
**Duration-**  
6:35

**Views-** 93  
**thousand**  
**Duration-**  
5:56

**Views-** 42  
**thousand**  
**Duration-**  
5:39

**Views-** 8.7  
**million**  
**Duration-**  
7:23

**Views-** 15  
**million**  
**Duration-**  
3:33

**Views-** 38  
**thousand**  
**Duration-**  
6:08

**Views-** 15  
**thousand**  
**Duration-**  
6:29

**Views-** 140  
**thousand**  
**Duration-**  
7:16

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# Overview

01001000 01101001 00101100 00100000 01110111 01100101 00100000 01100001  
01110010 01100101 00100000 01100001 00100000 01100111 01101100 01101111  
01100010 01100001 01101100 00100000 01101111 01110010 01100111 01100001  
01101110 01101001 01110011 01100001 01110100 01101001 01101111 01101110  
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01110100 00100000 01111001 01101111 01110101 01110010 00100000 01110000  
01100101 01110010 01110011 01101111 01101110 01100001 01101100 00100000  
01101001 01101110 01100110 01101111 01110010 01101101 01100001 01110100  
01101001 01101111 01101110 00100000 01100001 01101110 01100100 00100000  
01110000 01110010 01101111 01100110 01101001 01110100 00100000 01100110  
01110010 01101111 01101101 00100000 01110100 01101000 01101001 01110011  
00100000 01100010 01111001 00100000 01110011 01100101 01101100 01101100  
01101001 01101110 01100111 00100000 01101001 01110100 00100000 01101111  
01101110 00100000 01110100 01101111 00100000 01101111 01110100 01101000  
01100101 01110010 01110011 00101110 00100000 01010111 01100101 00100000  
01110111 01101001 01101100 01101100 00100000 01110100 01101000 01100101  
01101110 00100000 01110010 01100101 01110000 01100101 01100001 01110100  
00100000 01110100 01101000 01101001 01110011 00100000 01100001 01100011  
01110100 01101001 01101111 01101110 00100000 01101101 01110101 01101100  
01110100 01101001 01110000 01101100 01100101 00100000 01110100 01101001  
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01110000 01110100 00100000 01110100 01101000 01100101 01110011 01100101  
00100000 01110100 01100101 01110010 01101101 01110011 00101100 00100000  
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01100001 01110011 01100101 00100000 01110000 01110101 01110010 01100011  
01101000 01100001 01110011 01100101 00100000 01110100 01101000 01101001  
01110011 00100000 01100001 01101100 01100010 01110101 01101101 00101110

<b>Views- 1,376,617 Duration- 8:18</b>	<b>Views- 47 million Duration- 6:40</b>	<b>Views- 43 thousand Duration- 6:35</b>	<b>Views- 93 thousand Duration- 5:56</b>
<b>Views- 42 thousand Duration- 5:39</b>	<b>Views- 8.7 million Duration- 7:23</b>	<b>Views- 15 million Duration- 3:33</b>	<b>Views- 38 thousand Duration- 6:08</b>
	<b>Views- 15 thousand Duration- 6:29</b>	<b>Views- 140 thousand Duration- 7:16</b>	

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All printed ephemera will be at 300 DPI and the vinyl cover sleeve will be made at 12 inches wide by 11 inches tall. The front cover uses information transformed into binary to give the feeling of being unknown when to agreeing things online and puts things into perspective for such people. The back uses information about the song to reinforce the whole “unkown” concept.

# Overview

Hi, we are a global organisation who will harvest your personal information and profit from this by selling it on to others. We will then repeat this action multiple times. If you accept these terms, then please purchase this album.

CamelPhat  
& Ali Love-  
'Dopamine  
Machine'

FISHER-  
Losing it

Bruno  
Aguirre-  
Visionary

Disk  
Space-  
Runtime  
Error

GotSome-  
Nomad  
Chat

Patrick  
Topping-  
Be Sharp  
Say Nowt

Au/Ra &  
CamelPhat  
-Panic  
Room

Cosmonov-  
You Got  
Me Burnin'  
Up

Miguel  
Moraleda-  
Number  
One

Guille  
Placencia-  
Disa

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All printed ephemera will be at 300 DPI and the vinyl cover sleeve will be made at 12 inches wide by 12 inches tall. The english cover is to show what you agree to by buying the album and the back is to show which songs you used, the use of crossed out text is to show hidden meaning sused throughout terms as well as to erase useless information.




# Overview



**This concept is the poster concept which uses a QR code which sends the user to the nearest news about data hacking, lawsuits via major companies such as facebook or google for example and also additional sites which tell you how to protect yourself against hackers, this will change often to reflect the biggest need.**

01001000 01101001 00101100 00100000 01110111 01100101 00100000 01100001  
01110010 01100101 00100000 01100001 00100000 01100111 01101100 01101111  
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01100011 01110101 01110010 01100101 00100000 01110100 01101000 01101001  
01110011 00100000 01100001 01101100 01100010 01110101 01101101 00101110

Download the app to see the full feature



Download on the App Store GET IT ON Google Play



# Overview



Aisha

Today at 19:33 · 🌐

I want this mockup so bad!!  
Found it at <http://marinad.com.ar>

[See translation](#)



👍 Like

💬 Comment

➦ Share

👍❤️😱 1.035



Write something...



# Overview

```
01001100 01101001 01101011 01100101 01110011 00100000 01001010 01110101
01110011 01110100 01101001 01101110 00100000 01000010 01100101 01101001
01100010 01100101 01110010 00101110 00100000 01000110 01100001 01110110
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01101111 01110111 01101110 00100000 01100011 01100001 01100010 00101110
```

**This concept is in relation to a shock tactic in which people connect their phones to the billboard in order to charge them, the board then scans their facebook profile, selects their photo and publishes it on the board for people to see, the subject is made of information taken from facebook. This has no direct size and as it is purely digital scales to the size of the board.**



# Overview



This concept is a RFID protected phone case and wallet, which is the touchpoint for the project. The case was made in order to prevent data hacking and cause protection whilst the wording used is in order to inform people that they are not going to be hacked and they will protect themselves. Size is relative to phone case.

# Scope

**This may be taken further in the form of social media activism, animation, social discussion (interviews with the public).**

**As the context of this is digital based, anywhere that digital imagery or music is used would benefit this should it be used in the right context.**

**Additional work such as alternate ways of showing data protection such as VPN or possibly how to check if a website is secure is one that may be explored in comparison to the others ideas.**

# Copyright

[https://www.google.com/search?biw=1536&bih=722&tbm=isch&sa=1&ei=PXroXZedFpDDlwSm85aIDw&q=girl+photo+fb&oq=girl+photo&gs\\_l=img.1.0.0i6713j0l7.0.0..680290...0.0..0.112.252.2j1.....0.....gws-wiz-img.WVZPiuZQUmc#imgrc=4vqPDr-ZxVwWMM:](https://www.google.com/search?biw=1536&bih=722&tbm=isch&sa=1&ei=PXroXZedFpDDlwSm85aIDw&q=girl+photo+fb&oq=girl+photo&gs_l=img.1.0.0i6713j0l7.0.0..680290...0.0..0.112.252.2j1.....0.....gws-wiz-img.WVZPiuZQUmc#imgrc=4vqPDr-ZxVwWMM:)

[https://www.google.com/search?q=facebook+mockup&source=lnms&tbm=isch&sa=X&ved=2ahUKEwjNx5bLj7LmAhXuShUIHYm-wAloQ\\_AUoAXoECBAQAw&biw=1536&bih=722&dpr=1.25#imgrc=jqLeBJkOAGvIwM:](https://www.google.com/search?q=facebook+mockup&source=lnms&tbm=isch&sa=X&ved=2ahUKEwjNx5bLj7LmAhXuShUIHYm-wAloQ_AUoAXoECBAQAw&biw=1536&bih=722&dpr=1.25#imgrc=jqLeBJkOAGvIwM:)

[https://www.google.com/search?biw=1536&bih=722&tbm=isch&sa=1&ei=n8znXf\\_HL-Ojgweb3pugDA&q=rfid+wallet+mockup&oq=rfid+wallet+mockup&gs\\_l=img.3...24810.25672..25918...0.0..0.84.502.9.....0....1..gws-wiz-img.....0i67j0j0i5i30j0i8i30j0i24.78xH0fQ81C-Q&ved=0ahUKEwi\\_k8TQo5zmAhXj0eAKHRvvBsQQ4dUDCAc&uact=5#imgrc=kVKqs3ySRr8AzM:](https://www.google.com/search?biw=1536&bih=722&tbm=isch&sa=1&ei=n8znXf_HL-Ojgweb3pugDA&q=rfid+wallet+mockup&oq=rfid+wallet+mockup&gs_l=img.3...24810.25672..25918...0.0..0.84.502.9.....0....1..gws-wiz-img.....0i67j0j0i5i30j0i8i30j0i24.78xH0fQ81C-Q&ved=0ahUKEwi_k8TQo5zmAhXj0eAKHRvvBsQQ4dUDCAc&uact=5#imgrc=kVKqs3ySRr8AzM:)

<https://graphicburger.com/vinyl-record-psd-mockup/>