



*Lorem Ipsum*

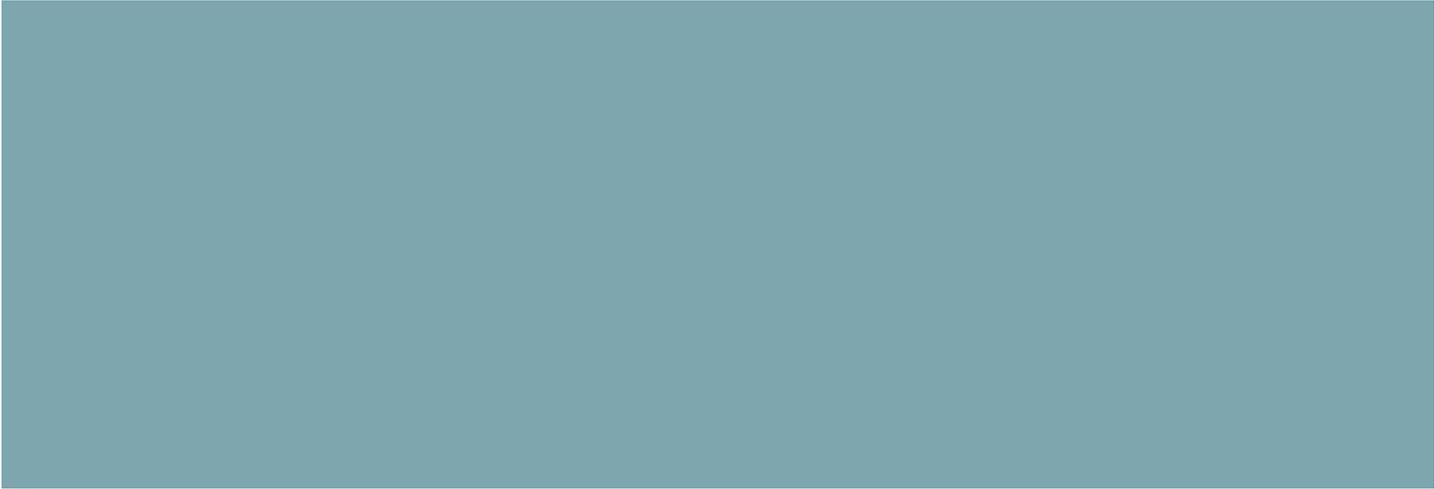
*A Process Book by Sarah Larson*



ART 307—Type + Image

Professor Clabough

Spring 2018





# Project Turn-In Checklist of Deliverables & Technical Criteria

## Technical Specifications:

Tabloid

- Size: 18" H x 12" W
- Software: Illustrator & Photoshop
- Color: Your choice (Cynthia, “Project 1...”)

## Deliverables:

- Research
- Thumbnails
- Final Rough Sketches
- Activity Log
- Print for Semi-Final Critique
- Print for Final Critique
- Adobe Illustrator File of Lorem Ipsum
- Process Book

Work Cited

Clabough, C. 2018. *Project 1: Type & Image: Lorem Ipsum*. Class handout. SUNY Oswego. February 8, 2018.



# Project Goals & Expectations

## Project Description:

For this project, the main focus was to use text as a way to illustrate a story. The first step was to create a fictional character. The goal was to create a story to give the viewer an idea of who this character is and what they do. The requirements went as follows (Cynthia, “Project 1...”):

- Character Name: Lorem Ipsum  
(the Latin placeholder text that appears within textboxes of Adobe Software)
- 50%—imagery made up of Lorem Ipsum text
- 20%—optional imagery using photography or hand-drawn illustrations
- 10%—optional legible type  
(must include “The Adventures of Lorem Ipsum”)
- 20%—save this much room for negative space
- Present something original and experimental (Cynthia, “Project...1”)

Work Cited

Clabough, C. 2018. *Project 1: Type & Image: Lorem Ipsum*. Class handout. SUNY Oswego. February 8, 2018.



## Project Assessment

### Strengths:

The most successful areas in my piece are as follows:

- **Color Scheme**—Having prior knowledge about Autism, I knew that it causes heightened senses. For example, a sound might become overwhelming for someone with Autism that to someone else could be easily ignored. I wanted to know if the sense of sight might have a similar reaction. After finding a scientific research article, I learned that the color yellow has an overwhelming brightness to it for a person with Autism.

Most of the other colors used in the tests had neutral reactions, with the exception of green and brown.

These colors found preference. I played with these colors in a palette maker until I found the shades to my liking. I wound up with varying shades of teal as well as an orange rather than a brown. I stayed away from yellow not only because it did not fit the color, but because it would be ironic to create a poster that promotes Autism acceptance that people with Autism might have a harder time to view.

- **Choice of Typeface**—I searched for a typeface that would best suit my character. Since my personal goal was to teach people about high-functioning Autism, I used famous people throughout history who had (or are believed to have had) Autism. I chose a typeface called *Jane Austen*. It is based off her manuscripts.
- **Visual Flow**—There is an effective visual flow throughout my piece. This allows the viewer's eyes to move around without getting stuck in one place.

## Project Assessment (cont'd)

### Strengths & Weaknesses:

The areas that I have already revised/need to revise:

- **Revisions**—Although I am very happy with my first version, the photographic imagery exceeded the maximum amount of 20%. I went back in, downsized the images and placed them so that they would be almost hidden but still be a part of the story. I also solved the problem of needing more text. I decided to reuse the idea of what I had done with the large photographs, but with text.

I drew out each letter in “Lorem Ipsum,” then copied and pasted each one, slightly enlarging the copied version and placing it behind the original letter, thus creating the illusion of a shadow). Each letter (like the photos) are large but with a low opacity. I did this so that the great size would not take away from the rest of the items in the piece.

- **Certain Text**—I might go back and lower the thickness of the stroke used on the orange typeface that can be found twice along the windy path of Latin text.
- **The Chalk**—I am very pleased with the look of the chalk. The only thing I have considered changing is its placement. I would like for the bottom portion of the chalk that grazes Lorem Ipsum’s hand to be behind that hand, while the rest of the chalk remains places how it currently is shown.



## Project Assessment (cont'd)

### Technical Requirements:

An analysis of the digital imagery and technical requirements

- **50% Lorem Ipsum Type &**

**20% Negative Space**—Although a majority of my text has a very small font size, the hand-drawn letters I put in the background with a low opacity help fill about 50% of the poster along with the imagery made out of the Latin type (i.e. the winding text path, the character's (Lorem Ipsum's) hair, beard, eyebrows) and body.

It also helps to meet the requirement of having an 80% amount of positive space, leaving 20% negative.

- **20% Photographic Imagery**—The first version of my composition exceeded this optional amount. Less than 20% of the final composition is made up of imagery. I simply downsized the camera, lightbulb, and sculpture that I had photographed and changed their positions. The photograph of the face remains the same in either piece. The greyscale quality blends well with the rest of the colors and does not detract from the type.

- **10% Legible Type**—I decided to include variations of the main title, “The Adventures of Lorem Ipsum.” I made the font size very small so that it would take up a very small portion of the composition. The subtitle I chose all surrounding the character, Lorem Ipsum, who has high-functioning Autism (i.e. *The Awareness of Lorem Ipsum, The Masterful Lorem Ipsum, The Misunderstood Lorem Ipsum, and finally, The Acceptance of Lorem Ipsum*).



## Project Assessment (cont'd)

### **Background Story & Imagery Identification:**

How and why the imagery is what it is

I chose to illustrate something about some disability or disorder, whether it be social, mental, or physical. I researched many different kinds and finally I called my mom who used to be a teacher's aid along with my dad in a place called Hopetown. Hopetown was a residential school where children with severe disabilities lived and went to school. This is also how my parents met. I knew my parents could help me narrow down various disabilities.

She told me about the ones that she had more familiarity with as well as others she had less experience with. The children she worked with had very severe physical disabilities while some had various intellectual disabilities. I decided to focus on Autism (this she knew a lot about but still not as much as others).

I began researching Autism, but focusing mainly on high-functioning Autism. I found out that many brilliant people in history have Autism (some are speculated by specialists and/or those with Autism/Asperger's to have it based on their habits, quirks, diaries, etc. Others have been confirmed on a one-on-one basis to have Autism and/or Asperger's). I had already known from what my parents had taught me when I was little, was that people with Autism have a very brilliant mind in a specific area of interest.

## Project Assessment (cont'd)

### **Background Story & Imagery Identification:**

How and why the imagery is what it is (cont'd)

On the phone call with my mom, I told her about Dan Akroyd and how his obsession (because he also has OCD) with police manifested into writing the screenplays for what became two iconic American films: *The Blues Brothers* and *Ghostbusters*. My mom mentioned how genius is a by-product of obsession. When I asked her to elaborate, she gave examples such as Albert Einstein, who spent hours writing complex equations on a chalkboard, and Mark Twain and Hans Christian Anderson, who were so prolific in their writing abilities. She also spoke of Michaelangelo (at this time, the fact that he had Autism was unbeknownst to us) and asked how someone could do what he did (i.e. paint the Sistine Chapel) without having some obsession to do so. She said that most people would tend to lose their patience! I later discovered that he is among the list of people assumed to have Autism.

I chose to talk about this through my art as a personal reaction of the ignorance surrounding disabilities and disorders. I am tired of people, even friends, mistreating those with disabilities. In class, many people become easily bothered by and either ignore or lose their patience around those with Autism or Asperger's. I have witnessed friends call other friends "weird," or jokingly say "the words that come out of their mouth detracts from their looks." It astounds me how unaware people are of there being a scale in the world of disabilities. There are many different levels. Just like with physical pain, some may have a small bruise from hitting their elbow against a wall, while others may have a stark white cast over their arm.

## Project Assessment (cont'd)

### Background Story & Imagery Identification:

How and why the imagery is what it is (cont'd)

I think that one easy way to solve this problem is to talk about it. That is what I am doing with my art.

- I chose to use a photographic image of a face to make the person more relatable. I used a photograph I had taken of a friend. I wanted to show people that there is not always a clear indicator in someone's appearance that signifies they have Autism or Asperger's. I have met many people recently that have high-functioning Autism.

Doctors are curious as to whether Autism is increasing in births, or is it simply that the awareness for it has increased and therefore diagnoses are increasing. I believe it is the latter. Autism is probably a lot more common than one might think. It might turn out that a lot of people have at least a small level of Autism.

- I used the typeface, *Jane Austen* because she is a very well-known author, as well as someone who is believed to have had Autism. The handwritten style also represents Emily Dickinson, Lewis Carroll, Hans Christian Anderson, Beethoven, Mozart, and Mark Twain.
- The Lorem Ipsum character is writing one of Einstein's equations on a chalkboard that appears see-through to the viewer.

## Project Assessment (cont'd)

### Background Story & Imagery Identification:

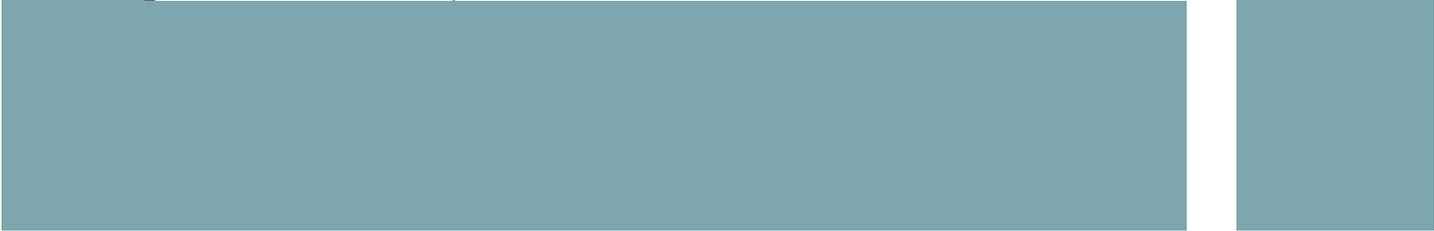
How and why the imagery is what it is (cont'd)

- I chose a green-ish color palette after looking for scientific research articles that discuss what colors may be of preference to children with Autism.
- The top portion of the composition contains a path I made with the pen tool. The path has an interesting flow. I wanted to create a flow that made the viewer think, like a puzzle would. Many people with Autism are able to figure out puzzles that others without it normally could not (ex. Bobby Fischer earned the title of youngest chess grandmaster at only 15 years old).
- The clipping masked photographs:
  - The Lightbulb represents the inventors (i.e. Nikola Tesla, Isaac Newton, and Henry Ford)
  - The Sculpture is for the artists (i.e. Michaelangelo and Vincent Van Gogh)
  - The Camera signifies the directors, actors, and others who fall in the entertainment industry (i.e. Dan Akroyd, Stanley Kubrick, Robin Williams, Daryl Hannah, Tim Burton, Steven Spielberg, Marty Balin (Jefferson Airplane), Satoshi Tajiri (Pokemon creator for Nintendo) and Susan Boyle)
- It was a happy accident that I wanted to shed light on a misunderstood topic, and that Lorem Ipsum is a misunderstood type.



# Activity Log of Lorem Ipsum Project

<b>DATE</b>	<b>TIME</b>
Tues, Feb. 13	3 hours (9:35 AM–12:30 PM) Class Time
Thurs, Feb. 15	3 hours (9:35 AM–12:30 PM) Class Time
Tues, Feb. 20	3 hours (9:35 AM–12:30 PM) Class Time
Thurs, Feb. 22	3 hours (9:35 AM–12:30 PM) Class Time
Sun, Feb. 25	3 hours (2:00 PM–5:00 PM) Lanigan Lab
Mon, Feb. 26	3 hours (12:00 PM–3:00 PM) Lanigan Lab
Tues, Feb. 27	3 hours (9:35 AM–12:30 PM) Class Time
Wed, Feb. 28	2.5 hours (8:00 PM–11:30 PM) Res. Hall
Thurs, Mar. 1	40 min (11:50 AM–12:30 PM) 1st Critique
Thurs, Mar. 1	2 hours (11:00 PM–1:00 AM) Revisions



# Formstorming Plates | Research Pg. 1

Sarah Larson  
Project 1—The Adventures of Lorem Ipsum  
Cynthia Clabough  
Type + Image—ART 307

## Research

Article- "What is Lorem Ipsum?"

[http://www.loremipsum.de/about\\_lorem\\_ipsum.html](http://www.loremipsum.de/about_lorem_ipsum.html)

### What is Lorem ipsum?

A quick and simplified answer is that Lorem Ipsum refers to text that the DTP (Desktop Publishing) industry use as replacement text when the real text is not available.

For example, when designing a brochure or book, a designer will insert Lorem ipsum text if the real text is not available. The Lorem ipsum text looks real enough that the brochure or book looks complete. The book or brochure can be shown to the client for approval.

The important factor when using Lorem ipsum text is that the text looks realistic otherwise the brochure or book will not look very good. Lorem Ipsum is dummy text which has no meaning however looks very similar to real text.

Common names for Lorem ipsum text include:

- blind text
- dummy text
- greeked text
- placeholder text
- mock content
- filler text

### Where did it come from ?

In design magazine, Before and After Magazine, a journalist wrote in volume 4, number 2 the following:

*After telling everyone that Lorem ipsum, the nonsensical text that comes with PageMaker, only looks like Latin but actually says nothing, I heard from Richard McClintock, publication director at the Hampden-Sydney College in Virginia, who had enlightening news:*

*Lorem ipsum is latin, slightly jumbled, the remnants of a passage from Cicero's 'De finibus bonorum et malorum' 1.10.32, which begins 'Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit...' [There is no one who loves pain itself, who seeks after it and wants to have it, simply because it is pain.]. [de Finibus Bonorum et Malorum, written in 45 BC, is a treatise on the theory of ethics very popular in the Renaissance.]*

*What I find remarkable is that this text has been the industry's standard dummy text ever since some printed in the 1500s took a galley of type and scrambled it to make a type specimen book; it has survived not only four centuries of letter-by-letter resetting but even the leap into electronic typesetting, essentially unchanged except for an occasional 'ing' or 'y' thrown in. It's ironic that when the then-understood Latin was scrambled, it became as incomprehensible as Greek; the phrase 'it's Greek to me' and 'greeking' have common semantic roots!*

» Rick Pall submitted this article to all-fonts faqs because it was stated there that no one knew where it came from.

### Every day blind text

There we go, the origins of Lorem ipsum trace back to ancient latin text from Cicero and have been already used for hundreds of years by book makers. To read "De Finibus et Malorum" by Cicero, and the translation in English (The Extremes of Good and Evil), » [click here](#)

Many veteran designers remember Lorem Ipsum text being available from » Letraset in various font types and sizes. In 'Old School' graphic design where designers would lay out their design with paper and pen (without computer), text was taken using the Letraset pads and inserted (rubbed) into place. Letraset is still in business though beaus there are a lot of model makers out there who rely on Letraset adhesive letters.

Probably the transformation of Lorem Ipsum text into a digital format can be credited to Aldus with their DTP software » Pagemaker (which later become part of the » Adobe product family) which had Lorem Ipsum text included inside the software.

### Why do a lot of web pages contain Lorem ipsum ?

Do a » search for "Lorem ipsum" on the internet, is it a surprise that hundreds of thousands of results are returned. There are a few reasons for this, when you consider that most of the websites listed in the search results contain "lorem ipsum" for no specific purpose:

Reason 1 - Some html or web editors on the market allow users to create a web page and automatically inserts Lorem ipsum text as a place holder, the users leave this text in.

Reason 2 - Similar to reason 1, there is a word processing or dtp application on the market that allows the users to create websites and also contains default lorem ipsum filler text. (eg Aldus Pagemaker)

Reason 3 - Internet hosts provide default websites for their customers which contain Lorem Ipsum text.

Reason 4 - People use Lorem Ipsum text on their web sites and forget to delete the text or have their websites indexed by search engines before the blind text is removed.

### Software

» The Lorem Ipsum Generator is an online tool on this web site in which you can generate exactly the amount of Lorem Ipsum text you require.

### More Info

Norman Walsh provided one of the first online explanations of Lorem Ipsum in his » FAQs about Fonts Version 2.1.5 (Aug 14, 1996)

There are more links to other resources in » Credits and links

# Formstorming Plates | Research Pg. 2

## WHO IS MY LOREM IPSUM?

My fictional character is named, Lorem Ipsum. He is a person who is on the autistic spectrum.

### COLOR STUDIES:

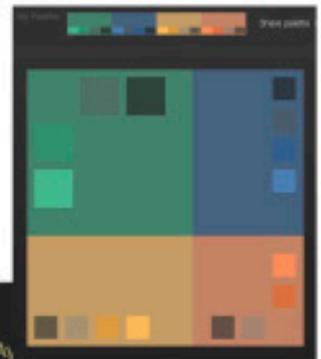


<https://www.flickr.com/photos/ufgllibrary/12365263365>



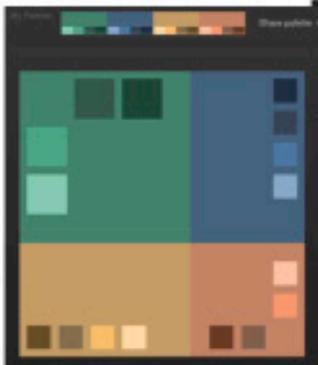
### Color Palette Preview

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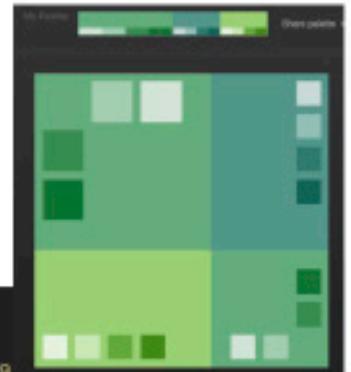
### Color Palette Preview

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### Color Palette Preview

Palette UID: c360f3-0L0kfw0Kfded0gAihvvtelp



### Color Palette Preview

Palette UID: 52W0f0kd+uc2AOL74FokPovoSk8

## Formstorming Plates | Research Pg. 3

### PEOPLE WITH AUTISM YOU MIGHT KNOW:

#### Confirmed:

Dan Akroid (actor/comedian/screenwriter)  
Susan Boyle (singer)  
Daryl Hannah (actress)  
Tim Burton (diagnosed by wife) (filmmaker)  
Marty Balin (Jefferson Airplane and Jefferson Starship singer/songwriter)  
Satashi Tajiri (creator of Pokemon for Nintendo)  
Stanley Kubrick (diagnosed after he lived) (director (i.e. 2001: A Space Odyssey))  
Adam Young (multi-instrumentalist/singer, from Owl City)

#### Speculated by specialists and/or other autistic people:

Mozart (composer)  
Einstein (theoretical physicist)  
Jerry Seinfeld (self-believed) (comedian/writer)  
Charles Darwin (scientist)  
Andy Warhol (artist)  
Lewis Carroll (mathematician/writer)  
Hans Christian Anderson (fairytale writer (i.e. *The Little Mermaid*))  
Emily Dickinson (poet)  
Michaelangelo (painter (i.e. Sistine Chapel))  
Nikola Tesla (engineer/inventor)  
Bobby Fischer (child chess grandmaster)  
Isaac Newton (mathematician/physicist)  
Bill Gates (entrepreneur)  
Robin Williams (comedian/actor)  
Abraham Lincoln (President)  
Benjamin Franklin (politician/writer)  
Jane Austen (novelist)  
Ludwig van Beethoven (composer)  
Mark Twain (writer)  
Vincent Van Gogh (painter)  
Thomas Edison (inventor)  
Henry Ford (industrialist)  
Marilyn Monroe (actress)  
Alfred Hitchcock (director)

### RESEARCH ON AUTISM:

Website: *Applied Behavior Analysis*

Article: "History's 30 Most Inspiring People on the Autism Spectrum"

## Formstorming Plates | Research Pg. 4

Link: <https://www.appliedbehavioranalysisprograms.com/historys-30-most-inspiring-people-on-the-autism-spectrum/>

Website: *Ranker*

Article: "16 Famous People with Autism"

Link: <https://www.ranker.com/list/famous-people-with-autism/celebrity-lists>

Website: *The Art of Autism*

Article: "6 Creatives On The Autism Spectrum – Actors And Filmmakers"

Link: <https://the-art-of-autism.com/6-creatives-on-the-autism-spectrum-actors-and-filmmakers/>

Website: *Autism Speaks*

Article: "What Is Asperger Syndrome?"

Link: <https://www.autismspeaks.org/what-autism/asperger-syndrome>

Website: *Autism Speaks*

Article: "Symptoms"

Link: <https://www.autismspeaks.org/what-autism/symptoms>

Website: *US National Library of Medicine National Institutes of Health*

Article: "Atypical Color Preference in Children with Autism Spectrum Disorder"

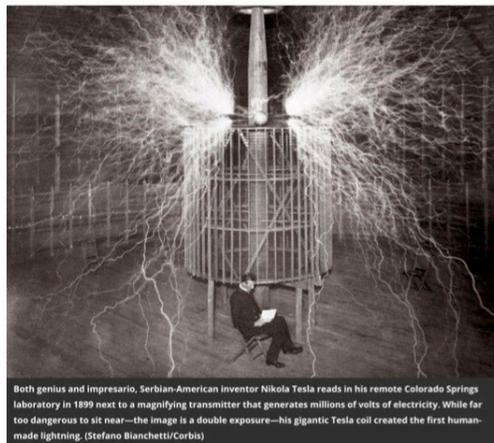
Link: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5179595/>

Website: *Disabled World Tomorrow's World*

Article: "Famous People Who Have or Had Asperger's Syndrome"

Link: <https://www.disabled-world.com/disability/awareness/famous/asp.php>

### MOODBOARD:



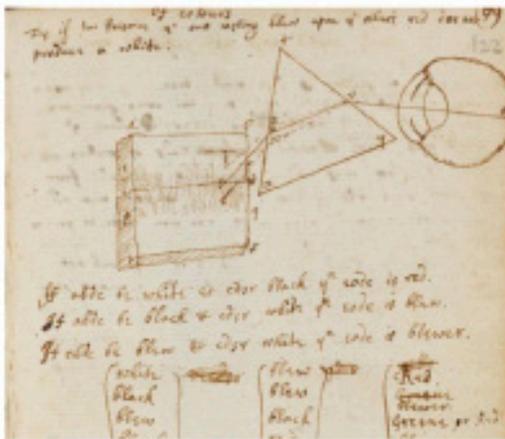
Link:

<https://www.smithsonianmag.com/travel/nikola-tesla-museum-belgrade-inventor-electricity-smithsonian-journeys-travel-quarterly-180958881/>

## Formstorming Plates | Research Pg. 5



Link: <https://www.smithsonianmag.com/innovation/extraordinary-life-nikola-tesla-180967758/>



Link: <https://www.wired.com/2011/12/isaac-newton-papers/>



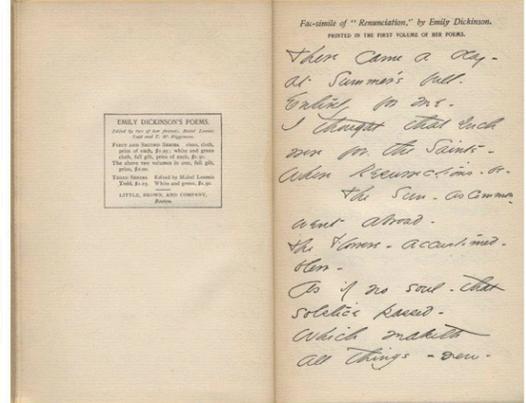
Link: <https://en.wikipedia.org/wiki/Drawing>

# Formstorming Plates | Research Pg. 6

## TYPE STUDY:



Link: <http://rebrn.com/re/original-beethoven-music-sheet-2614116/>



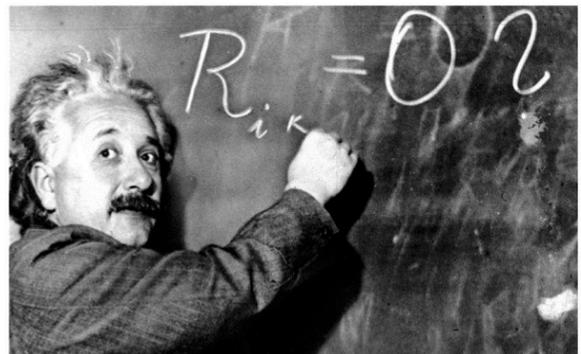
Link: <https://www.gutenberg.org/files/12242/12242-h/12242-h.htm>



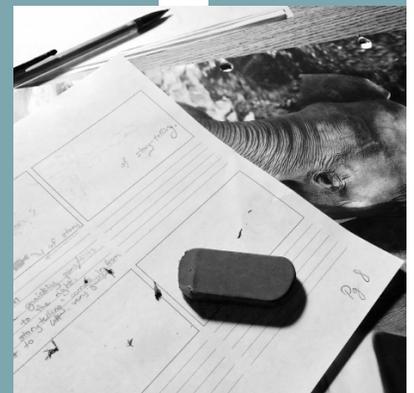
Link: <http://bookshelfreaderreviews.blogspot.com/2014/10/review-jane-austens-manuscript-works.html>

Dr. Albert Einstein writes out equation for density of the Milky Way on the blackboard at the Carnegie Institute in Pasadena, Calif., Jan. 14, 1931. Photo: AP.

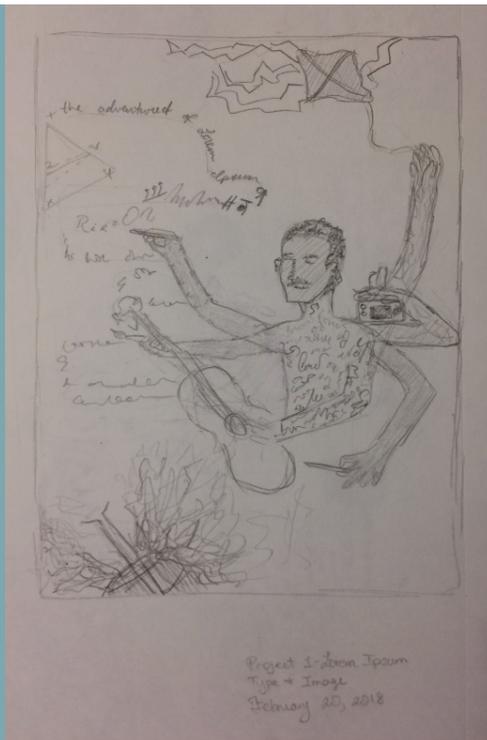
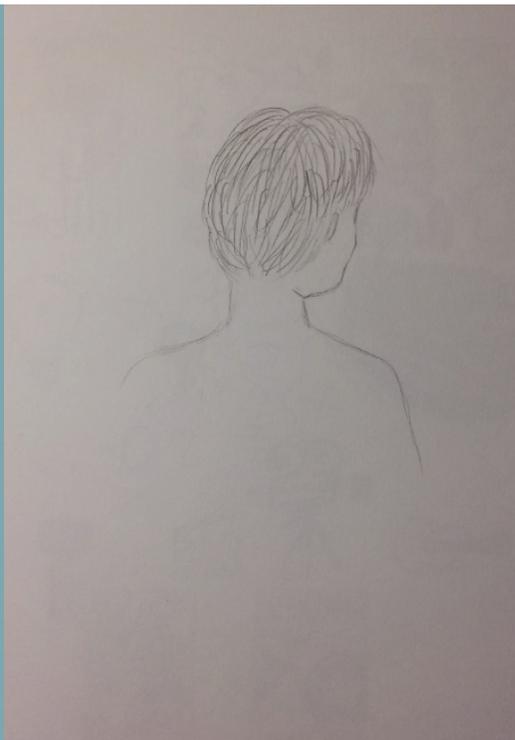
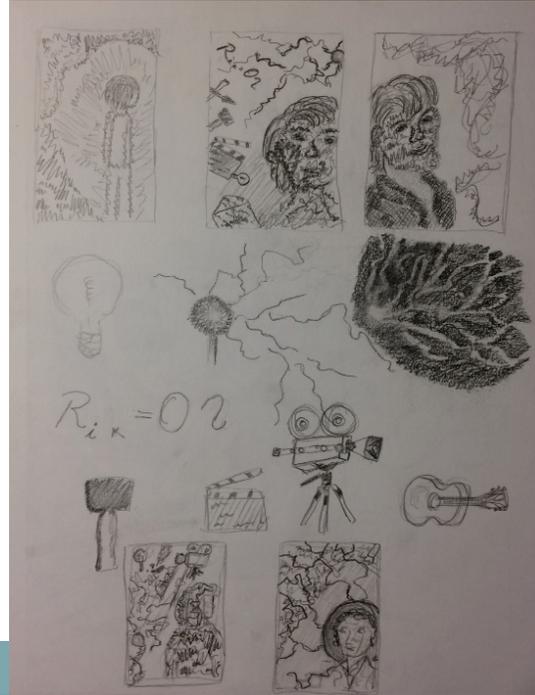
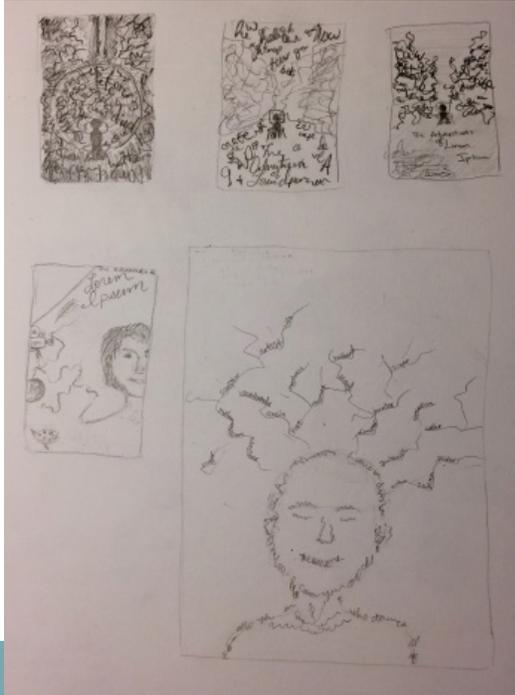
Link: <https://www.telegraph.co.uk/news/science/science-news/9175249/Einstein-proved-correct-on-view-of-the-universe.html>



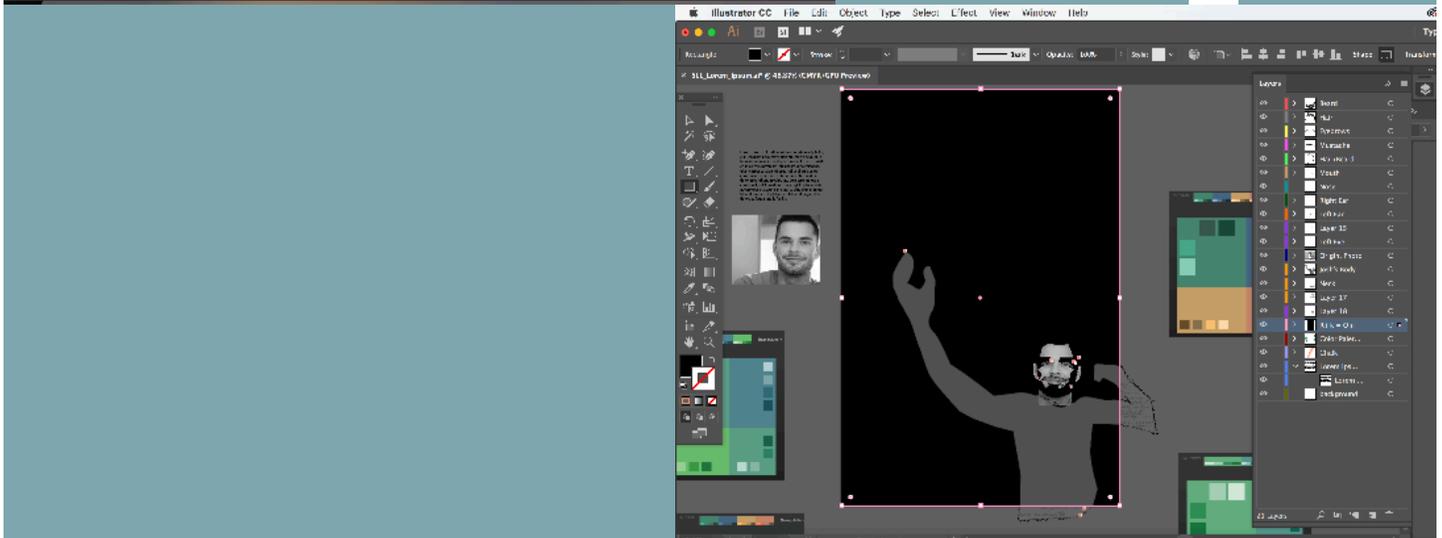
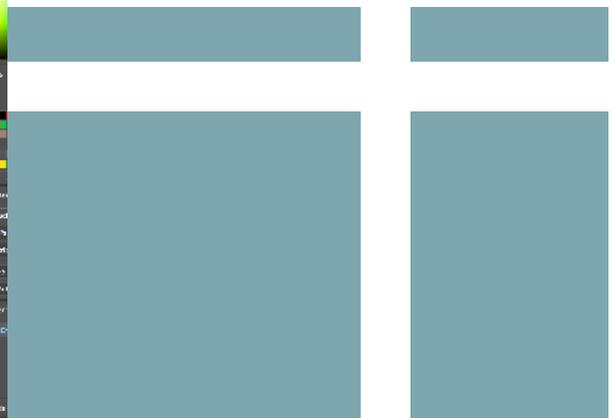
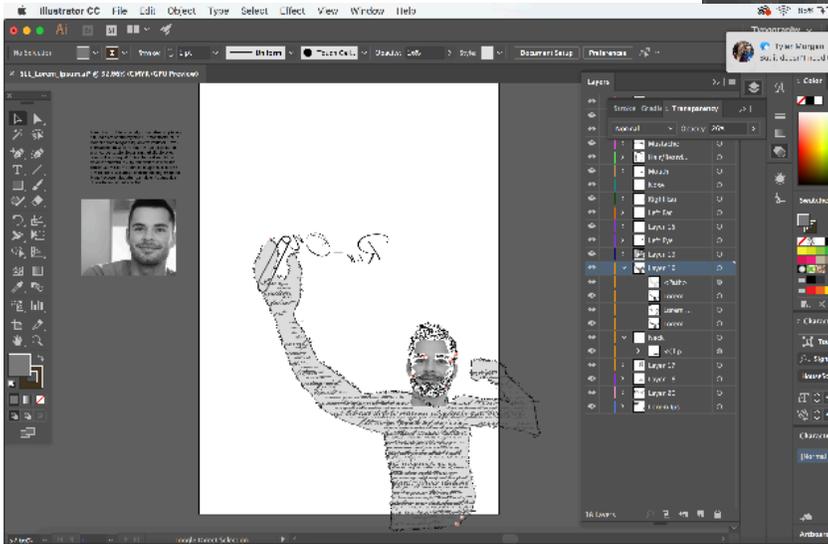
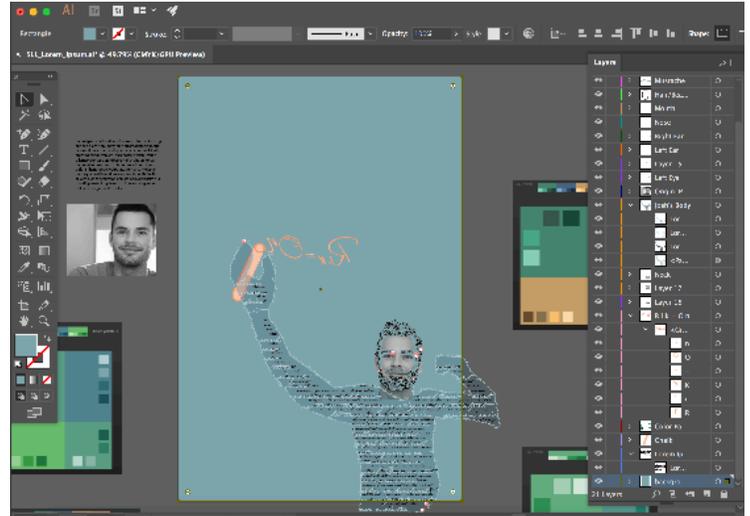
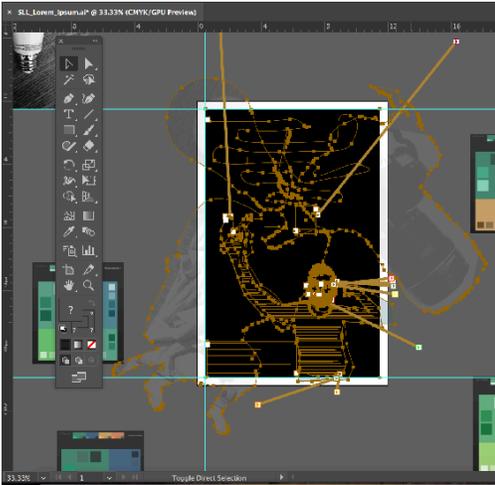
# Formstorming Plates | My Photographic Imagery



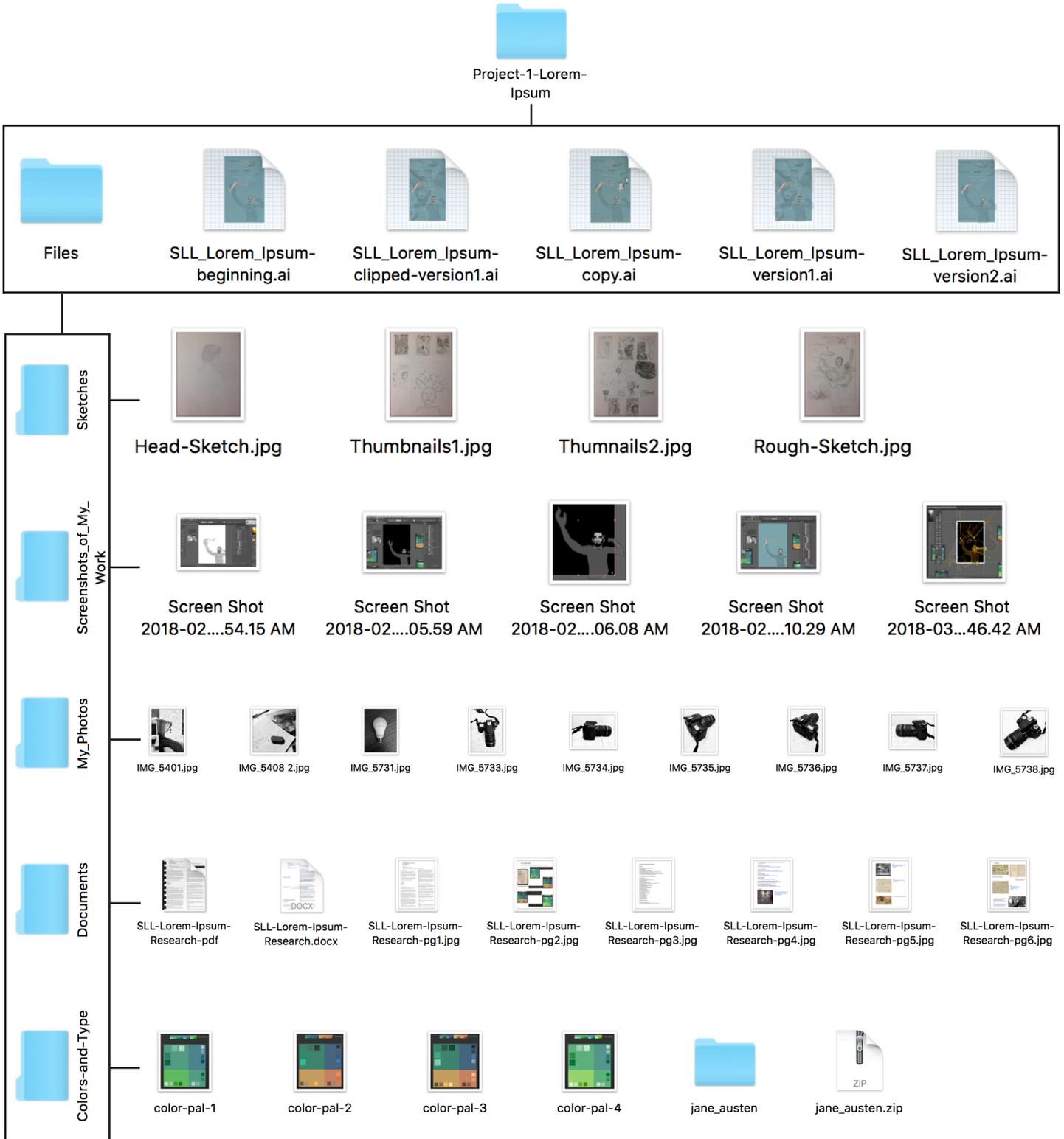
# Formstorming Plates | Thumbnails & Sketches



# Formstorming Plates | Screenshots of Work in Progress



# A Diagram of Directory Structure



# Final Deliverables | Original—Version 1



