



Helvetica Neue

KEONG SAIK STREET

Process Journal

RESEARCH

I chose this typeface because it balances between the traditional and contemporary – much like the trad-modernity of Keong Saik Road; a mixed mesh of contemporary restaurants and offices housed in old-style shophouses. Helvetica Neue also provided improved structural unification in heights and widths, making the typeface exceptionally legible even when condensed or thinned. This aspect piqued my interest as it’s versatility in weight complemented its readability well. Therefore, this allowed for bolder and wilder creations as clarity is almost always assured.

INFORMATION

DESIGNER
Max Miedinger

PERIOD
Year 1983

HISTORY
It was redesigned to have a more uniform set of height and widths with improved legibility. It was also expanded to contain many additional weights and styles such as condensed and extended.

APPLICATION
Standard Chartered, Target, WhatsApp

abcdefgh
ijklmnopq
rstuvwxyz

1234567890

ABCDEFGH
IJKLMNOPQ
RSTUVWXYZ

Helvetica Neue Condensed Bold

abcdefgh
ijklmnopq
rstuvwxyz

1234567890

ABCDEFGH
IJKLMNOPQ
RSTUVWXYZ

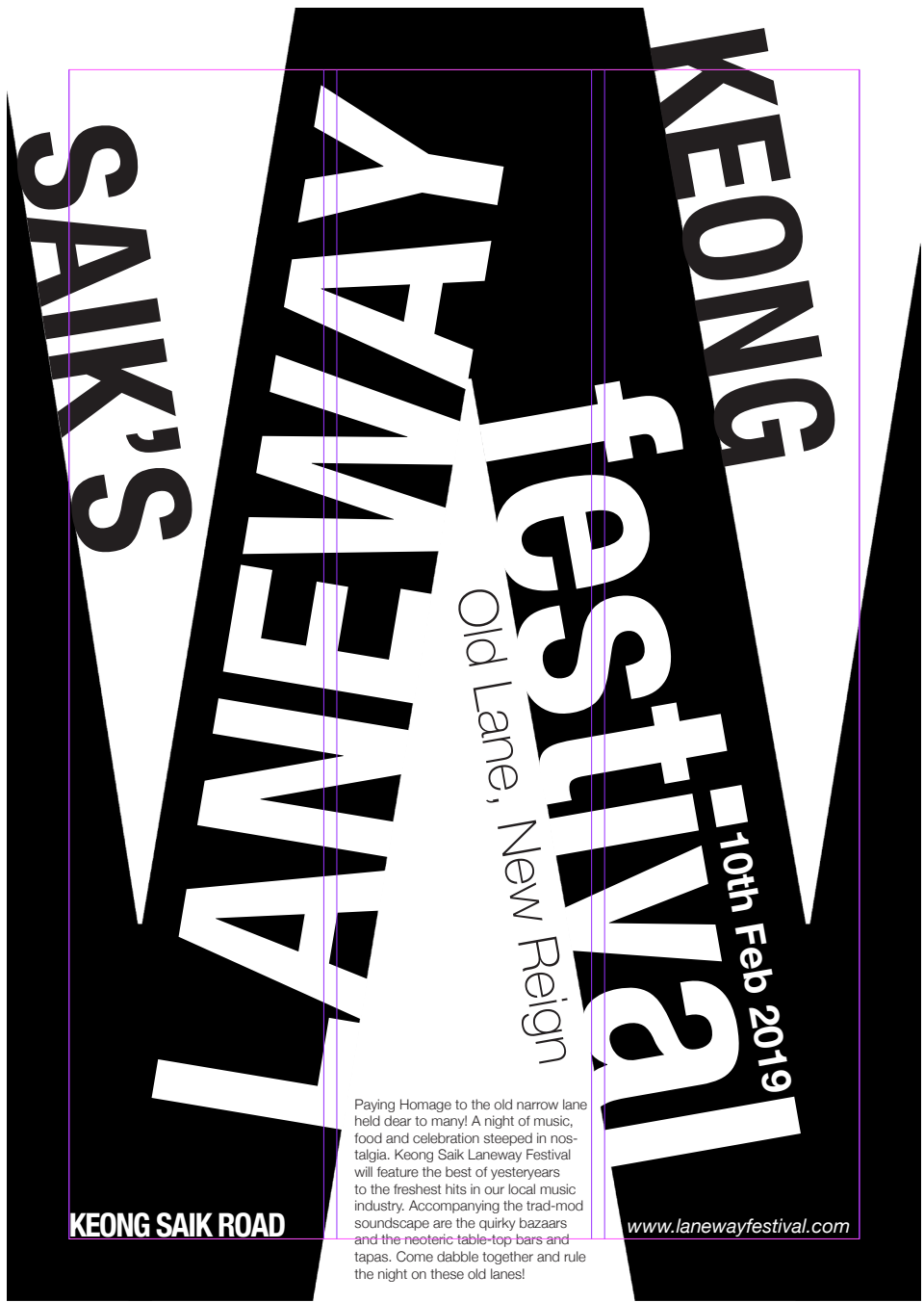
Helvetica Neue Regular

abcdefgh
ijklmnopq
rstuvwxyz

1234567890

ABCDEFGH
IJKLMNOPQ
RSTUVWXYZ

Helvetica Neue Light



Magnifying the capital letter 'W', I experimented with different ways to create abstract forms of lanes, alleys, and streets to represent Keong Saik Road. For some, the letterform was kept upright while for others, I decided to flip them on its side. I also experimented with repeated forms and with inversion by filling its counter spaces.

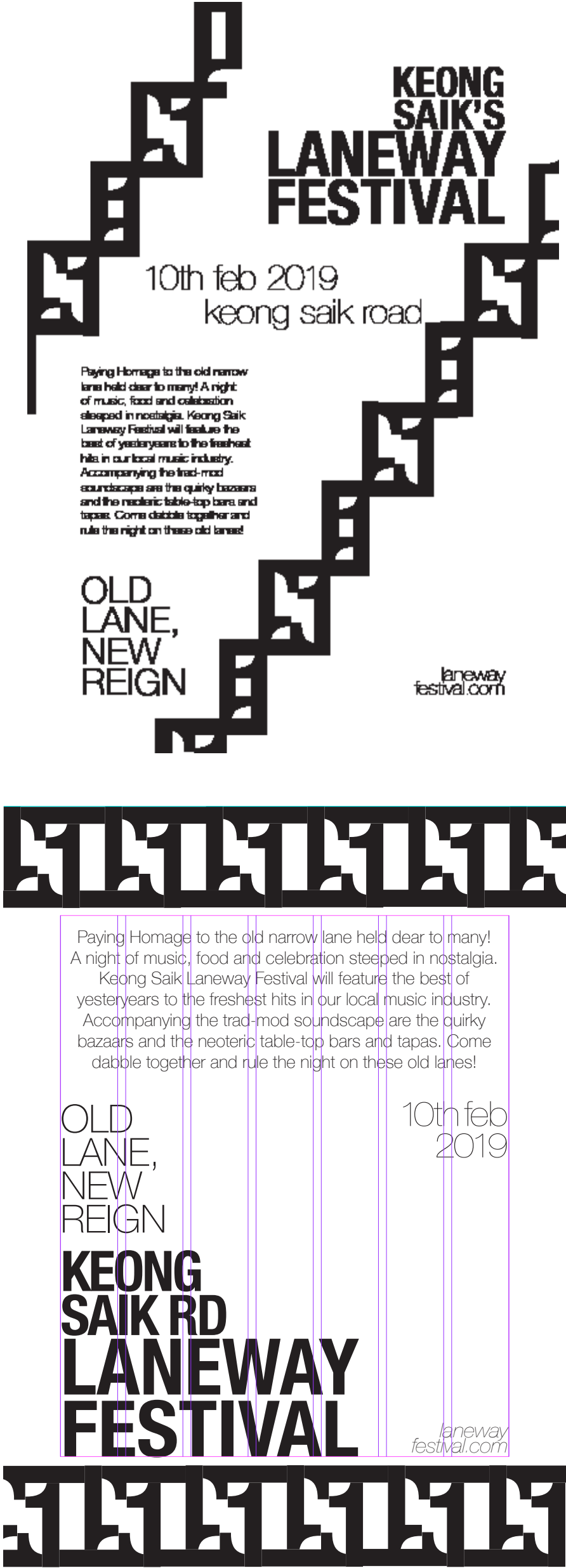




‘H’ positive counterspaces – the letter H’s crossbar formed a visual ‘lane’, a pun on the festival’s name ‘Laneway’.



‘KEONG SAIK’ imposed – referencing a poster design by Paula Scher; overwhelming the eye



‘1’ repeated and overlapped; mimicking windows of KS Road

With the MACRO done, I focused more on my poster’s hierarchy awareness. I wanted to ensure a good reading flow, and that required me to determine which information was of priority. I started on a clean slate and slowly built it into the chosen MACRO compositions. Quite enjoyed the look of this first composition (without any MACRO design). Felt it got the message across clearly and orderly.

Order of hierarchy; (1) Title (Laneway Festival Keong Saik’s), (2) Subtitle (Old Lane, New Reign), (3) Address (Keong Saik Road), (4) Date (10th Feb 2019), (5) Body Text & (6) Website.



4 Column Grid + 4.23 Gutter + 22 Margin



4 Column Grid + 4.23 Gutter + 22 Margin



5 Column Grid + 6 Gutter + 30 Margin

Attempted something more fun in this composition, playing more with the grid’s margins, columns and gutters. I was a little unsure about this design at first as the overall macro design left little space for the body text. The result left much to desire as the information became too condensed within the tight amount of space. It was still readable, but the viewer’s I tested this on said they got “tired of reading” really quickly. In the end, I paragraphed the body section and shortened the message (share more by sharing less), this improved legibility prior to playing with point size, leading, tracking and kerning.



4 Column Grid + 4.23 Gutter + 10 Margin



4 Column Grid + 26 Gutter + 7 Margin



8 Column Grid + 1 Gutter +
Margin (Top: 22), (Bottom: 9), (Left & Right: 20)

This design went through many iterations in both MACRO and micro before reaching a conclusive result that I was happy with. The initial designed used a plain 3 to 4 grid column with standard margin and gutter sizes. But after consultation with Angeline, she encouraged me to be bolder in my use of grids. I experimented further with a 6 to 7 grid column and discovered the myriad of possibilities it unlocked. For the final layout, I also mirrored the words ‘Keong’ & ‘Saik’ to improve reading flow as I felt viewers unfamiliar with Keong Saik Road may end up reading it as ‘Saik Keong’ instead. I thoroughly enjoyed this composition as it gave me both an aesthetic MACRO design and space to fit my micro design comfortably.



3 Column Grid + 4.23 Gutter + 20 Margin



7 Column Grid + 4.23 Gutter + 20 Margin



6 Column Grid + 4.23 Gutter + 20 Margin



The end goal for colour was simple; quirky, fun and livid. Essential qualities that reflected the locale and the associated festival; I referenced real-life Laneway Festival posters online for inspiration regarding my colour palette.

KEONG
LANEWAY
SAIK'S
FESTIVAL

OLD
LANE
NEW
REIGN

Paying Homage to the old narrow lane held dear to many! A night of music, food and celebration steeped in nostalgia. Keong Saik Laneway Festival will feature the best of yesteryears to the freshest hits in our local music industry. Accompanying the trad-mod soundscape are the quirky bazaars and the neoteric table-top bars and tapas. Come dabble together and rule the night on these old lanes!

10/02/2019KEONG SAIK ROADwww.lanewayfestival.com

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FESTIVAL

FEBRUARY
10TH 2019

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Poster 1 – Black & White



Poster 2 – Two Colours



Poster 3 – Three Colours