

TYPOGRAPHY P1
SEPT. 10. 2019

RESEARCH: OZERNA

as of sept 6. 2019
Average listing price : \$404,000

Population : 4,115 - 794 - 19 yr old
1040 20-39 yr old -
1255 40-59 yr old
821 60-79 yr old
180 Above 81
119 didn't answer

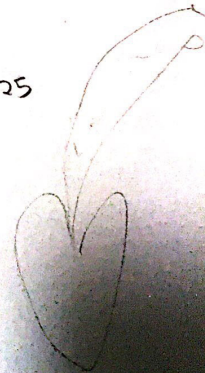
- ACCOMADATIONS : - Bus access
- Kilkenny park
- Kumon, hair salon and pita pizza place
- Walking / bike routes to Starbucks, bubble tea, etc

DWELLING UNIT OWNERSHIP
Owned - 1,120 (83%)
Rented - 66 (5%)
No response - 169 (12%)

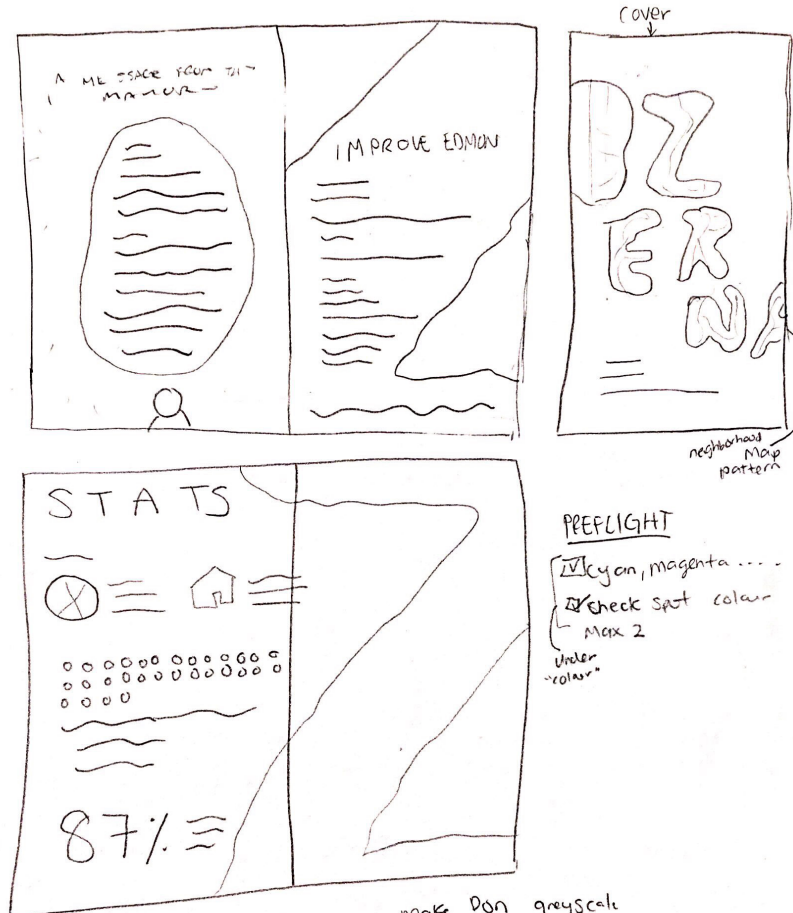
WHO IS MY AUDIENCE? New families
WHAT ARE THEIR VALUES? Safe, accessible, kid friendly, parks
WHY ARE THEY MY AUDIENCE? Ozerna is really good for families because there's always kids around to play with.

COLOURS: Yellow, light blue, black, white
Red, light blue, black white
Peach, black, white
Florecent orange, yellow, B&W
Teal, yellow, B&W


6.25 x 9.25



Original rough sketches



NOTES

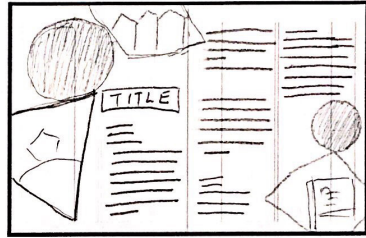
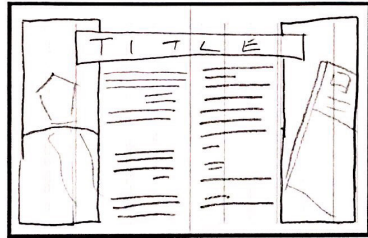
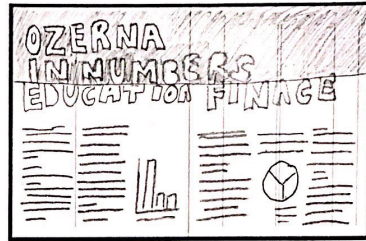
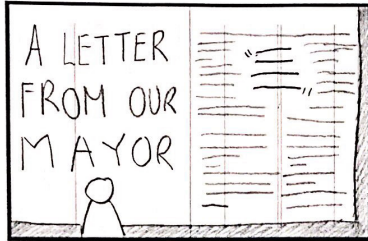
Body = sans (Not Helvetica)
 GOALS - maybe do ONE 
 not 4.

make Don greyscale

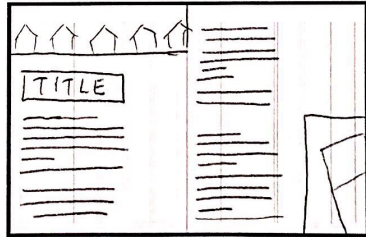
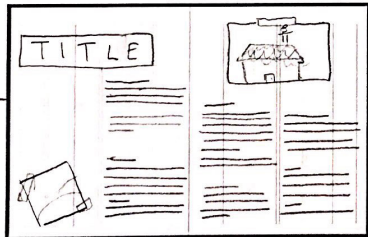
Message to Mayor → make more consistent
 Keep yellow & blue

PREFLIGHT
 ✓ Cyan, magenta...
 ✓ check spot colour
 Max 2
 Under "colour"

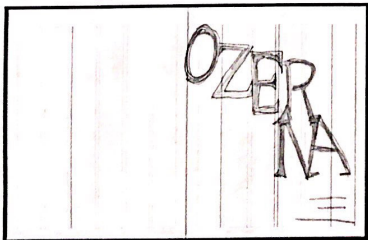
Much cleaner sketches



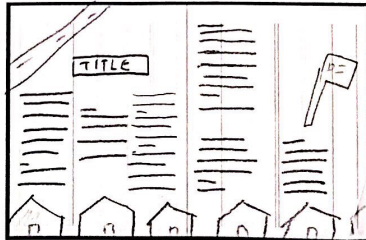
Geometric Shapes



Scrap book



Different title page idea

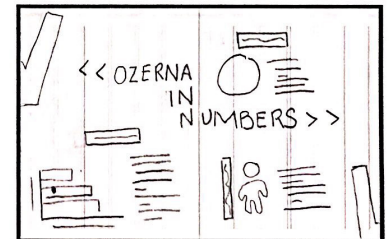
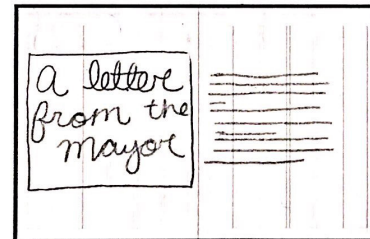
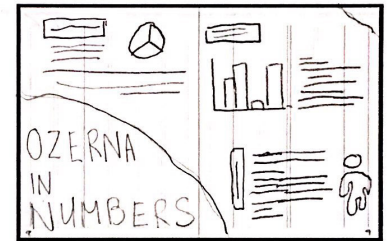
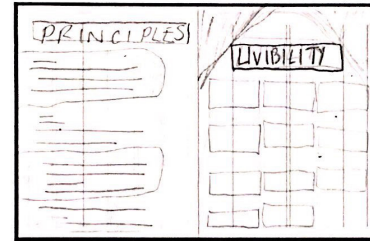
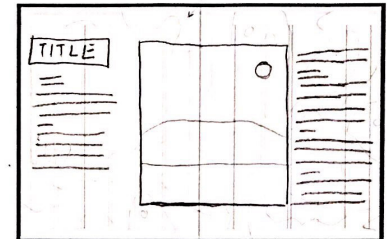
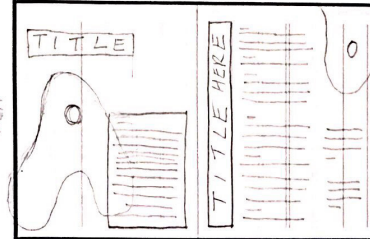


Flattens Street style

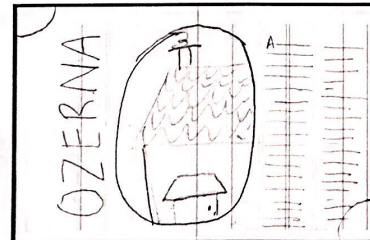
PAGES
cover
Table of contents
Message from mayor
Introduction

From vision → Action
Principles
Goals
Building great neighborhoods

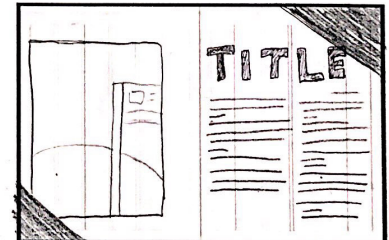
outline of letters
press in yellow



Arrow motif

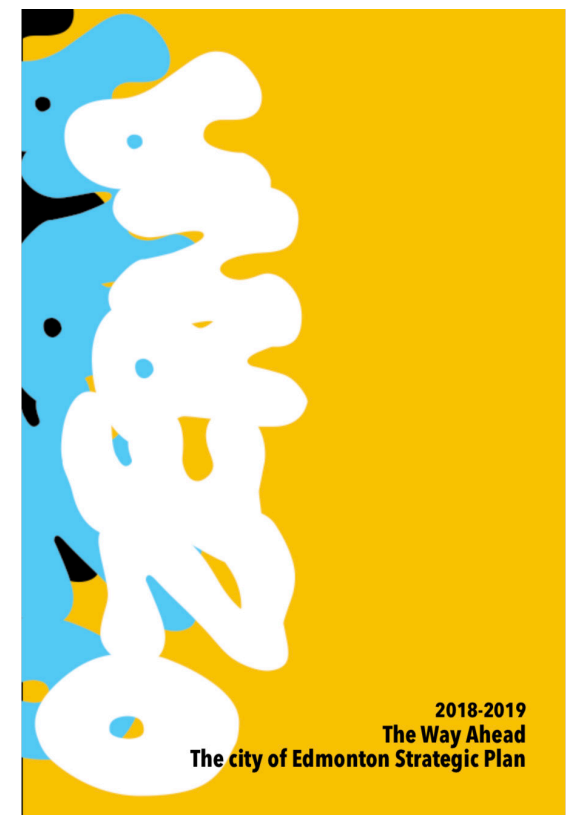
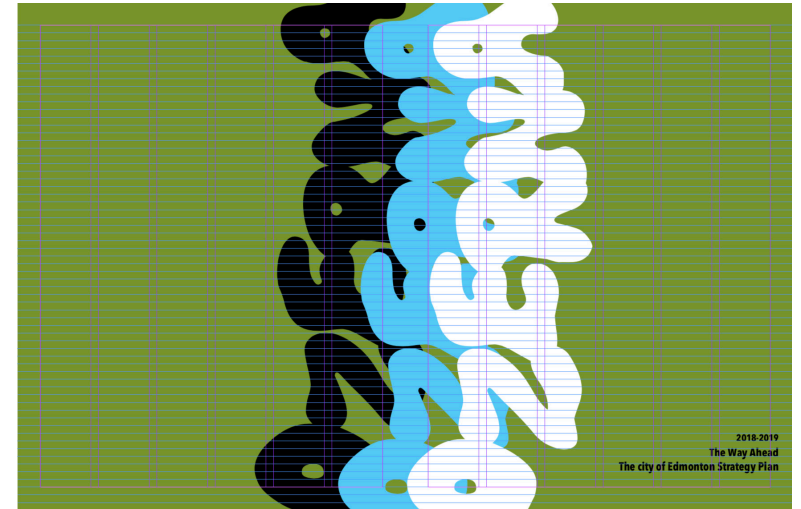
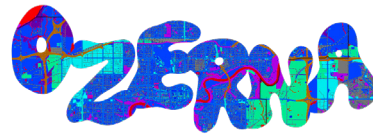


Circle motif
w/ straight/tall font



Previous rejected cover ideas

At first I started off with Ozerna in a heavy seriffed font in an obscure order but I thought it looked like a weird clash between modern and traditional. I then found a bubble typeface I liked, however many peers told me it reminded them of graffiti therefore I decided to not use it so prominently in my cover



Major changes

The old version looked too dark compared to the rest of my spreads due to its heavy use of black and green. The circular text was also long to read and the title was not bold enough. The new layout has both yellow and blue, balancing out the tones on the page, as well as a straight, square textbox which follows the title box, drawing the eye vertically from the title up to the horizontal body text.

Old

MESSAGE FROM THE MAYOR

On behalf of my colleagues on City Council, I am pleased to share an update on the City of Edmonton's strategic plan, The Way Ahead.

Edmonton is transforming into an increasingly vibrant, sustainable city. There is a rediscovered pride in our city and a growing consensus that we are a creative, confident city – ready to lead, innovate, inspire and build something great. At the core of all this is The Way Ahead, our bold, citizen-built vision for what Edmonton will be in 2040. It defines 10-year goals to transform Edmonton, and includes measures to ensure we remain accountable to citizens.

Cities are constantly in an ongoing process of change. As we work toward our dream for Edmonton's future, we continue to strengthen the plan, adjusting to new opportunities and challenges that arise. As a result of this ongoing challenge, City Council reviewed all six 10-year strategic goals and revised the transportation goal to reflect the need to create a more integrated transportation system that offers greater travel choices for Edmontonians.

We have also approved corporate outcomes, measures and targets to make sure we keep on track to achieving our vision. I look forward to continuing to work with Council to support citizens in building the city we all aspire to.



5

New

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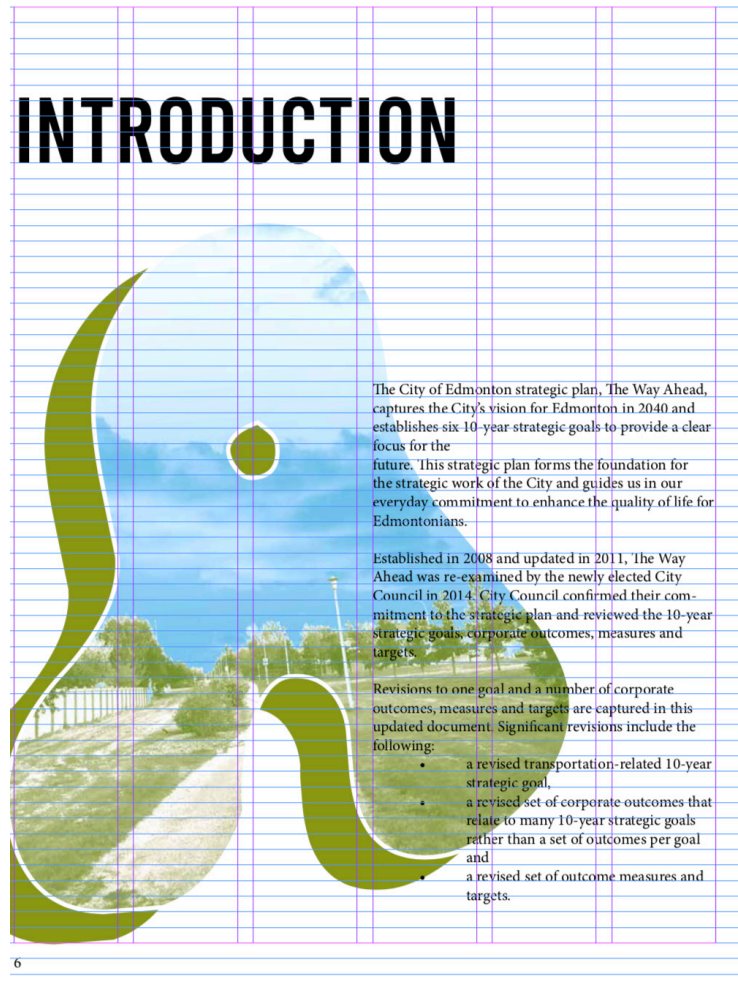


4

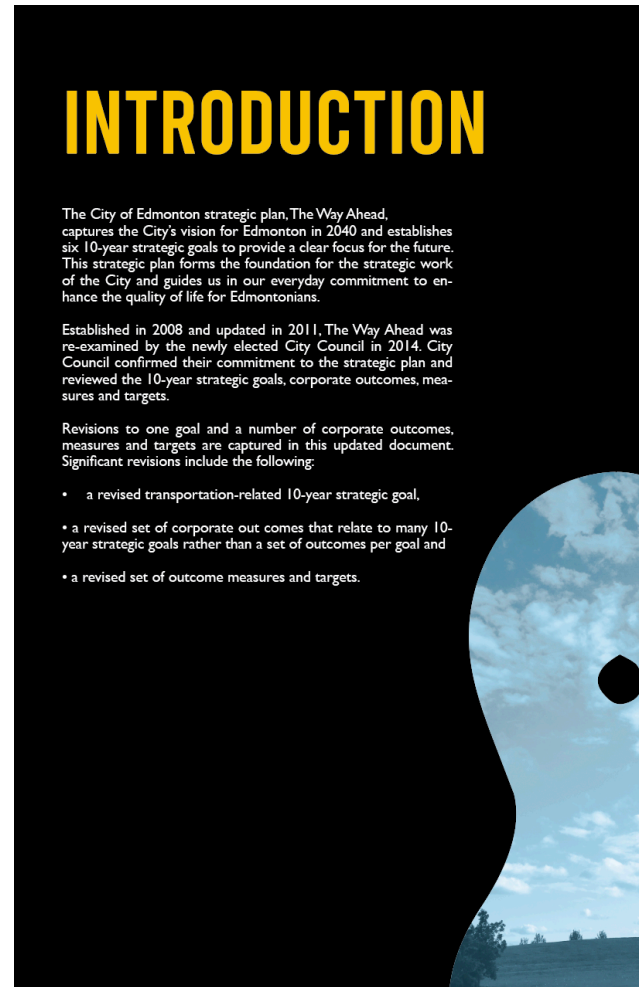
Major changes

The white background didnt work well in the old version because it washed out my blue/green/white image, as well as made the text harder to read. The title is also too crammed to the left side of the page. In the new copy, the text gets its respected attention and is comfortably sitting on the page, the blue image on the bottom right balances out the bold title on the top left.

Old



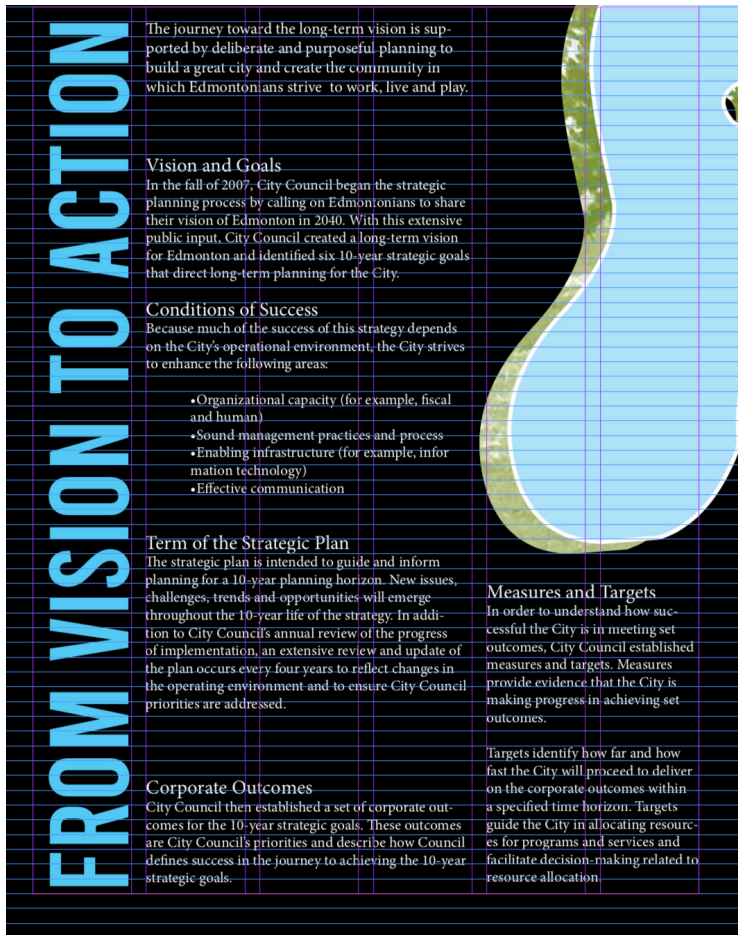
New



Major changes

The text in the old version is way too tight and crammed into the page. Everything looks squished and there isn't a lot of colour balance. In the new version, the blue titles bring your eye from the top left of the page to the bottom right, with the yellow shapes on the opposite corners balancing out the page. The yellow motifs also balance out the yellow text, and the black and white split background gives a transition from one page to the other.

Old



FROM VISION TO ACTION

The journey toward the long-term vision is supported by deliberate and purposeful planning to build a great city and create the community in which Edmontonians strive to work, live and play.

Vision and Goals

In the fall of 2007, City Council began the strategic planning process by calling on Edmontonians to share their vision of Edmonton in 2040. With this extensive public input, City Council created a long-term vision for Edmonton and identified six 10-year strategic goals that direct long-term planning for the City.

Conditions of Success

Because much of the success of this strategy depends on the City's operational environment, the City strives to enhance the following areas:

- Organizational capacity (for example, fiscal and human)
- Sound management practices and process
- Enabling infrastructure (for example, information technology)
- Effective communication

Term of the Strategic Plan

The strategic plan is intended to guide and inform planning for a 10-year planning horizon. New issues, challenges, trends and opportunities will emerge throughout the 10-year life of the strategy. In addition to City Council's annual review of the progress of implementation, an extensive review and update of the plan occurs every four years to reflect changes in the operating environment and to ensure City Council priorities are addressed.

Corporate Outcomes

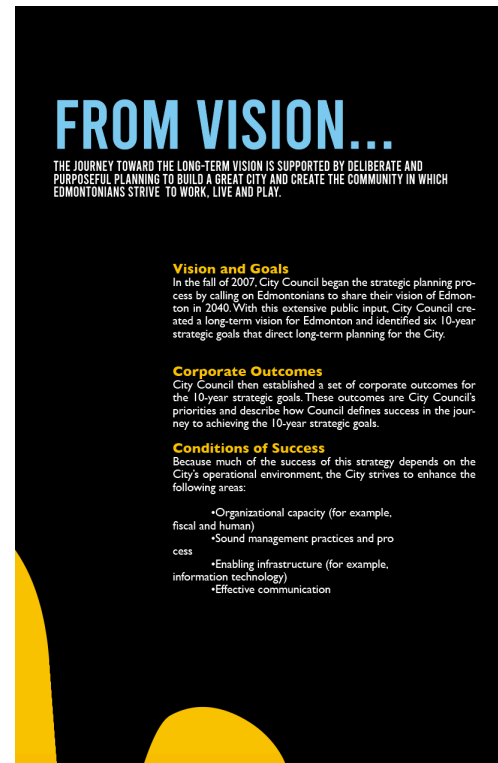
City Council then established a set of corporate outcomes for the 10-year strategic goals. These outcomes are City Council's priorities and describe how Council defines success in the journey to achieving the 10-year strategic goals.

Measures and Targets

In order to understand how successful the City is in meeting set outcomes, City Council established measures and targets. Measures provide evidence that the City is making progress in achieving set outcomes.

Targets identify how far and how fast the City will proceed to deliver on the corporate outcomes within a specified time horizon. Targets guide the City in allocating resources for programs and services and facilitate decision-making related to resource allocation.

New



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...TO ACTION

Some of the many photographs I took

