

30

15

30
15

PROJECT	CLIENT	DATE	SECTION	PAGE
BA TEXTILES A6 BOOKLET	Rosann Murray-Langdon	MAY 2022	Initial Ideas	2

Deliverables

- A6 Booklet acting in place of the Perforated Poster
- 24 Pages, 4pp Cover
- Saddle Stitch Binding

PROJECT	CLIENT	DATE	SECTION	PAGE
BA TEXTILES A6 BOOKLET	Rosann Murray-Langdon	MAY 2022	Initial Ideas	3

Keywords

- Diversity, Individualism, Tactility, Nostalgia, 1970s, Warmth, Euphoric

Observations

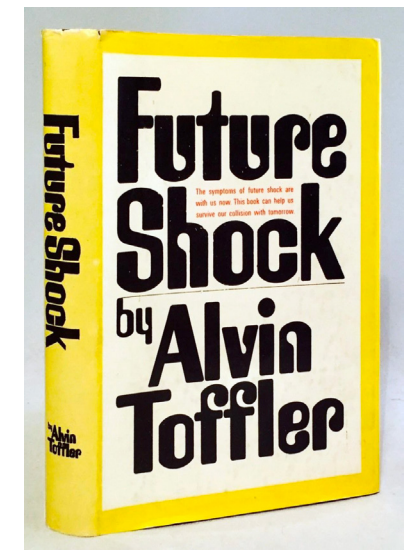
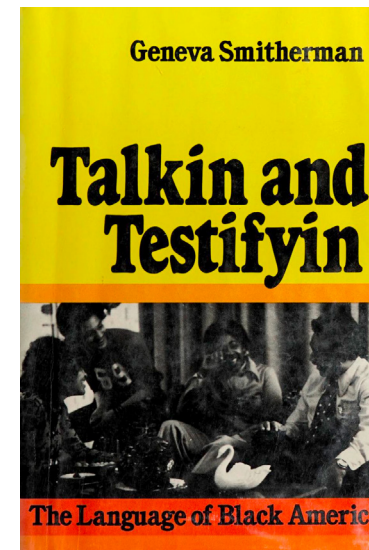
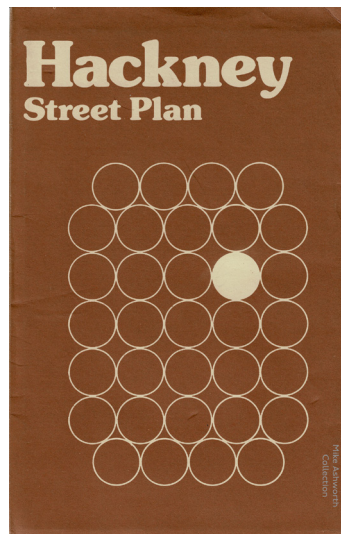
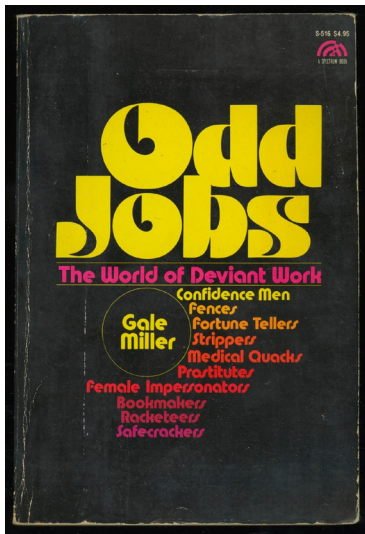
- Colour palettes used within the photography is vibrant, diverse and bright.
- The textile outcomes and prints hold a retro and nostalgic aesthetic
- The textile colour palettes also contrast with the colours used for photographic backgrounds/makeup/settings

30
15

PROJECT	CLIENT	DATE	SECTION	PAGE
BA TEXTILES A6 BOOKLET	Rosann Murray-Langdon	MAY 2022	Initial Ideas	4

Visual References: Typography

Researching 1970s typefaces



Capitalised > Curves, shapes, condensed

Lowercase > Heavy weighted, close tracking



30
15

PROJECT

BA TEXTILES A6 BOOKLET

CLIENT

Rosann Murray-Langdon

DATE

MAY 2022

SECTION

Initial Ideas

PAGE

5

Typefaces (1)

Trailers

Grotesk Neue

30
15

PROJECT	CLIENT	DATE	SECTION	PAGE
BA TEXTILES A6 BOOKLET	Rosann Murray-Langdon	MAY 2022	Initial Ideas	6

Typefaces (2)

Gravity

Grotesk Neue

30
15

PROJECT	CLIENT	DATE	SECTION	PAGE
BA TEXTILES A6 BOOKLET	Rosann Murray-Langdon	MAY 2022	Initial Ideas	7

Visual References: Colour



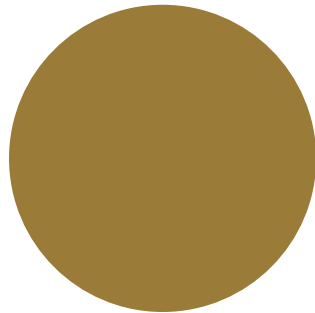
Gold & Pale Grey

PROJECT	CLIENT	DATE	SECTION	PAGE
BA TEXTILES A6 BOOKLET	Rosann Murray-Langdon	MAY 2022	Initial Ideas	8

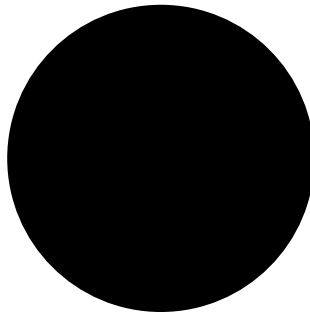
Colour



Pale Grey



Metallic Gold



Black

- The contrast of pale grey and gold creates a strong statement and pop/glow within the identity.
- The metallic gold represents the idea of reflection, strength and sense of pride relating to the project key words.
- The gold also allows for a sense of warmth creating an aesthetic association to nostalgia, euphoria but also the reference of the 1970s, summer and a strong cohesiveness with the textiles collection.
- The grey and gold can be used for the cover/wrap cover where as the black can be printed for text inside the booklet, keeping costs down.

30
15

PROJECT	CLIENT	DATE	SECTION	PAGE
BA TEXTILES A6 BOOKLET	Rosann Murray-Langdon	MAY 2022	Initial Ideas	9

1a. Wrap Cover + Inside Book Cover



Wrap Cover



Inside Cover

30
15

PROJECT	CLIENT	DATE	SECTION	PAGE
BA TEXTILES A6 BOOKLET	Rosann Murray-Langdon	MAY 2022	Initial Ideas	10

1b. Wrap Cover + Inside Book Cover



Wrap Cover



Inside Cover

30
15

PROJECT	CLIENT	DATE	SECTION	PAGE
BA TEXTILES A6 BOOKLET	Rosann Murray-Langdon	MAY 2022	Initial Ideas	11

Example of Wrap Cover:



30
15

PROJECT	CLIENT	DATE	SECTION	PAGE
BA TEXTILES A6 BOOKLET	Rosann Murray-Langdon	MAY 2022	Initial Ideas	12

2a. Inside Cover



2b. Inside Cover



30
15

PROJECT	CLIENT	DATE	SECTION	PAGE
BA TEXTILES A6 BOOKLET	Rosann Murray-Langdon	MAY 2022	Initial Ideas	13

2c. Inside Cover



** Please Note: The Gold will be metallic but for onscreen purposes it has to show flat

30

15