

Project 2—Long Text Booklet

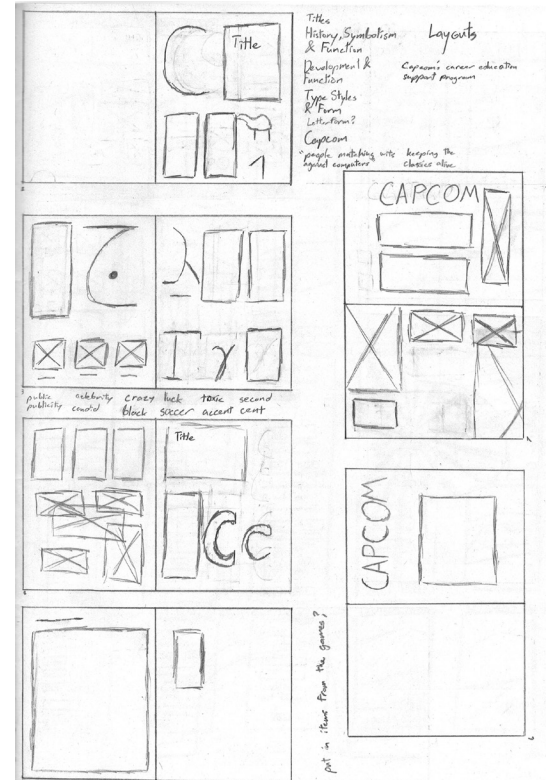
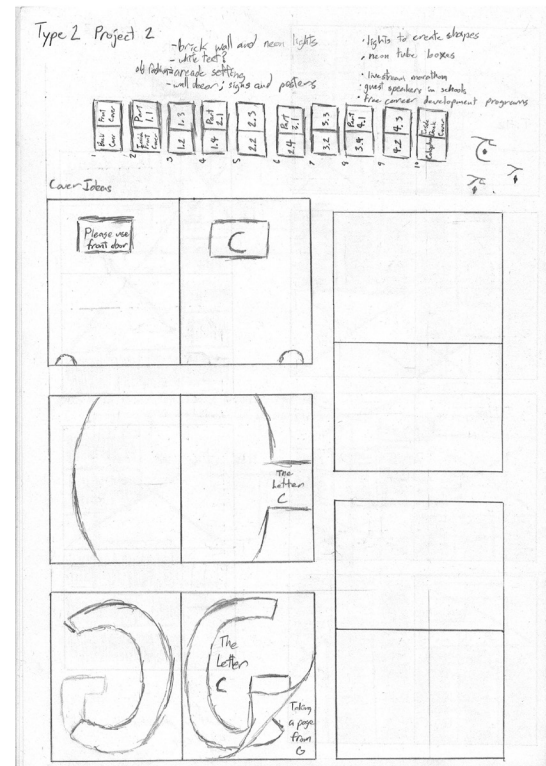
Process Work

Design Rational

For this project, we had to make a 16 page booklet on our letter. The letter I got was C. My first step was to do my research first so that I have copy to design after. I learned about the history of the letter and its significance in early Phoenecian cultures, and then into Greek and then Latin. A lot of of the major developments that led to the modern iteration of C are because of phonetics. For my chosen company, I settled on Capcom because of my hobby for video games. The event I created for the last section is based on the already existing education program the company has in Japan, so I took these ideas and translated it into something to take place in Toronto. With a general ideas set, I made rough sketches for layouts and my cover.

The company was what influenced my first iteration of the book. Capcom has a reputation for their arcade games so I wanted to emulate the atmosphere of the old fashion, dark, neon lit arcades. It is also the aesthetic of one of their game franchises. The biggest problem with this direction is that I have no option but to use white text on the dark background. With help, the book was revised to be simply in black and white. The next step was to clean up my type; making it flush left and fixing the rag. A lot of my time was spent on this, while slowly collecting my pictures to use. Eventually, I would get to adding some aesthetic flare such as the blue aura in the background reminiscent of the neon lights, the yellow lines beside my folios and the unique drop cap for the third section of the book.

Beyond learning about my letter and chosen company, I learned a lot about visual consistency and readability. I'm happy that I got the chance to try something out of my comfort zone with the neon theme, but coming back and cleaning things up helped me practice basic things such as making a good flow of text. There are details I now have to start looking for like making sure sentences don't start at the end of a line, that the same word doesn't show up on consecutive lines, and how to control my hypens better. I got to practice situations where I would stick to the grid, and situations where it would be more beneficial to break it depending on how I use the space. Being more aware of my hierarchy, I did more with my type styles than I have done before; setting rules for what a style is meant for like bold text for captions, titles and subtitles and italics for emphasis of phrases and indicating specific letters. A lot of these little tweaks were made thanks to the consultations every week and taking those pointers to improve the rest of my book.



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1st Major Iteration



History, Symbolism & Function

The letter C is the third character in the English alphabet and a letter of the alphabet of many other writing systems which inherited it from the Latin alphabet. It is called "C" in Latin as it looks like a capital letter C. In Greek, the letter C is called "Kappa" and in Hebrew it is called "Kaph". It produces an S sound and any other letter will cause the C to sound like a K. These specific functions are known by some educators as "The Rule of C".

The origin of this letter dated back to the Semitic people and their languages around the 30th to 15th century BCE. It is particularly important for identifying the glyph of a camel in their respective third letters. The general letter between these languages is known as "Gimel" which is directly adopted in the Hebrew language. In Phoenician, it's "Gimel" and in Arabic it's "Giml". What starts off as a simple form reminiscent of either a bowl in the region context of the name gimel or a camel hump from the camel glyph, becomes its own form between the Arabic and Hebrew cultures.

In Arabic, the letter "Giml" has different forms based on its use between the right and left sides of the word. One can distinguish the different forms as usually the right side of the whole letter and can be added with a form called "Dagger" which are associated with vowels in Arabic languages. These vowels have their original form and those are the ones that are used in the end and middle. There are also some variations in the middle of a word and at the end. In the Arabic alphabet, the letter is represented as a simple form reminiscent of either a bowl in the region context of the name gimel or a camel hump from the camel glyph, becoming its own form between the Arabic and Hebrew cultures.

The letter C is a simple looking letter in a serif font. The right side is open with a hook on both sides forming a large open shape. The left side is closed with a vertical line and a small hook at the bottom, resembling the same looking some looking shape but smaller.

The letter Cc is a simple looking letter in a serif font. The right side is open with a hook on both sides forming a large open shape. The left side is closed with a vertical line and a small hook at the bottom, resembling the same looking some looking shape but smaller.



CAPCOM

In the landscape of video gaming, Capcom is a company that has produced many iconic characters and worlds. Being founded in May of 1979 in Osaka, they are over 40 years old and have deep roots in gaming history along the likes of Nintendo, Sega, Konami, Bandai Namco, and Square Enix. Like most of these companies, they are currently a third party company producing games for other systems. Back in the day, they produced numerous titles for the arcade systems along with those produced for home and portable gaming. Notable properties include Mega Man, Street Fighter, Resident Evil, Monster Hunter, Devil May Cry, Ace Attorney and Marvel vs. Capcom.

The logo Capcom embodies the phrase of Capcom's philosophy as a metaphor for what the arcade machine represents. As an interactive medium, the company wanted "people matching with against computers" (Capcom.com). The name symbolized a heavy reliance on personal computers which was becoming a commodity at the time. The Capcom part of the name represents the goodwill and standards for good games that they produce, as well as the security of their games against piracy (despite the inevitability of piracy).


The logo's design remains consistent throughout its 40 years with only subtle changes in its look. What it represents is its bold serif font called Konton in yellow with a blue outline. The logo is usually presented on a flat black or white background or along with an image in whatever context the image is used. The font may represent a reference to the fact that in video game shows of the time used this font, so using this font to also represent gaming would be reasonable. The colors of yellow and blue match that of the corporate philosophy behind Capcom company. The yellow's association with happiness and optimism incorporated in blue's safety and quality reflects that. The empty counter in the first C also supports the idea as if the form is wrapping around like a capsule, while also standing out and the first letter leading into the rest of the name.

Capcom's Career Education Support Program

Since 2005, Capcom has been an advocate of work-to-learn education and training programs. They have been actively participating in such efforts for the past several years. As part of their commitment to the industry, they have been actively participating in such efforts for the past several years. As part of their commitment to the industry, they have been actively participating in such efforts for the past several years.


As of 2005, Capcom will be making their first investment in their primary, career education. With support from various sources, Capcom will be providing city for free. Libraries will provide courses for high school and college students. There will be two month courses that will teach skills about careers and industry and the power of learning to be better the world around us. As well, the program offers the opportunity to get hands-on experience and theoretical knowledge in a fun environment. Using these resources, professional students will be able to develop innovative solutions to the creative mind, showing off the best of their potential.

These bright and fun characters like as Phoenix Wright and the other characters of the company will be the main focus of the program. The program will be a mix of theory and practice. The program will be a mix of theory and practice. The program will be a mix of theory and practice. The program will be a mix of theory and practice.




Final	Medial	Initial	Isolated

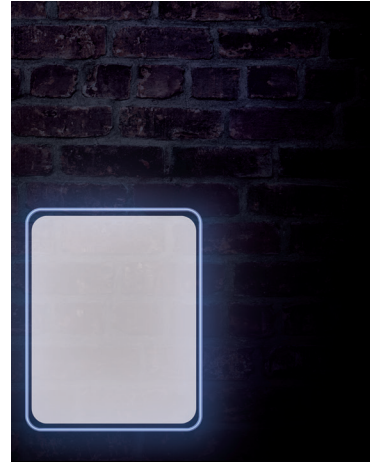
Attempts at working around white text



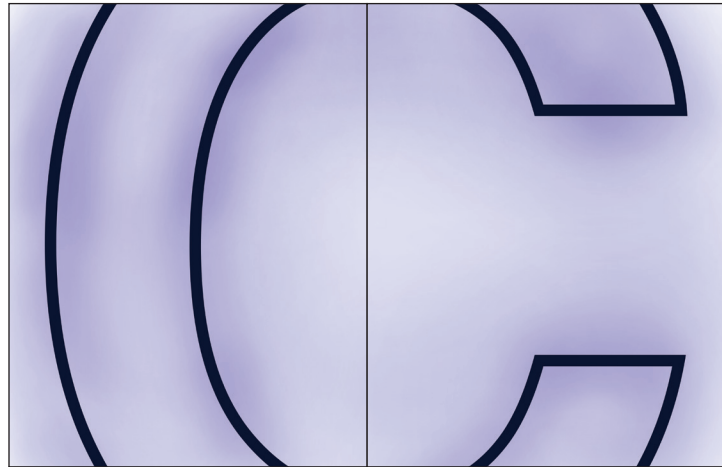
History, Symbolism & Function



History, Symbolism & Function




2nd Major Iteration



History Symbolism & Functions

The letter 'C' is the third character in the English alphabet and a letter of the alphabets of many other writing systems, which introduced it from the Latin alphabet. It is called "ceter" pronounced as "ts" with a consonant S and a hard C sound. This modern English phonetic use of 'C' has two variations. It either uses the sound of a consonant K, or that of a consonant S. This is determined by the letter it precedes. If that letter is either S, I or Y, it produces an S sound and any other letter will cause the C to sound like a K. These specifications are known to some educators as "The Rule of C".

The origin of this letter dated back to the Sumerian people and their language around the 30th to 25th century BCE. In particular, the languages of Phoenician, Arabic, and Hebrew are notable for deriving the glyph of a camel into their respective alphabets. The general letter between these languages is known as "Gimel" which is directly adopted in the Hebrew language. In Phoenician, it is "Gimel" and in Arabic it is "Giml". What opens up as a simple form reminiscent of either a bowl or a camel hump from the camel glyph, becomes its own form between the Arabic and Hebrew cultures.




Gimel




Camel Glyph


In Arabic, the letter "Giml" has different forms based on its use because of the way the language is written. One can observe that the different forms are actually parts of the whole letter, and can be added on with some called diacritics, which are synonymous with accents in other languages. The letter on its own has its original form and these practical forms called the initial, medial, and isolated. These refer to the letter's use at the beginning of a word, in the middle, or at the end. In the Arabic alphabet, the letters are categorized as either sun or moon characters based on the language's grammatical rules. One can notice in the original and isolated forms that the letter considerably resembles that of a crescent and the shape of a 'c' can be derived from that form, whether it was intentional or not.




Initial



Medial



Isolated



Gamma

C Type Styles & Form

The letter 'C' adopts the sound of K and because of the pronounced way that the 'C' can represent the possibility of other sounds based on the language. In addition, there are variations where some letters would have different sounds when combined and it is often used to keep a relationship between those combinations. The letter 'C' was used for its similar sound when pronounced to signify either from the rounded bottom of 'G' sound. Once this distinction was made, 'C' became its own letter by adding a second stroke on the bottom half was added as if the letter from someone's stronger general sound that this letter represents. This way, it can stand on its own as a letter that is pronounced one way while 'C' can represent the possibility of other sounds based on the language.

In addition, there is a smaller rule when 'C' would be used after preceding a long 's' sound at the start of a word. While following the "rule of C", there are words that should be pronounced with an 'S' but are not because that should be pronounced with an 'S' but are not because the letter 'C' is not established in another language by adding a second stroke on the bottom half was added as if the letter from someone's stronger general sound that this letter represents. This way, it can stand on its own as a letter that is pronounced one way while 'C' can represent the possibility of other sounds based on the language.



Open Counter



Barb



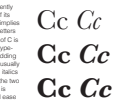
Terminal



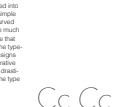
Stem

Blackletter


As a simple shape, the letter 'C' tends to not mix well with other letters in a word. It is a round shape that does not have a lot of space. Composition of simple lines, there is very little room for the large amount of space that is open. There is a lot of room for the same amount of space that is open. There is a lot of room for the same amount of space that is open. There is a lot of room for the same amount of space that is open.




Serif




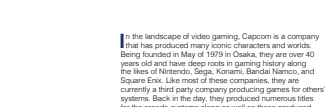

Sans Serif



Script



And More to "C"


Capcom's History

Capcom is a Japanese based company that started off being known as Capsule Computers. This company was established in 1983 and was known as Capsule Computers. The company was established in 1983 and was known as Capsule Computers. The company was established in 1983 and was known as Capsule Computers.



Capcom's Career Education Support Program

Since 2005, Capcom has been an advocate of accessible education and training paths for its employees and potential. Using the skills of its video games, they provide real life career support for those who are interested in the gaming industry. This program is designed to help those who are interested in the gaming industry. This program is designed to help those who are interested in the gaming industry.




Capcom's History of Original Home Console IP Debuts

Year	Game
1987	Street Fighter
1992	Street Fighter II
1996	Street Fighter III
2001	Street Fighter X Tekken
2004	Street Fighter IV

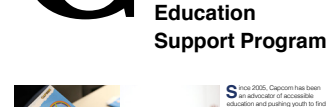
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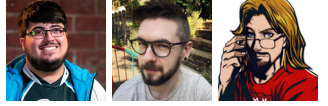
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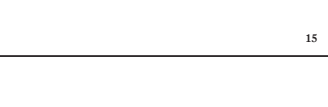
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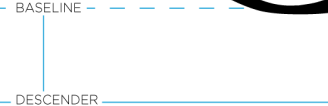
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3rd Major Iteration



History Symbolism & Functions

The letter C is the third character in the English alphabet and a later of the alphabets of many other writing systems which inherited it from the Latin alphabet. It is called "ceter" pronounced as "see" with a consonant S and a hard C sound. This modern English phonetic use of C has two variations. It either uses the sound of a consonant K or that of a consonant S. This is determined by the letter it precedes. If that letter is either E, F, or Y, it produces an S sound and any other letter will cause the C to sound like a K. These specifications are known by some educators as "The Rule of C".

The origin of this letter dated back to the Semitic people and their languages around the 20th to 25th century BCE. In particular, the languages of Phoenician, Arabic, and Hebrew are notable for opening the right of a camel into their respective letters. The general letter between these languages is known as "Gimel" which is directly adopted in the Hebrew language. In Phoenician, it is "Gimel" and in Arabic it is "Giml". What opens off as a simple form reminiscent of either a tool or the egg-like contour of the same gimel or a camel hump from the camel glyph, becomes its own form between the Arabic and Hebrew cultures.

In Arabic, the letter "Giml" has different forms based on its use as a vowel sign or as a consonant. One can observe that the different forms are actually parts of the whole letter, and can be added to any letter, which are synchronous with accents in other languages. The letter on its own has its original form and three practical forms called the initial, medial, and isolated. These refer to the letter's use at the beginning of a word, in the middle, or at the end. In the Arabic alphabet, the letters are categorized as either sun or moon characters based on the language's grammatical rules. One can notice on the original and isolated forms that the letter consistently resembles that of a crescent and the shape of a C can be derived from that form, whether it was intentional or not.

Type Styles & Form

The letter C is a simple looking shape composed of a few parts. The main body of the capital letter is a series that thins out towards the left. The right side is open with a barb on both ends leaving a large open counter. Depending on the typeface there would be only one barb on the top. The lowercase letter replicates those basics with a terminal at the top and a stem at the bottom, maintaining the same looking same looking shape but smaller.

As a letter, C adapts the sound of K and C because of the approximation of vowels from other languages into the earlier forms of English. In addition, there are instances where some words would have different sounds when compared and it is used to keep a relationship between these consonants. This letter is used for its simple sound when placed at the beginning of a word, but any other letter because the word has already begun using the letter C. These words are recognized as the general use of K, remnants of which were recognized as the letter C made itself distinct from the letter G. This way, it can stand on its own.

"The Rule of C" in Use

cent; /s/ because it is followed by e
 city; /s/ because it is followed by y
 cyst; /s/ because it is followed by y
 cat; /k/ because it is not followed by e, f, or y
 coat; /k/ because it is not followed by e, f, or y
 east; /s/ because it is not followed by e, f, or y
 back; /k/ because it is not followed by e, f, or y
 static; /s/ because it is not followed by e, f, or y
 public; /k/ because it is not followed by e, f, or y
 publicity; /s/ because it is followed by i
 cycle; /k/ because it is followed by e, f, and then /s/ because it is not followed by e, f, or y

Blackletter

Chomsky Plain Black Unifaktur Magunta

Serif

Palatino Kings Cotton Oxyptan

Sans Serif

Helvetica Montserrat Arial

Script

Apple Chancery Small Roundhand Brush Script

And More to "C"

From: Taken from Facebook London Letter Foundry (©2016) and Replika

Street Fighter V

Capcom is a Japanese based company that started off being known as IREM Corporation. The company was founded in 1963 and is known as a major Japanese video game publisher. The company's name is derived from the Japanese word for "to manufacture and distribute electronic and other business equipment." The company's name is derived from the Japanese word for "to manufacture and distribute electronic and other business equipment." The company's name is derived from the Japanese word for "to manufacture and distribute electronic and other business equipment."

Capcom's History of Original Home Console IP Debuts

Year	Game	Company Rebranding
1987	Street Fighter	
1992	Resident Evil	
1996	Street Fighter II	
2001	Devil May Cry	
2004	Devil May Cry 2	
2005	Devil May Cry 3	

Capcom's Career Education Support Program

As of 2020, Capcom will be making their first full-scale overseas educational program. The program will be a joint effort between Capcom and the city of Kanagawa. The program will be a joint effort between Capcom and the city of Kanagawa. The program will be a joint effort between Capcom and the city of Kanagawa.

Colophon

Author & Editor: Tristan Sabado
 Major Fonts Used: Kings Cotton Type
 Images Used: Various game and character images.
 Bibliography: List of references used in the document.
 Colour Swatches: A set of color swatches used in the design.

Capcom's Career Education Support Program

Street Fighter V
 Street Fighter V
 Street Fighter V

Educational Support Activities - Program Contents

Educational Support Activities - Case Examples

