

Presenting the  
2019 Graphic Design  
Student Exhibition  
Award Winners

# JAN TSCHICHOLD

## THE NEW TYPOGRAPHER

BORN ON APRIL 2ND, 1902, JAN TSCHICHOLD IS A FAMOUS GERMAN  
TYPOGRAPHER WITH HIS WORK IN HELPING TO INOVATE FONTS OF THE TIME  
AS FONTS WERE QUICKLY EVOLVING TSCHICHOLD HAD BEEN ABLE TO HELP  
BRING A LOT OF THESE NEWER FONTS TO THE COMMON MAN, WHO HAD  
INTENTIONS TO KEEP UP WITH THE MODERN TIMES.

By Adam Christians

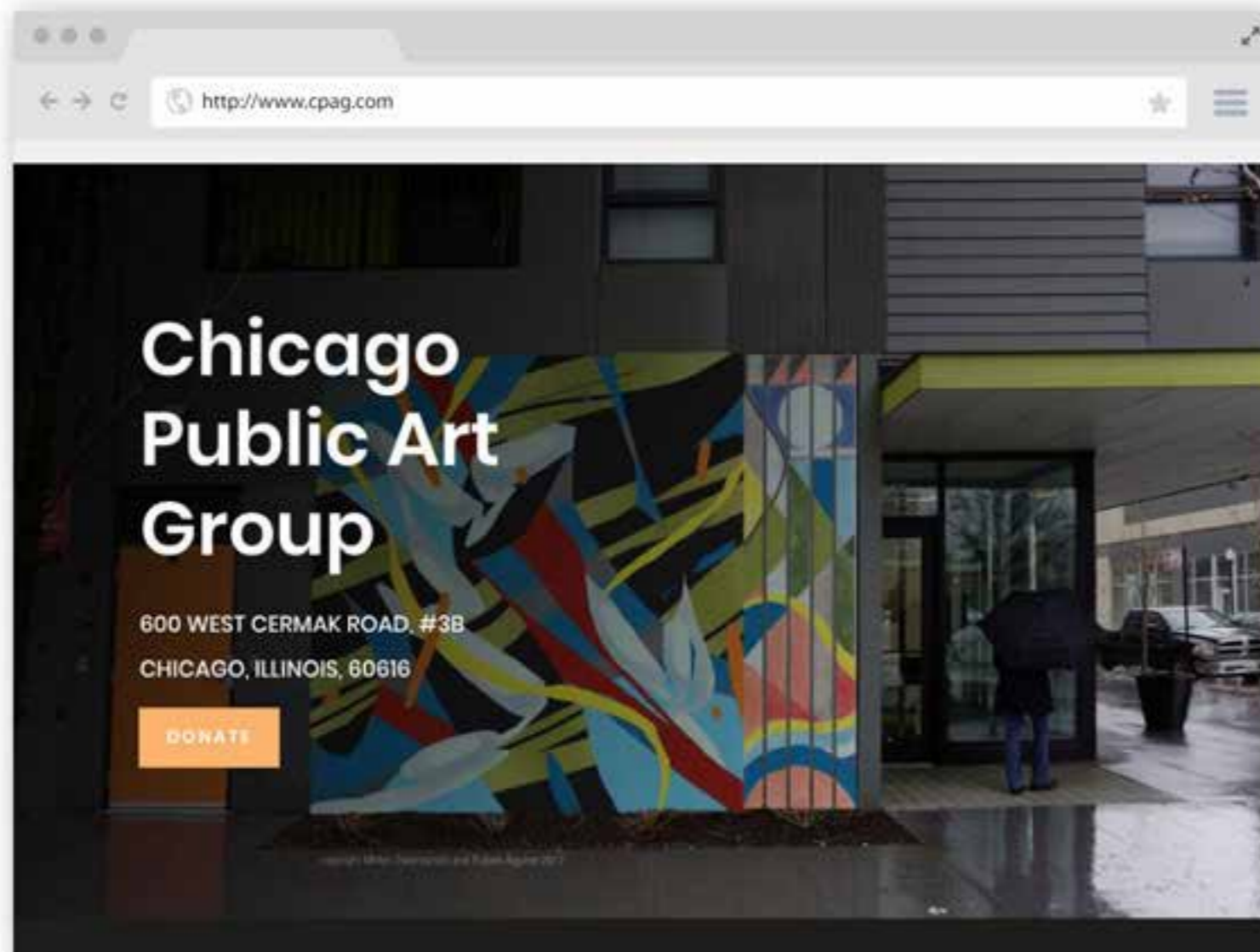
**J**an Tschichold had a rich family history in the world of arts, calligraphy, and typography. Growing up Tschichold had learned mostly from his father, unlike a lot of people during his time he was home schooled. Tschichold got the chance to start making a name for himself when he published his first book in Berlin 1928, Die Neue Typography or "The New Typography" translated into English. Though

he wasn't very well known at the time for his work, he started to expand his name when he started attending various conventions throughout the world, and it was thanks to this that allowed him to get a translator to be able to help bring his first work outside of the Berlin audience. Tschichold was also noted for his use of asymmetrical typography. Type was quickly evolving throughout the world, going from the pre-war days (1830s) to a level of what was starting to flourish in the twentieth century. Tschichold also wrote various sophistication manuals that would be a teaching tool for many people at the time. Some of these technological improvements would influence in places like Berlin, Russia and Germany in the early 1930s.

Tschichold became a teacher in 1933 in Munich; however, his position wouldn't last very long as the Nazi party would take over the city and both Tschichold and his wife were arrested, there was a lot of careful eyes placed on Tschichold because of the Soviet posters he was working on. However, he would escape Germany a few years later and took a family bus to Switzerland. After Tschichold and his family escaped from the Nazi party, they restart their lives in Switzerland. Throughout the rest of his life, he did a lot of work on preserving and criticizing type, though during this part in his life, he started not to be so critical of work. He also would be involved in the Penguin paperback books redesign, for which he spent a gruesome amount of time working on more than 500 paperback books that was his responsibility. He would also be working with Swiss typographers throughout the late 1950s and made a number of critical essays on the type that was being presented to the world. Jan Tschichold would later pass away on August 11th, 1974 in Locarno, Switzerland at the age of 72. His contributions to the world of typography and graphic design will always be remembered. From his humble days, to his time in Nazi Germany, and later reinventing how paperbacks were produced. Tschichold is still a major influence in today's world of type and design.

**David M. and  
Shirley A.  
Jones Student  
Art Award**

Editorial Layout by  
Adam Christians



**Surface 51  
Award of  
Excellence**

Website by  
Brooke Armstrong



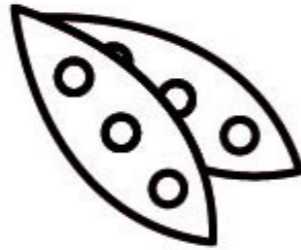
**DSC Foundation  
Award of  
Excellence**

Logo by  
Megan Perry



- EDAMAME** 4  
japanese garlic or teriyaki glazed
- GYOZA** 5  
pan fried pork w/hot honey ponzu sauce
- TAKOYAKI** (5 pc) 6  
deep fried octopus ball topped w/ bonito flakes
- CHICKEN WINGS** 6  
marinated & deep-fried wings with sour citrus dipping sauce
- SALMON SHARE** 6  
spicy mayo blended salmon poke on tortilla chips
- CHICKEN KARAAGE** 6  
house soy marinated chicken deep fried chicken

**APPETIZERS**



- TONKOTSU** 12  
pork broth, chasu, nitamago, scallion, kikurage, menma, narutomaki, corn, sesame, chilli pepper
- TONKOTSU BLACK** 13  
enriched pork broth, chasu, menma, nitamago, scallion, kikurage, chilli pepper, black sesame oil
- MISO** 13  
miso broth, nitamago, chasu, narutomaki, kikurage, menma, sesame, scallion
- SPICY MISO** 13  
miso broth, spicy pepper, chasu, corn, nitamago, menma, scallion, sesame, kikurage
- SHOYU** 12  
soy broth, chasu, nitamago, menma, scallion, sesame, wakame seaweed, narutomaki, chilli pepper, sesame oil
- SHIO** 12  
light pork broth, chasu, pickled ginger, menma, scallion, sesame, kikurage, nitamago

**RAMEN**



- BBQ PORK BUN** (2 pc) 7  
braised pork belly w/BBQ & sweet korean sauce
- KARAAGE BUN** (2 pc) 6  
fried crispy chicken patty w/ spicy mayo
- WASABI BURGER** 7  
house special beef slider, black pepper w/teriyaki & wasabi
- COCA COLA** 2
- SPRITE** 2
- GREEN TEA** 2
- ORIGINAL RAMUNE** 2.5
- STRAWBERRY RAMUNE** 2.5
- GRAPE RAMUNE** 2.75

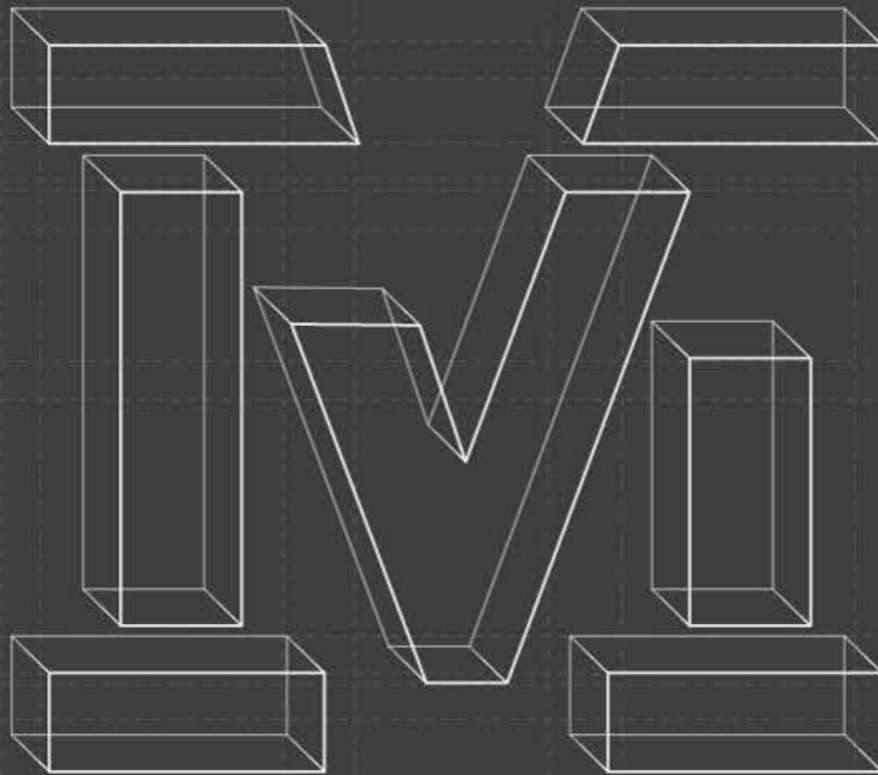
**BUNS/DRINKS**



**CUDO Award of Excellence**

Menu by Michael Dalton





# MEMPHIS

Created by Rudolph Wolf in 1929, Memphis was one of the most popular display fonts of its time. Its high legibility and even weight values make the font effective in brand and display use. It was often referred as "Futura with serifs." It was the first modern Egyptian font of its time and its creation led to an extensive revival of slab

serifs in foundries around the world. Memphis is thought as a font for technical fields, making an impression because of the geometric basis of its forms reflecting the style of German geometric sans-serif. It's an effective display face with a rugged weight and color that provide scope for the interplay of positive and negative forms.

Abc Memphis Light

*Abc Memphis Light Italic*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Abc Memphis Medium

*Abc Memphis Medium Italic*

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Abc Memphis Bold

*Abc Memphis Bold Italic*



Designer: Brooke Armstrong

**Positive  
Energy Award  
sponsored by  
Positivity Place**

Poster by  
Brooke Armstrong



**Electric  
Pictures Award  
of Excellence**

Catalog by  
Marco Vasquez

**Fine &  
Applied Arts  
Department  
Chair Award**

Wine Label by  
Brooke Armstrong







**President's  
Award of  
Excellence**

Branding by  
Madelyn Witruk



**Illustration  
Best of Show  
(sponsored by  
The Robeson  
Family) (\$100)**

Illustration by  
Alex Lutz

OLIVER  
SACKS

THE  
MIND'S  
EYE

**Typography**  
**Best of Show**

Book Cover by  
Ju Hyun Kong



**Graphic Design  
Best of Show**

Recipe Book by  
Marcus Flinn