



project.01 | fsm

process book

Rhye Pirie

Typography IV

company.01

MoPOP

MoPOP
MUSEUM OF
POP CULTURE

MoPOP

325 5th Avenue N
Seattle, WA 98109
206-770-2700
info@mopop.org

HOURS

10:00am–5:00pm
Starting January 5,
Closed Wednesdays

The Museum of Pop Culture's mission is to make creative expression a life-changing force by offering experiences that inspire and connect our communities.

CURRENT EXHIBITIONS

Heroes and Villains: The Art of the Disney Costume

A captivating new exhibition that immerses visitors into the world of Disney, illustrating how our understanding of its iconic characters is shaped through the artistry and creativity of its costumes.

Using more than 70 original pieces, including ball gowns, sorcerers' capes, military uniforms, tiaras, and of course glass slippers, the exhibition explores the vision, process, and craft used to create the costumes worn by some of the biggest names in entertainment. Heroes and Villains features costumes from some of Disney's kindest heroes and toughest villains, as well as insights from designers, photographers, interactives, and a special film.

Contact High: A Visual History of Hip-Hop

A single image can define a moment, creating an instant icon.

They say a picture's worth 1,000 words, and that's especially true of one of music's most language-conscious genres: hip-hop. Contact High explores four decades of photography, from the late 1970s to today, documenting a revolution not just in music, but in politics, race relations, fashion, and culture. Through more than 170 iconic images of hip-hop's most influential artists (Missy Elliott, Jay-Z, Queen Latifah, Tupac, and more) — including contact sheets that give us a rare glimpse into the creative process of a photo session — Contact High examines the evolution of hip-hop, connecting us with the experiences, identities, and places that have shaped the world's most popular music genre.

TRAVELING EXHIBITIONS

MINECRAFT

The Museum of Pop Culture (MoPOP) has created a new, touring exhibition that celebrates the Minecraft phenomenon and looks at the game's impact on our culture and the world. The exhibition is geared toward players and non-players alike.

Minecraft is a platform for creative expression, community creation, and social change. This exhibition highlights the amazing creations and accomplishments achieved with Minecraft, and will inspire visitors to explore, build and create.

Pearl Jam: Home and Away

Debuting at MoPOP in August 2018, Pearl Jam: Home and Away was organized by MoPOP in collaboration with Pearl Jam and their fan club, Ten Club, and gives an intimate firsthand look at Pearl Jam's journey from 1990 to the present and into the future.

Body of Work: Tattoo Culture

CONTEMPORARY + HISTORICAL PHOTOS AND ARTIFACTS

Exploring the diverse and inclusive expression of the tattoo community

company.02

KEXP



KEXP

472 1st Ave N.
Seattle, WA 98109
(206) 903-5397
<https://kexp.org/events/>

KEXP is a nonprofit arts organization serving music lovers through in-person, broadcast and online programming. KEXP operates one of the most influential listener-supported radio stations in the world, 90.3 KEXP-FM Seattle, with online and on-air service reaching over 200,000 global listeners each week. On KEXP's YouTube channel, videos of exclusive live performances garner millions of views per week. In our home at Seattle Center, KEXP hosts community events and produces hundreds of live performances each year, many of which are open to the public at no charge.

50 Years of Music

January thru December 2022

It's KEXP's 50th anniversary, and to celebrate we're taking an in-depth look at each year of our history – from 1972 to 2022. All year long we'll be bouncing around the timeline, pulling out the best music from a different year each week – both the songs we all know and love and music we might've missed the first time around. Tune in to hear spotlight features every Wednesday, and highlights from each year throughout the week. Listen live wherever you tune in.

Made possible in part by TomboyX, ACLU of Washington, Pagliacci Pizza, Alaska Airlines, and Bloodworks NW.

“The Future is Unwritten”

January thru June 2022

KEXP x NightShift #clashforclimate show:

On view in the KEXP Gathering Space
Taking an optimistic view on climate change, showcasing a thriving environment of endangered animals, fruits and plants. Integrating elements from The Clash such as the infamous broken guitar and quote from Joe Strummer. We hope the mural acts as a call to action for viewers to consider what they are doing or can do to improve the climate for a brighter future.

This mural was designed by Nightshift – a full service design studio based in Seattle and Toronto.

Black History Is Now

February 1st thru 28th

KEXP honors Black music and Black stories year round, including this February, with all-day special programming kicking off the month on February 1st. Get to know more about the stories and legacies of some of your favorite KEXP DJs! Join us as we celebrate the richness of the diaspora with emerging artists, legends, and game-changing innovators. Tune in for Black History is Now all day on Tuesday, February 1st and throughout the month of February. On-Air Schedule for February 1st:

1-5 AM Mike Ramos
 5-7 AM DJ Miss Ashley
 7-10 AM Gabriel Teodros
 10 AM-1 PM Eva
 1-4 PM Larry Mizell, Jr.
 4-7 PM Vitamin D

10th Annual International Clash Day

Tuesday, February 8th, 2022

On the air at 90.3 FM Seattle // worldwide at KEXP.ORG

Join Albina Cabrera, John Richards, Cheryl Waters, Larry Mizell, Jr., and Kevin Cole for the 10th Annual International Clash Day on Tuesday, February 8th.

We'll be playing The Clash, diving into the band's influences, and spinning artists who share the anti-racist, anti-fascist message that sits at the center of their ethos as a band. Plus, find out how you can join in by sending an email to stories@kexp.org.

The Dodos LIVE on KEXP

Friday, 11 February 2022

BROADCAST ONLY
 KEXP Studio (NW Rooms)
 12pm PST

The Lumineers LIVE on KEXP

Tuesday, 15 February 2022

KEXP at Home
 8am PST

The Weather Station LIVE on KEXP

Thursday, 17 February 2022

BROADCAST ONLY
 KEXP Studio (NW Rooms)
 12pm PST

Hand Habits LIVE on KEXP

Saturday, 19 February 2022

BROADCAST ONLY
 KEXP Studio (NW Rooms)
 1pm PST

Bonobo LIVE on KEXP

Tuesday, 22 March 2022

BROADCAST ONLY
 KEXP Studio (NW Rooms)
 10:30am PST

company.03

Zygote Press



ZYGOTE PRESS

Zygote Press

1410 E 30th St
Cleveland, OH 44114
(216)621-2900
zygotepress.org

Zygote provides a well-equipped printmaking studio, educational opportunities, and an environment of mutual support and camaraderie for artists in the Cleveland area and beyond.

All Levels Etching Intensive Workshop with Michael Whitehead

Sat. Jan. 22 & Sunday Jan. 23 10-2pm

This two-day workshop is an introduction to the history and processes of copper plate etching. Line etching with the use of “hard ground” is one of the oldest and most versatile copper etching processes. Over the course of two sessions, participants will learn to design, etch and print their own copper plates. All welcome! Supply list provided upon registration.

Letterpress Valentines Happy Hour with Wendy Partridge

Thursday, February 10th 6-8pm
\$48 (members: \$35)
Limited to 10 - only 1 spot left!

Enjoy a creative adventure in printmaking using our wonderful vintage Vandercook letterpresses while you sip on wine and chat with friends - no experience necessary! Using our collection of vintage cuts, letterpress artist Wendy Partridge will have two different designs set up for you to print. You'll get to operate the presses and produce a lovely set of Valentine greeting cards (envelopes included).

Monoprinting Intensive with Lisa Schonberg

Saturday April 16 & Sunday, April 17, 10-2pm
\$150 (members: \$112.50)
Limited to 8

Join Zygote instructor Lisa Schonberg for this two-day, all levels Monoprinting Intensive! Have a monoprinting project you want to work on? Never made a monoprint before? All are welcome! Lisa will introduce you to several monoprinting techniques, teach you how to use the presses, and will get you acquainted with Zygote's shop. If you're an advanced printmaker, Lisa can help you with a specific project - and if you're new to the process, that's ok too!

company.04

AIGA



the
professional
association
for
design

AIGA

222 Broadway
New York, NY 10038
212-807-1990
aiga.org

AIGA brings design to the world, and the world to designers.

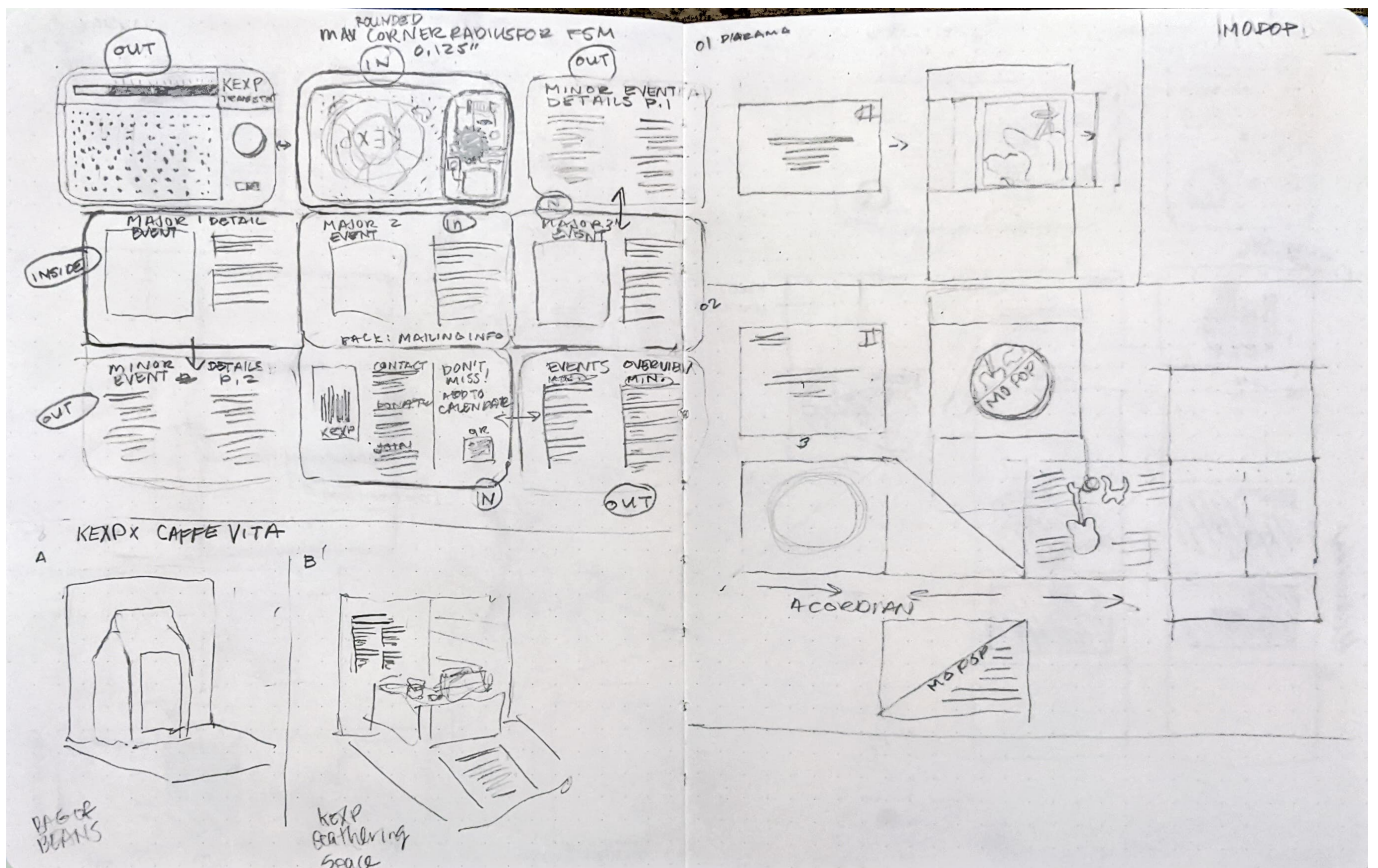
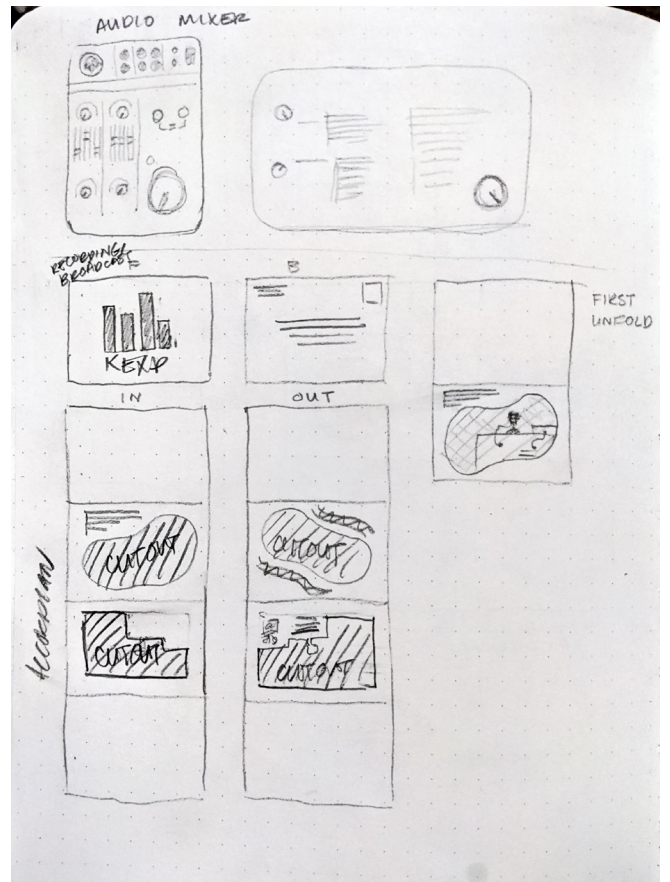
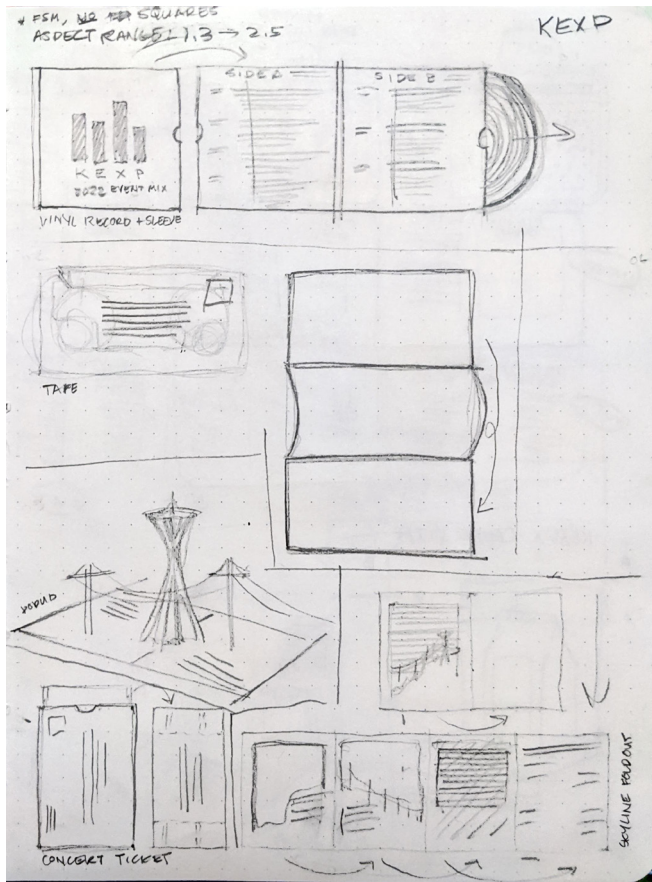
As the profession's oldest and largest professional membership organization for design—with more than 70 chapters and more than 15,000 members—we advance design as a professional craft, strategic advantage, and vital cultural force.

EVENTS

- 01.13.22 "what would you do if you could feel?"
NYC HOST
- 01.15.22 2022 AIGA CONFERENCE +
FESTIVALS ALL ACCESS
national hosting
- 01.18.22 Webinar ~ International Student
work visas 101 part 1
NYC HOST
- 01.19.22 Designing for Accessibility
CT HOST

sketches

KEXP

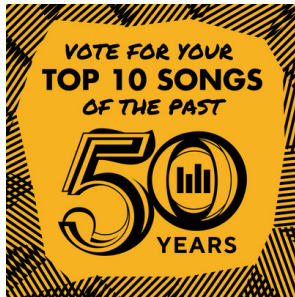


branding

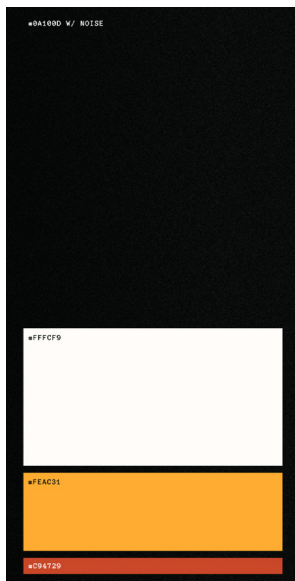
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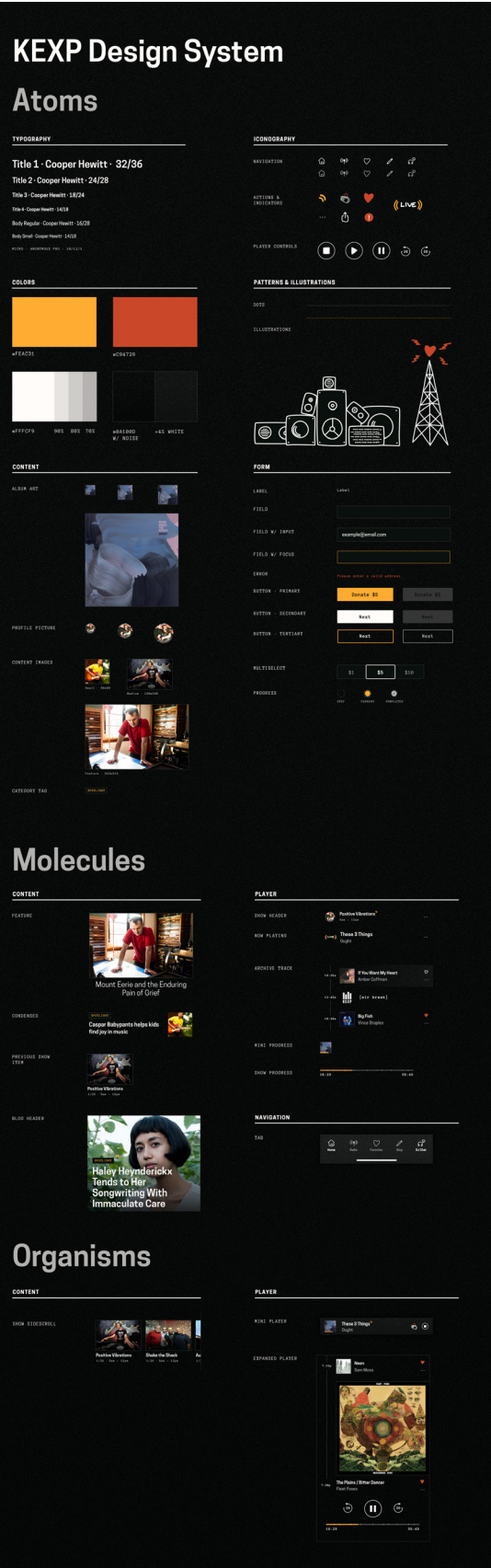
primary branding



50th anniversary branding



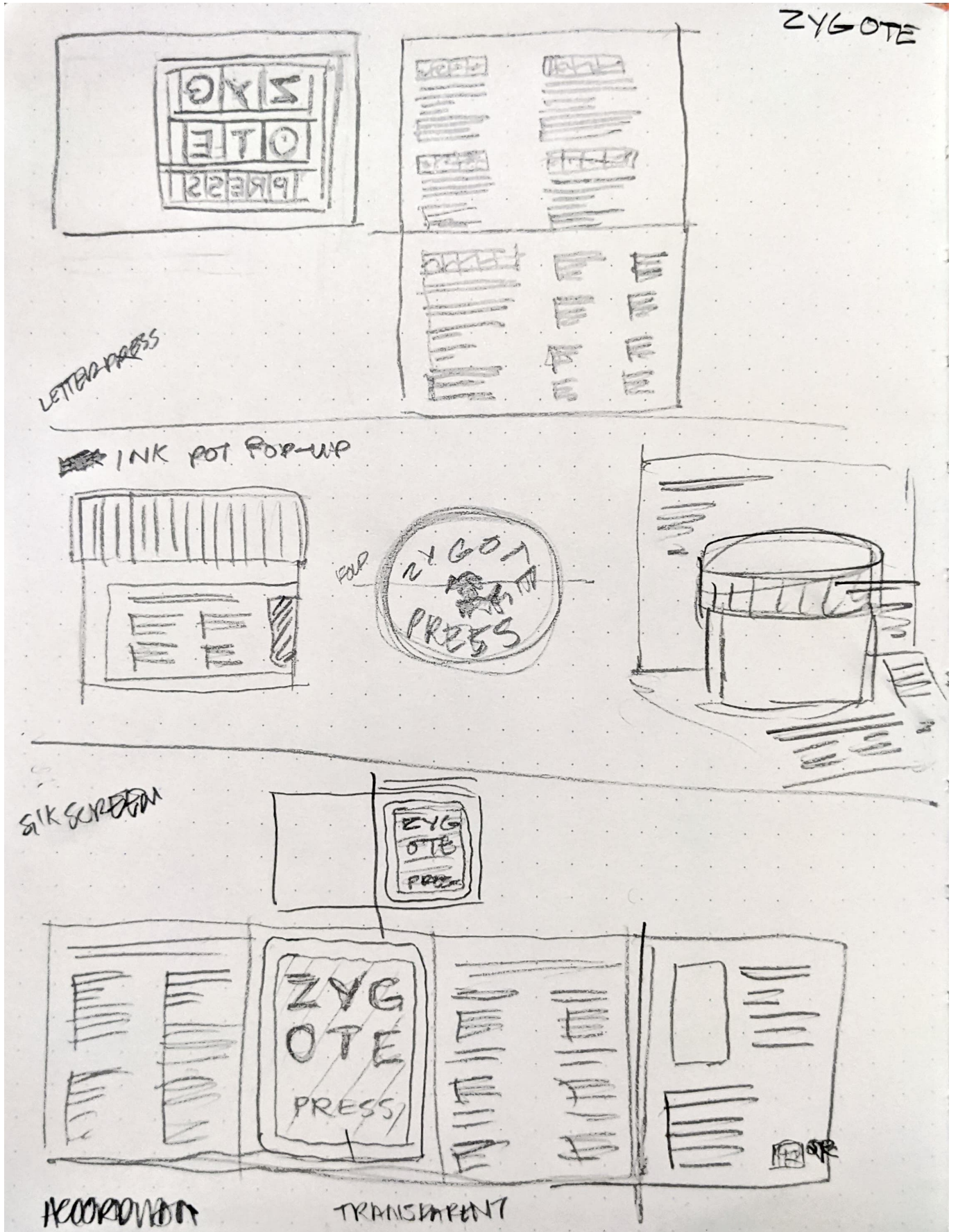
branding colors



app/digital branding guide

sketches

zygote press



branding

zygote press



primary logo



secondary logo



branding colors

MISSION

Zygoté Press is an established, nonprofit community printmaking studio, gallery, archive, and education center that supports artists through residency programs, studio access, and artistic development in a collaborative environment open to all.

 The image shows a close-up of a printing press. A blue ink tray is visible, with a red arc motif overlaid on it. A grid pattern is visible in the bottom right corner of the image.

grid + half-moon arc motifs

VISION

We believe...

Printmaking must be sustained as a vital contemporary medium in the world of art.

The practices of printmaking can create a community that cultivates collaboration, innovation, and the exchange of ideas.

All artists in our region need access to an affordable, inclusive, professional printmaking shop.

Education and advocacy through the art of printmaking can foster new relationships and partnerships between artists and the community that can improve the quality of life for everyone.

 The background of this section is a solid red color with several blue brush mark motifs scattered across it.

brush mark motifs

company selection

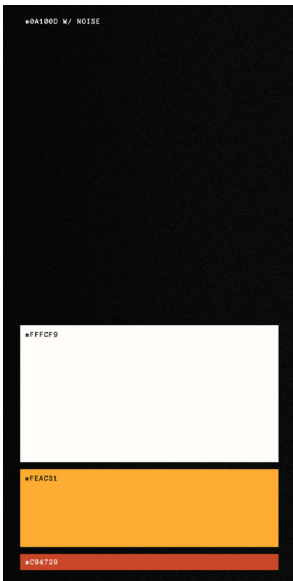
KEXP



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typeface selection

Cooper Hewitt Thin

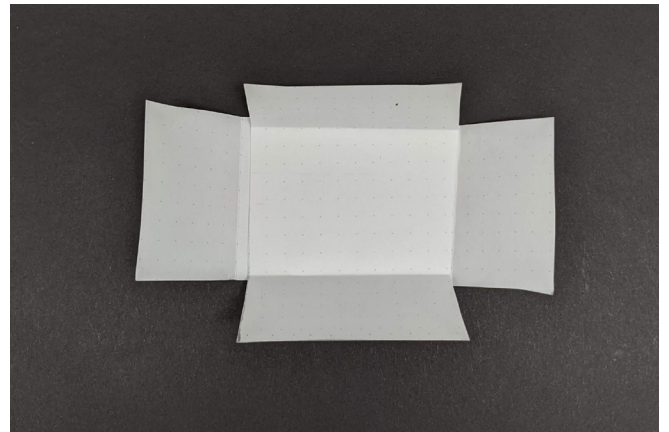
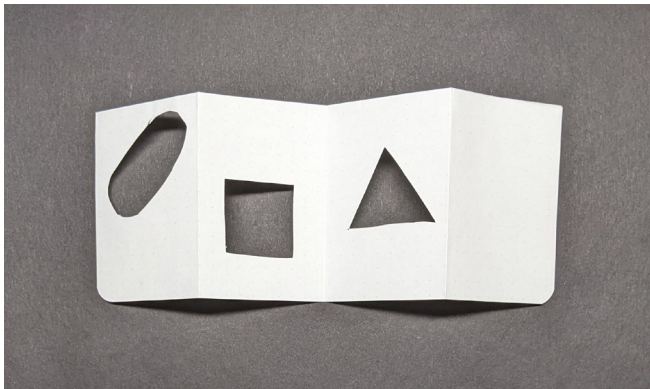
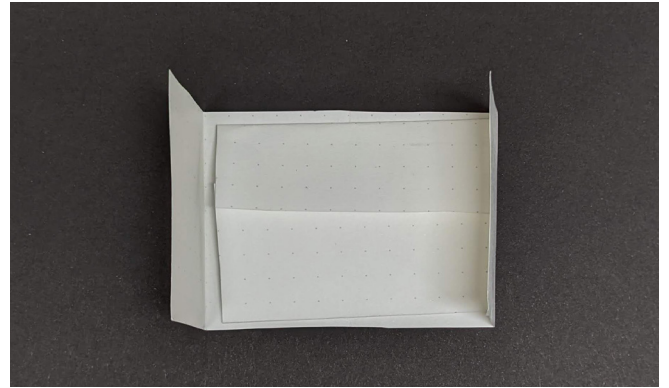
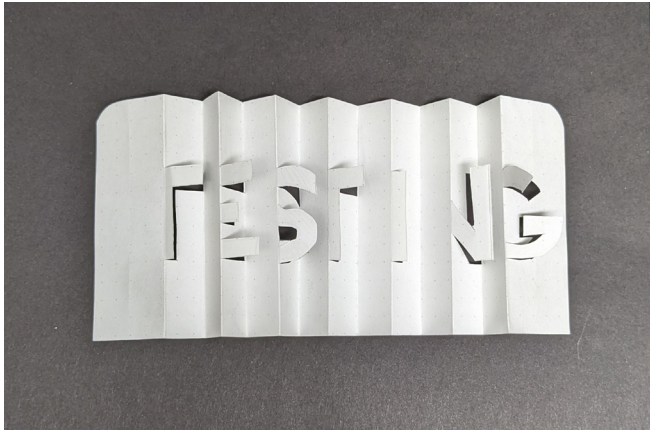
Cooper Hewitt Medium

Cooper Hewitt Bold

Cooper Hewitt Heavy Italic

folding experiments

general



die-cuts + pop-ups

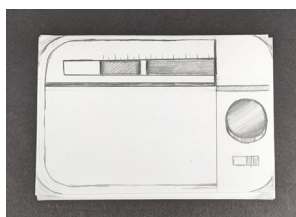
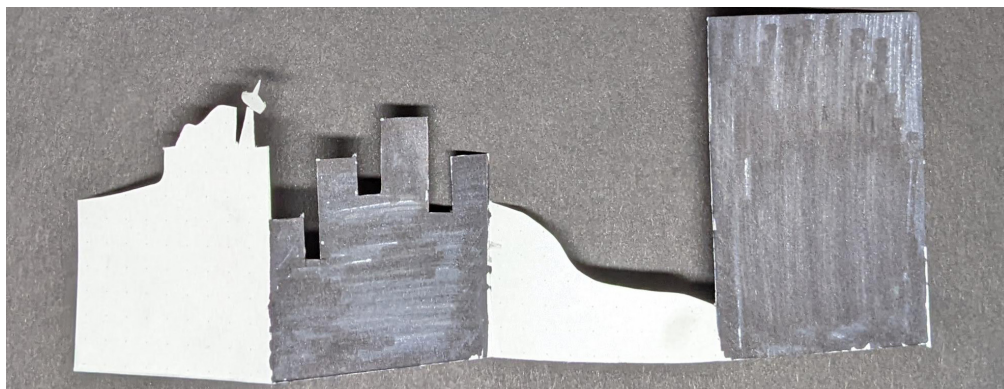
double gate fold

folding experiments

KEXP specific



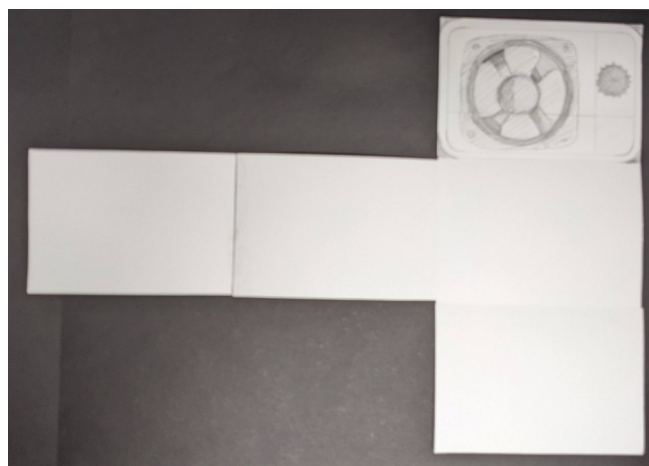
seattle skyline



cover
transistor radio



first unfold



full unfold

type experimentation

“independent together”

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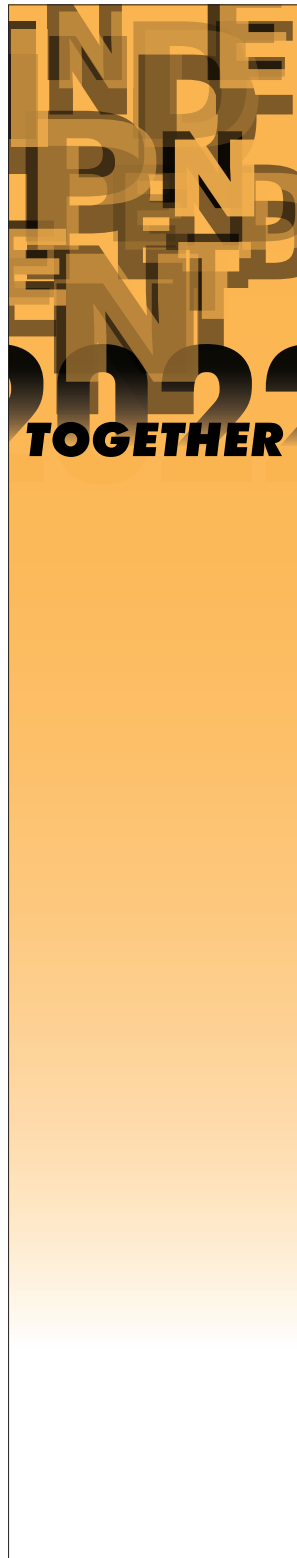
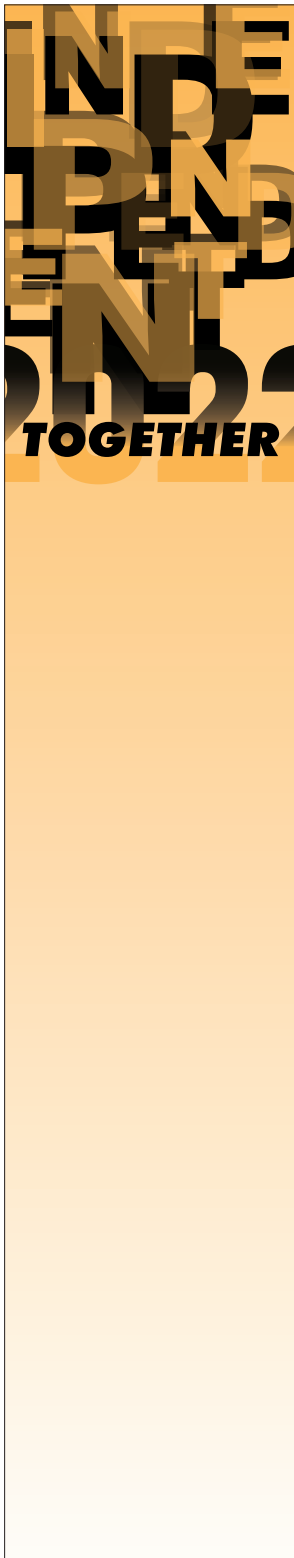
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gradient variations

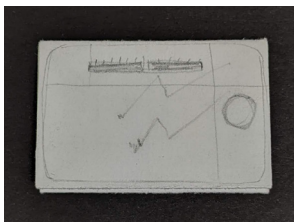
light

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prototyping

physical | rough v.01



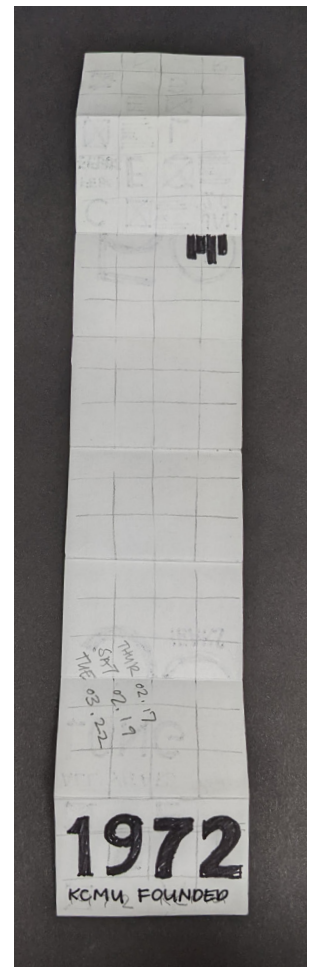
cover



first unfold



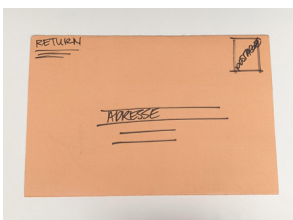
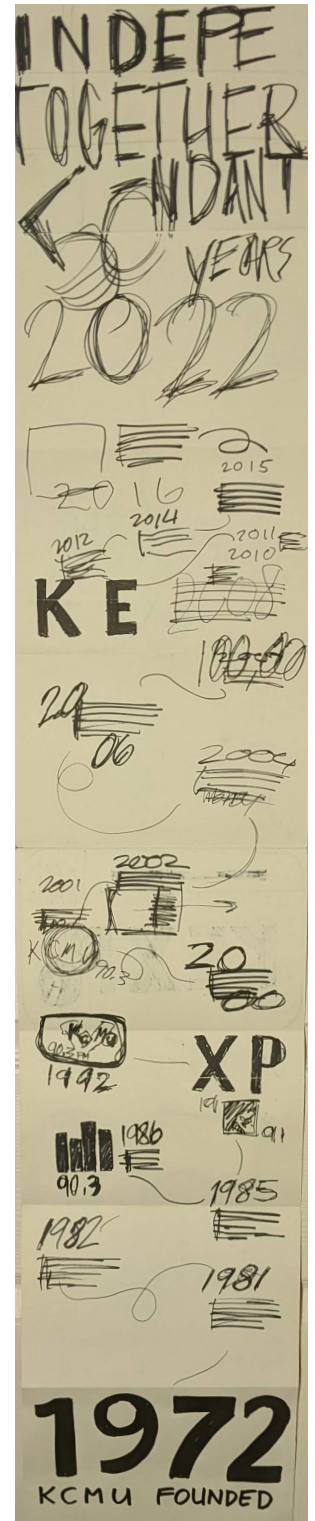
second unfold



full unfold | poster

prototyping

physical + digital | rough v.02



covers

first unfold

second unfold

full unfold | poster

prototyping

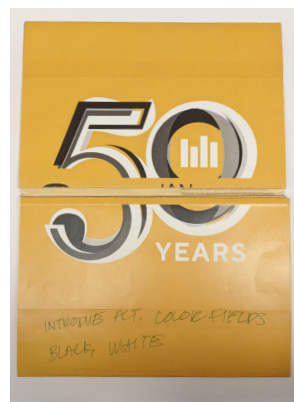
physical



cover



back cover



first unfold



second unfold

prototyping

digital v.01

FEB 17 THURSDAY **A** The Weather Station
 FEB 19 SATURDAY **T** Hand Habits
 MAR 22 TUESDAY **E** Bonobo
ALL YEAR LONG **KEXP**
 with weekly throwback broadcasts
 at home • in studio • with vita • with light in the attic
YEARS
KEXP

KEXP
 ADDRESS: 1223 STREET RD
 CITY, STATE 01010
 40789 910 7218750
 91 910 121 524
 @KEXP

KEXP
9X
50 YEARS
C E L E B R A T E
 FEB 1 - FEB 28 2022
 "The Future is Unwritten"
 #KEXPNightOut #FutureIsUnwritten
 KEXP Gathering Space
Black History is now
 Join us as we celebrate the richness of the Black experience with emerging artists, legends, and game-changing innovators.
 FEB 08 TUESDAY
 10TH ANNUAL International Clash Day
 On the air at 90.3 FM Seattle // weeknights at KEXP.org
 FEB 11 FRIDAY **B** The Dodos
 FEB 15 TUESDAY **R** The Lumineers

50 YEARS
 together

KEXP 2016
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50 YEARS
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50 Years of Music
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INDEPENDENT
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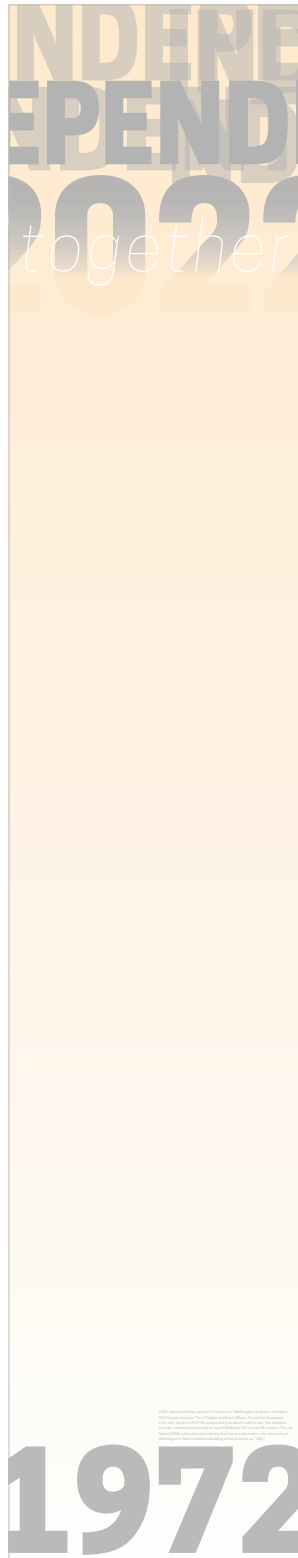
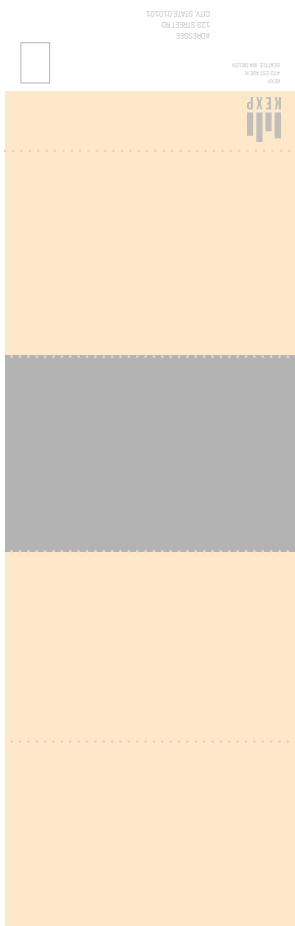
50 Years of Music
Black History Is Now
International Clash Day
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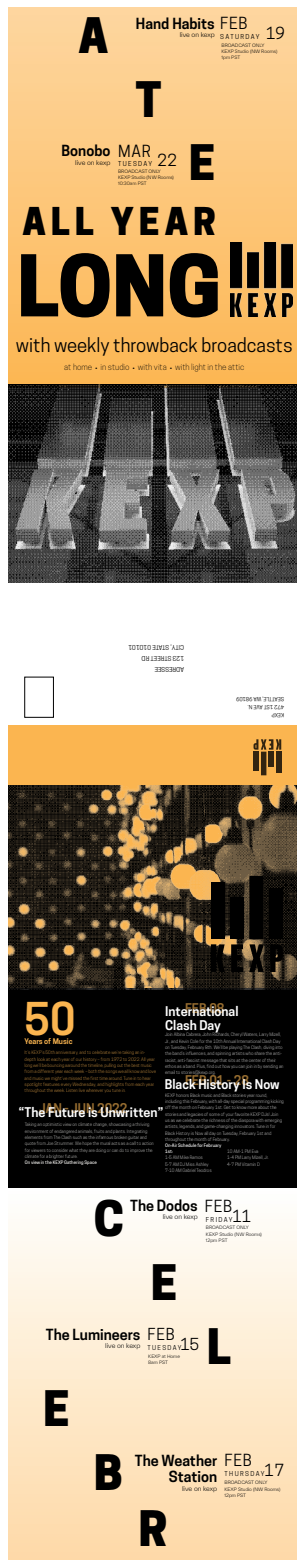
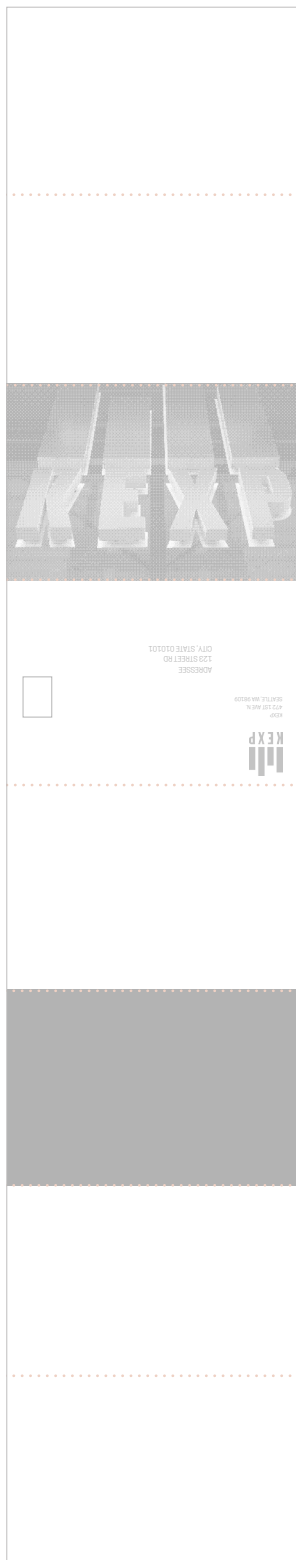
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 1991 **KCMU**
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prototyping

digital v.02





prototyping

digital v.02 revision



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400 SHOCKING WATTS
KCMU
90.3 FM
MUSIC THAT MATTERS

INDEPENDENT
TOGETHER



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400 SHOCKING WATTS
KCMU
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MUSIC THAT MATTERS


A Hand Habits FEB 19 SATURDAY
T Bonobo MAR 22 TUESDAY
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ALL YEAR LONG KEXP
with weekly throwback broadcasts
at home • in studio • with vita • with light in the attic



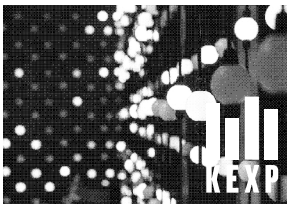
A Hand Habits FEB 19 SATURDAY
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ALL YEAR LONG KEXP
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50 Years of Music
International Clash Day
Black History Is Now
"The Future is Unwritten"



50 Years of Music
International Clash Day
Black History Is Now
"The Future is Unwritten"

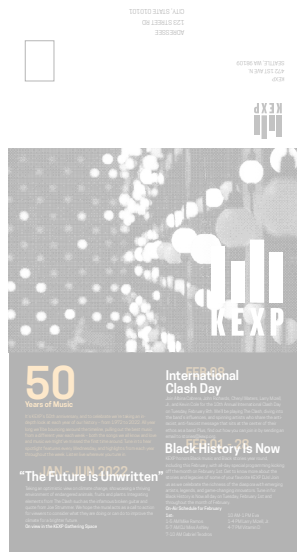


C The Dodos FEB 11 THURSDAY
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The Lumineers FEB 15 TUESDAY
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B The Weather Station FEB 17 THURSDAY
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C The Dodos FEB 11 THURSDAY
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The Lumineers FEB 15 TUESDAY
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B The Weather Station FEB 17 THURSDAY
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prototyping

digital v.03



INDEPENDENT

TOGETHER

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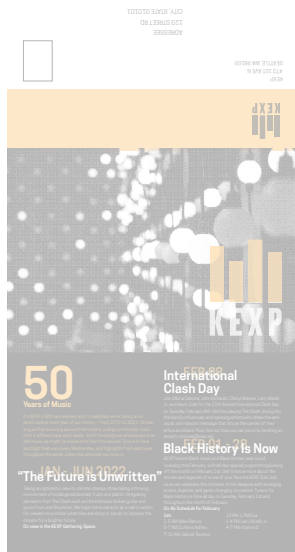
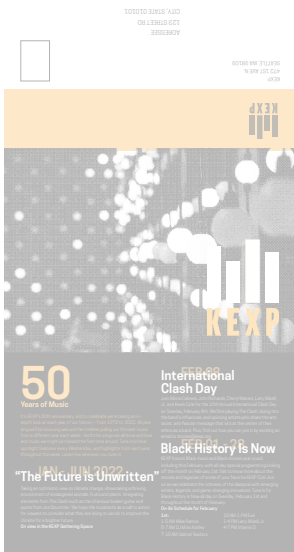
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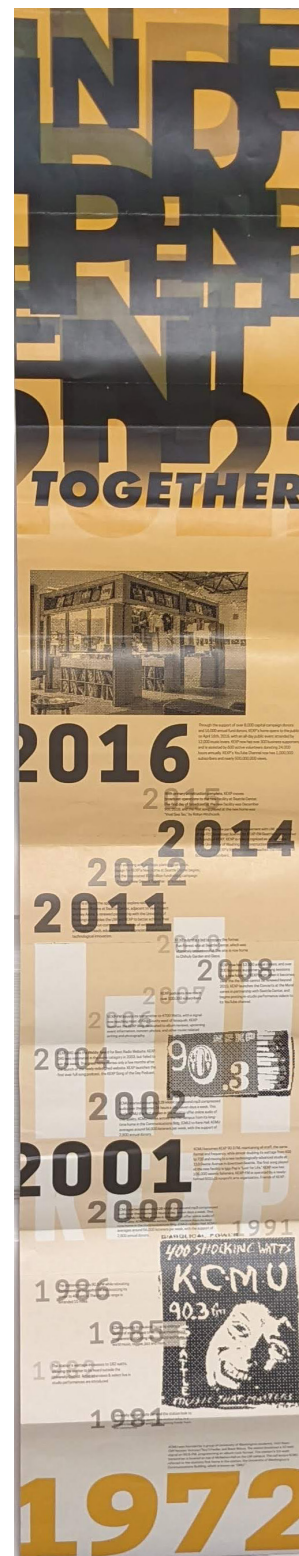
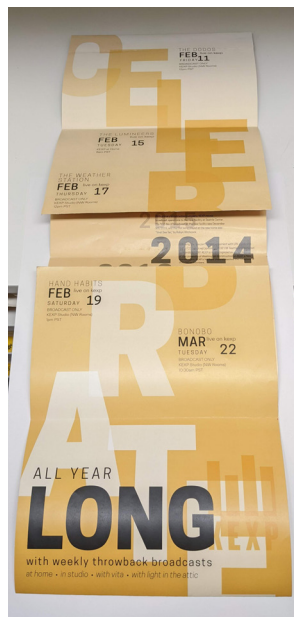
prototyping

digital v.04



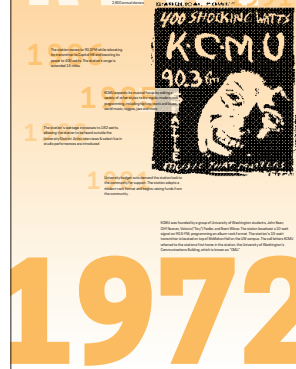
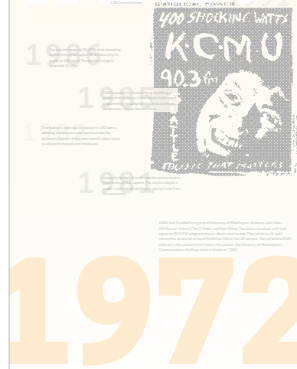
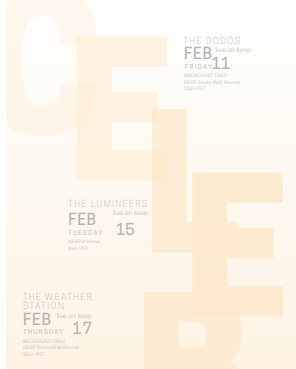
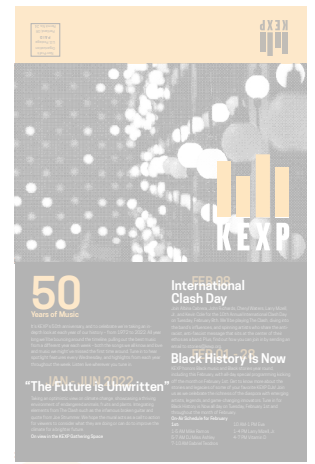
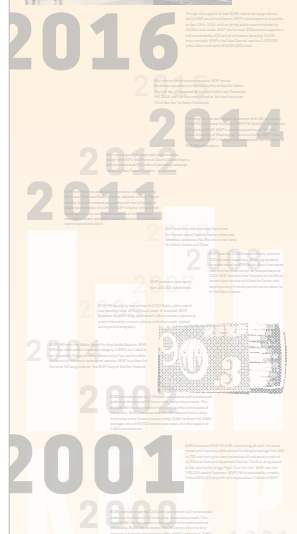
prototyping

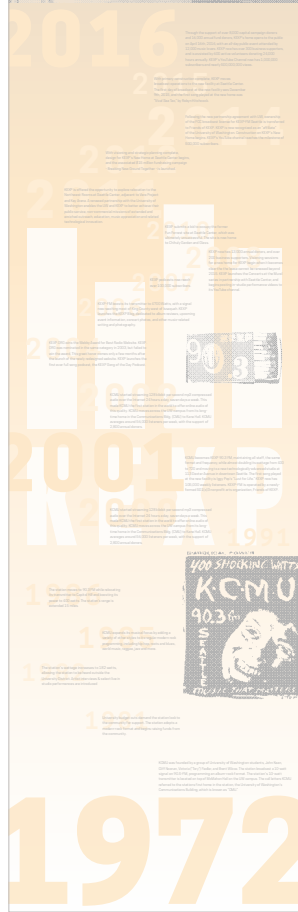
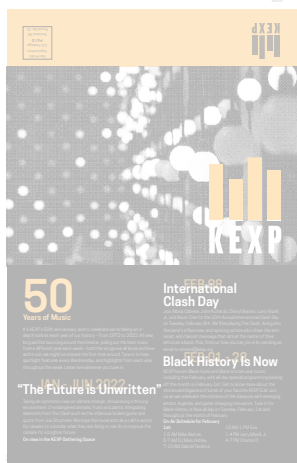
v.04 | physicals



prototyping

digital v.05





prototyping

digital v.06



prototyping

digital v.06 (cont.) + physicals

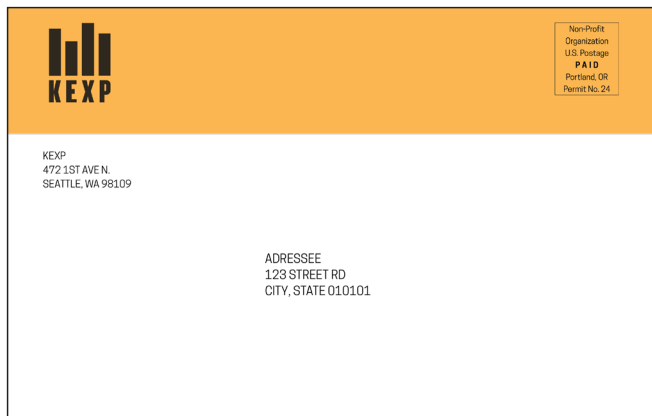


final design

flats



covers



first unfold



second unfold



final design

physical



covers



first unfold



second unfold