

**Creative Director:** Alex Savin

**Designer:** Anthony Huang

**Meeting Recording:**

[https://wustl.zoom.us/rec/share/vadyAdkIDekM3zNbnIT9K\\_HF5F8LFR6DqrdYJYKO\\_bCJdDVKKFIOwcKO15J0WI\\_o.K3yPqPwEjv2uOOUf](https://wustl.zoom.us/rec/share/vadyAdkIDekM3zNbnIT9K_HF5F8LFR6DqrdYJYKO_bCJdDVKKFIOwcKO15J0WI_o.K3yPqPwEjv2uOOUf)

Topic: The history of font Helvetica and the redesign of it. Comparing variants from the one font to the other by showing the type specimens. Some examples of the evolution of the font through time and derivatives designs. Eg. Neue Haas Grotesk, Neue Helvetica and Helvetica now.

Possible Treatments:

- Choose useful information from the Wiki page, don't make it overwhelming
- Quote citing from the designs
- Poster demonstration
- Make it black and white, or primary colors like red and orange (little hints of color)
- A menu bar including Home, History, Media coverage, Variants, Derivative Designs
- Less Grids, just have text fall into a natural geometric structure
- text mostly in black, and high contrast is necessary