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01 SEPTEMBER 2012. First from a three-month series. Attempts to tap into the epic character of the nightclub.

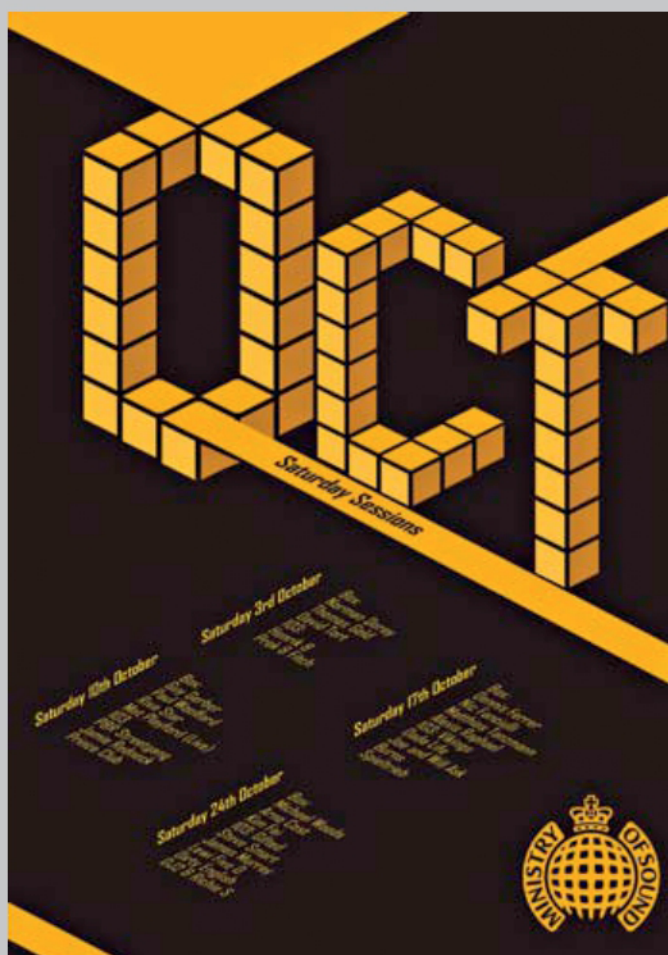
02 OCTOBER 2012. Second from the series. Showcases the schedule for Saturday Sessions.

03 NOVEMBER 2012. Third and final of the series. Showcases the schedule for Saturday Sessions.

TYPE TALK

● Typography, just like graphic design, serves as manifestations of concepts and ideas. Working on this principle, communication designer **Jyoti Mann** crafts visual types that communicate ideas as a contemporary form of visual communication.

The objective of the series was to create posters that powerfully communicate DJ performances. To interpret the idea in a fast-paced way for the audience who has no time to ponder, a typographically focused route was chosen. Depicting music with type for the September Saturday sessions, the visual of an equalizer was chosen for easy identification of schedules. The core idea was depicted with equalizer bars, forming alphabets in a three dimensional format. This helped create an impression of space, which related to the music event and the characteristics of the club itself, while making following the schedule a non-tedious experience. The brand had a set colour palette out of which the tints and shades of three prominent colours were picked and used to develop a sense of three dimensional spaces. This summarised the global character of the nightclub and made following the schedules easier ←



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