

Riley Rohrbacher

Final Thesis

Defense Presentation

4—29—2021

First Team All-OTF

INDEX

Quarter 1

Introduction
Overview
Influences : Typography
Influences: Basketball

Quarter 2

Process : Offense Type
Process : Defense Type

Quarter 3

The Work

Quarter 4

Project in Culture
Future of the Project

Q1

INTRODUCTION

Humble Beginnings



Lasting Memories



TYPOGRAPHY + DESIGN COMMUNITY

OVERVIEW

Trusting the Process



=



Trusting the Process



=



Roadblocks to Success



Offense **Finesse** **Physicality**

Individual styles

Play and Style

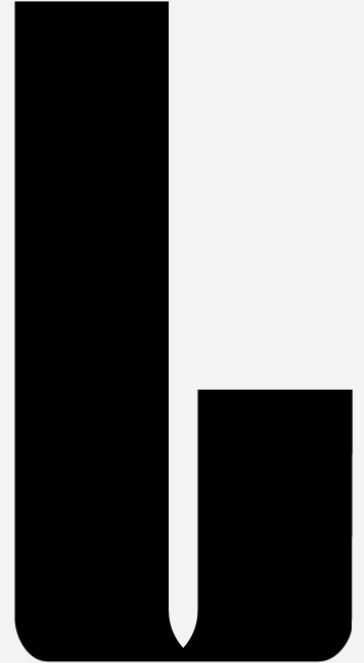
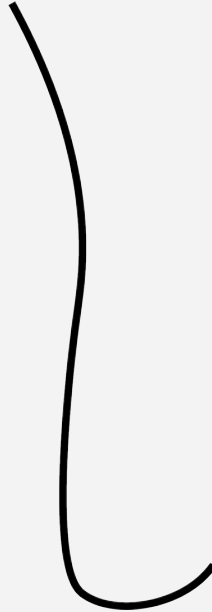
Strategy/Coaching

Size

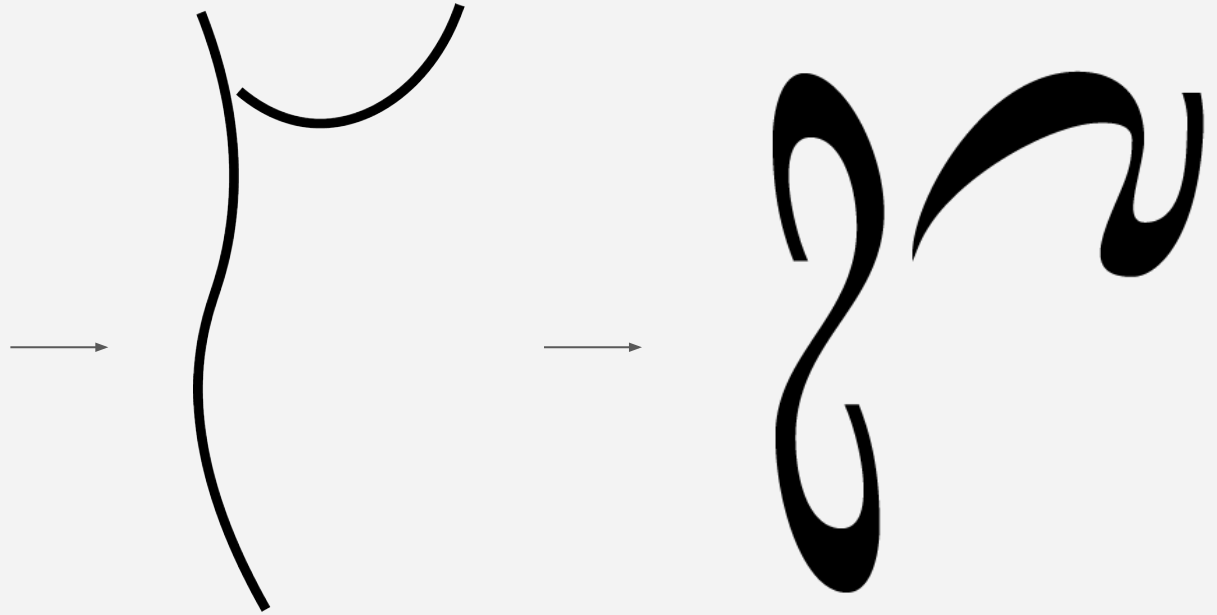
Personality

Defense

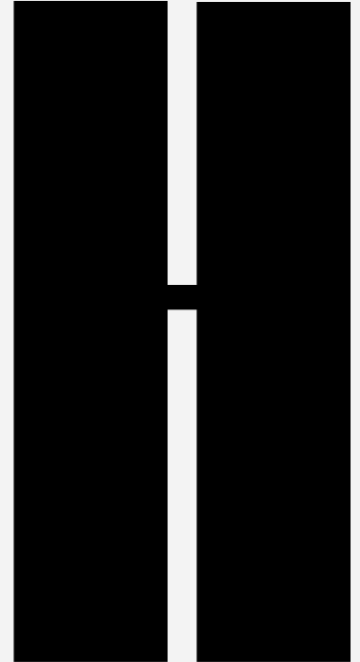
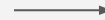
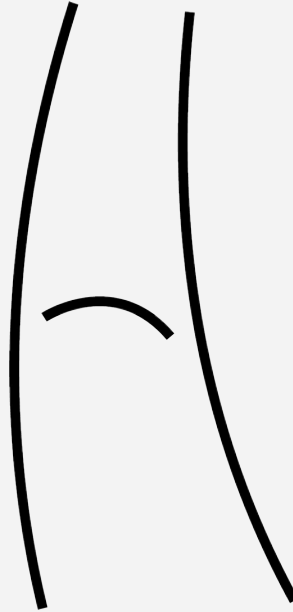
Deriving Forms Literally



Deriving Forms Literally



Deriving Forms Literally



Deriving Forms Literally



INFLUENCES

Basketball

Style and Play

Warriors Basketball



Style and Play

Individual Styles



Fanbase

Reactions, Celebrations



Basketball Culture

Apparel, History, Media

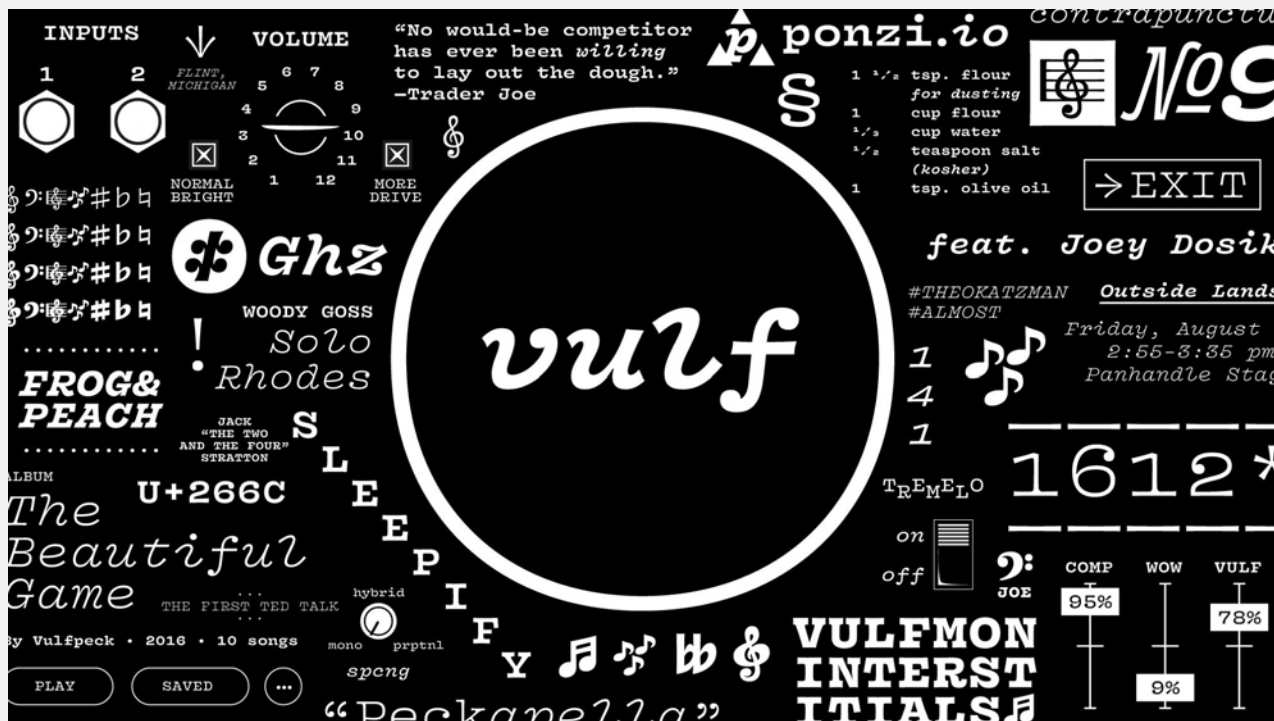


INFLUENCES

Typography

Ohno Type

Vulf mono a expressive, flowy, monospaced font.



Shoplifters 8

A book about fonts and basketball



Shoplifters 8

A book about fonts and basketball



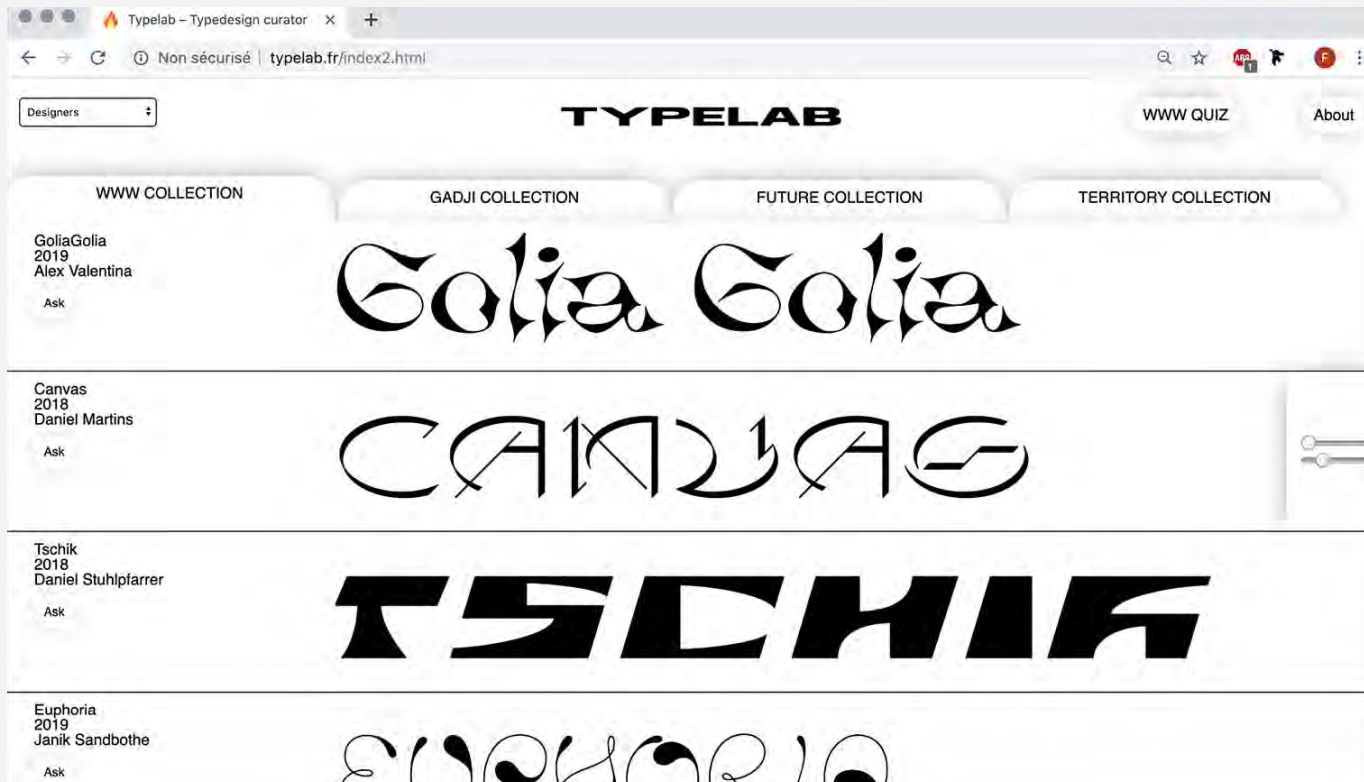
Shoplifters 8

A book about fonts and basketball



Typelab

A collection of experimental contemporary fonts



Velvetyne

A free open source type foundry



ARGUMENT

ARGUMENT

The timeline and history of basketball is much shorter than the timeline of type design, this means that our early typefaces have no connection to basketball

History of type design & basketball

851 years later

1040
Moveable Type
Invented



History of type design & basketball

851 years later



History of type design & basketball

851 years later

1460
Printing Press
Introduced



History of type design & basketball

851 years later



History of type design & basketball

851 years later

1891
Basketball Invented

Now we can make
cool type!



IN CONCLUSION

Because no early typefaces are inspired by basketball, it's highly unlikely there is an existing typeface that would be derived from the influence of basketball.

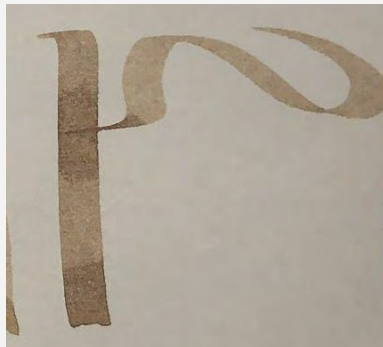
Q2

MY PROCESS

Process Overview



Research



Drawing



Digitizing

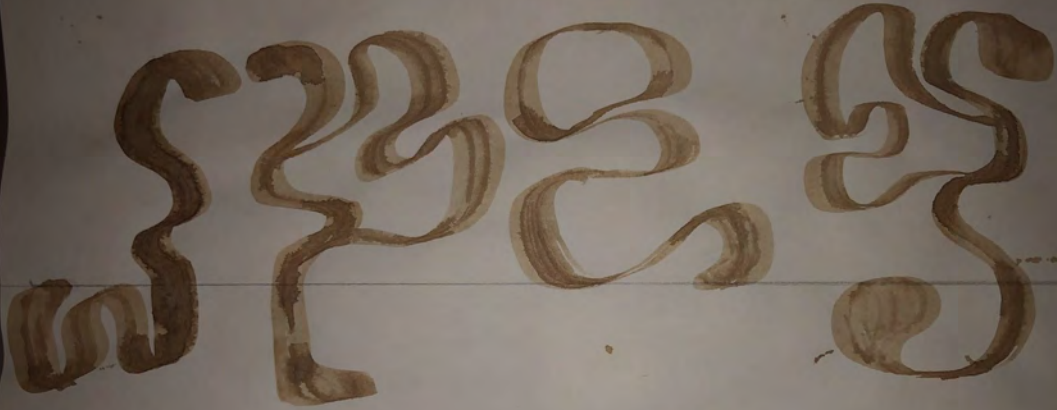
Digitization Overview

PROCESS

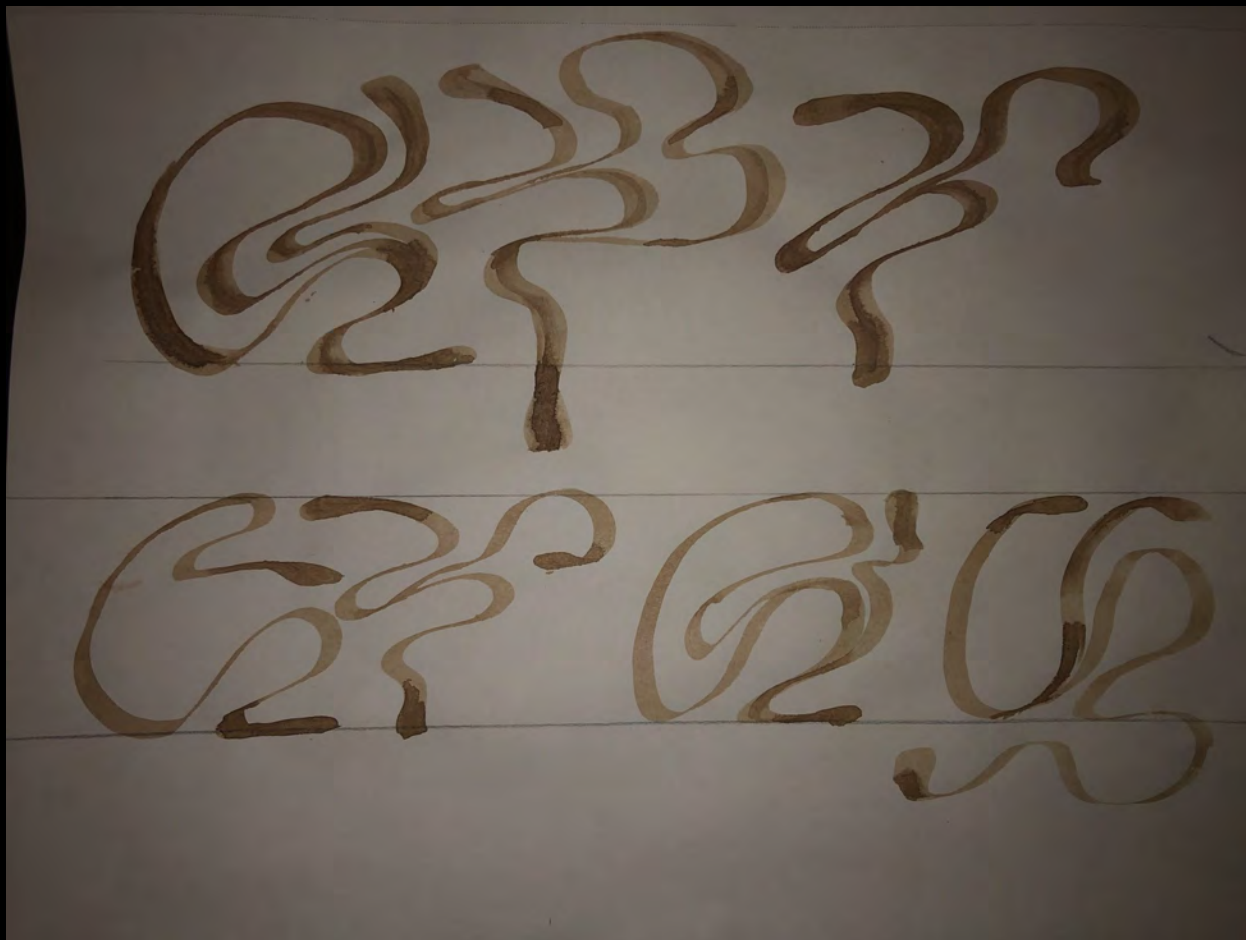
Offense Type - Curry.OTF

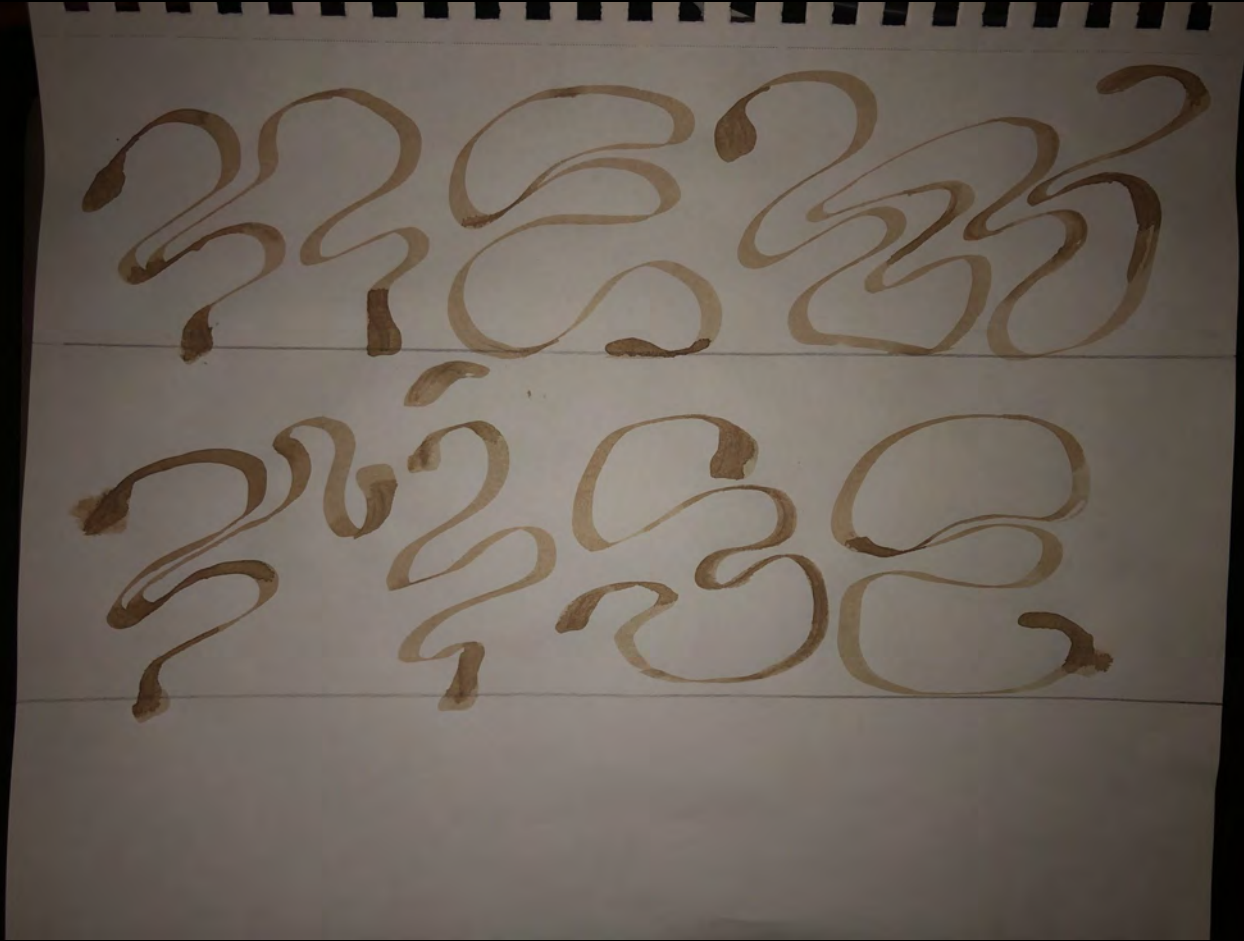
Research

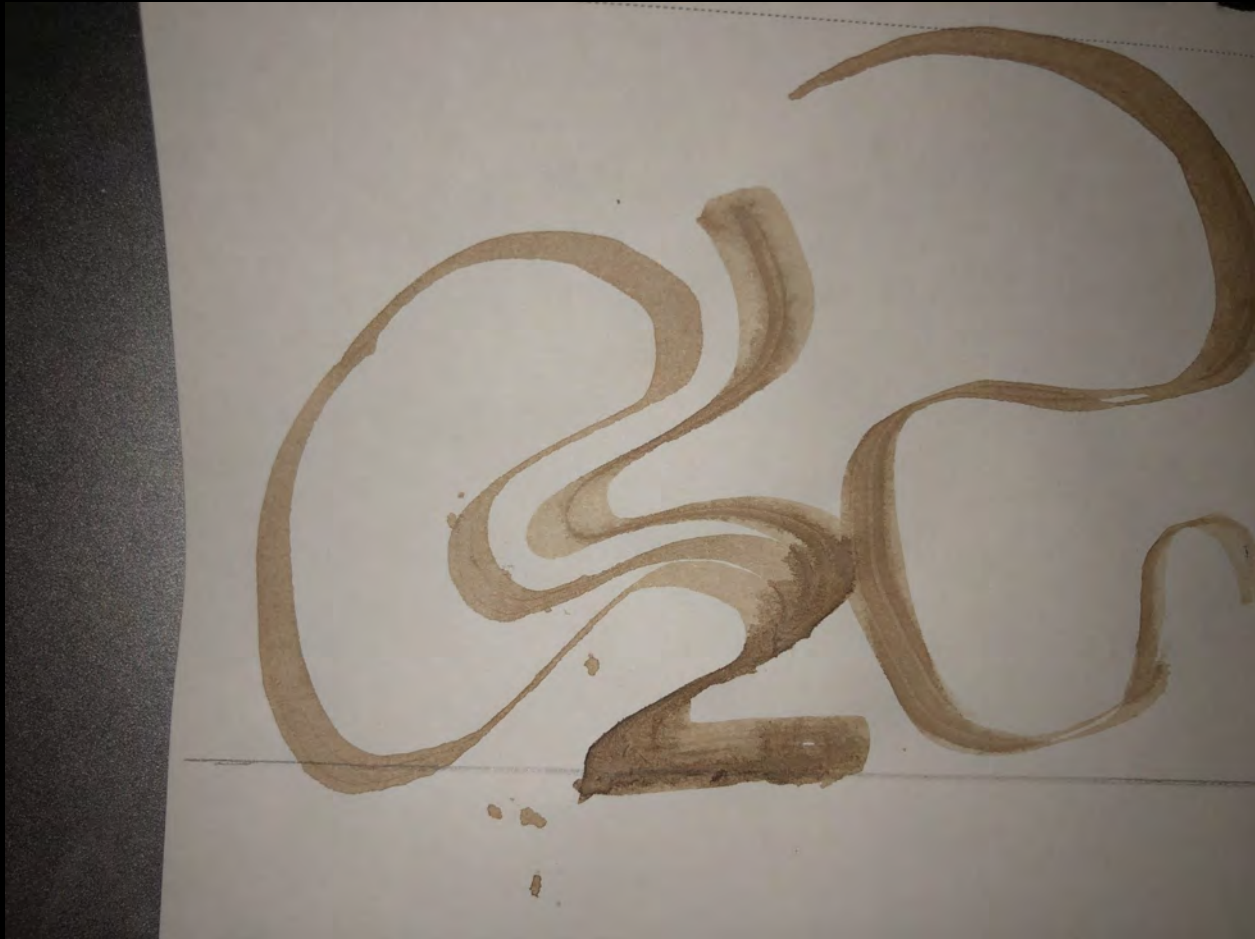




j.peg







Handwritten calligraphic characters in brown ink, consisting of four distinct, stylized forms.

© w/ ink trap

Handwritten calligraphic characters in brown ink, consisting of four distinct, stylized forms, similar to the top row but with different internal textures and shapes.

make more like -less

Ricks

r r k h



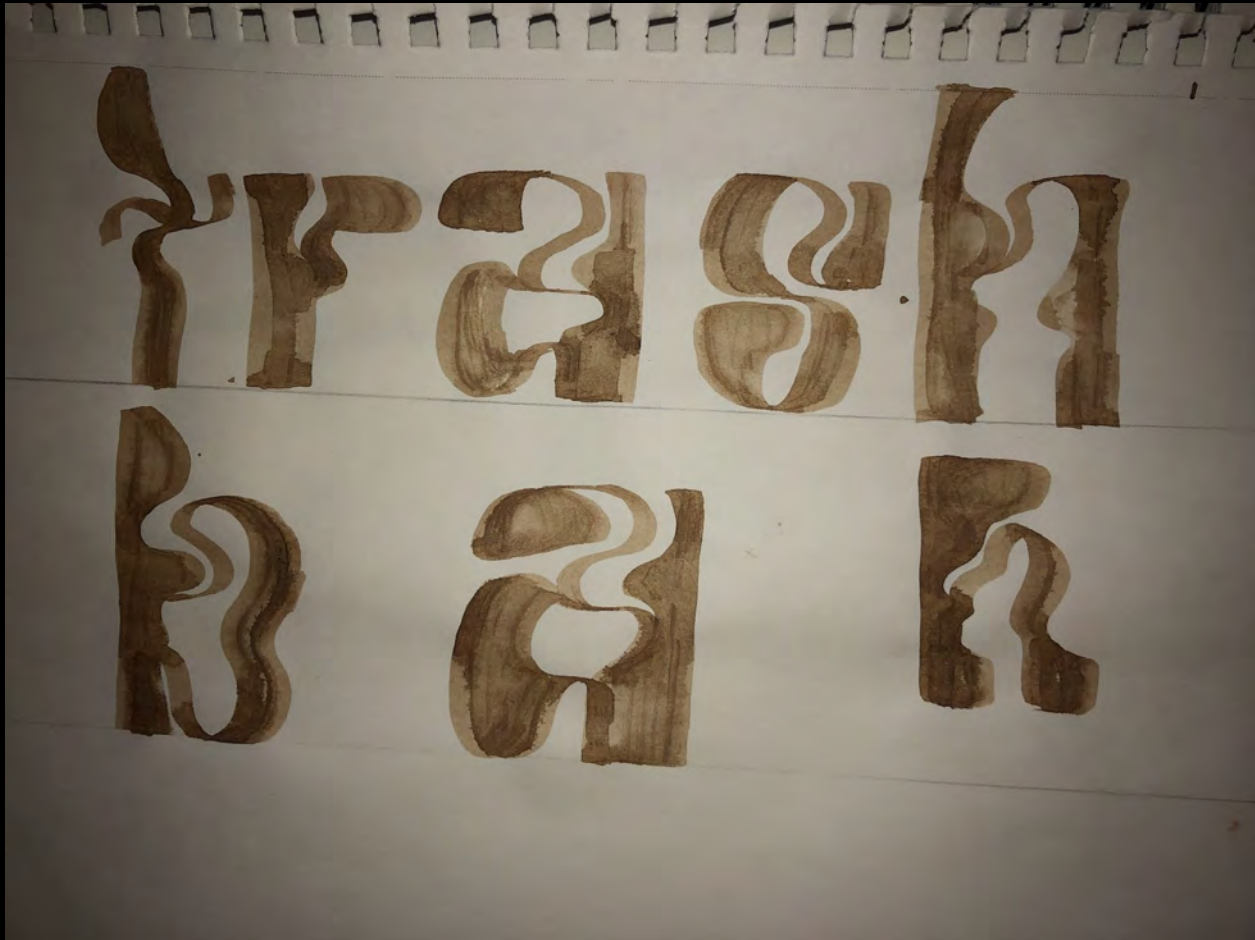
FACE

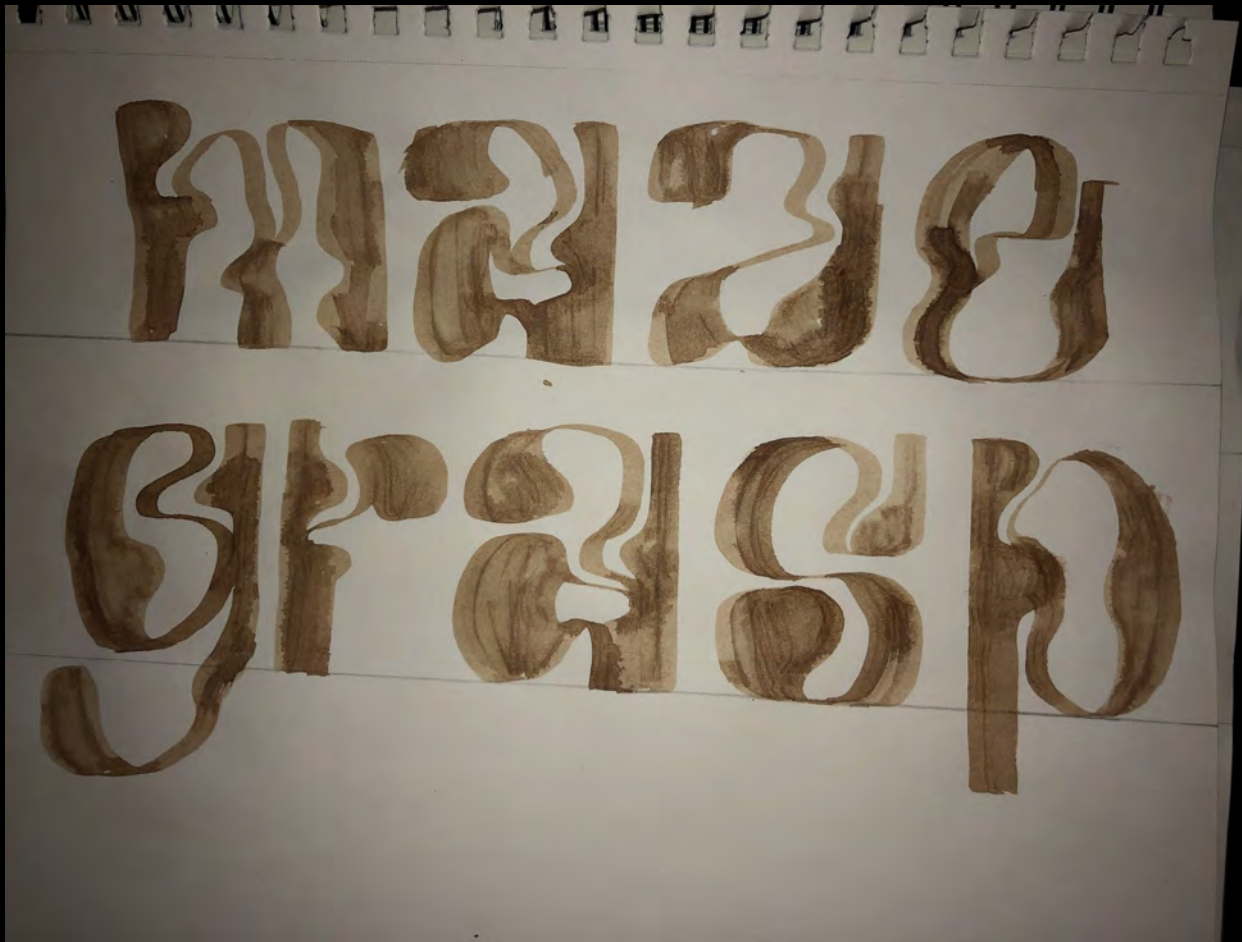
BATES

Handwritten text in a stylized, calligraphic font, possibly representing the word "WORLD".

Handwritten text in a stylized, calligraphic font, possibly representing the word "LOVE".









Handwritten text in a stylized, calligraphic script, possibly representing a name or title. The characters are thick and rounded, with some decorative flourishes.

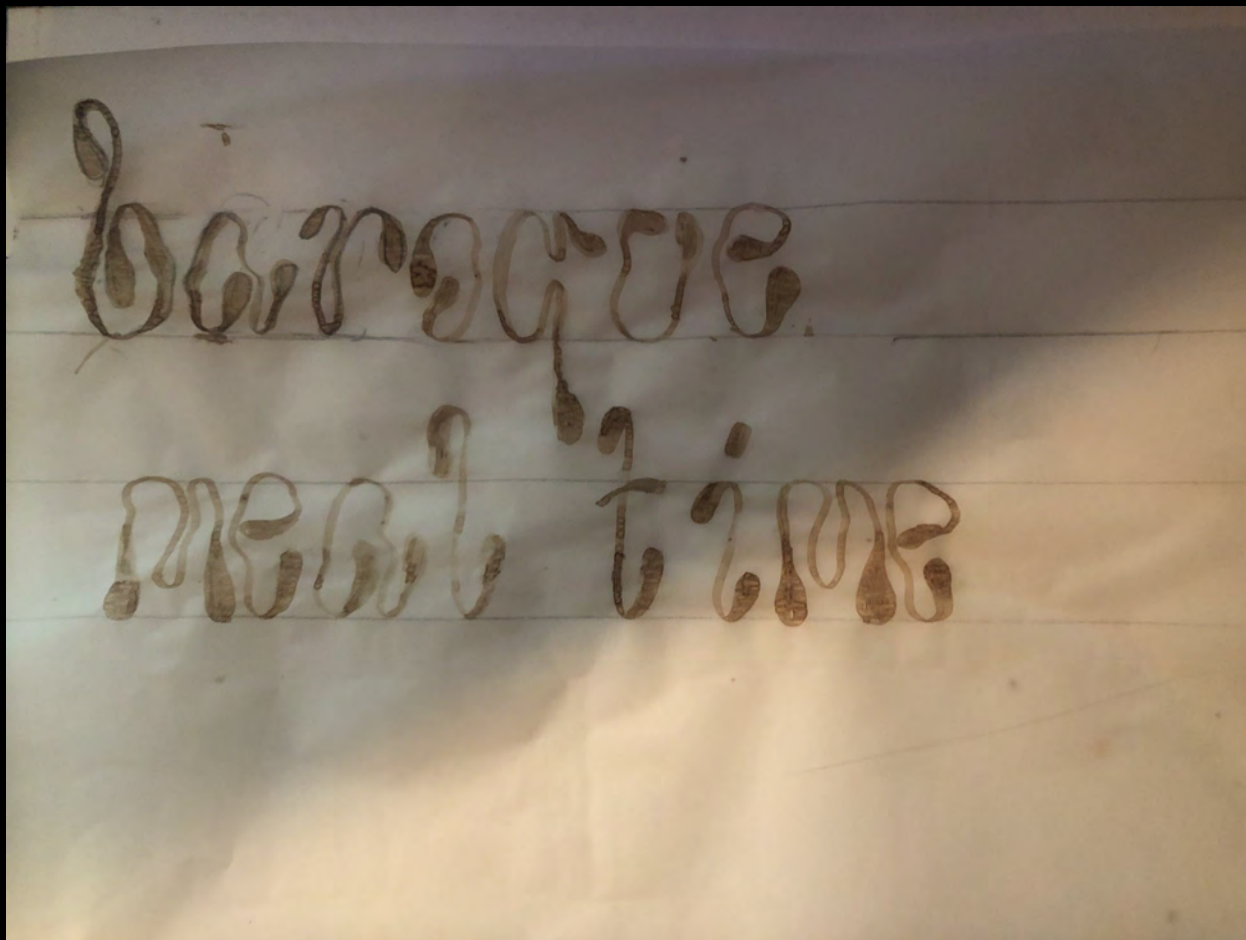
Handwritten text in a stylized, calligraphic script, similar to the first line. The characters are thick and rounded, with some decorative flourishes.

Handwritten text in a stylized, calligraphic script, possibly representing a name or title. The text is arranged in two lines on a piece of lined paper with a spiral binding at the top. The characters are bold and interconnected, characteristic of a decorative or artistic font.

॥ श्रीगणेशाय नमः ॥

ॐ नमो भगवते वासुदेवाय ॥
ॐ नमो भगवते वासुदेवाय ॥
ॐ नमो भगवते वासुदेवाय ॥

ନିଜାପୁରୀ ନାମ
ନିଜାପୁରୀ ନାମ



୧୧୩୦୩

୧୩୩୦୩

ନିଜାପୁରୀ ନାମ
ନିଜାପୁରୀ ନାମ

Handwritten cursive script on a single sheet of paper, consisting of two groups of characters. The first group has two characters, and the second group has two characters.

Handwritten cursive script on a single sheet of paper, consisting of two groups of characters. The first group has two characters, and the second group has two characters.

Handwritten cursive script on a single sheet of paper, consisting of two groups of characters. The first group has two characters, and the second group has two characters.

Handwritten text in a cursive script on a spiral-bound notebook page. The text is arranged in two lines. The first line contains five characters, and the second line contains two characters. The characters are highly stylized and appear to be a form of shorthand or a specific dialect of a script.

cavern
reap
mq rite

୧୩୧

୧୩୧୧୧୧

୧୧

୧୧ ୧

a curre

cccccc

cccc

Handwritten cursive letters: P, P, S

Handwritten cursive letters: U, I, R, b

Hemmon Ther
Therbs
S' S S S

Handwritten text in a stylized, cursive script, possibly representing a name or a phrase. The text is written in two lines on a piece of lined paper. The top line contains the characters "C. J. R." and the bottom line contains "Rohrbacher".

Handwritten text in a cursive script, possibly a mix of English and another language, written on lined paper. The text is arranged in two rows. The top row contains three large, stylized characters that appear to be 'B', 'D', and 'E'. The bottom row contains three smaller characters that appear to be 'A', 'e', and 'G'. The script is highly decorative and fluid.

Handwritten text in a stylized, cursive script, possibly representing a name or a specific phrase. The characters are fluid and interconnected.

Handwritten text in a stylized, cursive script, continuing the previous line. The characters are fluid and interconnected, forming a larger, more complex shape.

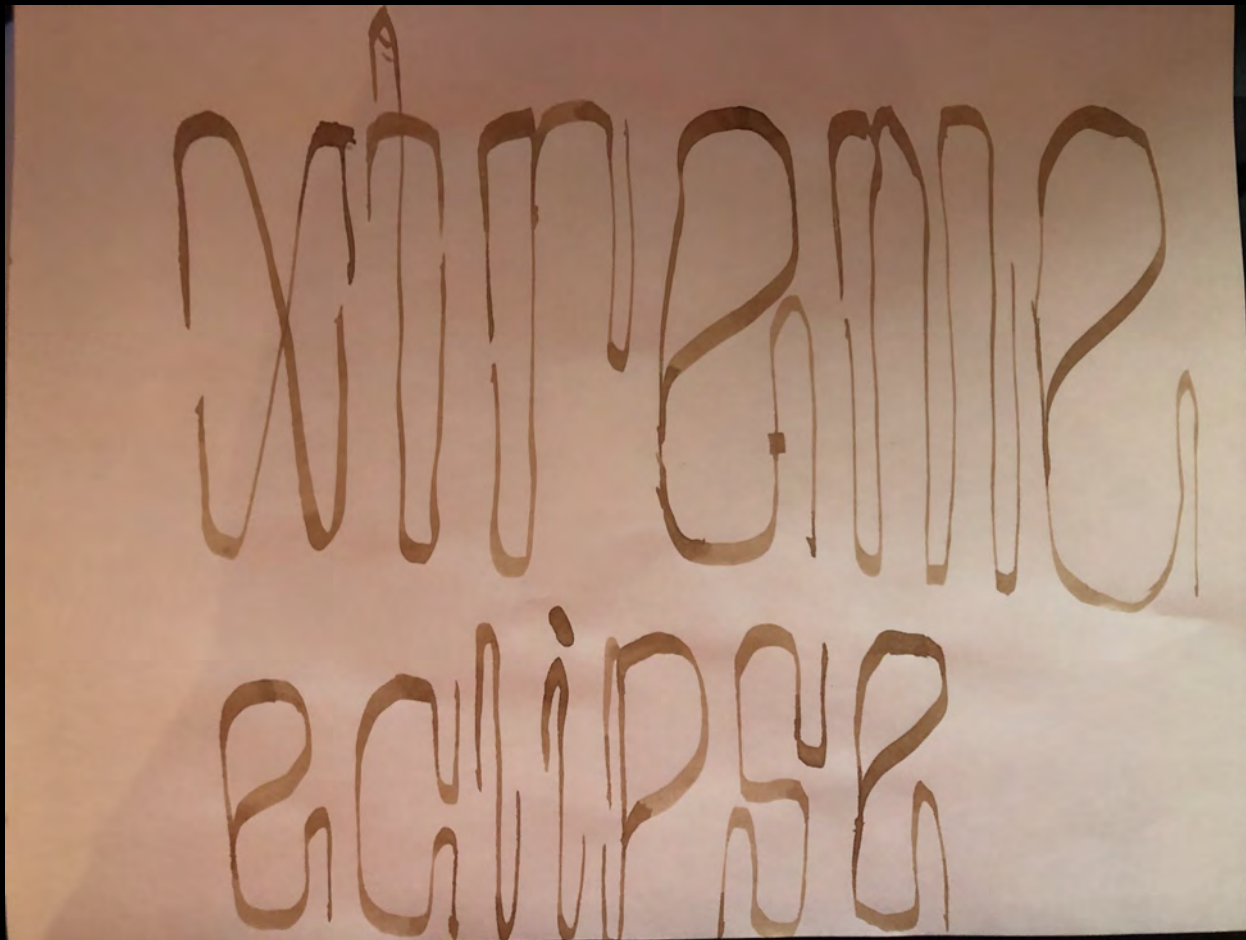
Handwritten characters in a cursive script, possibly representing the word "Piano".

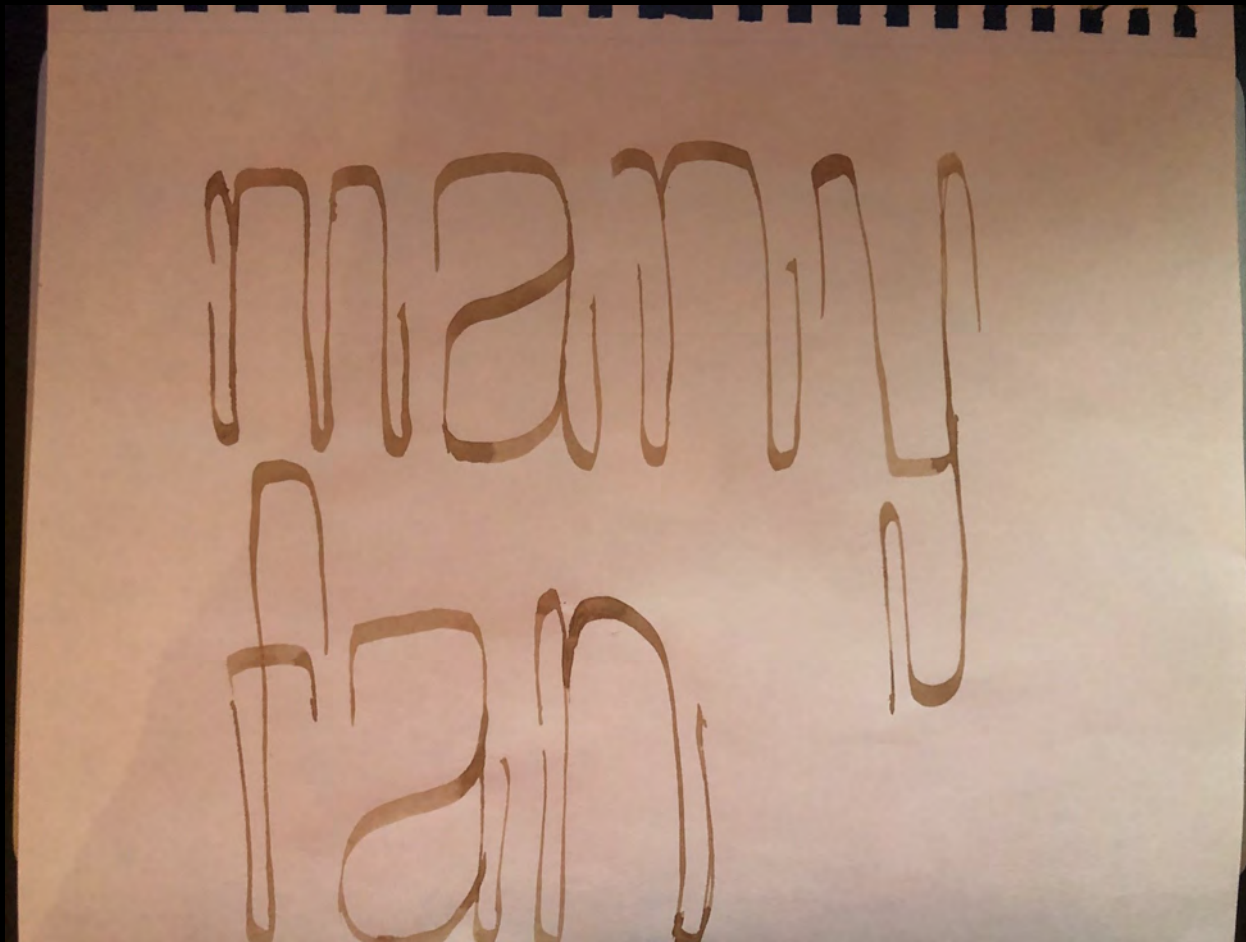
Handwritten characters in a cursive script, possibly representing the word "Astro".

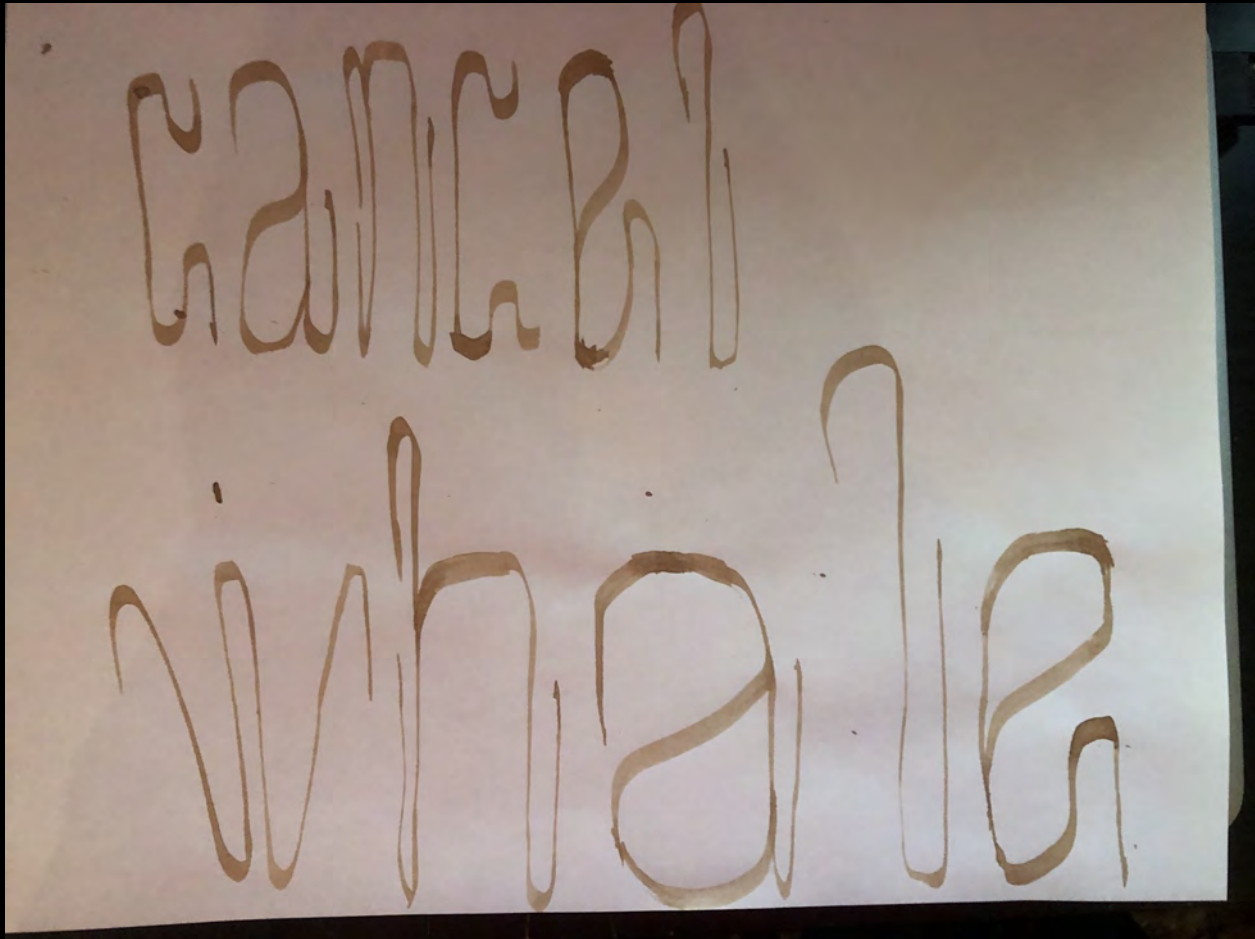
Handwritten characters in a cursive script, possibly representing the word "Asa".

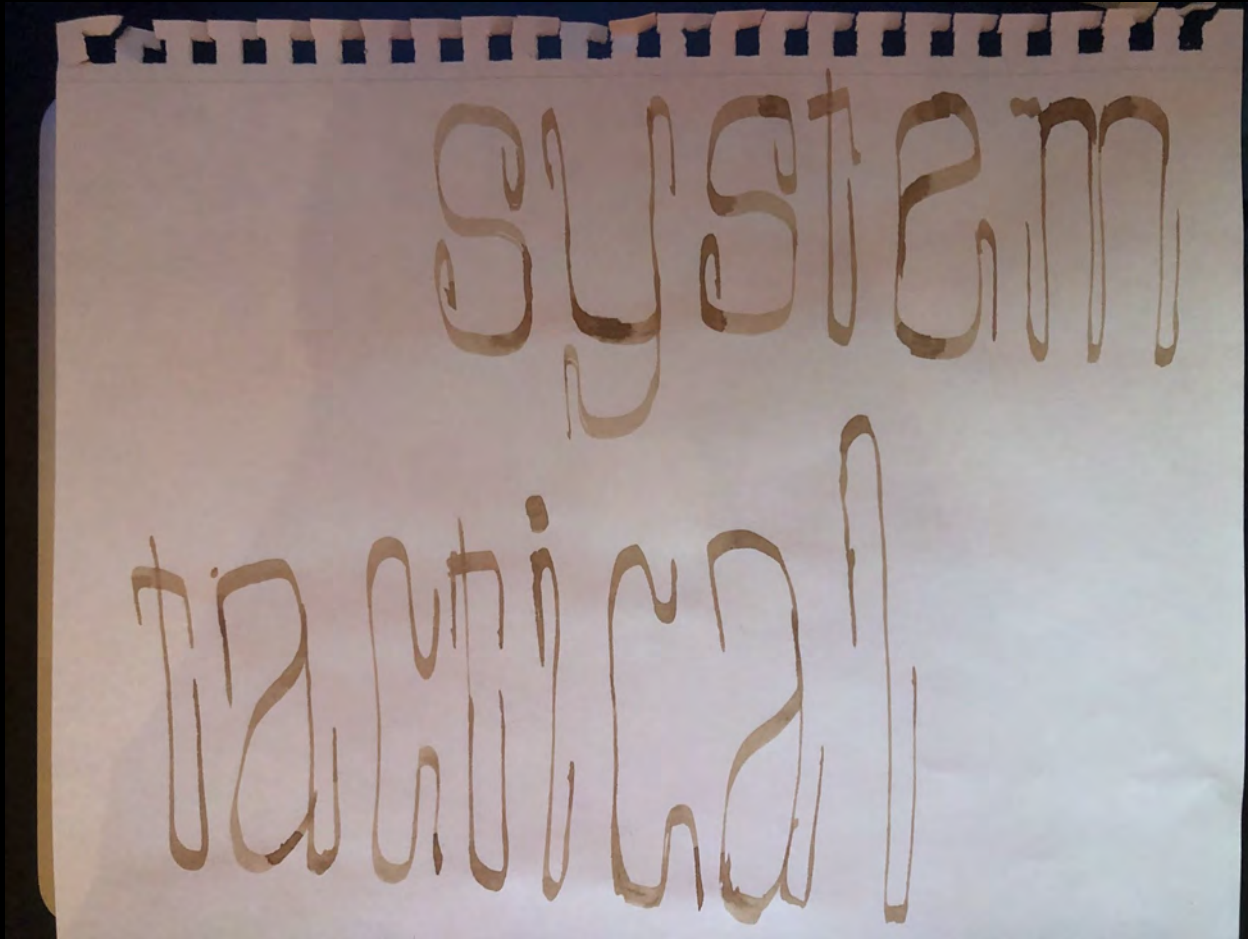
sinker

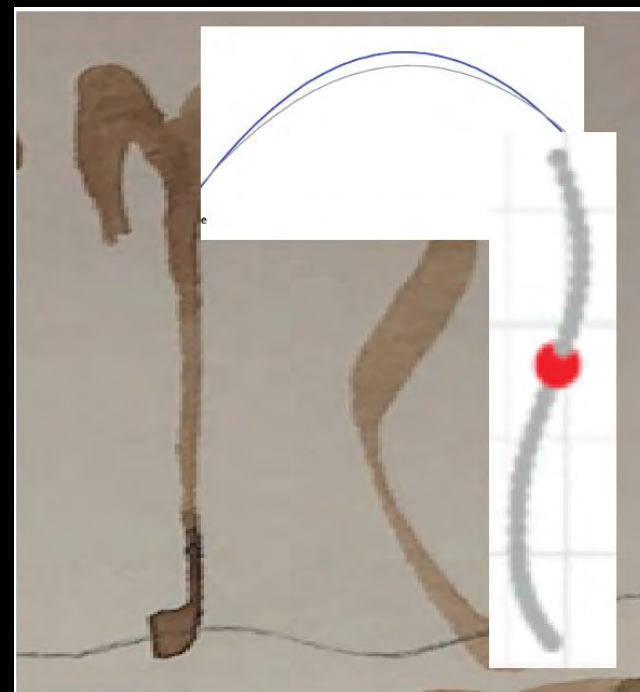
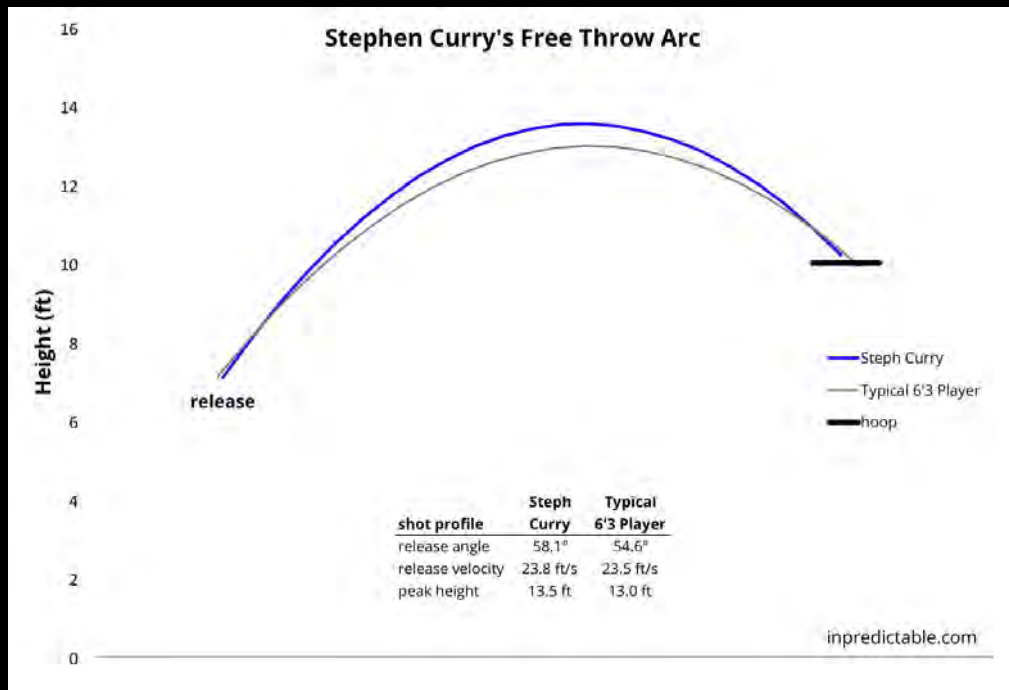
fishbone











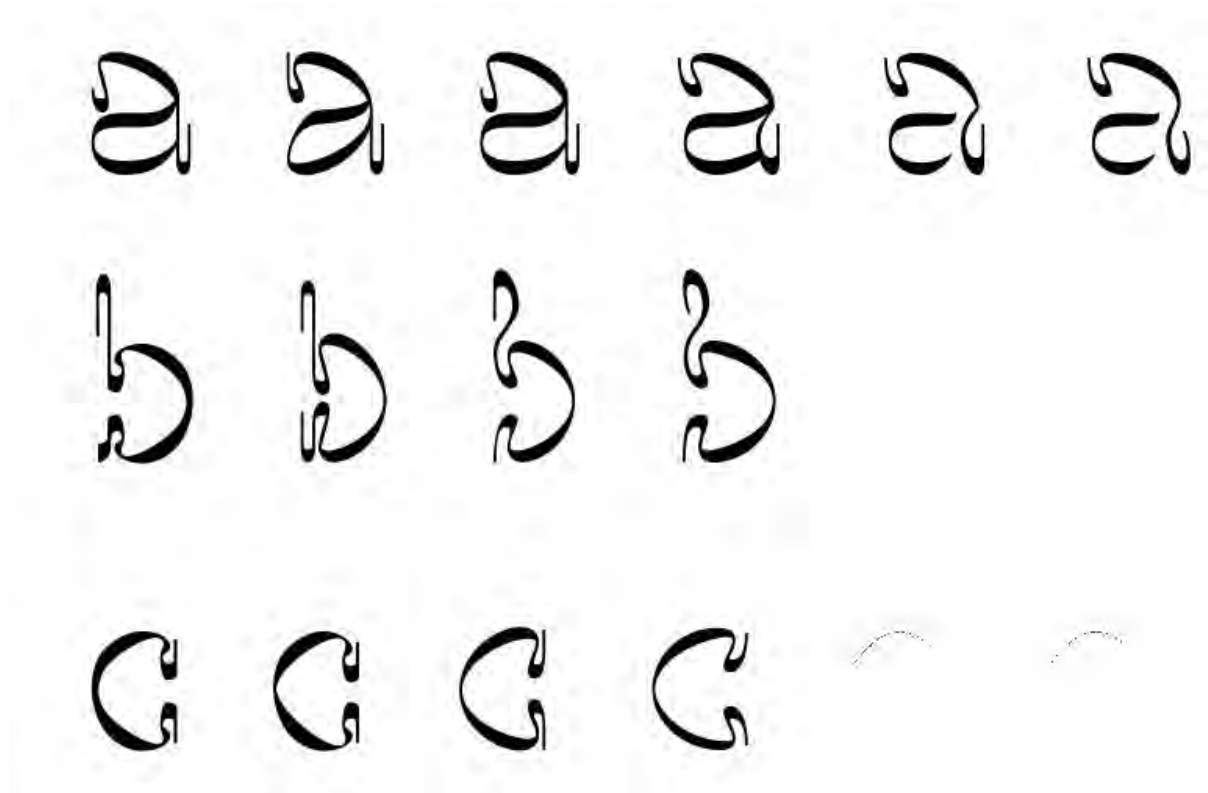
Digitization Overview



Digitization Overview



Digitization Overview



PROCESS

Defense Type – DPOY Sans

Research



low contrast
translation
light weight
no serif, straight
~~slightly true~~
long asc. desc.
condensed

v2 italic

accident

creston

modified typecooper

extraar

too wide

ext width
reg weight
serifs
a lot contrast
straight stems

angle

bold
serif
condensed
visible contrast

BRONSON

rounded / no serif
a lot of contrast
short asc & desc.
narrow width
condensed stems

porter

width regular
slightly concave stems
serifs

short asc.
long desc.
some contrast

l l l l

nordic

challenge

eror

I like this r

modified typewriter

ROAR

Grass

Phrase?

III

1000 W

1000 W

1000 W

श्री. अ. व. व.

श्री. अ. व. व.
श्री. अ. व. व.
श्री. अ. व. व.

hate

range

rage

br

î

bran

beast

om

truth

ra

pie

↑ G angel

barb laro

br' rov

ra
arad

T

o o l a o
o o c i a
o o e r a

o s z e

r g r a s

z a b c r a i n

na

mat

carrage

bn ace

rigatori

2 tape
2
2 ablo
r
h loacon
grad

q br
lo br s
b ra
r br

... n n
... zu zu
... zinder
... zind

bro

pa

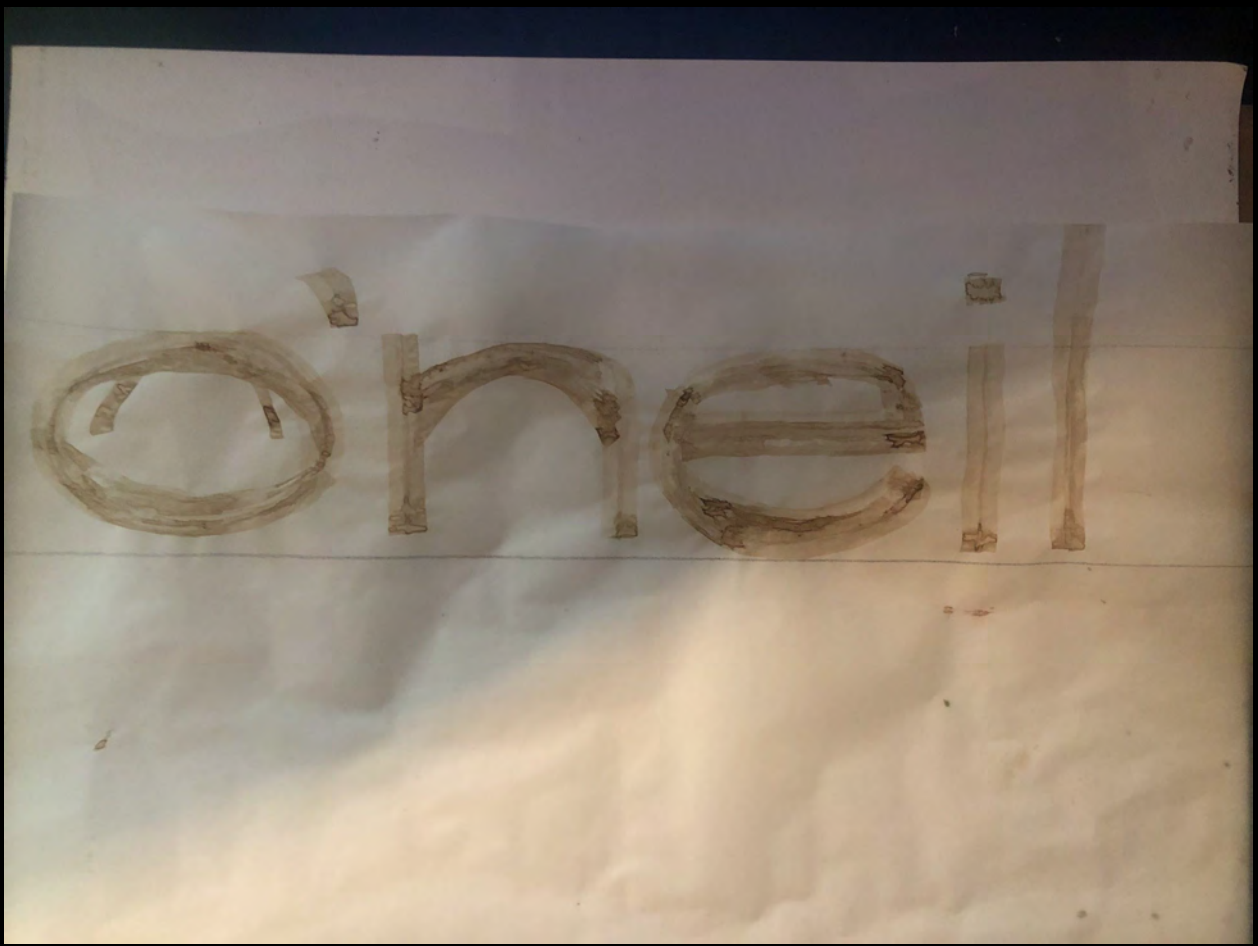
rr

center

21 2122

h z b o a c g

oneil

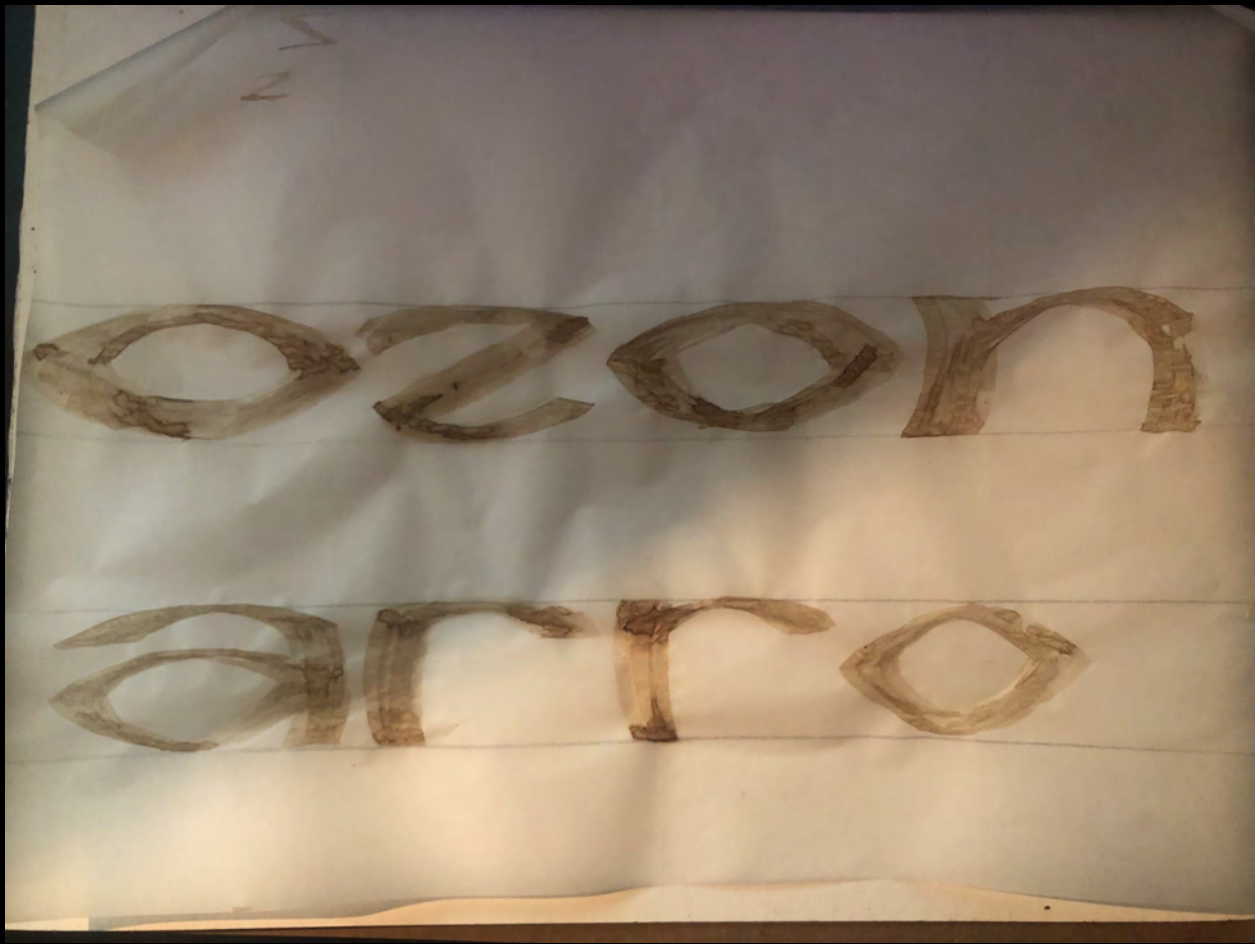


mashed
hammer

gravel

grave





Handwritten musical notation on a five-line staff, consisting of a series of connected, rounded notes.

Handwritten musical notation on a five-line staff, featuring notes with stems and dots, possibly representing a different rhythmic pattern or a second line of music.

Ibar Iro

Sinaike Imita

aimaivisi

credo.

jordan

grz aia

ferra

dia

6th man
of the year?

cantina

roasted

ਸਿਰੀ ਗ
੭ - ਨਿਦਾ

Handwritten text in a stylized, cursive script, possibly a form of shorthand or a specific dialect. The text is arranged in four rows:

Row 1: 2 characters, 2 characters
Row 2: 1 character, 2 characters, 1 character, 2 characters
Row 3: 1 character, 1 character, 1 character, 1 character, 1 character
Row 4: 2 characters, 1 character, 2 characters

ink
108

Handwritten text in a stylized script, possibly a form of shorthand or calligraphy, consisting of several large, interconnected characters or symbols. The text is written in a dark ink on a light-colored, lined paper.

Con
cond mega
massive

I

Kurt Angle

Big Daddy V

randy savage

mc donalds

John Gena Bano

V V WRESTLEMANIA

Grand Sequoia Hotel

The tallest font

STONE COLD STONE

KICKIN' CHILI CRISP

huk hukkamaniae

santino marcellia

22.000

Qona Ed eatery

S.Super cool variable

allen iverson

triple double champ

Walter Burton IV

defensive player

1 masterlock

mouthpiece

Redbull Energy

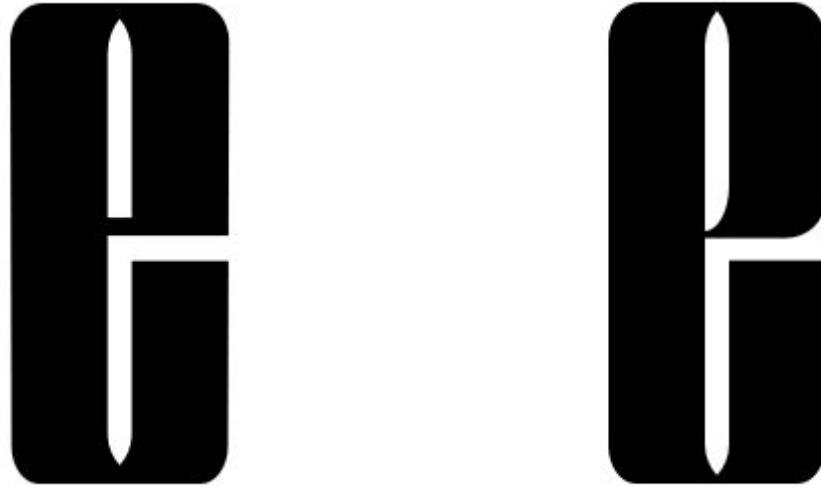
Digitization Overview



Digitization Overview



Digitization Overview



SLAM DUNK!

SLAM DUNK!

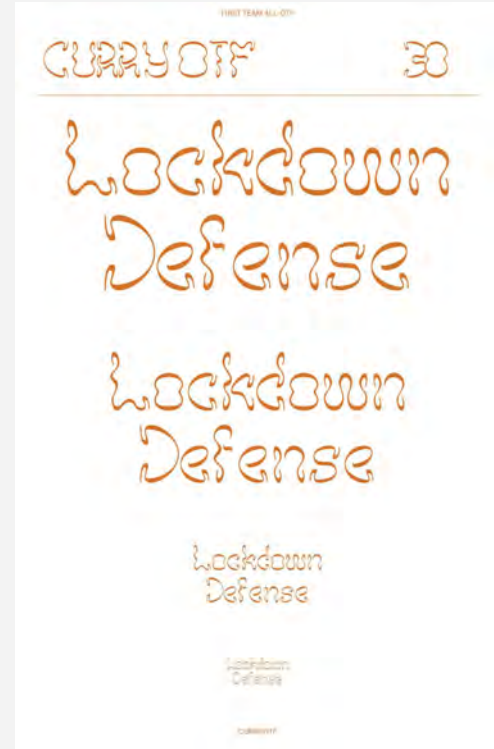
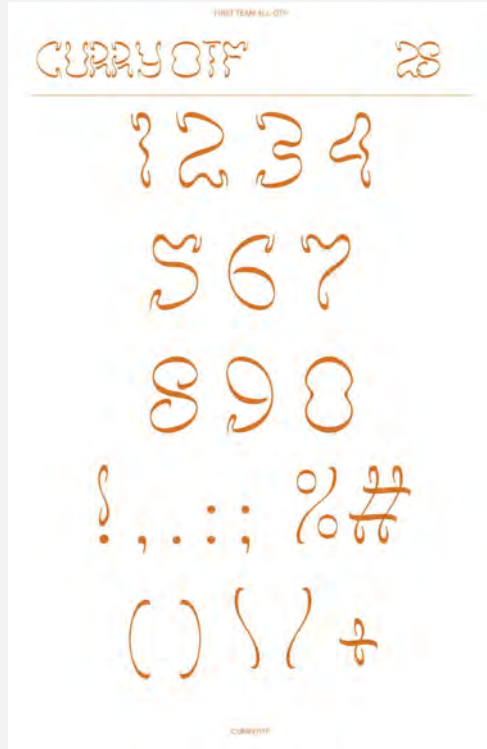
Q3

THE WORK

Type Specimen



Type Specimen



Type Specimen

FIRST TEAM ALL-OTF

CURRY OTF 33

Tempore sint, conset ea es sitatibus aborem die remod mi. exose cel-
tae uentio que ped quasperum quae doloritunt laborerem nonet hit a
dolupta tiatiberupta si con re corehenisi ipit estionetum fugiem, aute
uentio blam, quodictant mllnoicidolci totatis uid magnimintur solupta uol-
oreicitat id qui officio sim rata nonseque con eu-
eliquam uelita dolest, occae. Tem. Nam nonse rehendae nonsequam,
non cum, quo expedit sanditium, officiatem ea dolorit aut archillabo.
Feriorae. Nam ipis entisqu iamus. Cepra iuntiam et a aut ommolup
tatenimus, idelicae minus, uella-
bo. Iquisiciae earitas eni odi qui of-
fic tectoriatur, utem aliqui apeli-
qu untiosam est idusapit, quodit, iniae
desequis dolupta duciuitem ex-

CURRY OTF

FIRST TEAM ALL-OTF

CURRY OTF 34

Tempore sint, conset ea es sitatibus aborem die remod mi. exose cel-
tae uentio que ped quasperum quae doloritunt laborerem nonet hit a
dolupta tiatiberupta si con re corehenisi ipit estionetum fugiem, aute
uentio blam, quodictant mllnoicidolci totatis uid magnimintur solupta uol-
oreicitat id qui officio sim rata nonseque con eu-
eliquam uelita dolest, occae. Tem. Nam nonse rehendae nonsequam,
non cum, quo expedit sanditium, officiatem ea dolorit aut archillabo.
Feriorae. Nam ipis entisqu iamus. Cepra iuntiam et a aut ommolup
tatenimus, idelicae minus, uella-
bo. Iquisiciae earitas eni odi qui of-
fic tectoriatur, utem aliqui apeli-
qu untiosam est idusapit, quodit, iniae
desequis dolupta duciuitem ex-

CURRY OTF

FIRST TEAM ALL-OTF

CURRY OTF 35

Tempore sint, conset ea es sitatibus aborem die remod mi. exose cel-
tae uentio que ped quasperum quae doloritunt laborerem nonet hit a
dolupta tiatiberupta si con re corehenisi ipit estionetum fugiem, aute
uentio blam, quodictant mllnoicidolci totatis uid magnimintur solupta uol-
oreicitat id qui officio sim rata nonseque con eu-
eliquam uelita dolest, occae. Tem. Nam nonse rehendae nonsequam,
non cum, quo expedit sanditium, officiatem ea dolorit aut archillabo.
Feriorae. Nam ipis entisqu iamus. Cepra iuntiam et a aut ommolup
tatenimus, idelicae minus, uella-
bo. Iquisiciae earitas eni odi qui of-
fic tectoriatur, utem aliqui apeli-
qu untiosam est idusapit, quodit, iniae
desequis dolupta duciuitem ex-

CURRY OTF

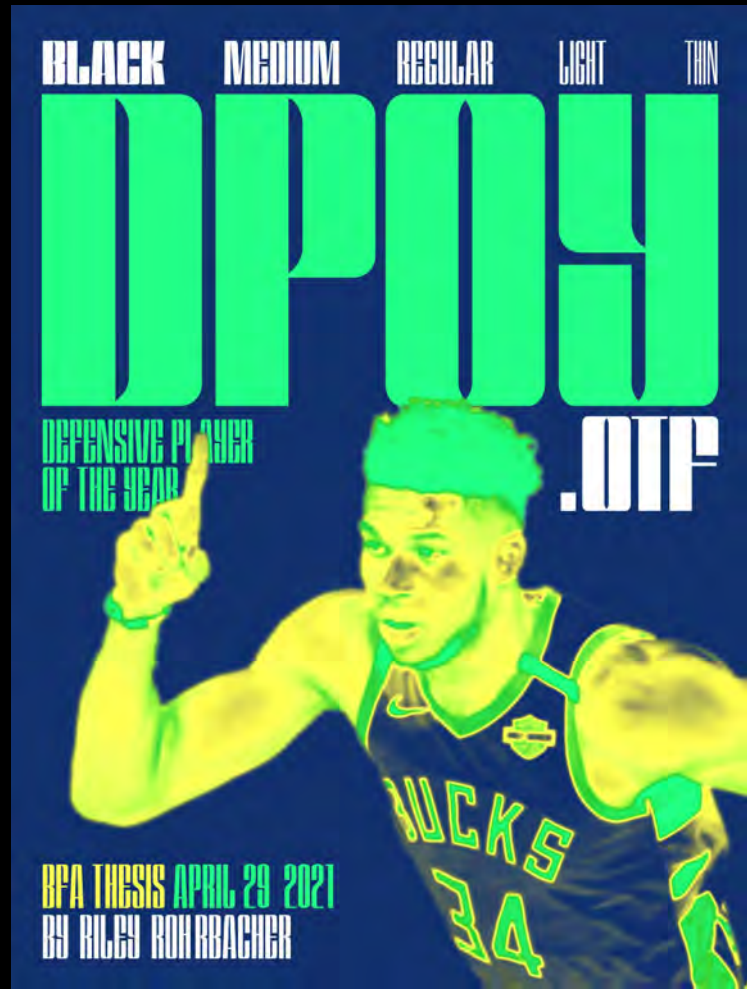
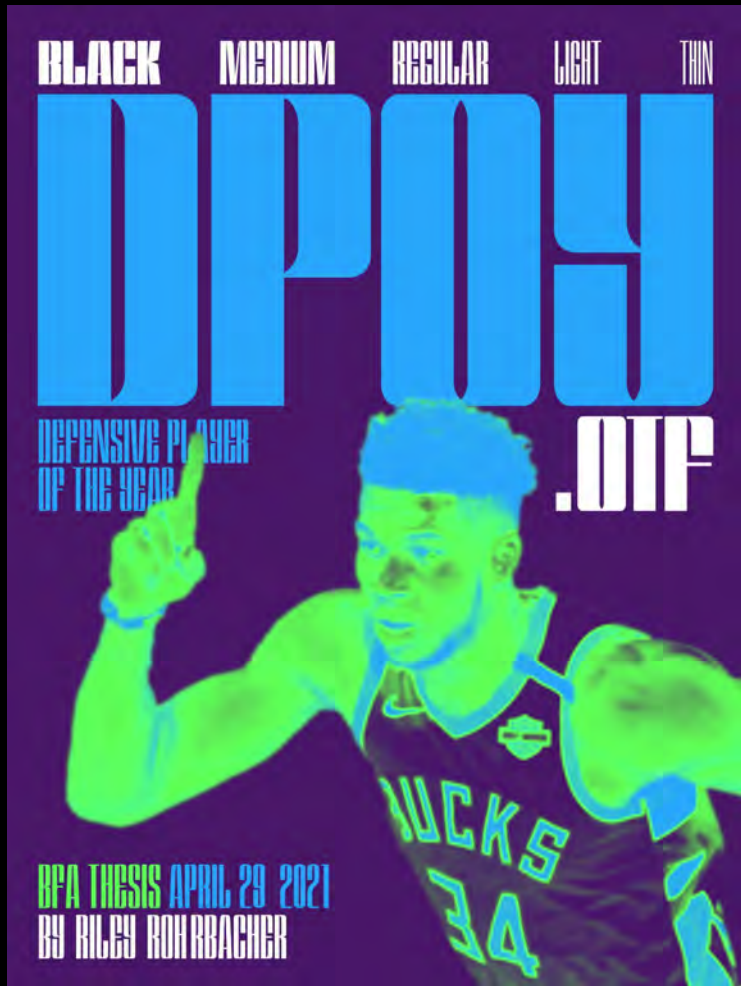
OTHER PEOPLE USING THE FONT

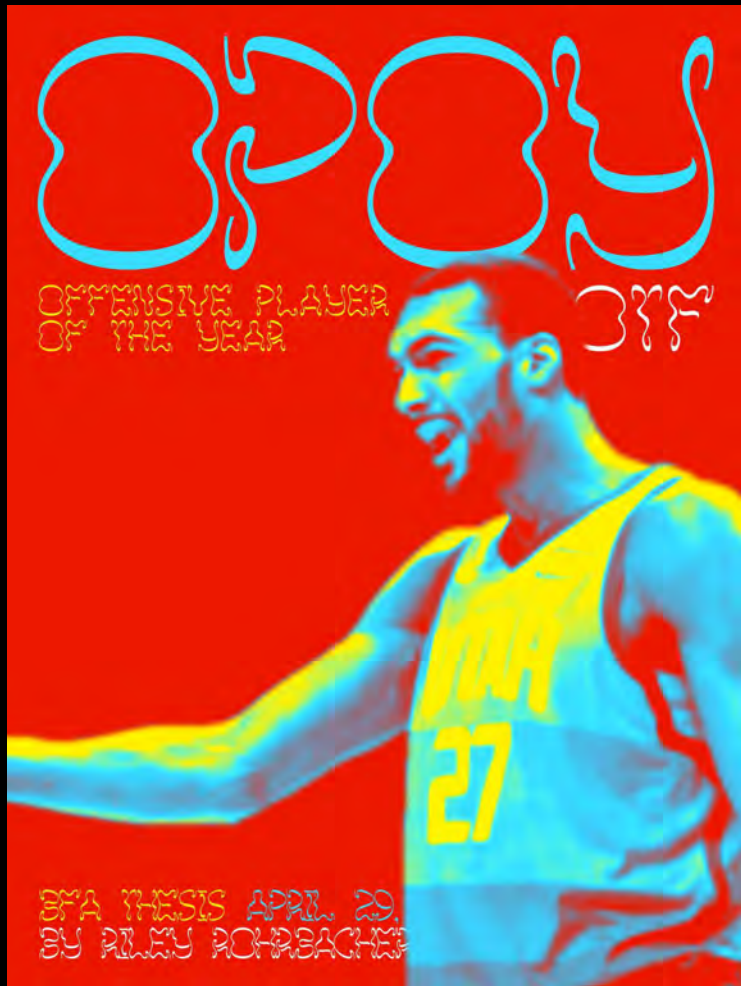
Poster by Nicole Wang

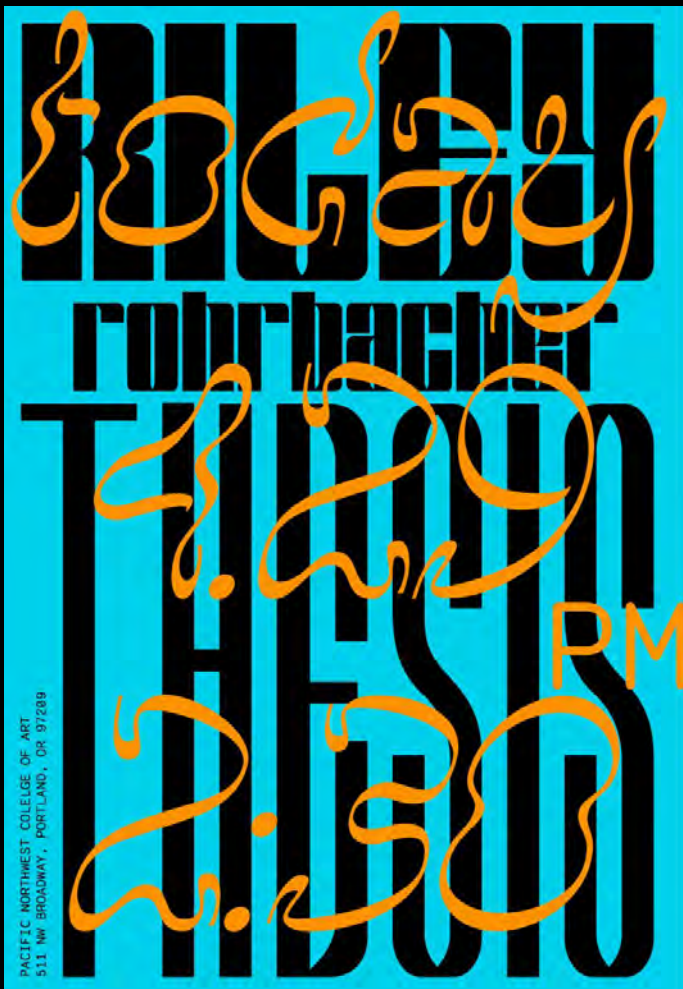
TORONTO RAPTORS
 GAME 2
 VS.
 BOSTON CELTICS
 AND PLAYOFFS
 2019
 A CULTURAL
 REVOLUTION.
 THE
 BASKETBALL
 RENAISSANCE.

TORONTO RAPTORS
 GAME 2
 VS.
 BOSTON CELTICS
 AND PLAYOFFS
 A CULTURAL
 RESET.
 THE
 CREATION
 OF
 BASKETBALL
 RENAISSANCE.

TORONTO RAPTORS
 GAME 2
 VS.
 BOSTON CELTICS
 AND PLAYOFFS
 2019
 A CULTURAL
 REVOLUTION.
 THE
 BASKETBALL
 RENAISSANCE.







STARTS THURSDAY, JULY 8 - ENDS THURSDAY, JULY 22

TUNE IN AND WATCH GREATNESS

MLB FINALS

NOW IS THE TIME WHEN THE BEST OF

EAST MEETS WEST
2 TEAMS GO HEAD TO BATTLE IT OUT
AND LEAVE IT ALL ON THE LINE
BLOOD, SWEAT, AND TEARS
ONLY ONE CAN BE CROWNED KING
WHO WILL IT BE?

A truly
സ്കൗന്ദര്യമേറിയതും
അപൂർവ്വമായും
OF SPORT AND ATHLETICISM |
FANS AND PLAYERS TRANSCEND

STARTS THURSDAY, JULY 8 - ENDS THURSDAY, JULY 22

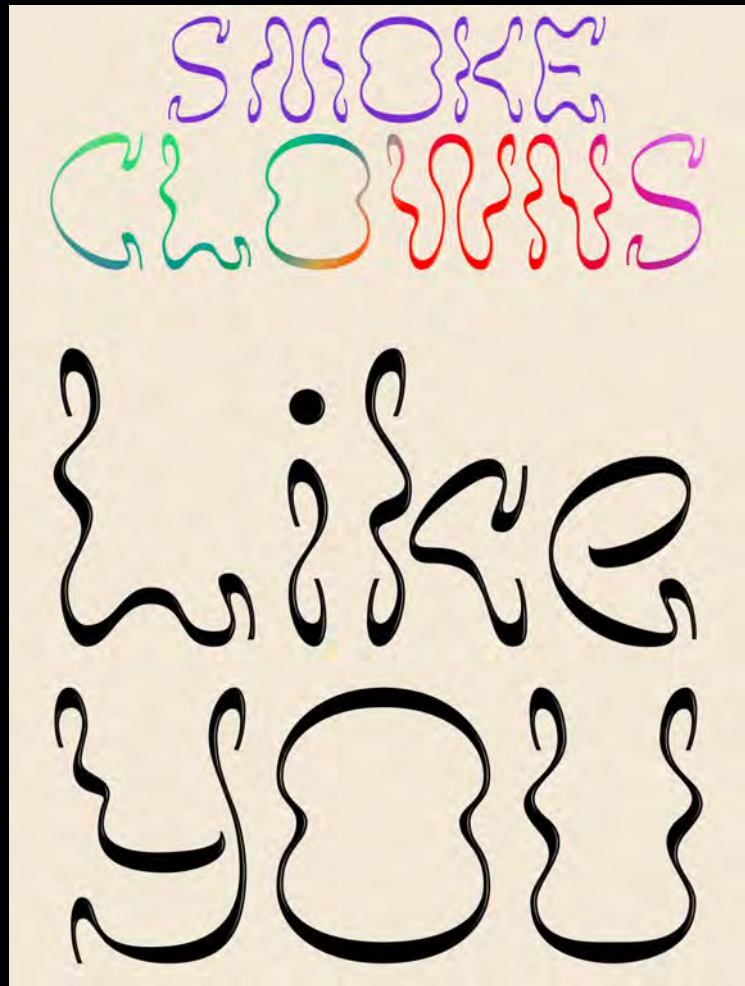
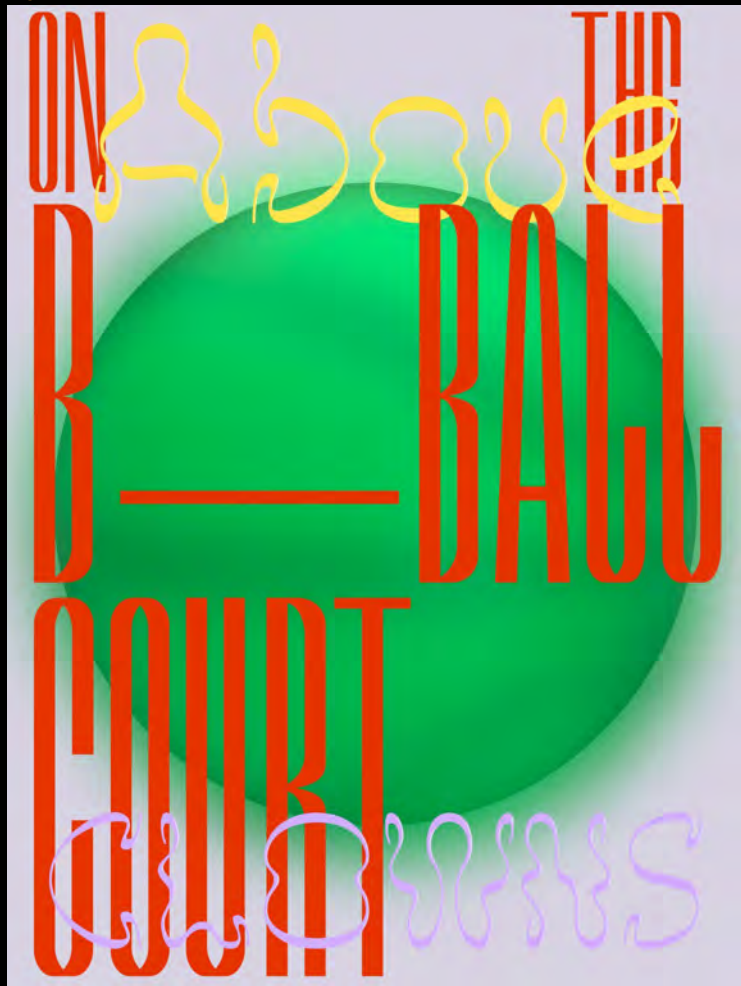
TUNE IN AND WATCH GREATNESS

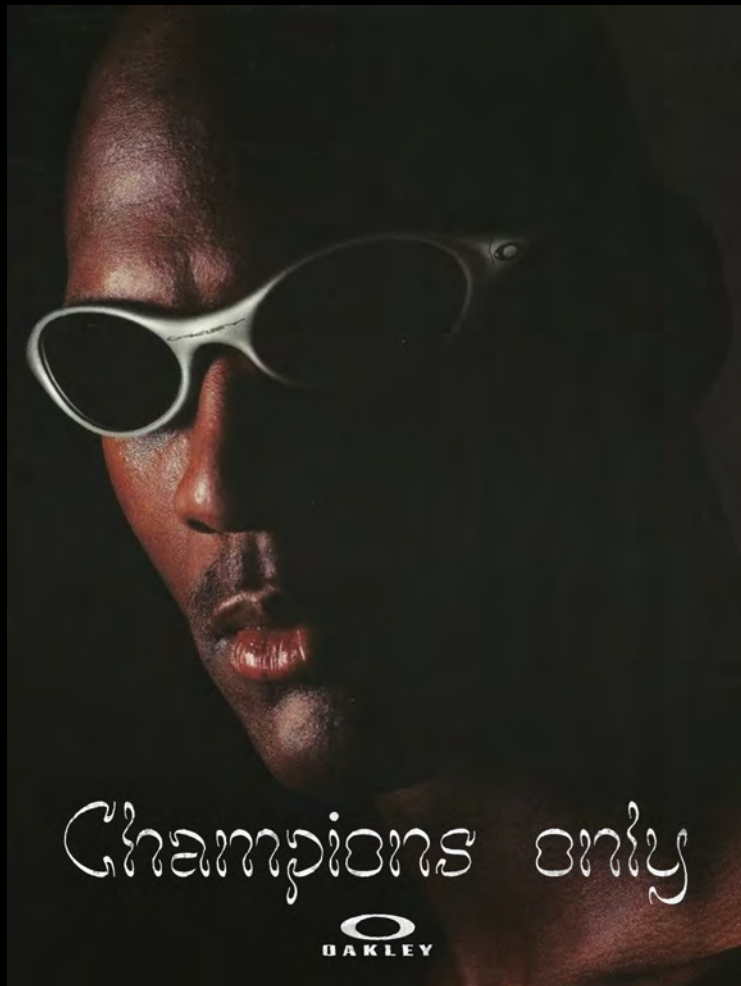
MLB FINALS

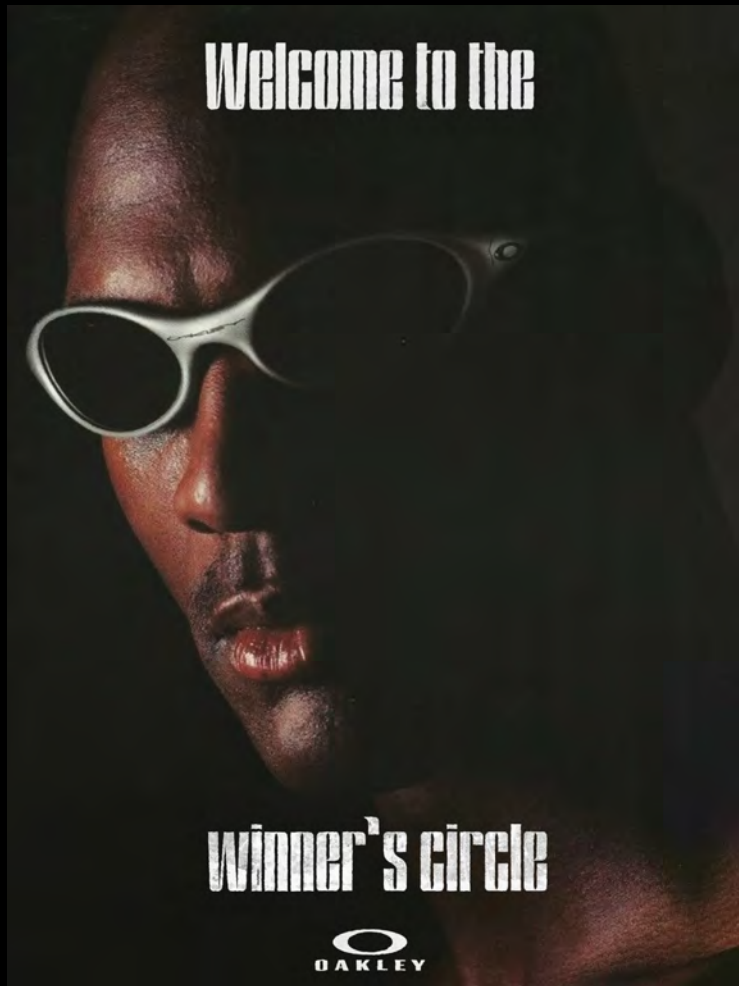
NOW IS THE TIME WHEN THE BEST OF

EAST MEETS WEST
2 TEAMS GO HEAD TO BATTLE IT OUT
AND LEAVE IT ALL ON THE LINE
BLOOD, SWEAT, AND TEARS
ONLY ONE CAN BE CROWNED KING
WHO WILL IT BE?

A truly
സ്കൗന്ദര്യമേറിയതും
അപൂർവ്വമായും
OF SPORT AND ATHLETICISM |
FANS AND PLAYERS TRANSCEND







See through the competition

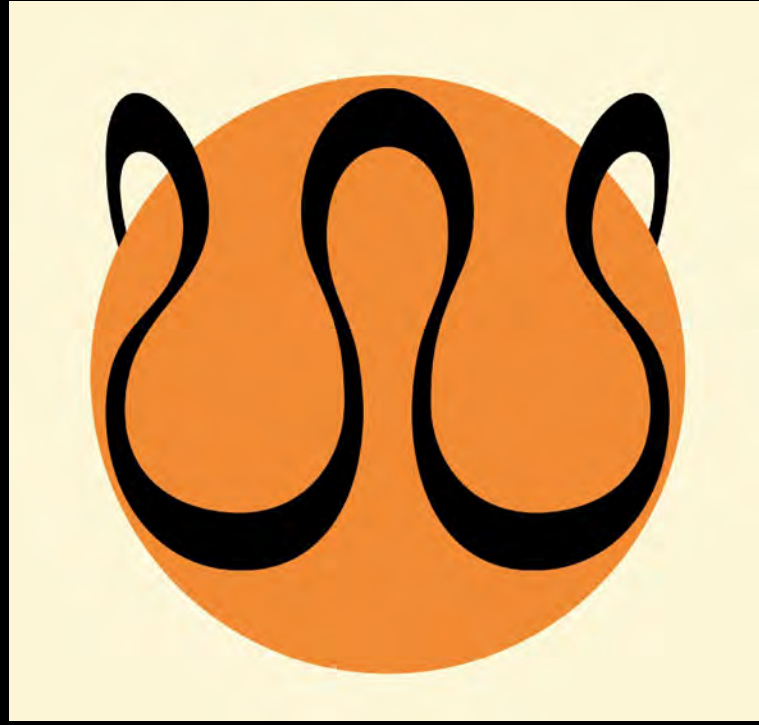


digi.
Pak



digi.
Pak





Q4

PROJECT IN CULTURE

Usability

- Endless application process
- Taking the time to find out what can accent the typefaces successfully

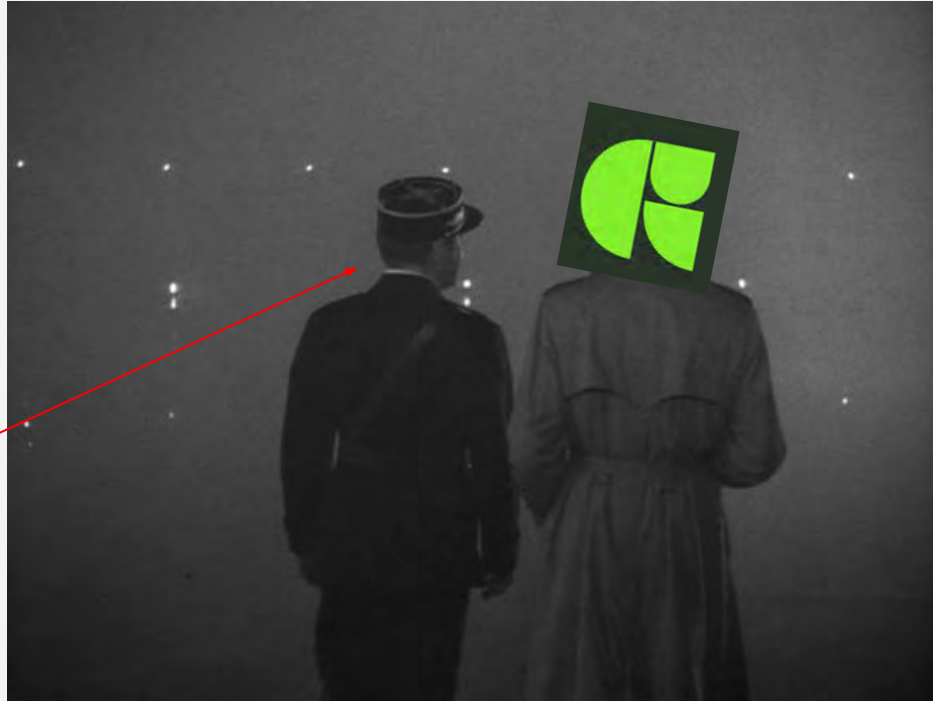
Accessibility

- Interest in open source communities
- Money or Glory?
- Advantages of free sourced typefaces

FUTURE OF THE PROJECT

The Beginning of a Friendship

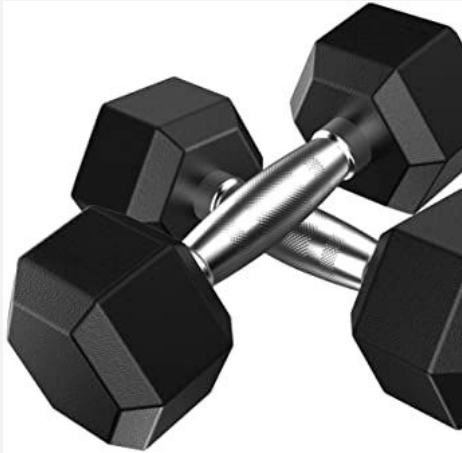
me



More Features?



More Weights?

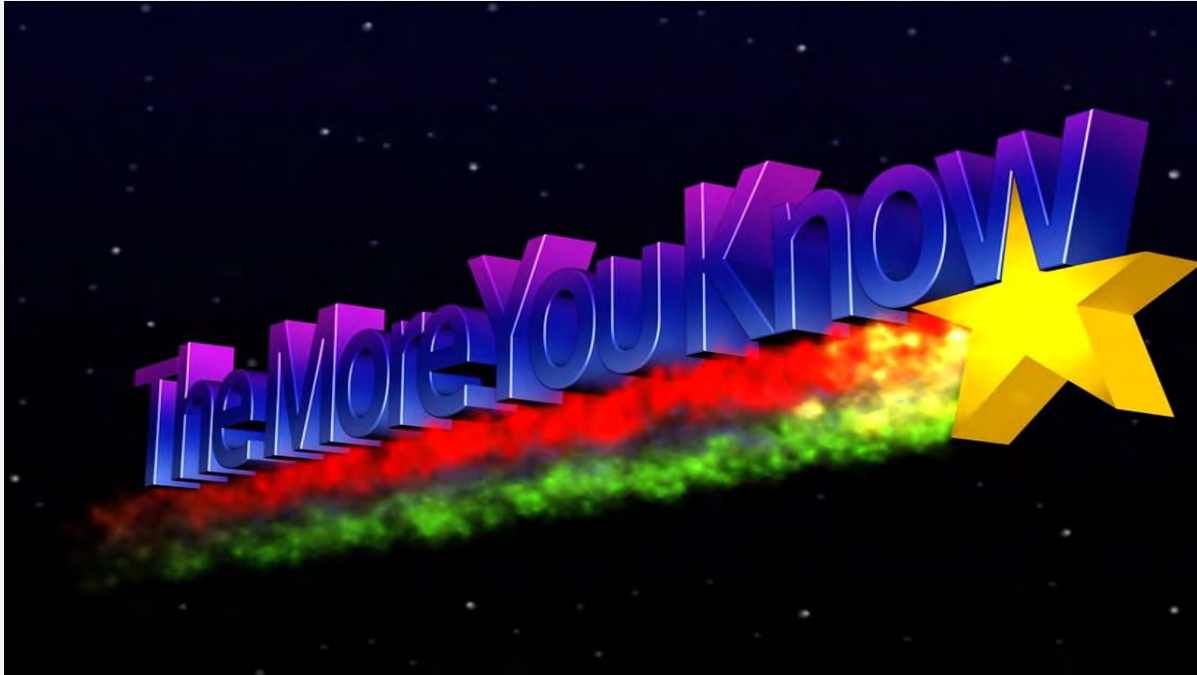


What IS next?

I'm going to go
Travel the world!



HOW THE PROJECT TRANSFORMED ME AND MY WORK BIGGEST LEARNINGS



Learnings

- Trusting my eye for optical adjustments
 - Learning how to draw contextually
 - Improving process speed
 - Type identification
 - Familiarizing with new software
 - Trusting the process
-
- Enjoy it

THANK
YOU

