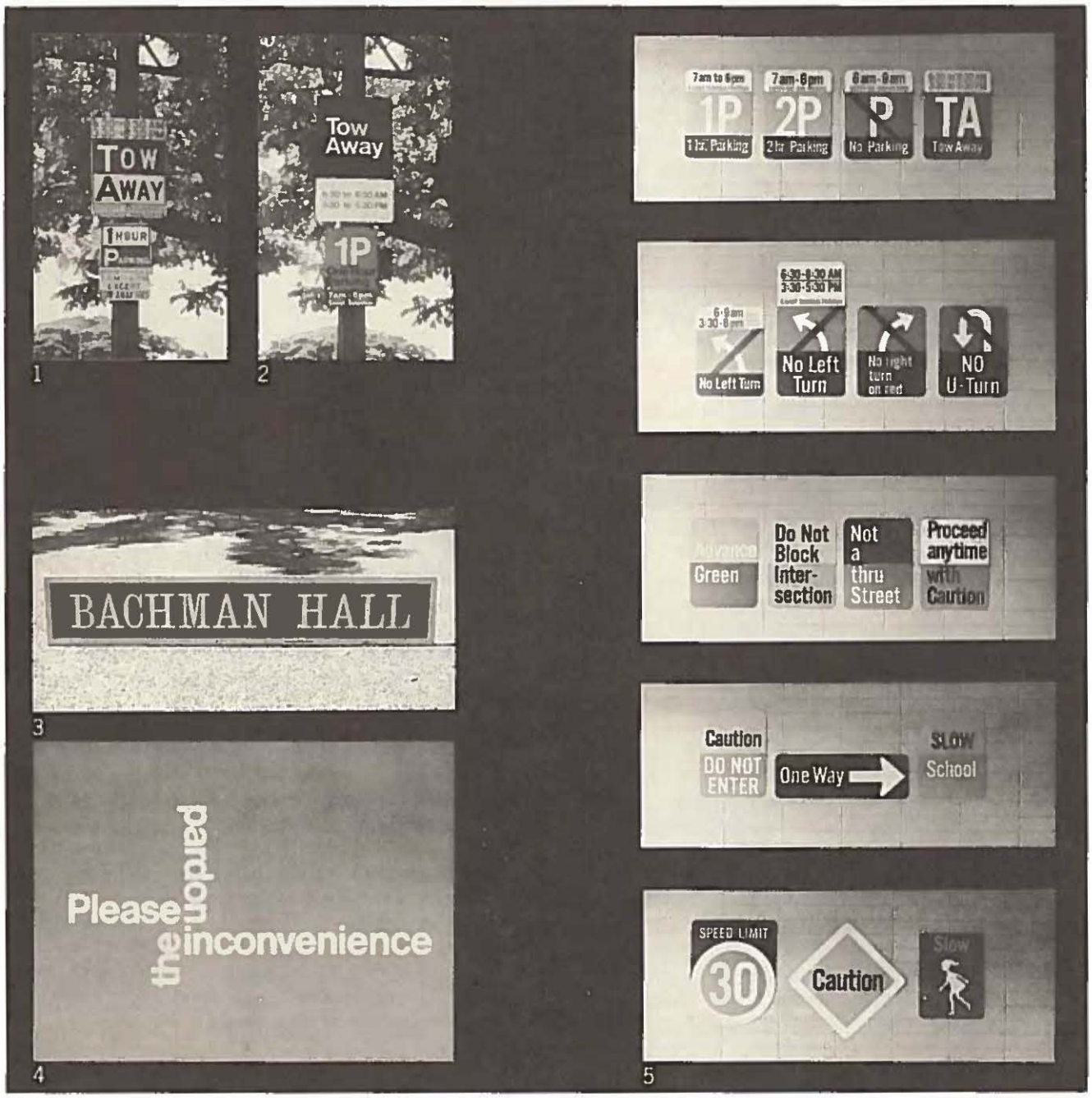
Bruce Hopper

Communications in the City: Graphic Design



1,2. The same information when better organized can read better and look better.
3. Prototype study of University building signing.
4. A pedestrian phrase can come alive through typography.
5. Samples of a traffic sign study that illustrates the clarity that is achieved by typographic consistency and organization within a common format.

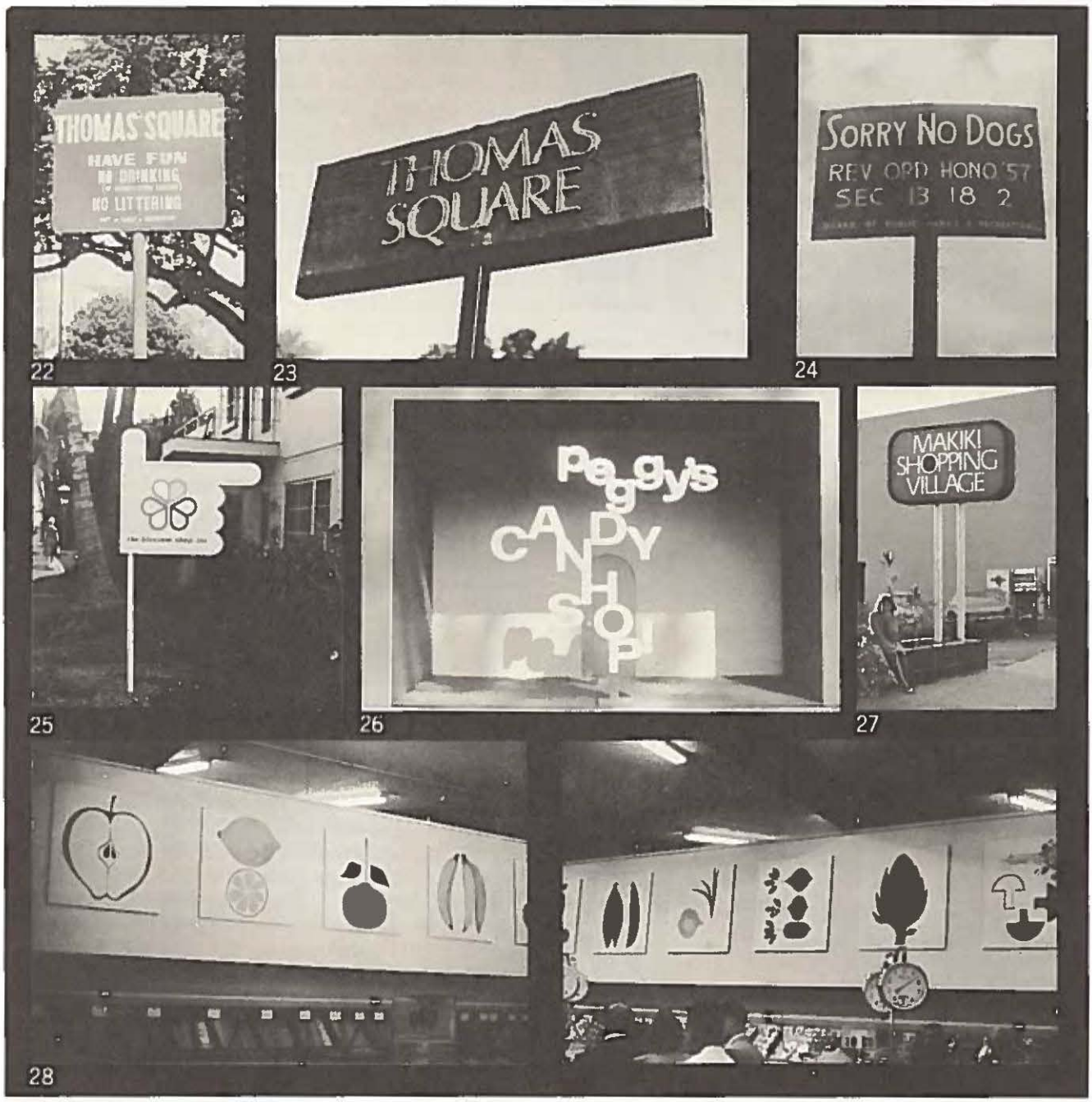
Because the world we've shaped for ourselves has become so visually complex and ugly, the graphic designer's task is to make words and symbols more legible and at the same time esthetically satisfying. Street and store signs contribute heavily to the general clutter and unattractiveness of the city. The accompanying photographs illustrate a few directions that are being taken to make our environment more tolerable and, we hope, even enjoyable.

6. I disagree. This does not help to Keep Honolulu Beautiful!
7,8. Neatly lettered legends can be an asset to street furniture and public structures.
9. Redundancy often means less effective communication.
10,11. The simpler the better.
12,13. Crosswalk markings can be attractive, indigenous and still be effective.

14,15,16. Good lettering complements architecture.
17,18,19. Perhaps they're all within the law but our senses are being assaulted.

20. The character of a shop can be expressed interestingly in its signing.
21. Parking lot signs don't have to be just utilitarian.

Bruce Hopper, is a professional designer and owner of Bruce Hopper Designs, Honolulu, Hawaii. Mr. Hopper has studied at the Art Center School of Los Angeles, and with Raymond Lowey of New York and Paris, Eliot Noyes of New Canaan, Connecticut, and La Rinascente of Milan, Italy.



22. This sign insults the dignity of one of our most gracious spaces.
23. We could enjoy the qualities of a sign like this if all individuals could learn to respect public property.
24. No comment.
25. A delightful and expressive addition to the streetscape.
26. Store signing treated as sculpture.
27. Handsome lettering evokes quality merchandise and is an esthetic asset to the neighborhood.
28. Supermarket signing: "one picture is, etc."