



Brief

Bad Lands: A Novel

Typography / Interior Design / Typesetting

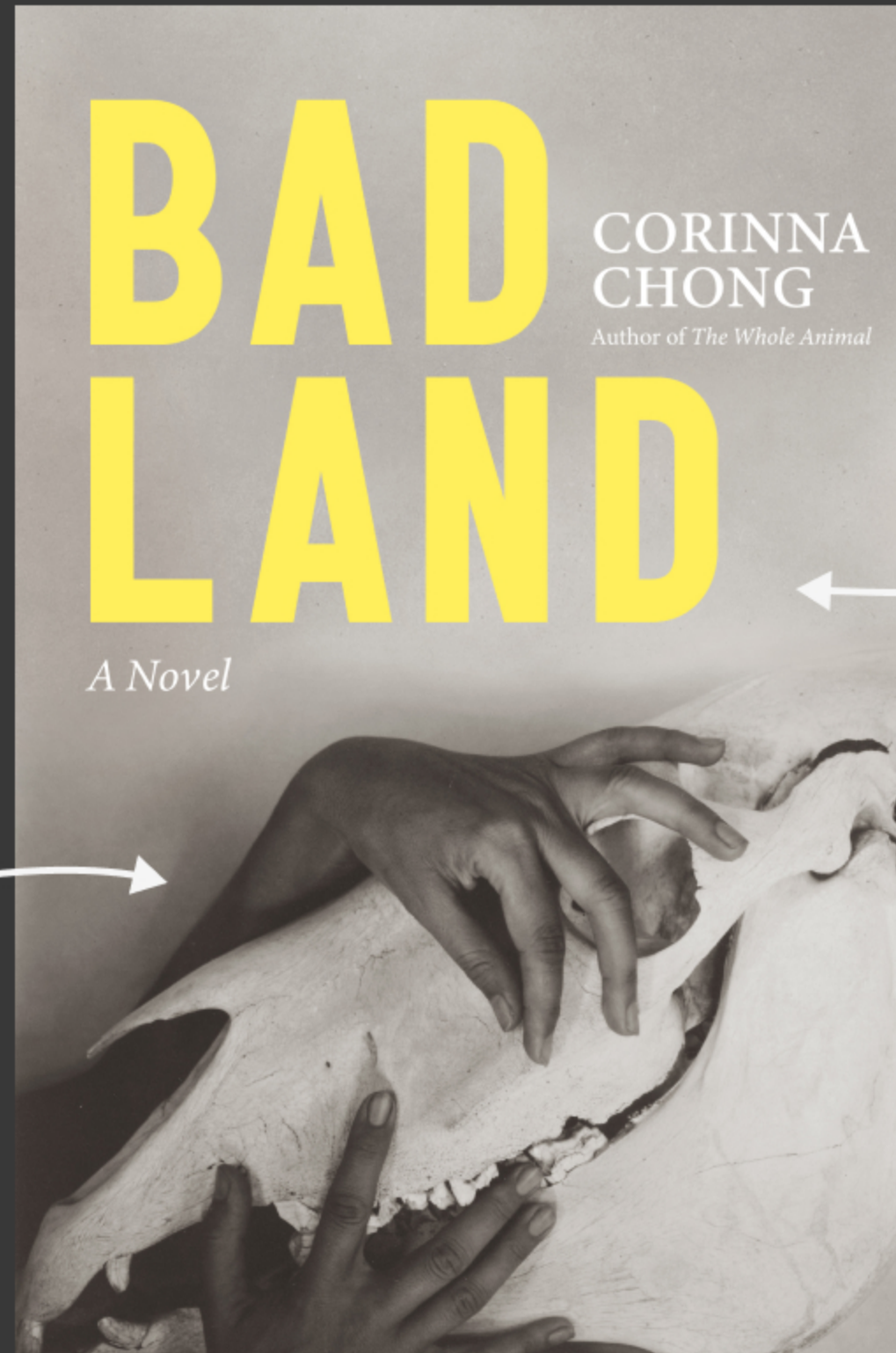
Bad Lands, written by Corinna Chong, is an emotional slow-burn exploring intergenerational effects of repression and family relations.

I had the opportunity to work on this book with Arsenal Pulp Press through my school practicum with Fleck. For this book, I created and revised the interior.

Cover design done by Jazmin Welch.

Inspo From Cover

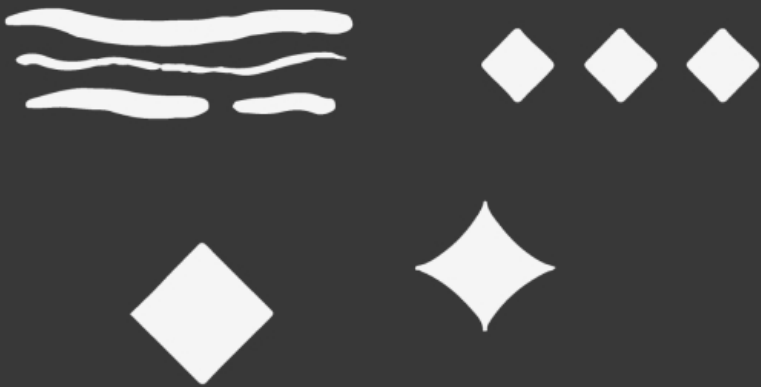
Established
Typography



Location and plot
of the Bad Lands, Alberta

Interior Icon Sketches

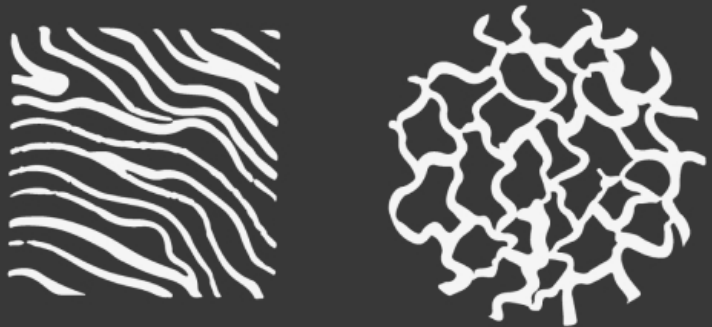
Ringbats



chapter heads



Part Head



Interior Samples

A.

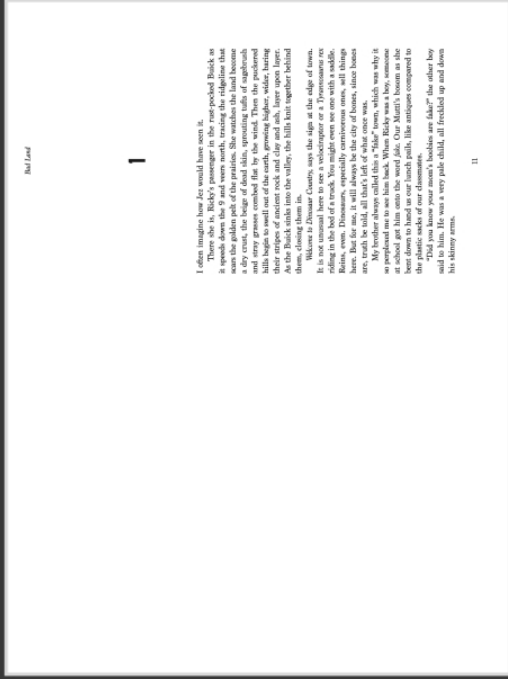


- Simple
- Typography focused
- Right alignment

B.



- Illustrated
- Layered ground reference
- Centre alignment



Final Flats

BAD LAND

CORINNA CHONG
A Novel



ARSENAL PULP PRESS
VANCOUVER



PRESS

*The layers put tremendous pressure on the bones,
compacting them as they begin to decay.*

“I don’t care. Your mother’s done her penance, okay? When Jason’s mother died? I don’t know what I would’ve done if I hadn’t met her. Jason was only a baby, for god sakes. She picked up the pieces. She saved us. She’s been a loving, devoted mother. For almost fifteen years now. The rest doesn’t matter anymore. She’s put all that behind her.”

But she hadn’t. I had seen that immediately, since the moment we’d found her the day before. I could see it in the way age had tugged down her mouth, the way her body seemed poised to fold in on itself, the way her eyes had apologized every time she revealed glimpses of the ease of her everyday life. This artificial life, which she used as a veil over the old. And now, in the way she was clasping her hands, pressing them tightly beneath her chin, her eyes squeezed shut. Guilt plagued her—an incurable infection, eating away at her insides.

There was a sound then: a splat, thick and juicy. Jez was holding her plate by the edge, tilted down at the floor. Her lasagna a pile of red and brown chunks on the hardwood. We all stared at her. Her face was calm and flat. There was a bit of red sauce smeared under her lips.

“This is crazy,” Jason said, holding his head in his hands.

“It’s okay, Jay,” Silas said. “They’re leaving.”

I stood. “Does she ask you to hit her?” I said to Silas.

No one spoke. Jez stood too, at my side.

“Does she ask you to hurt her?” My voice wobbled, not quite mine.

“Does she still like to be punished? Strangled?”

Jason began to cry. Mutti let out a sob and lunged at him, wrapping him up in her arms.

“You can leave now,” Silas said.

17

Dear Regina and Richard,

I will not try to apologize because I know it’s too late for that. I don’t expect forgiveness. I only ask you to consider this. What is the worst thing I could have done? Now think about how I chose not to do it.

I will tell you something about what the last twelve years have been like, not as an excuse but perhaps a kind of explanation.

For many years, I woke up each morning thinking I would be hearing the knocking at my door, and that would be it. The fact that this never came tells me that Leon was even more ashamed of what happened than I. But I have had much time to think over the passing of years, and what I realize now is that I had to leave, even if I had no repercussions to fear. I left because I was afraid of

22

“YOU’RE IN TROUBLE, REGINA.”

“I know,” I said to Ricky. I sat on the end of the bed in our room at Murphy’s, in the dark. Jez lay next to me, her whole body, even her head, under the quilt, sleeping—or at least pretending to be.

“You should’ve come back when I said. Do you have any idea how much time I’ve spent driving around? I went all the way up past High Level, for Christ’s sake. Carla’s losing her mind.”

“I’m sorry,” I said.

“She’s going to call the police, Regina. I can’t keep talking her down.”

“Tell her we’re coming home.”

Silence. He was trying to decide whether or not to believe me. Even I wasn’t quite sure whether to believe me.

“When?”

“Tomorrow. We’re catching the train in the morning. It will take us a couple of days.”

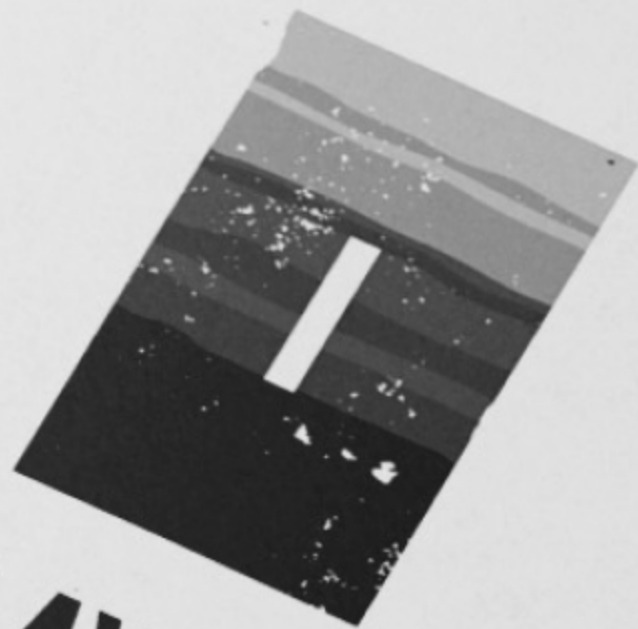
“Train? Where the hell are you?”

“Ricky,” I said. “I found her.”



LAYER

*Layers of sediment cover the bones,
burying them deeper and deeper over time.*



LAYER

*Layers of sediment cover the bones,
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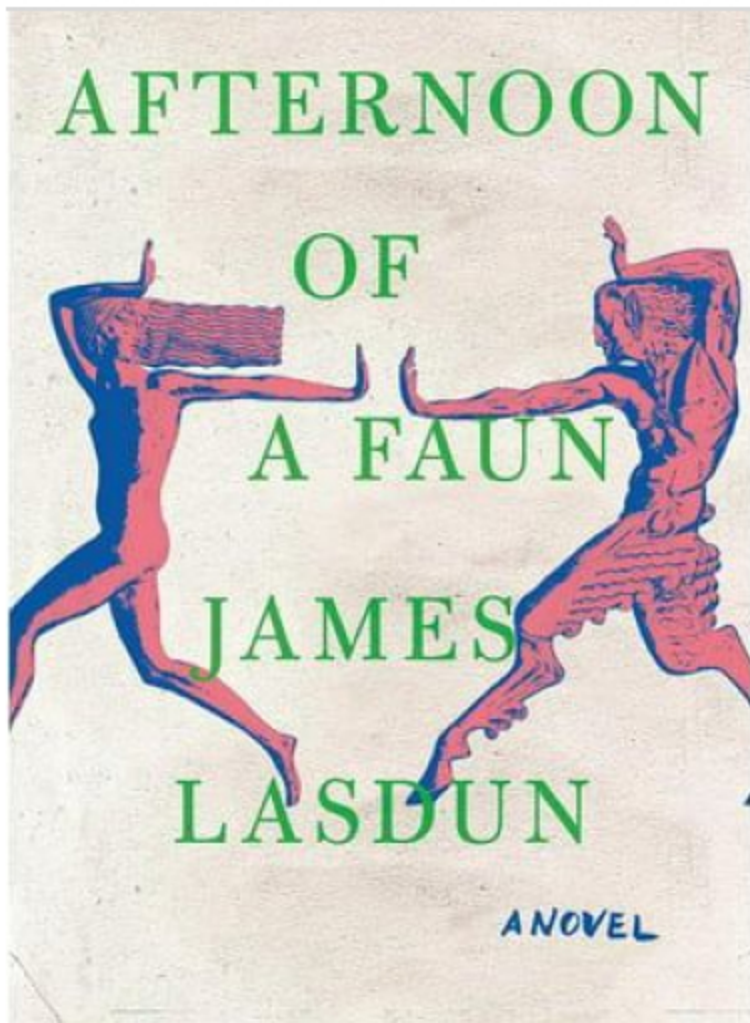
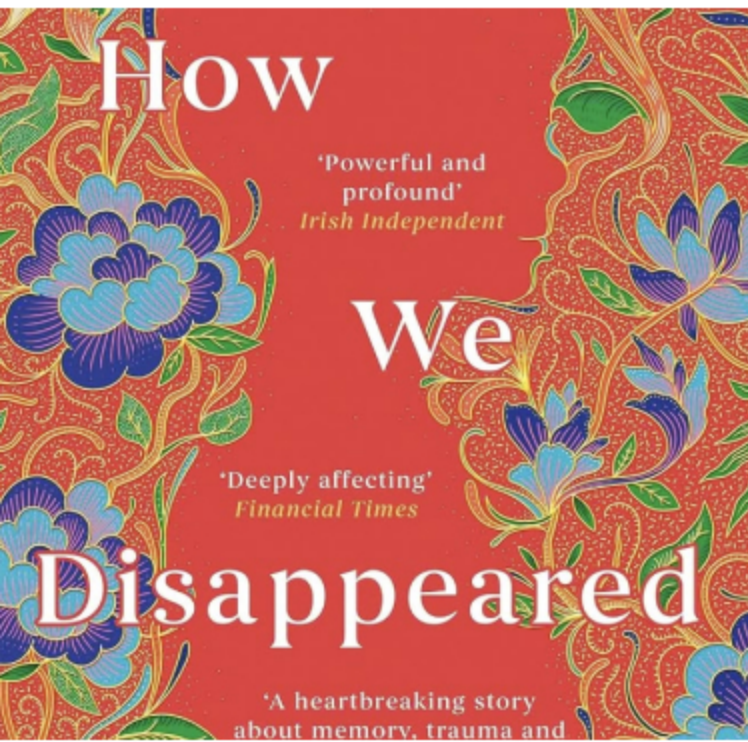


Brief

Misanthrope Cover Design / Typography

Misanthrope by Annie Hendrix, is a poetry book depicting various emotions, thoughts, and experiences interpersonal to not only the author, but to a wider audience looking within themselves and placement in society.

We decided on a simplistic interior with the cover focusing on various forms of abstract painting and textures. The cover should provoke internal inspection and contemplation.



Final Concept

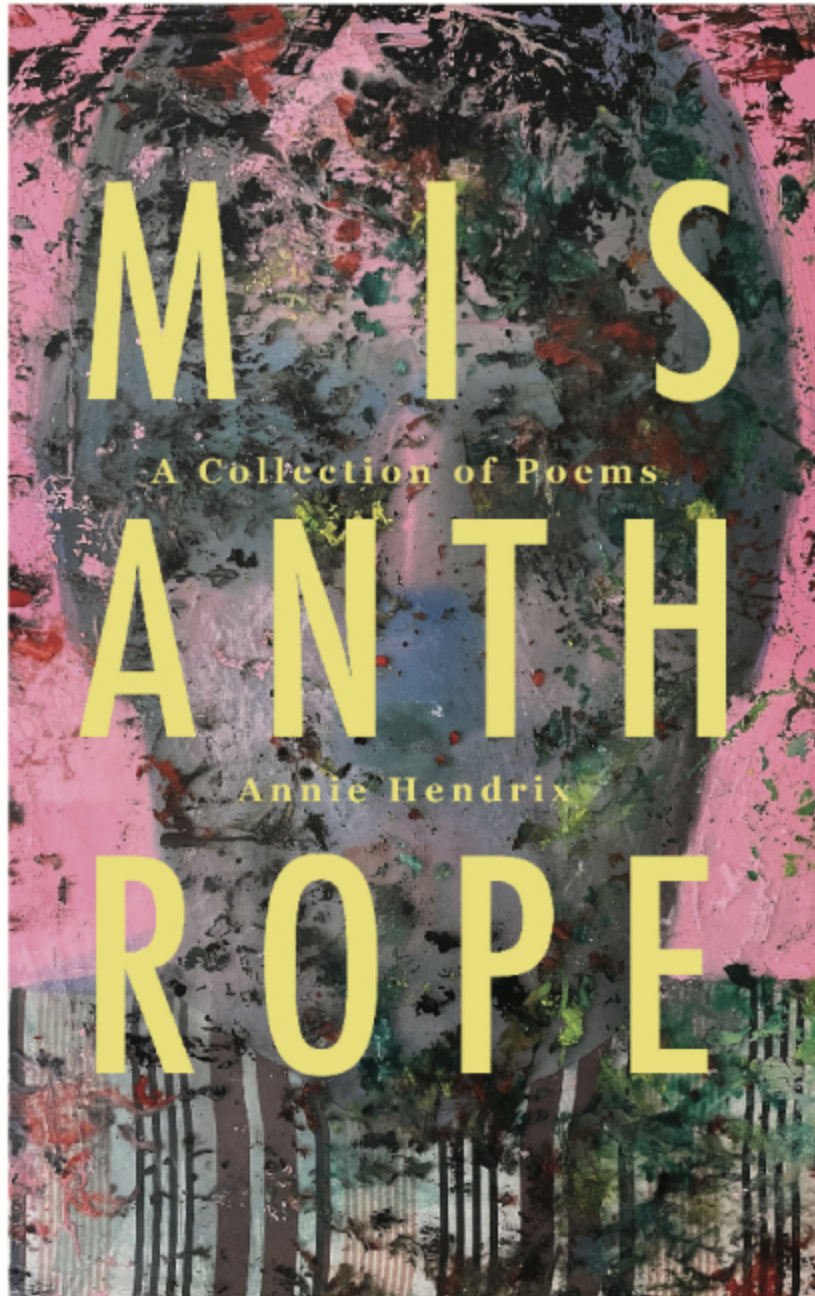
Textured, Abstract, Bright,
Thought-provoking

Cover Sketches

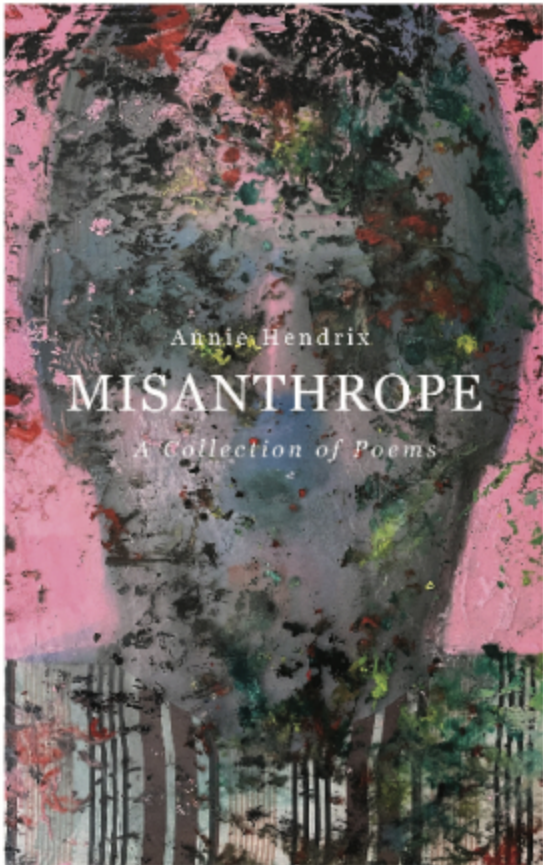


MISANTHROPE

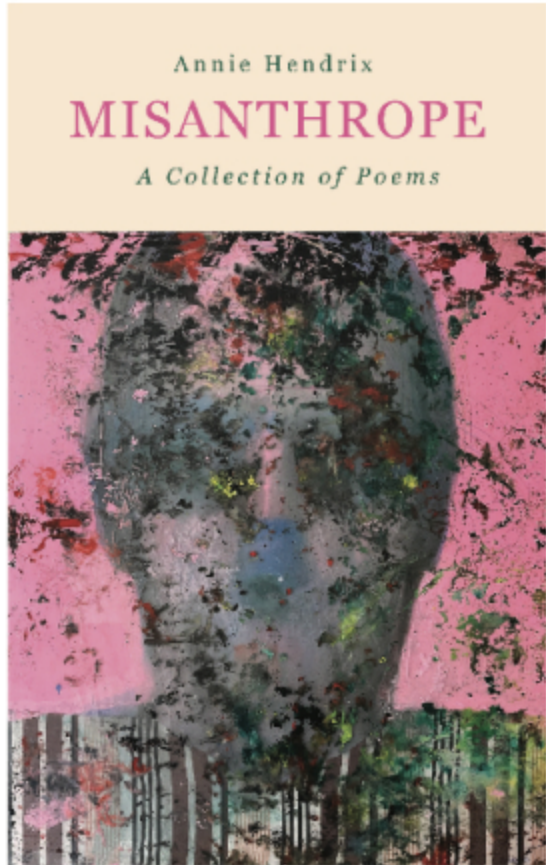
OPTION 1



1A



1B

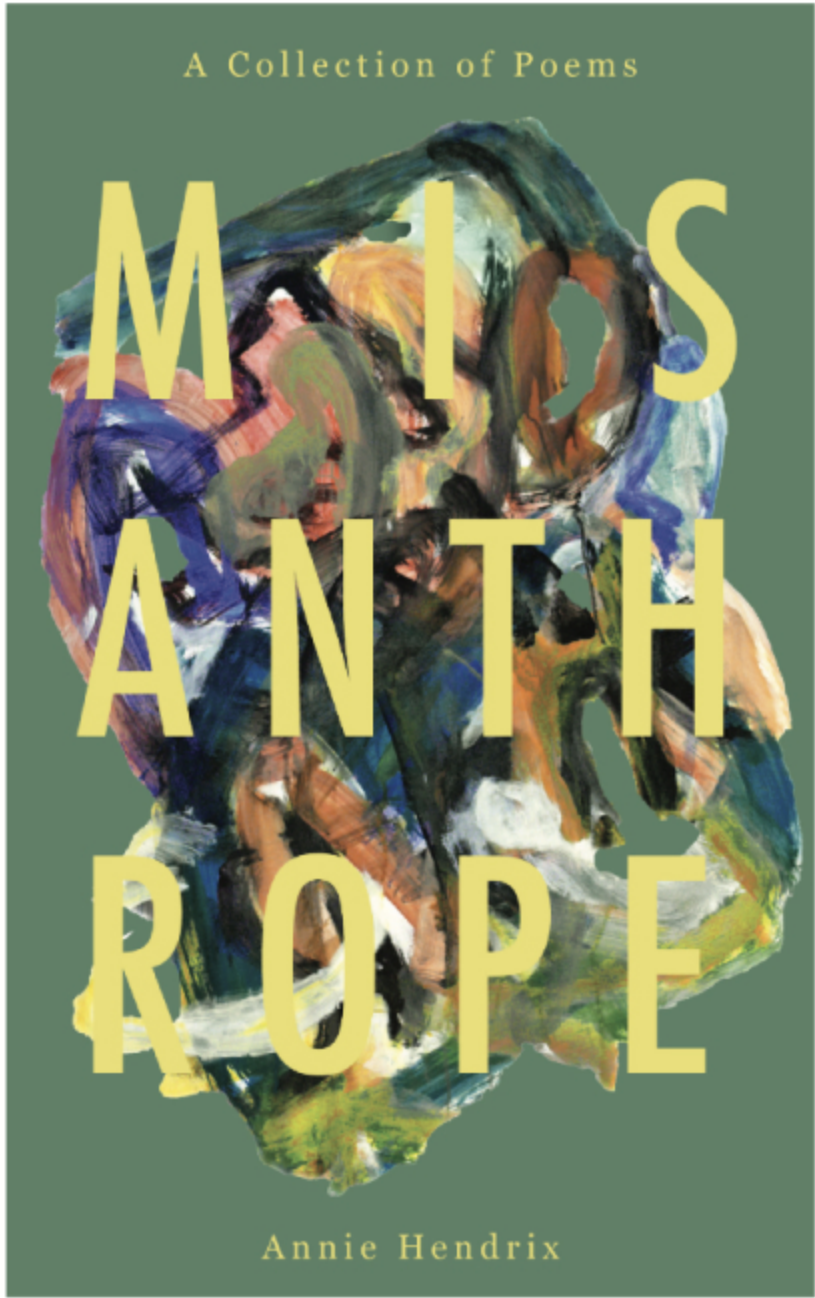


1C

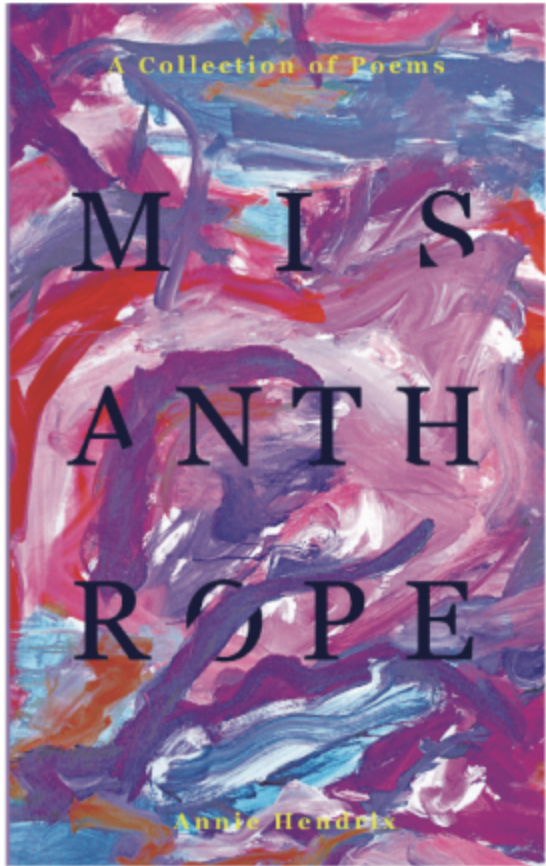


MISANTHROPE

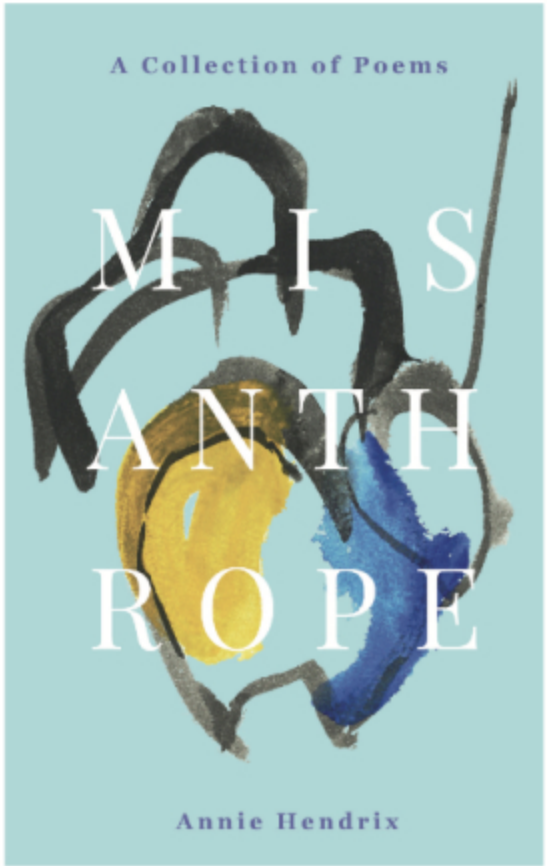
OPTION 2



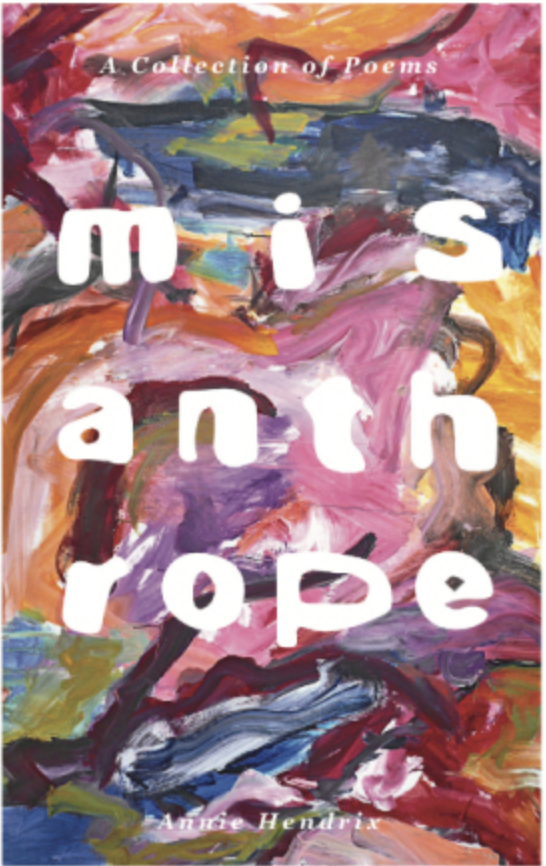
2A



2B

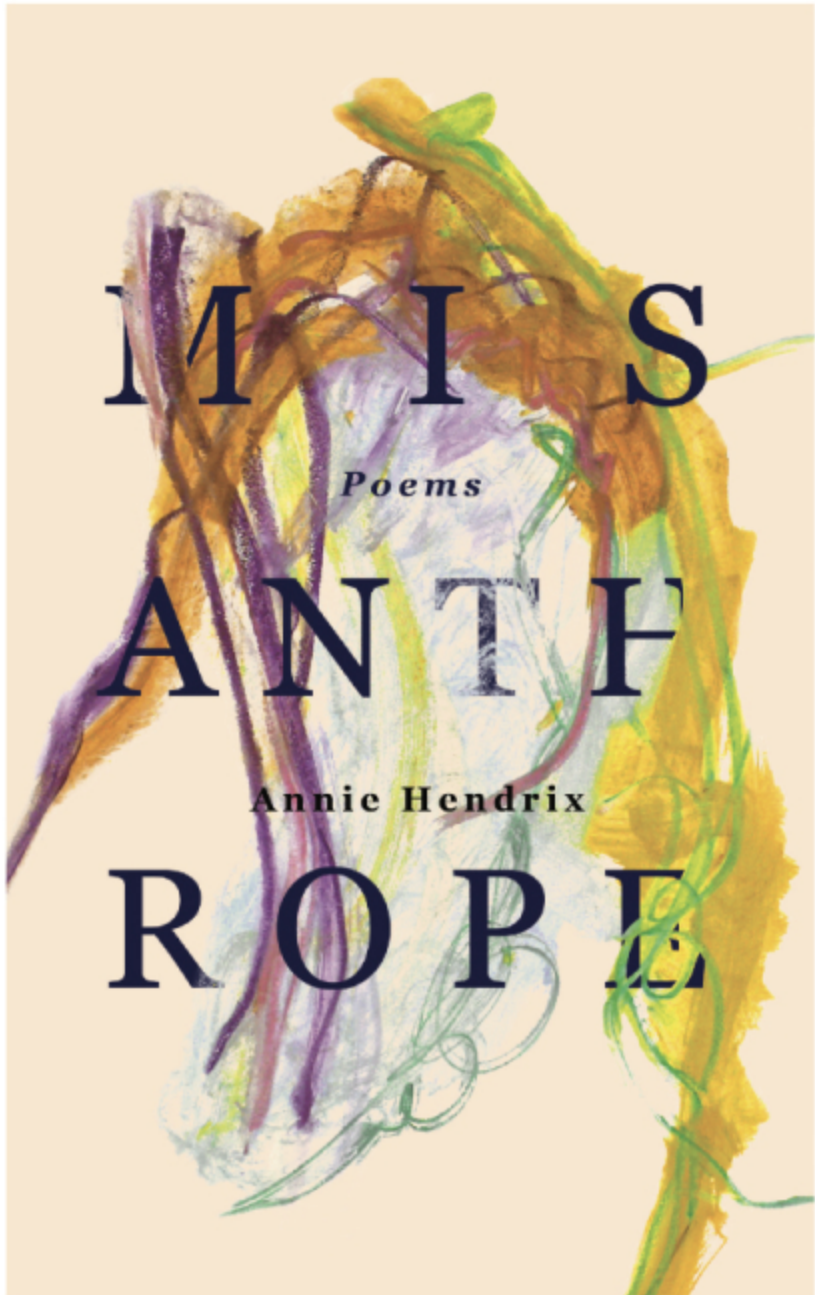


2C

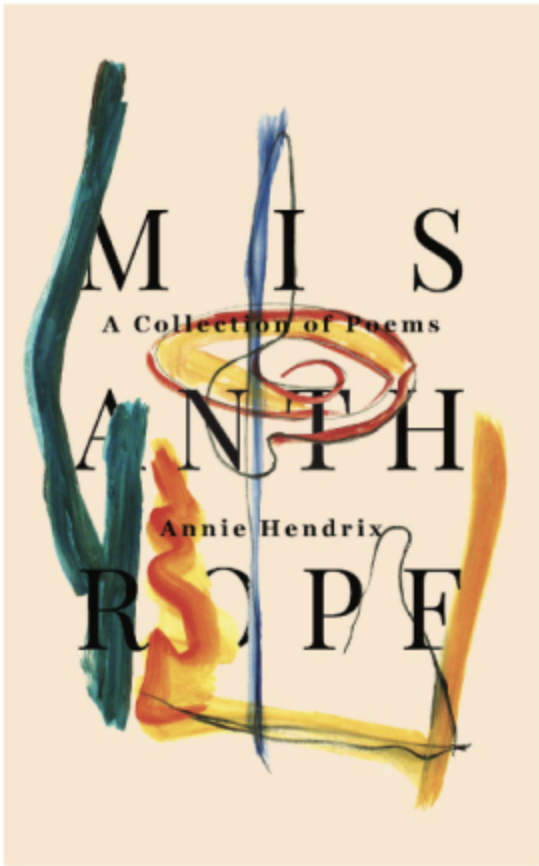


MISANTHROPE

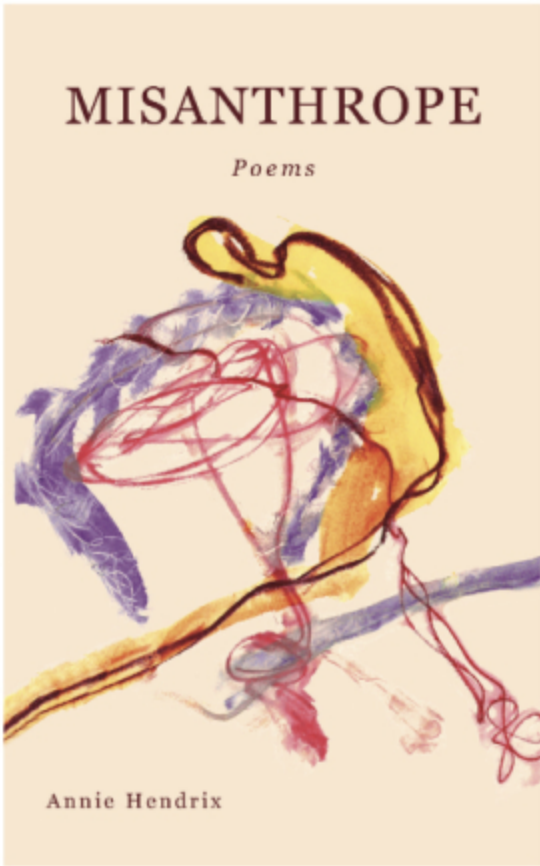
OPTION 3



3A

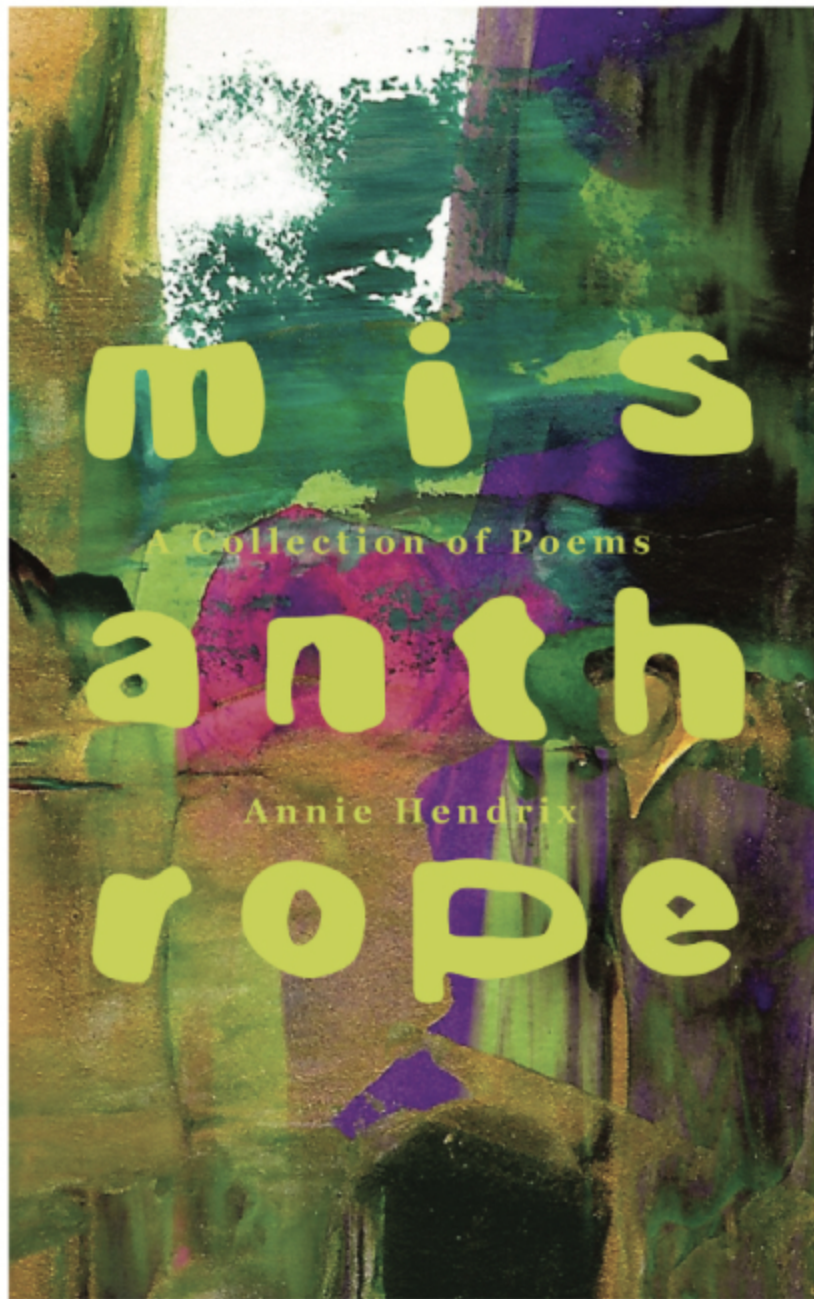


3B

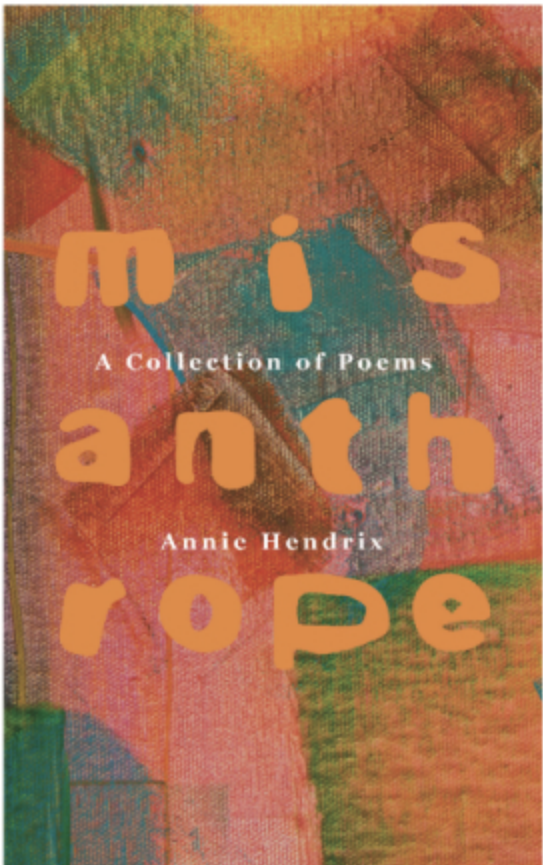


MISANTHROPE

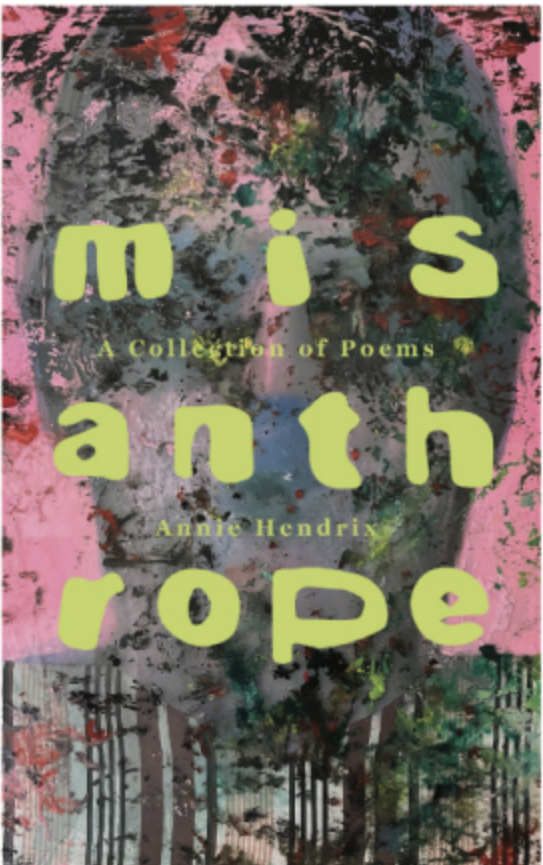
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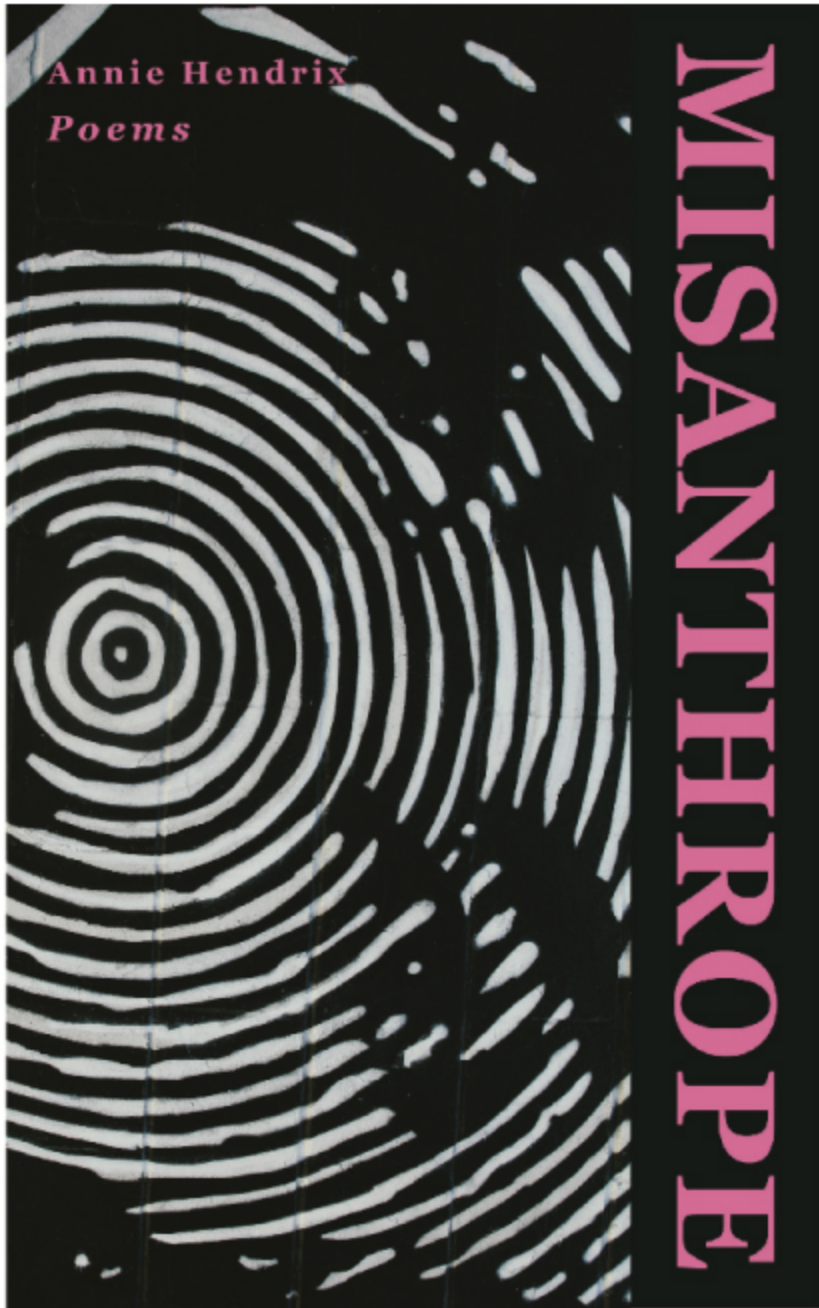
4A



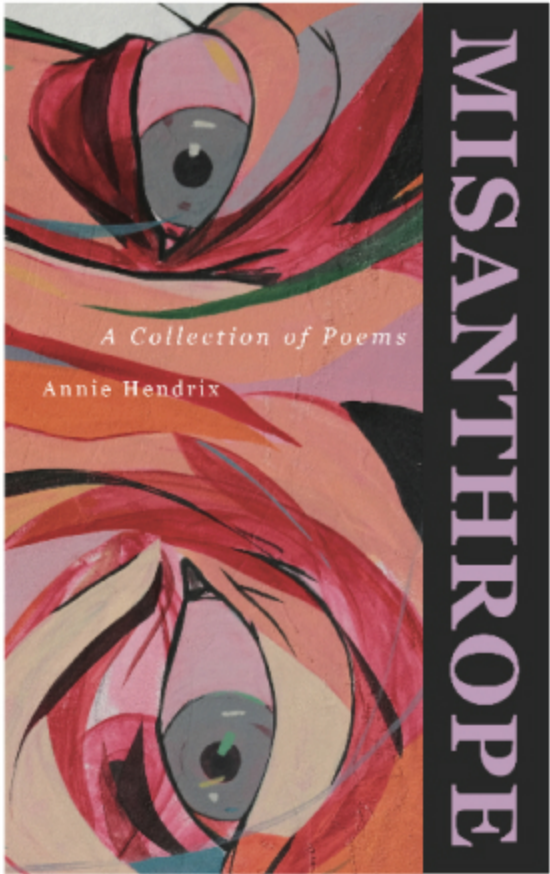
4B



OPTION 5

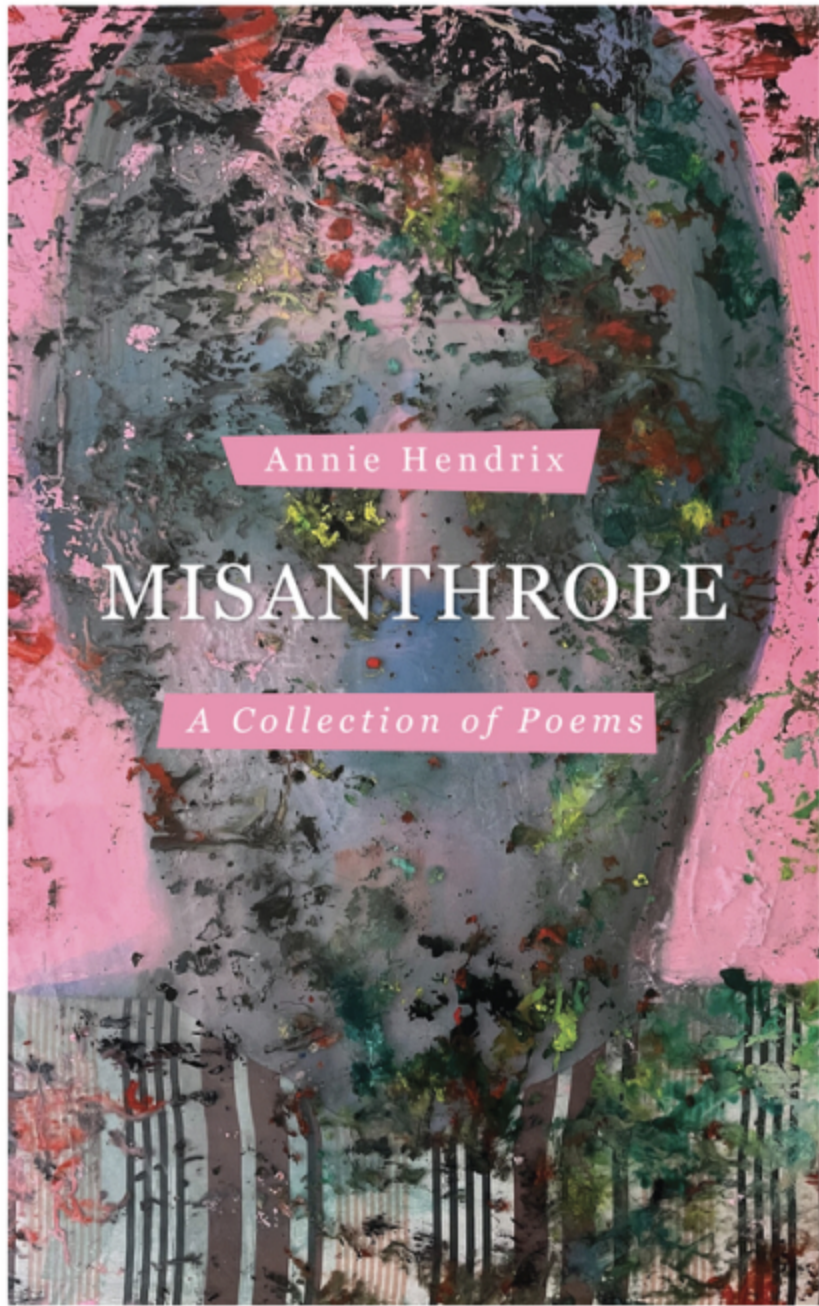


5A

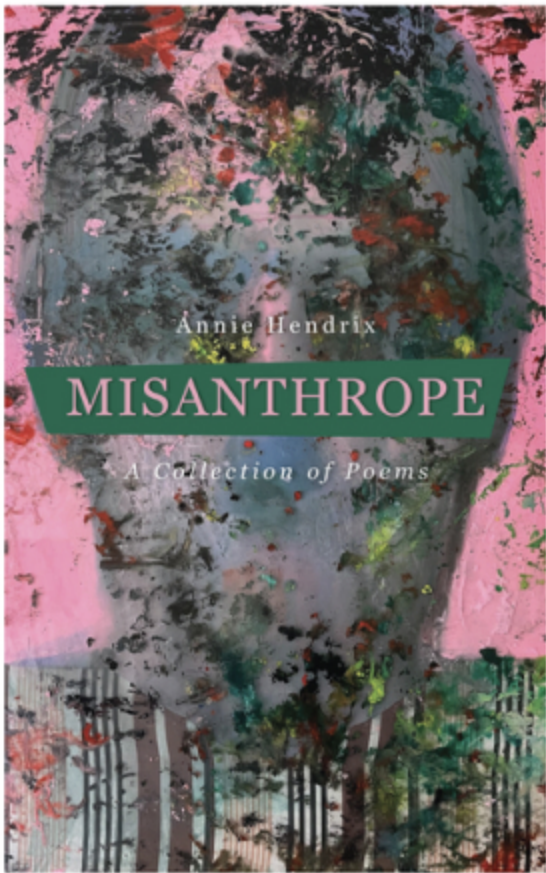


MISANTHROPE

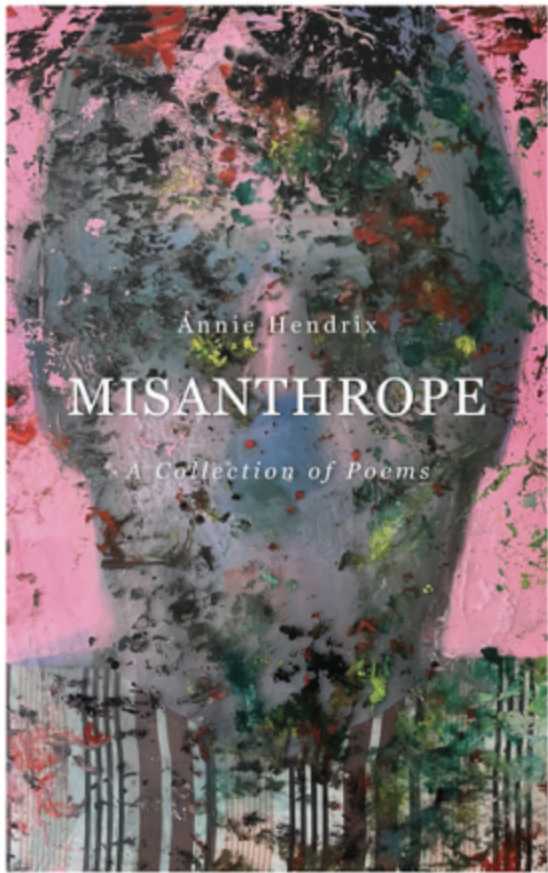
OPTION 1



1A

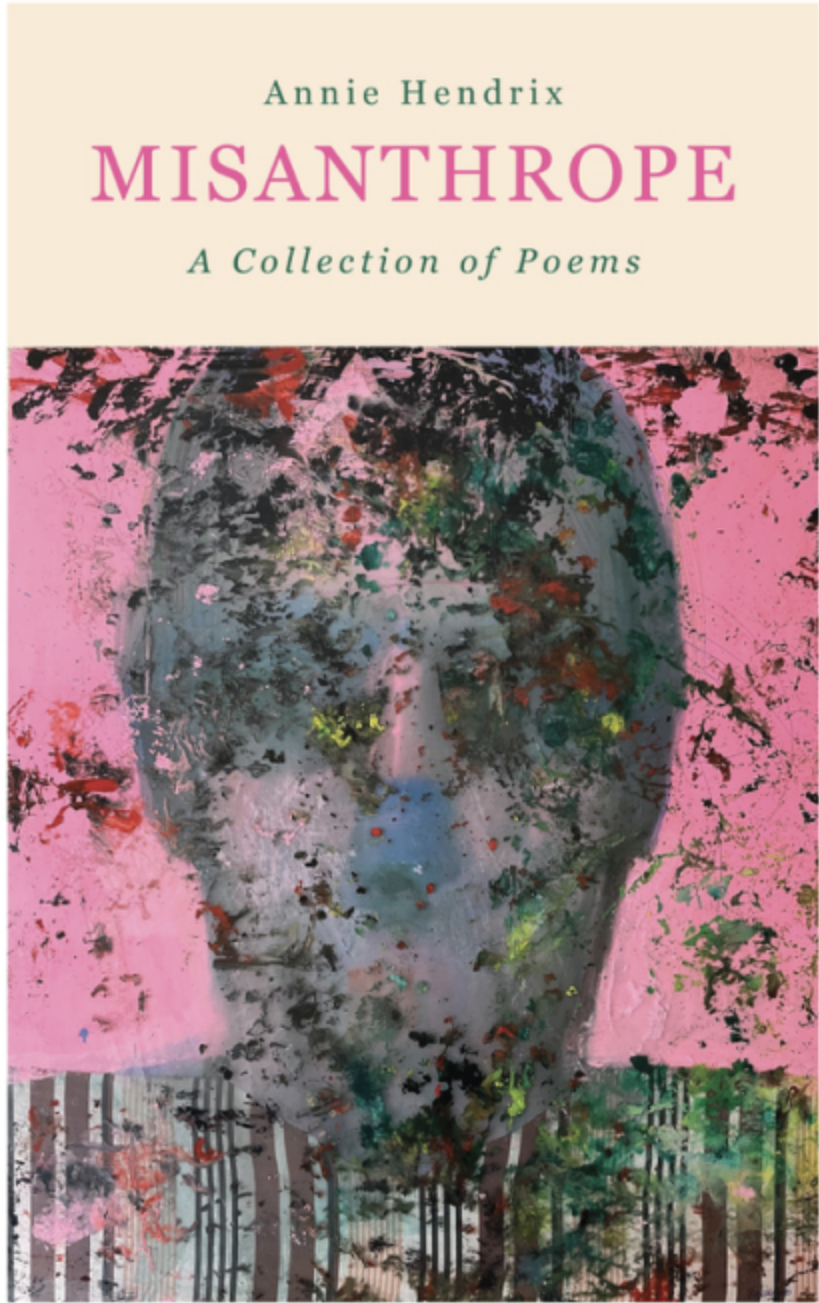


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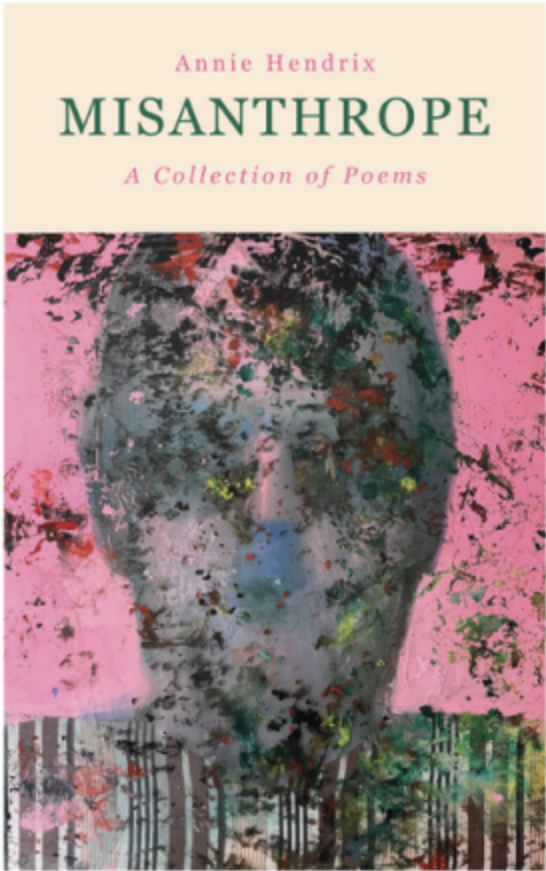


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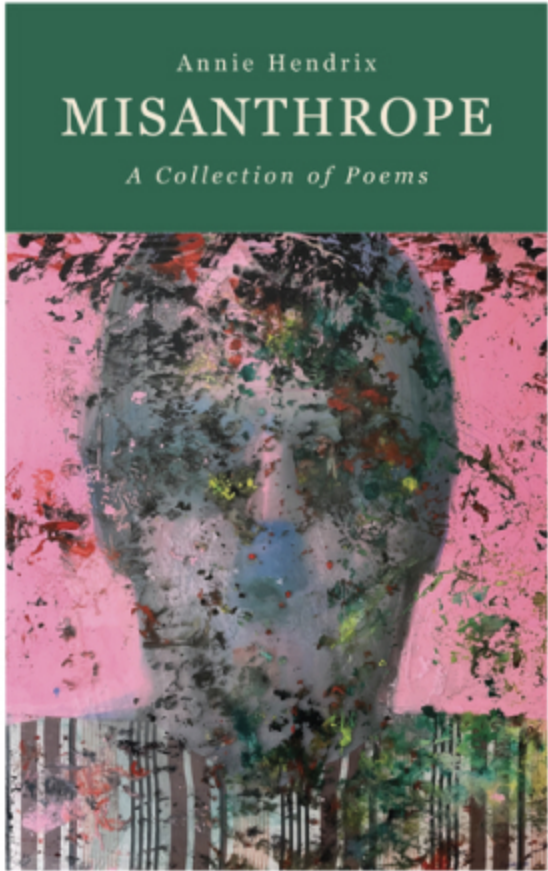
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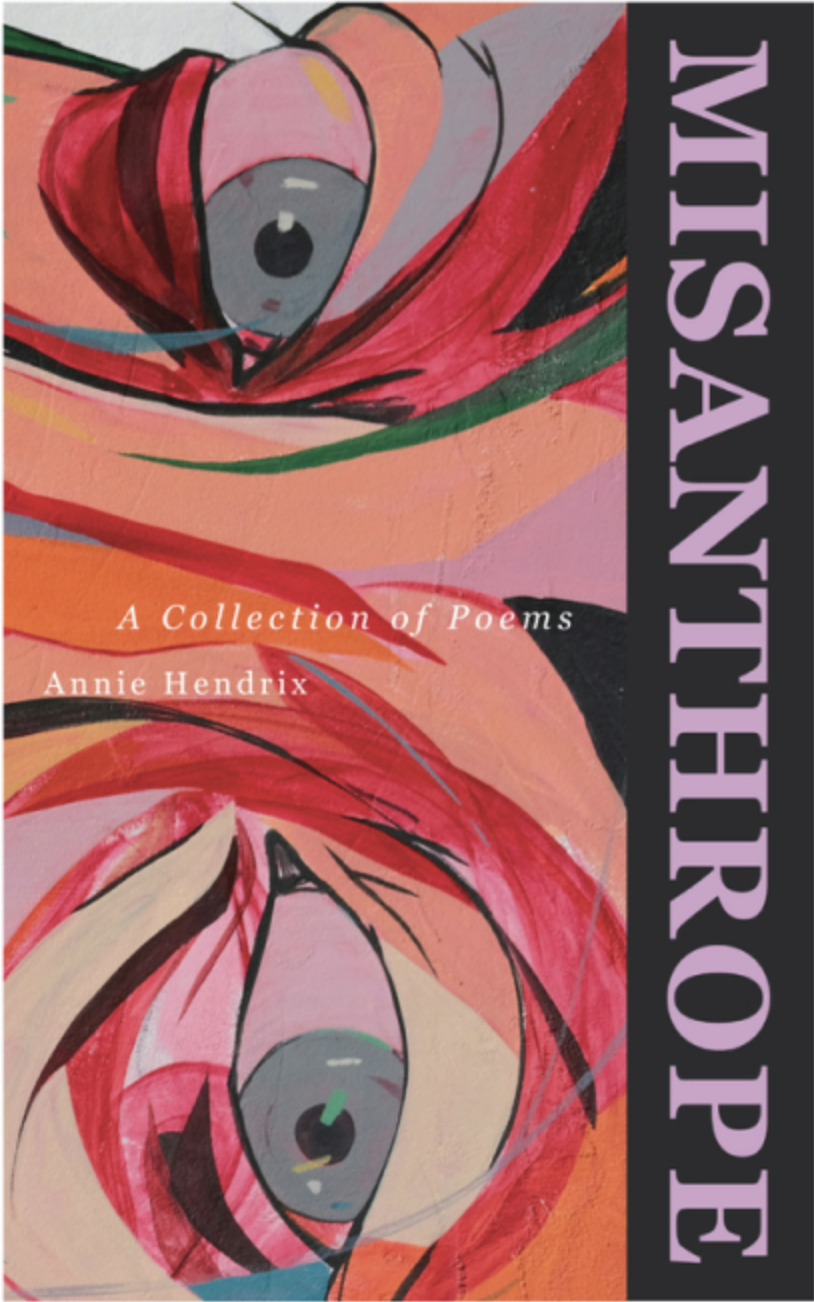
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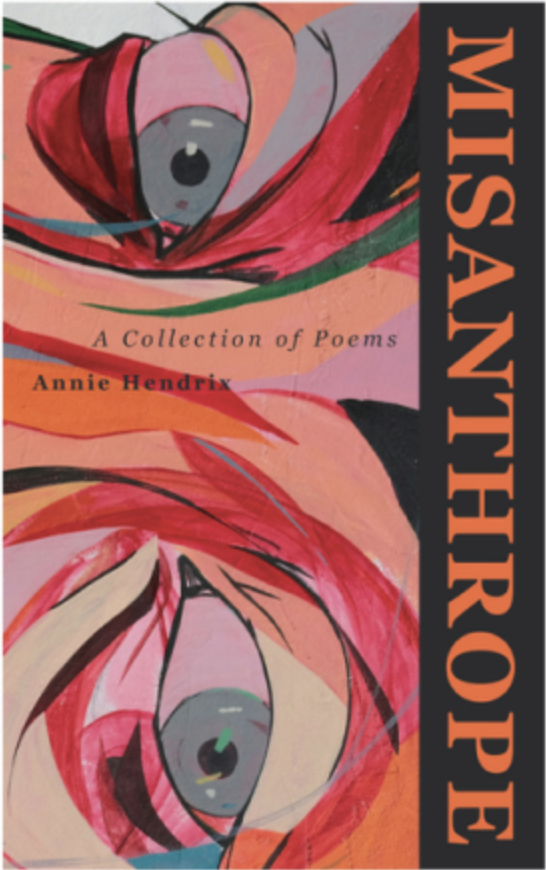
2B



OPTION 3



3A



MISANTHROPE

OPTION 4



4A

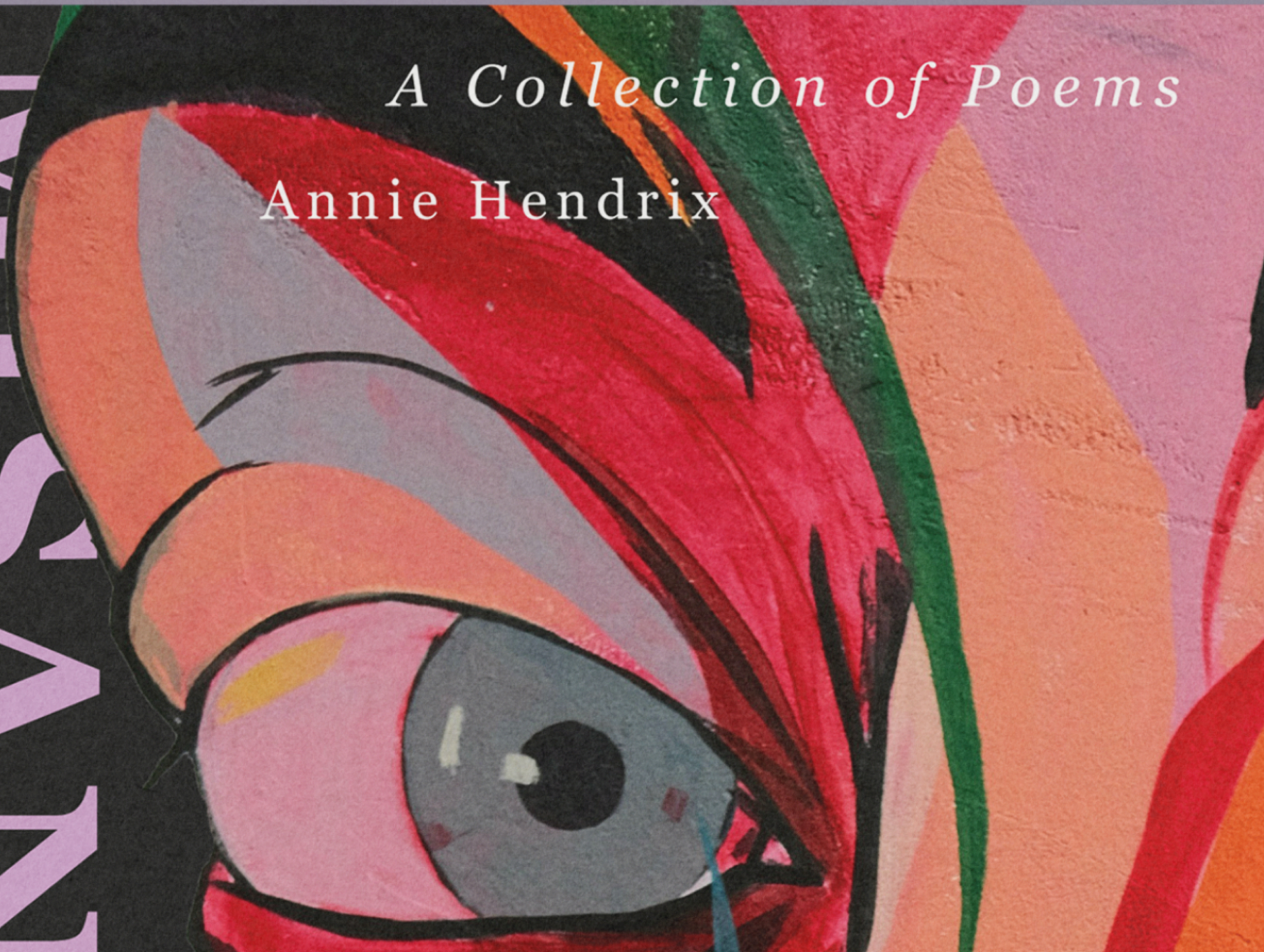




A Collection of Poems

Annie Hendrix

WATTS
ANT





Heading North With Nonna

Recipes From Northern Italy



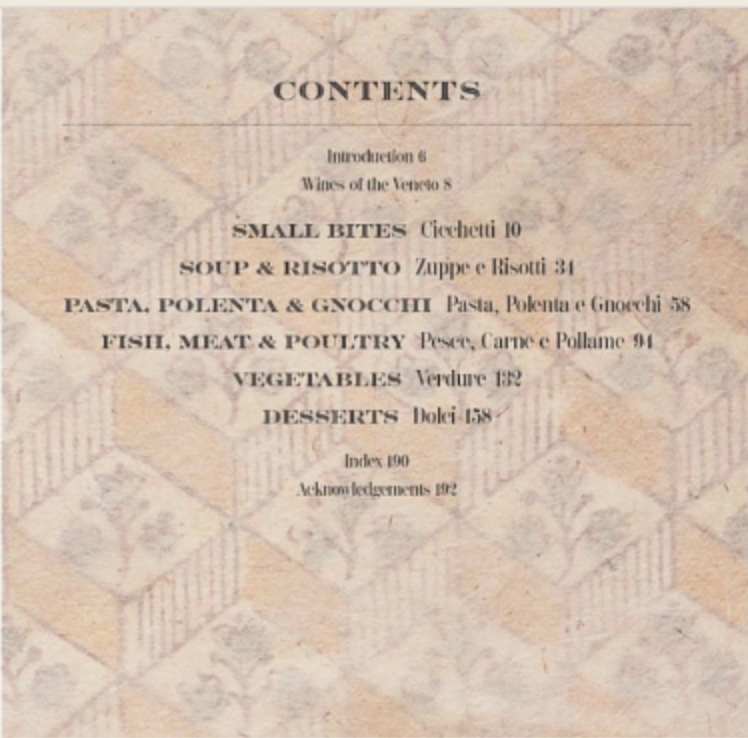
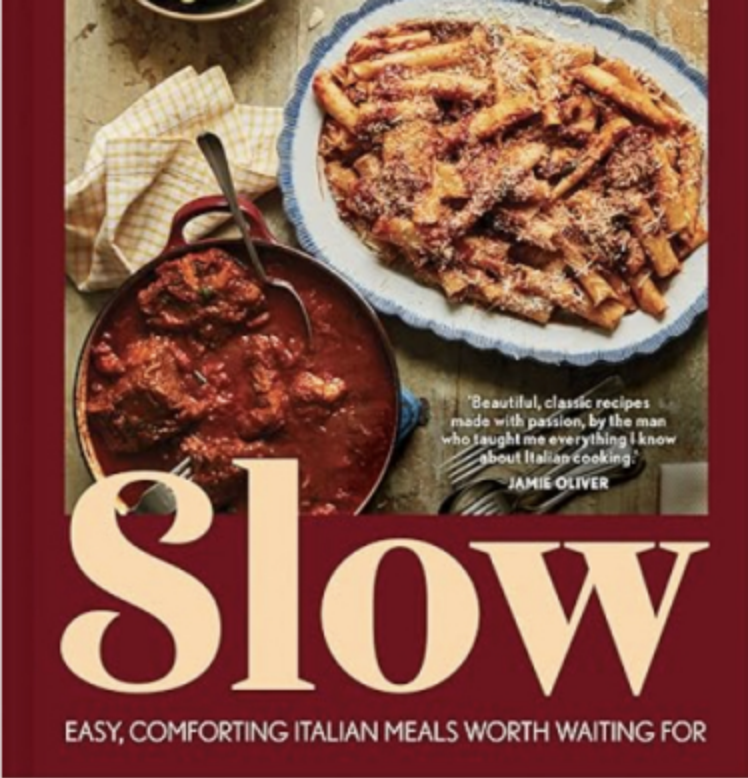
Recipes by Avelina Giampuzzi
Foreword by Alexa Giampuzzi

Brief

Heading North With Nonna: Recipes From Northern Italy
Cover Design / Typography / Interior Design / Typesetting

An Italian cookbook focusing on the comfort of family and hearty meals passed down through the family, all wrapped up and made with love.

The client wanted a simple but comfortable design, showcasing the food and cultural nods to past generations. This included tried and true classic serif fonts as well as Nonna's favourite colours.



FINAL CONCEPT

Minimal, Simple, Inviting
Comfortable, Traditional

COLOUR PALETTE



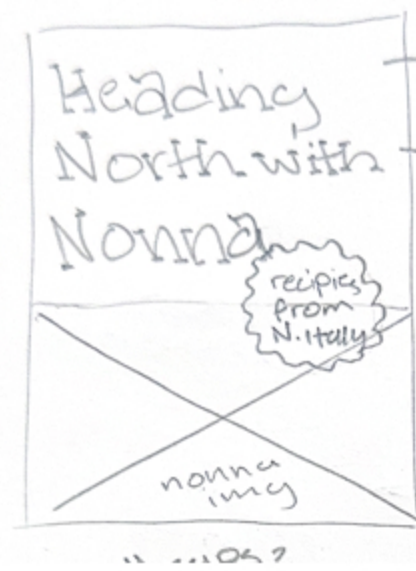
TYPOGRAPHY

Heading North With Nonna

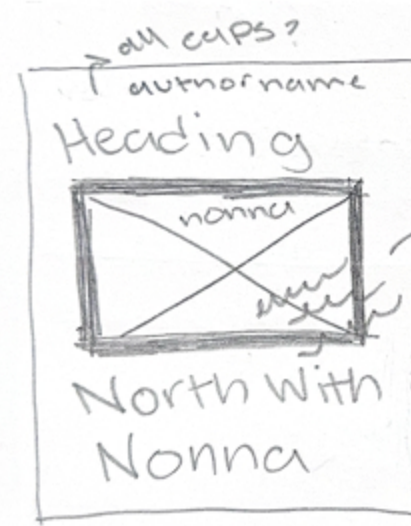
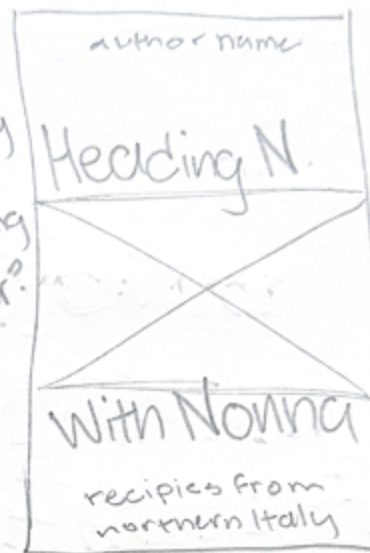
Recipes From Northern Italy

Nonna's Notes

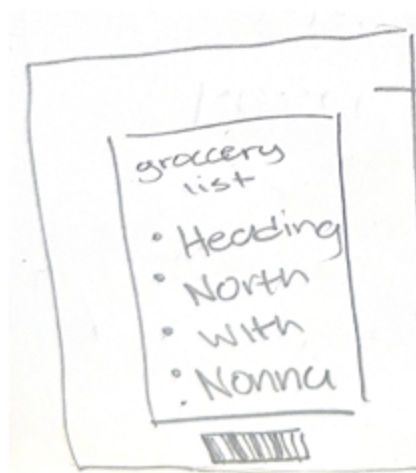
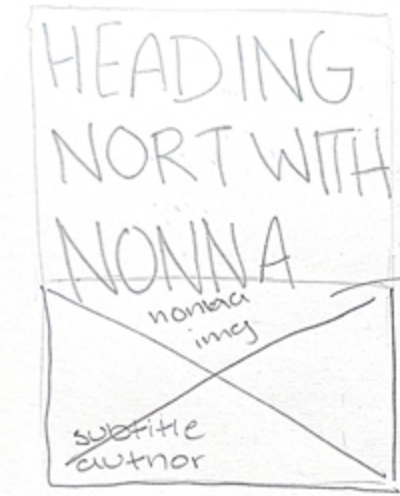
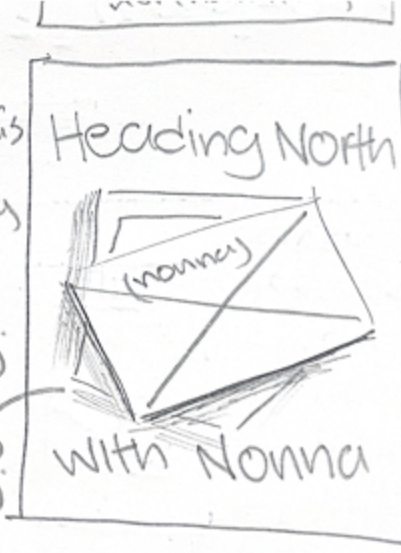
Cover Sketches



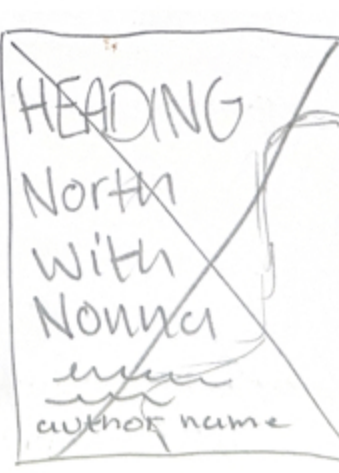
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like copper?



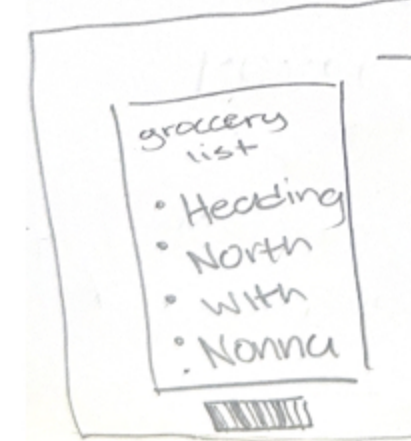
nonna's
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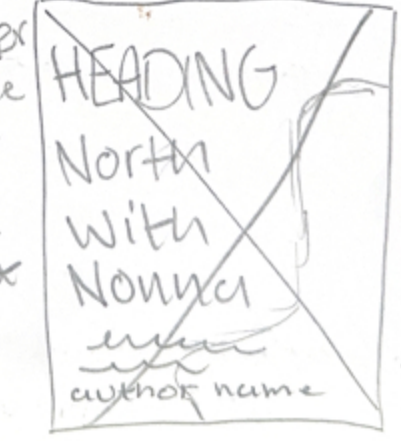
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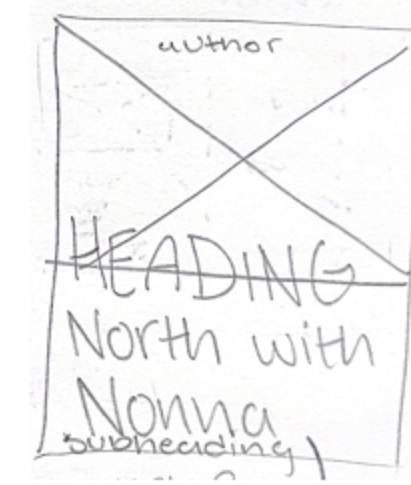
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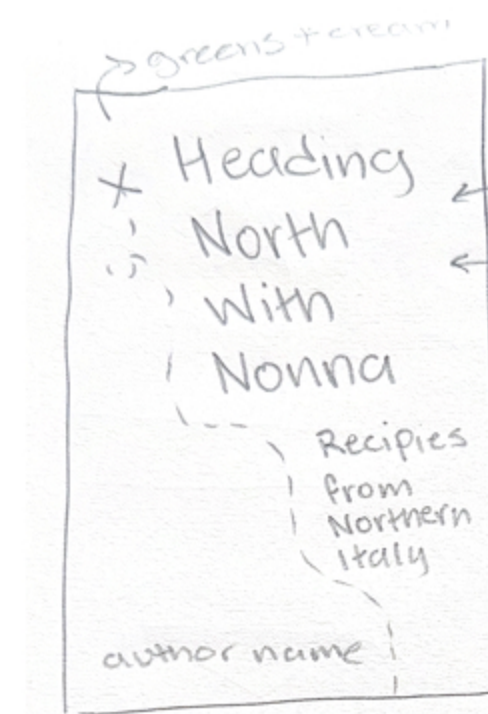
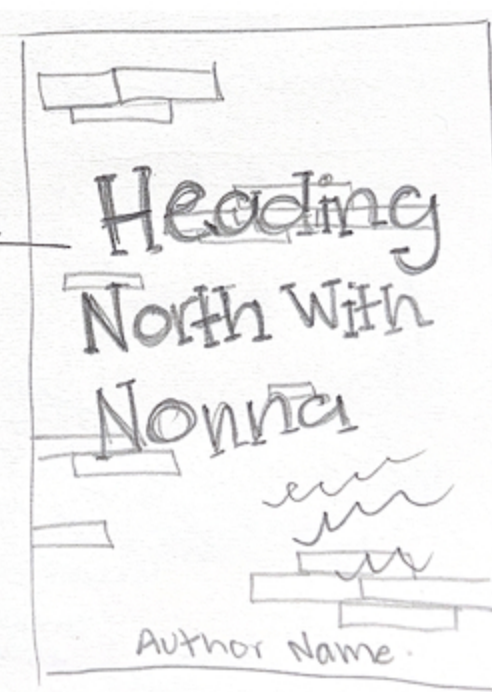
tail
expan



* make cover
presentation slides

brick
texture

* or script
writing

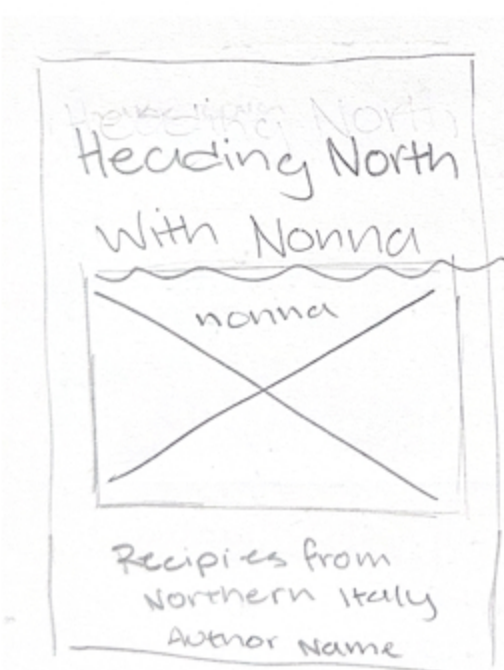


* plainer options
(image on back)
bold type
map imagery
= heading north

* look into more
castellfranco specifics

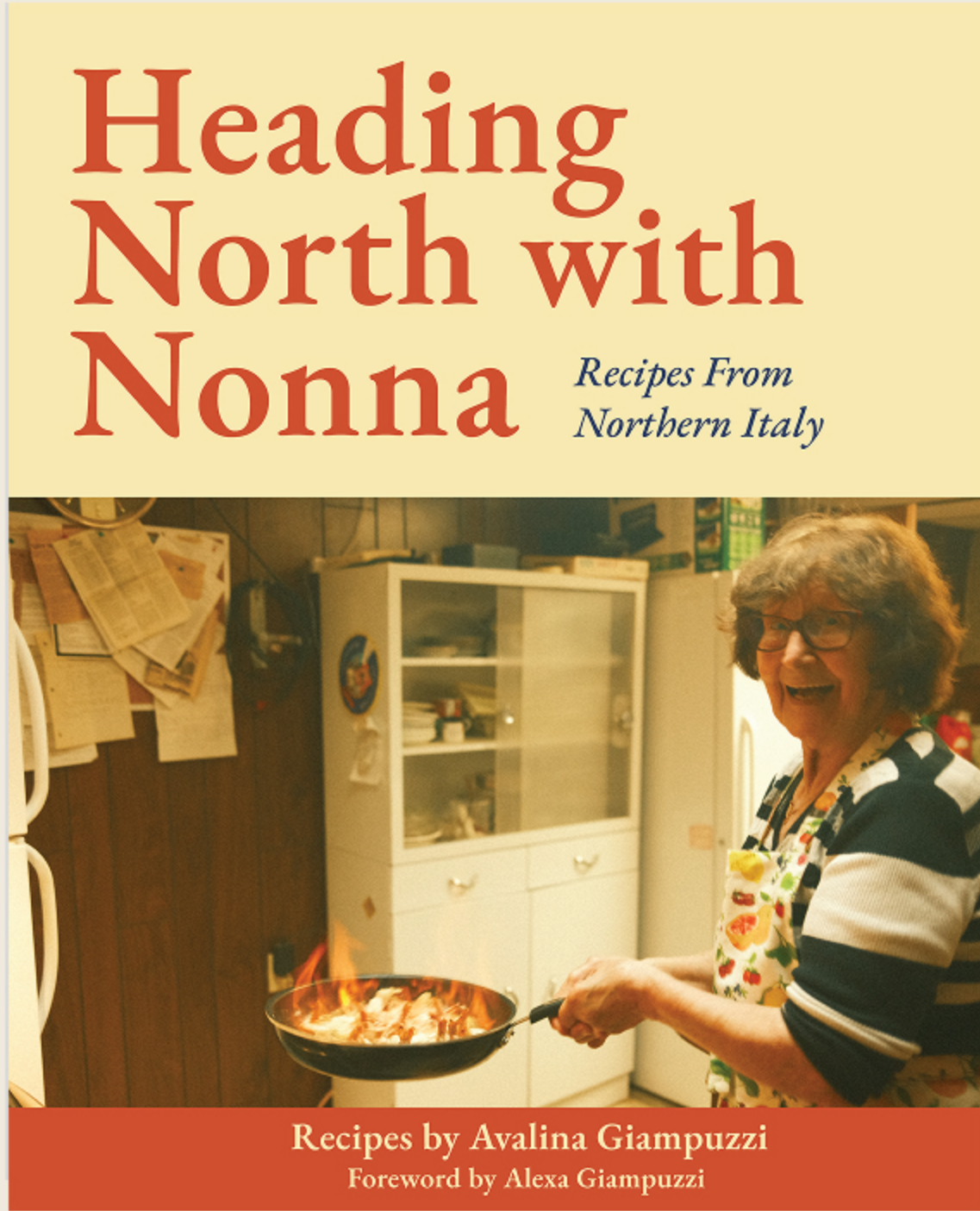


* image
of Alcala
Nonna in
aprons
for back
cover.

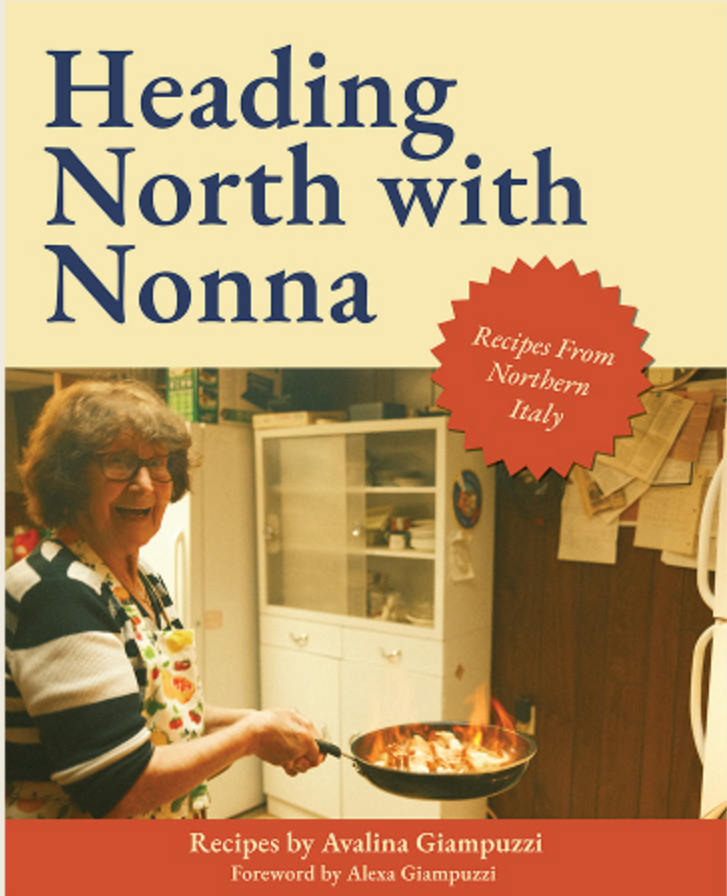


Covers Round 1

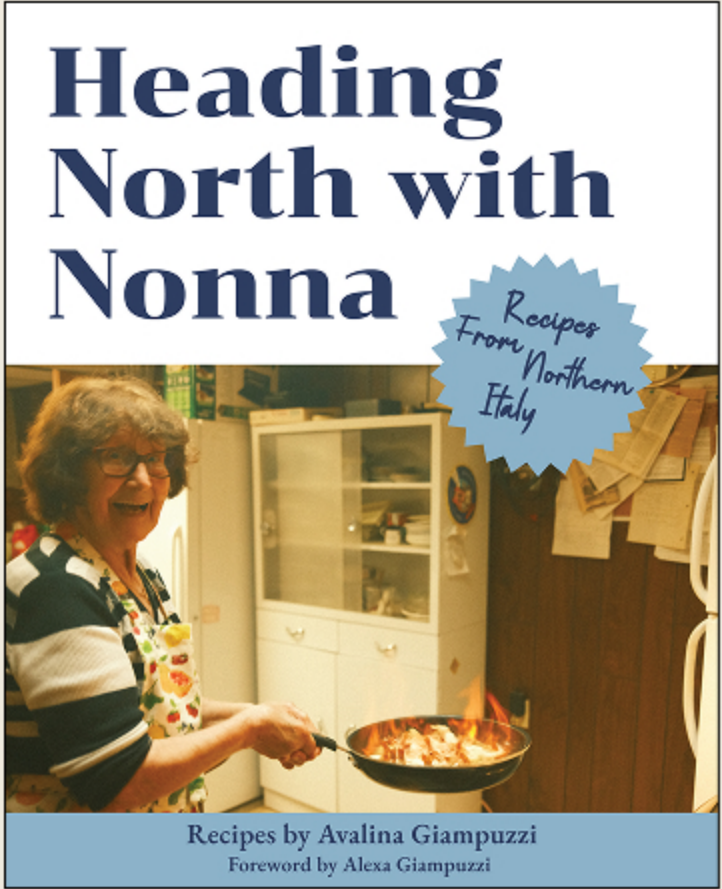
OPTION 1



1A



1B



Covers Round 1

OPTION 2



2A



Covers Round 1

OPTION 3

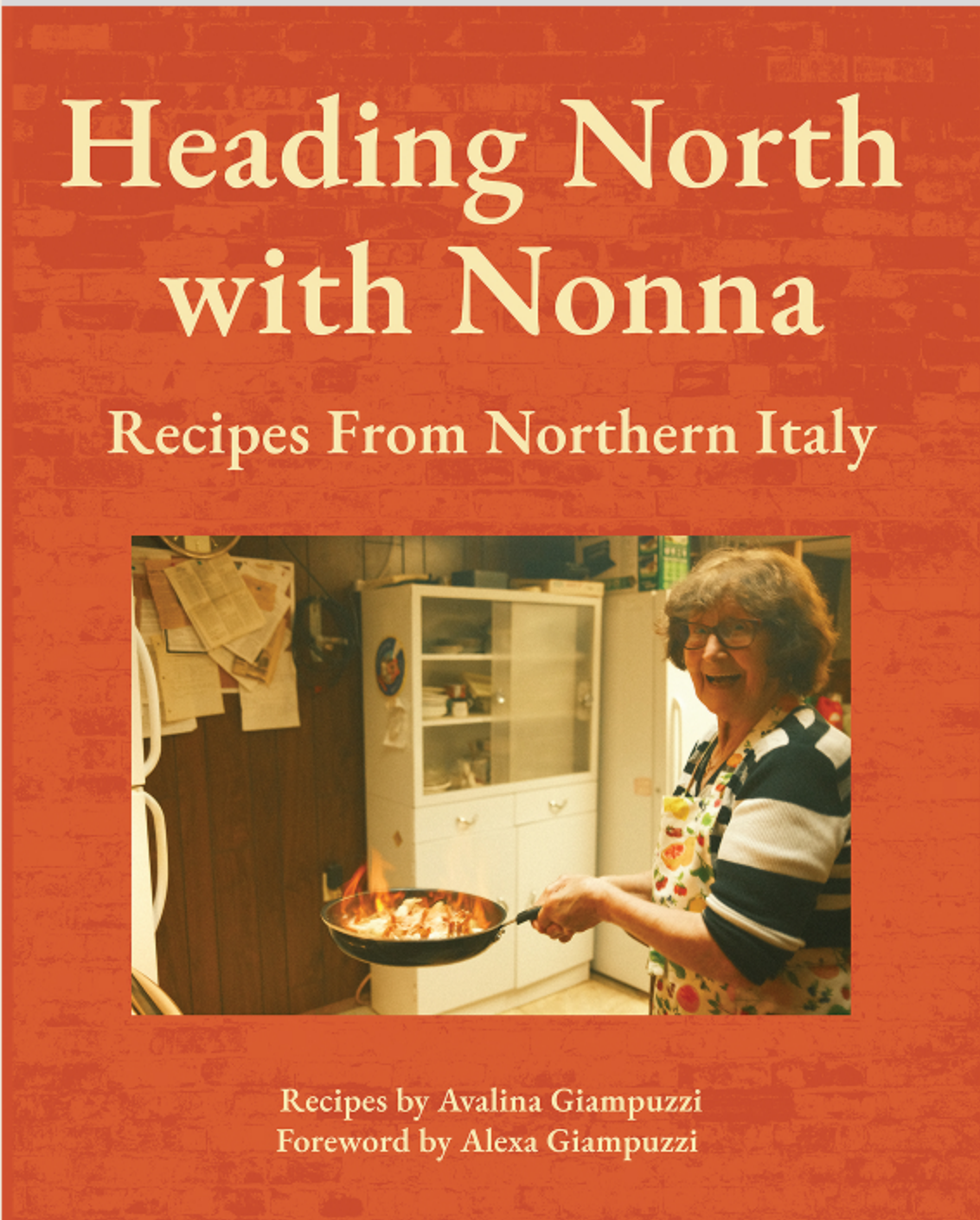


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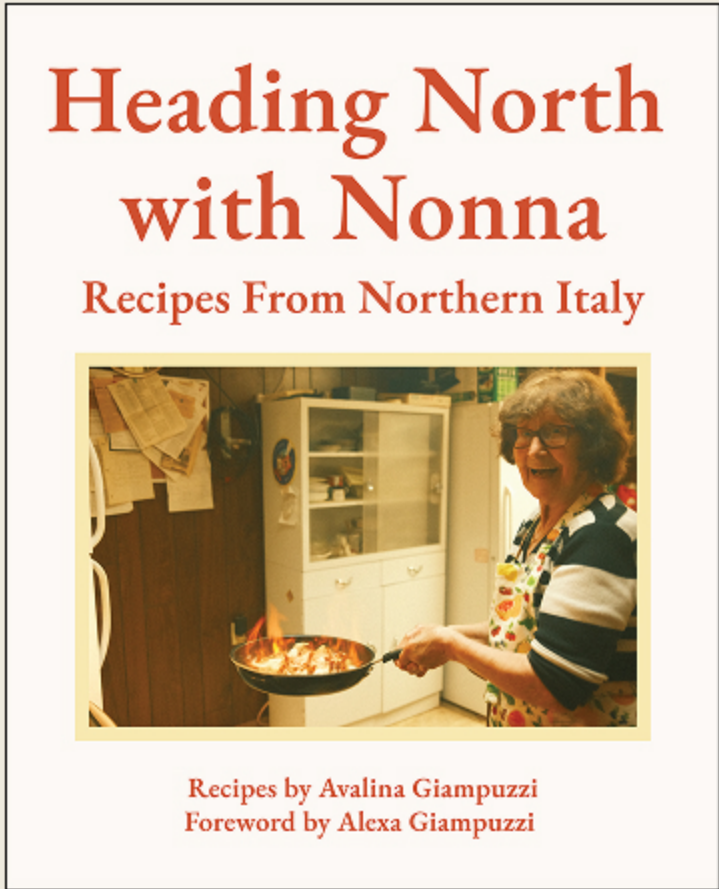


Covers Round 1

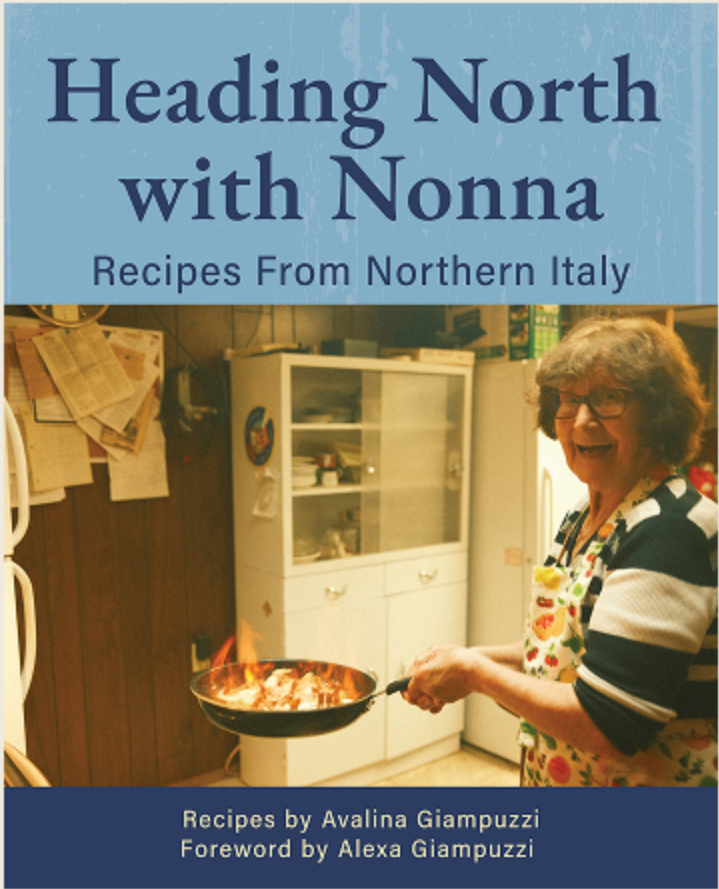
OPTION 4



4A

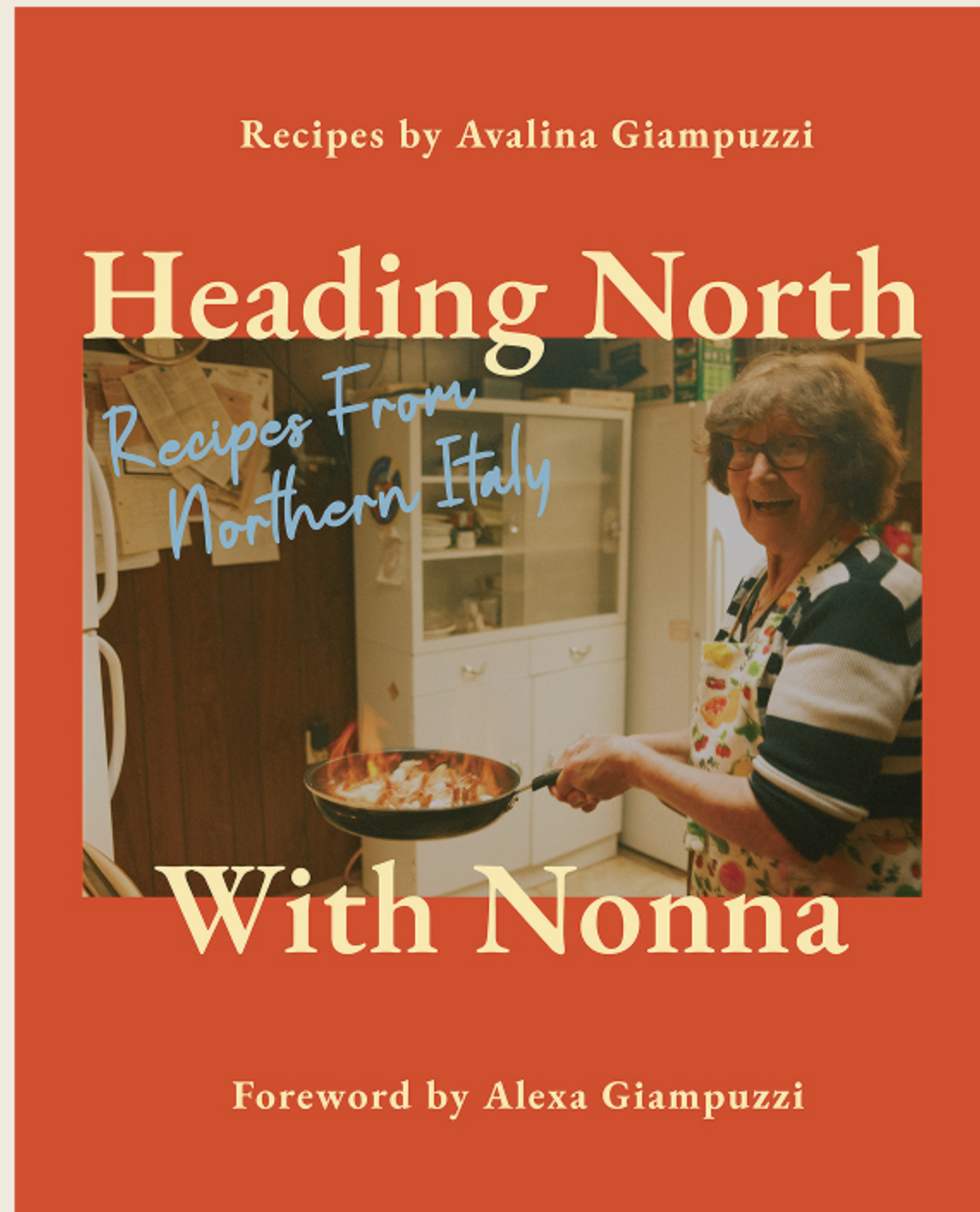


4B

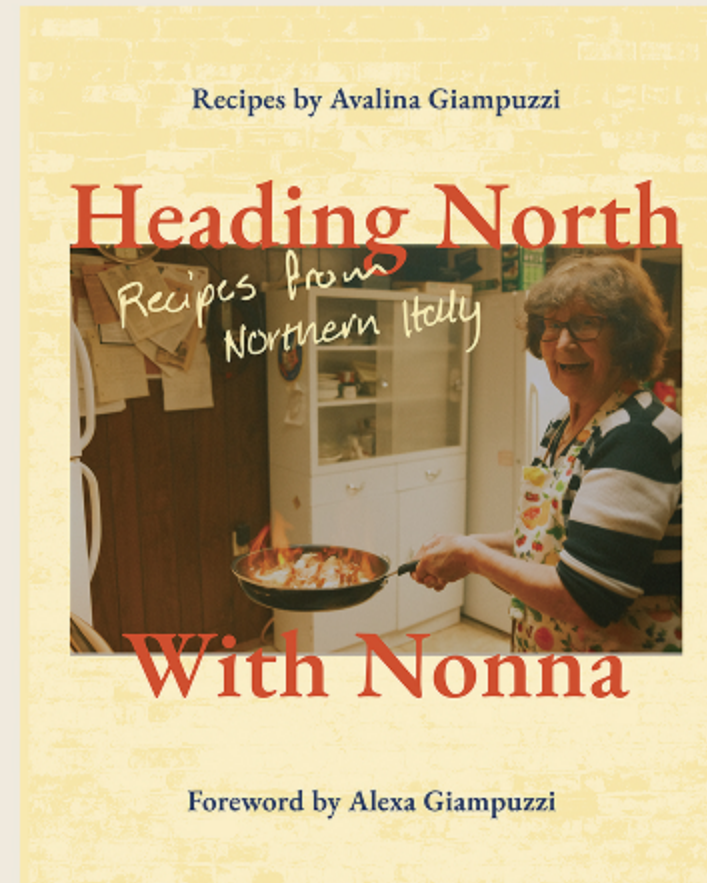


Covers Round 1

OPTION 5

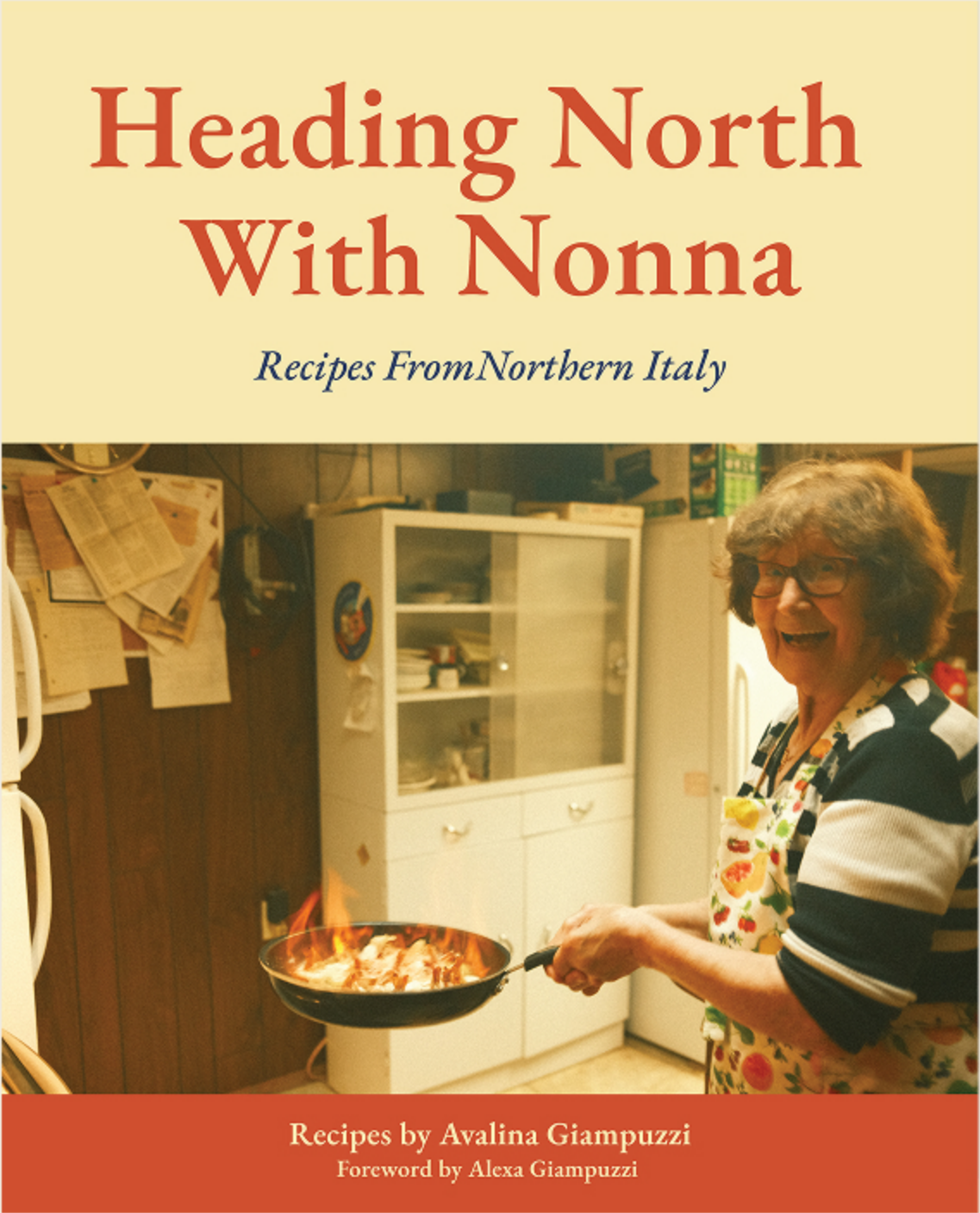


5A

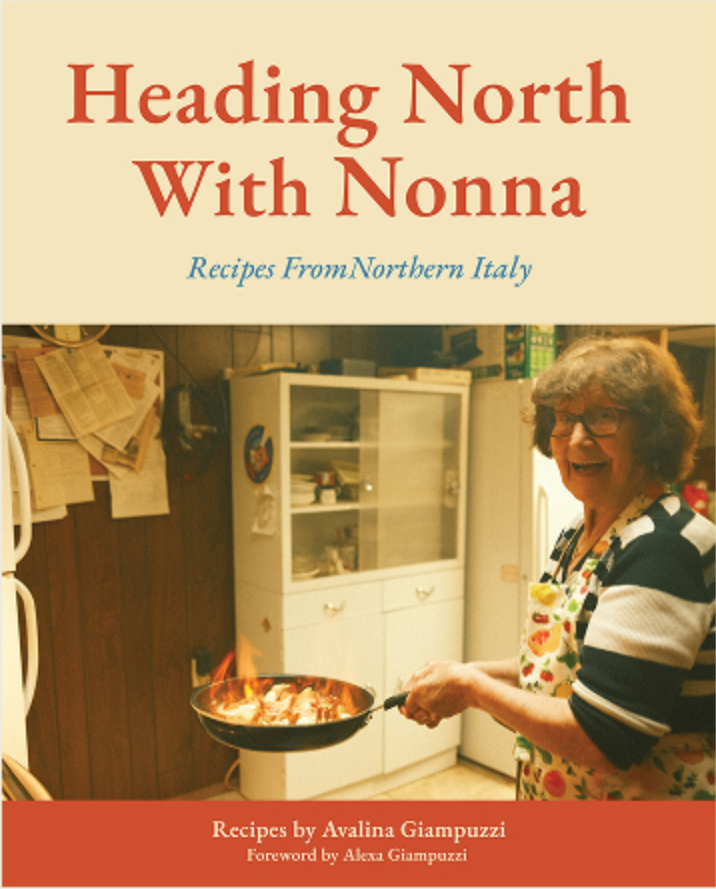


Covers Round 2

OPTION 1

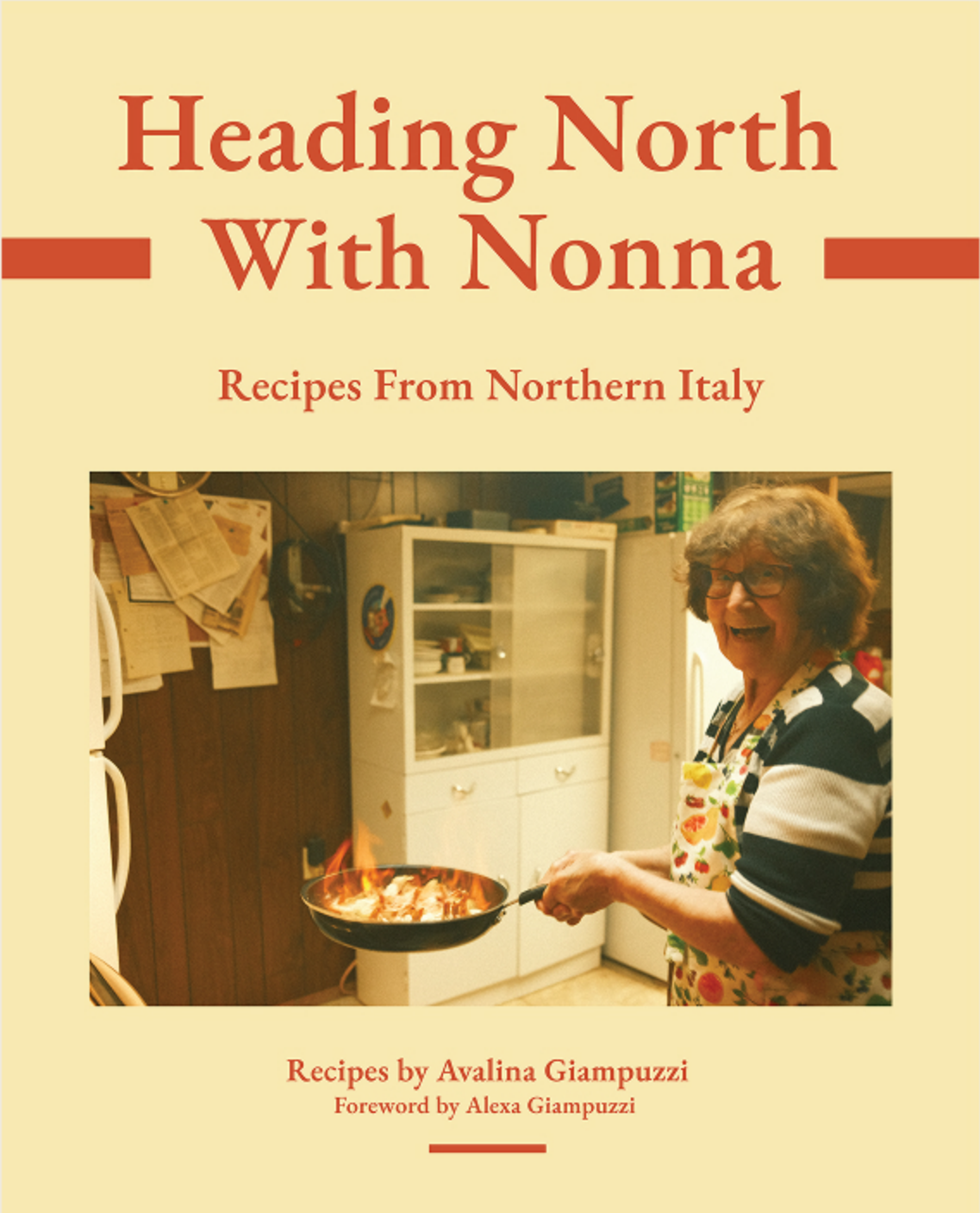


1A

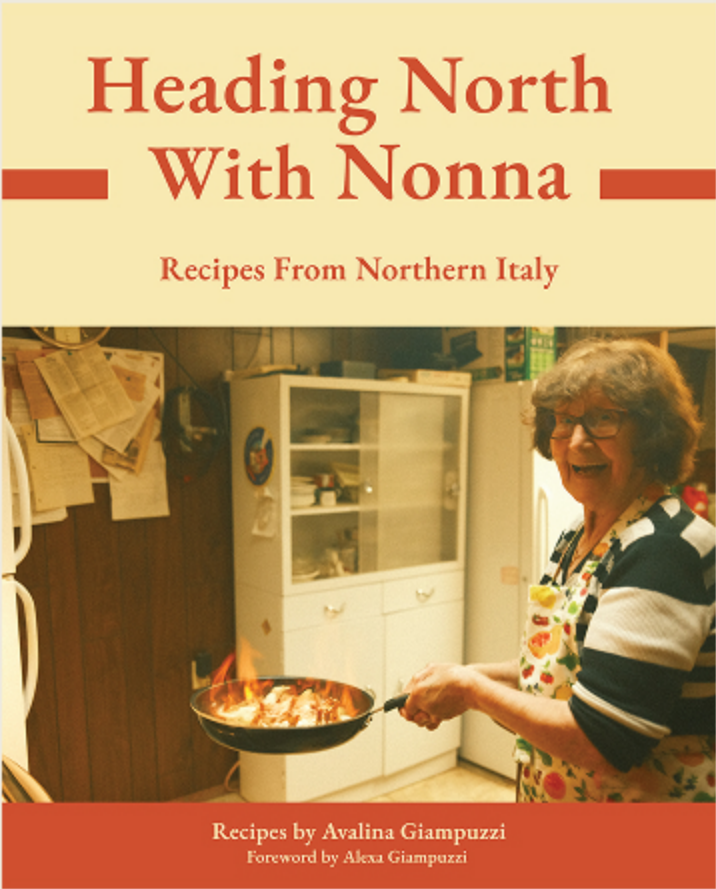


Covers Round 2

OPTION 2



2A



Covers Round 2

OPTION 3

Heading North With Nonna

Recipes From Northern Italy



Recipes by Avalina Giampuzzi
Foreword by Alexa Giampuzzi

3A

Heading North With Nonna

Recipes From Northern Italy



Recipes by Avalina Giampuzzi
Foreword by Alexa Giampuzzi

Final Cover Flat

Heading North With Nonna

Recipes From Northern Italy

Heading North With Nonna
Recipes From Northern Italy



Recipes by Avelina Giampuzzi
Foreword by Alexa Giampuzzi



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Heading North With Nonna
Recipes From Northern Italy

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Recipes From Northern Italy



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Foreword by Alexa Giampuzzi

*Recipes by Avelina Giampuzzi
Foreword by Alexa Giampuzzi*

Heading North With Nonna
Recipes From Northern Italy

Heading North With Nonna

Recipes From Northern Italy



and down



Final Flats

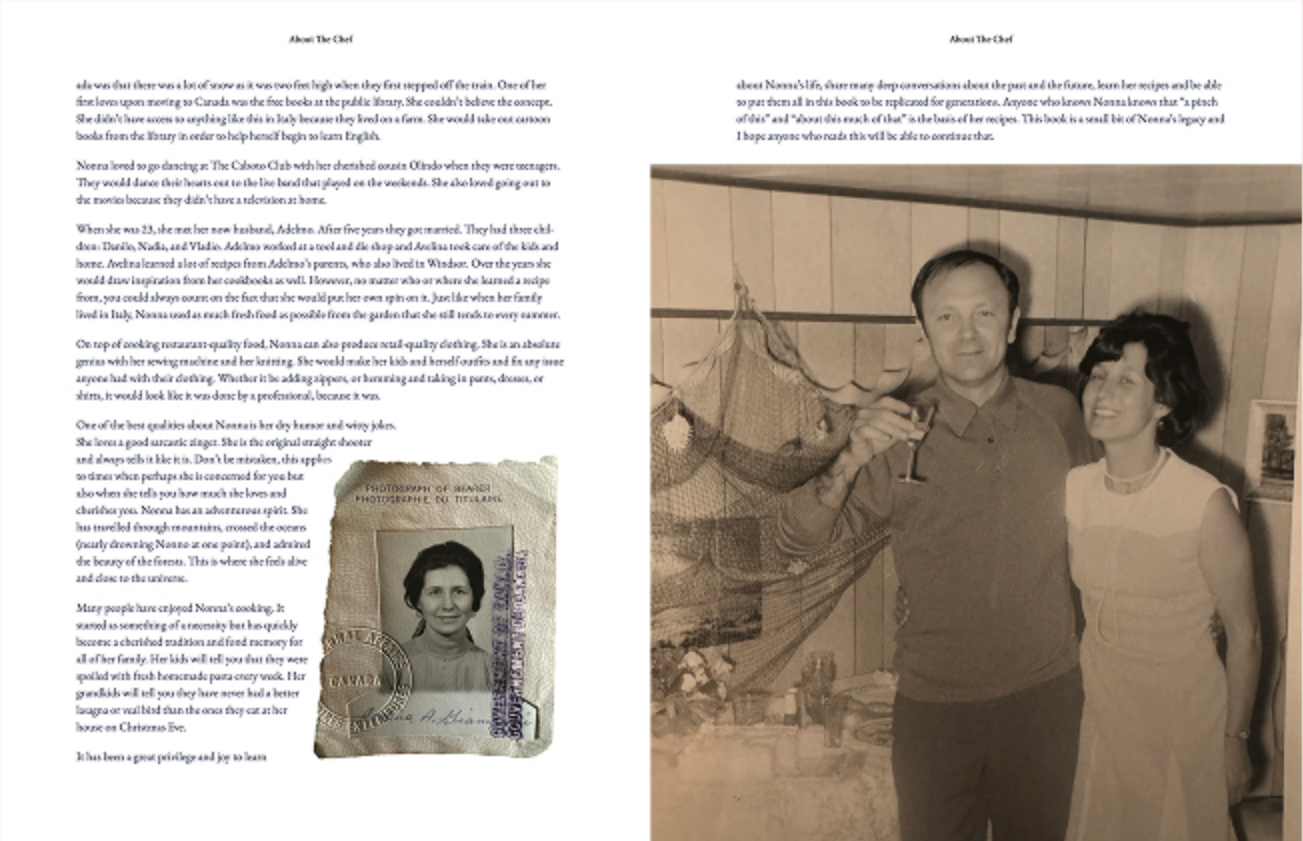
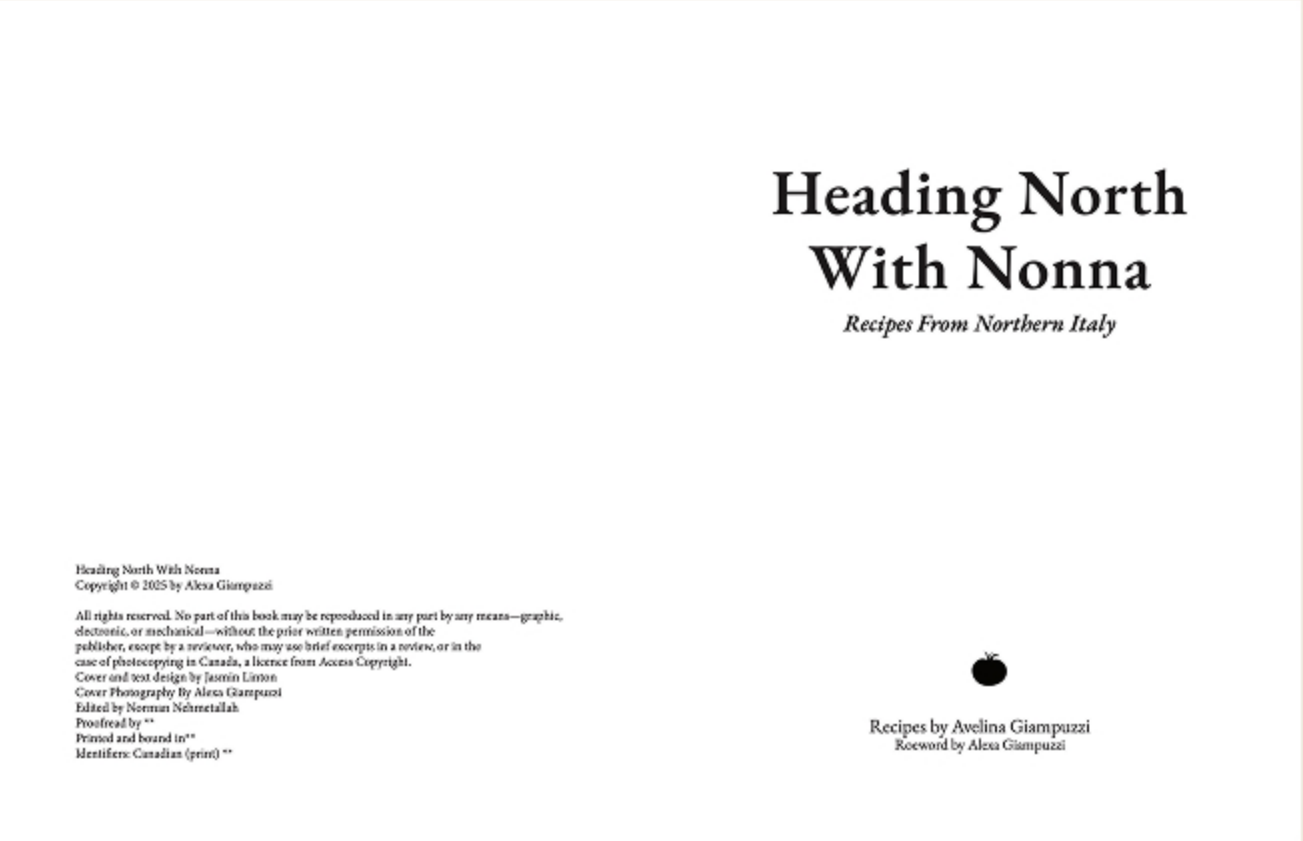


Table of Contents	
Le Basi ♦ The Basics	
Miscela di Condimenti Italiani Della Nonna (Nonna's Italian Seasoning Blend)	ix
Pasta fatta in casa (Homemade Pasta)	x
Sugo (Meat Sauce)	x
Salsiccia (Sausage)	x
Salsa bechamel (Bechamel Sauce)	x
Brodo (Broth)	x
Ufo di Peperone Rosso (Red Pepper Oil)	x
La Solita Frittata (The Usual Fry)	x
Contorni ♦ Side Dish	
Piselli in salsa di pomodoro (Peas in Tomato Sauce)	x
Peperoncino (Sweet Peppers)	x
Carciofi Ripieni (Stuffed artichoke)	x
Tigelline in salsa di pomodoro (Beans in Tomato Sauce)	x
Fagioli Romani (Roman Beans in Sauce)	x
Faselli (Macaroni)	x
Capocollo (salami)	x
Primo ♦ First Course	
Zuppa di straciatella (Straciatella Soup)	x
Miscele	x
Risi e Bisi (Rice and Peas)	x
Risotto con asparagi e funghi (Risotto with asparagus and mushrooms)	x



Final Flats



Le Basi

Miscela di Condimenti Italiana Della Nonna

Nonna's Italian Seasoning Blend

Ingredients

3T Rosemary
3T Oregano
6T Basil
3.5T Thyme
5.5T Parsley
2T Sage

Instructions

1. Pick herbs from the garden and let them soak in water with salt to bring any bugs from your garden to the surface for 10 minutes. Rinse herbs with fresh water and let them sit out to dry on a cloth. Do not remove the leaves from their stems.
2. Take the herbs every few days until they are dried. Patience is a virtue, this will take a month or so.
3. Once the herbs are dried, blend them in a spice blender and put in separate bowls.
4. Add the ratios listed above to create the perfect seasoning blend.

Nonna's Note

- This blend is pretty well used in most of her dishes.
- Nonna grows all of her own herbs in her garden, then dries it with the stems on, in her basement, on a table cloth, turning every few days until dried.

5



Content

Torta di mele d'altri tempi

Old Time Apple Pie

Ingredients

2 Taji
6 golden delicious
6 Granny Smith
Cinnamon
1/2 cup of lemon juice

Filling

1 grand total of small lemons 1/2 cup
1.5 cups of sugar
1 cup cinnamon
1/2 cup of sp flour

Dough

4 cups flour
1 egg
1 3/4 cup vegetable shortening
1 drop of white vinegar
2 cups milk
1 drop sugar
1 cup of unsalted butter
1/2 cup of water

Instructions

1. In a bowl mix flour, salt, sugar, and vegetable shortening (from now I'll add 1 cup of butter). Next mix in 1 cup of water and then add unsalted butter to this mixture. With the displacement in the water to measure an additional cup of butter (butter tends to be used over milk). Then dump out water and add the butter to the bowl.
2. Then mash together all the ingredients added to the bowl so far until it comes together in small pieces (the size of peas).
3. In the meantime take half a cup of water and add 1 tablespoon of white vinegar to the water, then beat an egg in the water and beat together.
4. Then gradually mix together the liquid a little bit at a time to the dry mix. Use a fork to do this, try using your hand as late as possible because it will cause butter to melt. Sometimes if there's not enough liquid I'll add a little bit more water but this recipe does not need much water!
5. Then once finished mixing, make one big ball, cover with Saran Wrap and then put it in the fridge for at least half an hour.
6. Make the filling in a separate bowl and combine lemons, salt, sugar, cinnamon, and 1/2 flour.
7. Peel apples (1 Fuji, 2 golden delicious and 5 granny smith), then slice them.
8. Split each dough into 1.25lb. Then split 1/4 lb for the bottom crust and the remaining for the top crust.
9. Roll out the bottom dough, flip it halfway, and then roll again until it fits the pie tray's circumference and sprinkle a layer of the filling to cover the bottom. Then put apple discs until it's just below the edge.

Nonna's Note

- This recipe makes 2 pies.
- Nonna adds raisins typically.
- MLE helps to make it shiny.
- Roll out the dough underneath into a flat ball so that when you roll it, the edges are likely better and round.

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Content

Risi e Bisi

Rice and Peas

Ingredients

1 small onion
50g of regular dried peas
1 1/2 cups of frozen sweet pea
1 cup of Italian style rice
6 cups of chicken broth
2 drop butter
2 drop chopped parsley
1/2 cup of salt
1/2 cube of chicken bouillon
Parmesan cheese

Instructions

1. Add butter and enough TIVO to fill the pot. Minus the onion in a food processor and cut up the peas into very small pieces and add to pot cooking until golden on medium heat.
2. Then add parsley, 1 cup of broth, and the rice. Cook for 5 minutes on medium and then add the peas. Add another 3 cups of broth at the 12 minute mark along with salt and bouillon.
3. Cook for a total of 25 minutes until rice is done. Remove from heat and let sit for another 10 minutes uncovered.
4. Serve with a heaping amount of parmesan cheese for each bowl.

Nonna's Note

- This is a regional dish from treviso, where Nonna is from. It should be like a soupy risotto.

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About The Chef

ada was that there was a lot of snow as it was two feet high when they first stepped off the train. One of her first loves upon moving to Canada was the free books at the public library. She couldn't believe the concept. She didn't have access to anything like this in Italy because they lived on a farm. She would take out cartoon books from the library in order to help herself begin to learn English.

Nonna loved to go dancing at The Caboto Club with her cherished cousin Olinda when they were teenagers. They would dance their hearts out to the live band that played on the weekends. She also loved going out to the movies because they didn't have a television at home.

When she was 23, she met her now husband, Adelmo. After five years they got married. They had three children: Danilo, Nadia, and Vlado. Adelmo worked at a tool and die shop and Avelina took care of the kids and home. Avelina learned a lot of recipes from Adelmo's parents, who also lived in Windsor. Over the years she would draw inspiration from her cookbooks as well. However, no matter who or where she learned a recipe from, you could always count on the fact that she would put her own spin on it. Just like when her family lived in Italy, Nonna used as much fresh food as possible from the garden that she still tends to every summer.

On top of cooking restaurant-quality food, Nonna can also produce retail-quality clothing. She is an absolute genius with her sewing machine and her knitting. She would make her kids and herself outfits and fix any issue anyone had with their clothing. Whether it be adding zippers, or hemming and taking in pants, dresses, or shirts, it would look like it was done by a professional, because it was.

One of the best qualities about Nonna is her dry humor and witty jokes. She loves a good sarcastic zinger. She is the original straight shooter and always tells it like it is. Don't be mistaken, this applies to times when perhaps she is concerned for you but also when she tells you how much she loves and cherishes you. Nonna has an adventurous spirit. She has travelled through mountains, crossed the oceans (nearly drowning Nonno at one point), and admired the beauty of the forests. This is where she feels alive and close to the universe.

Many people have enjoyed Nonna's cooking. It started as something of a necessity but has quickly become a cherished tradition and fond memory for all of her family. Her kids will tell you that they were spoiled with fresh homemade pasta every week. Her grandkids will tell you they have never had a better lasagna or veal bird than the ones they eat at her house on Christmas Eve.

It has been a great privilege and joy to learn



About The Chef

about Nonna's life, share many deep conversations about the past and the future, learn her recipes and be able to put them all in this book to be replicated for generations. Anyone who knows Nonna knows that "a pinch of this" and "about this much of that" is the basis of her recipes. This book is a small bit of Nonna's legacy and I hope anyone who reads this will be able to continue that.



Zuppa di stracciatella
Minestrone
Risi e Bisi
Risotto con asparagi e funghi
Nonna's Lasagna
Cannelloni
Ravioli
Gnocchi

Primo

◆

First Course



Le Basil

Miscela di Condimenti Italiana Della Nonna

Nonna's Italian Seasoning Blend

Ingredients


3T Rosemary
3T Oregano
6T Basil
3.5 T Thyme
5.5T Parsley
2T Sage

Instructions

1. Take herbs from the garden and let them soak in water with salt to bring any bugs from your garden to the surface for 10 minutes. Rinse herbs with fresh water and let them sit out to dry on table cloth. Do not remove the leaves from their stem.
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4. Add the ratios listed above to create the perfect seasoning blend.

Nonna's Notes

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The
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Guide

Brief

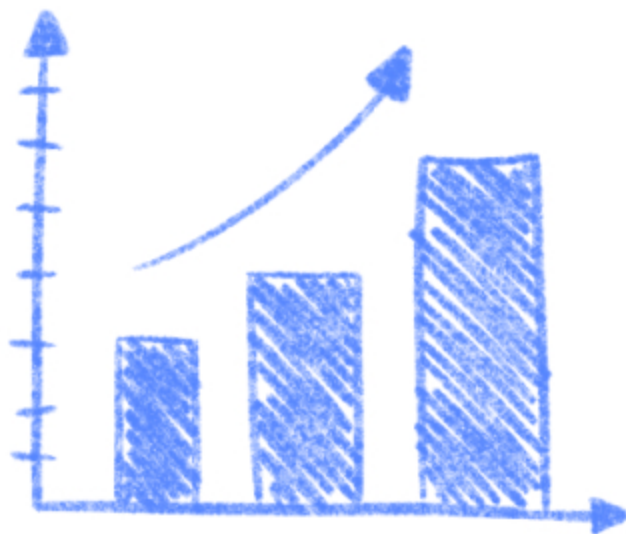
SEO Mastery: The Ultimate Guide to Understanding SEO Cover Design / Typography / Illustration

For this book, the client wanted something **simple and clean** reminiscent of **Malcom Gladwell** book design while still maintaining his own **fun and humorous tone**. To balance these two wildly different requirements, we went with a **simple** typography hierarchy and a **minimal** colour palette. To add in some interest (and to not scare away SEO beginners with an intimidating cover) I added some **annotative doodles**.

Concept
Brainstorm



Illustrated Icons



Covers Round 1 - Option 1



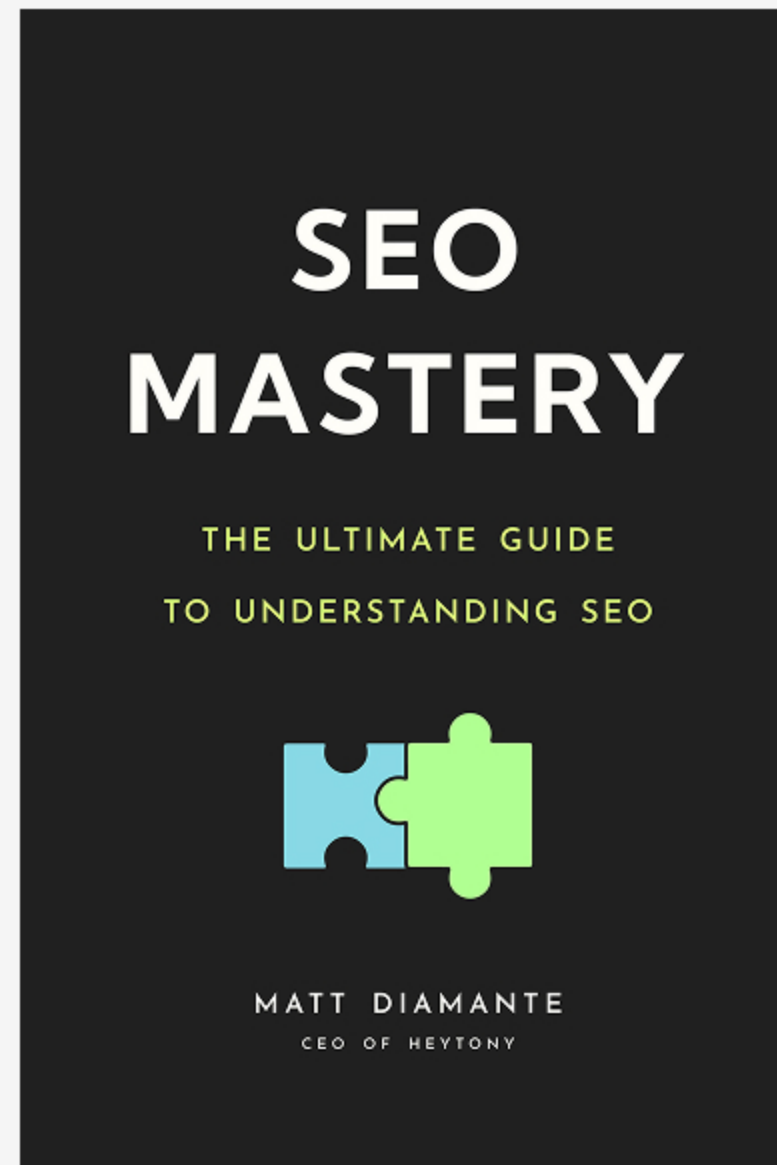
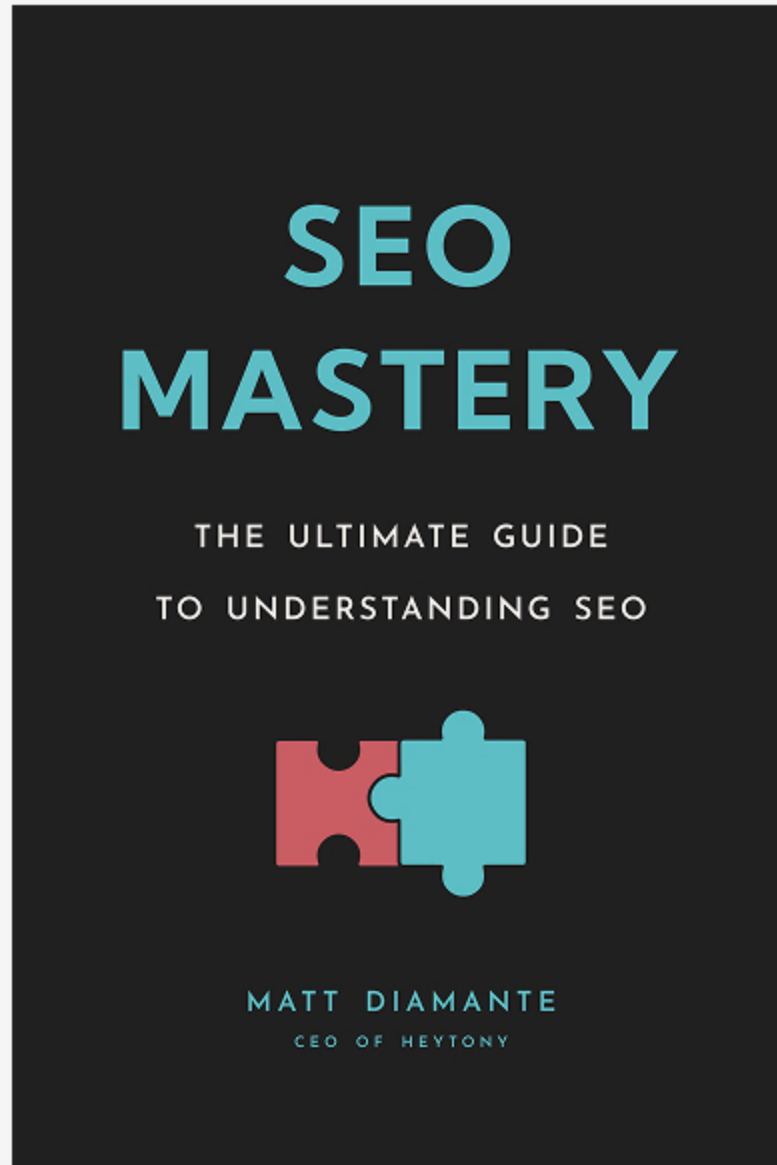
This option is a clean and simple take on an **interface** while adding interest with the cursor. The design pulls from the brand colours of **HeyTony** and showcases a “light” and “dark” mode. 1A has an **elegant, geometric** font and minimal interface elements. Whereas 1B has a more sturdy **systematic** font and features a search bar.

Covers Round 1 - Option 2



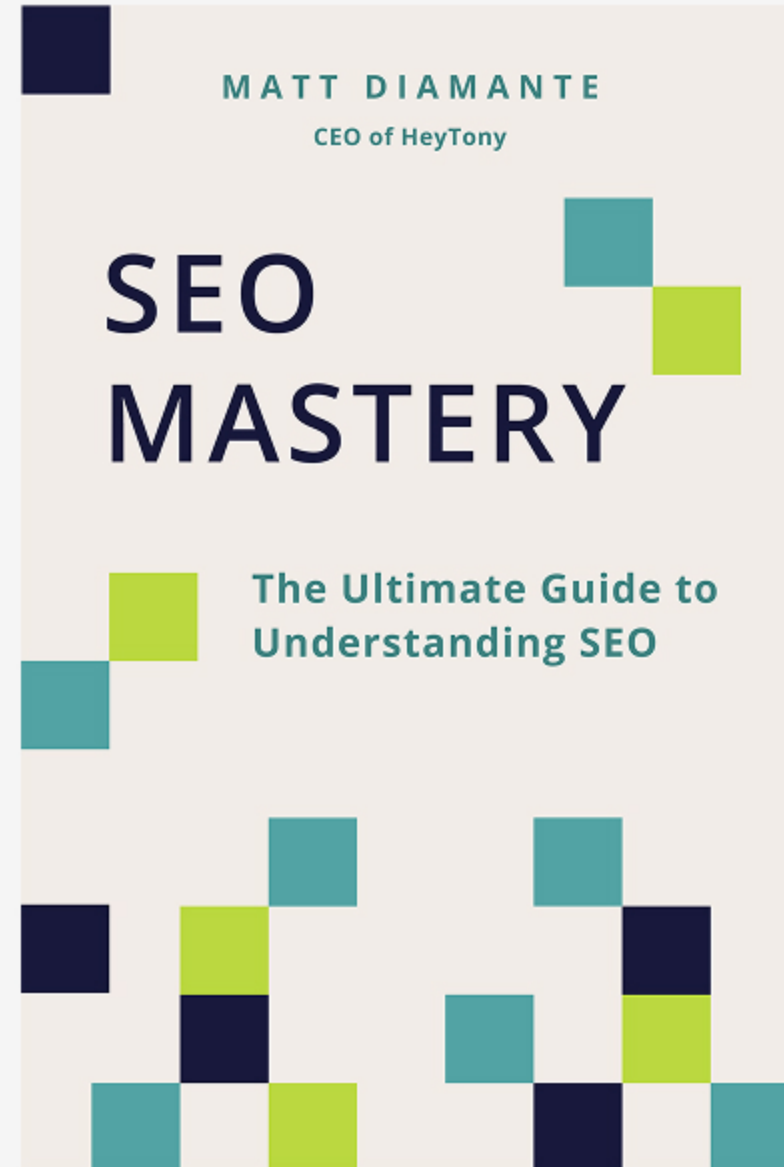
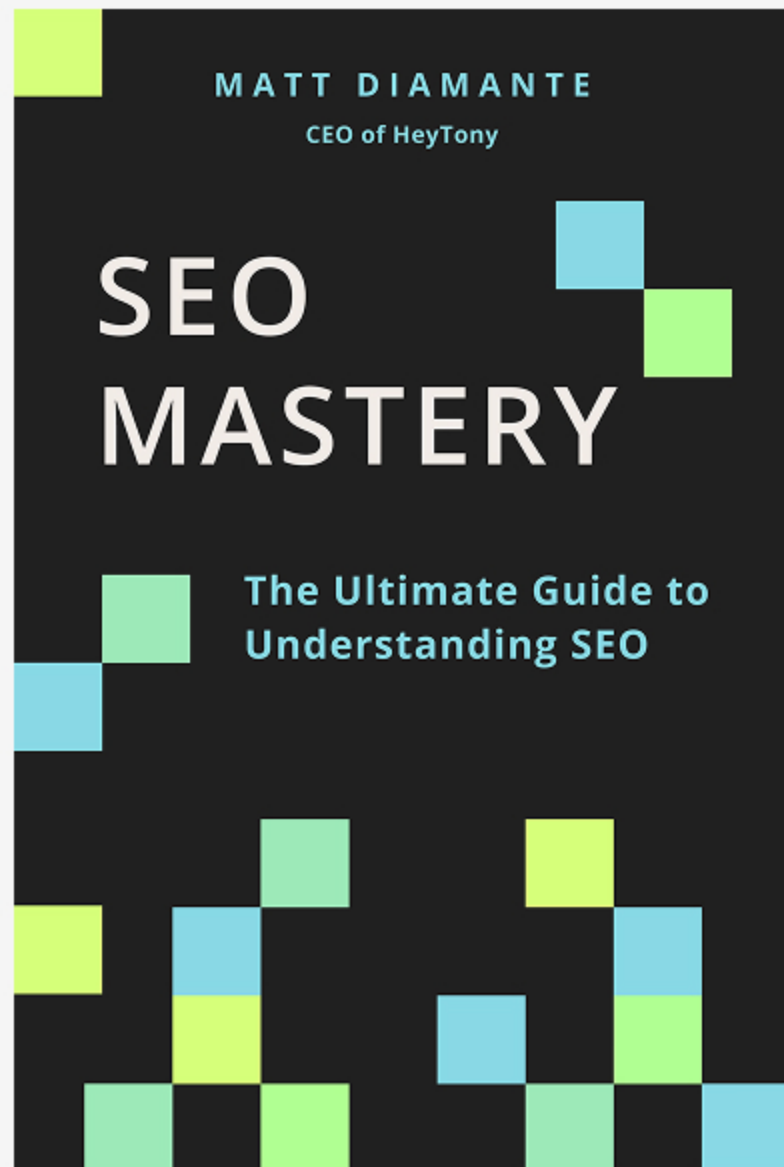
This option is a commentary take on the usual tone of SEO books. The doodle elements **elaborate on the tone of the book** and generate intrigue through movement while not overpowering the cover. It's as if **you the author are adding to the conversation of SEO** and are going to help readers learn about it. There's a **teaching quality** to it. The different options demonstrate various imagery that can be used to **represent SEO simply**.

Covers Round 1 - Option 3



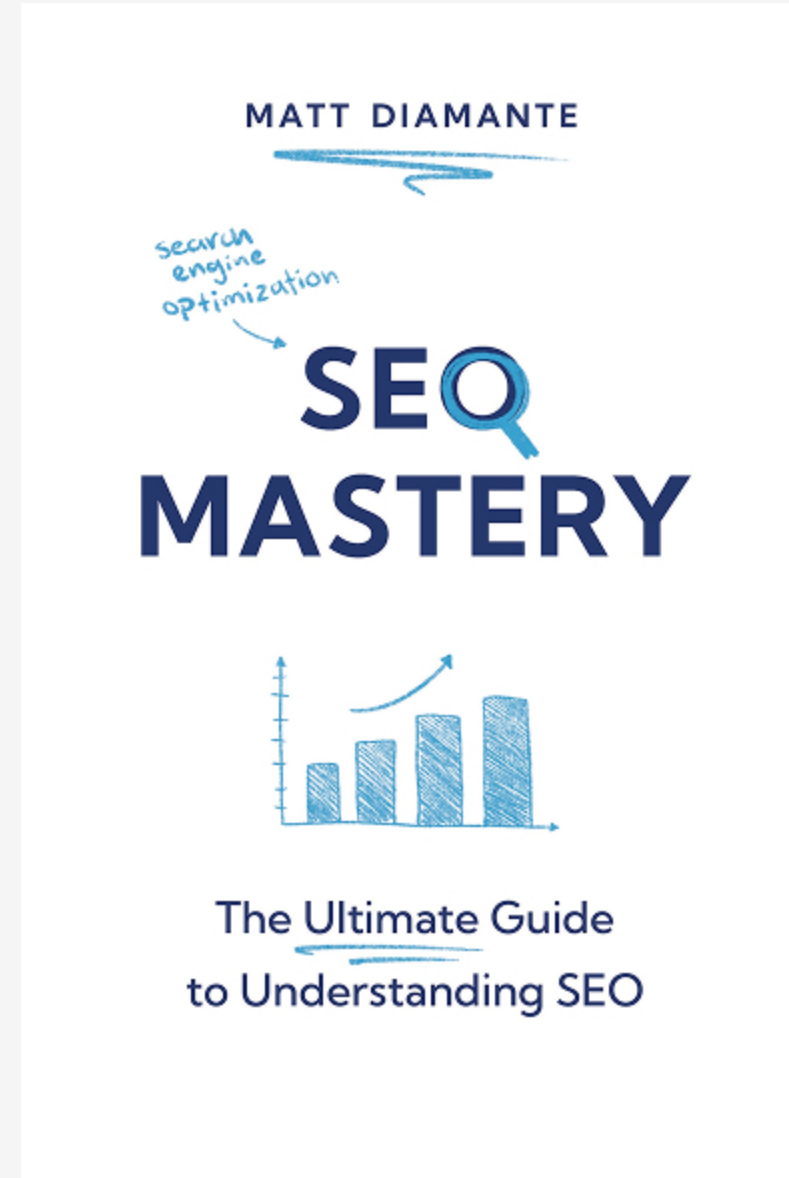
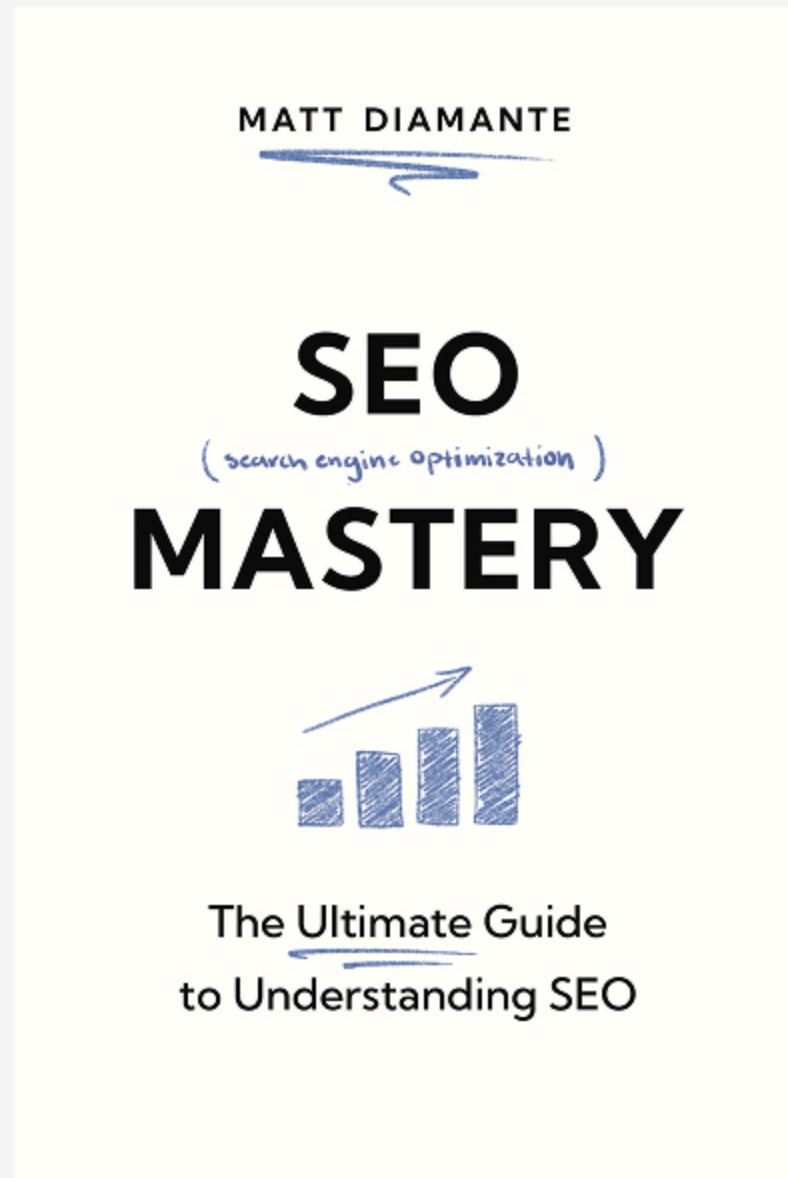
This option takes a **simple, centre-aligned approach** that catches the eye and promotes trust. It uses selective colours against a dark background to bring attention to the topic while not taking away from the **clean design**. The contrasting puzzle pieces symbolize the book being the “**missing piece**” to understanding SEO.

Covers Round 1 - Option 4



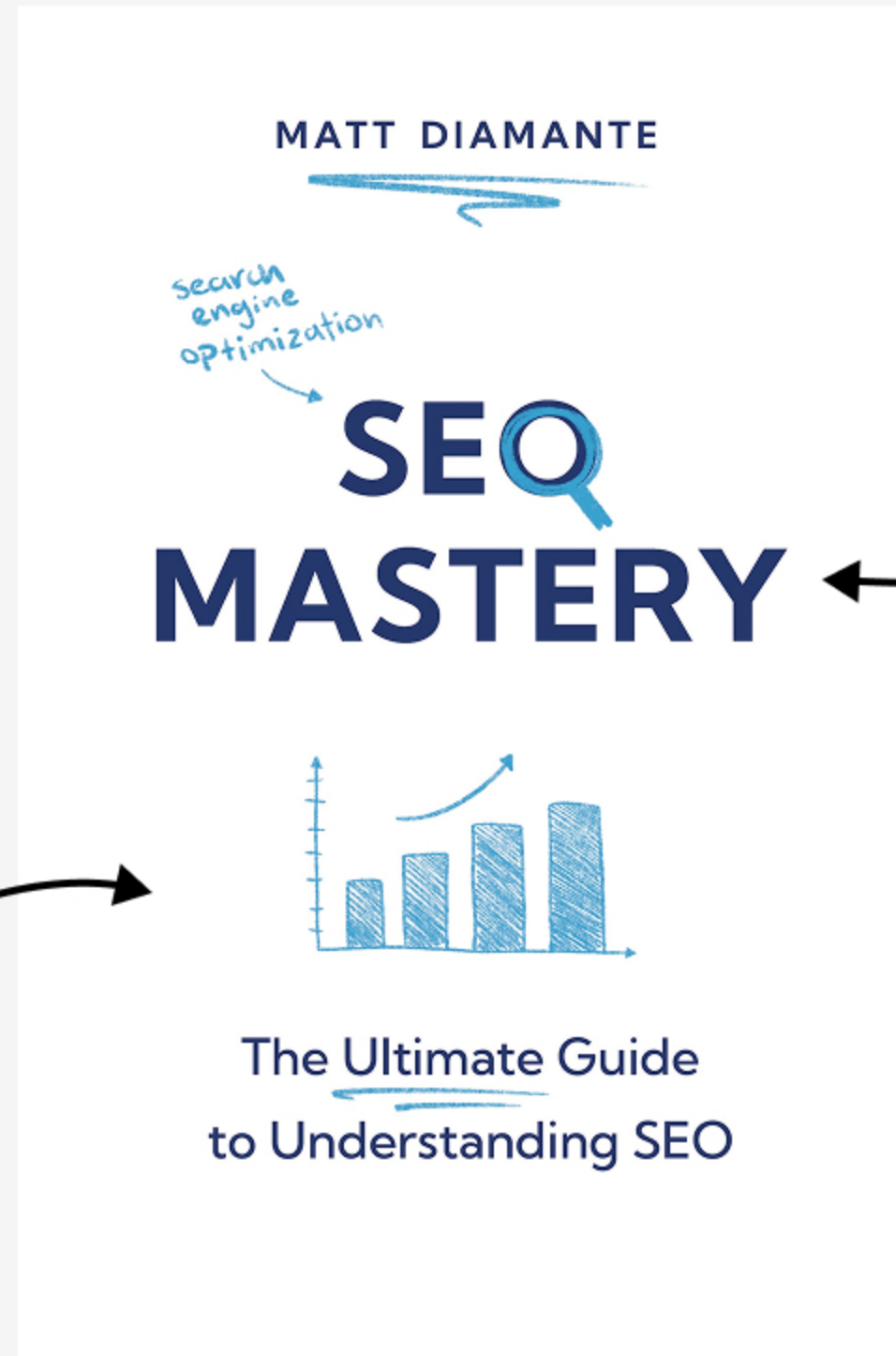
This option has more of a **systematic feel** with the **pixels** and placement of text. The imagery is **coding-adjacent**, which still nods to the SEO content without feeling overly technical. We're putting the SEO pieces together. The different colour options also add an overall impression of **playfulness** to the cover which nods to your **friendly and casual** writing tone.

Covers Round 2 - Option 1



Expanding on the **commentary take** on the usual tone of SEO books, the second round of covers **explores Option 2**. There are differing options of the specified **graph illustration** as well as **slight colour differences** for more variety to the look and feel. The main selling point of **simplicity** and **education** are represented with small nods to such themes.

Final Cover Breakdown



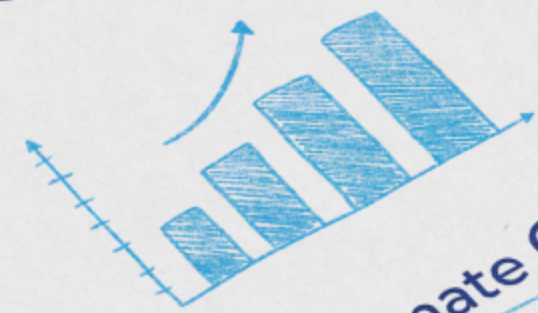
Simplistic look for beginner target audience

“Annotations” reminiscent of note-taking

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The Ultimate Guide
to Understanding SEO

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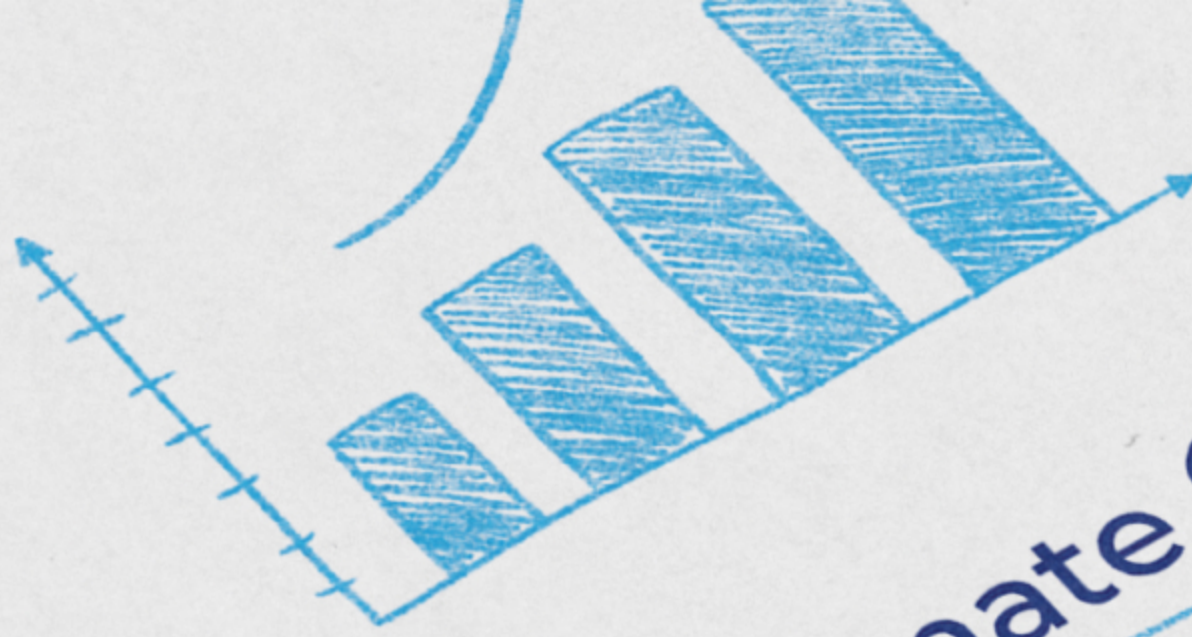
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