



Brief

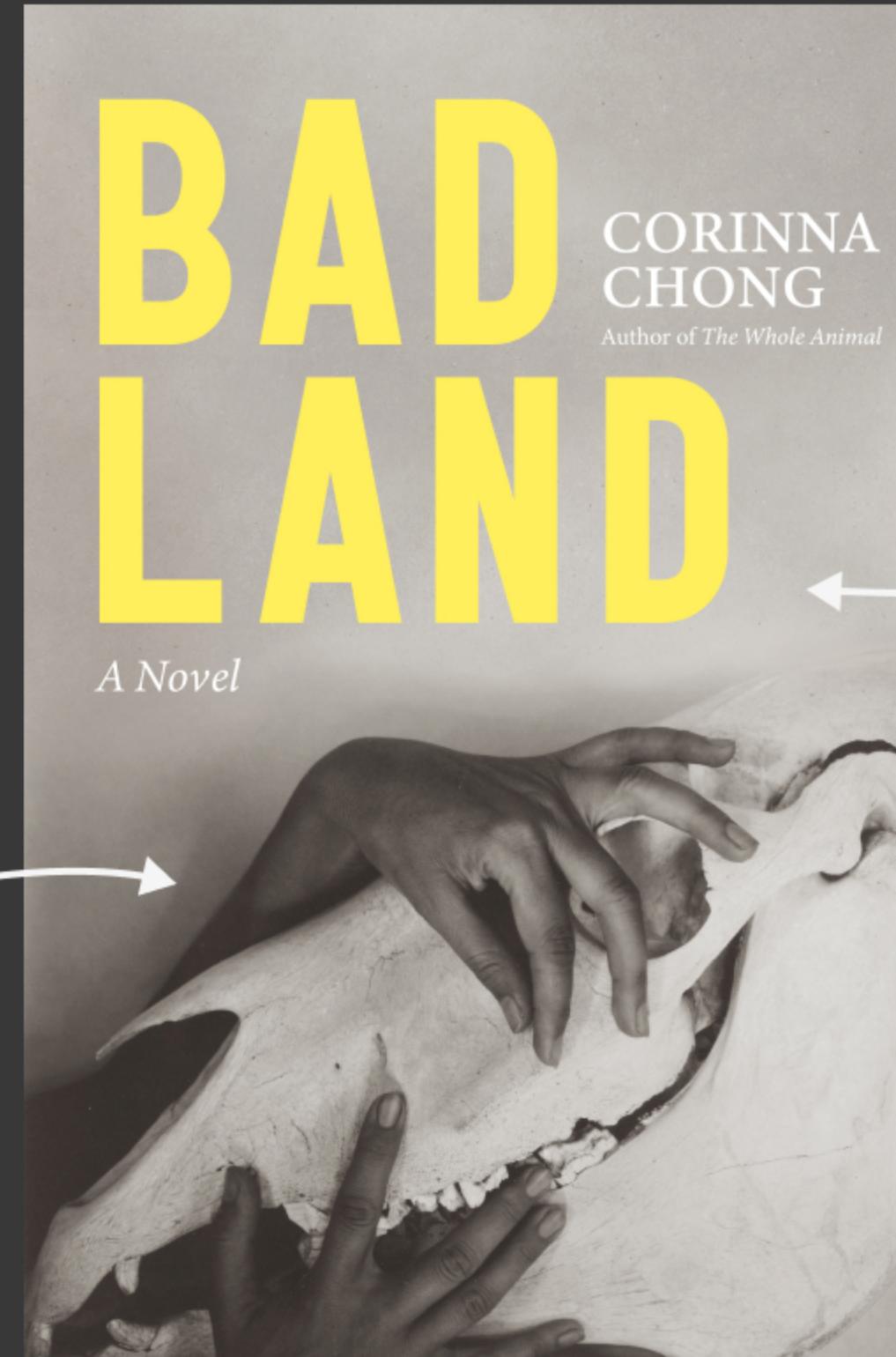
Bad Lands: A Novel Typography / Interior Design / Typesetting

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

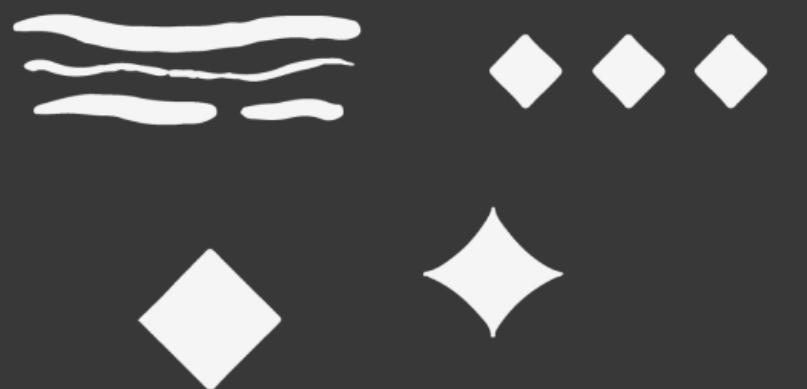


Location and plot
of the Bad Lands, Alberta

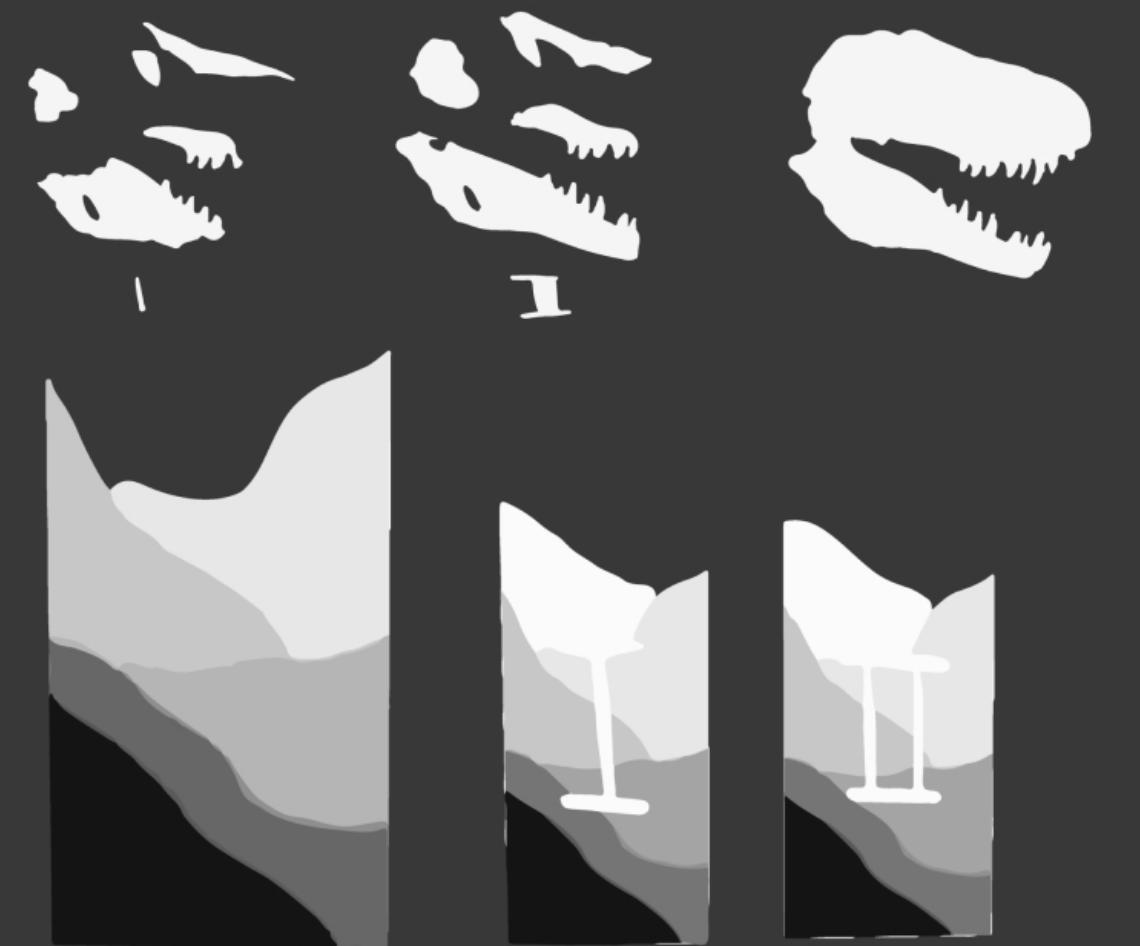
Established
Typography

Interior Icon Sketches

Dingbats



Part Head



chapter heads



Interior Samples

- Simple
- Typography focused
- Right alignment



1

- Layered ground reference Centre alignment

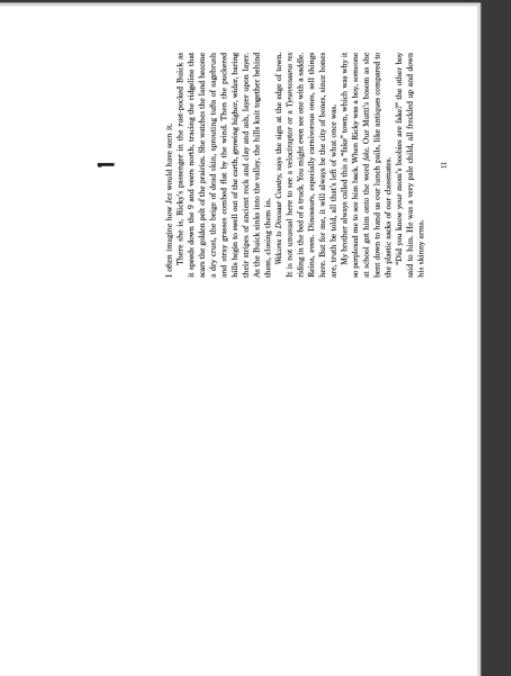


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I.



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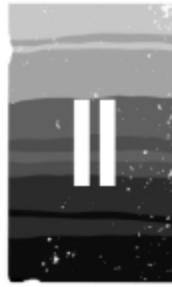


BAD LAND

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.*



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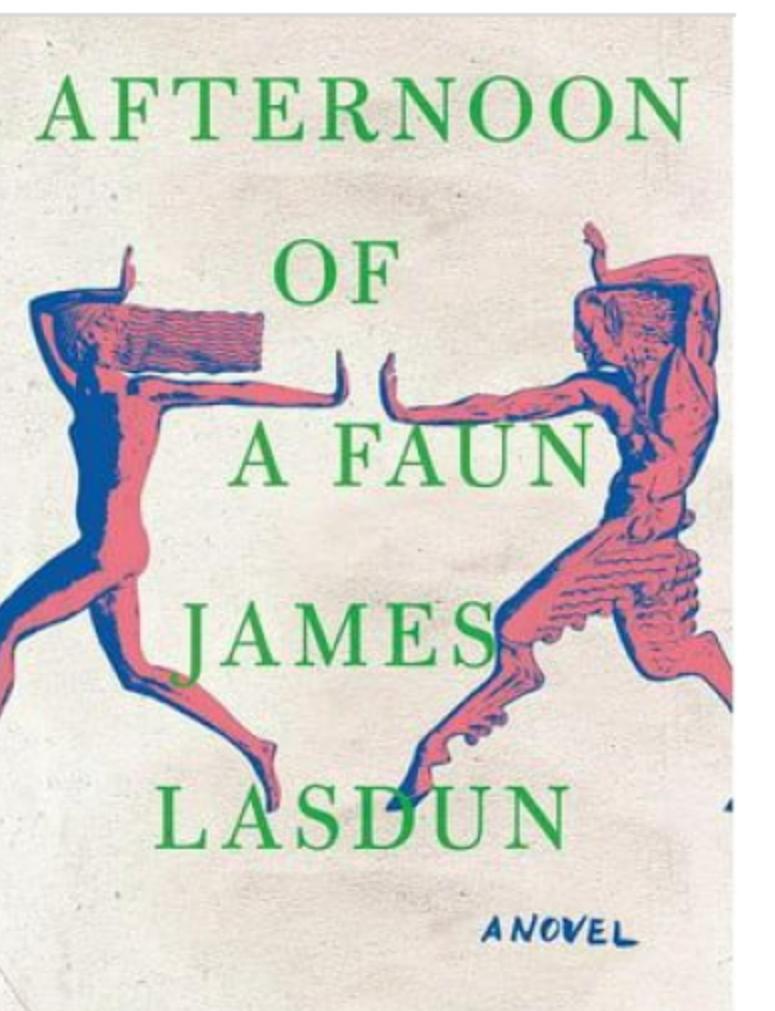
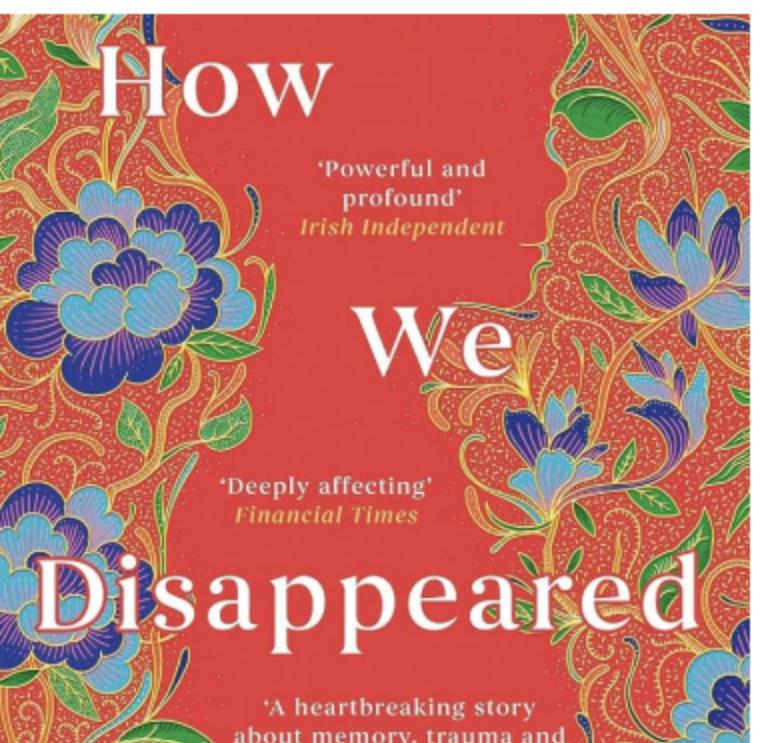


Brief

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.

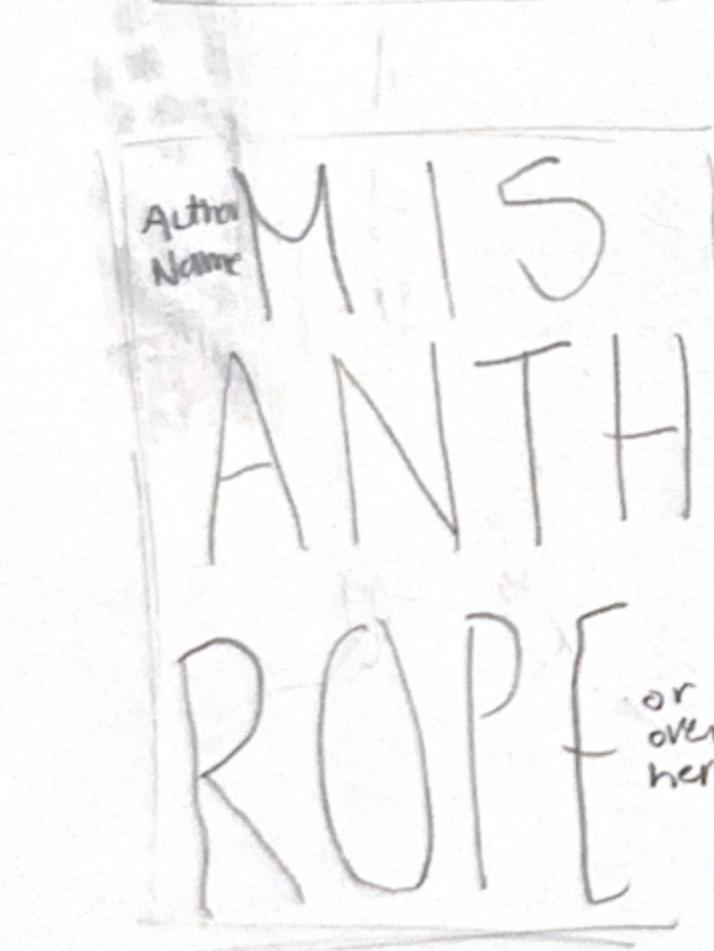
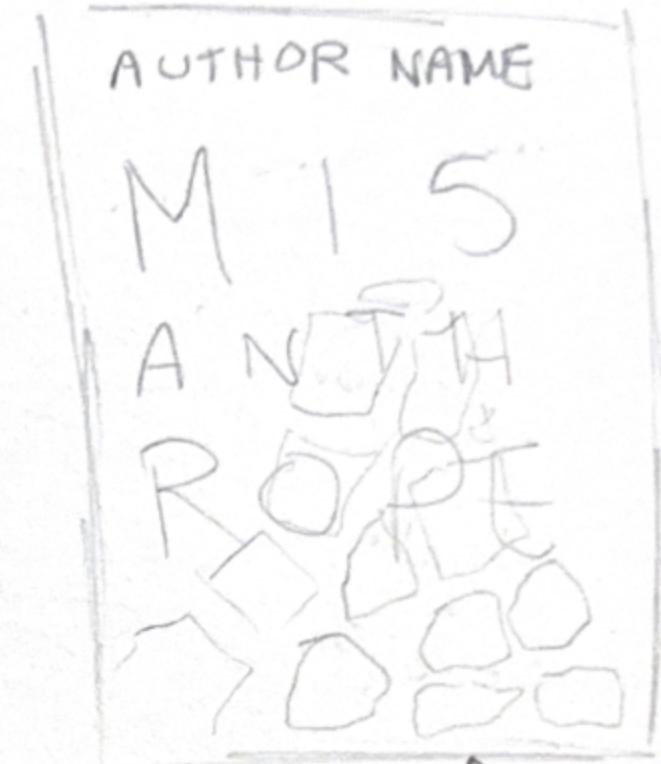
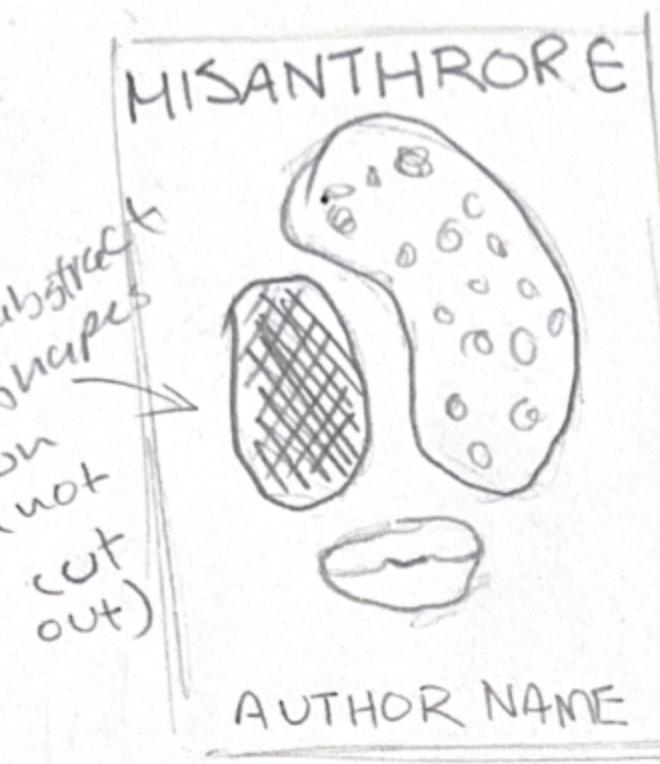
We decided on a simplistic interior with the cover focusing on various forms of abstract painting and textures. The cover should provoke internal inspection and contemplation.



Final Concept

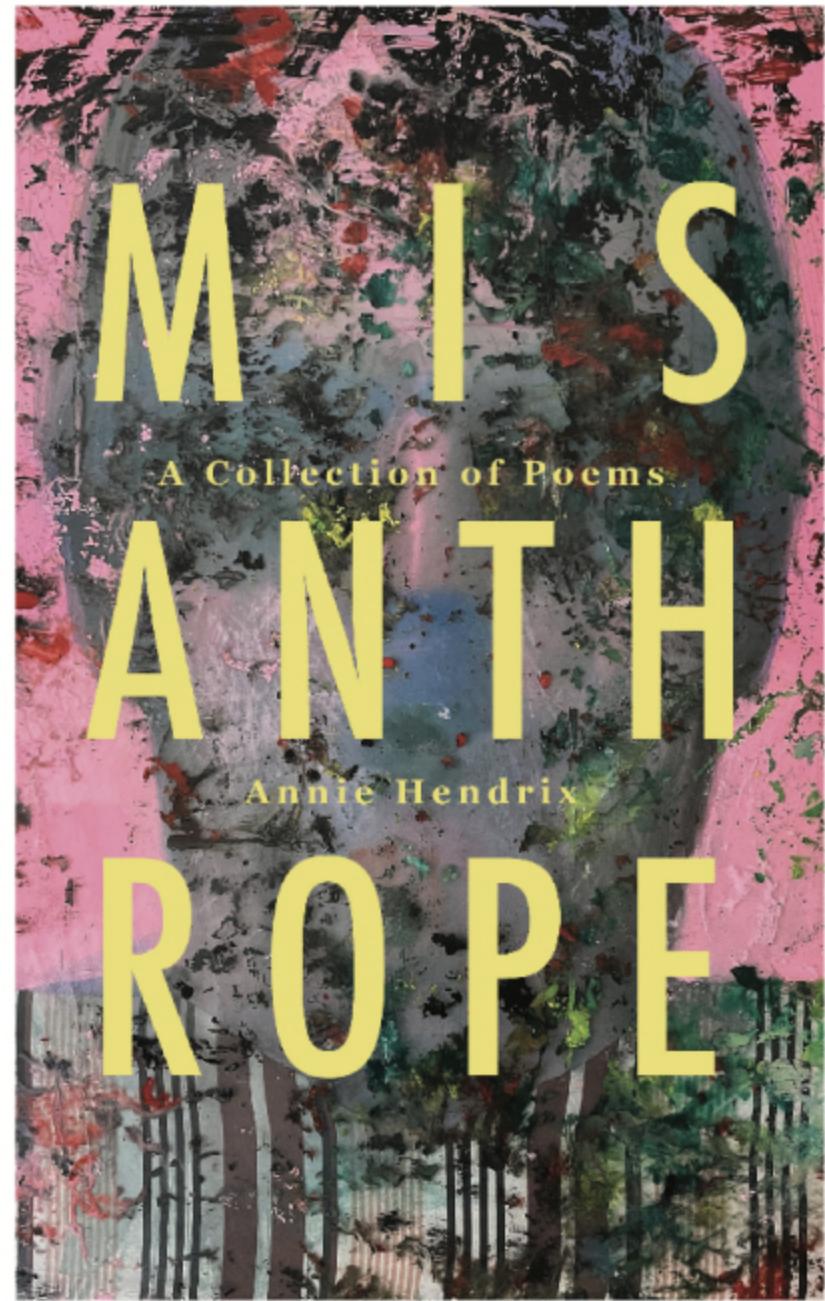
Textured, Abstract, Bright,
Thought-provoking

Cover Sketches

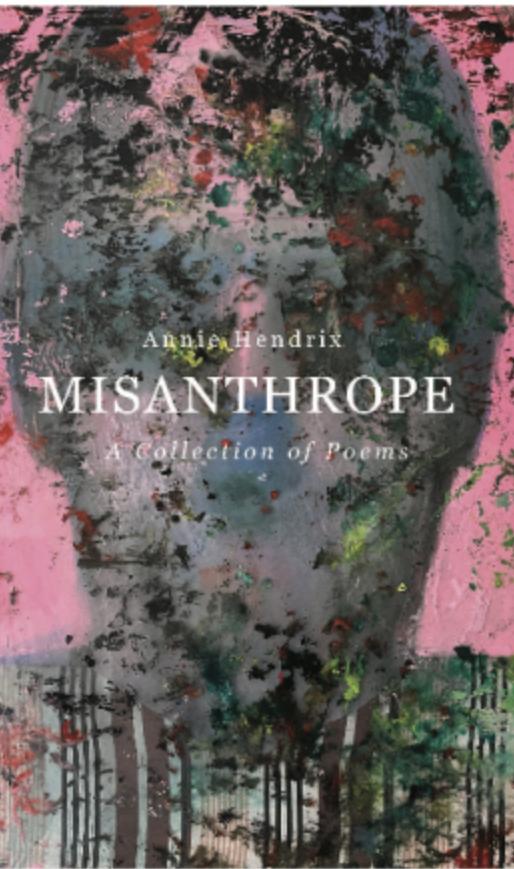


MISANTHROPE

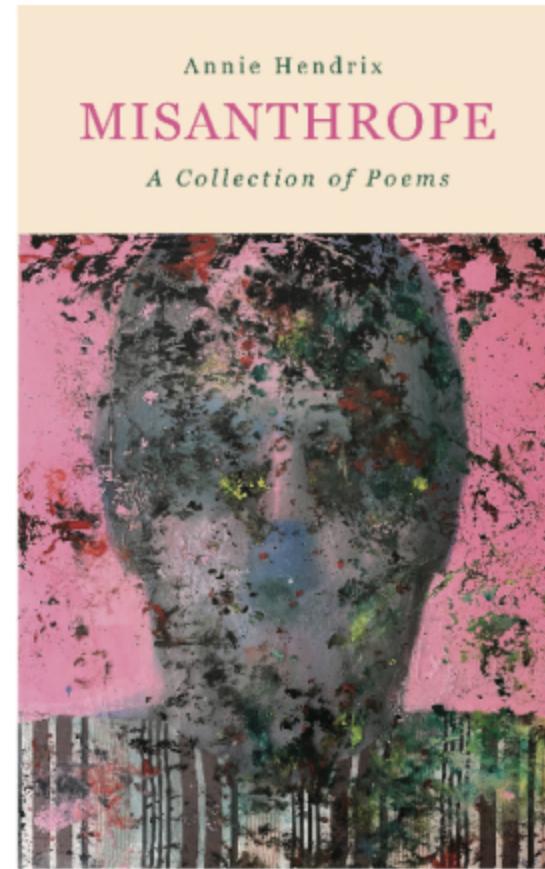
OPTION 1



1A



1B

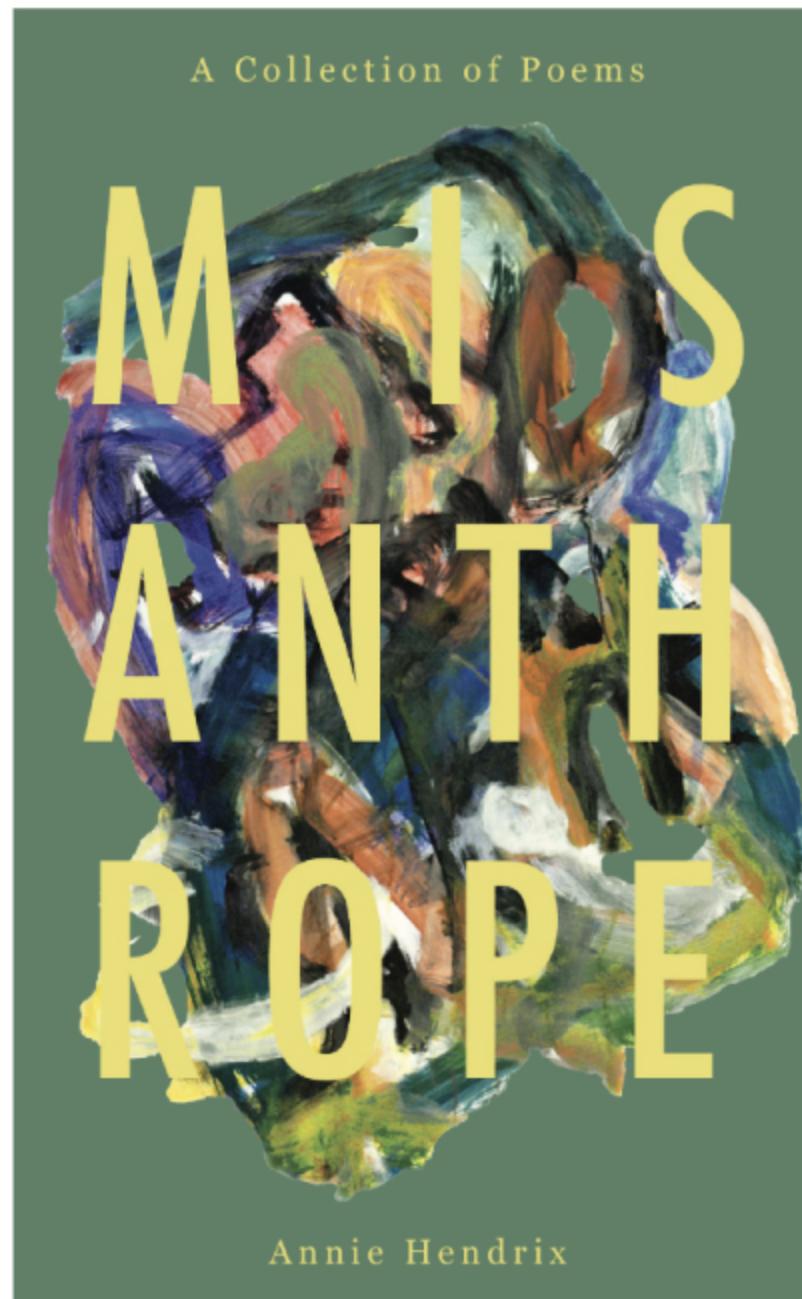


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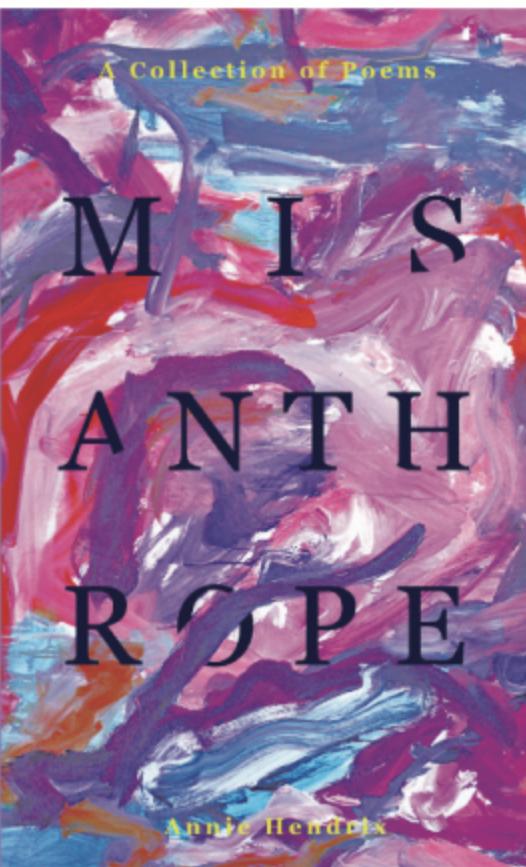


MISANTHROPE

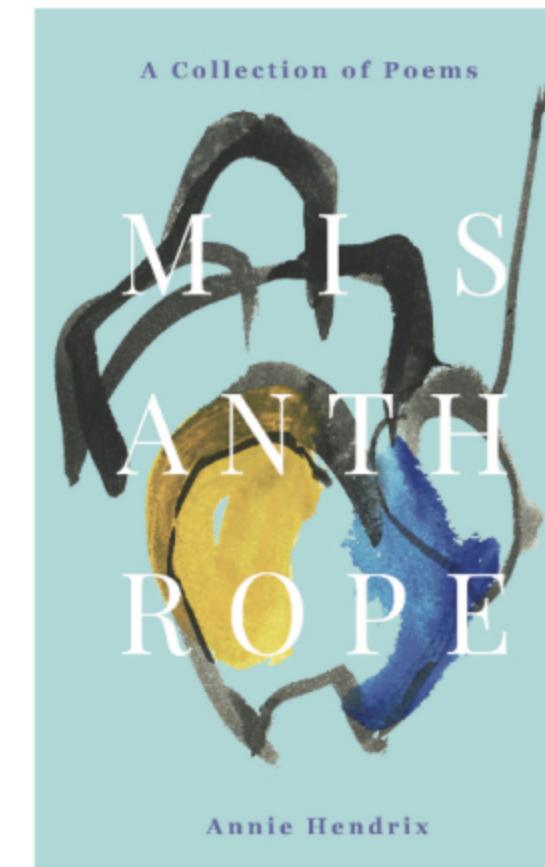
OPTION 2



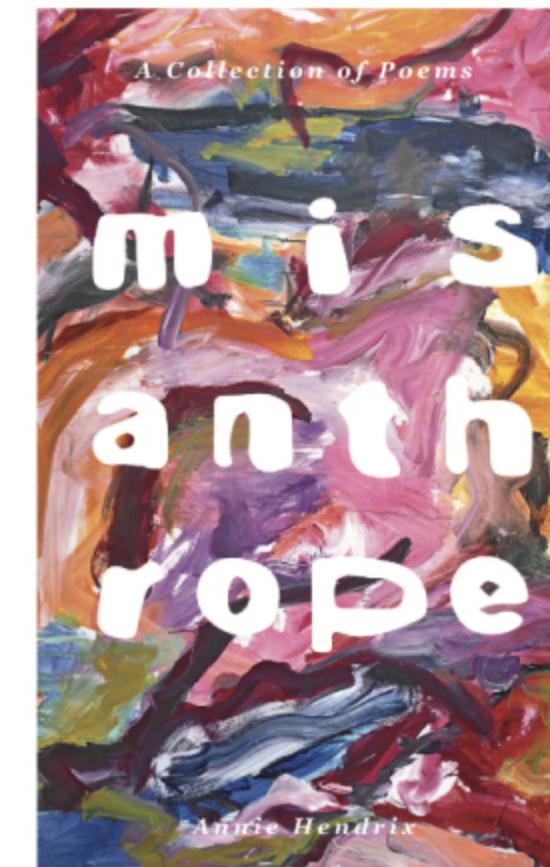
2A



2B

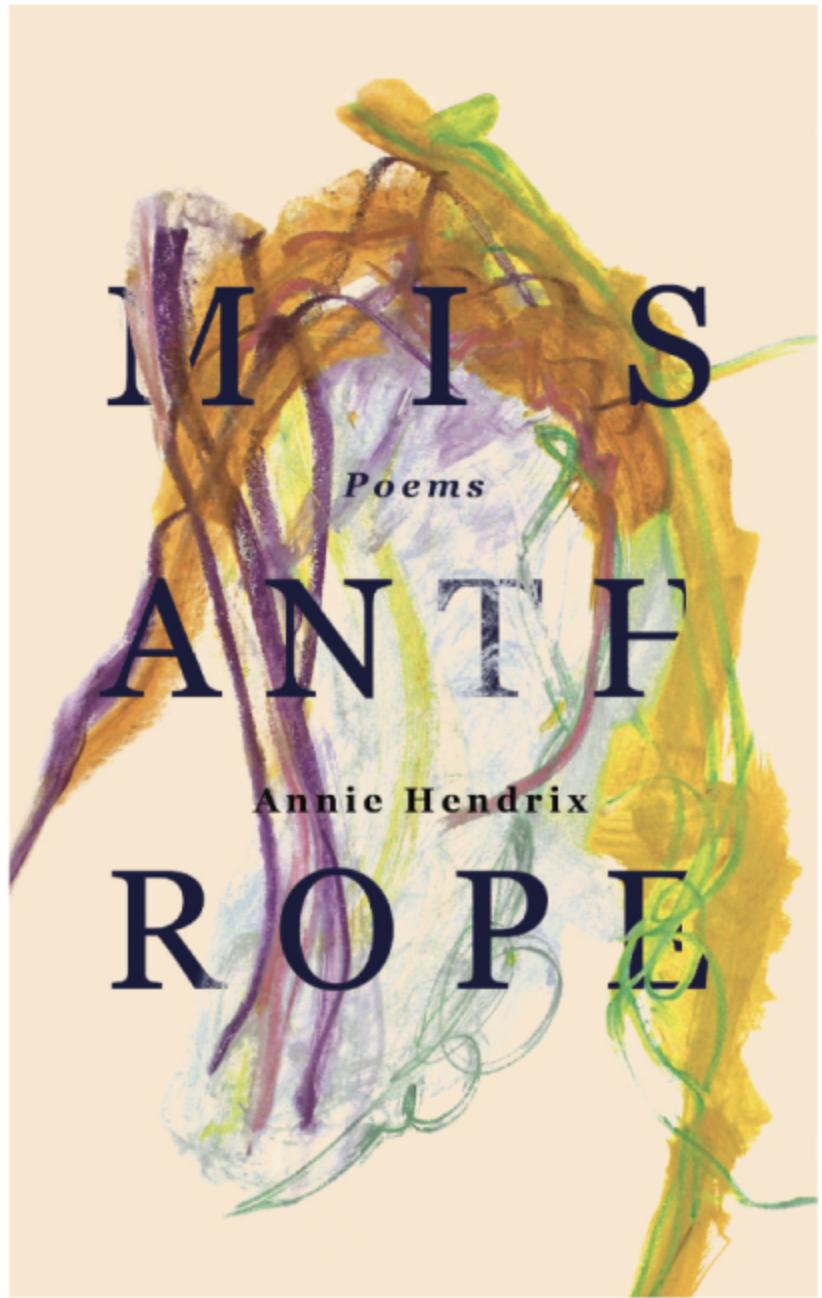


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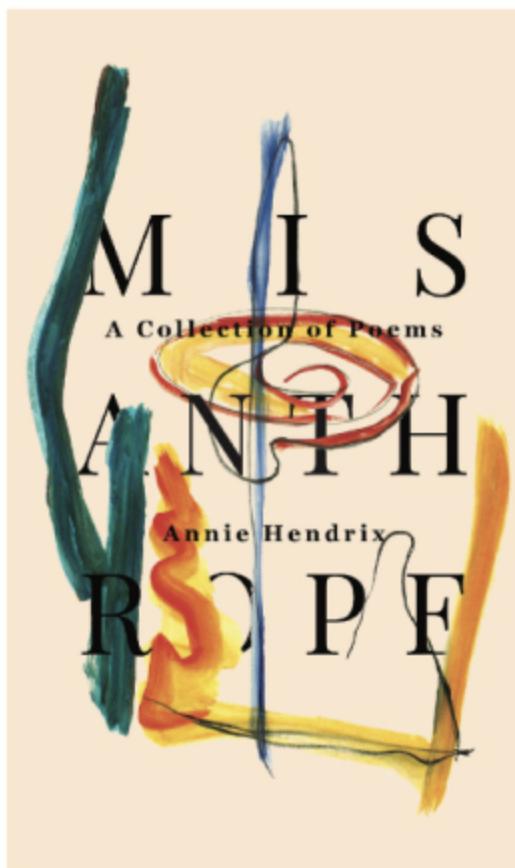


MISANTHROPE

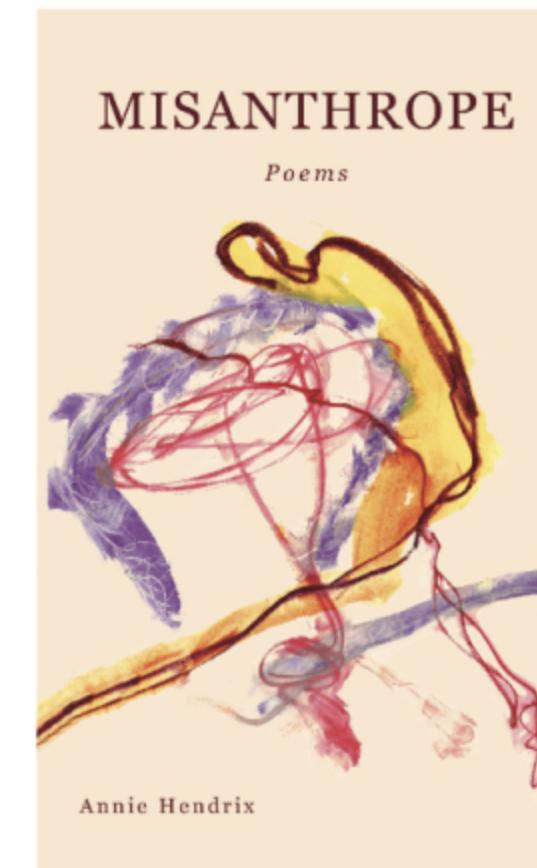
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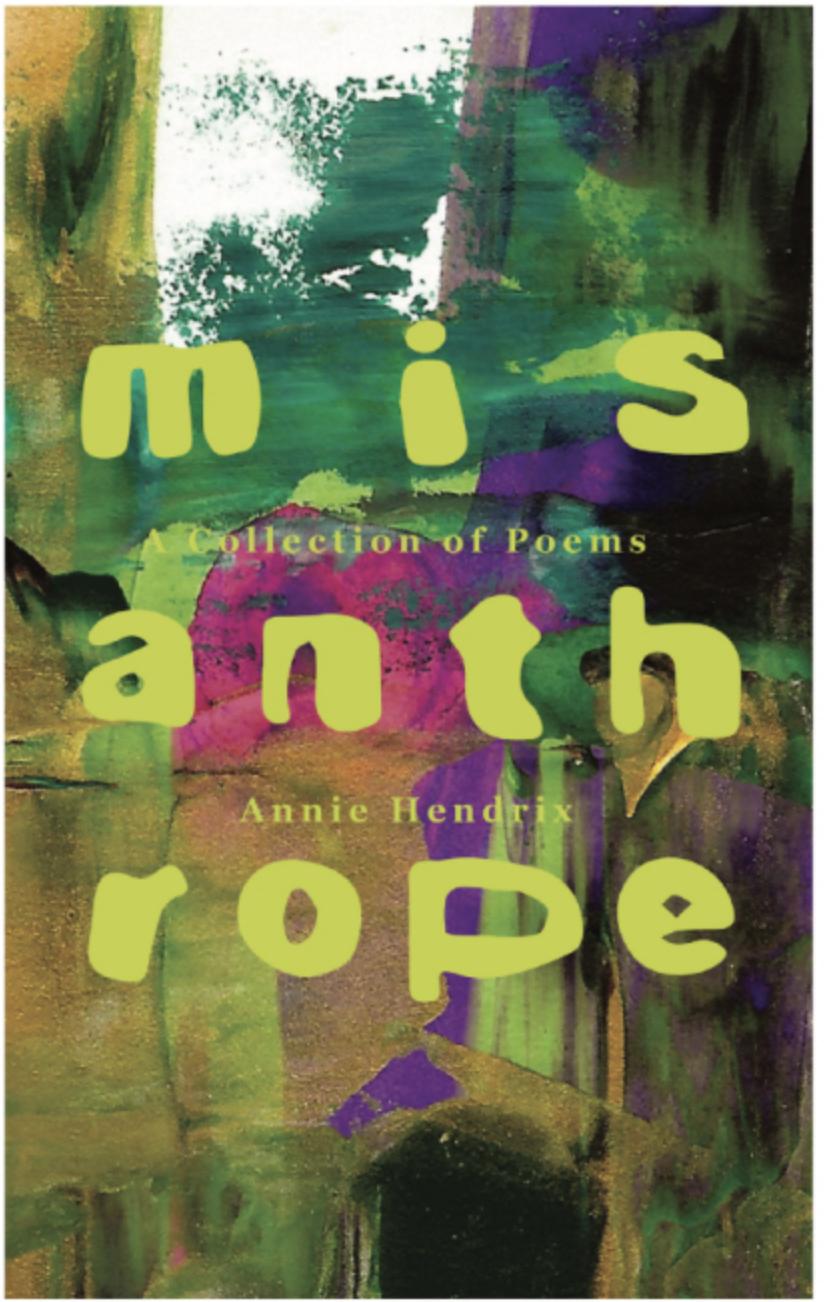
3A



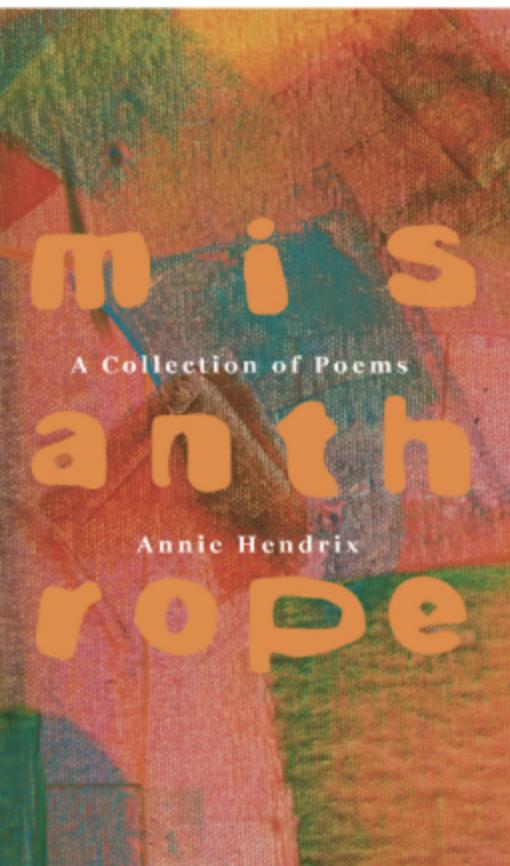
3B



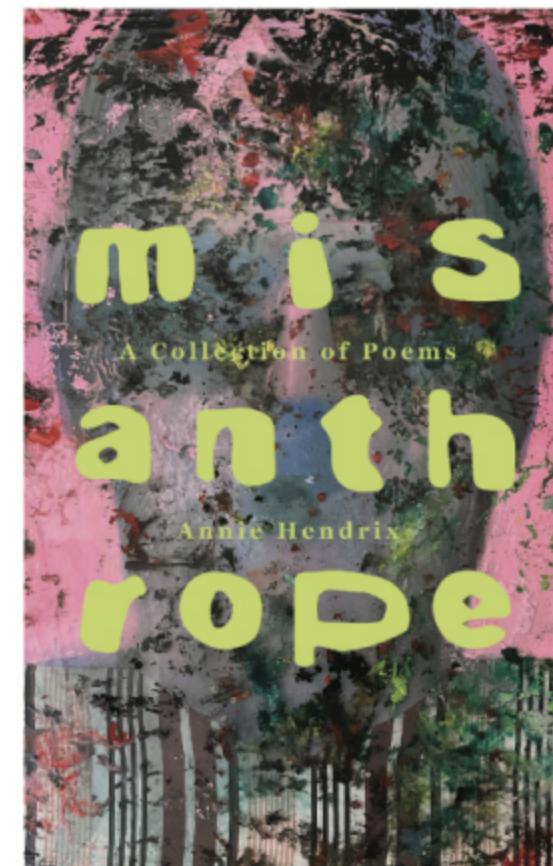
OPTION 4



4A

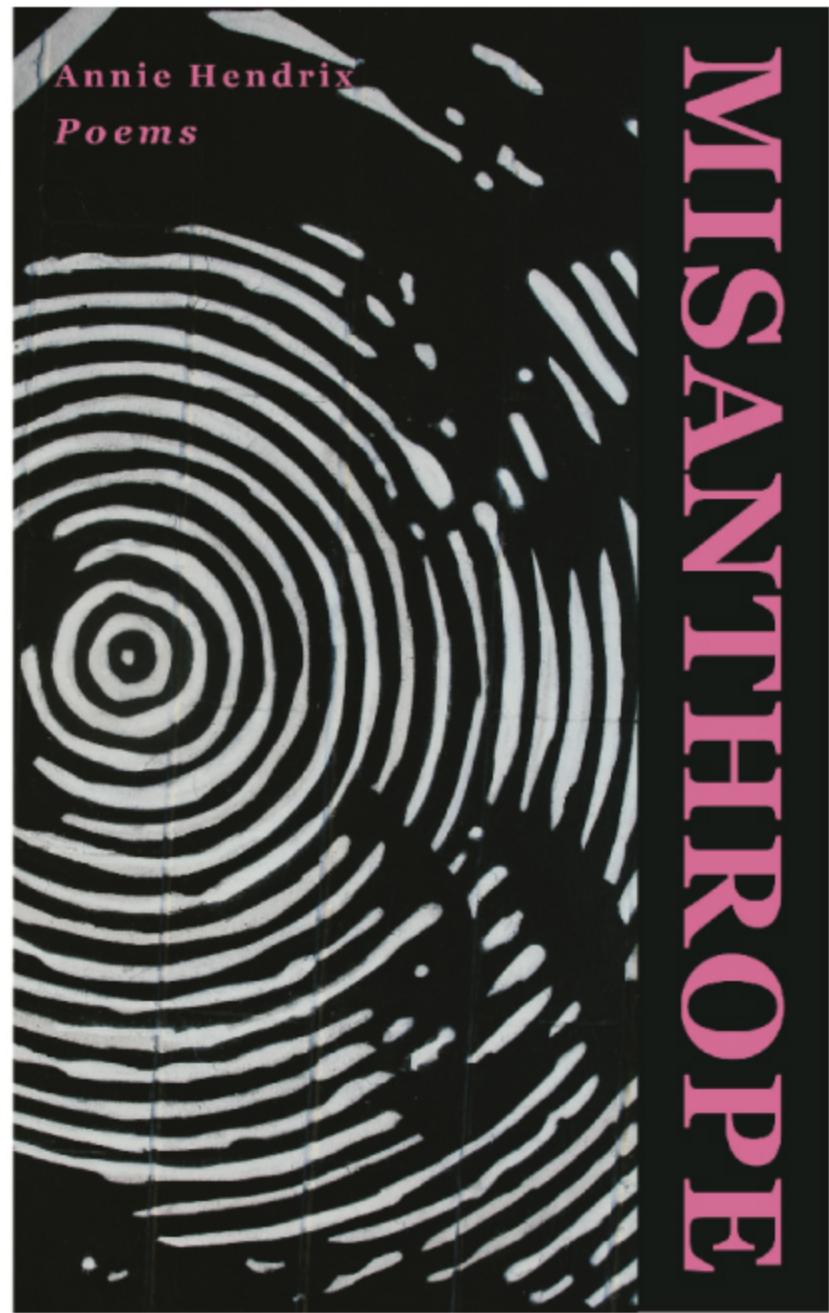


4B

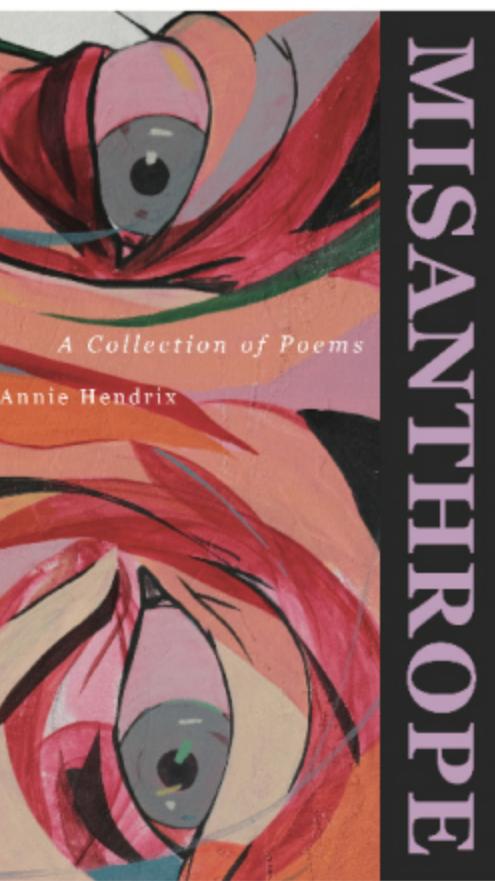


MISANTHROPE

OPTION 5

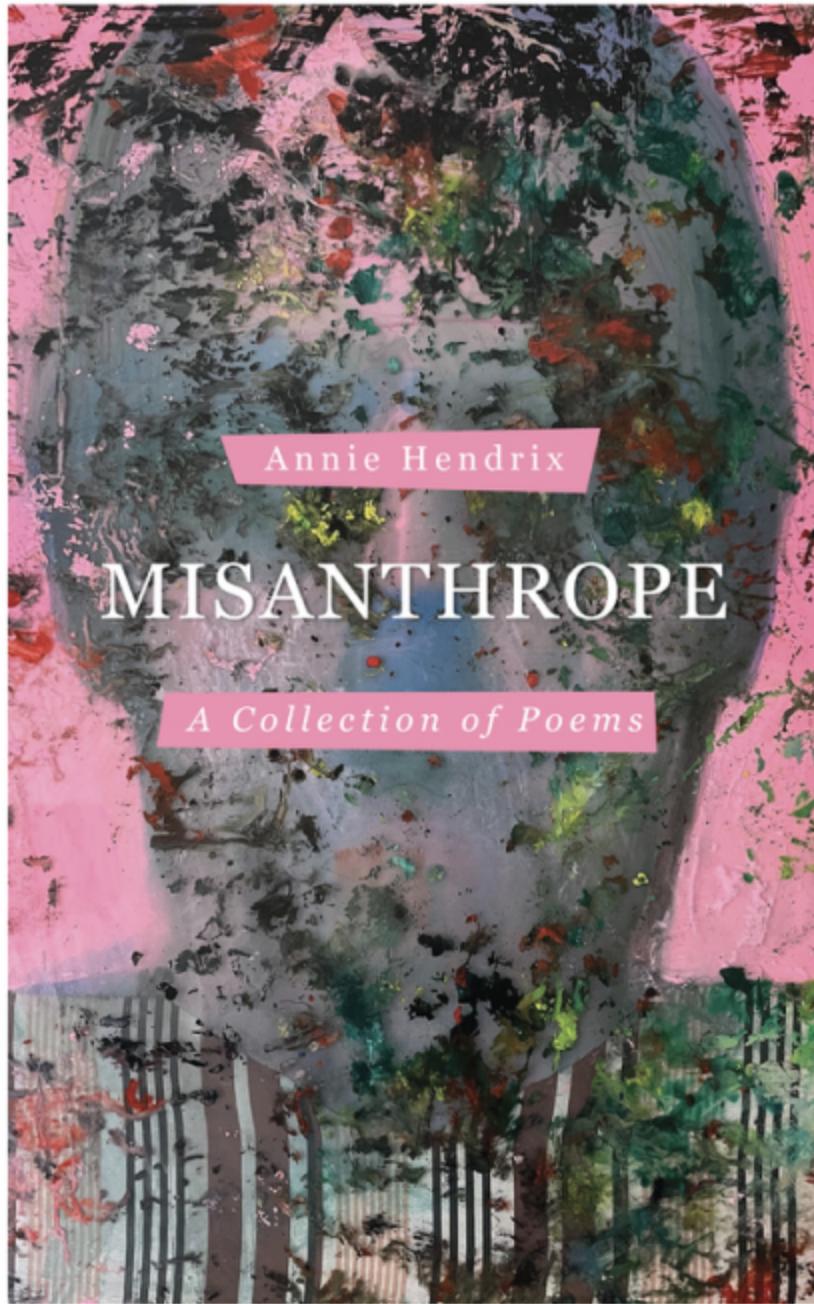


5A

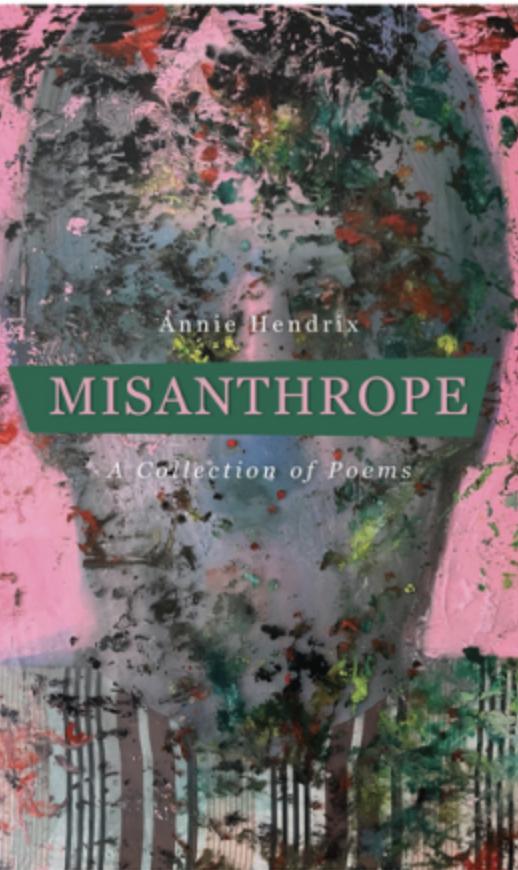


MISANTHROPE

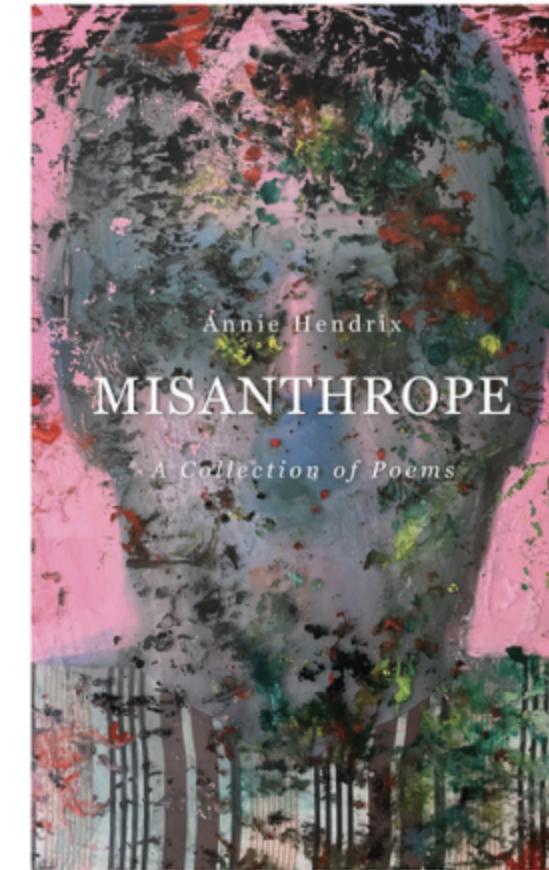
OPTION 1



1A

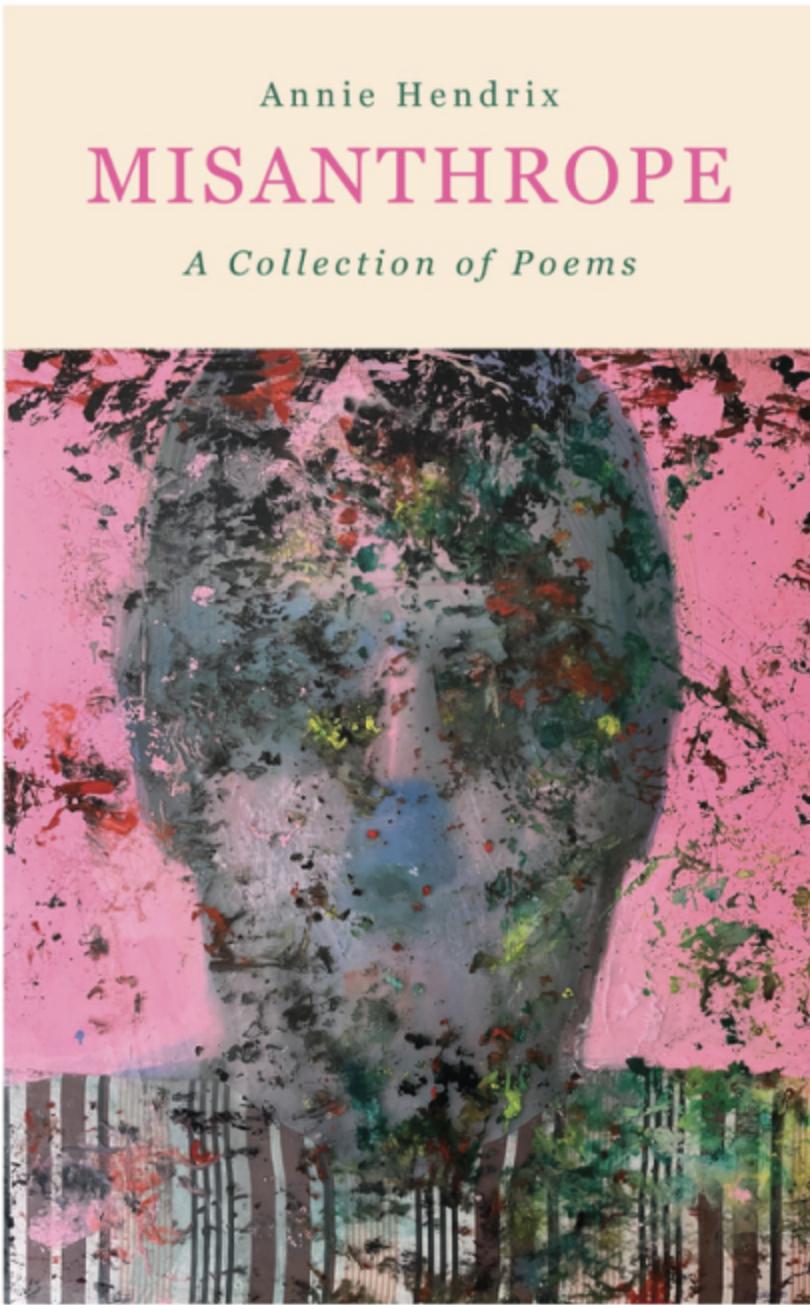


1B

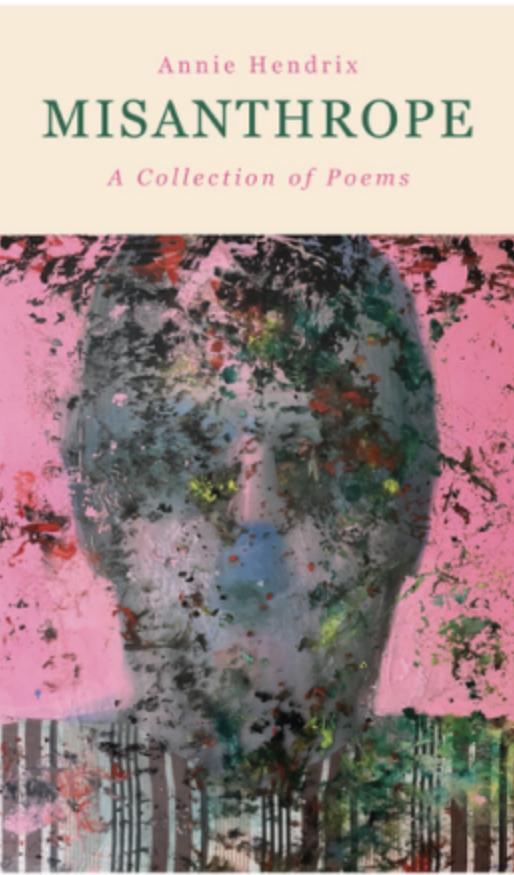


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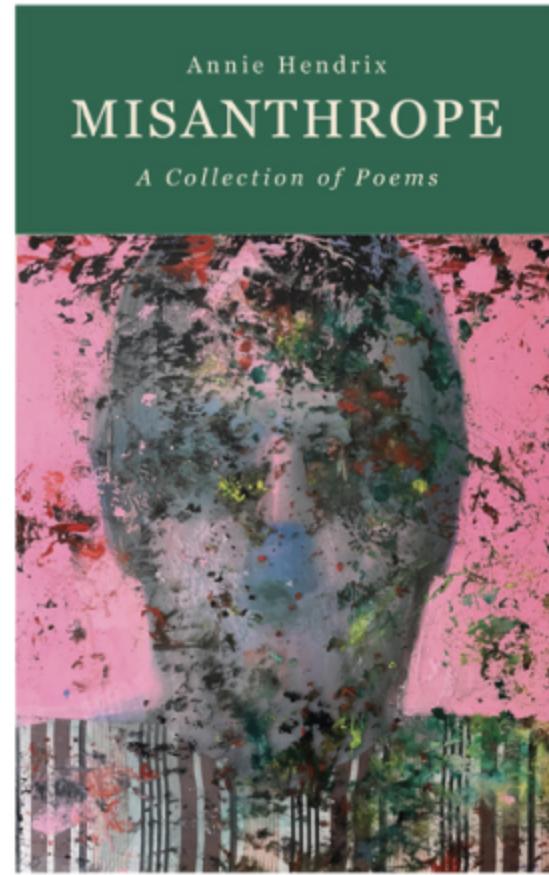
OPTION 2



2A

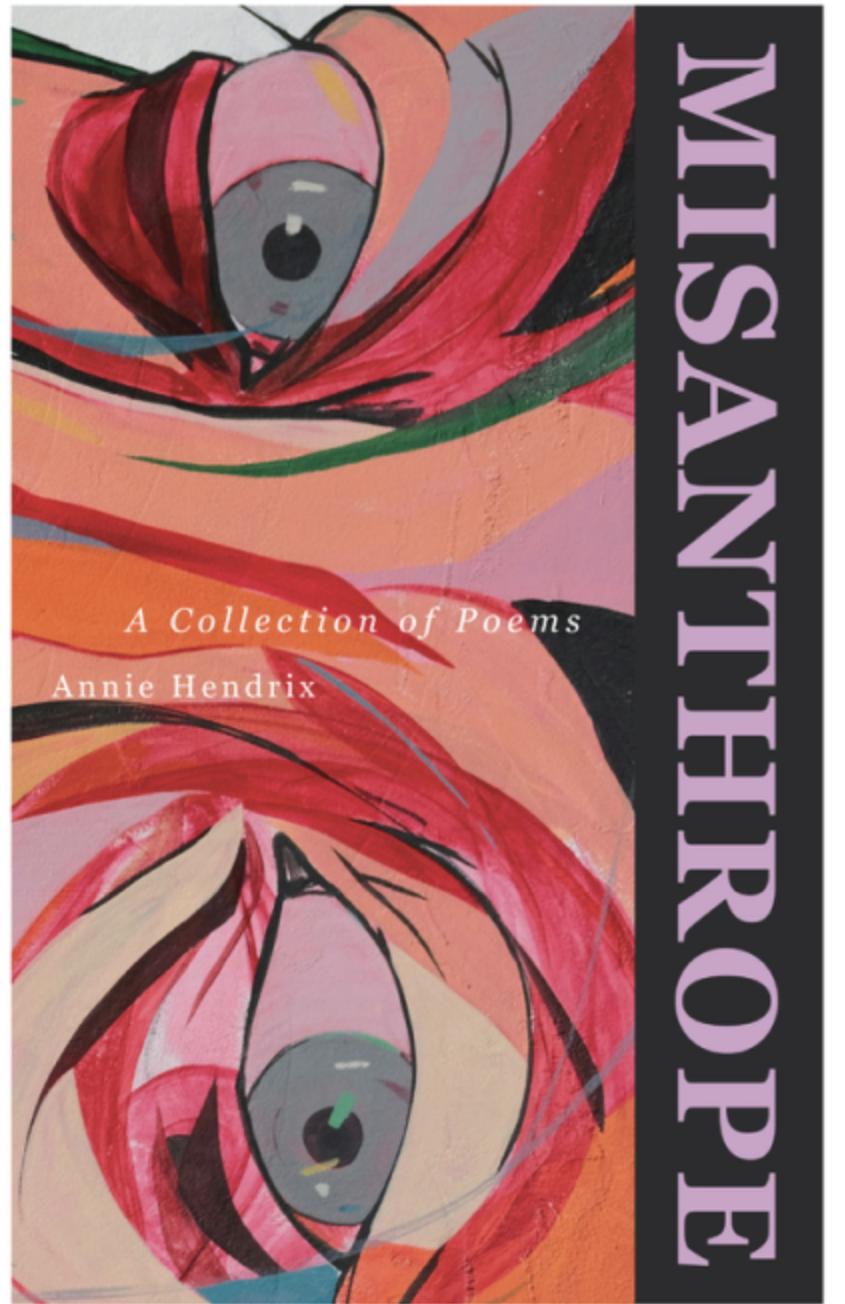


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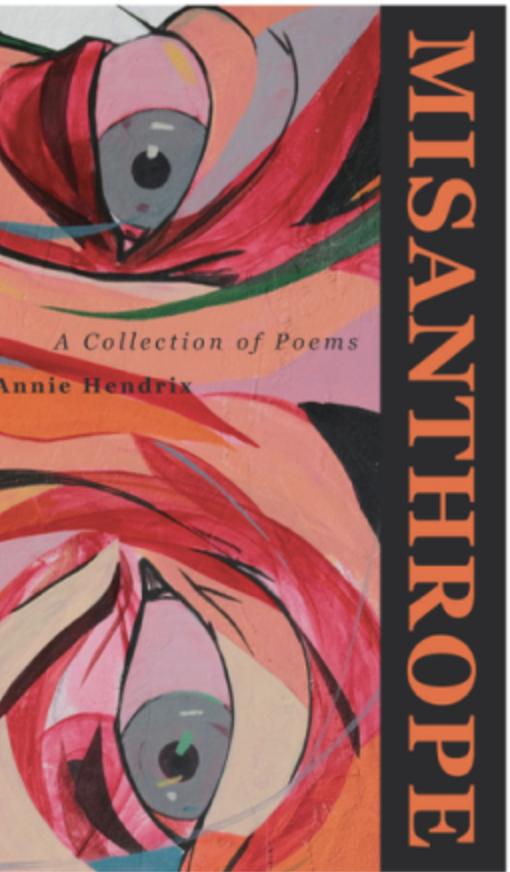


MISANTHROPE

OPTION 3



3A

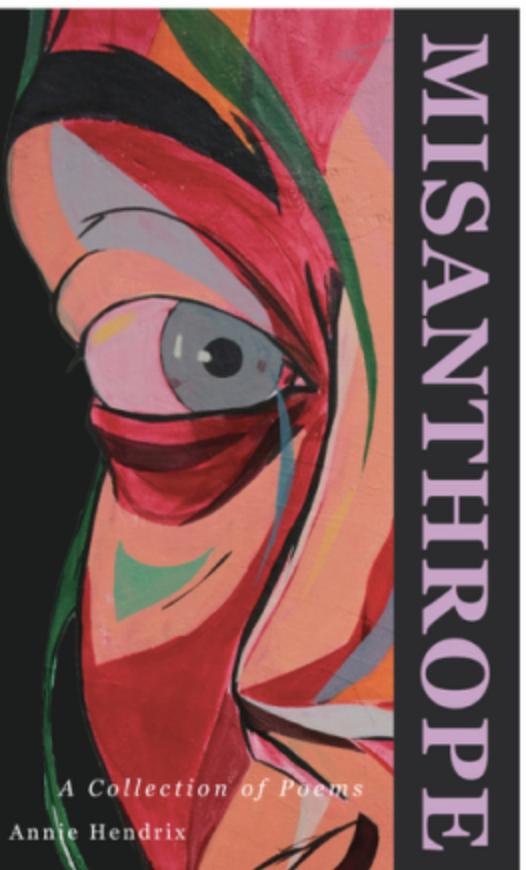


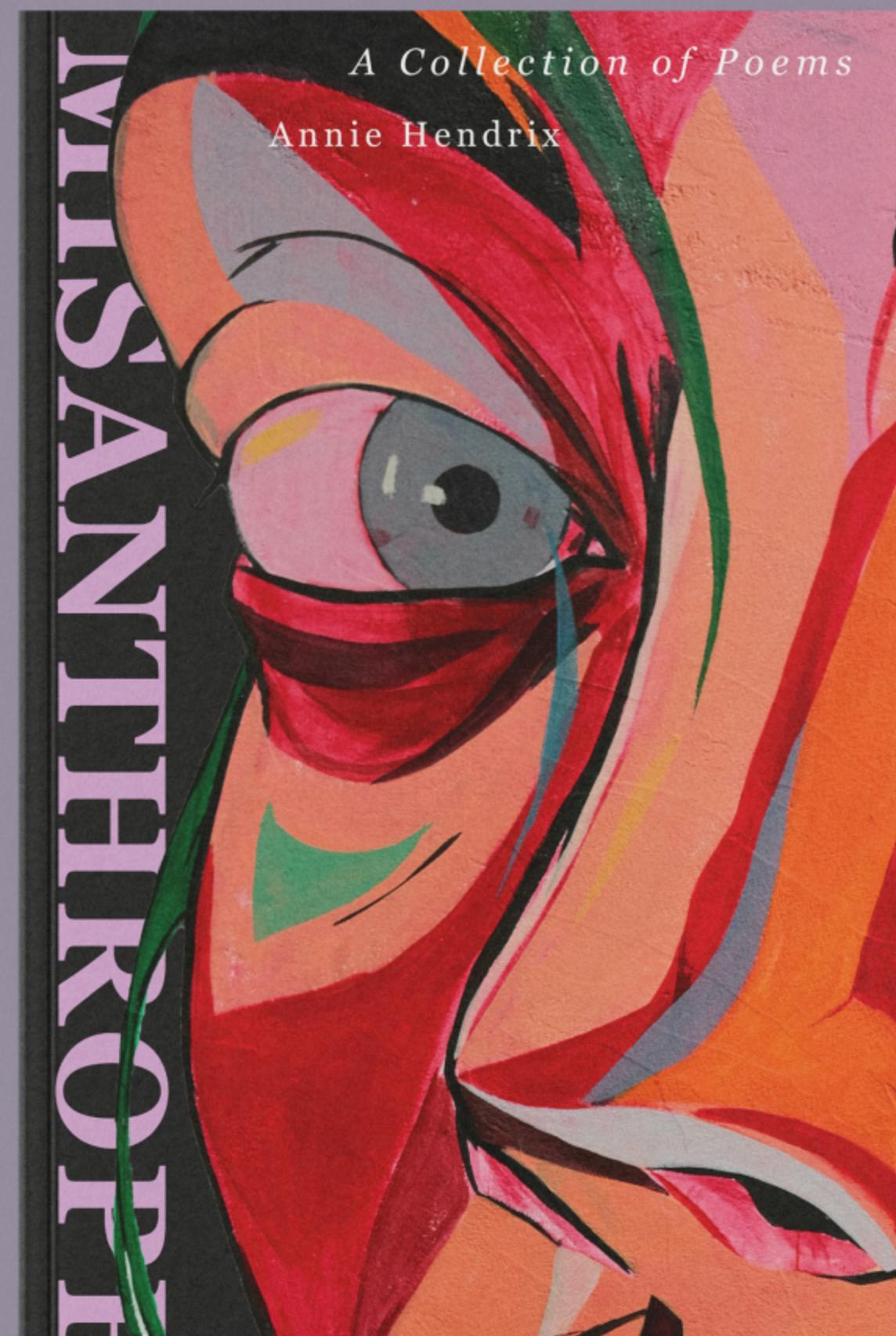
MISANTHROPE

OPTION 4



4A

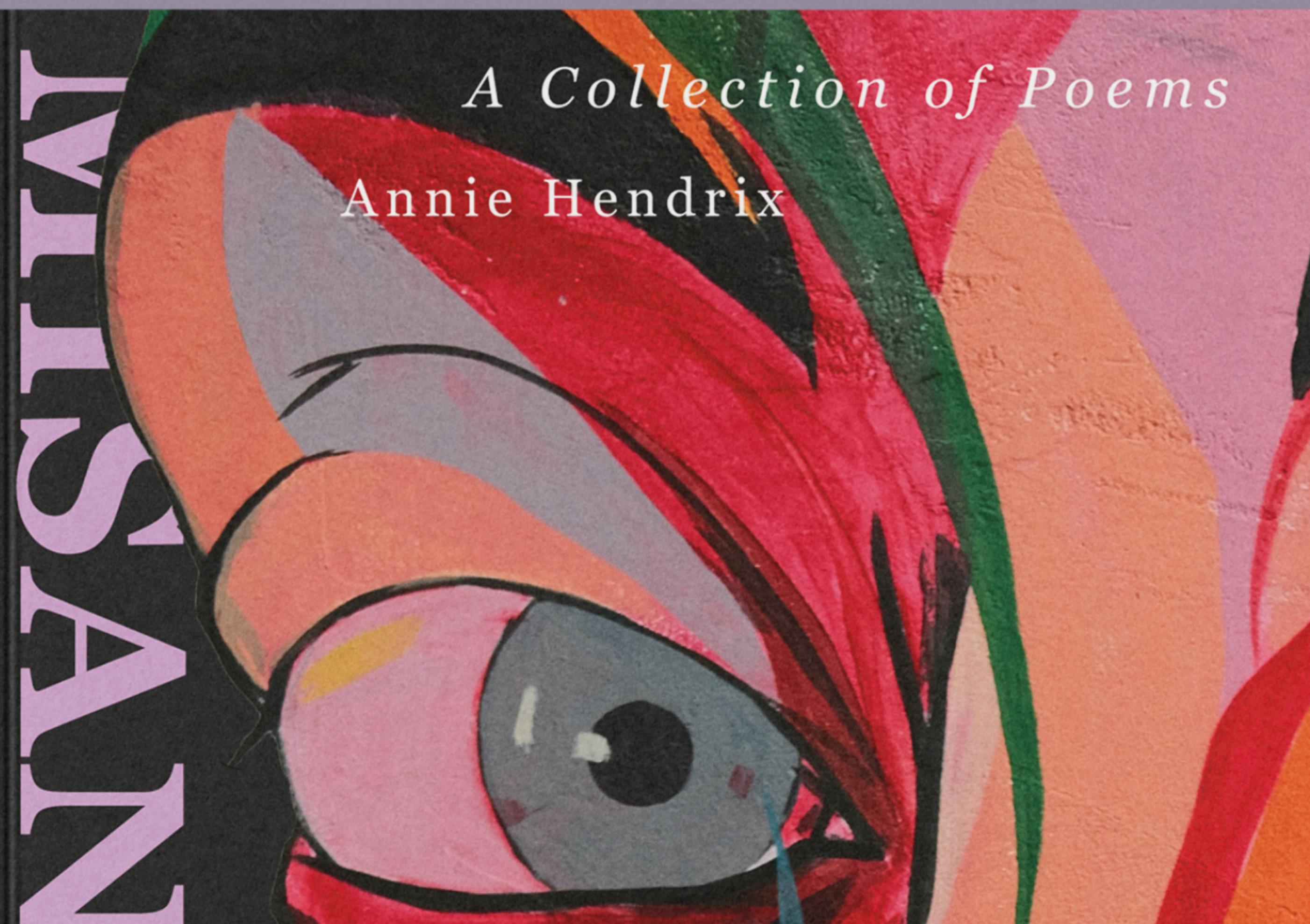




ANNIE HENDRIX

A Collection of Poems

Annie Hendrix





Heading North With Nonna

Recipes From Northern Italy



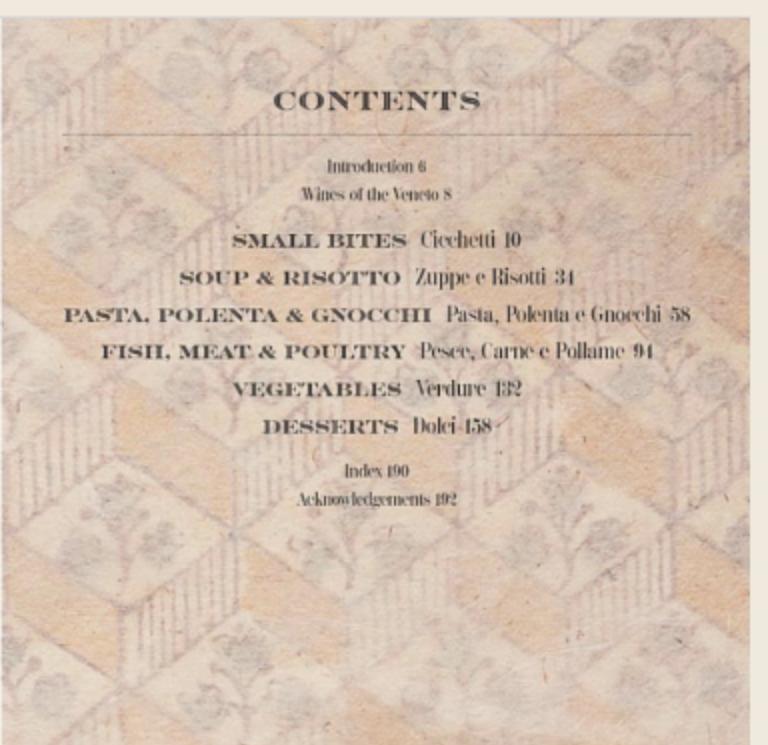
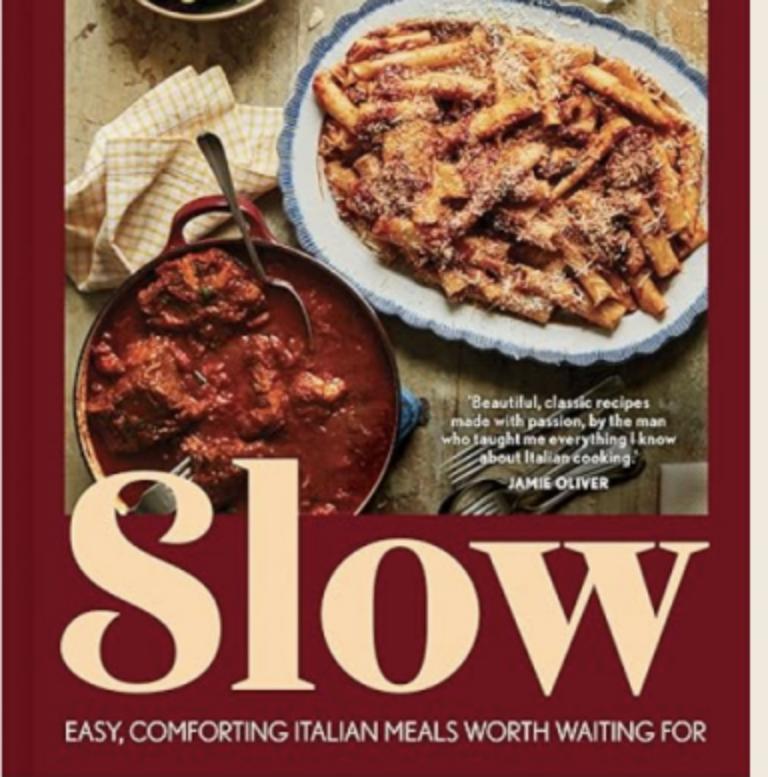
Recipes by Avelina Giampuzzi
Foreword by Alexa Giampuzzi

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.

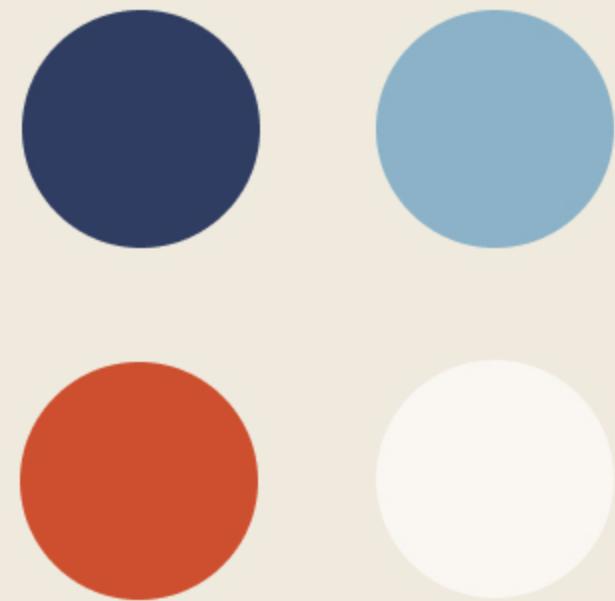
The client wanted a simple but comfortable design, showcasing the food and cultural nods to past generations. This included tried and true classic serif fonts as well as Nonna's favourite colours.



FINAL CONCEPT

Minimal, Simple, Inviting
Comfortable, Traditional

COLOUR PALETTE



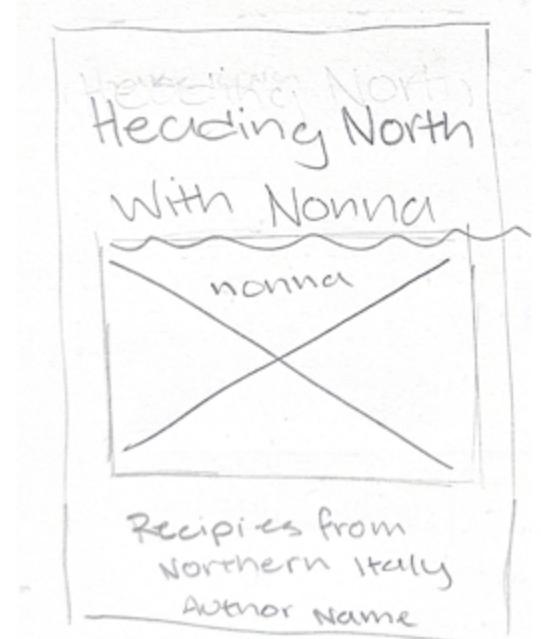
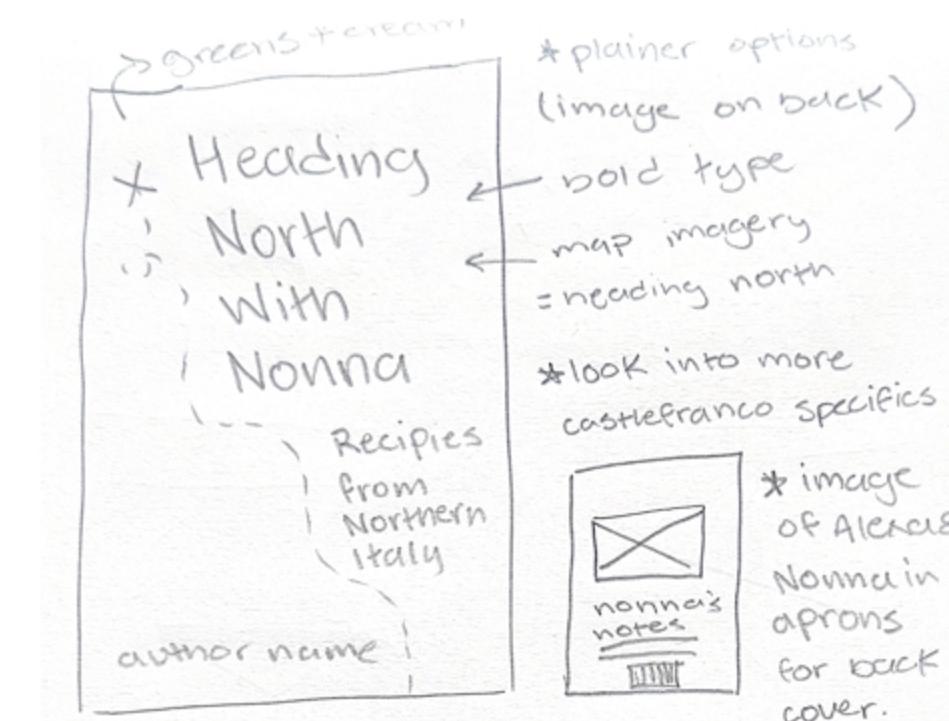
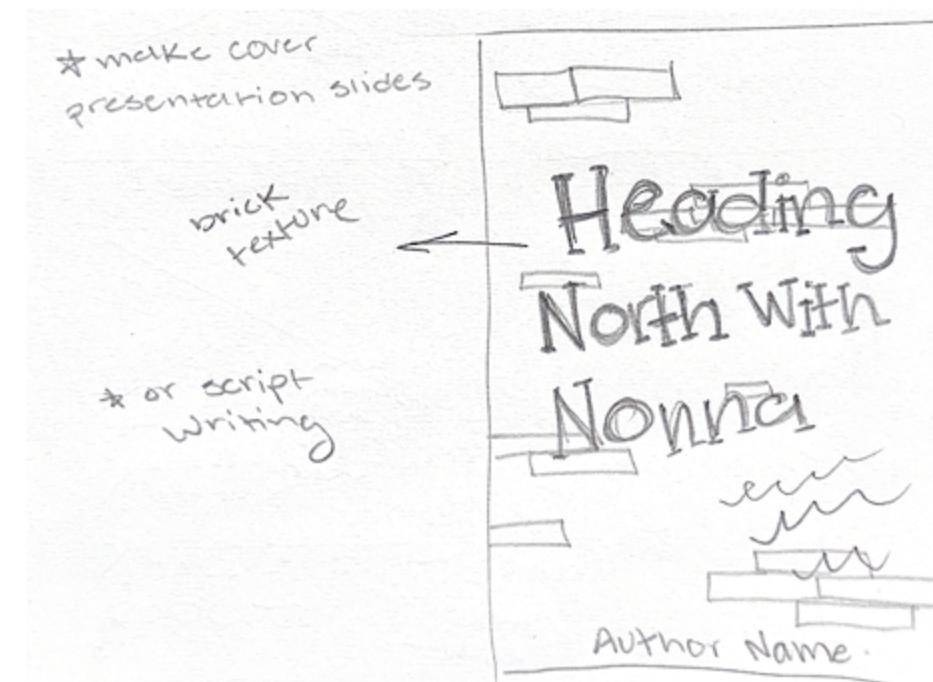
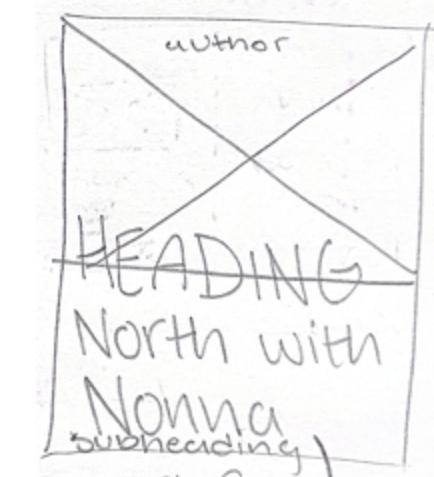
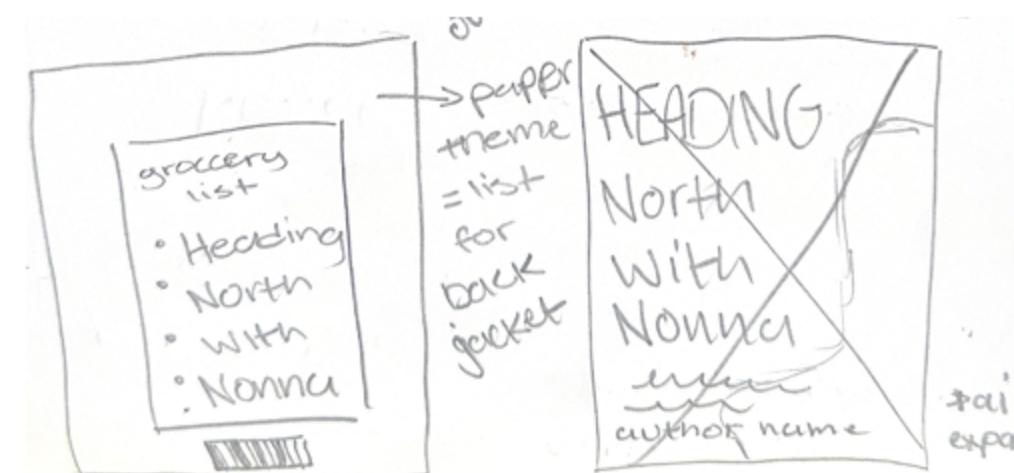
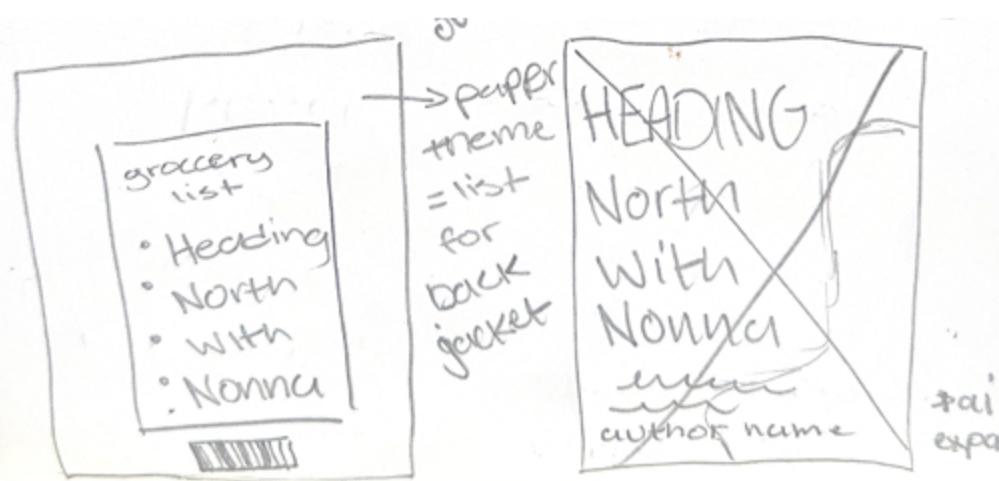
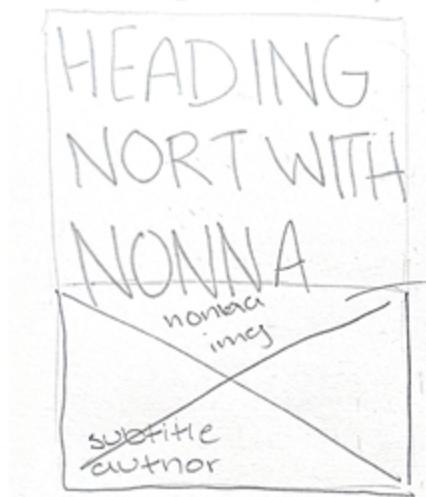
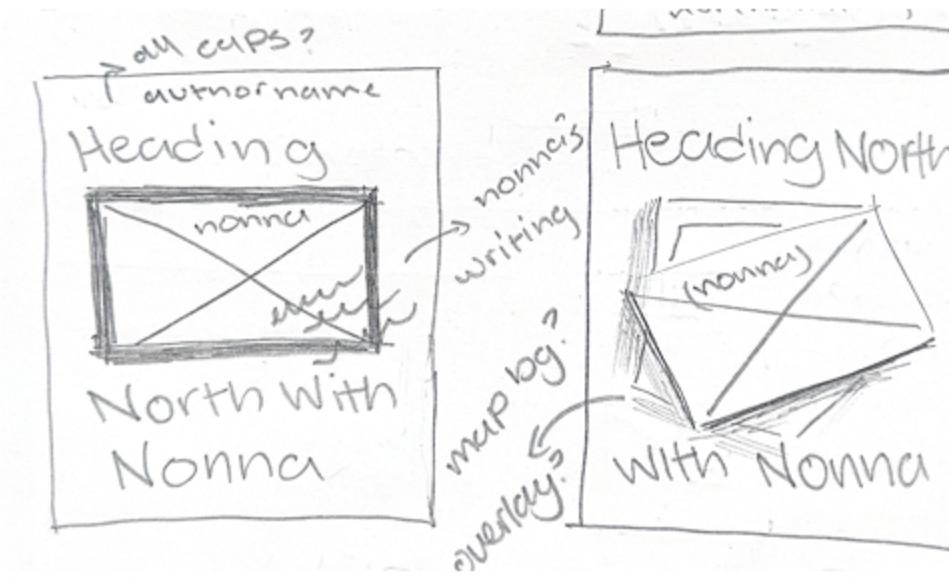
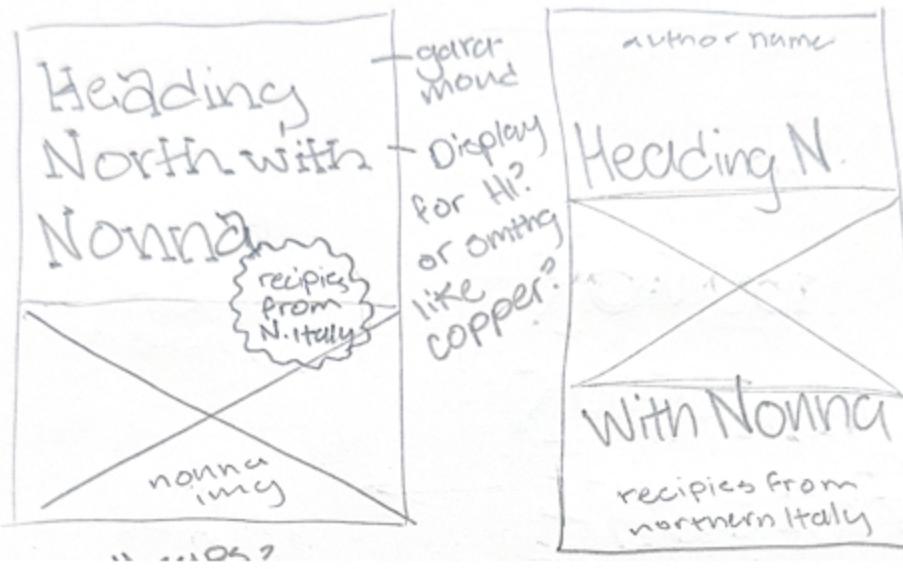
TYPOGRAPHY

Heading North With Nonna

Recipes From Northern Italy

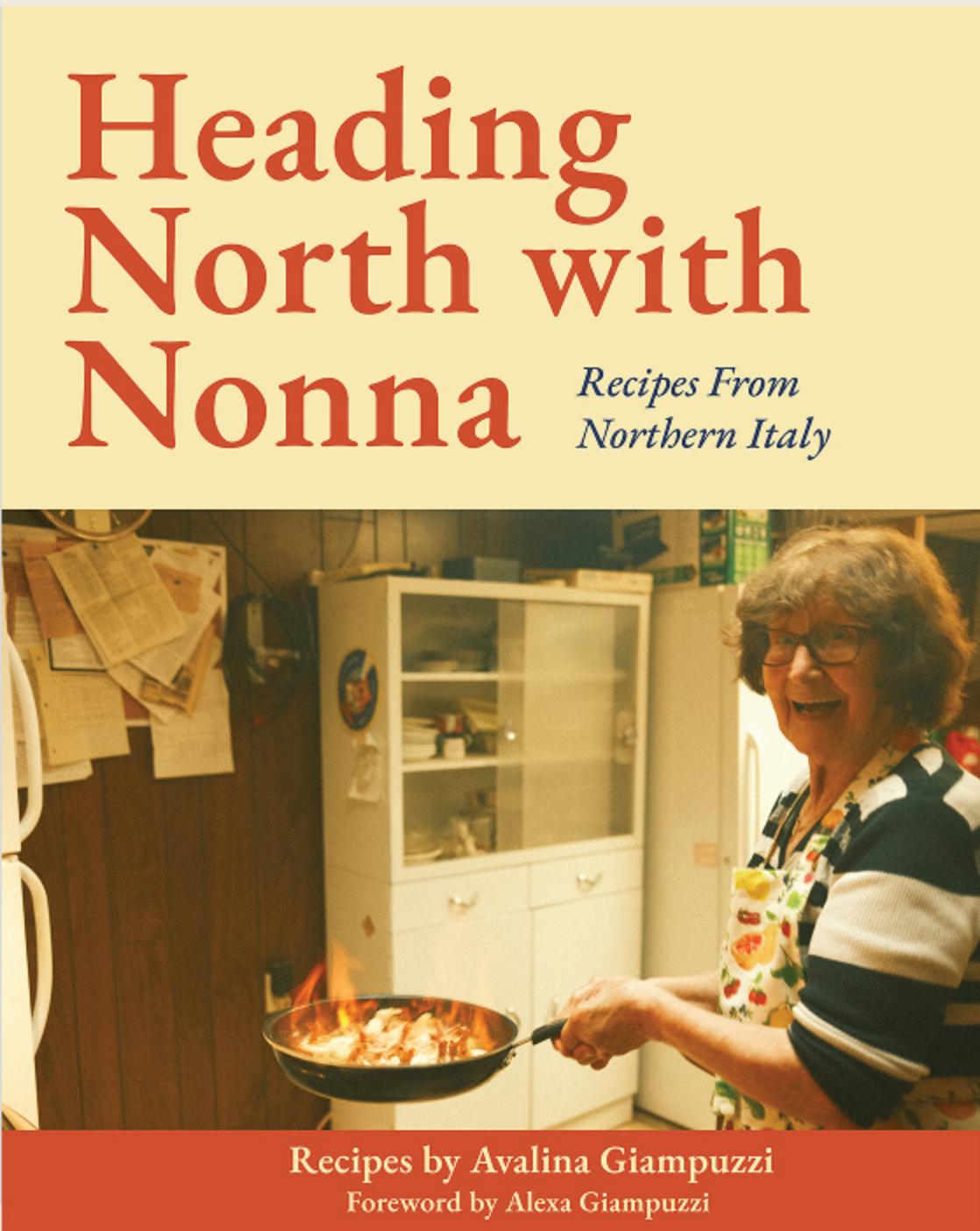
Nonna's Notes

Cover Sketches

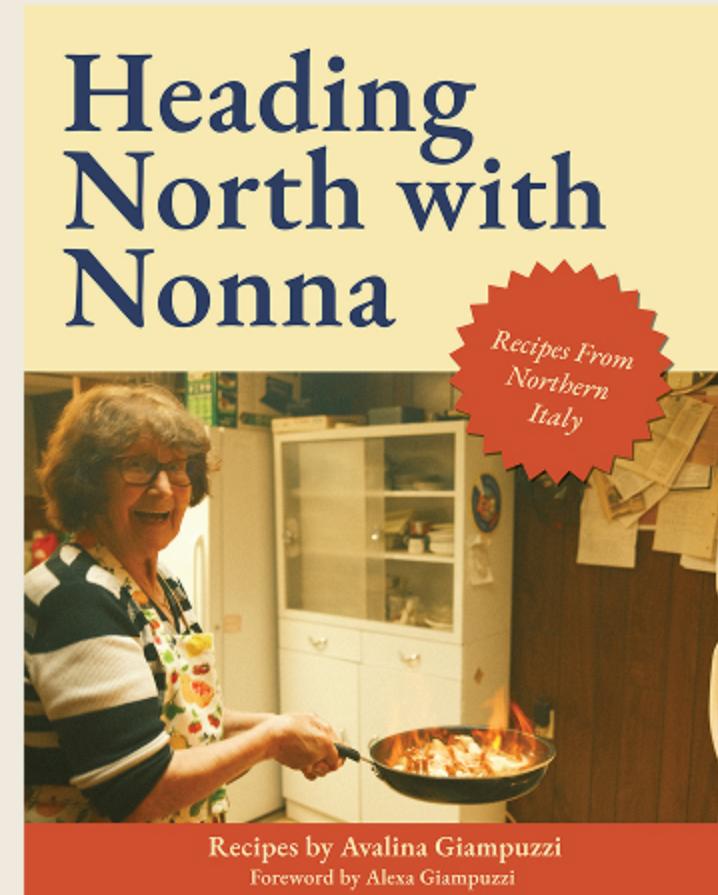


Covers Round 1

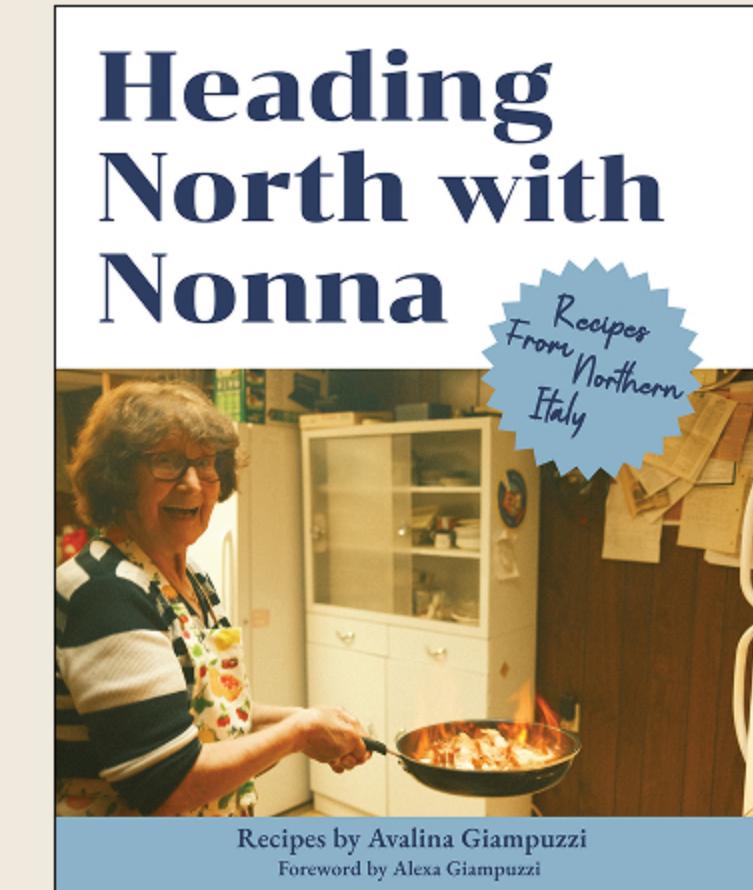
OPTION 1



1A

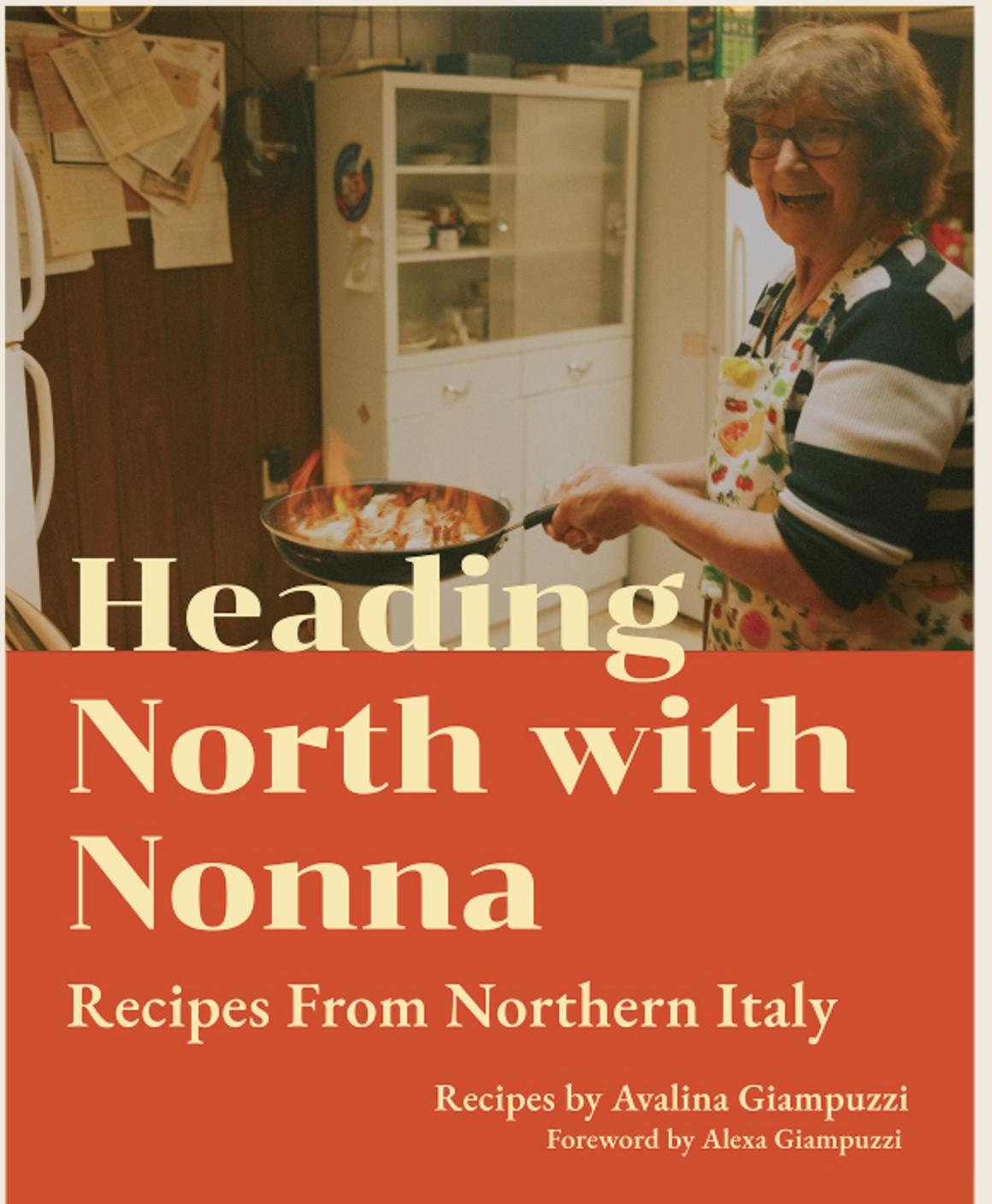


1B



Covers Round 1

OPTION 2



2A

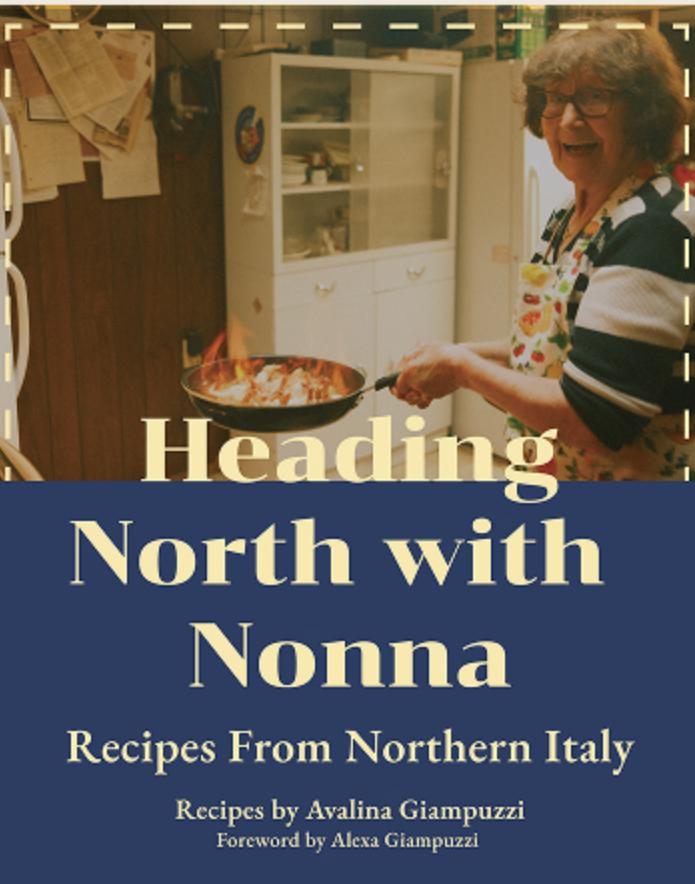


Covers Round 1

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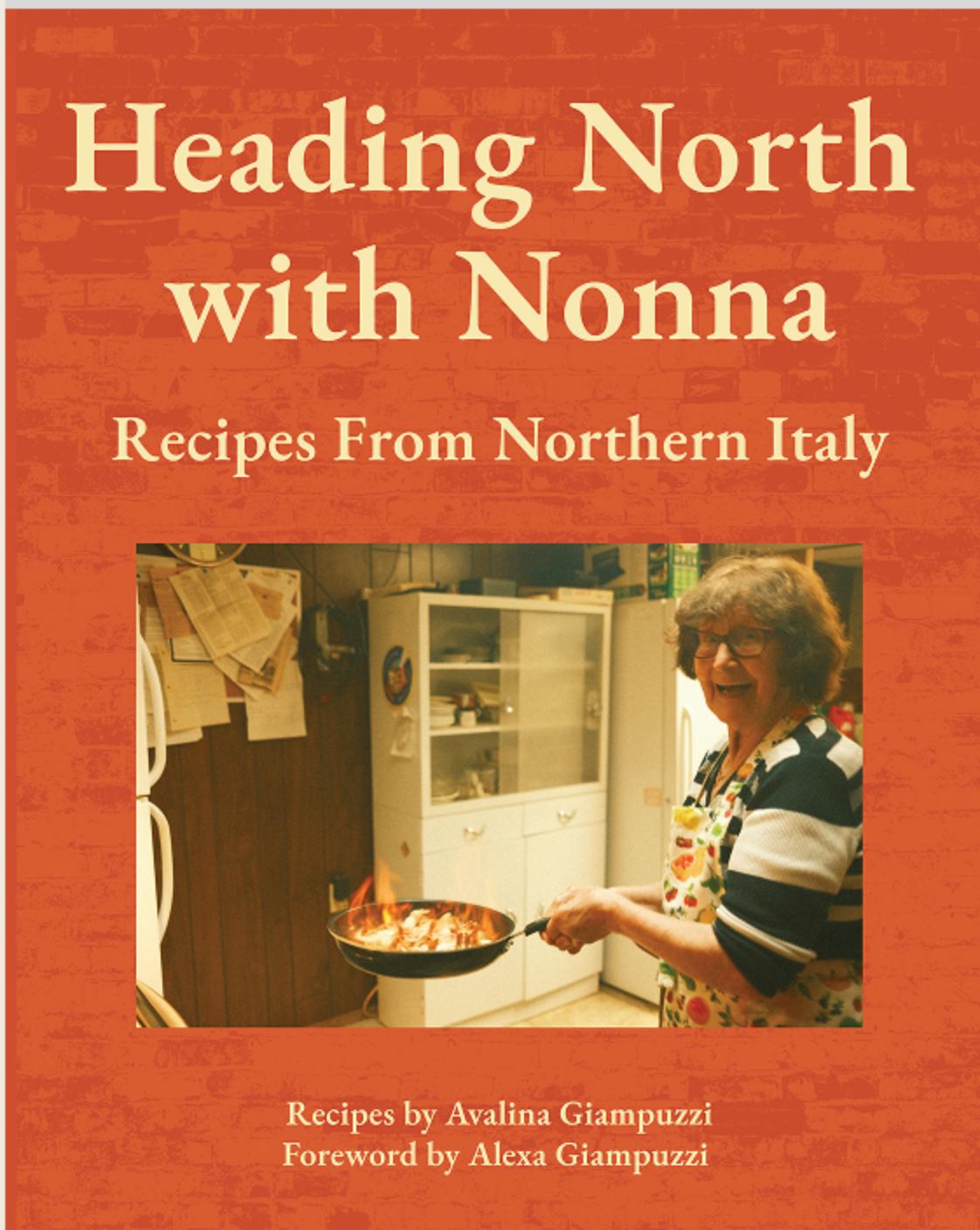


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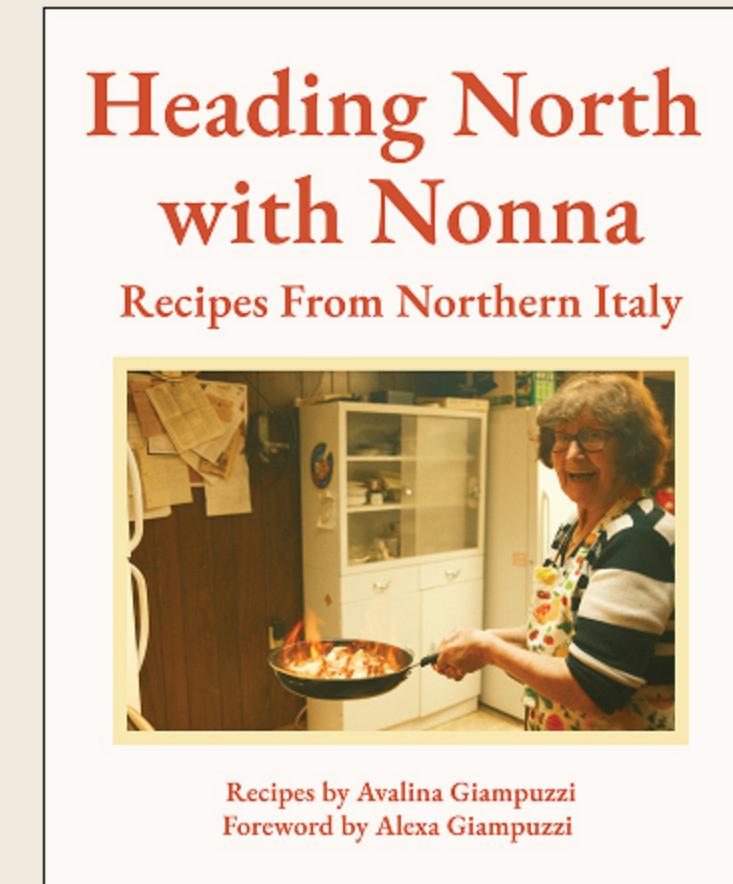


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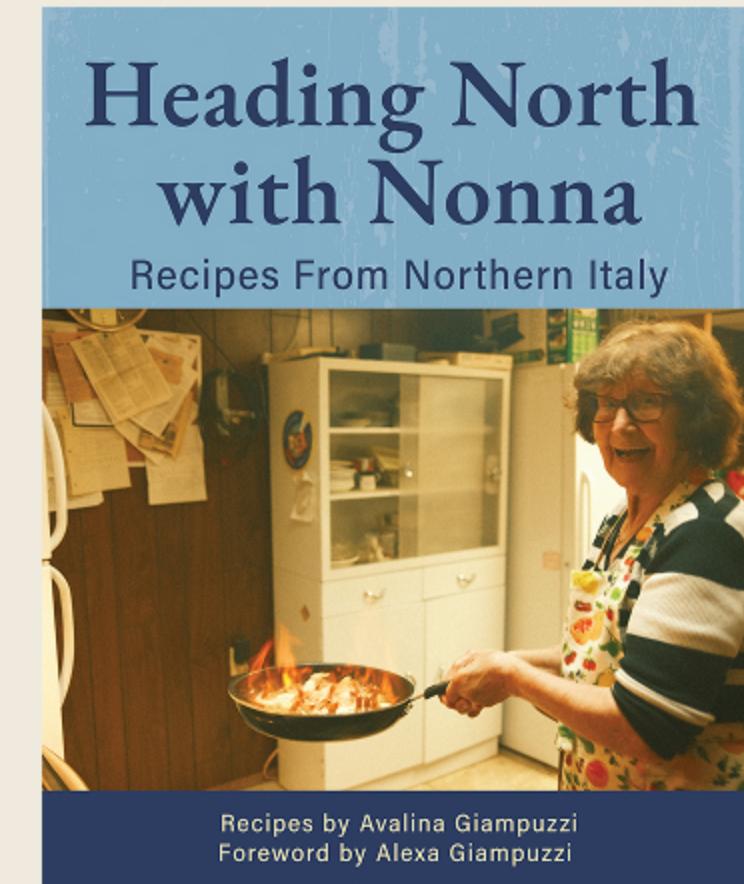
OPTION 4



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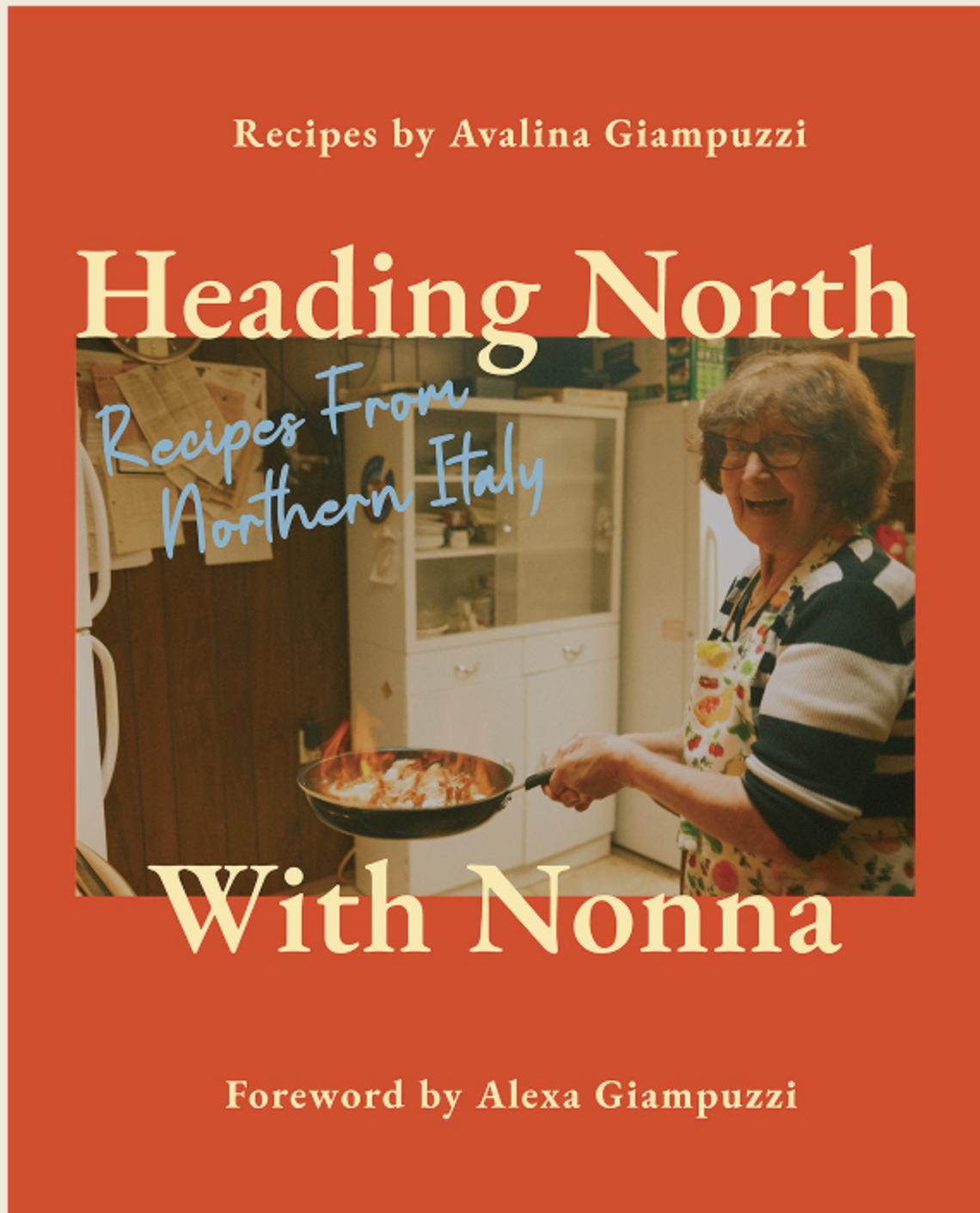


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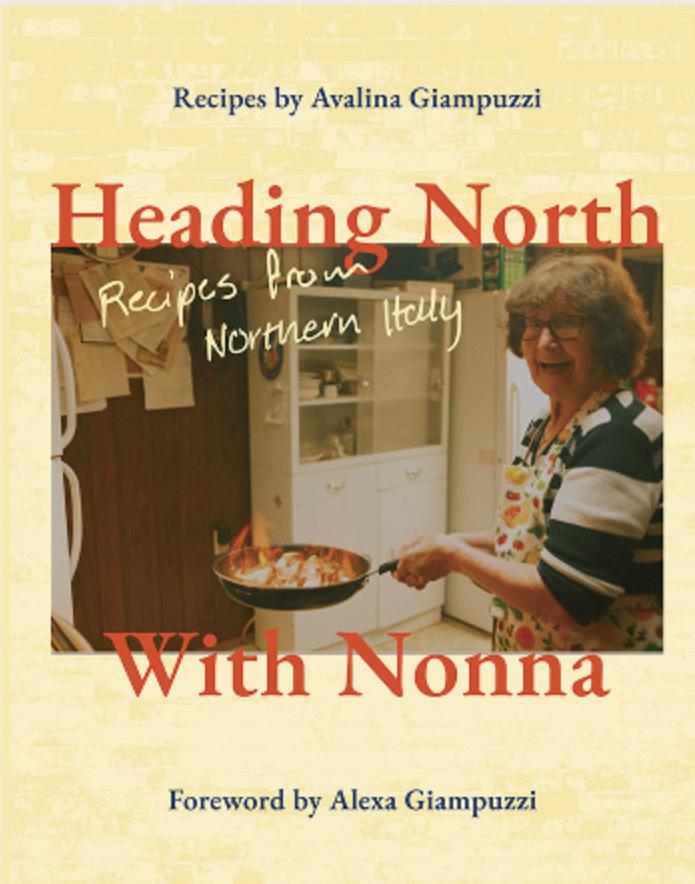


Covers Round 1

OPTION 5

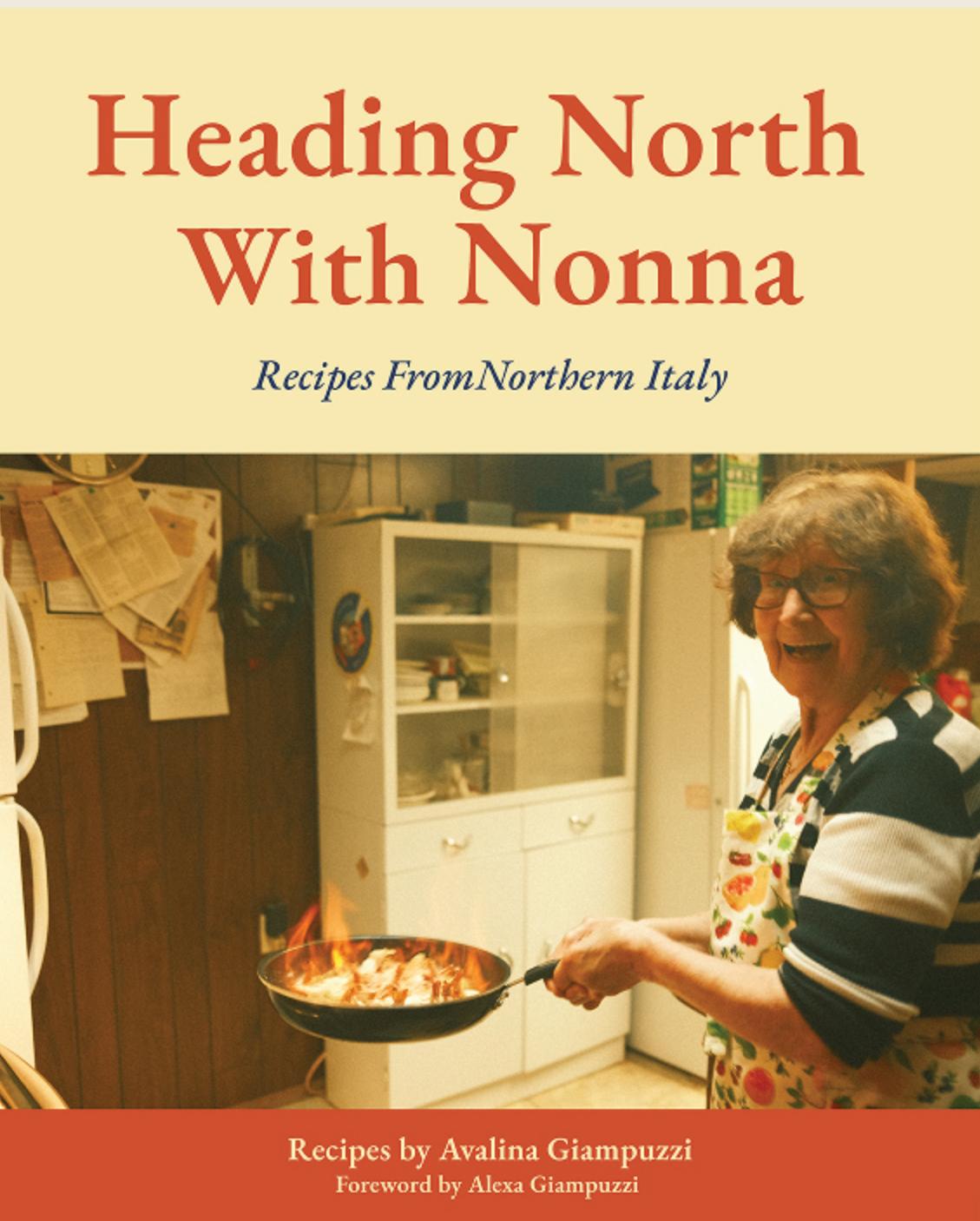


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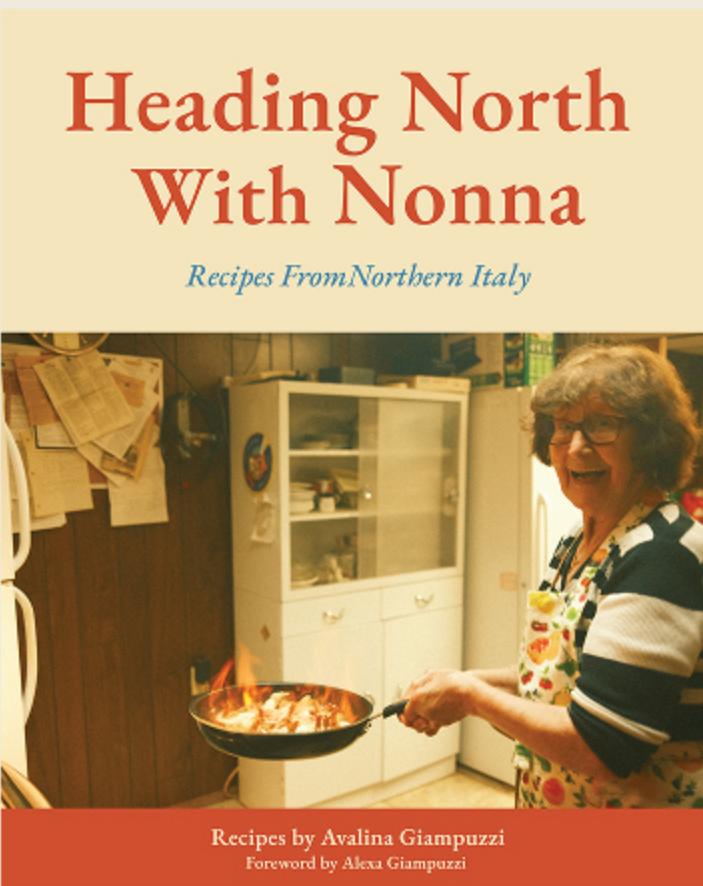


Covers Round 2

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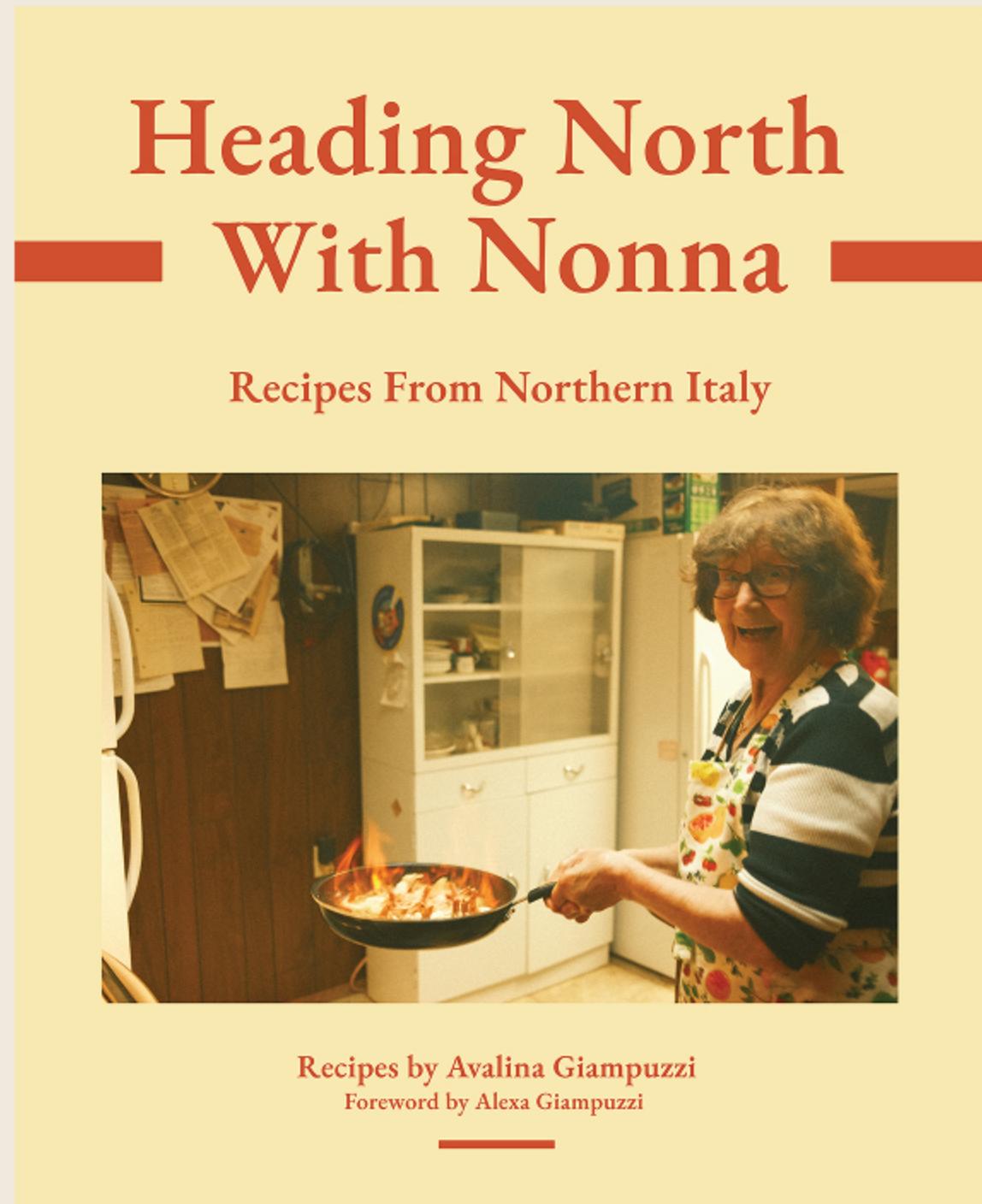


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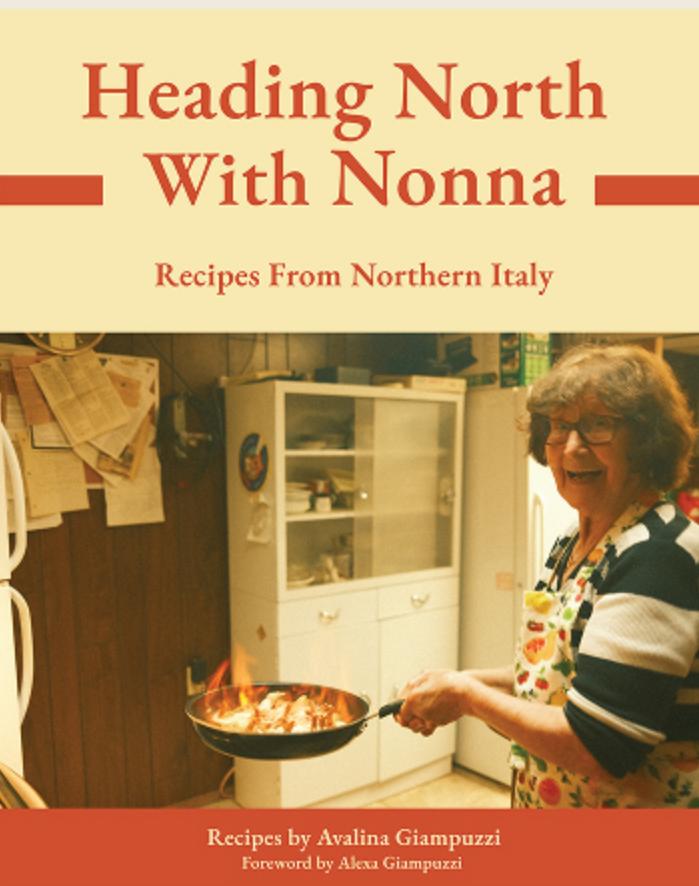


Covers Round 2

OPTION 2

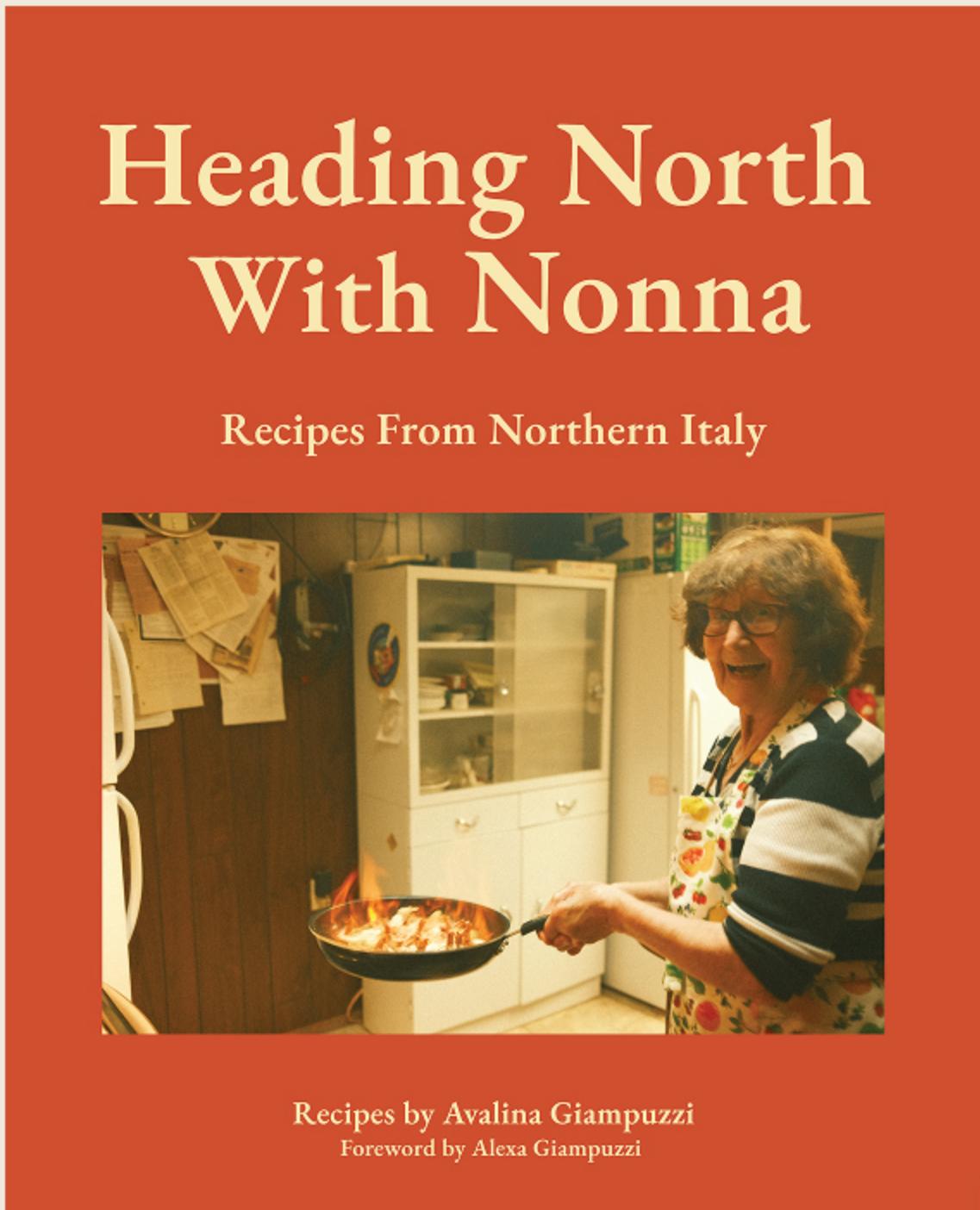


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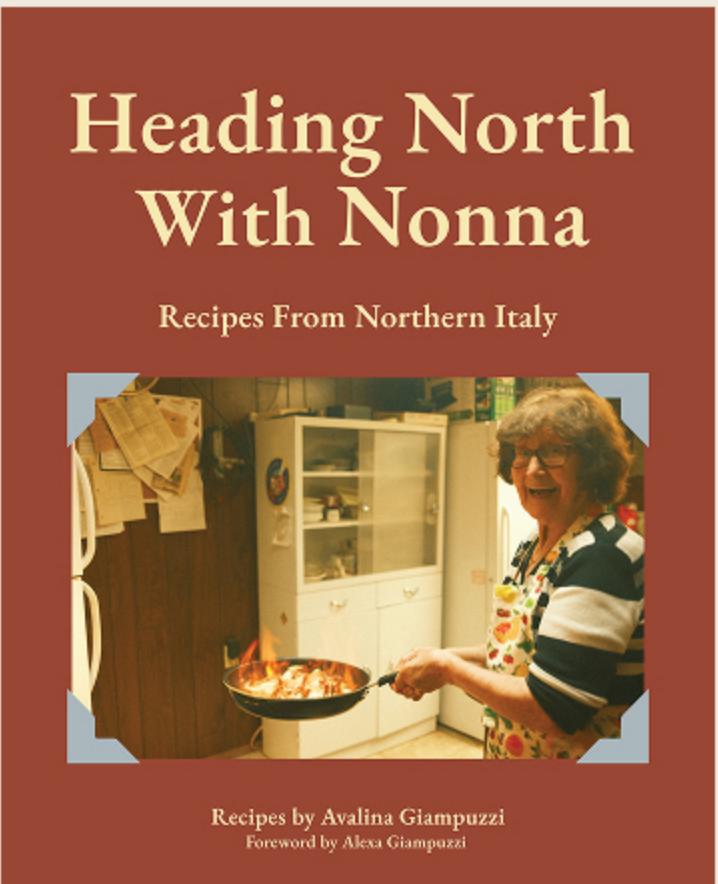


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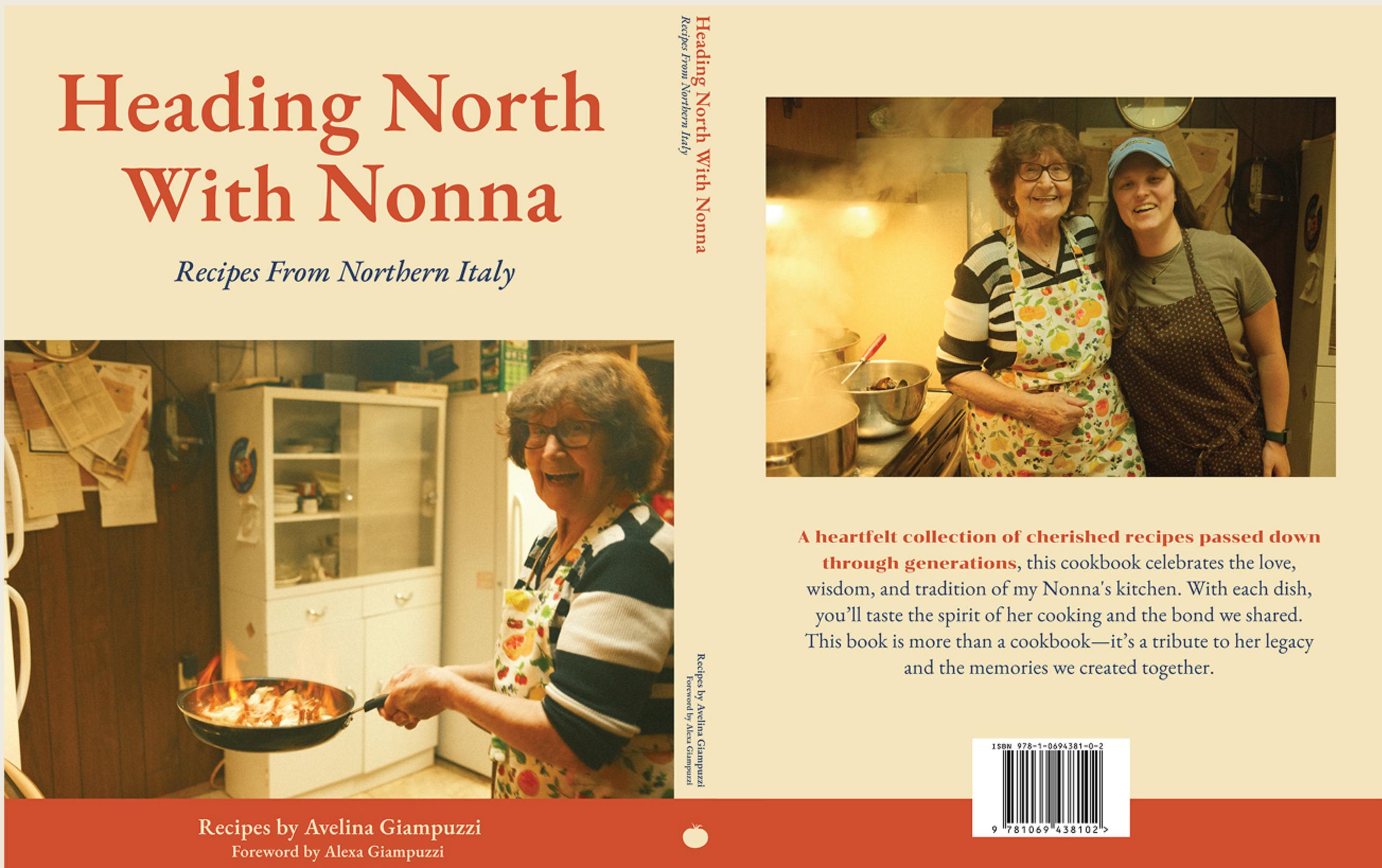
OPTION 3



3A



Final Cover Flat



Heading North With Nonna

Recipes From Northern Italy



A heartfelt collection of cherished recipes passed down through generations, this cookbook celebrates the love, wisdom, and tradition of my Nonna's kitchen. With each dish, you'll taste the spirit of her cooking and the bond we shared. This book is more than a cookbook—it's a tribute to her legacy and the memories we created together.

ISBN 978-1-0694381-0-2
9 781069 438102



Recipes by Avelina Giampuzzi
Foreword by Alexa Giampuzzi

Heading North With Nonna
Recipes From Northern Italy

Heading North With Nonna

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Final Flats

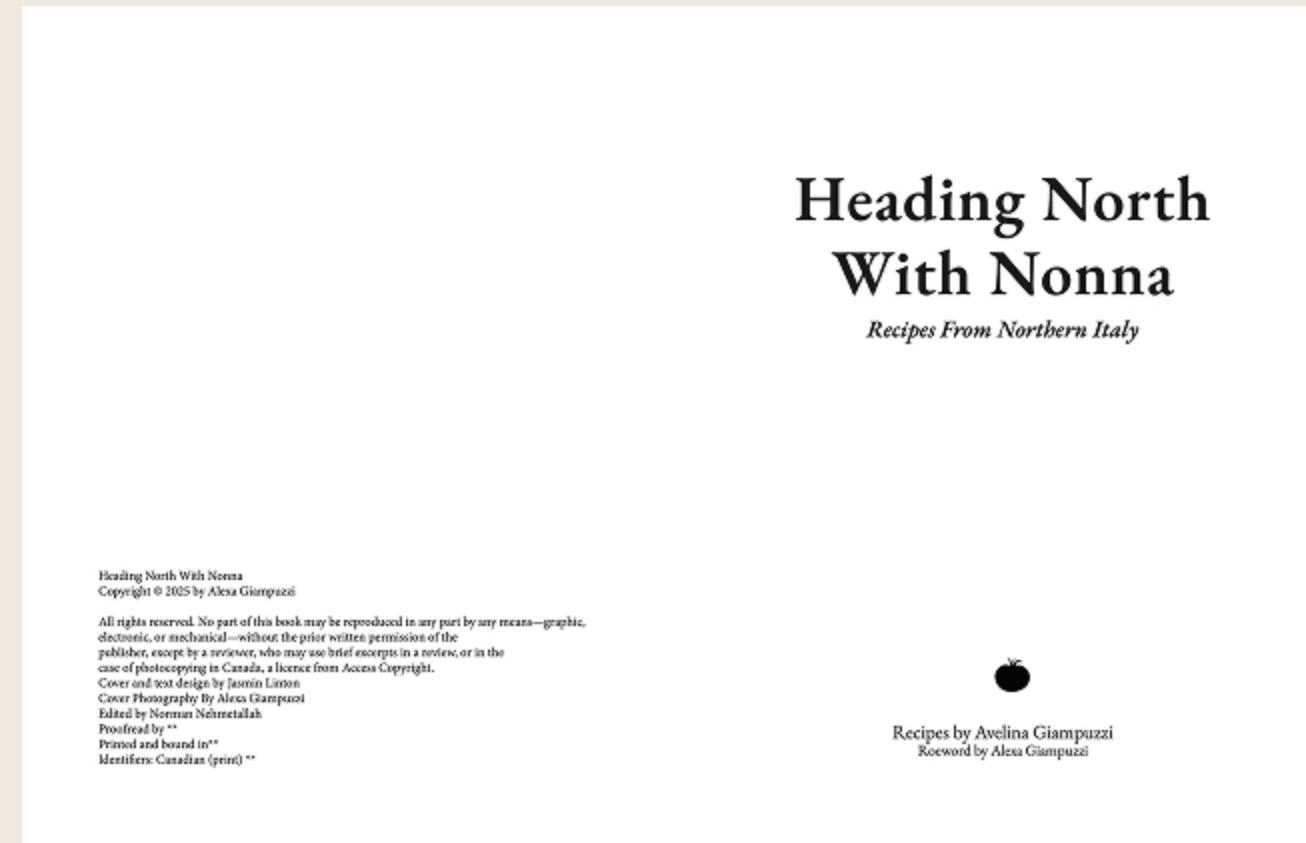


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About The Chef

It was that there was a lot of snow as it was too far 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 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 Calzone Club with her cherished cousin Orlando when they were teenagers. They would dance their hearts out to the live band but 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 new husband, Adelmo. After five years they got married. They had three children: Thelma, Nada, and Vito. Adelmo worked at a tool and die shop and Adelma took care of the kids and home. Adelma 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 seal-quality clothing. She is an absolute genius with her sewing machine and her knitting. She would make her kids and herself scarfs and hats more anyone had with their clothing. When it's adding scarfs, or knitting and taking in pieces, dresses, or skirts, 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 is the original straight-shooter and always tells it like it is. Don't be surprised, this applies to times when perhaps it 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 continents, crossed the oceans (nearly drowning Nonna at one point), and admired the beauty of the forests. This is where she finds alone and close to the universe.

Many people have enjoyed Nonna's cooking. It started as something of a novelty but has quickly become a cherished tradition and find 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 ravioli than the ones they eat after dinner 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 pass them all in this book to be replicated for generations. Anyone who reads Nonna knows that "a patch 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.

Primo

♦

First Course

Final Flats



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

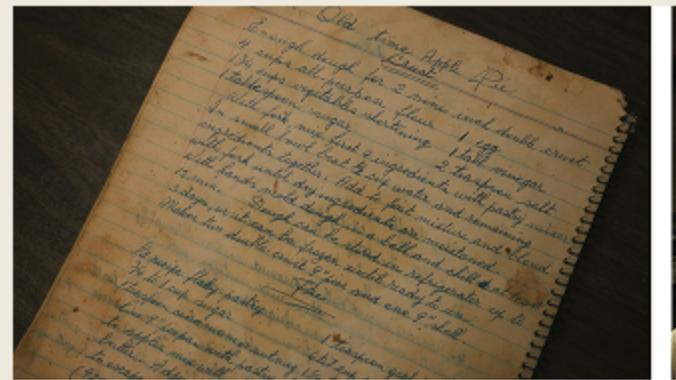
Instructions

- 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 a table cloth. Do not remove the leaves from their stems.
- Take the herbs every few days until they are dried. Patience is a virtue, this will take a month or so.
- Once the herbs are dried, blend them in a spice blender and put in a separate bowl.
- 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.

8



Torta di mele d'altri tempi

Old Time Apple Pie

Ingredients

2 1/4
4 golden delicious
4 Grimes Smith
Cinnamon
1/4 cup of lemon zest

Filling

1 grand total of small lemons 1/2 cup
1/2 cup of sugar
1 tsp cinnamon
1/2 cup of ap flour

Dough

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

Instructions

- In a bowl mix flour, salt, sugar, and vegetable shortening (or margarine). Add 1 egg and 1 cup of water and then add a little more to the consistency. With the dough mixer in the mixer mix in additional cup of flour (you need to be careful not to add too much). Then dump out water and add the lemon zest to the bowl.

- Then mix together all the ingredients added to the bowl or for until it comes together in small pieces (like the size of peas).

- In the meantime take half a cup of water and add 1/2 tablespoon of white vinegar to the water, then break an egg in the water and beat together.

- Then gradually mix together the liquid a little bit at a time to the dry ingredients. Use a fork to do this (try your hand to make sure because it will come together quickly). If the dough doesn't come together it's not enough liquid. Nonna will add a little bit more water but this recipe does not need much water!

- Then once finished mixing, make one big ball, cover with plastic wrap and then put in the fridge for at least half an hour.

- Melt the filling in a separate bowl and combine lemon zest, sugar, cinnamon, and AP flour.

- Put apples (1 full, 2 golden delicious and 5 granny smith), then dice them.

- Sprinkle dough into 12in. Then split it for the bottom crust and the remaining for the top crust.

- Roll out the bottom crust, dip in butter, and then roll again and it fits the pie (if it's too loose then just add a layer of the filling to cover the bottom). Then sprinkle sugar and flour just before the edge.



Nonna's Note

- This recipe makes 2 pies.
- Nonna adds raisins typically.
- Milk helps to make it crisp.
- Roll the dough underneath into a flat ball so that when you roll it, the edges are fully buttered and flaky before the edge.

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Risi e Bisi

Rice and Peas

Ingredients

1 small onion
50g of regular sliced pancetta
1 1/2 cups of frozen green peas

1 cup of Italian rice rice
6 cups of chicken broth

2 bay leaves

2 bay leaves

1/2 cup of salt

1/2 cup of chicken bouillon

Parmesan cheese

Instructions

- Add butter and enough EVOO to fill the pot. Mince the onion in a food processor and cut up the pancetta into very small pieces and add to pot cooking until golden on medium heat.

- Then add pancetta, 3 cups of beans, 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.

- Cook for a total of 25 minutes and stir it down.

- Remove from heat and let it sit for another 10 minutes uncovered.

- Serve with a helping amount of parmesan cheese for each bowl.

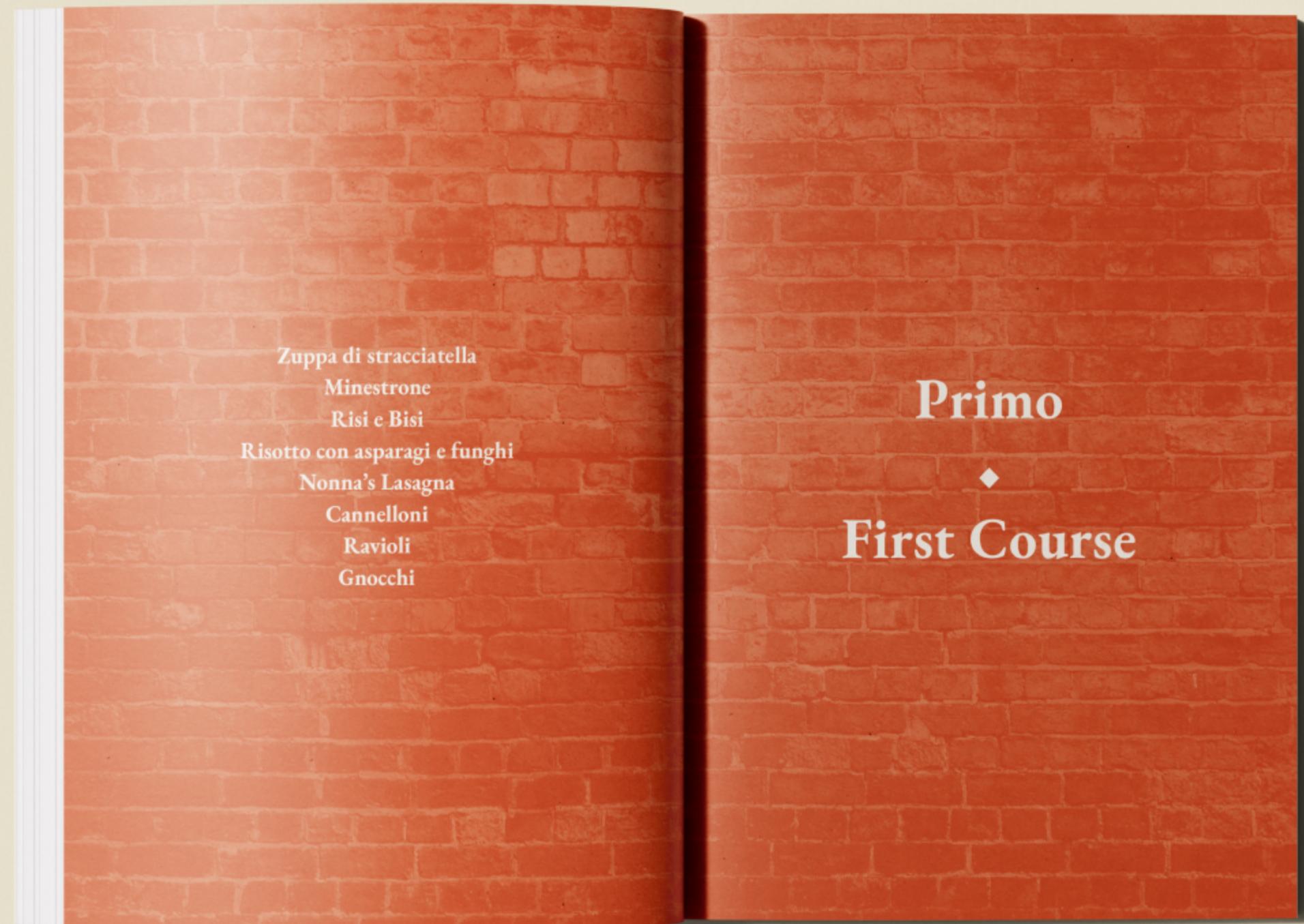


Nonna's Note

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

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Zuppa di stracciatella

Minestrone

Risi e Bisi

Risotto con asparagi e funghi

Nonna's Lasagna

Cannelloni

Ravioli

Gnocchi

Primo

◆
First Course



Le Basi

Miscela di Condimenti Italiana Della Nonna

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MATT DIAMANTE

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SEO MASTERY

SEO MASTERY

The
to



Guide

Brief

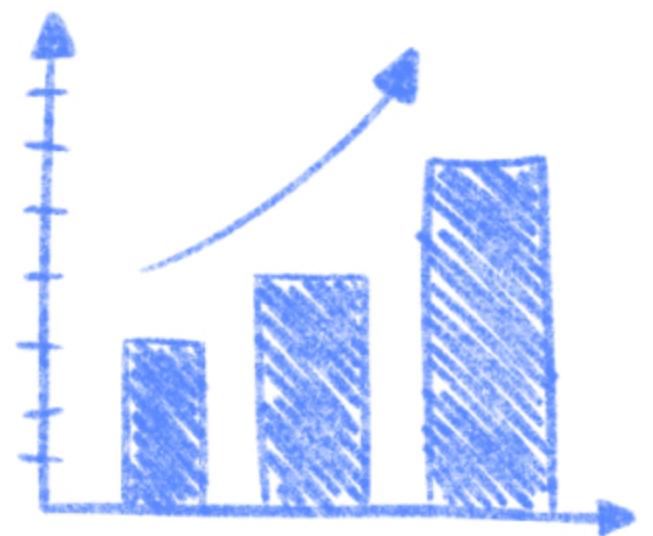
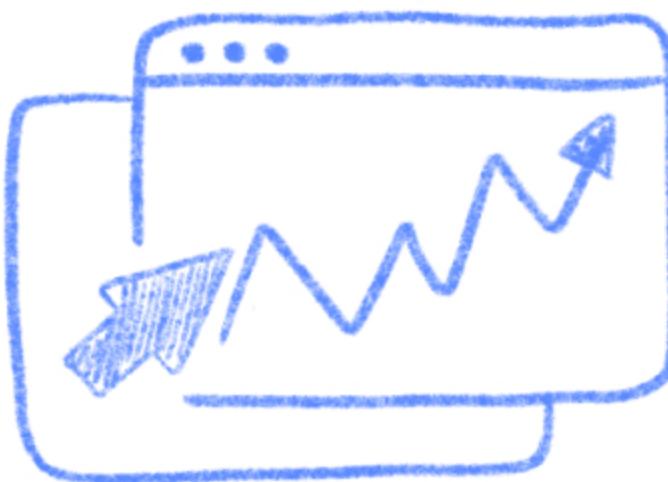
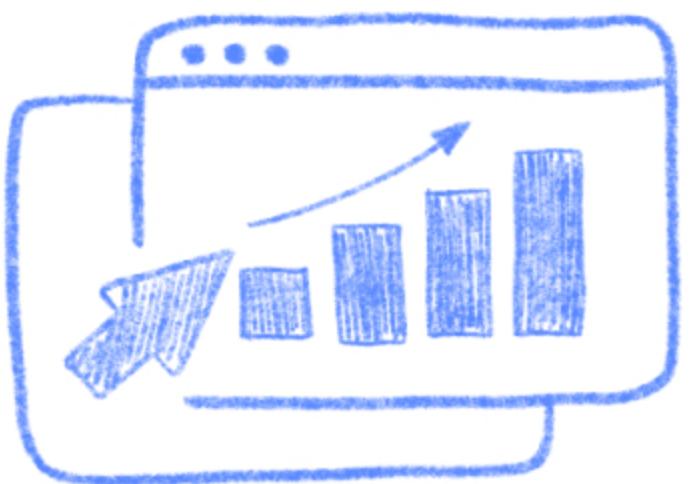
SEO Mastery: The Ultimate Guide to Understanding SEO Cover Design / Typography / Illustration

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**.

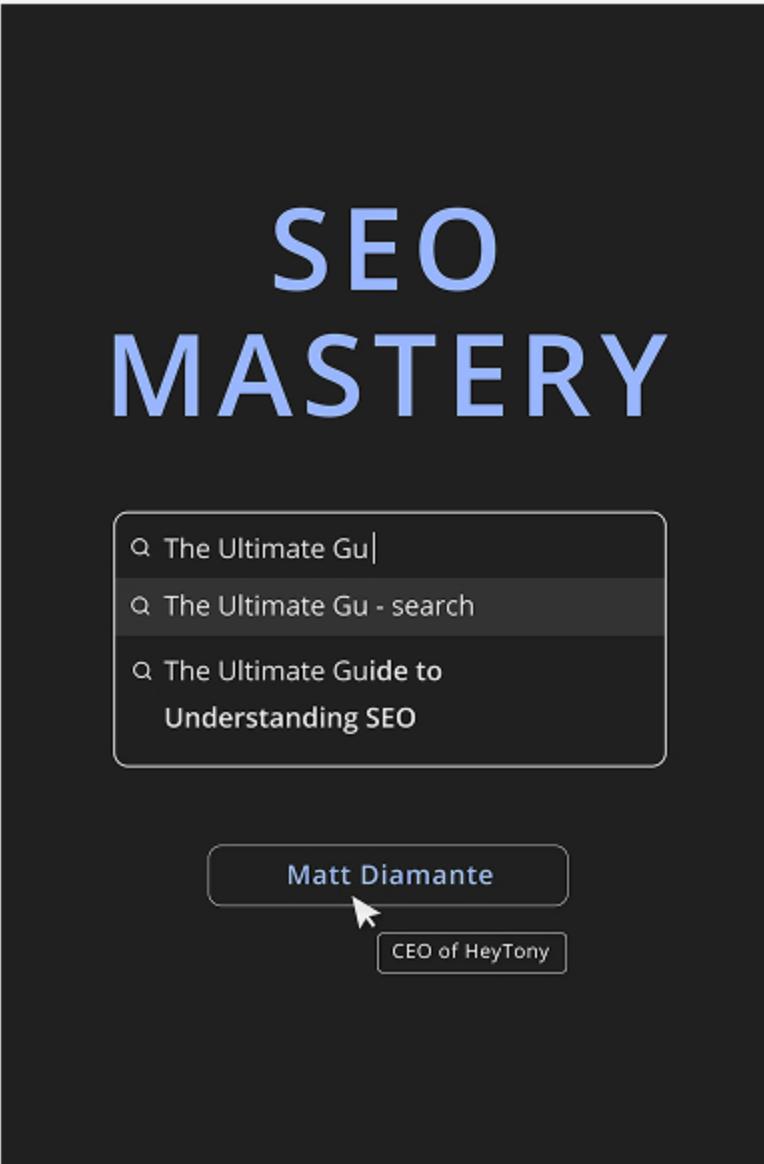
Concept Brainstorm



Illustrated Icons

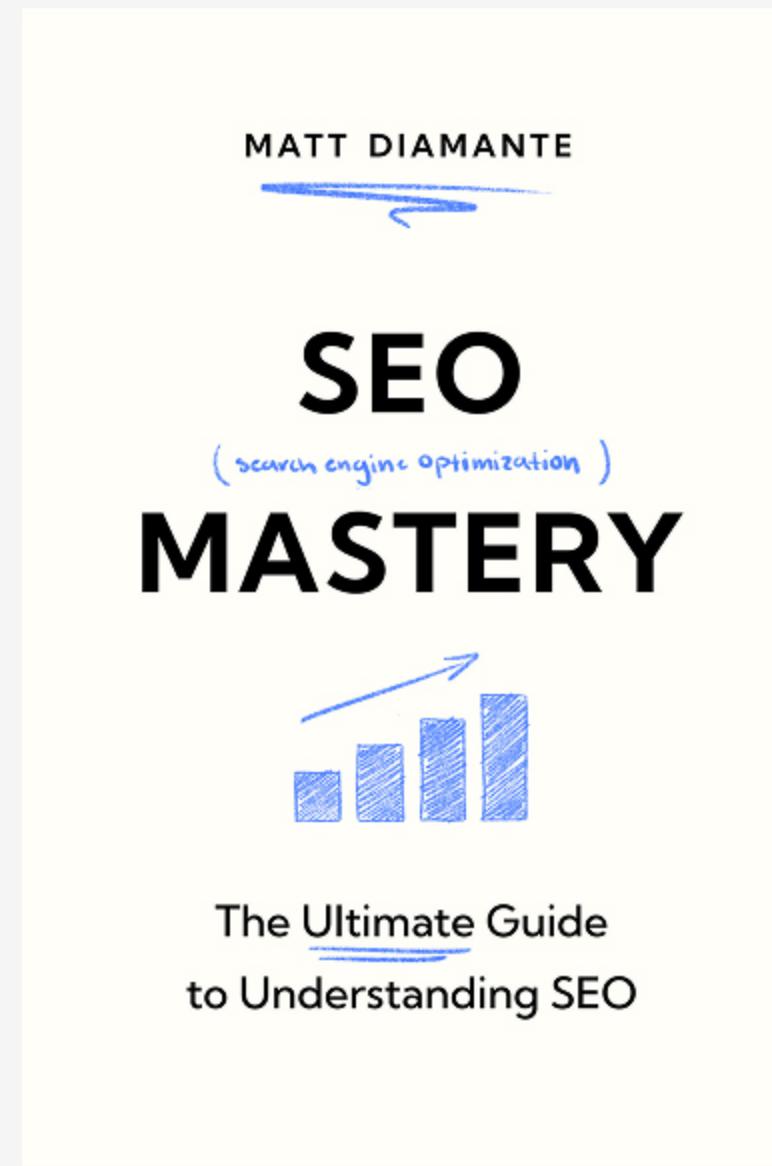


Covers Round 1 - Option 1



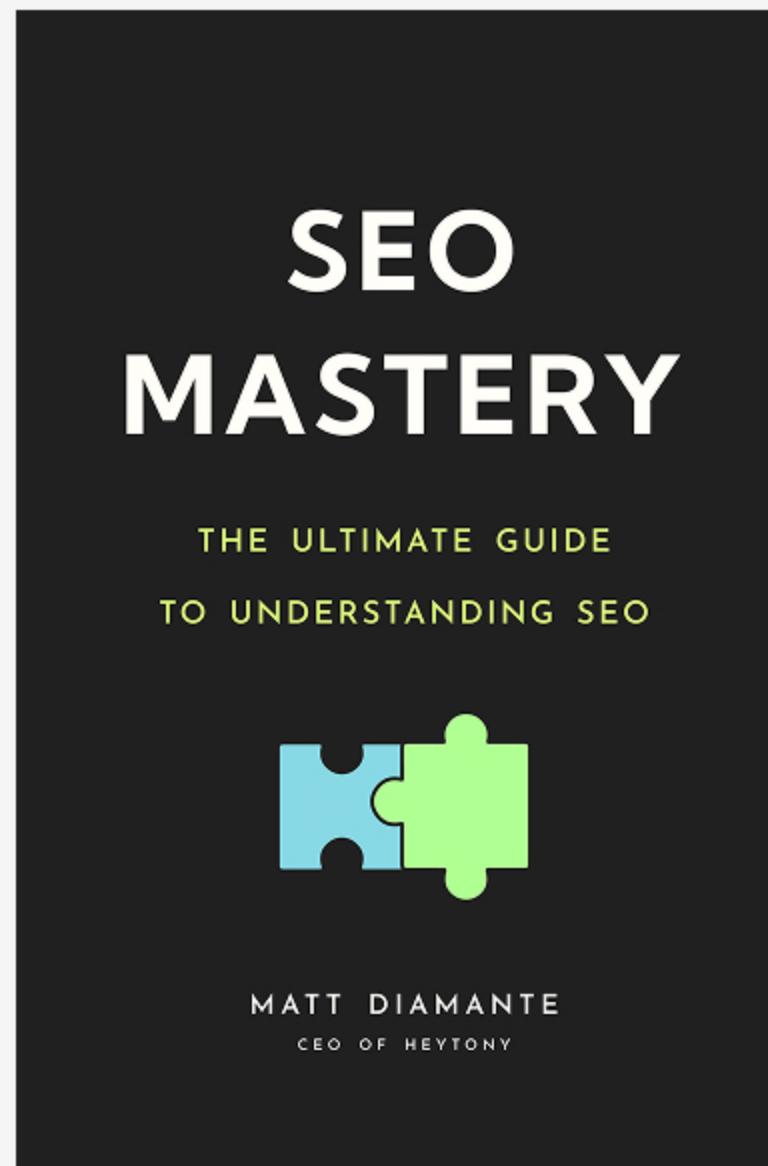
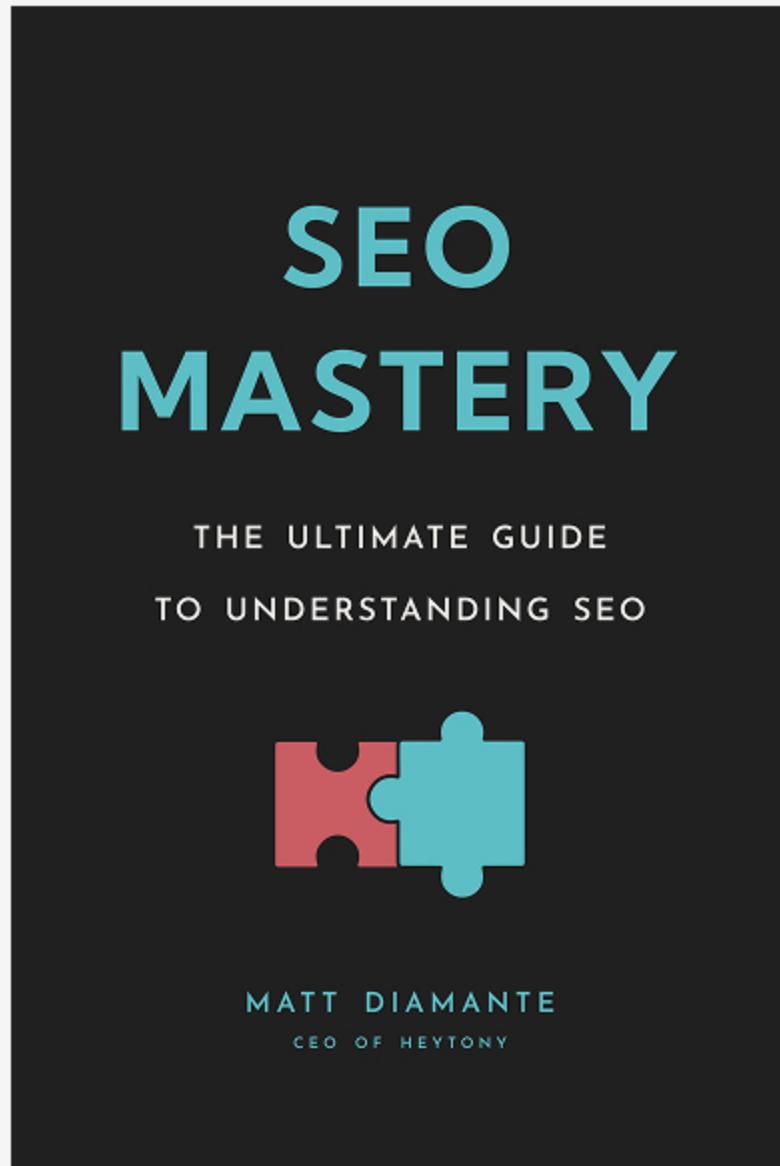
This option is a clean and simple take on an **interface** while adding interest with the cursor. The design pulls from the brand colours of **HeyTony** and showcases a “light” and “dark” mode. 1A has an **elegant, geometric** font and minimal interface elements. Whereas 1B has a more sturdy **systematic**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

Covers Round 1 - Option 2



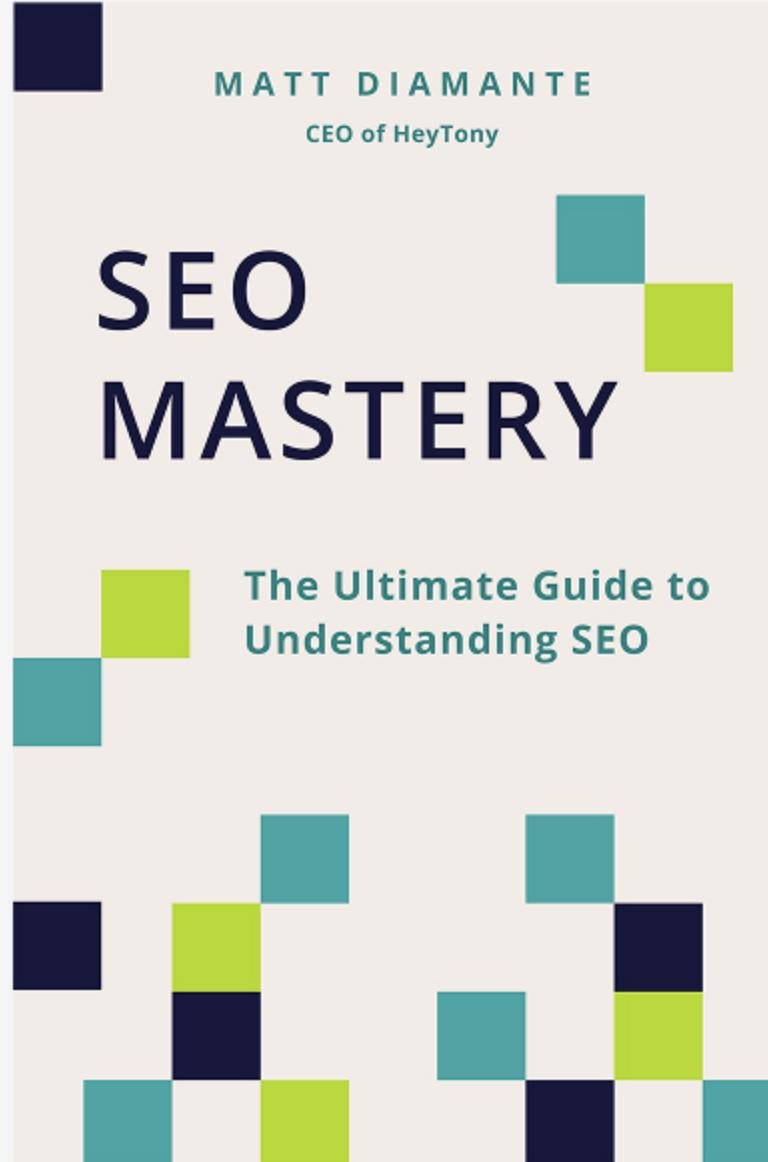
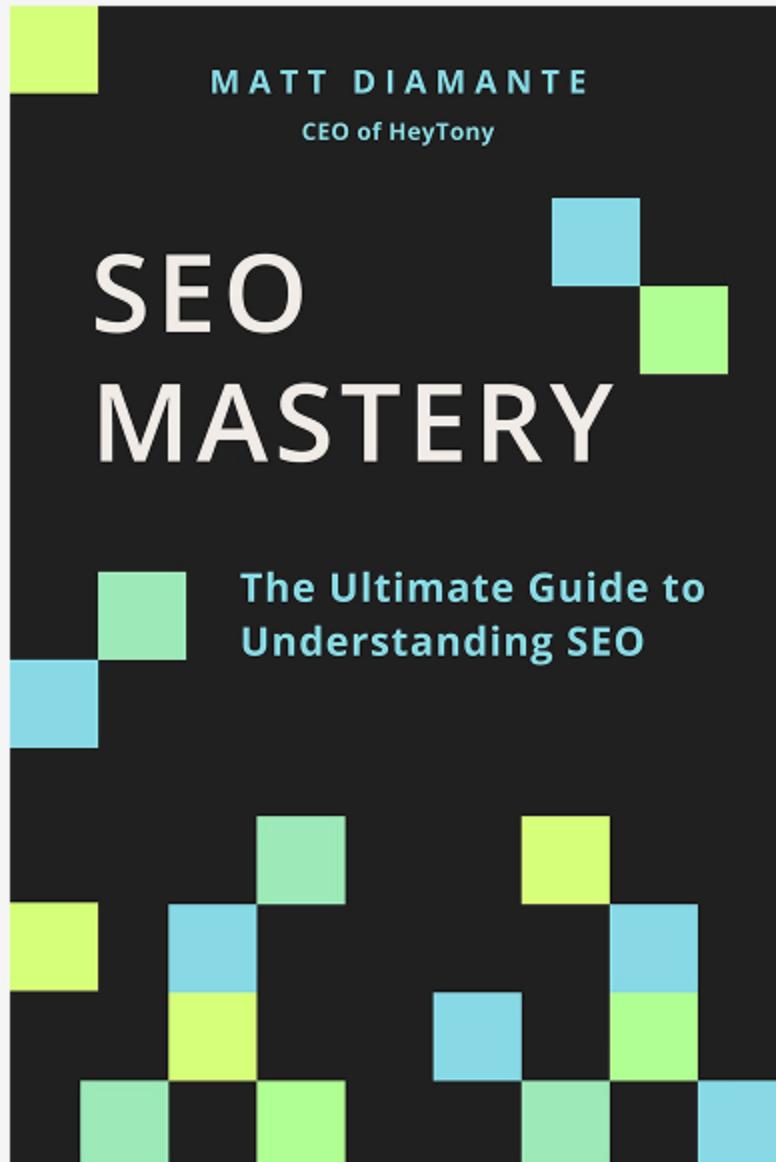
This option is a commentary take on the usual tone of SEO books. The doodle elements **elaborate on the tone of the book** and generate intrigue through movement while not overpowering the cover. It's as if **you the author are adding to the conversation of SEO** and are going to help readers learn about 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



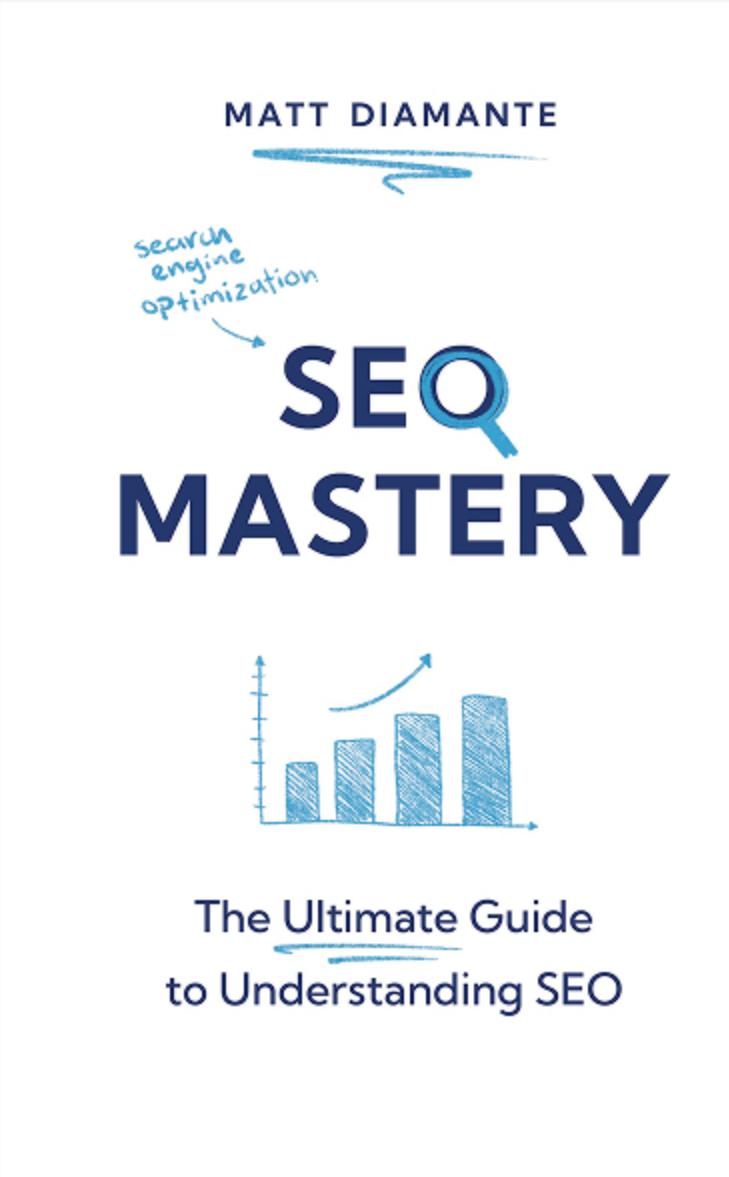
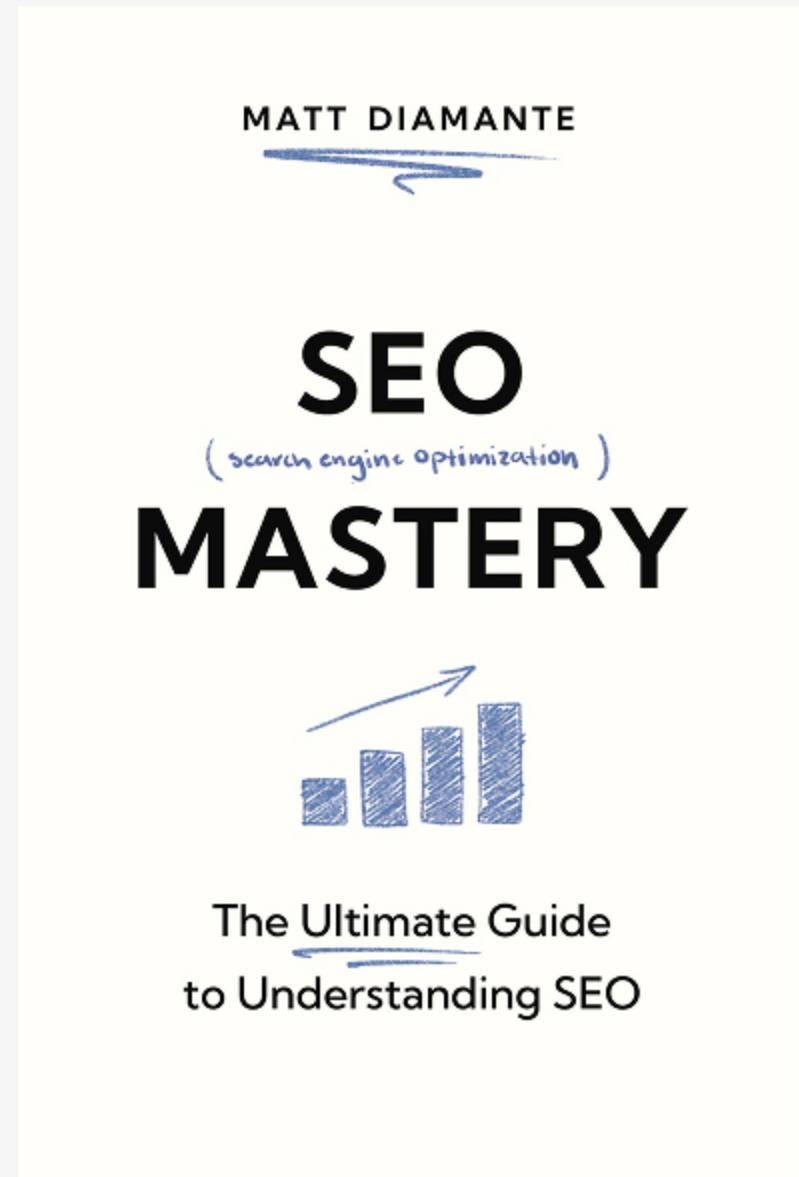
This option takes a **simple, centre-aligned approach** that catches the eye and promotes trust. It uses selective colours against a dark background to bring attention to the topic while not taking away from the **clean design**. The contrasting puzzle pieces symbolize the book being the “**missing piece**”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

Covers Round 1 - Option 4



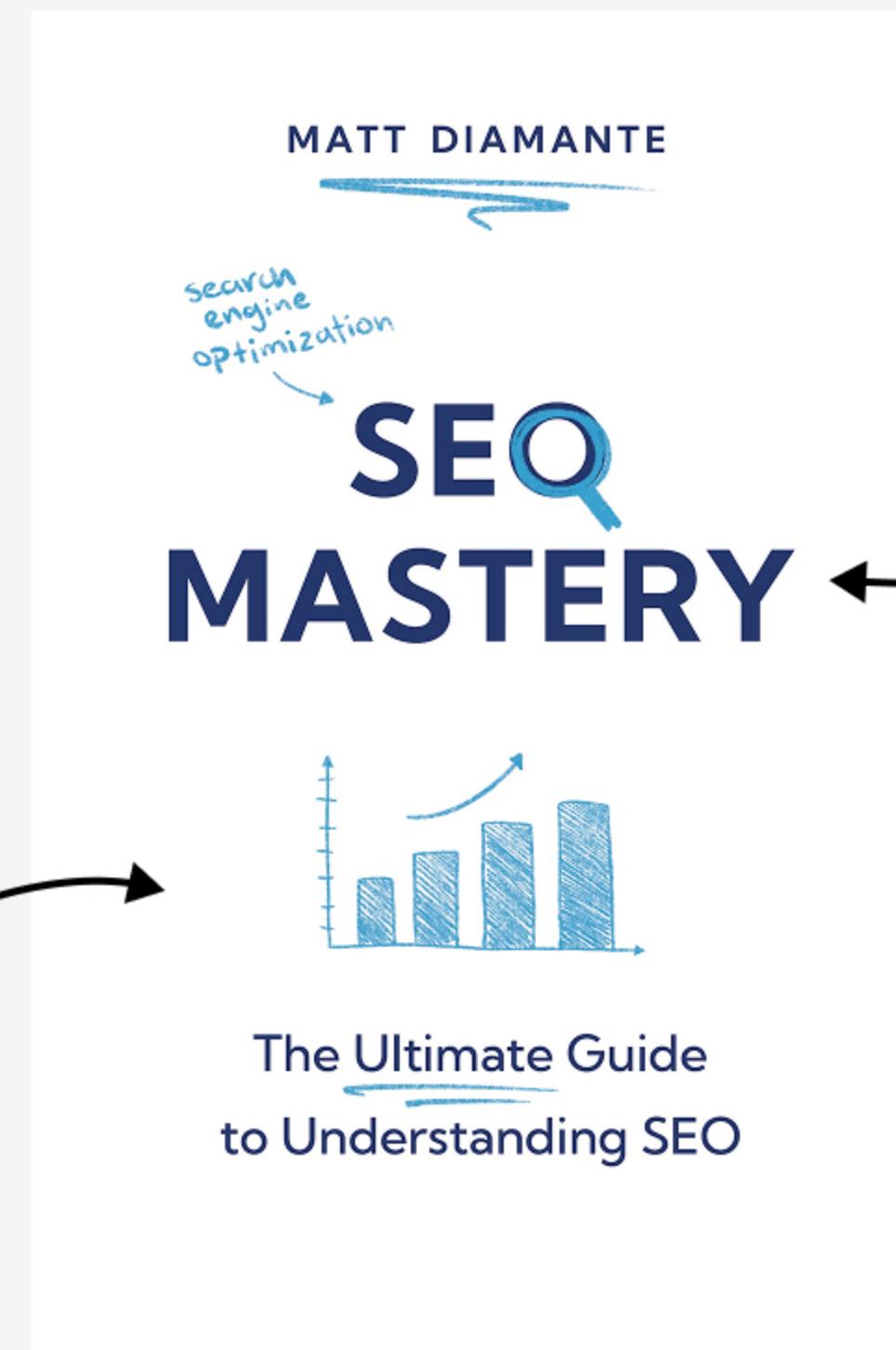
This option has more of a **systematic feel** with the **pixels** and placement of text. The imagery is **coding-adjacent**, which still nods to the SEO content without feeling overly technical. We're putting the SEO pieces together. The different colour options also add an overall impression of **playfulness**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



“Annotations” reminiscent of note-taking

Simplistic look for beginner target audience



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