





LETTERS
TO THE
CHURCHES

2014

Expressive Calendar

Letters to the Churches

This calendar is a representation of time through various uses of expressive typography, color, and graphic elements. *Letters to the Churches* is based on chapters 1 – 3 of the Book of Revelation. In these chapters, Jesus is speaking to John about seven churches. He instructs John to write the things that he has seen, those that are and those that are to take place. Many have viewed this section of scripture as prophecy and have seen correlations throughout the Church ages.

This calendar addresses the strengths and weaknesses of each church. The die-cut pages reveal the corruption of each church; the churches with less problems have fewer cuts and straighter angles. The churches with more problems have many cuts and skewed angles.

REPEAT
You abandoned
your first love.

SEXUAL
IMMORALITY
SACRIFICED
TO IDOLS
You have sinned

SEXUAL
IMMORALITY
JEZEBELL & FOOD
FOR IDOLS
You have listened
to false prophets.

FAITHFUL
UNTIL DEATH
You will suffer

LAODICEA 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
SMYRNA 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
EPHESUS 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

[Details](#)

You will suffer
persecution.

PERGAMUM 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
SEXUAL
IMMORALITY
SACRIFICED
TO IDOLS
You have sinned

5

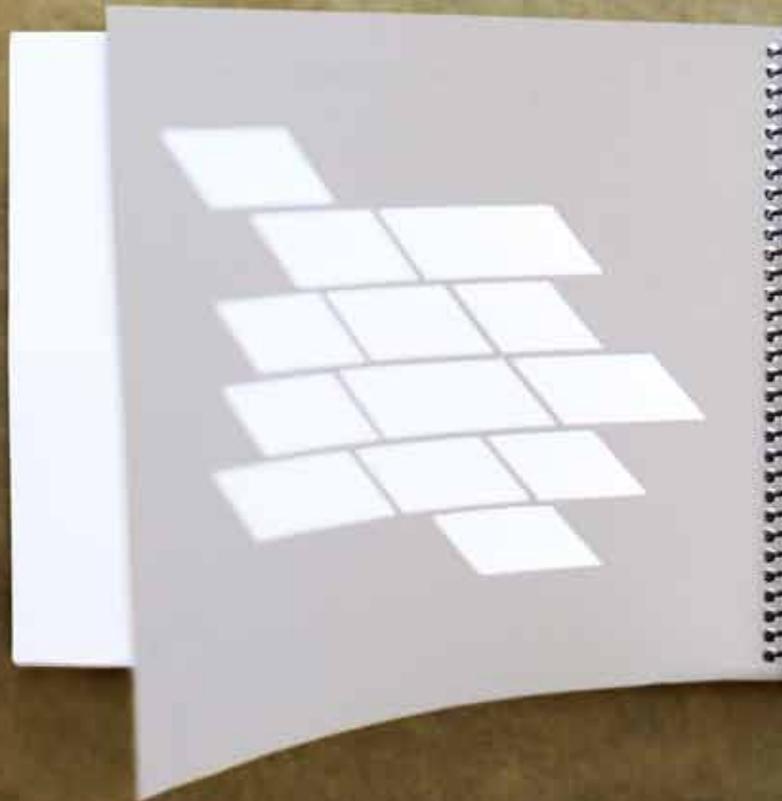
Univers

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Adobe Caslon Pro

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z





SARDIS 5 6 7 8 9 10 11 12 29 30 31
1 2 3 4 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28

HYPOCRITE

You seem alive
but you are DEAD.

8



tonight the moon is dragging

the lake for memories of you

MOON

LAP OF THE MOON by UAN NICKALS

Tonight the moon is dragging the lake for
memories of you, eyes witnessed by a mild
lightness on the water, leaves and long clear
skies—wind too, across its pacific, oars pushed in
their tracks. Sitting on the deck the way we used to do,
I whisper your name. Willows lean in to listen. How do I
fall out of love with a shadow, every path, moonlight or stone
leads to a vanishing point. Sometimes I wonder if you ever existed.

How do I
fall out of
love with
a shadow.

San Diego Writer's, Inc.

A Year In Ink, V7 Anthology Release Party

Come celebrate our newest anthology authors as they
read their pieces. Books are available for purchase!

TUESDAY, APRIL 22, 2014, 7PM

Cygnal Theatre
4540 La Jolla Village Drive
San Diego, CA 92116

Lap of the Moon

Poetry Poster for Writer's Ink

Lap of the Moon by Una Nichols is a eerily beautiful poem. She describes a serene but melancholy scene in which the moon is reflecting off the lake. The character in the poem is remembering someone that they lost. The MOON logotype combines the idea of a fading memory with the visual image of moonlight reflecting off a body of water. Thin, sharp strokes provide a contrast to the clear and soft circles. Furthermore, the poster is a developed typographic depiction of the scene. The color scheme, horizon line, dock-like text, tracked out callouts all convey a sense of pensive remembrance.

MOON

MON

m^o n

m•n

MOON

MOON

Sketches

MON

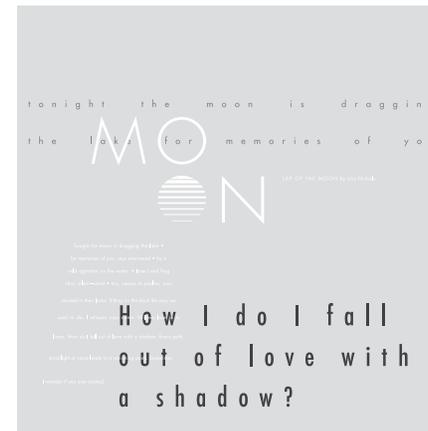
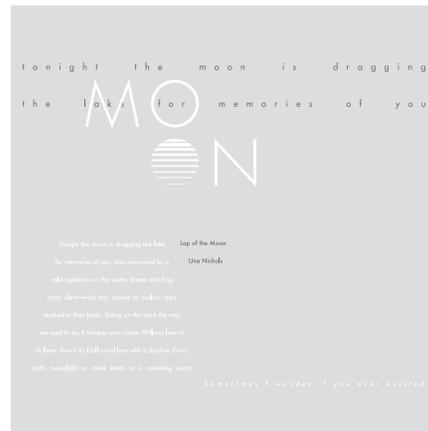
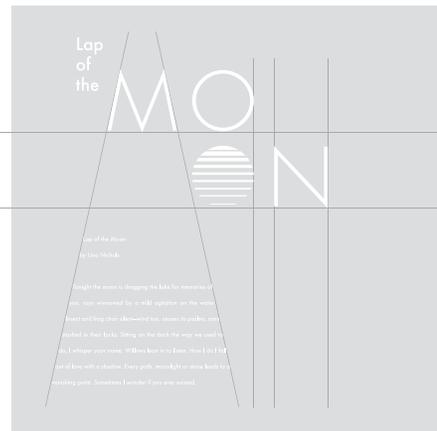
Final Logotype

Futura

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz





Layout Variations

LAP OF THE MOON

Tonight the moon is dragging the lake for memories of you, rays winnowed by a mild agitation on the water.

Insect and frog choir silent—wind too, ceases its psalms, oars stashed in their locks. Sitting on the dock the way we used to do, I whisper your name.

Willows lean in to listen. How do I fall out of love with a shadow.

Every path, moonlight or stone leads to a vanishing point. Sometimes I wonder if you ever existed.

– Una Nichols

t o n i g h t t h e m o o n i s d r a g g i n g

t h e l a k e f o r m e m o r i e s o f y o u

M

O



N

LAP OF THE MOON by Una Nichols

Tonight the moon is dragging the lake for
memories of you, rays winnowed by a mild
agitation on the water. Insect and frog choir
silent—wind too, ceases its psalms, oars stashed in

their locks. Sitting on the dock the way we used to do,
I whisper your name. Willows lean in to listen. How do I

fall out of love with a shadow. Every path, moonlight or stone
leads to a vanishing point. Sometimes I wonder if you ever existed.

How do I

fall out of

MOON

How do I
fall out of
love with
a shadow.

See Page 100's 10
of the 100 Best
Books of the Year
and the 100 Best
TV Shows of the Year

October 10-12, 2013
10am-6pm
100th St. & 5th Ave.
New York, NY

↗

P ↗



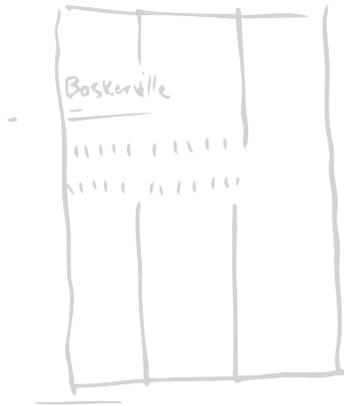
Type Resource

28 Typefaces +
The Parsitance of Posters by Andrew Blauvelt

Type Resource Book

+ Persistence of Posters by Andrew Blauvelt

This book is the embodiment of the idea that posters have persisted over time and that they exist primarily as a medium for expression. The various layouts emphasize the differences of 25 typefaces. The letterforms are abstracted to remove familiarity and force the viewer to contemplate the different shapes that make up each letter. Additionally, the dimensions of various poster sizes were used in deciding page size, column size, margins, and the grid. The classification descriptions are sourced from "A Type Primer" by John Kane. And finally, the CMYK colors pay homage to the history of print.



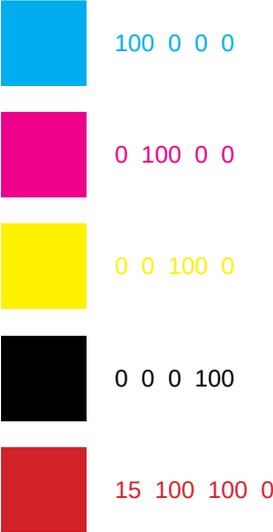
Layout Sketches



Univers

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z





Page Details



6 *oldstyle*

12 *transitional*

18 *modern*

24 *slabserif*

Page Details 30 ***sans serif***

The role of the poster to sell the latest goods was eventually overtaken by printed advertisements in newspapers and magazines, which had a more intimate scale and personal form of address that befitted its audience as a collection of individuals rather than an undifferentiated mass—the culture of the street. The poster also lost ground to formats inspired by it, such as the billboard, which provided an even larger canvas to capture the attention of passersby, not on foot but in automobiles. The poster transformed the twentieth-century cityscape with a sea of messages, each competing with the other for attention.

This cacophony eventually spawned public concern about “visual pollution,” and with it restrictions such as no-posting ordinances and zoning regulations. The official regulation of posting started by legal decree that restricted where one could post, but later tightened through the consolidation of media companies and the outlets they owned, which denied access to those coveted locations. *The culture of posting remains on the street in a more limited, ad hoc, and spontaneous fashion:* the lost cat notice, rubbish sale signs, really placards on bus benches, or the bus shelter ad. There is still a posting culture in pedestrian

the culture of posting remains on the street
in a more limited, ad hoc, and
spontaneous fashion

The Persistence of Posters Andrew Blauvelt

heavy zones such as college campuses, where the notices about social and cultural offerings abound: a meeting here, a concert there. This is the culture of the flyer: a pint-sized poster, constrained by standardized paper sizes and the machines that handle it: duplicators, photocopiers, laser and inkjet printers. Desktop publishing software enabled people to design their own flyers, and coupled with the convenience of printing centers such as Kinko’s, ensured a design culture for the zine and flyer that proliferated in the 1990s.

The contemporary cultural phenomenon of posting, putting your message out in the blogosphere, whether through online commentary or social media updates, is the opposite of the poster. These individual tweets and posts are personal expressions, often of a trivial nature, which are shared in the public and quasi-public sphere through services such as Twitter and Facebook. *The poster is synonymous with public expression* and creates an immediate sense of formality and authority. It is isolated, not connected, and its context cannot be reliably predicted; therefore it attempts to stand out by standing apart.

the poster is
synonymous with
public expression

Continued on page 17

L
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&*()
Regular *Italic* **Semibold** *Bold Italic*

It is remarkable that
the poster *endures* today.

t
Century Schoolbook
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&*()
Regular *Italic* **Bold Italic**

t
Cochin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&*()
Regular *Italic* **Bold Italic**

t
Janson Text
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&*()
55 Roman 56 *Italic* 75 **Bold** 76 *Bold Italic*

t
Perpetua
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&*()
Regular *Italic* **Bold Italic**

It is remarkable
poster ends

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
@#%&'()*+,-./:;<=>?[]^_`{|}~

Font: *Feulce*
Style: *Regular*
Size: 12pt

Feulce
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 * & ' ()
Font: *Feulce*
Style: *Regular*
Size: 12pt

m

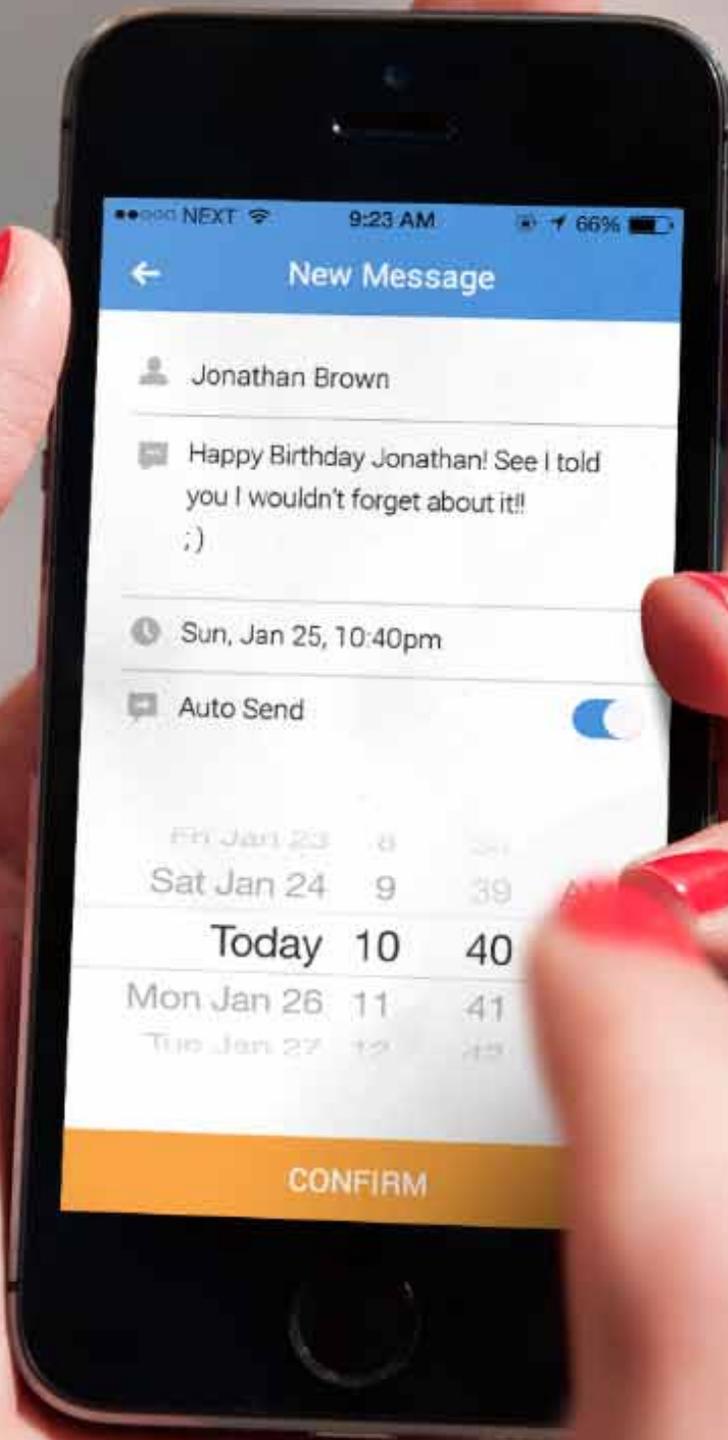
Beruband
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 * & ' ()
Font: *Beruband*
Style: *Regular*
Size: 12pt

*the poster
persists on the basis of its
aesthetic and symbolic value*

...a medium for giving voice. The 1980s
...as a form for all sorts of
...against AIDS, homelessness,
...terrorism, racism, pollution, and
...in this capacity it helps
...designers to act collectively to help
...the opposition." In many cases,
...however, the problem is not one of pro-
...duction, but of distribution and reception:
...how do you circulate posters in a broad
...way in an age of fragmented communi-
...cations or overcome compassion fatigue?

The poster offers a convenient format for
the proverbial blank slate. It is graphic

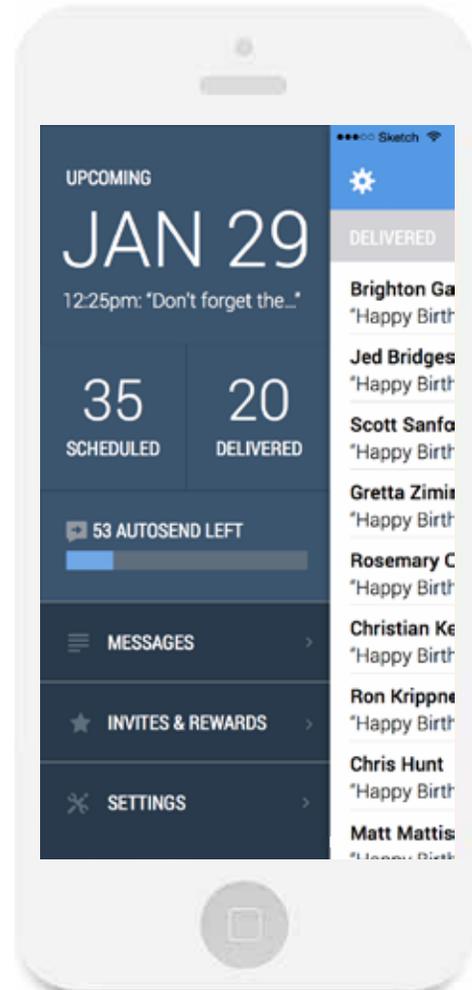
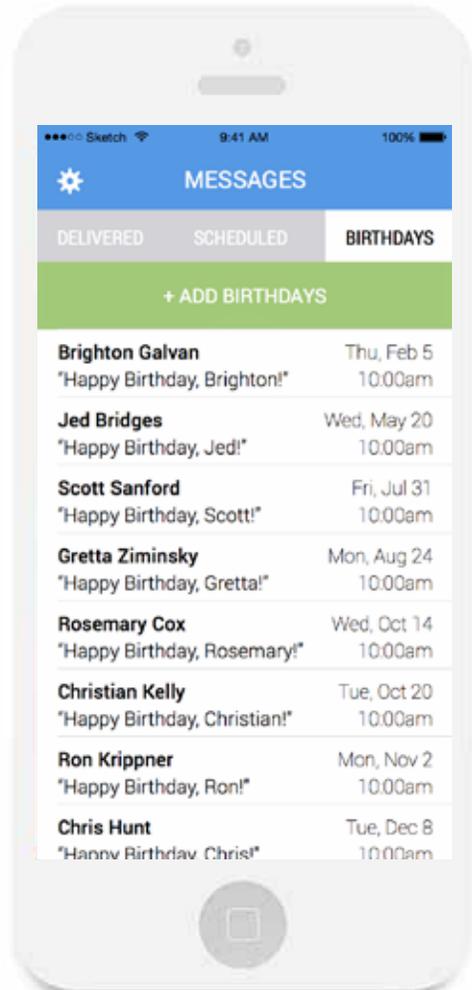
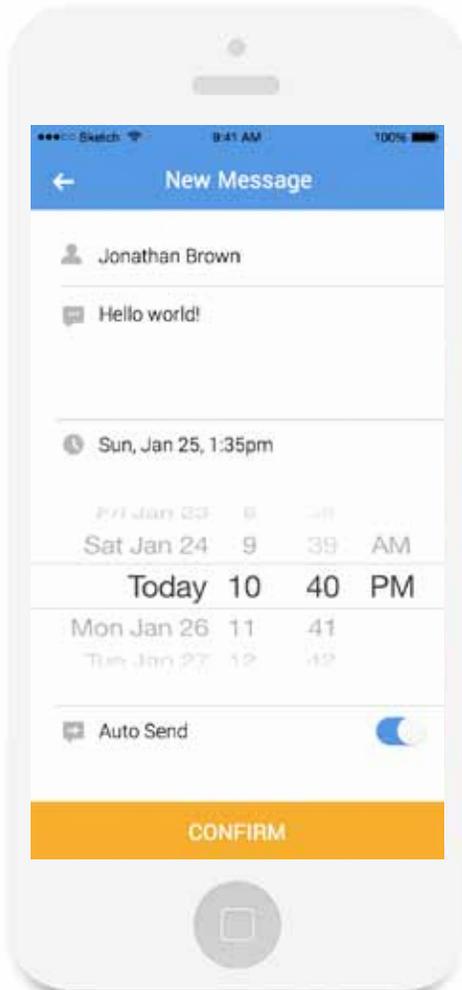
The Persistence of Posters Andrew Blauvelt



Next Messaging

iOS Application Design

Next Messaging is an iOS App that allows users to create text messages that send automatically at a scheduled time in the future. You simply sign in with your phone number using Twitter's new software called Digits and you're ready to use the app. Next Messaging makes it really easy to create, edit, schedule and send messages. It also has a feature which presents the birthdays from your contacts and allows you to schedule messages for the contacts you choose. One of the best parts of Next Messaging is that it is profitable. Users purchase packs of "auto-send" messages. The app is designed to get people to use auto-send messages so that they feel the need to purchase more.



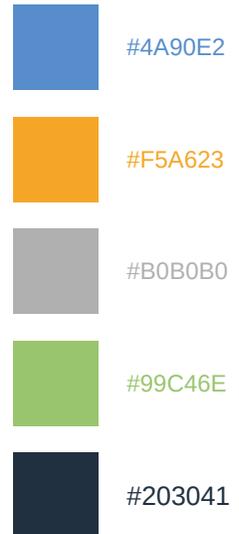
App Screenshots

Roboto

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z



NEXT





We Get You Customers

Overview

As of February 2013, 94% of Americans own a mobile phone and 84% of them use regularly use search, navigation and maps to manage their daily lives. While on their mobile phones, consumers expect the very best, over half of mobile consumers won't recommend a business with a poorly designed site, and 40% of consumers have chosen a competitor after visiting a poorly designed mobile site. With Promote, you can reach the mobile users looking for your business locally, and connect with them via phone calls and a beautifully designed mobile site and app.

Sources: Nielsen, The Mobile Consumer; Google, The Mobile Playbook - 5 Questions You Should Be Asking to Win on Mobile

Mobile Must Knows

- In the US, millions of mobile phone users interact with local businesses. 86 Million Americans use their phones to get information on the go.¹
- Customers use their mobile phones to get simple, useful information precisely when they need it. With 81% of mobile searches driven by speed and convenience, businesses need a simple, elegant solution to attract and serve customers.

Sources: eMarketer, Trends Shaping Local Search in 2013; Nielsen & Google, Creating Moments That Matter

Promote is the simple, beautiful and accountable way for businesses to get customers. You can reach local customers through efficient mobile search advertising that lets users call you right after searching, or drives them to your custom mobile app and landing page. Combined with the account management support from a team of digital marketing experts, Promote gets you customers.

Simplicity

Showcase and promote your business with a custom mobile app and marketing campaign in just minutes.

Accountability

Review your customer phone calls and online campaign results in the palm of your hand with the free Promote App.

Support

Leverage our team of AdWords Certified Account Managers to get the most from your Promote package.

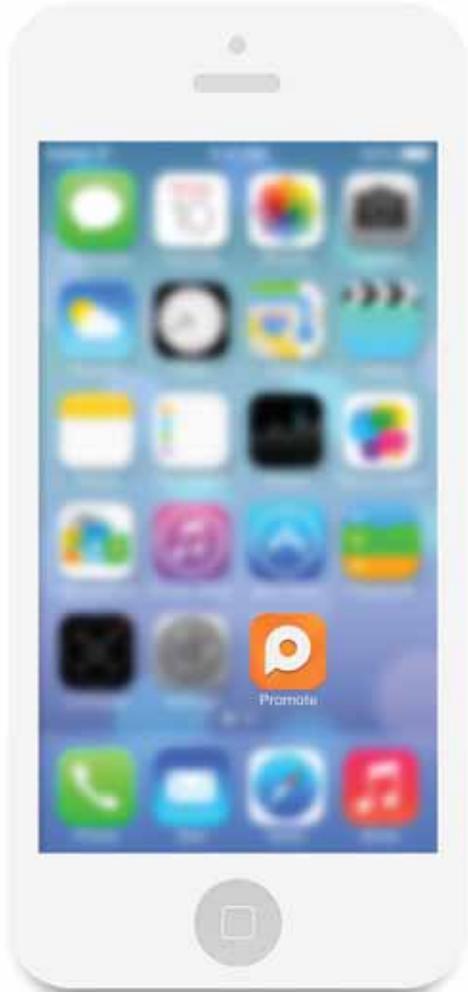


Promote

Print and Mobile App Collateral

App Icons, Mobile Splash Screens, Marketing Collateral, Whitepapers, Postcards.

AppStack wanted app icons & splash screens to represent Promote in the online marketplace well. The approach was to make the user feel a sense of energy and simplicity while using the Promote app. I created a white-paper to explain Promote to potential Partners. In addition, I created postcards to encourage Small-Medium Business owners to take advantage of advertising for the acquisition of new customers.



Promote

As our way of saying "Thank you!" for being one of the many great businesses in your local community, the AppStack team would like to offer you **\$100 in free advertising** to help you grow and get even more customers. Our product, Promote, makes it dead simple to get customers to call you or get directions to your business.

We'd love to get you started at a discounted rate with Promote. If you'd like to learn more, visit startpromote.com or give us a call today at 555-555-5555.

Thanks for being a great business owner!



Name _____

Address _____

City and Zip _____

Phone Number _____

Call us today to get **\$100** in free advertising.

 **555 - 555 - 5555**

Promote is the easy way to
get customers in your area.



 **Promote**
startpromote.com

Outbound Marketing Postcard



ORGANIC FARMING IS NON-TOXIC

Consumers passionately favor an pesticide-free, insect-free, fungus-free, and herbicide-free world. Many of which are both humans and animals. They worry about children and people who are pregnant. Numerous studies have shown that exposure to pesticides can be particularly harmful to children's health. The chemicals are not biodegradable and they can be found in soil and the air we breathe.

• **Herbicide residue at time of harvest has been linked to lower IQ and learning skills in children.**

• **Residues measured in grapes and strawberries in the area of the vineyard were found to be 10 times higher than the legal limit of 10 parts per million (ppm) in grapes and strawberries.**

• **Organic grapes and strawberries, which have a natural low level of pesticides, have been found to be 10 times higher than the legal limit.**

levels, have been shown to cause DNA damage, infertility, low sperm count, and prostate or testicular cancer in rats.

• **Inactive ingredients in herbicide and pesticide blends have been found to be just as toxic, if not more so, than the active ingredients, and these ingredients aren't tested for human health impacts before being released.**

• **Azinphos is an active ingredient in herbicides. Organophosphates are the basis of many insecticides and herbicides, and are widely used as solvents and plasticizers. Glyphosate is the active ingredient in the herbicide Roundup.**

• **Some research has found certain agricultural chemicals can alter our DNA, meaning the effects can be passed on through the generations.**

• **More than 17,000 pesticide products for agricultural and non-agricultural use are currently on the market. Exposure to these chemicals has been linked**

to brain/central nervous system disruption, breast, colon, lung, ovarian, pancreatic, kidney, testicular, and stomach and other cancers.

• **The EPA has required testing of less than 1% of the chemicals currently in commerce.**

• **When we've sampled for herbicide and fungicide leaching into groundwater and the FST, we've found:**

• **Water leaching from the conventional system more frequently exceeded the legal limit of 10 parts per million for nitrate-nitrogen concentrations in drinking water compared to the organic systems.**

• **Atrazine leaching in the conventional system sometimes exceeded the maximum contaminant level set by the EPA for drinking water. And concentrations in all conventional samples exceeded 0.1 parts per billion, a concentration that has been shown to produce deformities in frogs.**

Conventional Farms Leak Toxins into the Environment



Produce Organic

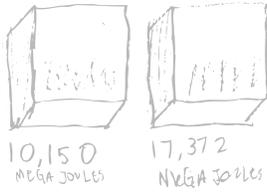
Print Campaign

The *poster and magazine spreads are laid out to mimic old war propaganda. Pithy slogans and simplified but expressive illustrations all work together to persuade the viewer that organic farming is superior to conventional farming. All of the content was derived from The Rodale Institute which has conducted numerous studies on organic vs. conventional farming methods over multiple decades.

The site was designed and built on the idea that Organic Farming ought to be viewed as a Modern-Day practice; not a thing of the past. The content, derived from The Rodale Institute highlights the amazing benefits of Organic Farming.

*Selected to be displayed in the juried show, "A Thousand Plates" in the SDSU Downtown Gallery. Opening reception March 12, 2015.

ENERGY INPUT



Sketches

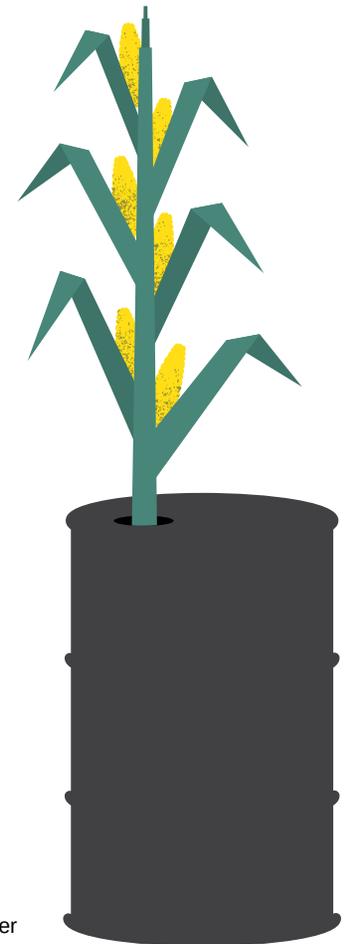
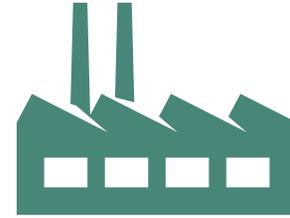
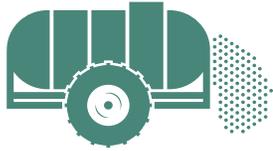


Illustration from Poster

Icons Used in
Magazine Spreads & Poster



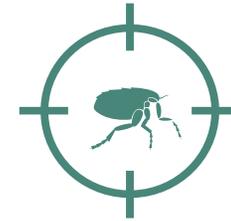
FERTILIZER



HERBICIDE



PESTICIDE





24" x 36" Poster

ORGANIC FARMING IS PROFITABLE

Organic farmers have the potential to make more money with less land than conventional farmers. And the organic market is still growing. Organic food and beverage sales have grown from \$1 billion in 1990 to \$26.7 billion in 2010. And sales for organic fruits and vegetables in 2010 increased 13.9% over 2009, despite the slow economy. Organic farming is also envying communicable and creating jobs. Research clearly shows the long-term economic viability of established organic systems for both farmers and the nation.

On the Farm
When farmers talk yield, the understanding is that yield is directly correlated to profit—more bushels of product equals more money in the bank. The race to grow more crops on more acres is a result of this reality in the conventional agriculture industry. But this is certainly not the case across the board.

In the Community
Rural American communities are in dire conditions because of the conventional agricultural trend of replacing labor with chemicals and machinery. Organic agriculture has the potential to turn that trend around. Organic agriculture promotes job creation, providing for more than 30% more jobs per hectare than non-organic farms, according to a report from the United Nations. The addition of on-farm processing and direct marketing, two practices fostered in organic systems, further increases the opportunities for job creation. More of the money invested in an organic farm operation goes to paying people.

Organic farms are significantly more profitable. According to the Organic Trade Association, organic farmers have an operating profit of \$46,697 compared to \$25,448 for conventional farmers.

Organic grain and soybean systems returned higher profits with organic premiums a review of six Midwestern land grant university studies found. Even without the premiums, half of the organic systems were still more profitable. The other half quickly made up the difference and surpassed the conventional systems when the price premiums were added.

Category	Organic Farms	Conventional Farms
Jobs per hectare	30% more jobs	Baseline
Operating Profit	\$46k	\$25k

ORGANIC FARMING IS SUSTAINABLE

For plants to be healthy, the soil they grow in must be healthy, too. The healthy soil may be defined simply as soil that allows plants to grow to their maximum potential without disease, fertility or pest problems limiting production, and without a need for unusual supplements or support.

According to the Environmental Working Group and soil scientists at Iowa State University, America's "Soil Bank" is being protected better than 12.5 times faster than government estimates. Over the years, the 150 organic systems have exhibited a number of notable improvements the conventional systems did not, including soil that regenerates rather than eroding away.

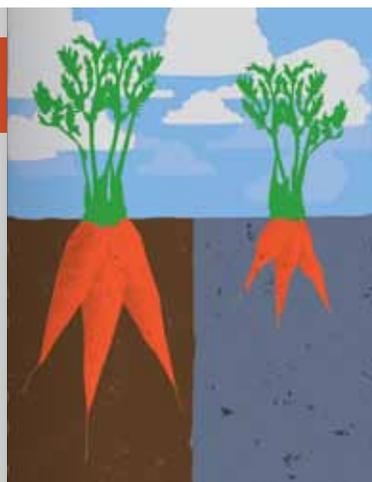
Finally, soil rich in organic matter and microbes, creates a more stable environment for plants to thrive in.

Soil health in the organic systems has increased over time while the conventional systems trend noticeably unchanged. One measure of soil health is the amount of carbon contained in the soil. Carbon performs many crucial functions such as acting as a reservoir of plant nutrients, binding soil particles together, maintaining soil temperatures, providing a food source for microbes, binding heavy metals and pesticides, influencing water holding capacity and aeration, and more. More carbon is better.

When nutrients are applied in synthetic forms, they leach or pass through the soil more quickly than nutrients derived from manure, compost, or cover crops, ending up in water sources both above and below ground. In this case, important nutrients are lost from the soil when rain falls, or water runoff, resulting in negative effects on surrounding crops. One reason the application of synthetic forms of nutrients (or nitrogen, phosphorus, potassium) is preferable is because the nutrients do not remain available to the plants.

In short, organic soil hangs onto more of its "good stuff" for a longer period of time, while chemical systems can lose the "good stuff" more quickly.

ORGANIC SOIL	CONVENTIONAL SOIL
Quality Increases Over Time	Important Nutrients are Depleted
Water • carbon • nitrogen • organic • sulfur • nutrients	nutrients
carbon • nitrogen • organic • sulfur • nutrients • water	carbon
nitrogen • organic • sulfur • nutrients • water • carbon	nitrogen



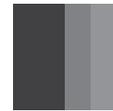
Magazine Spreads

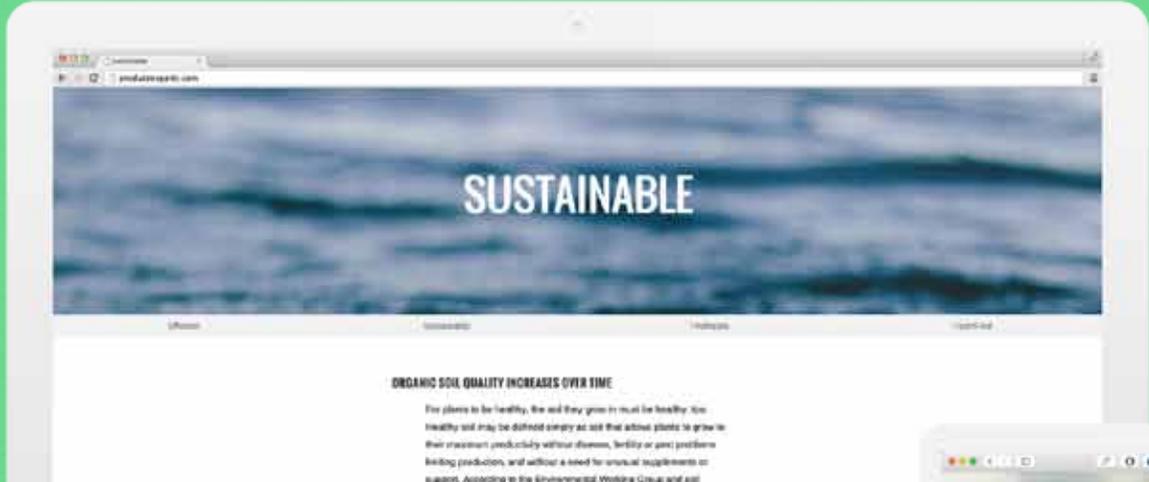
Helvetica Compressed

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Arimo

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z



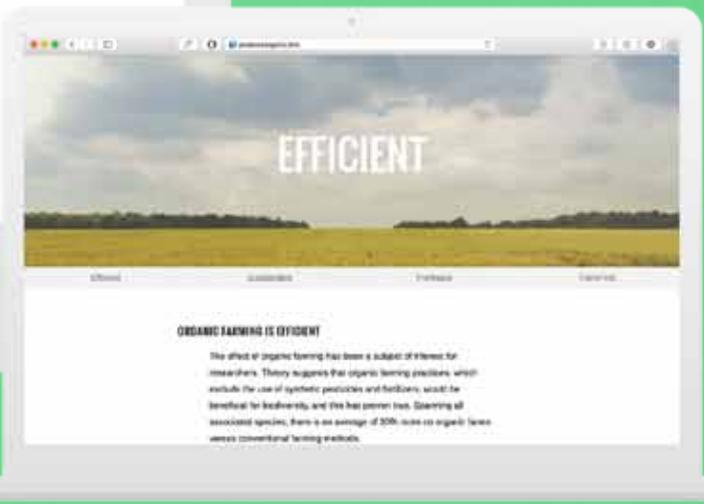


SUSTAINABLE

ORGANIC SOIL QUALITY INCREASES OVER TIME

For plants to be healthy, the soil they grow in must be healthy. The healthy soil may be defined simply as soil that allows plants to grow to their maximum productivity without diseases, fertility or pest problems hindering production, and without a need for unusual supplements or inputs. According to the Environmental Working Group and soil scientists at Iowa State University, America's "Clean Soil" is being produced seven up to 52 times faster than government estimates. Over the years, the FGI organic systems have exhibited a number of notable improvements the conventional system did not, including soil that regenerative rather than eroding away.

Currently, conventional agriculture uses an excessive amount of oil to manufacture chemical



EFFICIENT

ORGANIC FARMING IS EFFICIENT

The effect of organic farming has been a subject of interest for researchers. They suggest that organic farming practices, which exclude the use of synthetic pesticides and herbicides, would be beneficial for biodiversity, and it's less prone to loss. Starring all associated species, there is an average of 30% more in organic farms versus conventional farming methods.



PROFITABLE

ORGANIC FARMING IS PROFITABLE

Organic farmers have the potential to make more money with less land than conventional farmers. And the organic market is still growing.

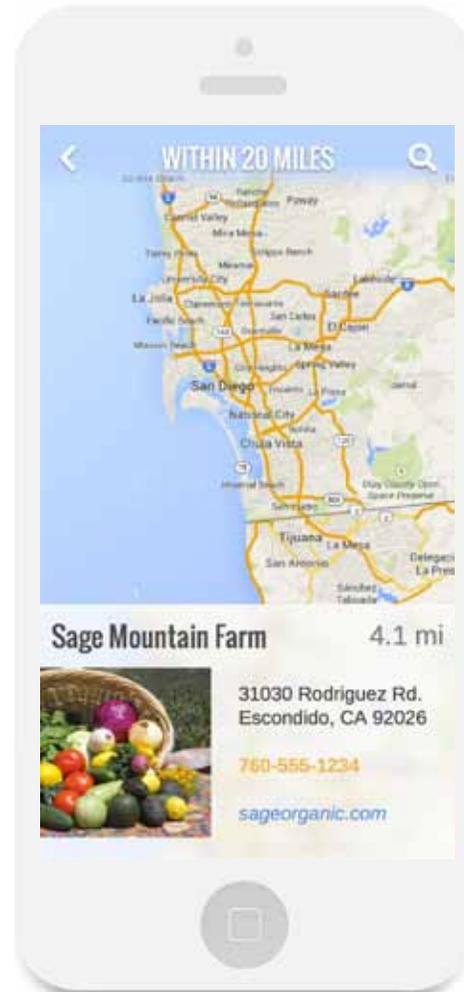
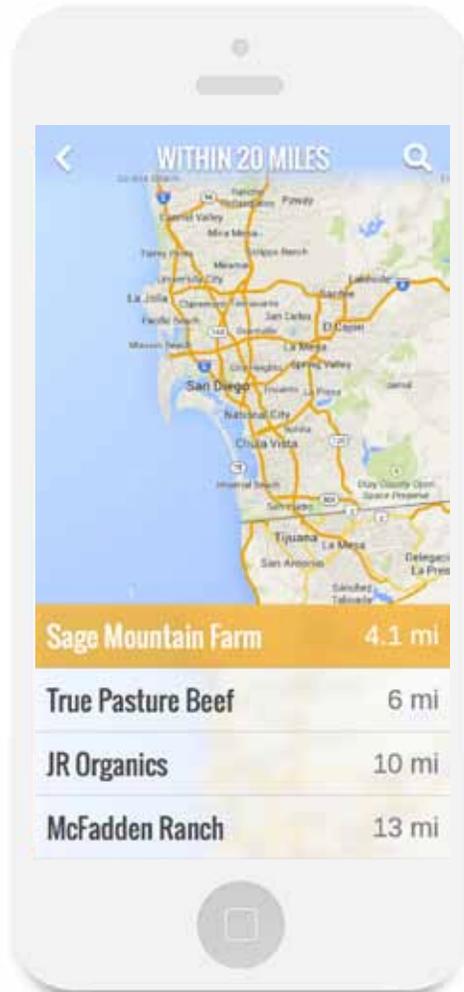
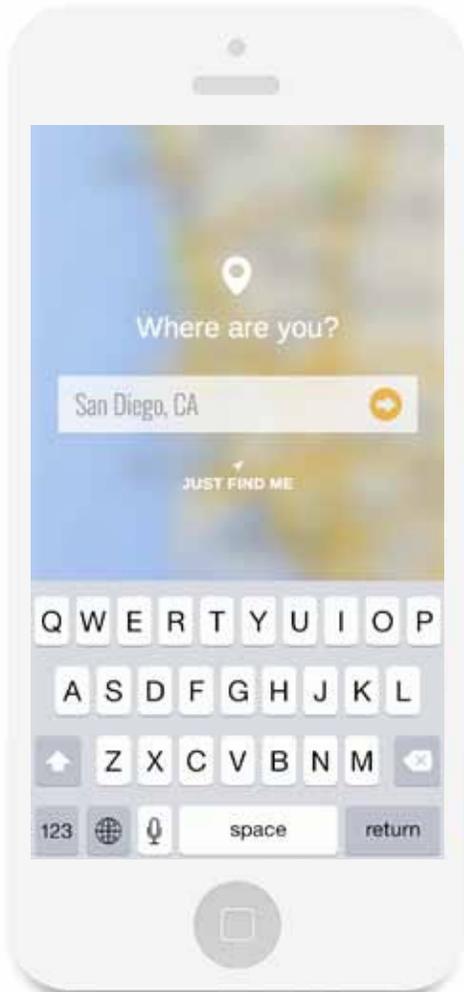
"Organic food and beverage sales have grown from \$1 billion in 2001 to \$26.7 billion in 2012."

And sales for organic fruits and vegetables in 2012 increased 11.2% over 2010. Despite the slow economy.

Produce Organic

Web Development + App Concept

This project accompanies the Produce Organic print campaign, and allows viewers to further dive into the research surrounding organic farming. The website was designed and built on the idea that organic farming ought to be viewed as a modern-day practice; not a thing of the past. The content, derived from *The Rodale Institute*, highlights the amazing benefits of organic farming. This responsive site was hand coded using a mobile first approach and includes some php functions as well. Furthermore, the app concept, "FarmFind" connects users to the organic farms in their area, based on location and proximity.



Farm Find App Concept

Oswald

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

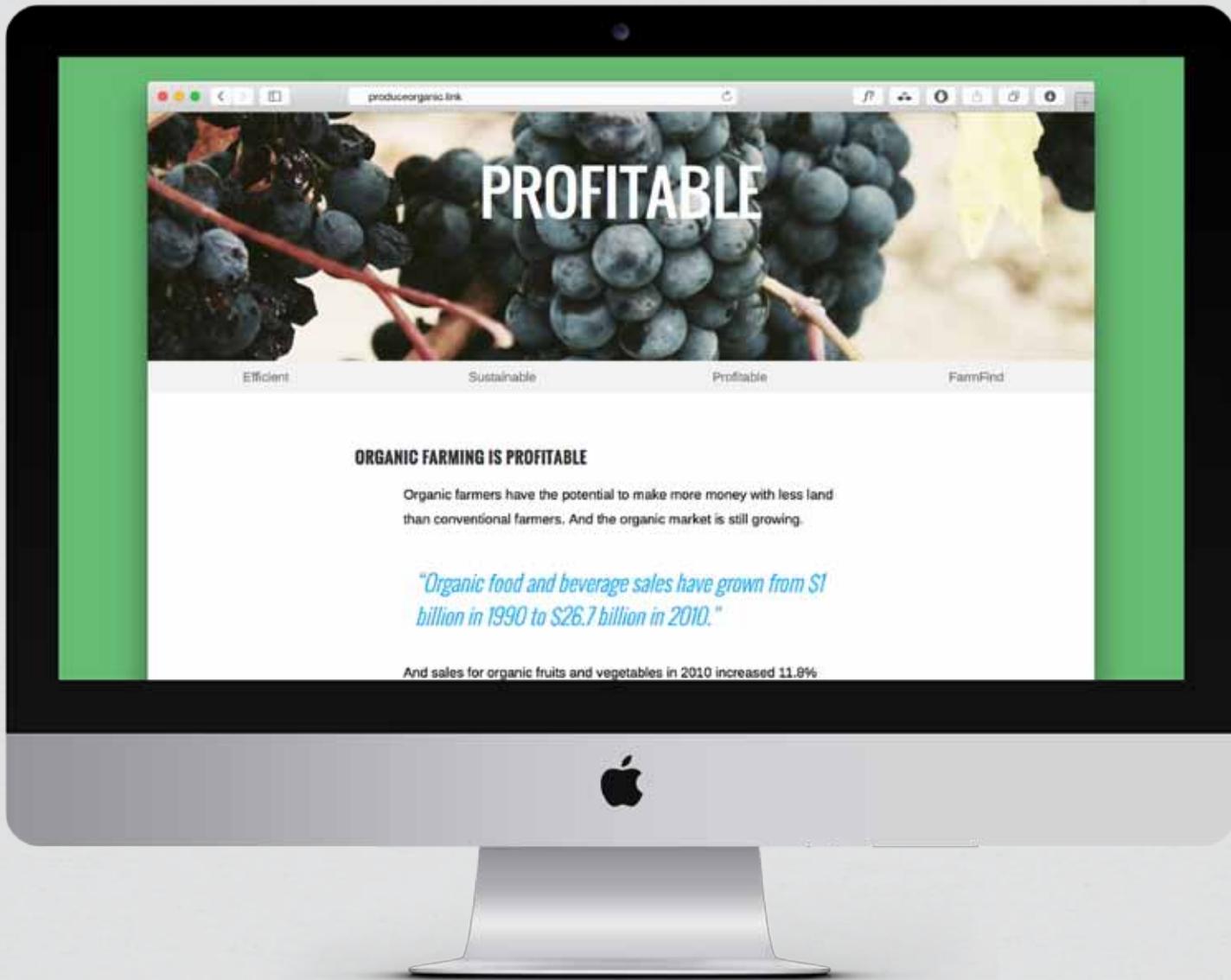
Arimo

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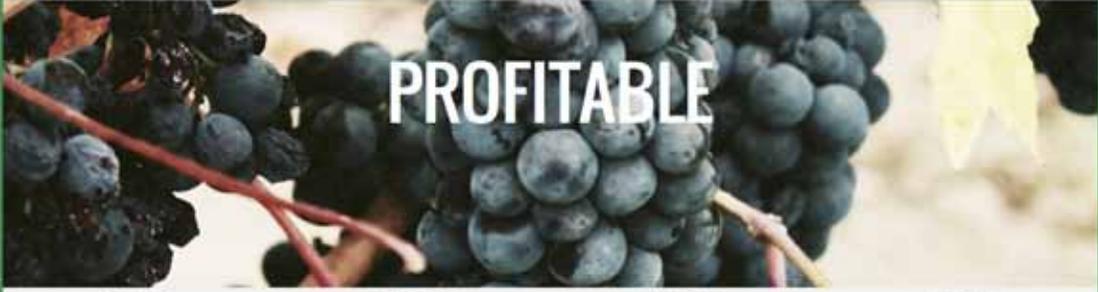


FarmFind





produceorganic.link



PROFITABLE

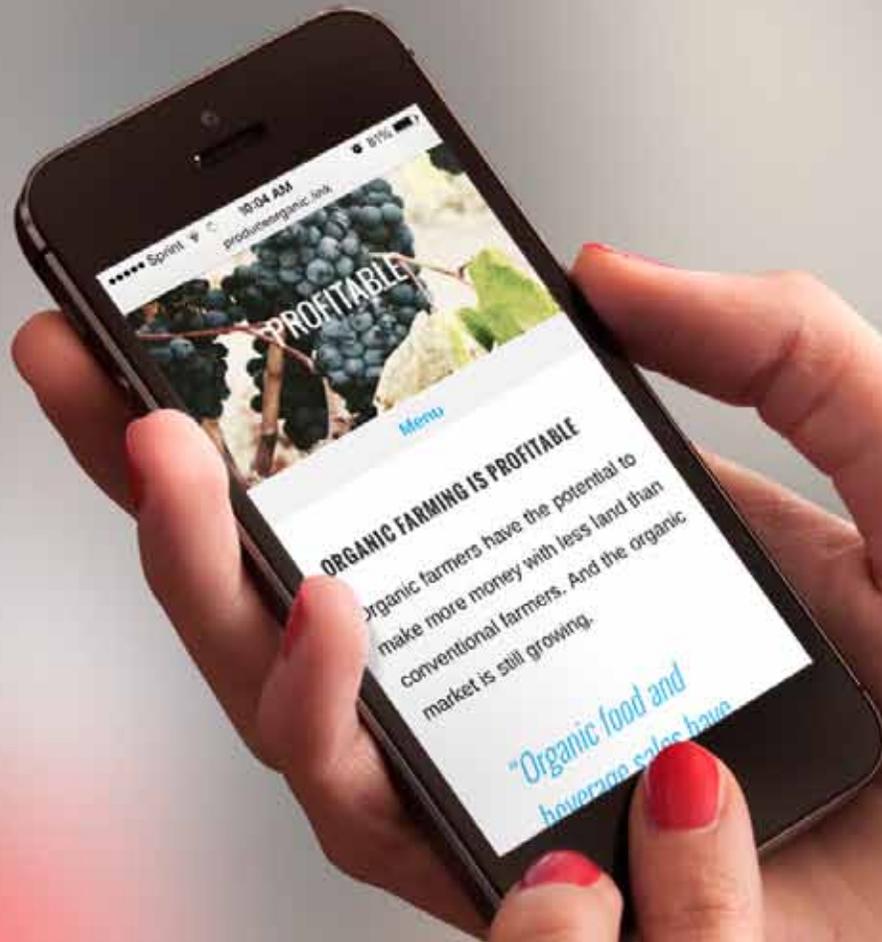
Efficient Sustainable Profitable FarmFind

ORGANIC FARMING IS PROFITABLE

Organic farmers have the potential to make more money with less land than conventional farmers. And the organic market is still growing.

"Organic food and beverage sales have grown from \$1 billion in 1990 to \$26.7 billion in 2010."

And sales for organic fruits and vegetables in 2010 increased 11.8%



PROFITABLE

Menu

ORGANIC FARMING IS PROFITABLE

Organic farmers have the potential to make more money with less land than conventional farmers. And the organic market is still growing.

"Organic food and beverage sales have

"All moralities
are equally good;
all belief systems
are equally
true"

relativism

"We're right
and they're wrong.
It's as simple as that."
- Rudolf Giuliani

THE HISTORY OF RELATIVISM
The history of relativism is a long and complex one, with roots in ancient Greek philosophy and the Renaissance. It was first used in a philosophical context by the French philosopher René Descartes in the 17th century. He argued that all knowledge is relative to the individual mind, and that there is no objective truth. This idea was further developed by the German philosopher Immanuel Kant in the 18th century, who argued that all knowledge is relative to the individual's perspective. In the 19th century, the English philosopher John Stuart Mill argued that all values are relative to the individual's preferences. In the 20th century, the American philosopher Richard Rorty argued that all truth is relative to the individual's social context. In the 21st century, the American philosopher Richard Rorty argued that all truth is relative to the individual's social context.

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Relativism

Broadside + Book Design

This project conveys the idea that relativism is outrageously wrong. This is accomplished through the presentation of Rudy Guiliani's 9/11 Address to the United Nations in contrast with the ideas of Moral Relativism. His speech reveals the truth that we as moral agents, can sense that there is something objectively wrong about terrorism. Visually, the deconstruction of the letterforms suggests that meaning and clarity are being stripped away. Further, the cascading order and overlapping text reveals a destruction and degradation of meaning. The large white callouts serve the purpose of elucidating the war of ideas.



Layout Variations

Type Explorations

RELATIVISM

relativism

RELATIVISM

there's no moral way
to sympathize with
grossly immoral actions

relativism

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RELATIVISM

relativism

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Akzidenz Grotesk

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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Adobe Garamond

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z



"All moralities
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relativism

"We're right
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Look at that
destructive,
that massive,
senseless, cruel
loss of lives
(Oh, and then, I
ask you to look in
your hearts and
recognize that
there is no room
for neutrality on
the issue of
terrorism.

NY Address
October 14, 2001
United Nations, NY

Thank you President of the General Assembly, Dr. Han Seung-Soo, and Secretary General Annan.

And thank you very much for the opportunity to speak, and also for the consideration you showed the city in putting off your general session. And as I explained to the secretary general and the president of the General Assembly, we are now open and we're ready, and at any time that we can arrange it, we look forward to having your heads of state and your foreign ministers here for that session.

On September 11, 2001, New York City, the most diverse city in the world, was viciously attacked in an unprovoked act of war. More than 5,000 innocent men, women and children of every race, religion and ethnicity are lost. Among these were people from 80 different nations.

To their representatives here today, I offer my condolences to you as well on behalf of all New Yorkers who share the loss with you.

This was the deadliest terrorist attack in history. It claimed more lives than Pearl Harbor or D-Day. This was not just an attack on the city of New York or on the United States of America. It was an attack on the very idea of a free, inclusive and civil society. It was a direct assault on the founding principles of the United Nations itself.

The preamble to the U.N. charter states that the organization exists to reaffirm faith in fundamental human rights in the dignity and worth of the human person, to practice tolerance and live together in peace as good neighbors, and to unite our strength to maintain international peace and security.

Indeed, this vicious attack places in jeopardy the whole purpose of the United Nations. Terrorism is based on the premeditated violation of human rights. With bombs and now with airplanes, terrorists deny the dignity of human life. Terrorism preys particularly on cultures and communities that practice genuine openness and tolerance. Their targeting of innocent civilians makes the efforts of those who seek to live together in peace as neighbors; it denies the very notion of being a

neighbor.

This massive attack was intended to break our spirit; it has not done that. It has made us stronger, more determined and more resolved.

The bravery of our firefighters, our police officers, our emergency workers, and children, who may never learn of, in saving over 25,000 lives that day and carrying out the most effective rescue operation in our history, inspires all of us.

For very honored to have with me as their representatives, the fire commissioner of New York City, Tom Brien, Eamon, Tom, please stand up. And the police commissioner of New York City, Bernard Kerik.

The determination, resolve and leadership of President George W. Bush has unified America and all decent men and women around the world. And the response of mass

In fact, the risk that we've seen in terrorism and terrorist groups, I believe, is in no small measure a response to the spread of these ideas, freedom and democracy, in many nations, particularly over the past 15 years. The terrorists have no ideas or ideals with which to combat freedom and democracy. So their only defense is to strike out against innocent civilians, destroying human life in massive numbers and hoping to draw all of us from our pursuit and expansion of freedom.

But the long-term danger of spreading our ideals throughout the world is just not enough and may never be resolved if we do not act, and act together, to remove the clear and present danger posed by terrorism and terrorists.

The United Nations must hold accountable any country that supports or condones terrorism. Other wise, you will fail in your primary mission as peace keeper. It must condemn any nation that supports terrorism. It must isolate any nation that remains neutral in the fight against terrorism.

Now is the time in the words of your charter, the United Nations Charter, "to unite our strength to maintain international peace and security." This is not a time for further study or vague directives. The evidence of terrorism's treachery and inhumanity, of its contempt for life and the concept of peace is lying beneath the rubble of the World Trade Center, less than two miles from where we meet today.

Look at that destruction, that massive, senseless, cruel loss of human life, and then, I ask you to look in your hearts and recognize that there is no room for neutrality on the issue of terrorism. You're either with civilization or with terrorists.

On one side is democracy, the rule of law and respect for human life. On the other, it's tyranny, arbitrary executions and mass murder. You're right and they're wrong. It's as simple as that. And by that I mean that America and its allies are right about democracy, about religious, political and economic freedom. And the terrorists are wrong and, in fact, evil in their mass destruction of human life in the name of addressing alleged injustices.

Let those who say that we must understand the reasons for terrorism, come with me to the thousands of families who're having in New York City - Providence - and explain those innocent medical reasons to the children who will grow up without fathers and mothers and to the parents who have had their children ripped from them for no reason at all. Instead, I ask each of you to allow me to say to those families that your nation stands with America in making a solemn promise and pledge that we will achieve unconditional victory over terrorism and terrorists.

There's no excuse for mass murder, just as there's no excuse for genocide. Those who practice murdering or exterminating innocent civilians have no right to have their cause legitimized by decent people and lawful nations. Terrorists, weak, terrorism, the United Nations, and

It's the thing that unites us and renews us in every generation, our openness to new people from all over the world. So from the first day of this attack, an attack on New York, on America and, I believe, on the basic principles that underlie this organization.

I've told the people of New York that we should not allow this to divide us, because then we would really lose what this city is all about, we have a very, very strong - we have very strong and vibrant Muslim and Arab communities in New York City. They are an equally important part of the life of our city. We respect their religious beliefs. We respect everyone's religious beliefs. That's what America is about and that's what New York City is all about.

I've urged New Yorkers not to engage in any form of group blame or group hatred. This is exactly the evil that we're combat with these terrorists. And if we're going to prevail over them, our spirit, then our ideals and principles and values must transcend all forms of prejudice. This is a very important part of the struggle against terrorism.

This is not a dispute between religions or ethnic groups. All religions, all decent people are united in their desire to achieve peace and understand that we have to eliminate terrorism. We're not divided about this.

There have been many days in New York, when I was running for mayor and since I've been mayor, that many times, when I would have a weekend in which I would go to a Mosque on a Friday and synagogue on a Saturday and a church - sometimes two churches on a Sunday.

And by the time I finished, I would say to myself, I know that we're getting through to God. We're talking to him in every language that he understands. We're using every language that exists, and I know we're getting through to the same God.

We may be doing it in slightly different ways. God is known by many different names and many different traditions, but identified by one consistent feeling, love - love for humanity, particularly love for our children. Love does eventually conquer hate. I believe that, I'm sure you do.

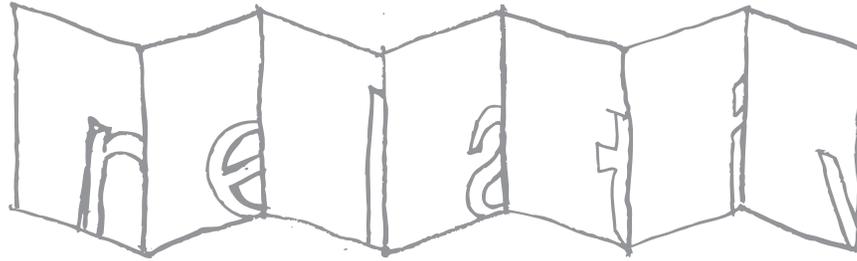
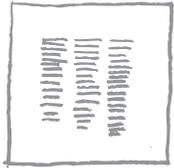
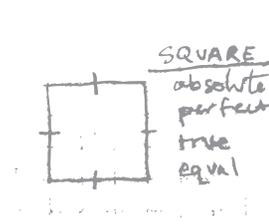
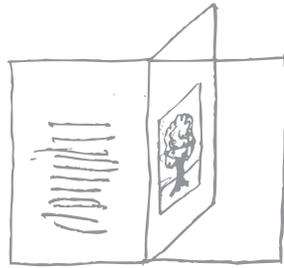
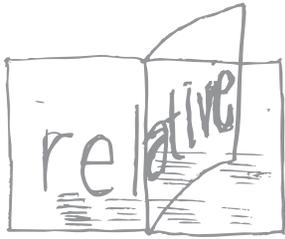
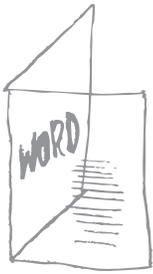
But it also needs our help. Good intentions alone are not enough to conquer evil. Remember Balaam, Home Minister Neville Chamberlain who, armed only with good intentions, negotiated with the Nazis and

The era of
moral relativism
between those
who practice
or condemn
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those nations who
stand up against
it must end. Moral
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this discussion,
and debate.

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bullets and
hijacked

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Book Layout Sketches



Akzidenz Grotesk

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Adobe Garamond

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z



We find ourselves under attack by terrorists.

Thank you President of the General Assembly, Dr. Hal Seung-Soo, and Secretary General Annan. And thank you very much for the opportunity to speak, and also for the consideration you showed the city in putting off your general session. And as I explained to the secretary general and the president of the General Assembly, we are now open and we're ready, and at any time that we can arrange it, we look forward to having your heads of state and your foreign ministers here for that session.

On September 11, 2001, New York City, the most diverse city in the world, was viciously attacked in an unprovoked act of war. More than 5,000 innocent men, women and children of every race, religion and ethnicity are lost. Among these were people from 80 different nations. To their representatives here today, I offer my condolences to you as well on behalf of all New Yorkers who share this loss with you. This was the deadliest terrorist attack in history. It claimed more lives than Pearl Harbor or D-Day. This was not just an attack on the city of New York or on the United States of America. It was an attack of the very idea of a free, inclusive and civil society. It was a direct assault on the founding principles of the United Nations itself.

The preamble to the U.N. charter states that this organization exists to reaffirm faith in fundamental human rights in the dignity and worth of the human person, to practice tolerance and live together in peace as good neighbors, and to unite our strength to maintain international peace and security.

Indeed, this vicious attack places in jeopardy the whole purpose of the United Nations. Terrorism is based on the persistent and deliberate violation of fundamental human rights. With bullets and bombs and now with hijacked airplanes, terrorists deny the dignity of human life. Terrorism preys particularly on cultures and communities that practice genuine openness and tolerance. Their targeting of innocent civilians mocks the efforts of those who seek to live together in peace as neighbors; it defies the very notion of being a neighbor.

This massive attack was intended to break our spirit; it has not done that. It has made us stronger, more determined and more resolved. The bravery of our firefighters, our police officers, our emergency workers, and civilians, we may never learn of, in saving over 25,000 lives that day and carrying out the most effective rescue operation in our history, inspires all of us.

I'm very honored to have with me as my representatives, the fire commissioner of New York City, Tom Von Essen. Tom, please stand up. And the police commissioner of New York City, Bernard Kerik.

The determination, resolve and leadership of President George W. Bush has united America and all decent men and women around the world. And the response of many of your nations, your leaders and people, spontaneously demonstrating in the days after the attack your support for New York and America, and your understanding of what needs to be done to remove the threat of terrorism, gives us great hope that we'll prevail.

The strength of America's response, please understand, flows from the principles upon which we stand. Americans are not a single ethnic group. Americans are not of one race or one religion. Americans emerged from all of your nations. We're defined as Americans by our beliefs, not by our ethnic origins, our race or our religion. Our belief in religious freedom, political freedom, economic freedom, that's what makes an American. Our belief in democracy, the rule of law, and respect for human life, that's how you become an American. It's these very principles and the opportunities these principles give to so many to create a better life for themselves and their families that make America and New York a shining city on a hill. There's no nation in the history of the world and no city that has seen more immigrants in less time than America. And people continue to come here in large, large numbers to seek freedom, opportunity, decency, civility.

Each of your nations, I'm certain, has contributed citizens to the United States and to New York. I believe I can take every one of you someplace in New York City, and you can find someone from your country, someone from your village or town, that speaks your language and practices your religion. In each of your lands, there are many who see Americans in spirit by virtue of their commitment to our shared principles.

It's tragic and perverse that it's because of these very principles, particularly our religious, political, and economic freedoms, that we find ourselves under attack by terrorists. Our freedom threatens them, because

they know if our ideas of freedom gain a foothold among their people, it will destroy their power. So they strike out against us to keep those ideas from reaching their people.

The best long-term deterrent and approach to terrorism, obviously, is the spread of the principles of freedom and democracy and the rule of law and respect for human life. The more that spreads around the globe, the safer we will all be. These are very, very powerful ideas. And once they gain a foothold, they cannot be stopped.

In fact, the rise that we've seen in terrorism and terrorist groups, I believe, is in no small measure a response to the spread of these ideas, freedom and democracy, to many nations, particularly over the past 15 years. The terrorists have no ideas or ideals with which to combat freedom and democracy. So their only defense is to strike out against innocent civilians, destroying human life in massive numbers and hoping to deter all of us from our pursuit and expansion of freedom.

But the long-term deterrent of spreading our ideals throughout the world is just not enough and may never be realized if we do not act, and act together, to remove the clear and present danger posed by terrorism and terrorists.

The United Nations must hold accountable any country that supports or condones terrorism. Otherwise, we will fail in our primary mission as peacekeeper.

Our belief in democracy, the rule of law, and respect for human life; that's how you become an American.

prove the beginnings were flawed in order to license a greater openness to the new

of indiscriminate freedom. Hobbes and Locke, and the American Founders following them, intended to palliate extreme beliefs, particularly religious beliefs, which lead to civil strife. The members of sects had to obey the laws and be loyal to the Constitution; if they did so, others had to leave them alone, however distasteful their beliefs might be. In order to make this arrangement work, there was a conscious, if covert, effort to weaken religious beliefs, partly by assigning – as a result of a great epistemological effort – religion to the realm of opinion as opposed to knowledge. But the right to freedom of religion belonged to the realm of knowledge. Such rights are not matters of opinion. No weakness of conviction was desired here. All to the contrary, the sphere of rights was to be the arena of moral passion in a democracy.

It was possible to expand the space exempt from legitimate social and political regulation only by contracting the claims to moral and political knowledge. The insatiable appetite for freedom to live as one pleases thrives on this aspect of modern democratic thought. In the end it begins to appear that full freedom can be attained only when there is no such knowledge at all. The effective way to defang the oppositors is to persuade them they are ignorant of the good. The inflamed sensitivity induced by radicalized democratic theory finally experiences any limit as arbitrary and tyrannical. There are no absolutes, freedom is absolute. Of course the result is that, on the one hand, the argument justifying freedom disappears and, on the other, all beliefs begin to have the assumed character that was initially supposed to be limited to religious belief.

The great danger was not that rights to opinion would be lost, but that opinion would determine what rights individuals not receive in a democratic regime. Citizens instead as impractical and practically unworkable, a system that presented danger – a danger that was the only one that posed. Behind his opinion there was an optimistic view about progress, and about the possibility of democratic principle and its application to the problems of the world and in which he was confident that he had been shared by the Founders. He insisted that the principle of democratic belief was not to be questioned and considered inviolable. The consequences might be harsh for individuals, but some were tyrannical and not respectful of individual rights. To their work and to their belief that they could be for the individual, he insisted that there should be no limitation on the scope of their freedom to choose to be a citizen of a nation where they would be made responsible for their own actions. That they could be no compromise, no matter how small, that they did not depend on the choice or election but in the condition of their own decisions in the first place, that popular sovereignty was the question of what slavery was impermissible. It would result in the avoidance of the clear and present danger of a bloody civil war.

But openness, nevertheless, especially in the case of natural rights, partly through the question of slavery was impermissible. It would result in the avoidance of the clear and present danger of a bloody civil war.

last constraints. Civic education turned away from concentrating on the Founding to concentrating on openness based on history and social science. There was even a general tendency to debunk the Founding, to prove the beginnings were flawed in order to license a greater openness to the new. What began in Charles Beard's Meritism and Carl Llewellyn's historicism became historicism. We are used to hearing the Founders charged with being racist, murderers of Indians, representatives of class interests. I found my first history professor in the university, a very famous scholar, whether the historicism the press of George Washington did not have the effect of making us despise our regime. "Not at all," he said. "It doesn't depend on individuals but on our history and democratic values." To which I rejoined, "But you just showed us that Washington was only using these values to further the class interests of the Virginia squatters." He got angry, and that was the point. He was convinced by a general assurance that the values of democracy are part of the movement of history and did not require his elucidation or defense. He could carry on his historical studies with the moral certainty that they would lead to greater openness and hence more democracy. The lessons of factism and the vulnerability of democracy, which we had all just experienced, had no effect on him.

Liberalism's robust natural rights, the kind that we know of from Stuart Mill and John Dewey, might as well have been a foreign language. The kind of democracy that we are now seeing confronting us is being closed in on by the new, the manifestations of progress and openness, and to be paid by the fundamental principle of more virtues that include such as

According to them, to use language more precisely, democracy is not a principle. All that is to be done is to make sure that the principles are followed. We should not be concerned with the principles themselves. We should be concerned with the results. The results of the principles are what we should be concerned with. The results of the principles are what we should be concerned with. The results of the principles are what we should be concerned with.

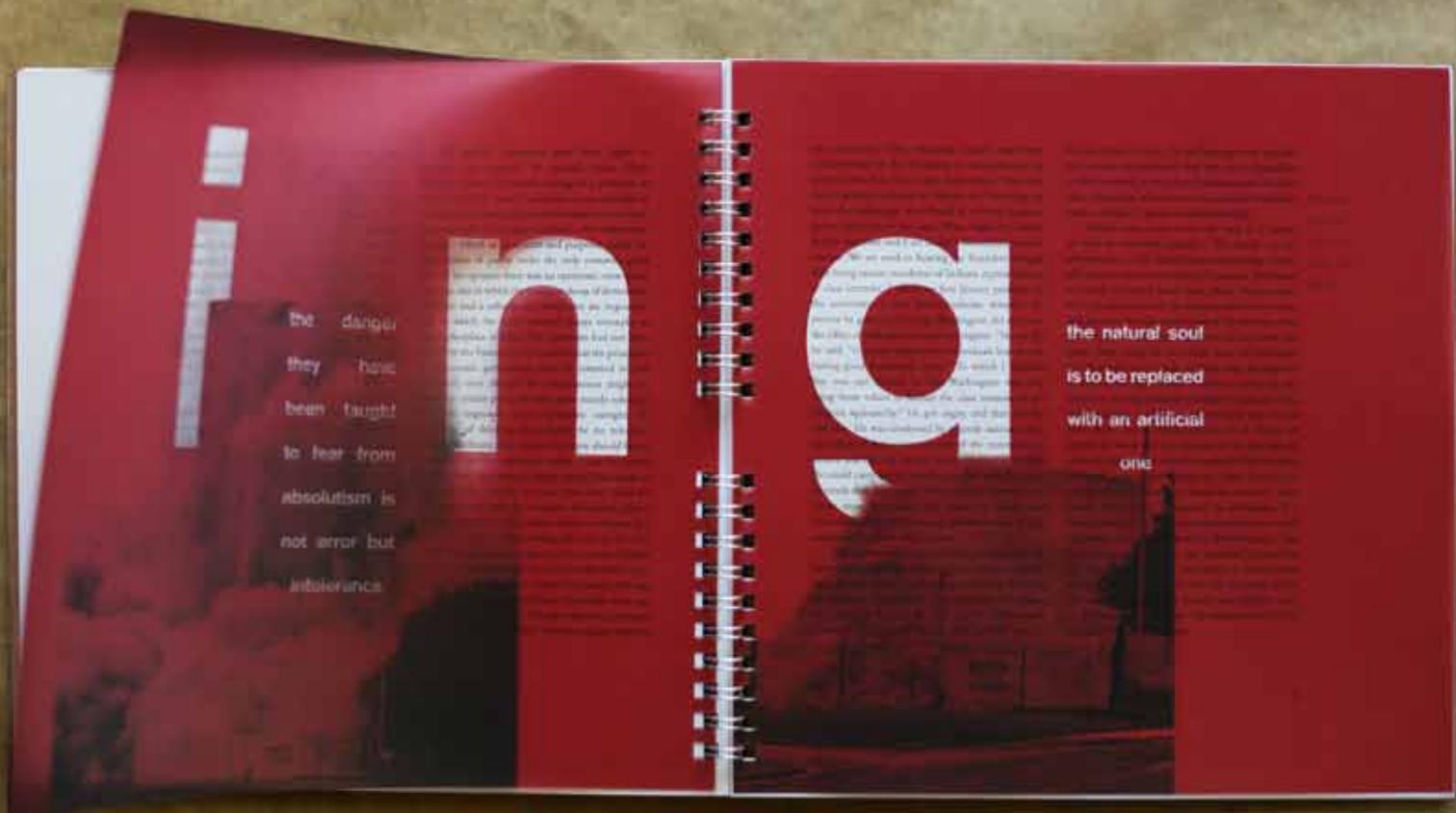
the purpose of their education is not to make them scholars but to provide them with a moral virtue – openness



...the difference between these two can be seen in the old view of what a man is. The old view was that by recognizing and accepting man's natural rights, men would be found in the changed understanding of what it means to be an American. The old view was that by recognizing and accepting man's natural rights, men would be found in the changed understanding of what it means to be an American. The old view was that by recognizing and accepting man's natural rights, men would be found in the changed understanding of what it means to be an American.

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...no excuse for genocide. Those who practice terrorism...
...murdering or wounding innocent civilians are...
...the right to have that cause prosecuted by decent...
...citizens and lawful nations. On September 11, 2001...
...the United States must pass a law. The law of moral...
...reasons between those who practice or commit...
...terrorism and those nations who stand up against it...
...must be clear. Moral mission doesn't have a place in the...
...economic marketplace.

...There is no excuse for sympathy with goods...
...wrong actions. And by so doing we're trying to...
...the terrorists, we have had that been offered in...
...which terrorism has grown. The law and moral...
...of the law is possible because it is based on...
...and conviction.

...The Security Council's unanimous passage of Resolution...
...1373 authorizing wide-ranging anti-terrorism measures...
...against the international community is a very good...
...example. We believe it is essential accountability to...
...the necessity of terrorism.

...As a former United States attorney I am particularly...
...convinced that the United States has an essential...
...mission to stand up to terrorism, not just the...
...United States but the world. It's extremely important...
...to stand up to terrorism, not just the...
...United States but the world. It's extremely important...

...groups in America. By taking away their ability to...
...amass large amounts of money, you take away their...
...ability to have other things on their functioning for...
...them even if they are removed, arrested, prosecuted...
...or eliminated through war or through law enforcement...
...It's not of the lifeblood of the organization. So I...
...believe this was a very good first step.

...But now it is up to the member states to enforce this...
...and other aspects of the resolution and for the United...
...States to enforce these new mechanisms to take...
...the financial take away from the terrorists. Take away...
...their money, take away their access to money and you...
...reduce their ability to carry out complex missions.

...Each of you sitting in this room, is here because of...
...your country's commitment to being part of the family...
...of nations. We need to make sure it's a family we want...
...before we're all in our chambers in Washington...
...if the fact that the United States stands for the...
...principle that human beings have a right to...
...that stands up. If you need to be convinced that you...
...don't need to find any to...

...Just go outside for a walk in the streets and the...
...streets of New York City. You can't walk outside in the...
...streets of New York City without seeing someone...
...that looks different than you, who's different than you...
...who's different than you, who's different than you. If...
...you grow up in New York City you learn that, and then...
...you live something. If you're an immigrant in a decent...
...person, you learn that all these differences are nothing...
...in comparison to the things that unite us.

...There is a city of immigrants in every other city, with...
...a nation of immigrants. Like the victims of the World...
...Trade Center attack, we're of every race, we're of every...
...religion, we're of every ethnicity and our diversity...
...has been our greatest source of strength.

...It's the things that unite us and unite us in every...
...generation, our openness to new people from across...
...the world. So from the first day of this attack, we...
...looked to New York, to America and, I believe, on the...
...basic principles that underlie this organization.

...I've told the people of New York that we should not...
...allow this to divide us, because from we would really...
...lose what the city is all about. We have a very very...
...strong -- we have very strong and shared Muslim...
...and Arab communities in New York City. They are...
...extremely important and we do it all together. We...
...united their religious beliefs. We respect everybody's...
...religious beliefs. That's what America is all about...
...that's what New York City is all about.

...I've urged New Yorkers not to engage in any form of...
...group blame or group hatred. This is exactly the way...
...that we're committed with these terrorists. And we're...
...going to make sure that we learn from our mistakes...
...and progress and we must be forward all times of...
...progress. This is a key element part of the strength...
...of our nation.

We're right
and they're
wrong. It's
as simple
as that.