

GCM 130

Branding Identity Proposal

THE VISION

If you're serious about writing then you want the neuetype NT-01 typewriter.

The power of the written word and the magic of tactility combine with neuetype's proprietary haptic feedback writing experience.

We spend too much time on our computers - a change in scenery, in feelings is sometimes all we need to get that rare spark of creativity.

Redesigned for not the 21st century - but the 22nd, the neuetype NT-01 takes everything great and nostalgic about the typewriting experience and ups it by a hundred.

The NT-01 typewriter is not just an alternative for mechanical keyboards - it's a whole DIFFERENT beast.

Protect your IP, your personal information, and your uniqueness with the NT-01.

A completely OFFLINE experience means no distractions, machined ROBUSTNESS means risk-free portability.

Achieve your vision. The NT-01 comes in minimal eco-positive packaging.

“neuetype”

PROPOSAL

I have been assigned to redesign the typewriter as part of a class-wide effort to refresh old-school and nostalgic, retro technology.

After considering designs I find close to my heart, I decided to create a typewriter based on analog synthesizers through the lens of early 2000s futurism. I believe there is still a place for optimism and a re-look at how we treat the internet. A typewriter is a physical object, wireless and robust. Using one pulls us away from the distractions of being online. Analog gear is a great source for inspiration because of its intricate, purpose-driven details. There's usually no fluff and no nonsense, and machines like the Korg Triton, the Roland TB-303, TR-808s, and so on have maintained a sense of timelessness despite newer technologies existing.

The current typewriter market is too scared to create new designs, because when they do make something "new," it's too far removed from the solutions that typewriters provide. For example, designer Jody Del Bianco's "Flow" typewriter is modern, yes, in that it has a cylindrical digital display that scrolls as you type. But the keyboard is thin, there's no weight to it, and each key lacks enough travel distance to hit the sweet spot of haptic feedback that a true typewriter provides. Meanwhile, other current typewriters in the market are gaudy and look like something an amateur film-maker would pull out of a prop room for a Wes Anderson ripoff film. There's no elegance and only misunderstandings in the current typewriter market. Rather than designing based on classic typewriter designs like an Olympia, Lettera, Smith Corona or Remington, I want to create based on another creative field - the realm of music.

Preliminary design plans include the designing a product that covers tactility, ergonomics and robustness. Hard, angled edges will accentuate the form of the product while specially shaped keys will conform to the users' strokes.

Detail about colours are on the right side of the page. Below, images of Teenage Engineering analog equipment, which will be the primary design inspiration for the neuetype NT-01. Minimal colour scheme, with focus on light elegance and an almost cyberpunk UI and layout.



IMAGE SOURCES (Left-Right)

EP-133 K.O. II. Teenage Engineering, <https://teenage.engineering/store/ep-133>.

EP-133 K.O. II. (b) Teenage Engineering, <https://teenage.engineering/store/ep-133>.

OP-1. Teenage Engineering, <https://teenage.engineering/products/op-1>.

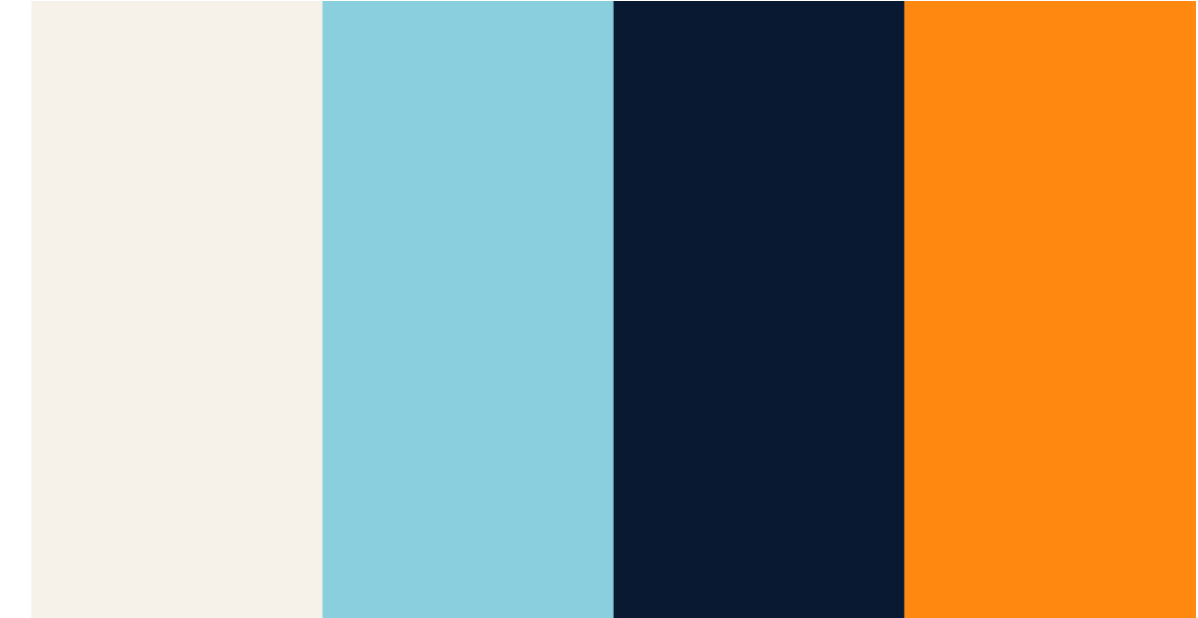


2006 Sport

7fc3da-fffff-d6d7d7-033f63-0f110c

Neuetype intends to embrace future nostalgia and adapt turn-of-the century design trends for a holistic approach to catering to the future.

Above and below are two colour palettes I've hand-picked by pulling colours from The Designers Republic and early 2000s Japanese video games like Wii Sports and Wipeout. Through familiarity, the design and colour scheme I'm choosing will appeal to the very real demographic of chronically online internet users that are seeking a way to hone their procrastinated creative output.



2009 Internet Cafe

fffff-f6f2e9-8acfde-081931-ff8811

Colours picked by Sam Dubiner, assembled and saved in Coolers for layout and accessibility-testing purposes.

<https://coolers.co/palette/7fc3da-fffff-d6d7d7-033f63-0f110c>

<https://coolers.co/palette/fffff-f6f2e9-8acfde-081931-ff8811>



INSPIRATION - stickers



Bao T. Nguyen is a freelance graphic designer based in Sacramento, CA. Their work utilises strong lines and sans serif, sometimes monotype fonts to create a no-nonsense, "clean" aesthetic. Nguyen's work on "apple stickers" showcases an adaptability to form that I'd like to mimic.

IMAGE SOURCES

Apple stickers. Bao T. Nguyen. (n.d.). <https://baotnguyen.com/apple-stickers>

Dynamic duo-shots of the product creates a sense of movement and tangibility.

Lighting elevates the visual experience while also showing the market more than just an orthographic viewpoint.

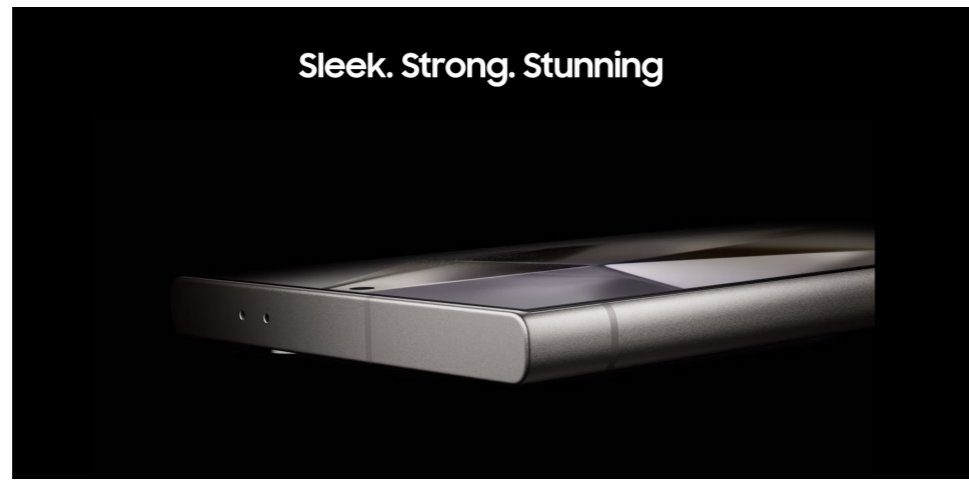
The neuetype NT-01 is as real as a fictional typewriter gets.

The success of this product relies on selling the concept of creative "flow."

Here are three designs I've found on company websites that evoke a perception of fluidity and somehow rigidity.

Paradoxically pleasing is the goal.

On the right side of the spread are two of the tutorials by XUYU Design that I want to follow to create a futuristic, early 2000s chrome-liquid, and flowing background for my product.



All the right connections.

MacBook Pro packs a powerful array of ports for connecting high-speed peripherals, driving high-resolution displays, or directly offloading SDXC cards. And it supports both Wi-Fi 6E and Bluetooth 5.3.



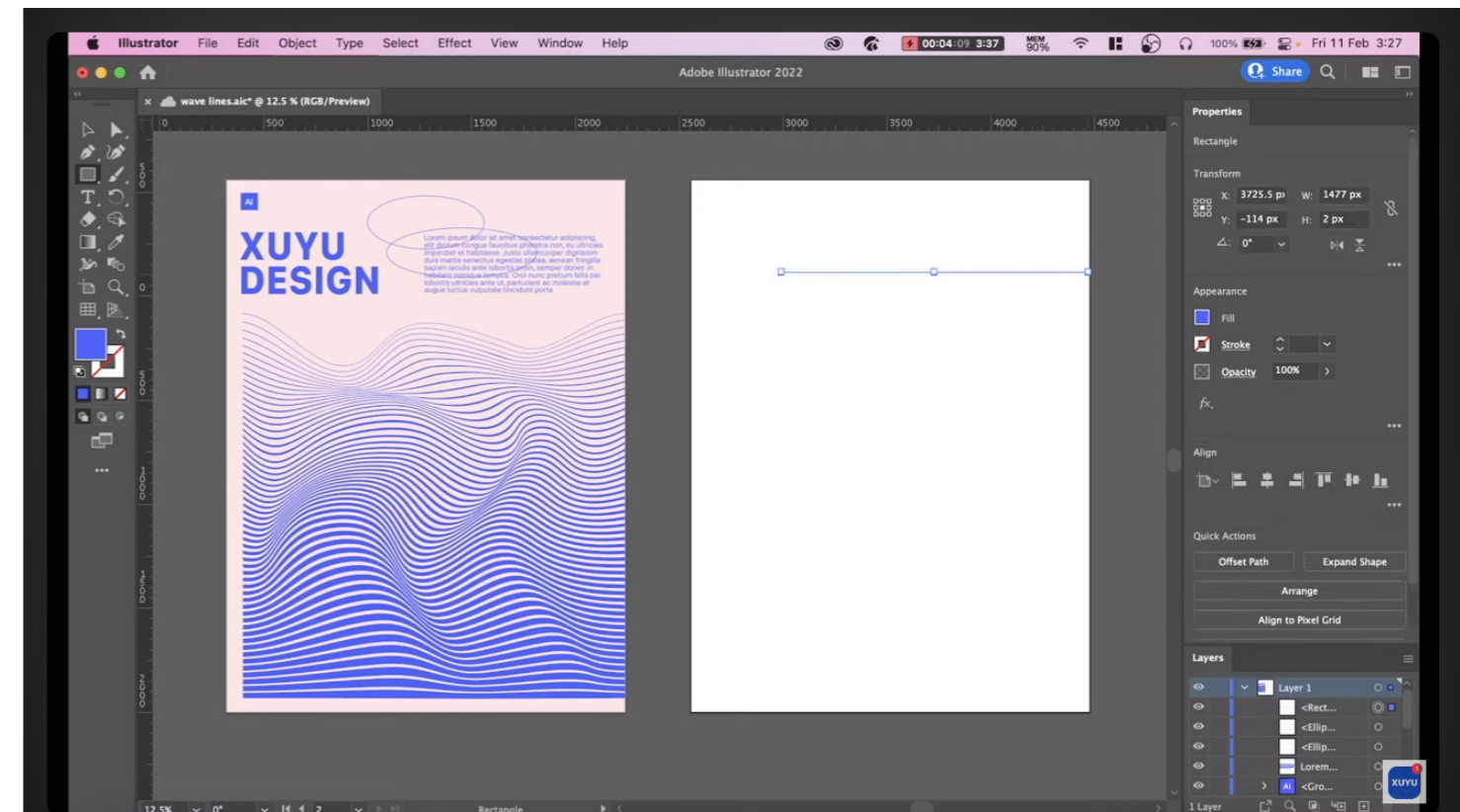
IMAGE SOURCES (TOP DOWN)

Galaxy S24 Ultra: Galaxy AI: Samsung Canada. Samsung ca. (2024, March 6). <https://www.samsung.com/ca/smartphones/galaxy-s24-ultra/>
MOJ068: See-through & custom mechanical keyboard. Indiegogo. (n.d.). <https://www.indiegogo.com/projects/moj068-see-through-custom-mechanical-keyboard>
MacBook Pro. Apple. (n.d.). <https://www.apple.com/macbook-pro/>



Adobe illustrator tutorial for beginner || Make liquid holographic shapes with gradient mesh tool

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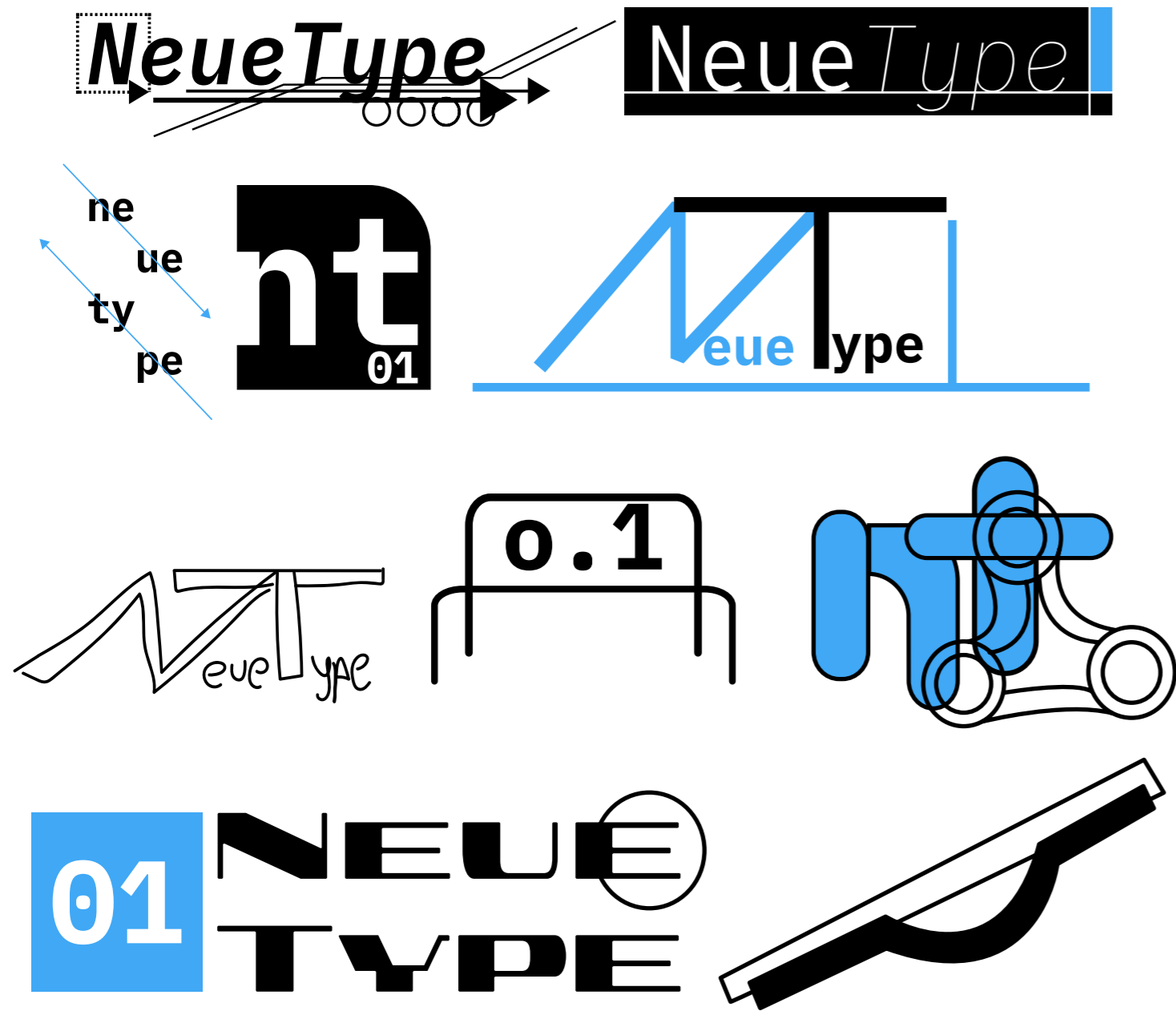
Lines Wave Style Poster Graphic Design Tutorial With Adobe Illustrator || Adobe Illustrator Tutorial

XUYU Design Tutorials 23.4K subscribers 9.3K likes Share Download Thanks Clip

IMAGE SOURCES (TOP DOWN)

XUYU Design Tutorials. (2021, July 29). *Adobe illustrator tutorial for beginner || make liquid holographic shapes with gradient mesh tool.* YouTube. <https://www.youtube.com/watch?v=n7N50hcreQ>
XUYU Design Tutorials. (2022, February 11). *Lines wave style poster graphic design tutorial with Adobe Illustrator || adobe illustrator tutorial.* YouTube. <https://youtu.be/Gy0J6pYJ0l0?si=M8C5aa1UYWHIdgpU>

ROUGH LOGO MOCKUPS



Experiments with monotype and quick drawings of typewriter components. I would like to detail the base shape of my logo around mechanical detail, because there's nothing more futuristic than raw design, right? Go brutalism!

REFERENCES

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- OP-1. Teenage Engineering, <https://teenage.engineering/products/op-1>.
- XUYU Design Tutorials. (2021, July 29). *Adobe illustrator tutorial for beginner || make liquid holographic shapes with gradient mesh tool*. YouTube. https://www.youtube.com/watch?v=_n7N50hcreQ
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