

Design Process



Research

Understand context and visual goals.



Creation

Develop layout and graphic elements.



Ideation

Explore concepts and visual direction.



Final Outcome

Finalize assets and prepare for final output.



Typography Experiment

Audience: Fans of the series or people who are

interested in the show.

Design tool: Adobe Indesign, Adobe Photoshop,

Adobe Illustrator







Research

Topic Choice
Understand Context



I chose Walter White from Breaking Bad as the focus of this project because of his complex and distinctive personality. His dramatic transformation offers rich material for visual storytelling. As a fan of the series, I find his journey both compelling and emotionally intense—making him an ideal subject for experimental typography that explores identity, conflict, and psychological tension.







TV Series Promotions

Used as an official newspaper to promote *Breaking Bad* or similar shows, providing deep insight into the main character's psychology and story.

Character Study and Analysis

Distributed in academic settings or fan events as a special edition for exploring character development and inner conflict.

Collector's Edition or Merchandise

Produced as a limited-edition collectible newspaper for fans, blending art and storytelling as a unique memorabilia item.









Through analysis of the character's impression and research, I researched for the most suitable image, texture and place as the basis for the final visual narratives.



Teeth: The lingering presence of teeth following acts of violence symbolizes the inescapable traces of Walter's guilt.



Galaxy: Every galaxy and planet in the Milky Way is independent but also influenced and controlled by other planets and galaxies, representing the paradox between independence & dependence.



Teddy bear: In the drama, it represents guilty and the loss of life.

Theme Research



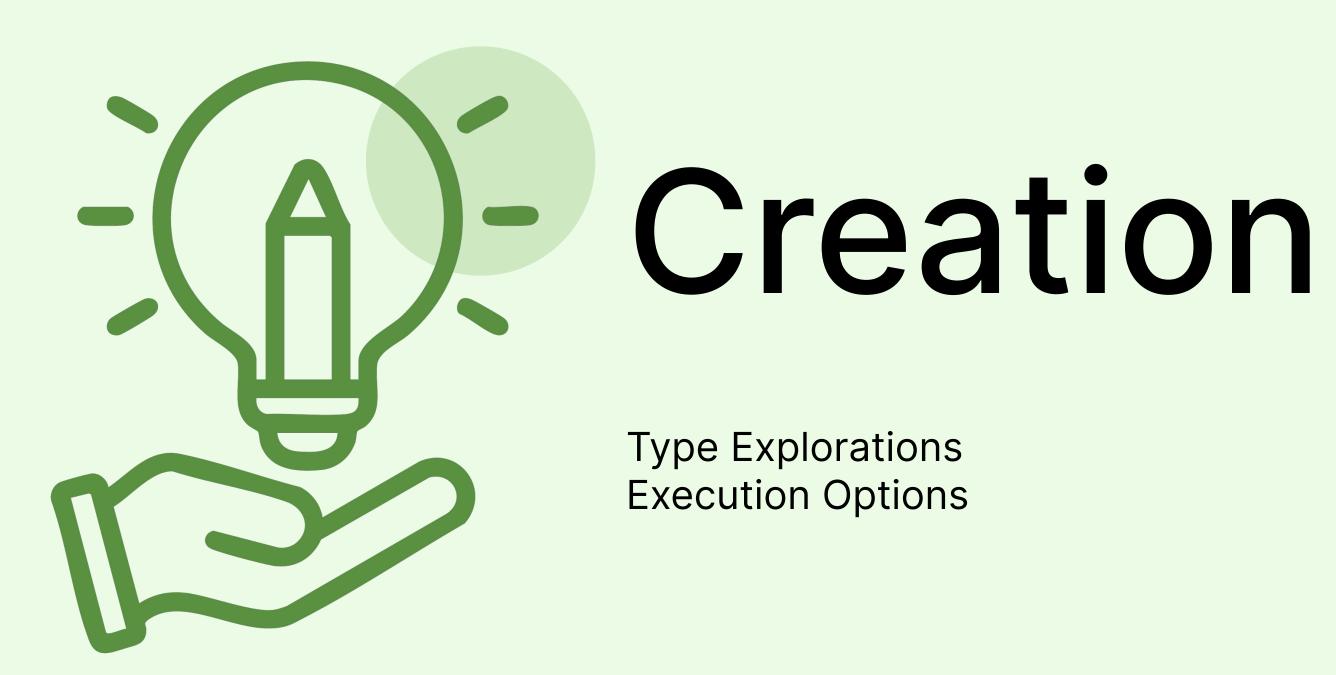




Apple Peel: The thin, spiraling apple peel reflected his pride—carefully cut, smooth on the surface, but beneath it, the fruit was often bruised, hidden beneath layers of perfection.

Fish Skin: antihero, wears the shine of fish skin—glimmering with boldness and contradiction. It may sparkle like something precious, but beneath the surface, it's still just fish skin—fragile, deceptive, and destined to decay.

Rock: The rocks on the seaside are becoming sharper and more aggressive and powerful after being hit by the waves, which represents strong, hardcore and pressure.



Type Explorations **Execution Options**



SAY MY NAME

Brushberry Sans Two

Say My Name

Say My Name

Gloucester MT Extra Condensed

Say My Name

BC Vajgar Regular

Hachura

SAY MY NAME

Amboy

Say My Name

Bely Display

SAY MY NAME

Artworld MN

Say My Name

Antiquarian

Say My Name
Zubtrak Stencil

SAY MY MANE

Teeshirt-Regular

SAY MY NAME

BODAR

Select the most suitable typeface for the word or phrase selected as the exploration target. In this process, the form of the selected typefaces and their match with the specific words must be compared side by side.

Antihero

Antihero Elephant

Antihero Antihero

Corsario VF Headline Black

Antihero

Bomboniere Bold Italic

Antihero

Acumin Variable Concept

Antihero

Poppins Regular

Antihero

Nicholas

Antihero

Anton Regular

Antihero

Barge-Regular

Antihero

FranklinGothic URW

Antihero

Abhaya Libre ExtraBold

Antihero

AureaUltra Roman

Pride Roly Display

Bely Display

Pride

Franklin Gothic Heavy

Pride

Corundum Text Bold

Pride

Sabon Bold Italic

Príde

Lucida Calligraphy Italic

Pride

Ars Nova

Pride

Noort Display Bk

Pride

Rumba

Pride

Abhaya Libre ExtraBold

Pride

Lobster Regular

Pride

Libre Bodoni

Pride

Aesthet Nova





"Say My Name"

This moment symbolizes Walter's transformation from a mild-mannered chemistry teacher into a ruthless, powerful drug lord. It's a way for him to command respect and solidify his legendary status in the drug world. The line is a defining moment of his ego and the ultimate shift in his character.



"Egoist"

This stage of sketching aims to identify chart/graphs formats that effectively embed the project's data and offer compelling visual expression.



"Heisenberg"

Walter White's alias as a drug kingpin, "Heisenberg," symbolizes his descent into darkness and his embrace of power and moral ambiguity.



"Brilliant"

Walter White's brilliance lies in his exceptional chemistry skills and strategic thinking. His ability to outsmart adversaries and solve complex problems is key to his transformation into a powerful drug kingpin.



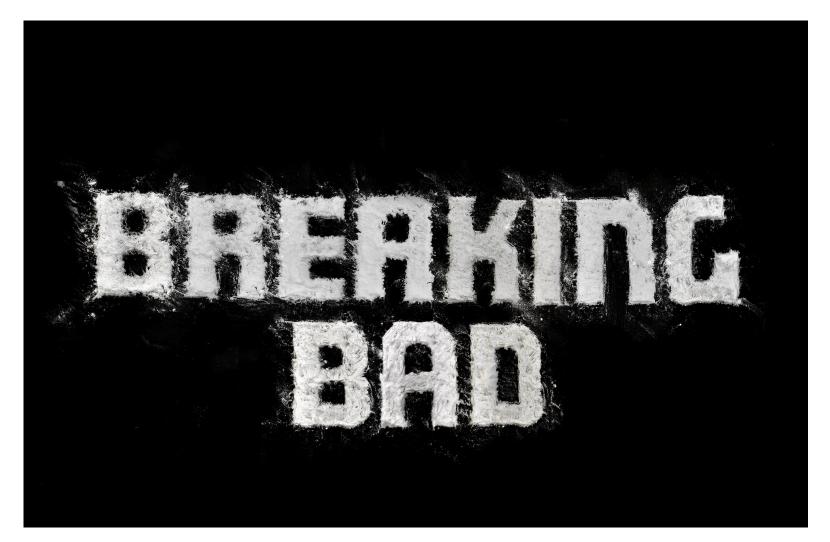
"Antihero"

Walter White blurs the line between good and evil, making morally questionable decisions while trying to justify them as necessary for his family's survival.



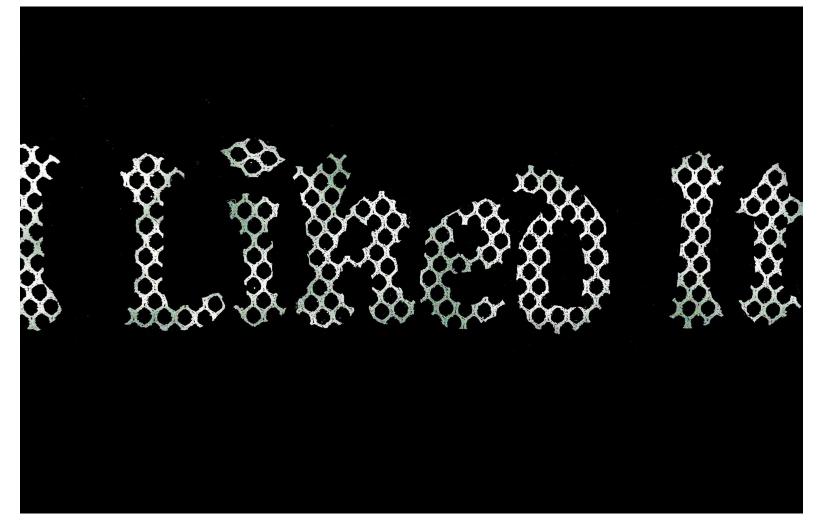
"Pride"

Walter White's pride is rooted in his need for control and recognition. His ego drives him to make increasingly reckless decisions, as he becomes obsessed with proving his intelligence and worth, which ultimately leads to his downfall.



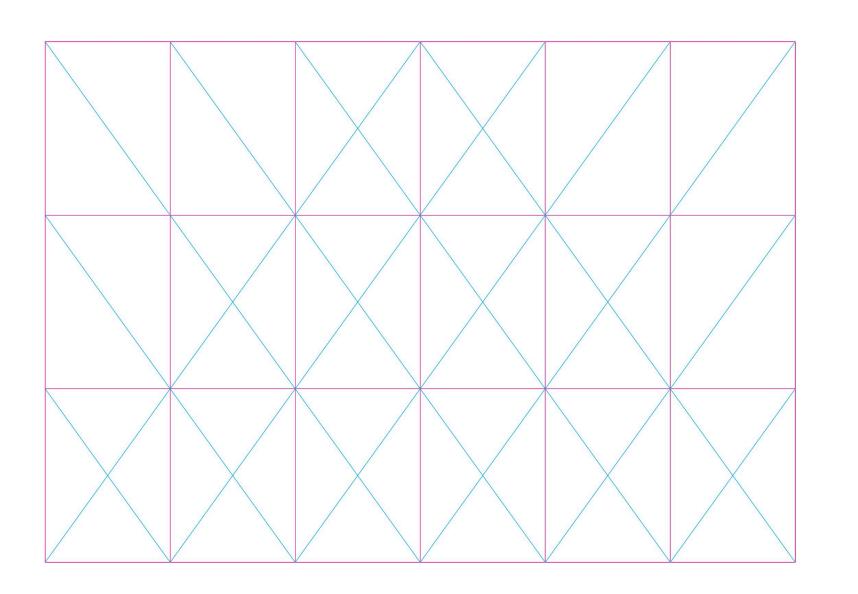


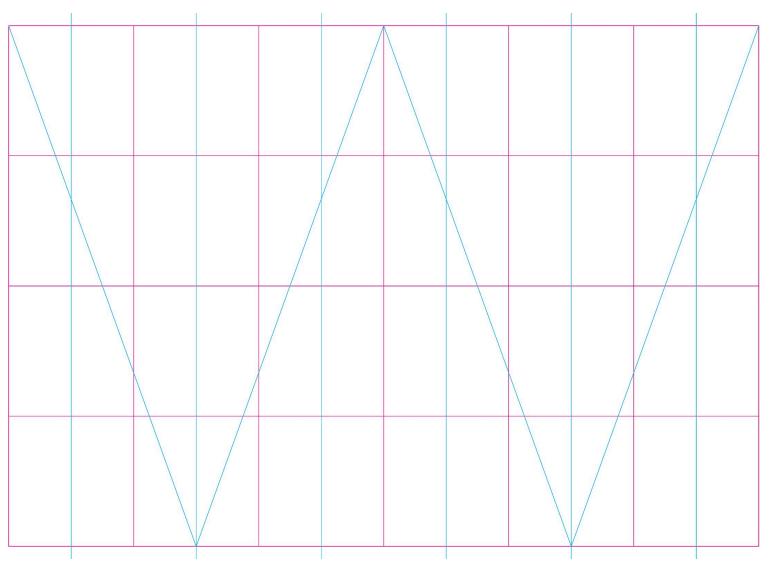


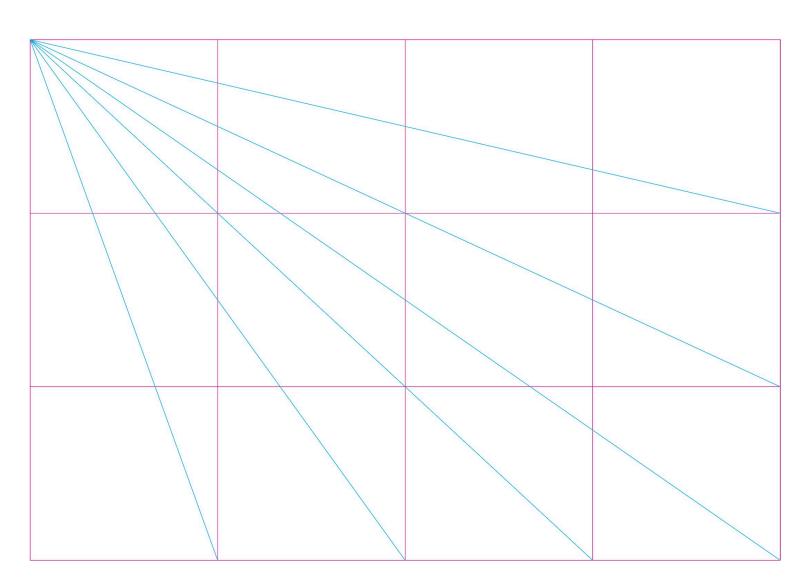


Other Explorations

Other explorations were not used in the final outcom due to their themes were not clear enough or they were difficult to fit into the content of the article.

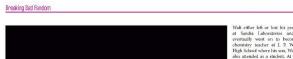






Grid System

Three grid systems help create structure and variety in typography.



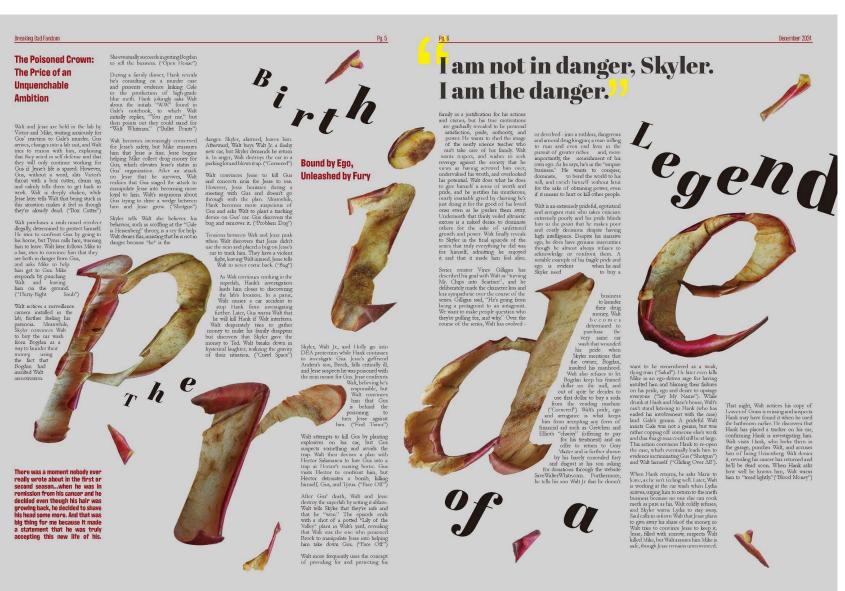
pride

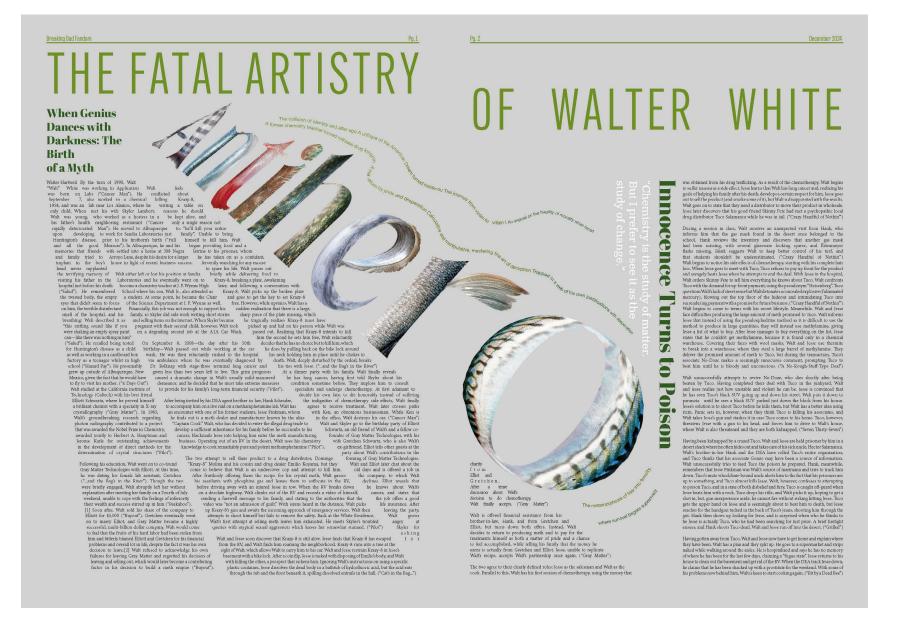
THE FATAL ARTISTRY OF WALTER WHITE

Name

Innocence Turns to Poison



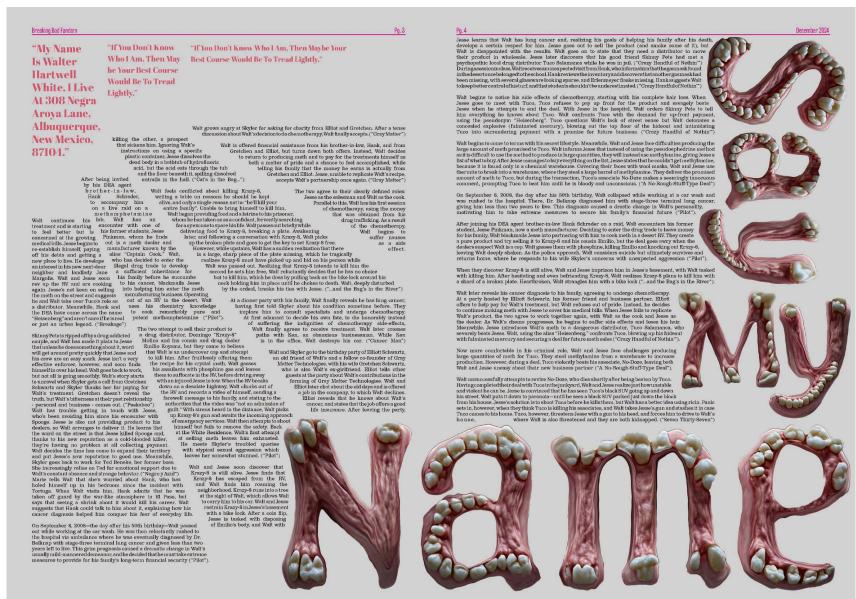


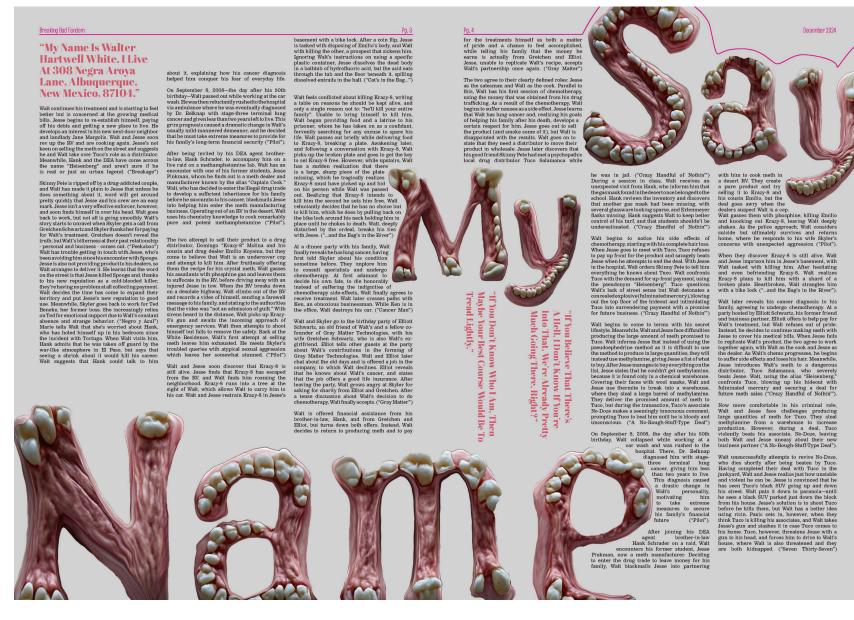


Drafts

Continuously exploring new creative changes from the classic newspaper layout has achieved the result of exploring the visual expression of typorgphy.









of matter. But I prefer to see it as the study of change. Just think about this. levels. Molecules. Molecules change their bonds. Elements. They combine it's the cycle. It's solution, dissolu-

rie presumably grew up outside of Albuquerque, New Mexico, given the fact that he would have to fly to visit his mother. (*4 Days Out")
Walt studied at the California Institute of Technology (Caltech) with his best friend Elliott Schwartz, where he proved himself a brilliant chemist with a specialty in X-ray crystallography ("Gray Matter"). In 1985, Walt's organidary and lesse restrain Krazy-8 is still alive. Jesse as the salesman and Walt as the cook. Parallel to this, Walt has his first session of chemotherapy, using the money that was obtained from his drug trafficking. As a result of the hemotherapy, Walt begins to suffer nausea as a wince the motherapy. Walt begins to suffer nausea as a sufficiency of the hemotherapy. Walt begins to suffer nausea as a sufficiency of the hemotherapy. Walt begins to suffer nausea as a sufficiency of the hemotherapy. Walt begins to suffer nausea as a sufficiency of the hemotherapy. Walt begins to suffer nausea as a sufficiency of the hemotherapy. Walt begins to suffer nausea as a sufficiency of the hemotherapy. Walt begins to suffer nausea as a sufficiency of the hards of the parallel to this, walt start their past relationship - personal and business - comes out. ("Peekaboo")

Walt and Jesse soon discover that Krazy-8 is still alive. Jesse as the salesman and Walt as the cook. Parallel to this, Walt has his first session of chemotherapy, using the money that was obtained from his drug trafficking. As a result of the hemotherapy was presented from his drug trafficking. As a result of the hemotherapy was presented from his drug trafficking. As a result of the hemotherapy was presented from his drug trafficking to the providing product of the parallel to this, walt story to a suffer of paying for Walt's treatment. Gretchen doesn't reveal the truth, but Walt's bitterness at their past relationship - personal and business - comes out. ("Peekaboo")

Walt and Jesse each salesman and Walt as the cook. Parallel to this, Walt has the sufficiency of the paying for Walt's treatment. Gre



ries and selling items on the internet. When Skyler became pregnant with their second child, however, Walt took on a degrading second job at the A1A Car Wash.

With Ken, an obnoxious businessman. While Ken in the office, Walt destroys

On September 8, 2008—the day after his 50th birthday—Walt passed his car. ("Cancer Man") out while working at the car wash. He was then reluctantly rushed to the hospital via ambulance where he was eventually diagnosed by Dr. birthday | TuCO'S CRAZY PLAN SPELLS DOOM Belknap with stage-three terminal lung cancer and given less than Schwartz, an old friend of

ter the illegal drug trade to develop a sufficient innertance for his family before he succumbs to his cancer, blackmails Jesse into helping him enter the meth manufacturing business. Operating out of an RV in the desert, Walt uses his chemistry knowledge to out of an RV in the desert, Walt uses his chemistry knowledge to about Walt's decision to do chemotherapy. ter the illegal drug trade to develop a sufficient inheritance for leaving the party, Walt grows angry ensues, and Hank shoots Tuco dead. Walt and Jesse run off into the desert. ("Grilled")

ily tried to implant in the boy's head never supthat didn't seem to focus on him, the terrible disinfectant smell of the hospital, and his breathing:
Walt described it as "this rattling sound like if
you were shaking an empty spray paint can—like
there was nothing in him" ("Salud"). He recalled
being tested for Huntington's disease as a child
as well as working in a cardboard box factory as
a teenager whilst in high school ("Hazard Pay").

He meets Skyler's troubled queries with atypical sexual
aggression which leaves her somewhat stunned. ("Pilot")

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He meets Skyler's troubled queries with at going smoothly. Walt's story starts to
unrayel when skyler gets a call from Gretchen and to pay for the treatments himself as both a matter of pride
and a chance to feel accomplished, while
telling his family that the money he earns
actually from Gretchen and Elliot, Jesse, unable to replicate Walt's partnership once again. ("Gray Matter")

Walt's partners



financial problems and overall lot in life, despite the Walt feels conflicted about killing Krazy-8, writing a table on reasons he should be kept alive, and the product and savagely beats Jesse when he atten only a single reason not to: "he'll kill your entire in his decision to build a meth empire ("Buyout"). began providing food and a latrine to his prisoner, whom he has taken on as a confidant, ferventpasses out briefly while delivering food to Krazy-8, breaking a plate. Awakening later, and folup the broken plate and goes to get the key to harp piece of the plate missing, which he tragthe second he sets him free, Walt reluctant-By the turn of 1990, Walt was working in Appliby decides that he has no choice but to kill by decides that he h cation Labs ("Cancer Man"). He also worked in a chemical lab near Los Alamos, where he met his wife Skyler Lambert, who worked as a hostess in a wife Skyler Lambert, who worked as a hostess in a management of the bike lock around his neck holding him in place until be checked to death. Whit does not be the mixed to break into a warehouse, where they steal a large barried of methylamine. They deliver the promised amount of meth to Tuco, but during the transaction, Tuco's associate No-Doze makes neighboring restaurant ("Cancer Man"). He moved to Albuquerque to work for Sandia Laboratories just prior to his firstborn's birth ("Full Measure"). In Albuquerque, he and his wife settled into a home.

to move their product in wholesale. Jesse later dis- Walt's constant absence and strange behavior. ("Negro y Azul") reviews the inventory and discovers that another gas diagnosis helped him conquer his fear of everyday life. using the pseudonym "Heisenberg". Tuco questions Walt's - In the face of countless adversities, only (fulminated mercury), blowing out the top floor of the hide- and that was his family. while, Walt and Jesse face difficulties producing the large - He was like a fish, but he was drowning.

All the was like a fish, but he was drowning.

All the was like a fish, but he was drowning.

All the was like a fish, but he was drowning. out. Realizing that Krazy-8 intends to kill him manages to buy everything on the list, Jesse states that he couldn't

In Albuquerque, he and his wife settled into a home at 308 Negra Arroyo Lane, despite his desire for a larger house in light of recent business success, and in the light of recent business success.

At a dinner party with his family, Walt finally reveals he has lung cancer, having first told Skyler about his condition in the light of recent business success. Walt either left or lost his position at Sandia Laboratosometime before. They implore him to
junkyard, Walt and Jesse realize just how unstable and violent he can be. ries and he eventually went on to become a chemistry teacher at J. P. Wynne High School where his son, Walt also attended as a student. At some point, he became own fate, to die honorably instead of just down the block from his house. Jesse's solution is to shoot Tuco before Jr., also attended as a student. At some point, he became the Chair of the Science Department at J. P. Wynne as well. Financially, this job was not enough to support when they stuffering the indignities of chemotherance well. Financially, this job was not enough to support the stuffering the indignities of chemotherance with the stuffering the indignities of chemotherance with the stuff of th

must take extreme measures to provide for his family's long-term financial security (*Pillar*). gies, with his wife Gretchen Schwartz, who is also Walt's associate Gonzo may have been a source of information. Walt unsuccessfully tries to feed Tuco ex-girlfriend. Elliot tells other the poison he prepared. Hank, meanwhile, remembers that Jesse Pinkman was Walt's source FRUSTRATION IN CAREER
AND RELATIONSHIPS

guests at the party about Walt's contributions in the forming of Gray Matter Technologies. Walt

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of marijuana and tries to track him down. Tuco's mute wheelchair-bound uncle alerts him to the fact that his prisoners are up to something, and Tuco almost kills Jesse. Walt, however, confesses to attempting to poison Tuco, and in a state of both disbelief and fury, Tuco is and Elliot later chat about the old caught off-guard when Jesse beats him with a rock. Tuco drops his rifle, and Walt picks it up, After being invited by his DEA agent brother-in-law, Hank

days and is offered a job in the hoping to get a shot in, but, gun inexperience aside, he cannot fire without risking hitting Schrader, to accompany him on a live raid on a methamphetamine lab, Walt has an encounter with one of his former students, Jesse

| Some and is of the declines of the window in the win Pinkman, whom he finds out is a meth dealer and manufacturer Walt's cancer, and states that the job the gut. Hank then shows up looking for Jesse, and is surprised when who he thinks known by the alias "Captain Cook." Walt, who has decided to en-offers a good life insurance. After to be Jesse is actually Tuco, who he had been searching for just prior. A brief firefight to the light that the light to the li

growth, then decay, then transformacook remarkably pure and potent methamphetamine ("Pilot").

walt finally accepts ("Gray Matter")

and strips naked while walking around the also. The is incompanied to the last few days, claiming a "fugue state".

has no memory of where he has been for the last few days, claiming a "fugue state". Walter Hartwell "Walt" White was born on September 7, 1958, and was an only child. When Walt was young, his father's health rapidly deteriorated upon developing Huntington's disease.

All the was defended by the two attempt to sell their product to a drug distributor, Domingo "Krazy-8" Molina and his cousin and drug dealer Emilio Koyama, but they come to believe that Walt is an undercover cop and attempt to kill him. After fruitlessly offering them the recipe for his crystal meth, Walt gasses his assailants with hopsphine gas and leaves them to end of the product to a drug distributor, Domingo "Krazy-8" Molina and his cousin and drug dealer Emilio Koyama, but they come to believe that Walt is an undercover cop and attempt to kill him. After fruitlessly offering them the recipe for his crystal meth, Walt gasses his assailants with hopsphine gas and leaves them to end of the RV. When the DEA track Jesse down, he claims that he has been for the last few days, claiming a "fugue state". Jesse returns to his house to clean out the basement and get rid of the RV. When the DEA track Jesse down, he claims that he has been for the last few days, claiming a "fugue state". Jesse returns to his house to clean out the basement and get rid of the RV. When the DEA track Jesse down, he claims that he has been for the last few days, claiming a "fugue state". Jesse returns to his house to clean out the basement and get rid of the RV. When the DEA track Jesse down, he claims that he has been for the last few days, claiming a "fugue state". Jesse returns to his house to clean out the basement and get rid of the RV. When the DEA track Jesse down, he claims that he has been for the last few days, claiming a "fugue state". Jesse returns to his house to clean out the basement and get rid of the RV. When the DEA track Jesse down, he claims that he has been for the last few days, claiming a "fugue state". Jesse returns to his house to clean out the basement and get rid of the RV. When the DEA track Jesse down, he claims that he has been

riorated upon developing Huntington's disease, phosphine gas and leaves them to suffocate in the RV, before and all the good memories that friends and family tried to implant in the boy's head never supplanted the terrifying memory of visiting his family tried to implant in the boy's head never supplanted the terrifying memory of visiting his family for the restaurance of the RV and down on a desolate highway. Walt climbs out of the RV and Gretchen and Elliot. But turns down both of the RV and Gretchen and Elliot, but turns down both of the RV and Gretchen and Elliot. But turns down both of the RV and Gretchen and Elliot. But turns down both of the RV and Gretchen and Elliot. But turns down both of the RV and down on a desolate highway. Walt climbs out of the RV and Gretchen and Elliot. But turns down both of the RV and down on a desolate highway with an injured Jesse in tow. When the RV breaks this bother-in-law, Hank, and form down on a desolate highway with an injured Jesse in tow. When the RV breaks down on a desolate highway with an injured Jesse in tow. When the RV breaks down on a desolate highway with an injured Jesse in tow. When the RV breaks down on a desolate highway with an injured Jesse in tow. When the RV breaks down on a desolate highway with an injured Jesse in tow. When the RV breaks down on a desolate highway with an injured Jesse in tow. When the RV breaks down on a desolate highway with an injured Jesse in tow. When the RV breaks down on a desolate highway with an injured Jesse in tow. When the RV breaks down on a desolate highway with an injured Jesse in tow. When the RV breaks down on a desolate highway with an injured Jesse in tow. When the RV breaks down on a desolate highway with an injured Jesse in tow. When the RV breaks down on a desolate highway with an injured Jesse in the RV breaks down on a desolate highway with an injured Jesse in the RV breaks down on a desolate highway with an injured Jesse in the RV breaks down on a desolate highway with an injured Jesse in the RV breaks dow planted the terrifying memory of visiting his fa-ther in the hospital just before his death ("Salud"). records a video of himself, sending a farewell message to his He remembered the twisted body, the empty eyes family, and stating to the authorities that the video was "not hat didn't seem to focus on him, the terrible dis-an admission of guilt." With sirens heard in the distance, Walt producing meth and to pay for the treat-and the DEA have come across the name "Heisenberg" and aren't sure if he

chemist with a specialty in X-ray crystallography ("Gray Matter"). In 1985, Walfs groundbreaking research regarding photon radiography contributions of Emilio's body, and Walt with killing the other, and realizing his coals of helping his family after a minimum and realizing his coals of helping his family af d to a project that was awarded the Nobel Prize in a prospect that sickens him. Ignoring Walt's instructions and, realizing his goals of helping his family after reputation as a cold-blooded killer, they're having no problem at Chemistry, awarded jointly to Herbert A. Haupton using a specific plastic container, Jesse dissolves the man and Jerome Karle for outstanding achievements in the development of direct methods for the determination of crystal structures ("Pollor").

The determination of crystal structures ("Pollor") is a specific plastic container, jesse dissolves the dead body in a bathtub of hydrofluoric acid, but the acid eats through the tub and the floor beneath it, spillthe determination of crystal structures ("Pilot"). ing dissolved entrails in the hall. ("Cat's in the Bag...") Walt goes on to state that they need a distributor Walt's constant absence and strange behavior ("Dior").

psychopathic local drug distributor Tuco Salaman-ca while he was in jail. ("Crazy Handful of Nothin")

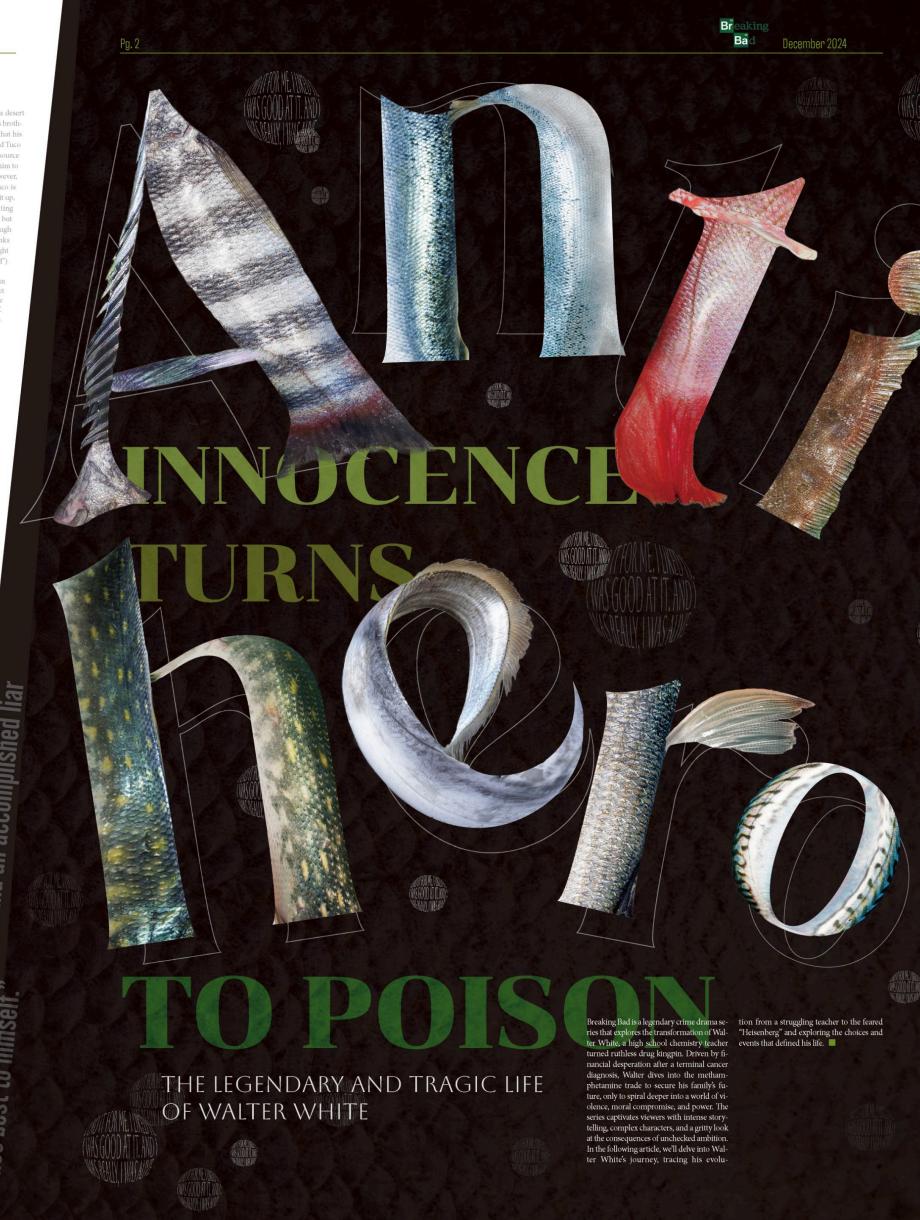
Mrie Elis Walt that shes worried about Hank, who has holed himself up in his bedroom since the incident with Tortuga. When Walt visits him, Hank admits that he was taken off











Final Draft

Amanda Li

amandawork.com







Final Outcome

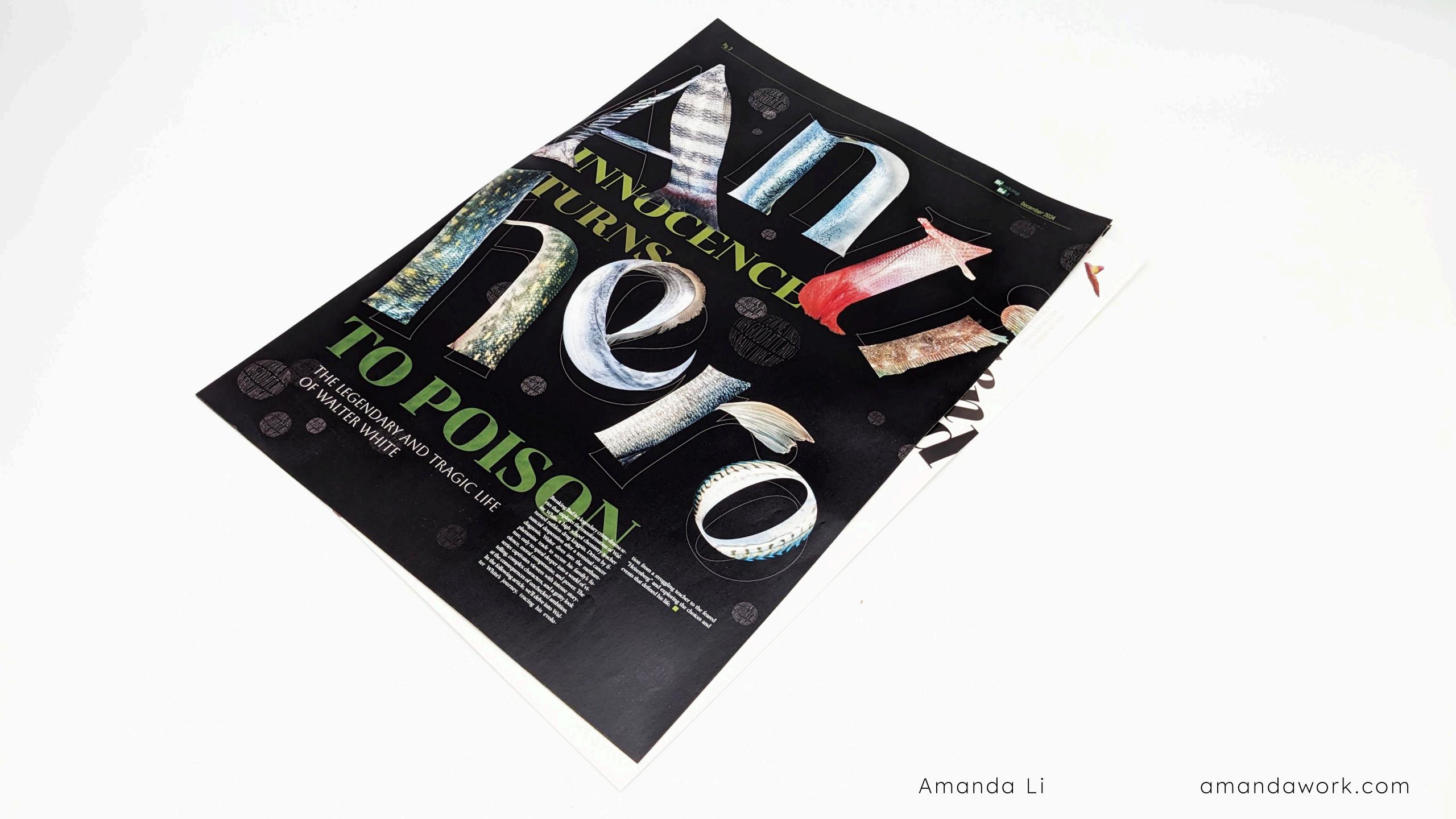
Printed Newspaper Set Digital Newspaper Set











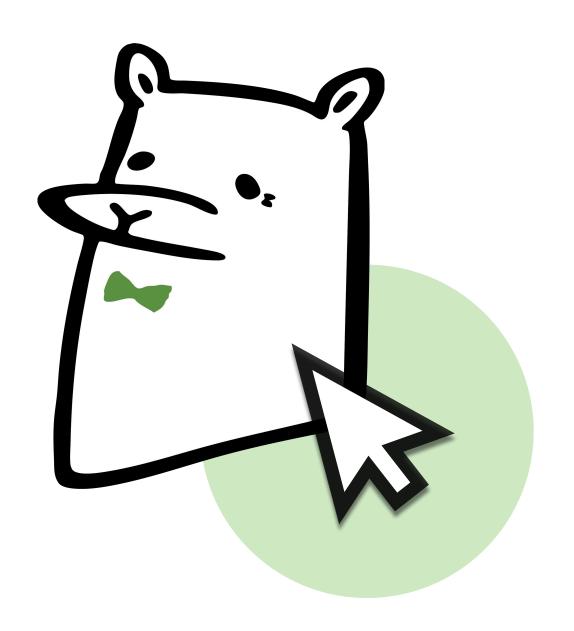




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