DEEP

CONNECTIONS

DESIGN

In approaching the design for a book that discuses in the magical underground network of submarine cables, I hope to inspire a colorful illumination of this topic and its many parallels between cloud and ocean. The brightness of above ground and the deepness of below.

Throughout this document I would I will use elements to enhance the vision of submarine cables through lines and contours. Also, I plan to use neatly ordered columns filled with data and images, that will almost read like an organized catalogue.

FONT

DEEP CONNECTIONS

Shown to the left is the title font in 'Iowan Old Style' in italics. This is 'Aller' regular.

I believe the combination of serif and sans serif fonts will combine both classic and edgy design which is fitting of the images in this document as well. Parallels can be drawn between the sleek and subtle curves in these fonts.

COLOR

When considering what colors to use for a topic such as Submarine cables, it seems wrong to use bright and warm colors. I chose colors that are cooler and muted, but that still have a sense of vibrancy adding to their shock value.

IMAGE
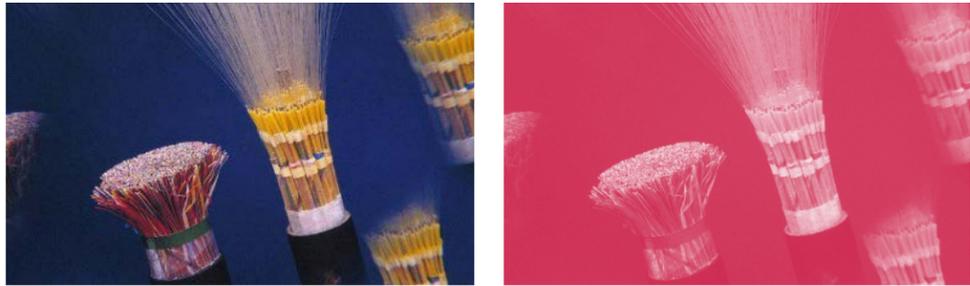
Although some images such as maps or diagrams will remain in their original form, I would like to recolor some photos to enhance their feel. By starting with a color image, transforming it to gray scale, and adding a tint there will be more variety in imagery.

Above: Detail from a map, the Transatlantic Cable route, 1858, publisher unknown.

EARLY CABLES: THE TRANSATLANTIC CONNECTION

THE MESSAGE,

In the mid 1800's the first telegram message was sent from Queen Victoria to President Buchanan via the Transatlantic cable. This cable was the first of its kind and lessened otherwise lengthy delivery times to about 10 days across the Atlantic ocean.