

01

## ART DIRECTION

*(design elements)*

## TALLIT

(prayer shawl)

### What /

Jewish prayer shawl worn during prayers/ a special occasion. It has special twined and knotted fringes known as tzitzit attached to it's four corners. This literally means cloak or sheet. It has remained an inseparable part of Jewish worship.

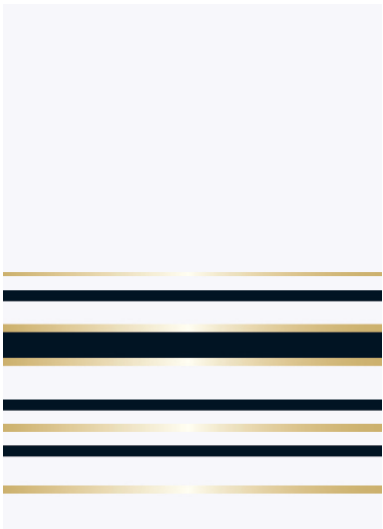
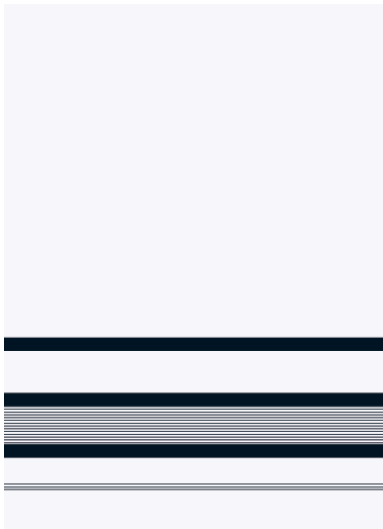
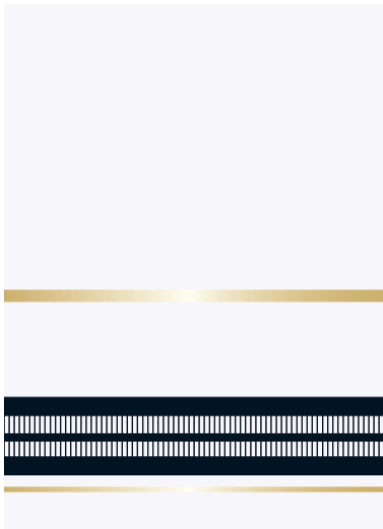
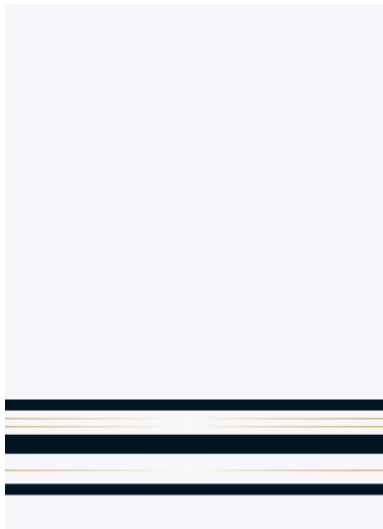
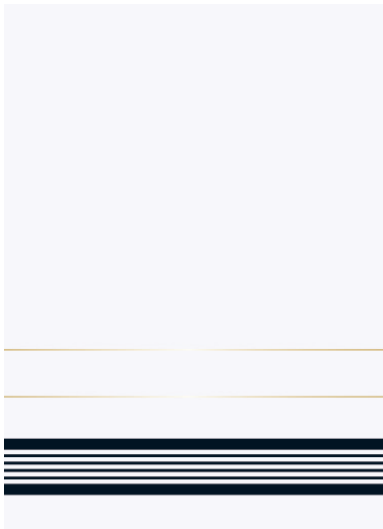


### Design /

The lines of the tallit is something that Jews can easily identify with and relate to. They can be graphically interpreted into line dividers/ borders/ decorative elements etc and would reinforce the prayer aspect of the event, conveying our support for Israel.



TALLIT  
*(prayer shawl)*





## TZITZIT

(tassels)

### What /

These are knotted fringes tied at the four corners of the tallit. They must be made with intent, with specific number of threads that winds around and hangs loosely at the end. The number of winds adds up to represent the direct spelling of God's name. The total number of threads adds up to the Jewish laws.



### Design /

The intricacy of how the tzitzit threads intertwines is a beautiful and meaningful symbolism of the rich Jewish culture and its significance today. Many Jews still attach tzitzits on their clothings as a reminder of their Jewish laws and traditions. This would be an ideal visual to celebrate their traditions and culture.

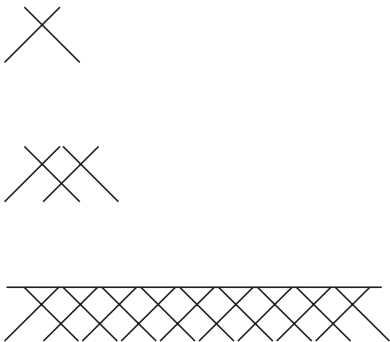


TZITZIT  
(tassels)

Possible Design Elements

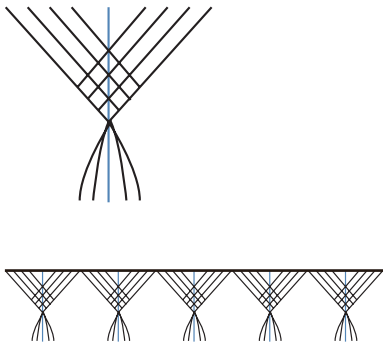


a.



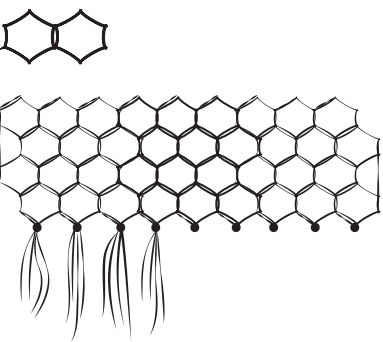
- minimal
- uniform & consistent clean lines
- not accurate (no. of strokes)

b.



- intricate
- uniform & consistent clean lines
- accurate (no. of strokes)

c.



- intricate
- sketchy & fluid strokes
- can be accurate (no. of strokes)

(zoom out)

(zoom out)

(zoom in)

(zoom in)



double knots

The knots in the tzitzit represents the books of the torah.



winding

The coils in the tzitzit represents the laws and commandments.



winding with tekhelet

significance of tekhelet is explained in the following slide



## TEKHELET

*(blue dye)*

### Why blue /

This blue dye is mentioned 49 times in the Tanakh. It was used for the tzitzit connected to the corners of the tallit. This exclusive dye was produced from a marine creature, hillazon. This color reminded the Jews about their connection to royalty and the residence of God; in the heavenlies. It is also close to Israel's flag colour.



02

RESEARCH  
*(interesting findings)*

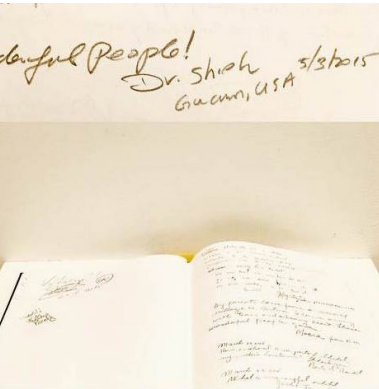
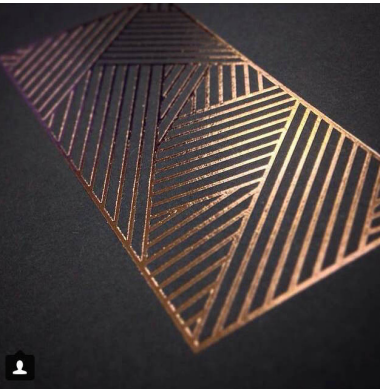
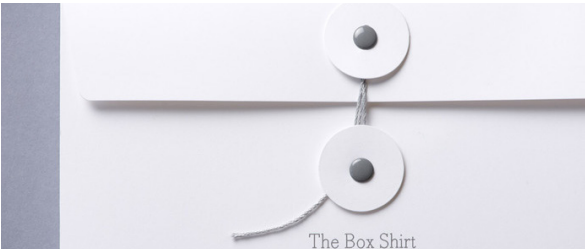
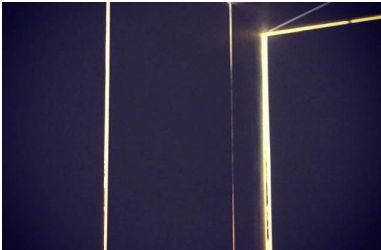


### Tzedakah box /

A traditionally humble container that is usually found in synagogues/ jewish homes and institutions where charitable donations are deposited. It acts as a physical reminder to give those in need regardless of your means. The hebrew word 'tzedakah' is literally translated into the word 'righteousness' and it comes in various form, shape, material and size. It usually has a small slit at the top for the charitable donations to be slipped in.







EVENT LOGO

*(variations)*

1a.

*A night to*  
**Honour**  
**ISRAEL**

*notes*

Serif typeface with bold and light contrast, creating emphasis.



1a.

*A*  
NIGHT TO  
**HONOUR**  
**ISRAEL**

*notes*

Serif typeface with bold and light contrast, creating emphasis.

Layout is symmetrically structured to give a professional and traditional styling.

1a.

A NIGHT TO  
HONOUR  
ISRAEL

*notes*

Serif typeface with bold and light contrast, creating emphasis.

Layout is symmetrically structured to give a professional and traditional styling.

1a.



*notes*

Serif typeface with bold and light contrast, creating emphasis.

Wide tracking to create gentler and elegant tone even with bold type.

Slanted lines at the ends that can be versatile and translated into ***tallit designs*** (see below)



1a.



notes

variation of design 2a, inspired by *tallit prayer shawls* and the *tzitzit*

1a.



notes

variation of design 2a, inspired by *tallit prayer shawls* and the *tzitzit*

1a.



notes

variation of design 2a, inspired by *tallit prayer shawls* and the *tzitzit*  
A more traditional look and feel without the 45 degree slant.



1a.



A NIGHT TO  
HONOUR  
ISRAEL

---

*notes*

Slight variation of design 1 accompanied with an iconic logo.

Shape of the logo inspired by traditional wax seals. Represents *distinction* & *authority*.

The logo is a construction of the letters '*H*' and '*T*'

Designed to look like the *jewish torah symbol* and their *menorah*.

1a.



notes

Slight variation of design 1 accompanied with an iconic logo.

Shape of the logo inspired by the center of the *Star of David*.

The logo is a construction of the letters 'H' and 'I'

Designed to look like the *jewish torah symbol* and their *menorah*.

LOOK & FEEL

*(moodboard)*



TYPOGRAPHY

*(font choice)*

## TYPEFACE

*(font choice)*

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**Adobe Caslon Pro**  
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*100 words, 10 pts*

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**Adobe Jenson Pro**  
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## TYPEFACE

*(font choice)*

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28 words, 20 pts

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Adobe Jenson Pro  
29 words, 20 pts

TYPEFACE

*(font choice)*

Lorem  
ipsum  
dolor sit  
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Adobe Caslon Pro  
*7 words, 40 pts*

Lorem  
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Adobe Garamond Pro  
*7 words, 40 pts*

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Adobe Jenson Pro  
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TYPEFACE

*(font choice)*

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Garamond  
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Athelas  
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ITC New Baskerville  
*7 words, 40 pts*

TYPEFACE

*(font choice)*

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Garamond  
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ITC New Baskerville  
7 words, 40 pts

END