

The Theory of Everything

print, production, typography

Creative Brief

Adjectives describing the
emotional impact of the book:

REAL
INSPIRING
insightful
Dramatic
motivational
relatable
extraordinary
extraordinary

The Theory of Everything (Directed by: James Marsh)

This film is about a student named Stephen Hawking who is quite intelligent. He meets a girl named Jane at school and they get really close. Soon, Stephen learns that he has motor neuron disease, which would eventually affect his entire body. The doctors tell him he only has two years to live. Jane and Stephen get married and have two children. He starts the study of time. Stephen achieves more than he could have ever imagined in his studies. Later, he has an episode and the doctors say there is nothing they can do because they refuse to do a tracheotomy. Elaine is Stephen's caretaker. He gets a robotic speech machine and is able to communicate a lot more with his family and friends and writes, *A brief history in time*. Jane and Stephen get a divorce and Jane marries Jonathan. Stephen continues to seek the Theory of Everything.

Color:

I would like to portray this book in a very unique but dramatic way. The color scheme I will use is black and white, with subtle colors of dark blue. The reason is because I feel like black and white gives a very dramatic and real feel. This storyline is very inspiring and motivational and I think the subtle blue hues throughout the book can represent it.

Director & Visual interpretation:

The story ends when Stephen is around the age of 72, and he was diagnosed with the illness at the age of 21. I would like to show time through hours or days on every page of the book. The numbers would be placed in the same place on each spread. Another idea I had was showing time through the long hand of an analog clock. The long hand would continuously move throughout each page, so when you flip through the book (the clock part looks like a flip book.) On the last page I would show that he is 72, he lived 49 more years than what the doctor told him when he was 21.

As the director, I will add interesting typographic edits, cut outs, text imagery and possibly even sketches or marks. Typographic edits meaning, like a play on words such as "Black Holes aren't black! And they Explode!" I would use a black background with white text and have the explode repeat multiple times scattered across the spread. Through the text, I want the audience to feel the emotions that the characters are going through. For example, when Stephen finds out about his disease, he feels angry, sad, and depressed. He doesn't want to talk to anyone or even about it. He only has two years to live. In this case, I would make the words large and cut through them, to show that he is angry. Imagery can also help the audience understand the story and emotions, but imagery through the text (not actual images). Also, when Stephen gets the robotic speech machine, his words would be in all caps, type writer text, so it's distinct compared to the other characters. The way I will show the different characters speaking is by color, Jane would be gray and Stephen would be black. I would only give the main characters a specific color, the other characters can either be labeled or all in the same shade of gray. The story ends when Stephen is around the age of 72, and he was diagnosed with the illness at the age of 21.

Audience:

My audience would be everyone above the age of twelve. I think this storyline and plot is very relatable. We all go through something that is really hard and are able to overcome it with the help of supportive friends and family. I also think it would be easy to understand. Younger than twelve, may not fully grasp the idea of the story or what to get out of it.

Trim Size and Binding:

Perfect Bound with a heavy cover weight.
5" x 7"

Book Plan

Stephen is a Student at Cambridge University	He meets Jane	They spend more time together	He falls
Finds out that he has a disease	Refuses to talk to anyone	Doesn't want to be with Jane because of the illness	Jane insists that she would help and everything would be fine
They get married	Stephen graduates with a doctoral degree	They have two children	Stephen's work get noticed by others
Jane loses interest slowly	Jane's mother advises her to join a choir	She meets Jonathon	She starts to like Jonathon
Stephen goes into a coma	Jane wants the doctors to do the procedure	Communication become really hard for Stephen	Jane hires Elaine, Stephen's care taker
Stephen gets a robotic speech machine	He starts to communicate much more	Decided to write <i>A brief History of time</i>	Jane divorces Stephen & marries Jonathon
Stephen work is noticed and is asked to go to Queens	He ask Jane to go with him to recieve the title	Stephen continues to seek the theory of everything	

Typeface studies

American Typewriter

Cambridge Streets (Early Mid 1960's) Stephen Hawking and his friend, Brian, race each other recklessly through the narrow, winding lanes. It looks very dangerous. They are neck and neck. And they are loving it.

Avenir

Cambridge Streets (Early Mid 1960's) Stephen Hawking and his friend, Brian, race each other recklessly through the narrow, winding lanes. It looks very dangerous. They are neck and neck. And they are loving it.

Perpetua

Cambridge Streets (Early Mid 1960's) Stephen Hawking and his friend, Brian, race each other recklessly through the narrow, winding lanes. It looks very dangerous. They are neck and neck. And they are loving it.

Franklin Gothic

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Optima

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Goudy Old Style

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Bell MT

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Minion

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Caslon

Cambridge Streets (Early Mid 1960's) Stephen Hawking and his friend, Brian, race each other recklessly through the narrow, winding lanes. It looks very dangerous. They are neck and neck. And they are loving it.

Century Gothic

Cambridge Streets (Early Mid 1960's) Stephen Hawking and his friend, Brian, race each other recklessly through the narrow, winding lanes. It looks very dangerous. They are neck and neck. And they are loving it.

Book Sketches

Film to Page Project

"The theory of Everything"

- American typewriter
- Averis
- Perpetua
- Franklin Gothic
- Optima
- Goudy Old Style
- Bell MT
- Minion
- Caslon

a way to show time:

→ A LINE (moving left to right) throughout the book

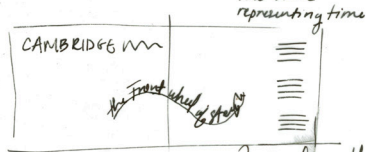
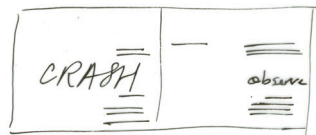
→ ROMAN NUMERALS (placed in the same location on each page)

→ PAPER (paper is crisp + clean at the beginning + get an aged look by the end)

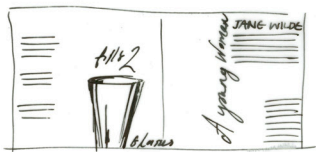
Spread ideas:



The clock representing time



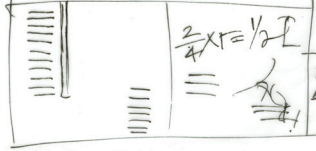
Replicating the scene w/type.



dialogue b/w characters



pathway

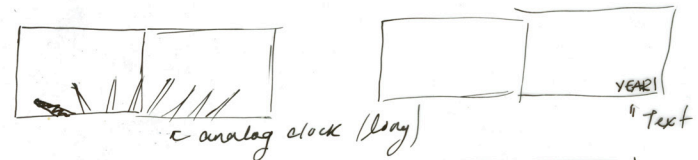


equa in the bulge

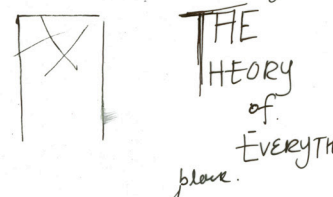
Film to Page Project

"The theory of Everything"

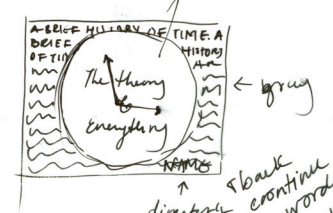
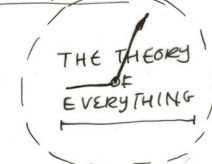
Key points: showing time + identifying characters.



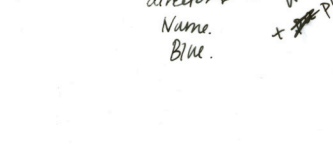
→ black line that moves throughout the book from left to right



COVER | TITLE



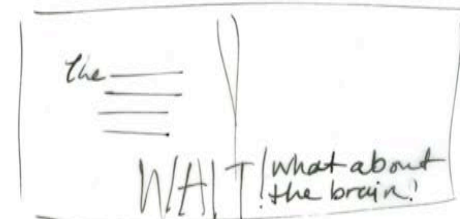
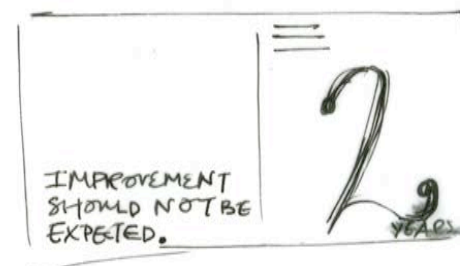
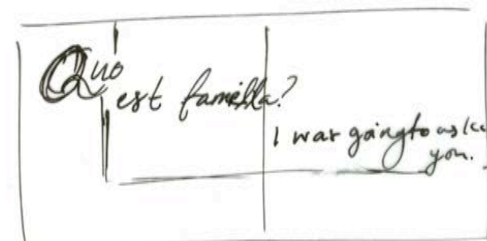
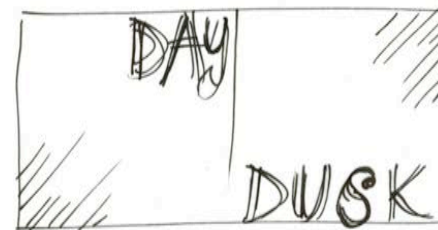
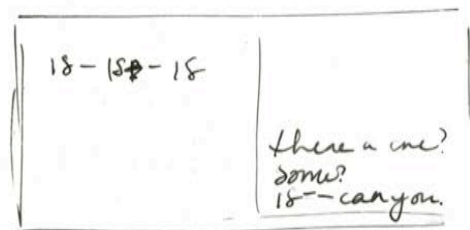
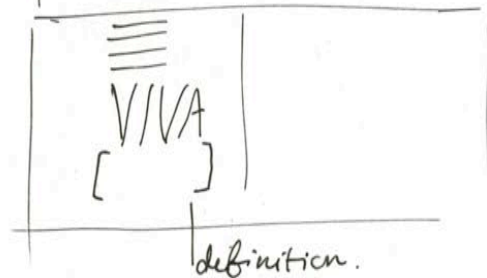
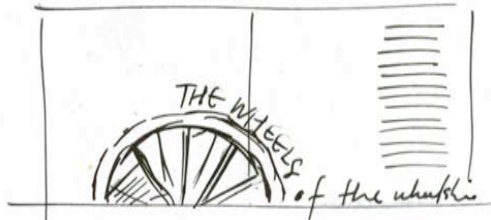
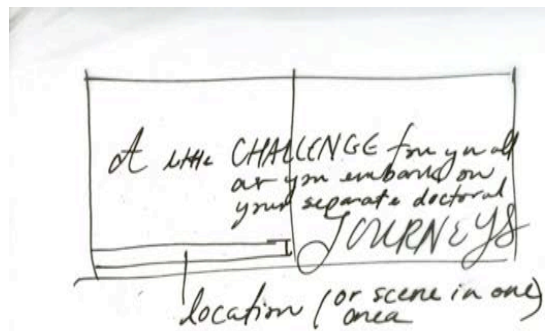
place.



back cover words + publisher company

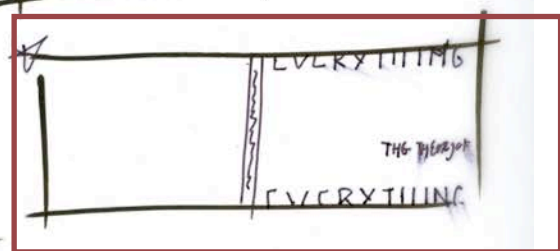
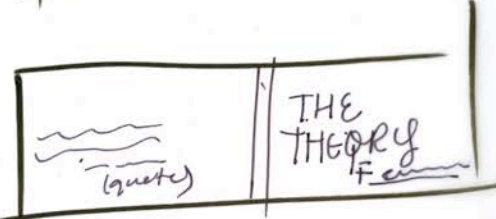
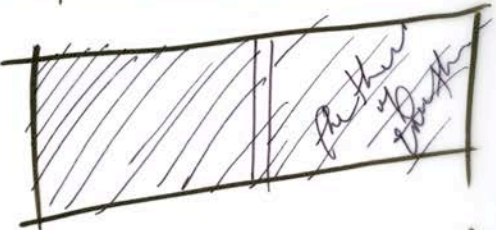
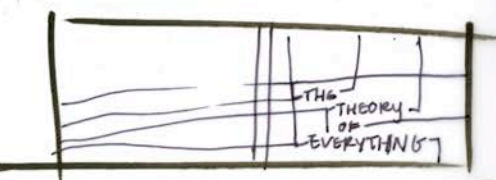
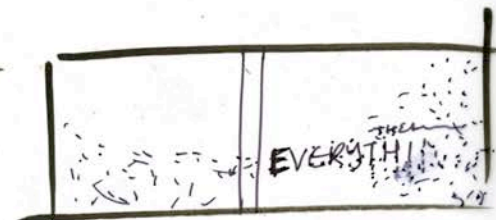
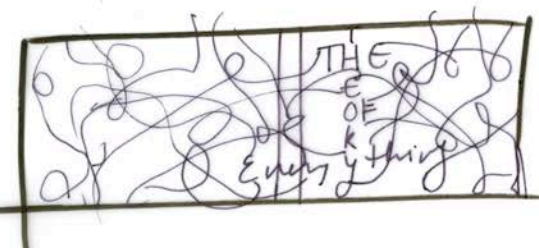
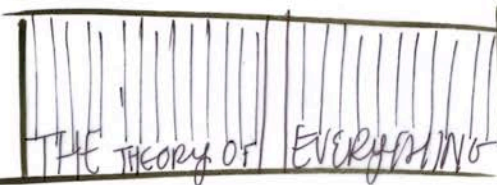
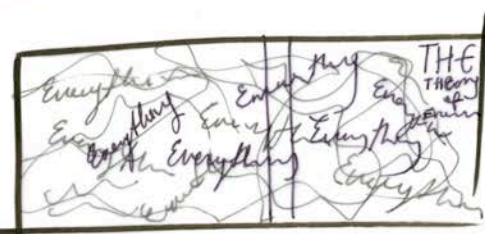
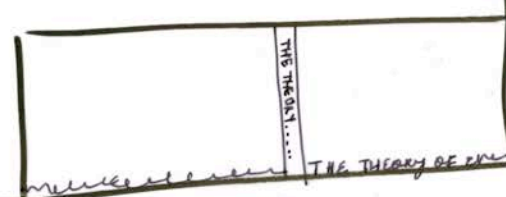
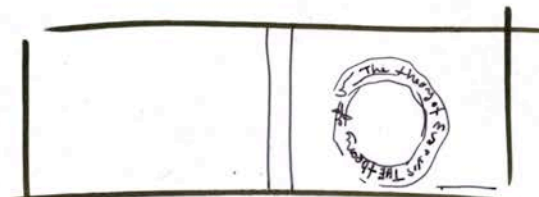
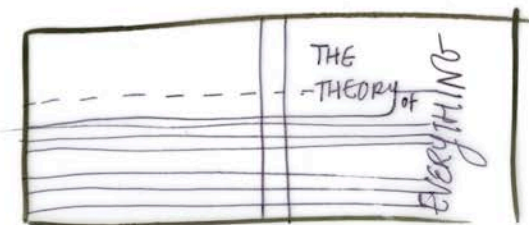
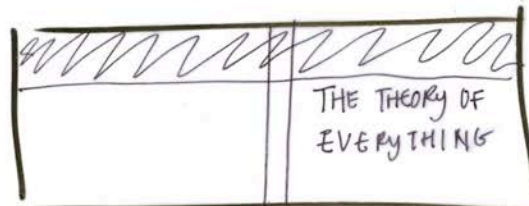
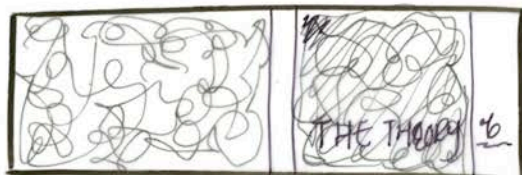
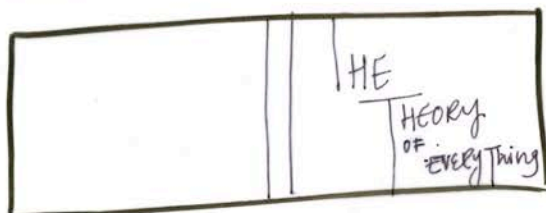
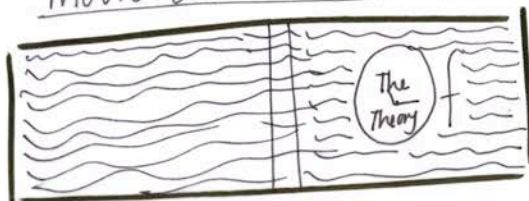
- Typeface
- American typewriter
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- Perpetua
- Franklin Gothic
- Optima
- Goudy Old Style
- Bell
- Minion
- Caslon
- Univers

Book Sketches



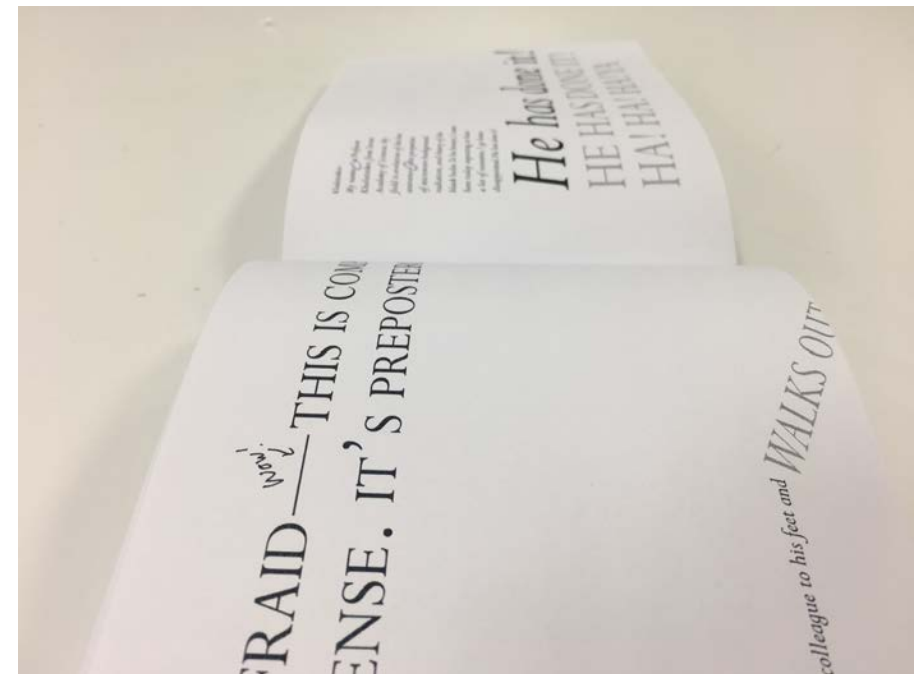
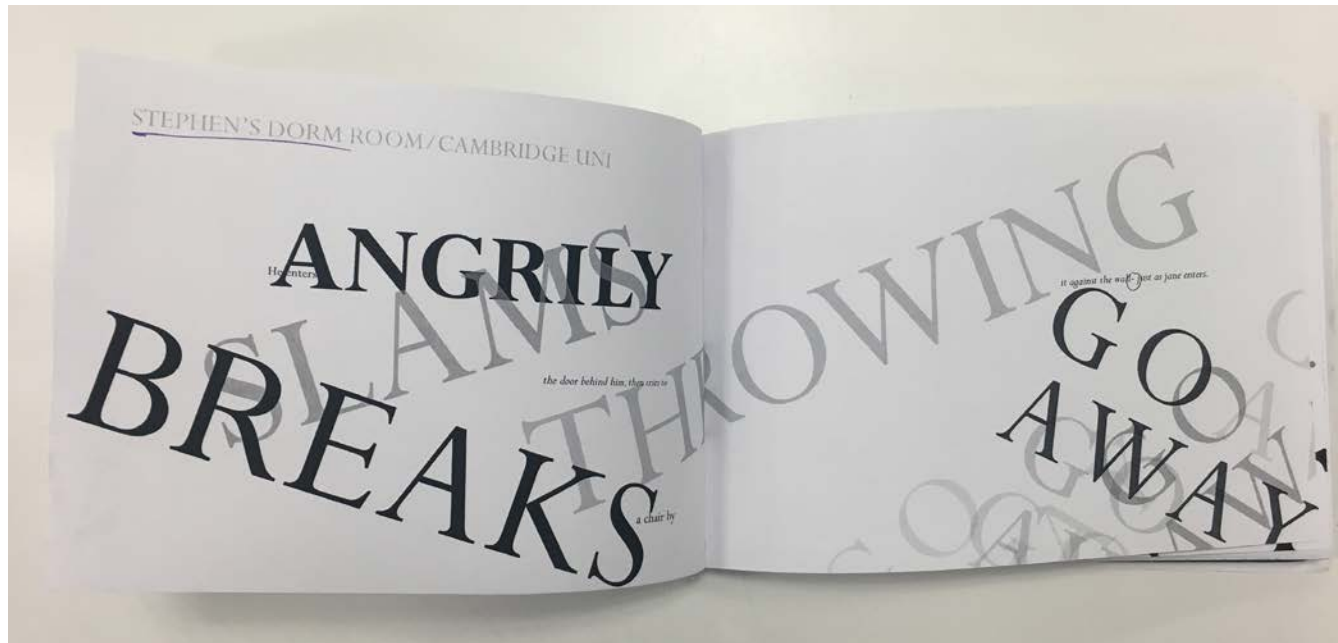
Cover Sketches

movie book covers



[illegible]

First Draft Review



Final Spreads

At the PUNCH-BOWL,
drinking punch.

I applied for a job.

BRIAN
Did you?

Civil Service.

BRIAN
Well, it's a back-up plan - in your
case not a bad idea. Did they
accept you?

Unfortunately, that I'll never
know. Morning of their exam,
I...(smiles)

BRIAN
- sighs in. Well, thank Christ,
the world has lost a promising psychick.

BRIAN
I've seen the sort of the
surrealist has something to do
with me. There you go - only
don't you do your decision
on that!

THE PHYSICS
OF
Love.

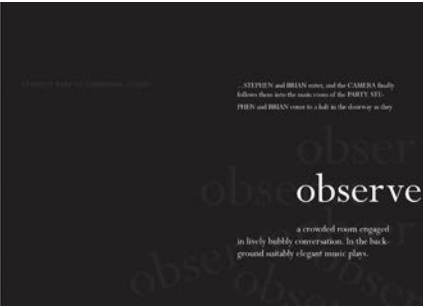
THE PHYSICS
OF
Love.

STEPHEN and BRIAN arrive at the party,
disembark at speed and, running to a walk,
CRASH

When Brian says
a thing.

BRIAN wins the race, raises arms aloft as -
they enter the PARTY. We follow them in...

STUDENT PARTY, CAMBRIDGE - DUSK



CAMBRIDGE STREETS DAY (EARLY-MID 1960s)

...the FRONT WHEEL of STEPHEN'S BICYCLE, SPINNING VERY VERY FAST...

Stephen thinking (in his early
20s) and his friend, Brian, over
each other recklessly through
the streets, a rushing lane. It
looks very dangerous. They are
sweat and sweat. And they are
being it.

Stephen thinking (in his
about twenty) covered
with spectacles and floppy
hair, slight of frame, a white
jacket and white hair tie,
sweating thinking Stephen is
a fashioning, plastic, action,
young student.

Brian, Stephen's best friend.
More interested in life than
study, as we shall see.

Final Spreads

Brian holds out a full punch glass for Stephen but Stephen still has his eye on Jane.

Brian follows Stephen's Gate as -- Stephen and Jane's eyes meet. They hold this look, until she shyly looks away.

British
exchange

Brian

Quo est femella?

Stephen
I was going to ask you.

Actually--I think she's--yes--
Basil's sister, Wilde--Jane Wilde.
(Russian accent)

Stephen contemplates this, as we

your stay in Oxford?

My final papers were such a shambles the examiners called me in for a "Viva" and I told them

What's a viva?

A mildly terrifying face-to-face thing. An interrogation. So I told them that if they gave me a 2nd class degree I'd stay with them and do my research at Oxford, but if they gave me the 1st I needed to get into Cambridge, then they'd never have to see me again.

They gave you the 1st.

They gave me the 1st.

E. Rosta

Come on—I've fixed you up a ride home.

David and David's hand-
some friend wait by the
door, just barely has time
to speak before she is
dragged away by Diana.

Well, I hope you find your equation.

Stephen stands there, forlorn. But then Jane returns, stuffs something in his hand, and then runs away.

Just laughs. Stephen grins: it's a great grin, as Drama approaches.

IT'S A NAPKIN, ON IT
- A PHONE NUMBER.

HE STARES AT IT,
DELIGHTED,
SO MUCH SO THAT
HE TAPS ONE FOOT.

Stephen needs a chess book that lies on his lap-out of sight—under the table, while the professor, Dr. Dunham, with a wicked smirk on his face, passes out a set of mathematical problems to Brian, Carter, Ellis, Kent and several other young physicians.

A little challenge for you all, as you embark on your separate doctoral journeys. Ten questions—each more inpregnable than the last. Good luck. You'll need it. Shall we say, Friday 5 o'clock?

Brain
This is going to hospitalise me.

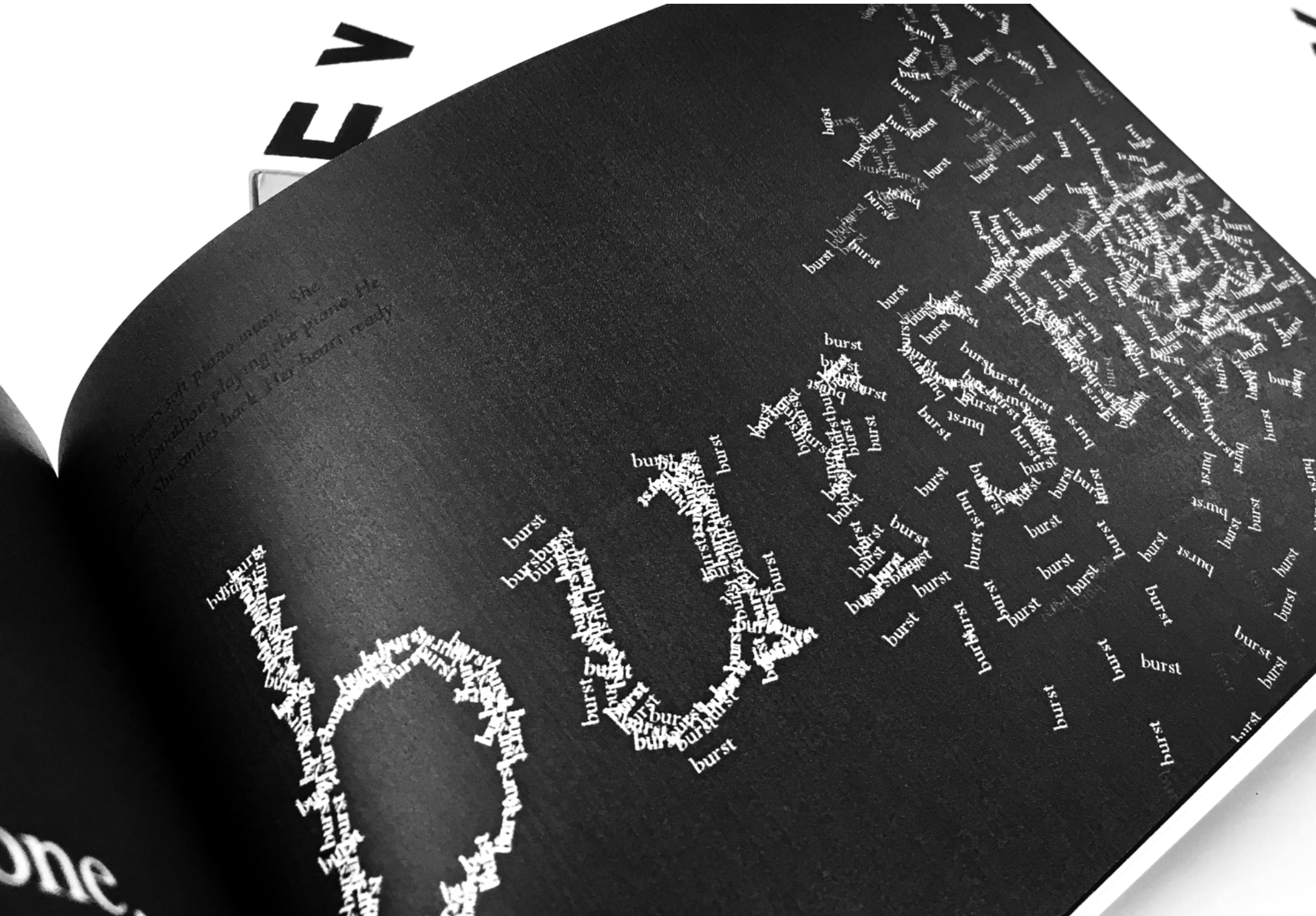
Stephen

the paper in his pocket and continues read the chess book as he shuffles out of the tutorial.

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three cups, growing up in the past together, being one, are on the bed and porch. He gets one of bed and turns on the ancient tape machine again; starts to play. Finally, Lane Shaving tells us of TVE, which focuses on a rapid montage of "The King" (a.k.a. *My Darling and Me*) and the program, the delicious together they are, the goodness from a gift of each on the bed. But he finds all manner of American beauty, cannot think, are, cannot be, finally, make them, a "dumb girl" and a "poor" like the other. It would be a *LOVE*. The night, and love, can be wisdom in growing maturity life, as he grows, the other man in water on a past, rapidly, effortlessly, the celebration, growing out of love, the wrong hand when and

Knocks



His eyes are drawn to his
arm where he sees a weird
Phenomenon, it's called
Fasciculation, a visible

THE THEROBBING

EVERYTHING

THE THEORY OF

EVERYTHING







