

# **International Typographical Style Poster**

**Benjamin  
Eisman**



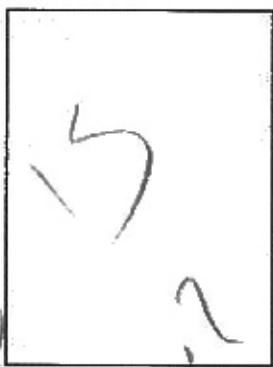
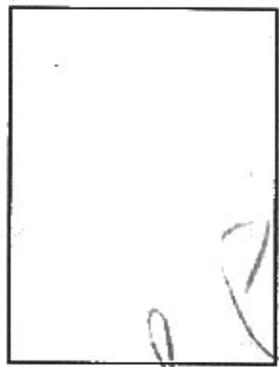
This poster was very inspirational as a guide for type choice, alignment, placement, and the use of rules. Swiss posters are known for their use of sans serif types. 5 cuts of a pig is in Akzidenz Grotesk — one of the most iconic sans serifs around. The placement of type within the blue border in 5 cuts, is a call out to the use of the circle to create an implicit border here. The placement

of the type on its side in 5 cuts, pulls from the rhythmic organization at the bottom. The rules and arrows are on opposite edges of the composition but because of leading lines and similar typographic styles, the composition remains cohesive. Five cuts uses a similar concept of leading lines to direct the eye through the composition. Images were played with but decided against.

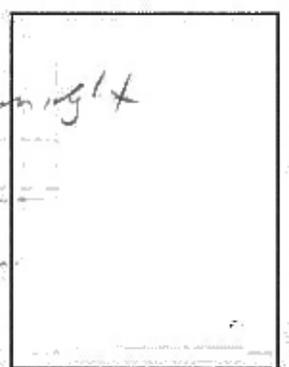


Some Swiss posters are known for large fields of color, swaths of negative space, and asymmetrical layouts. 5 cuts has a similar layout to this Pirelli poster. It is asymmetrical and includes large sized font spanning the poster. Similar to the poster above, this type is placed in relation to other typographical elements to account for the distance between. This placement helps

unify elements across distance. The edge of the 'K' lines up with the edge of the 'P'. In 5 cuts, The 'I' in 'PIG' bisects the composition and acts a base-line for 'where is my bacon' as well as 'the fourth cut'. The width of the 'I' is also repeated several more times throughout the piece including the spacing below the main text and the subheading and the lower register of teal.

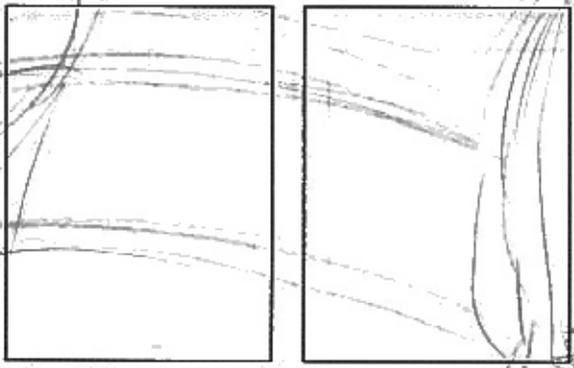
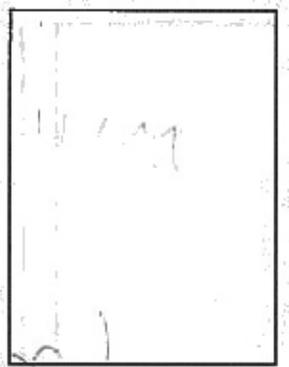
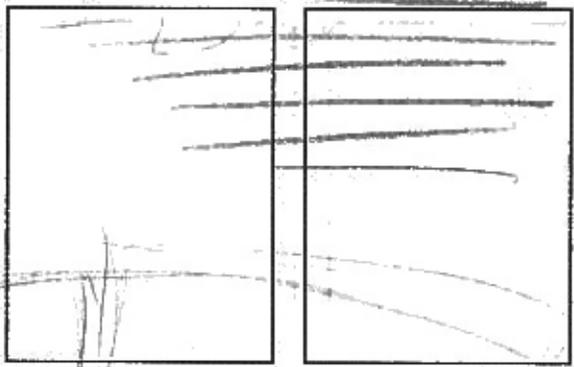
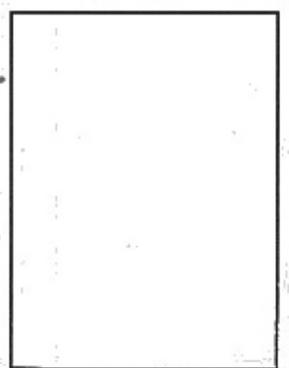
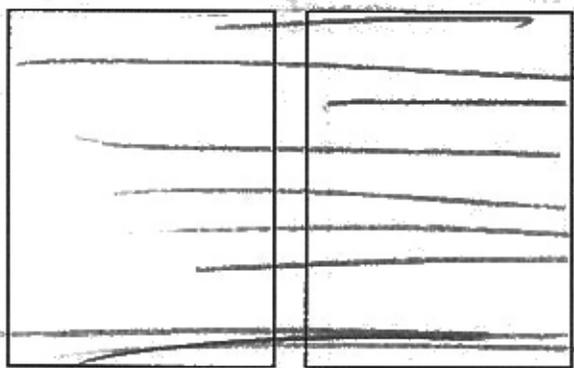


BOSTON BUTI  
The Forest  
Landscape at its name night

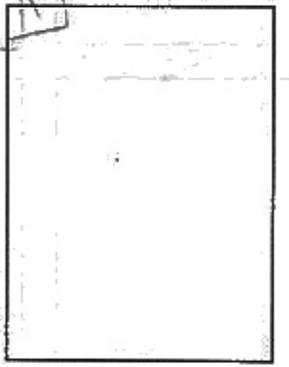
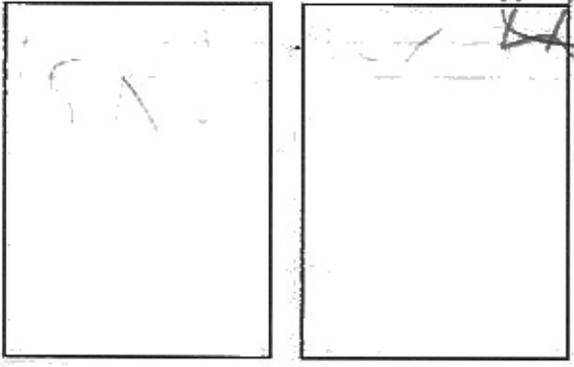
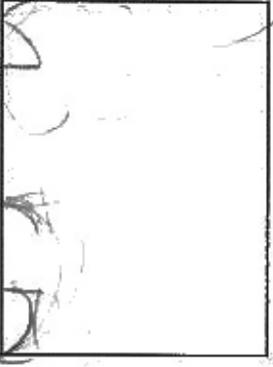


WHEAT  
MY

BLOW



CUTS  
OF  
PIG



BOSTON BUTT

BUTT

ST5

OFF  
P/B

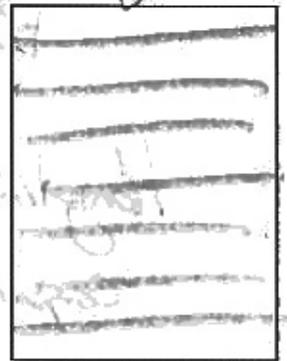
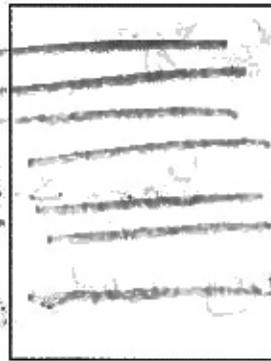
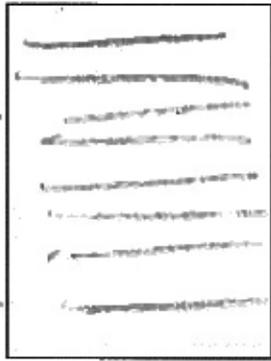
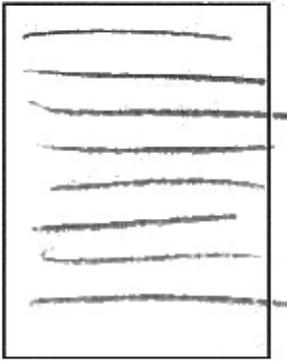
1st cut  
Boston Butt

2nd cut  
LOIN

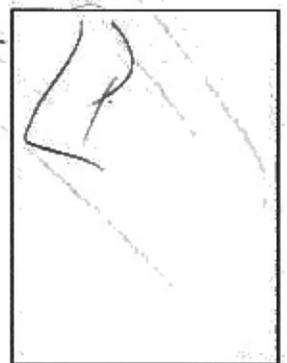
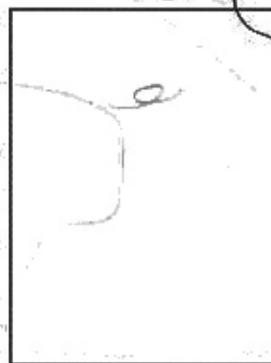
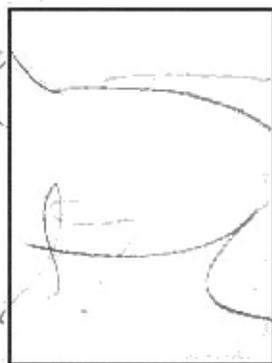
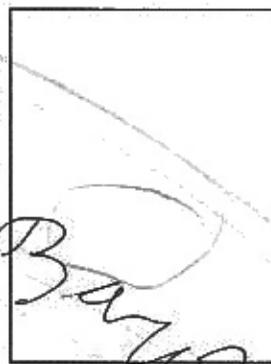
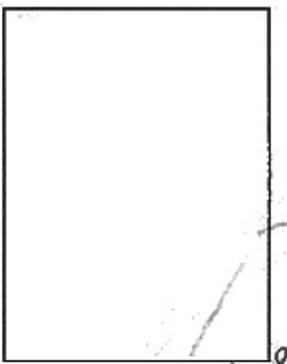
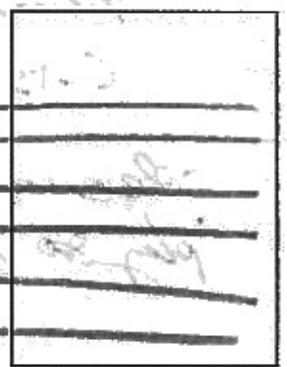
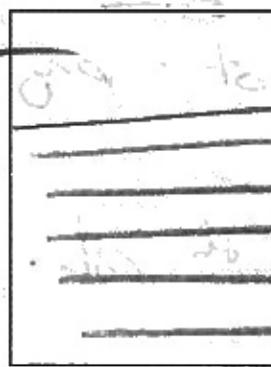
3rd cut  
HAM

4th cut  
Pork Shoulder

5th cut  
Belly



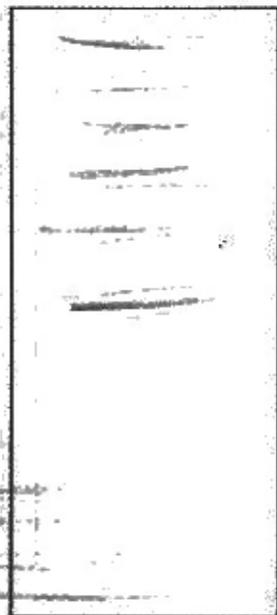
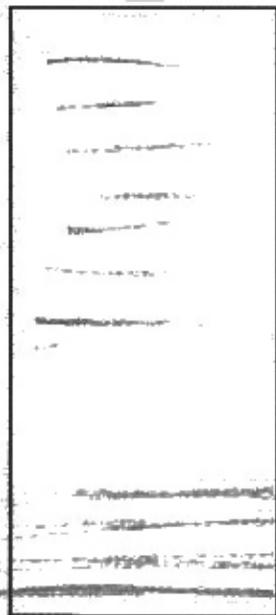
# CUTS OF A PIG





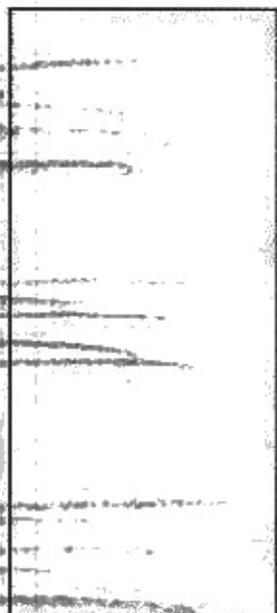
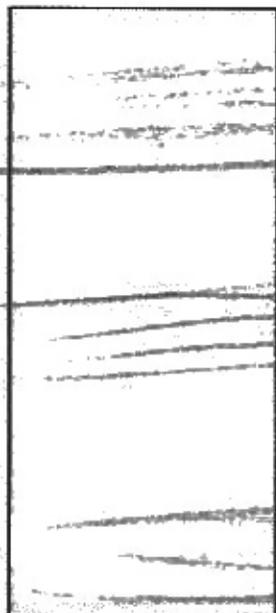
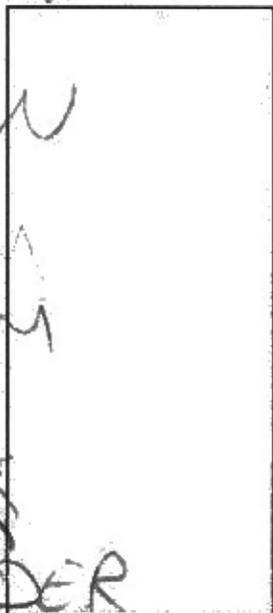
WHERE  
IS  
SIDE  
the First Cut

WHERE  
IS  
SIDE  
BOTTOM  
BUTT



the Second Cut  
the Third Cut  
the Fourth Cut

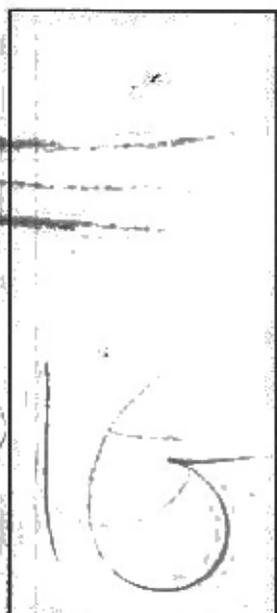
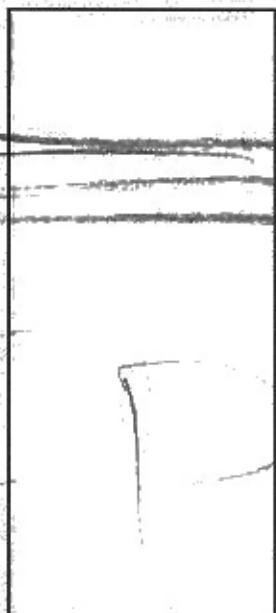
LOIN  
HAM  
PORK  
SHOULDER



the Fifth Cut

BELLY

of  
a



PIG

WHERE IS MY BACON?

CUTS OF  
A PIG

the first cut

Boston  
Butt

the second cut

LOIN

the third cut

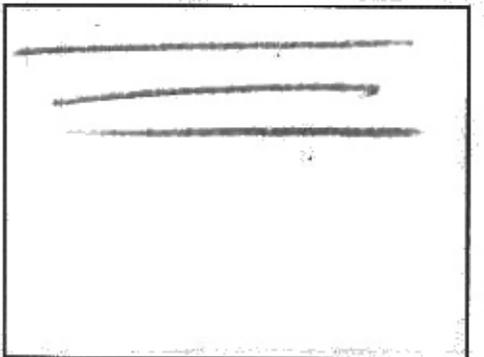
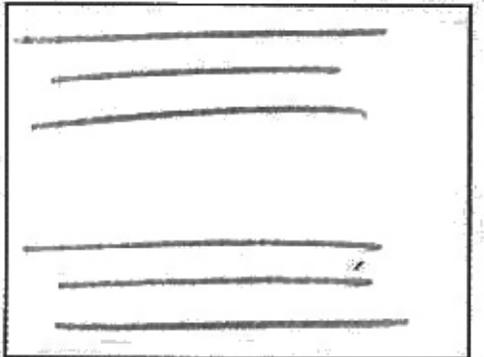
HAM

the fourth cut

Pork  
Shoulder

the fifth cut

Belly



CUTS

OF A

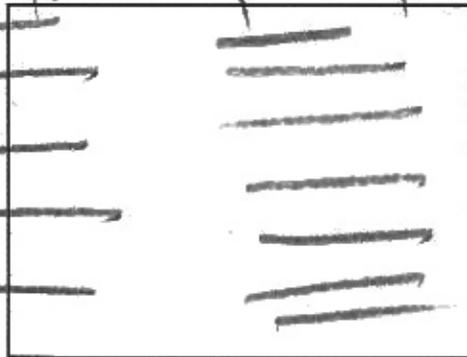
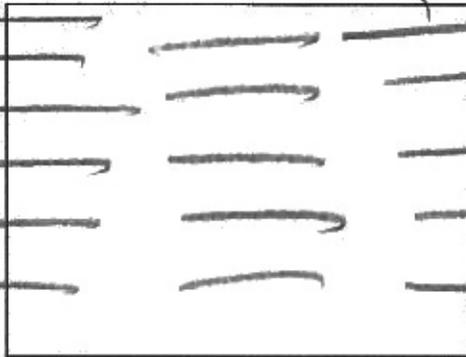
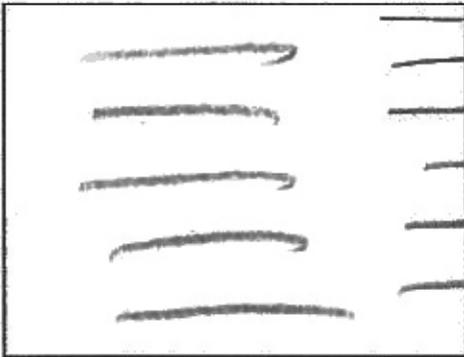
PIG

WHERE IS  
MY BACON?

~~Porter~~  
the first cut

the second cut  
LOAF  
the thickest  
HAM

the fourth cut  
Belly  
the thinnest



#1  
#2

Boston Butt

QUARTS  
OF A  
PIG  
#1  
First cut  
BOSTON  
BUTT

2nd cut  
HAM  
#2  
Second cut  
LOIN

#3  
Third cut  
HAM

#4  
Fourth cut  
PORK  
SHOULDER

#5  
Fifth cut  
BELLY

#6  
#7  
#8  
#9  
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# Where is my Bacon?

## Cuts of a Pig



Pork is divided into large sections called primal cuts. These primals are then broken down further into individual retail cuts, which is what you find at the store. The most tender cuts of pork are from the rib and loin. It's where we get the expression "high on the hog" — the most desirable cuts of meat come from higher up on the animal. By contrast, the shank and shoulder muscles give us the toughest cuts. But with the proper cooking, even those tougher cuts can be luscious and tender.

### The first cut

## Boston Butt

Despite what its name might indicate, the pork butt, also called the Boston butt, comes from the upper shoulder of the hog. Consisting of parts of the neck, shoulder blade and upper arm, the pork butt is a moderately tough cut of pork with a good deal of connective tissue. Pork butt can be roasted or cut into steaks, but it is also well suited for braising and stewing, or for making ground pork or sausages. Just above the Boston butt is a section of fat called the clear plate or fatback, which can be used for making lard, salt pork, or added to sausage or ground pork.

### The second cut

## Loin

Hogs are bred to have extra long loins, so they can have up to 17 ribs — unlike beef and lamb which have 13. The entire pork loin can be roasted, or it can be cut into individual chops or cutlets. The tenderloin is taken from the rear of the pork loin, and baby-back ribs come from the upper ribcage area of the loin. Above the loin is another section of fatback which can be used for making lard, salt pork, or added to sausage or ground pork.

### The third cut

## Ham

The back leg of the hog is where we get fresh, smoked or cured hams. Serrano Ham and prosciutto are made from hams that are cured, smoked and then air-dried. Fresh hams are usually roasted, but they can be cut into ham steaks as well. The ham hock, which is used extensively in southern U.S. cuisine, is taken from the joint at the shank end of the ham, where it joins the foot. The ham hock is often braised with collards or other greens.

### The fourth cut

## Pork Shoulder

Another tough cut, the pork shoulder (also called the picnic shoulder) is frequently cured or smoked. Pork shoulder is also used for making ground pork or sausage meat. The pork shoulder is sometimes roasted, but it's not really ideal for this.

### The fifth cut

## Belly

Pork bellies are most often made into bacon through a brining or dry curing process and then smoking. Pork bellies can also be made into sausage, panchetta, pork sides as is popular here in Vermont, salt pork and many other things. It is a versatile mix of meat and fat. One of the most delicious things is to leave the bacon on the spare ribs, soak them in a tomato based sauce and then smoke them for BBQ meaty ribs.

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# WHERE IS MY BACON?

# CUTS OF A

# P

# G

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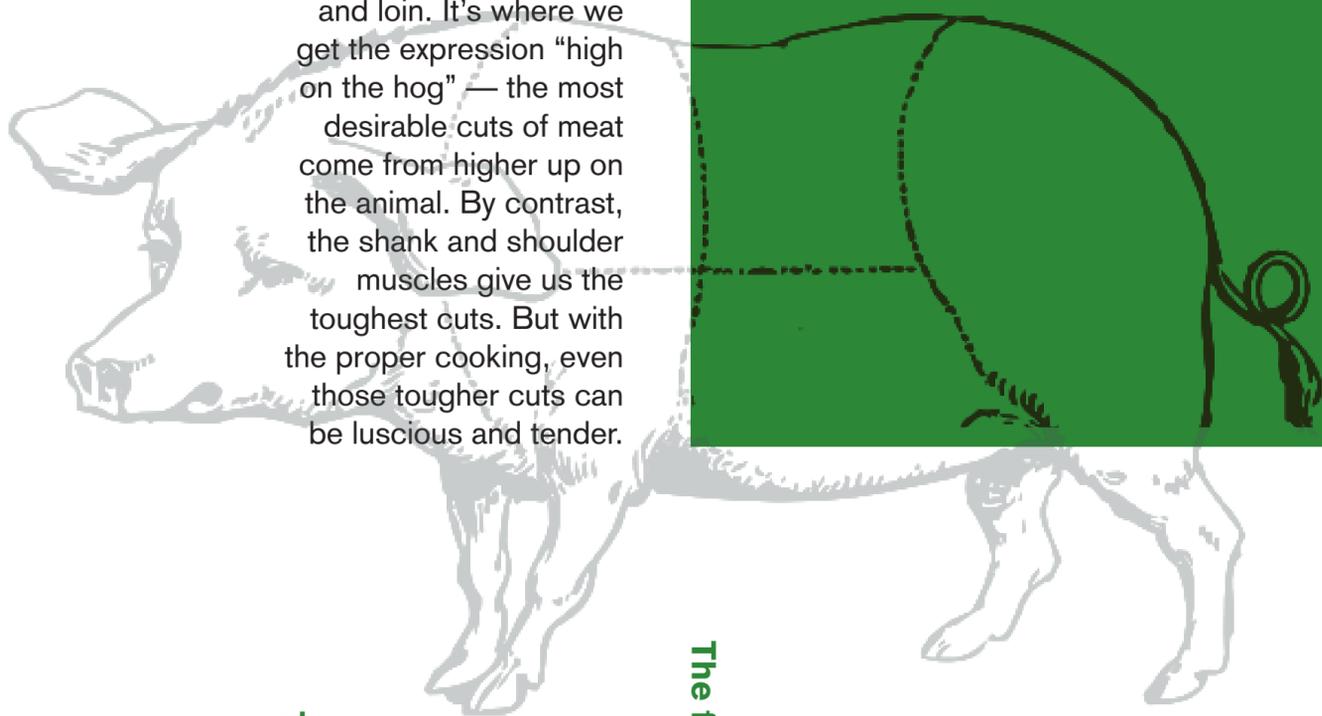
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