

"Away We Go" gains instant indie cred via hand drawn title font

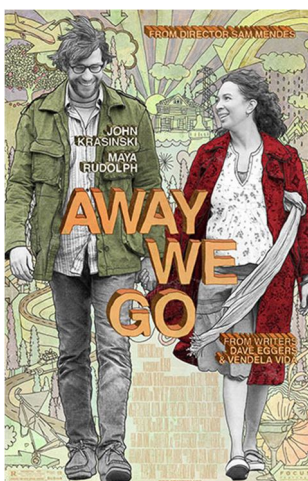
[Away We Go](#) is just the latest in a long line of "indie" films to leverage the oh-so-cool "hand drawn title" font, lending it serious street cred and instant indie validation before anyone even sees the film.



Recently popularized by 2007's [JUNO](#), the quirky hand-made title font brought visions of diary entries and emo-teen angst-filled journal poems, setting appropriate audience expectations by screaming "We're an honest unassuming micro-brew movie!"



Leveraged again in 2008's [Nick and Norah's Infinite Playlist](#), the wacky font inferred the hand written liner notes of a home-made mix tape. Plus, it promises that the movie is probably intimate, personal and low-fidelity-artsy, reminding us of the days of cassette mix tapes and Bic-penned song lists rather than CD's and laser printed liners.



So then does 2009's [Away We Go](#) not only give us a title font designed in the margins of a high-school English quiz, but an entire poster cartooned/rotoscoped like a modern-day [Yellow Submarine](#) (1968) or 1971's [The Point](#)... or more contemporarily, hearkening right back to 2007 and JUNO's opening title sequence — or the JUNO Soundtrack cover.



How quirkily indie-filmishly self-referential and hip. (Do the kids say "hip" any more? Or am I just fixated on "hip" because mine hurts?)

Yes, the same design firm ([Shadowplay Studio](#)) did the titles for both *JUNO* and *Nick and Norah* (not sure yet about *Away We Go*, but I'm guessin'). Anyway, sure they do fine work and all. But how long will it be before looking just like JUNO has people saying "What, again?" instead of "Ooh! Again!".