Typography 1 (Assignment 3)

Black & White Series

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Task 1: Type as image (Process)

| Baskerville	Helvetica	Comic Sans	Baskerville
ABCDEFG HIJKLMN OPQRSTU VWXYZ	ABCDEFG HIJKLMN OPQRSTU VWXYZ	ABCDEFG HIJKLMN OPQRSTU VWXYZ	ABCDEFG HIJKLMN OPQRSTU VWXYZ
Q	G	A	B
Q	G	A	B
Q	G	A	B

(PS: Do have a look at the video of my process, I did have a little fun playing around with the fonts)

I first looked at a few traditional typefaces that I liked and found quite interesting (yes, even Comic Sans).

I decided to go with Baskerville because of the elegance it exudes (really really like the font). I wanted to see what I could play around to change the feel of it. But I still tried the other fonts to see how they'd turn out.

Burning the transparency
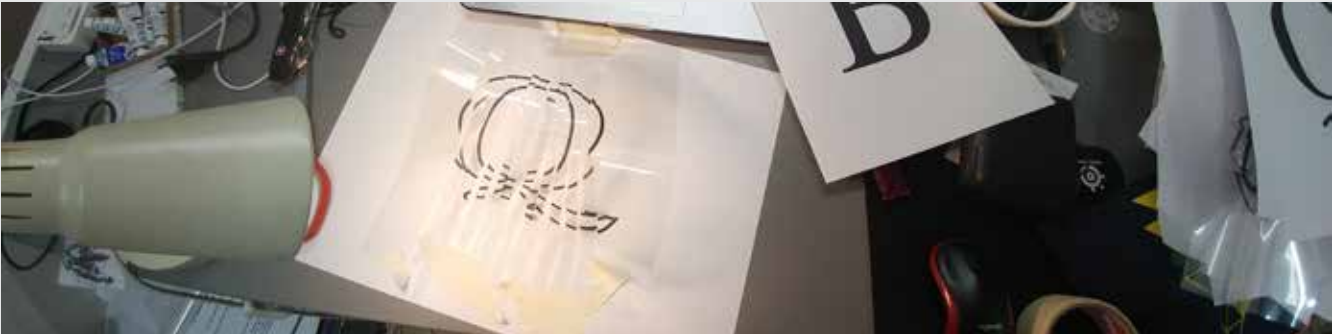
Shredding using pen knife
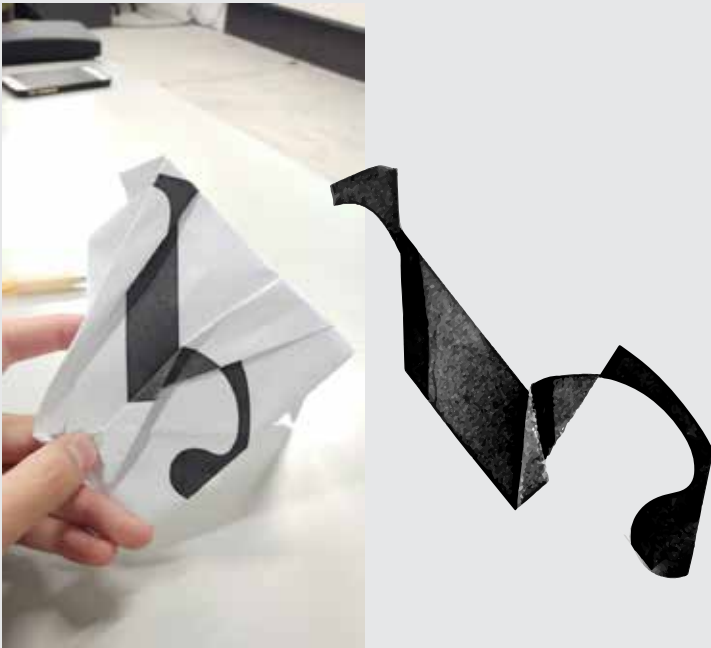

Inking the transparency

Crushing & Tearing
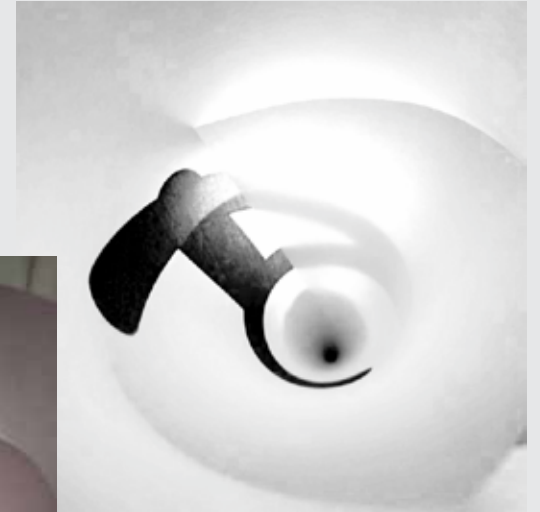

Folding a cone
(thought this was interesting)

Crushed & Watered

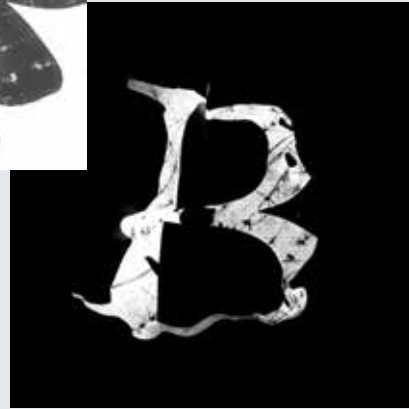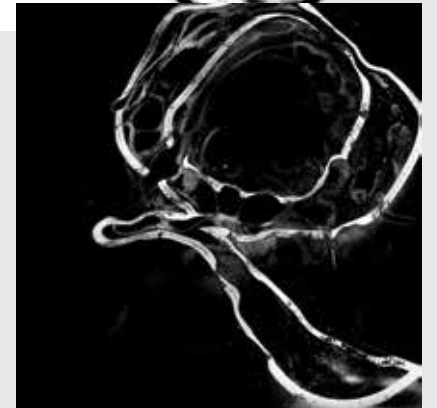# Task 1: Type as image (**Process**)
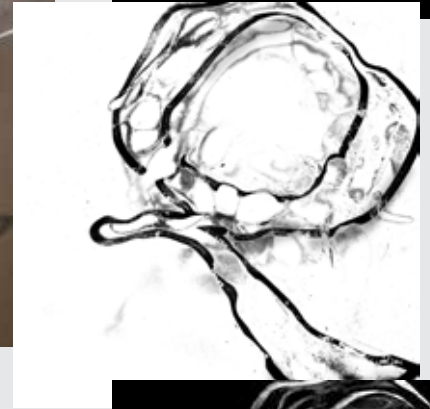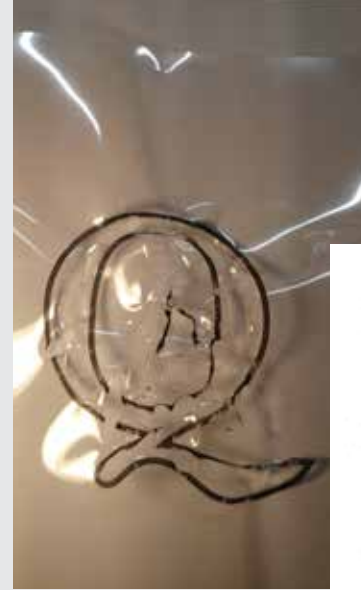
a.

b.

c.

Messing up the place trying to figure out how to play around with the font to bring out something more than just a normal letter
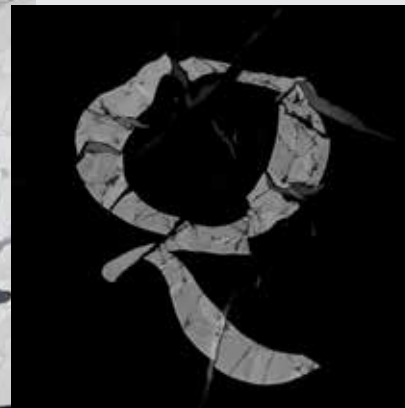
Task 1: Type as image (**Process**)

d.

e.

f.

Continuing my experimentation. I played with the inverting of the colours from white to black and so forth. Quite an interesting play.
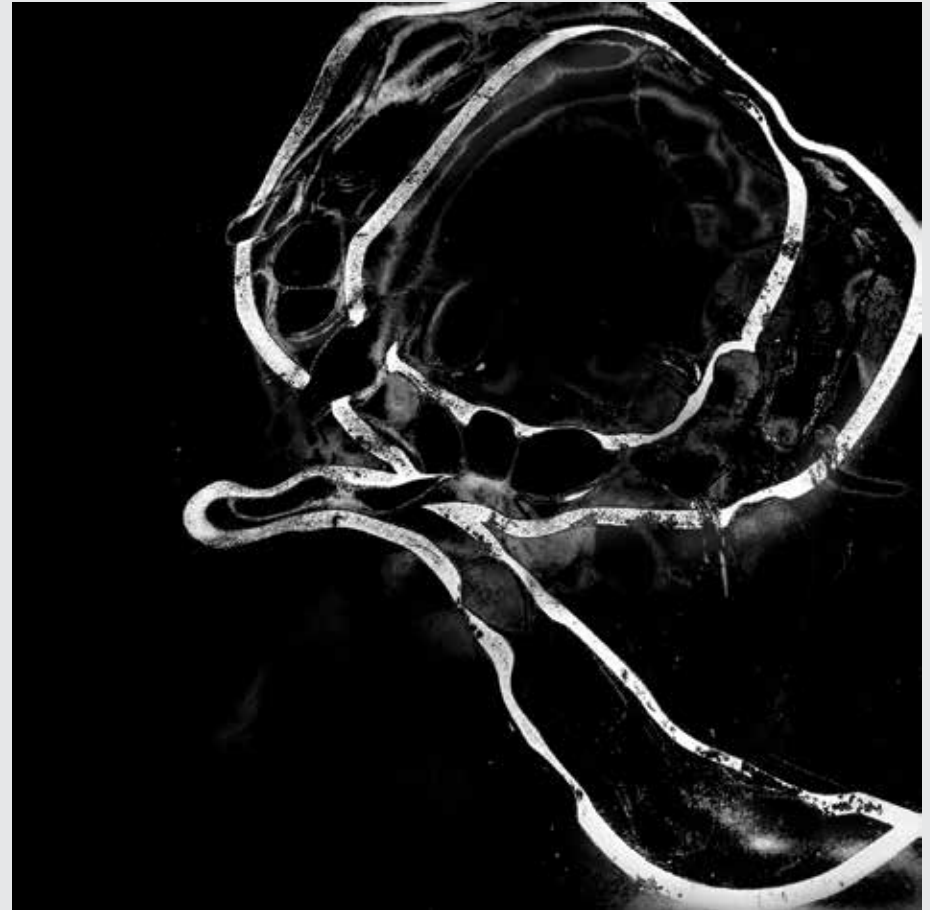
Task 1: Type as image (**FINAL**)

1.

2.

I chose this composition because I really loved the rugged texture that it has. Especially because the colours have been inverted, making the word pop even more. It has got the "SPOOKYY" feeling, also because of the wavy parts at the bottom.

This composition has got the "NEON" feels as well as looks like it is melting! It feels as though it was dunked in acid, and is slowly disintergrating. The bubbly texture and imperfect nature of it looks like it is a bit out of this world. Again inverting the colours allowed me to acheive this look and feel.

Task 2: Type as Pattern (**Process**)

Below is my pattern chart where I played around with some traditional typefaces, though mainly Times. Most of my patterns involved circular motions. This is mainly because I really liked how "trippy" or "confused" my patterns became.
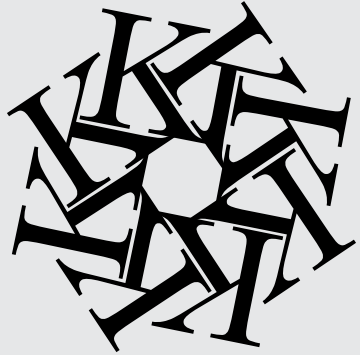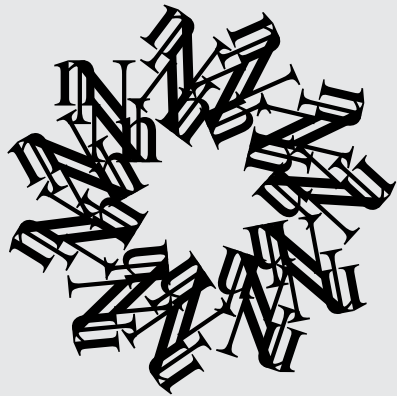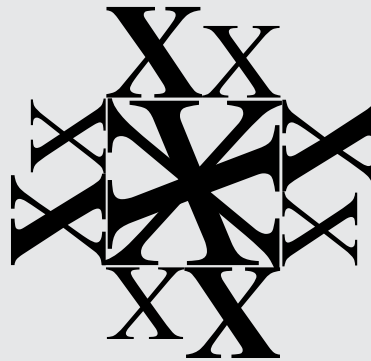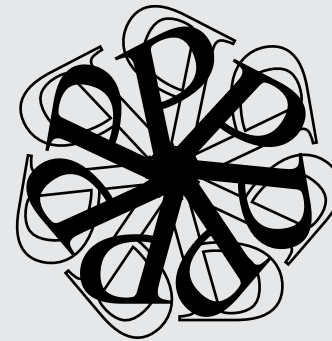
K Baskerville
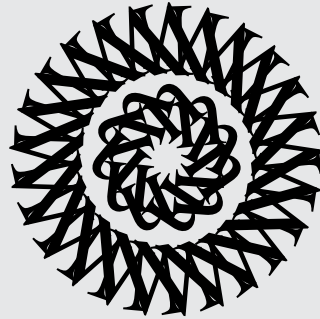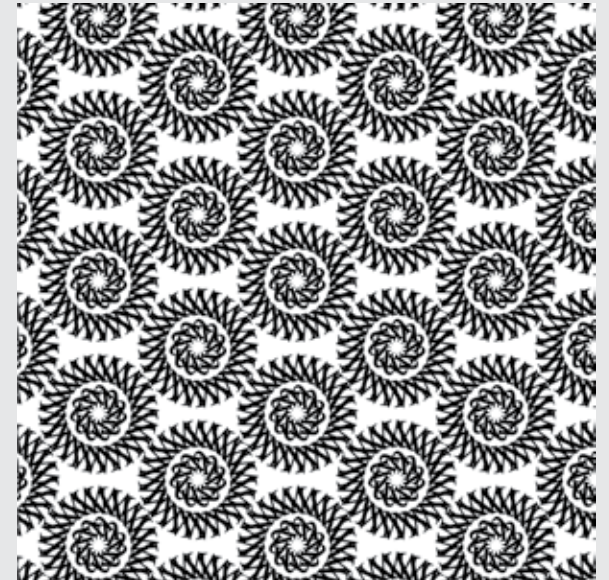
N n Times

N n Times

Q Gotham

N n Times

X Times

P Times Italic

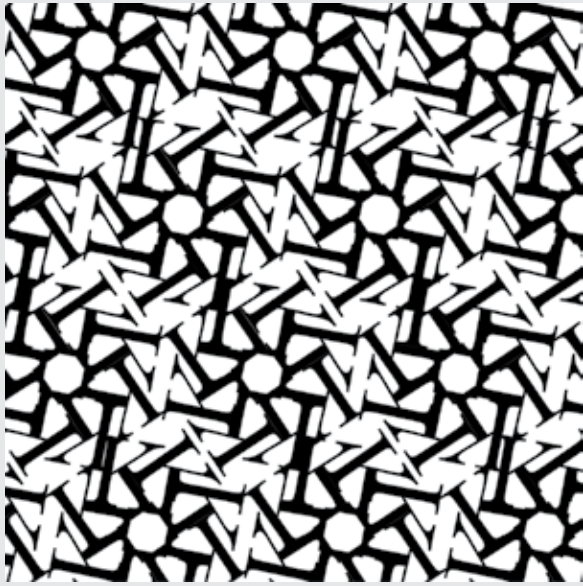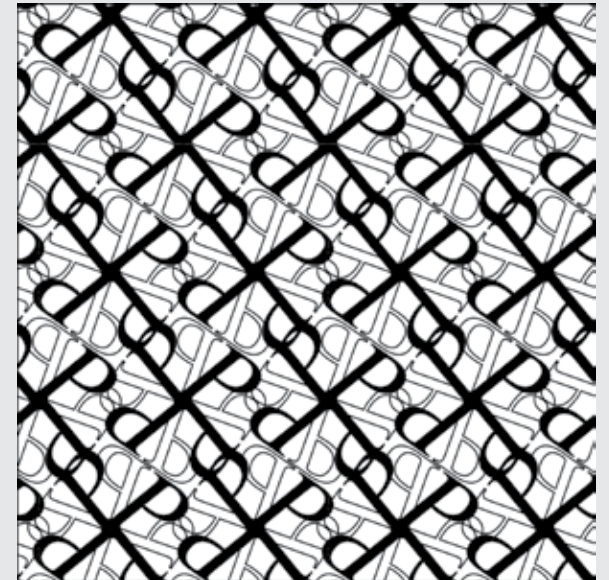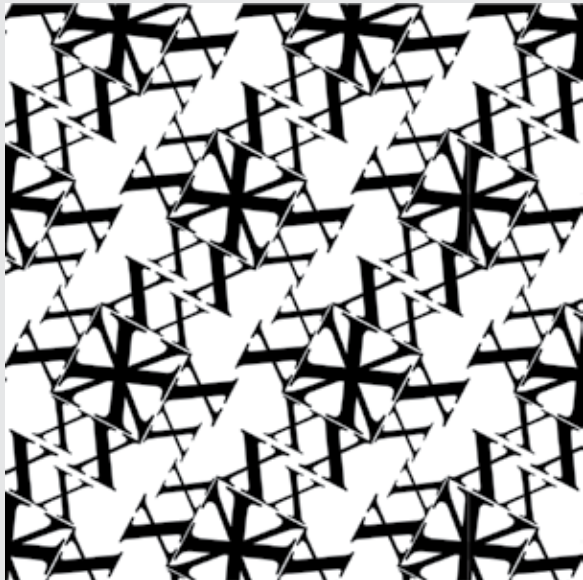P Times Italic

Task 2: Type as Pattern (Process)
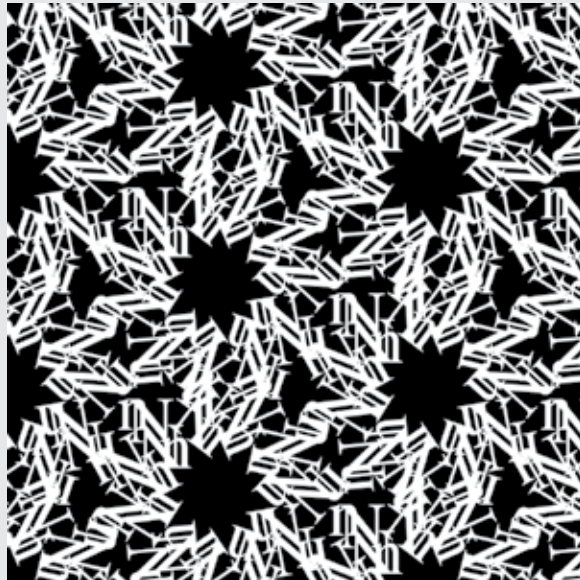
Task 2: Type as Pattern (Process)
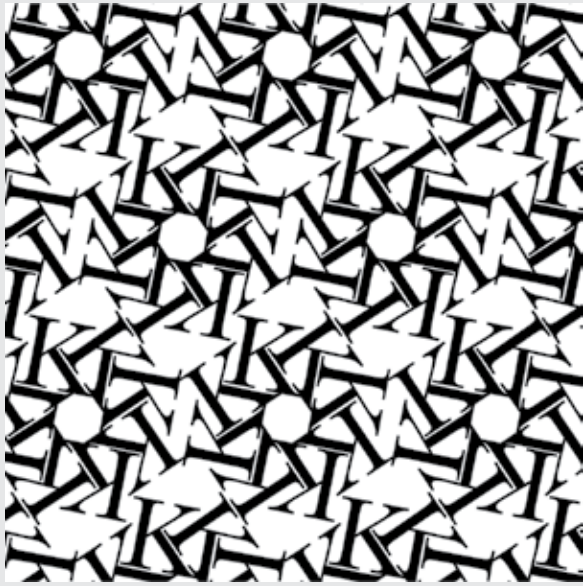
Task 2: Type as Pattern (**FINAL**)

1.

2.
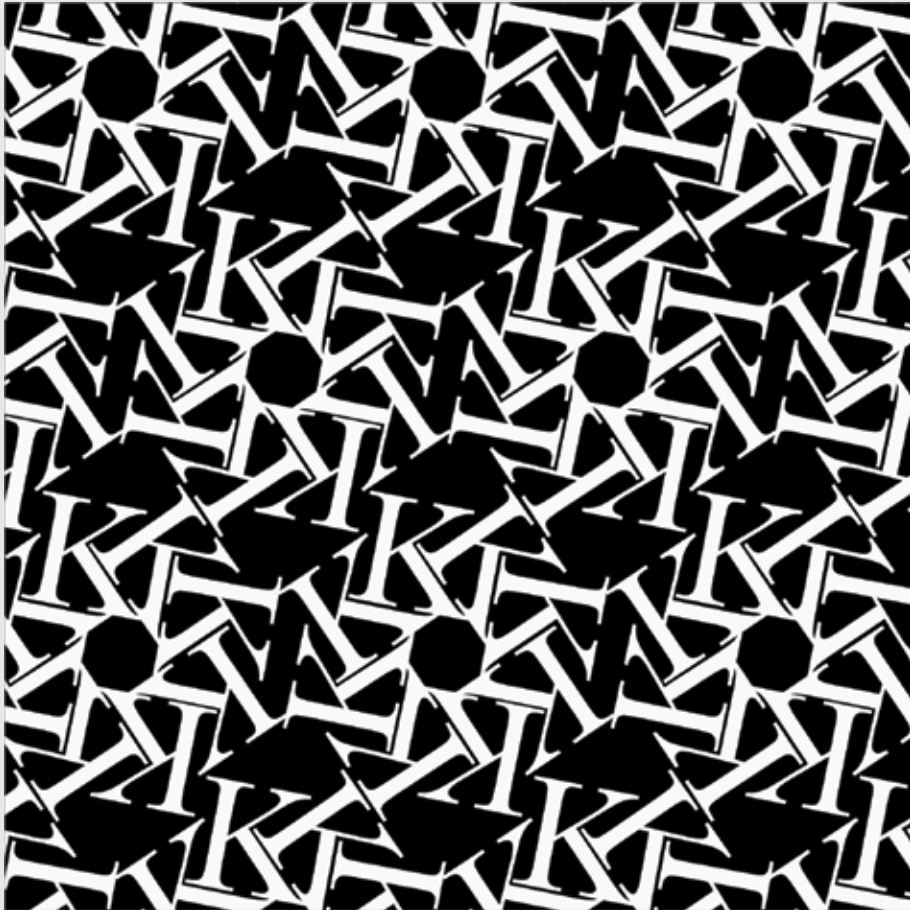
K Baskerville

Really enjoyed playing with this particular pattern (as seen in the process in its various forms). It's got the "trippy" and "hypnotic" expression. Again mainly because of the repeated circular motion. Placing it together and linking it was kind of theraputic.
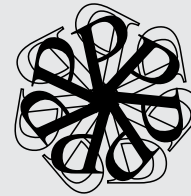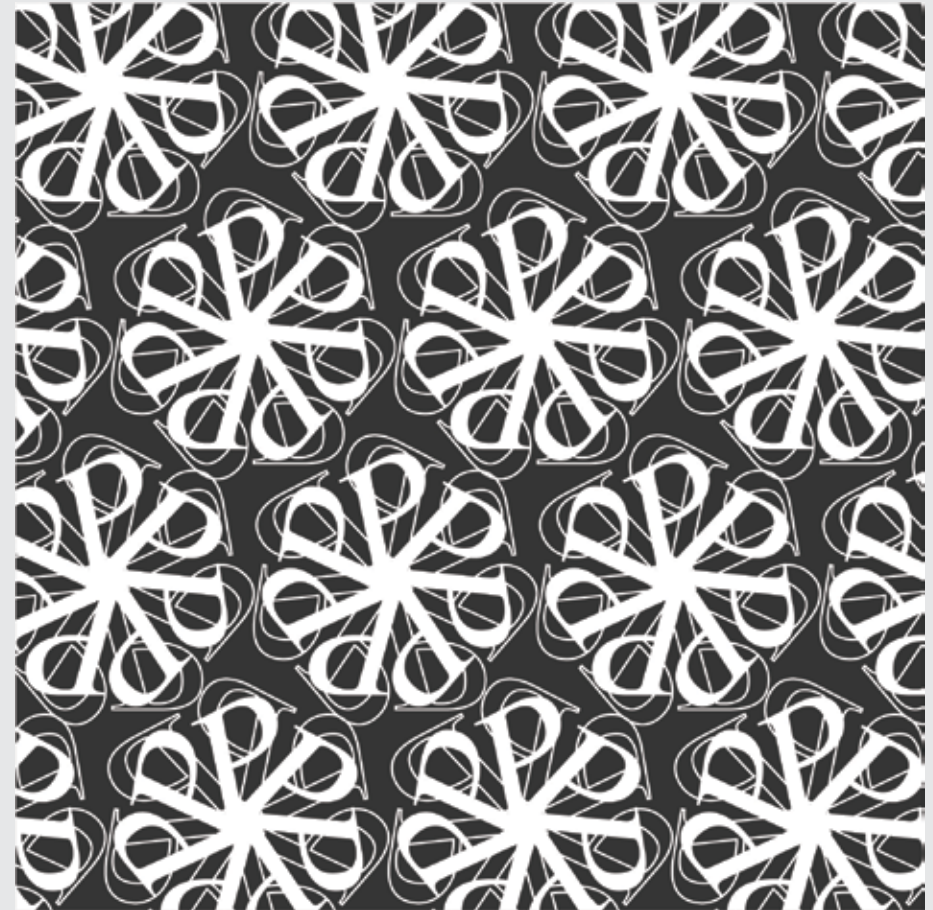
P *Times Italic*

This pattern reminds me of a lotus root or flower ready to bloom. Really liked the play of the outline and the italics of the font. The use of the grey background was to give it a slightly toned down and softer feel, fitting for a lotus.

Hello (Baskerville)   Hello (Arial)

For my emotions, I looked at 2 main fonts to play around with before I chose 1 — Baskerville & Arial. These 2 being the more generic fonts for a serif and sans serif font respectively, I thought I'd challenge myself to see which would evoke an interesting show of emotion.

Task 3: Type as Emotion (Process)

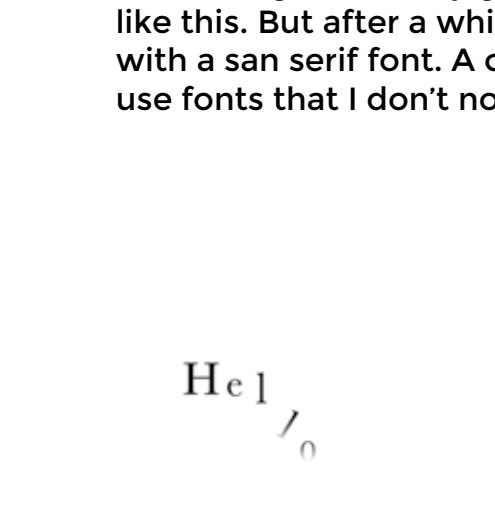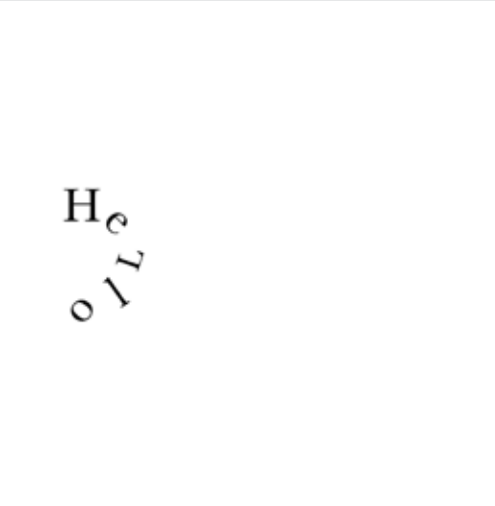Experimenting with the different font families. Making it bold as if to make a statement. Below are compositions using Baskerville which I thought were quite interesting. I normally go towards serif fonts like this. But after a while, I decided to try out with a san serif font. A challenge to myself to use fonts that I don't normally gravitate to.

Again trying with different families of Arial. I also tried playing with the scale. The size of each letter being different gave a very different outcome each time.

At the end, I decided on using Arial for my task 3.

Task 3: Type as Emotion (**FINAL**) Chosen font: Arial

1. Bored

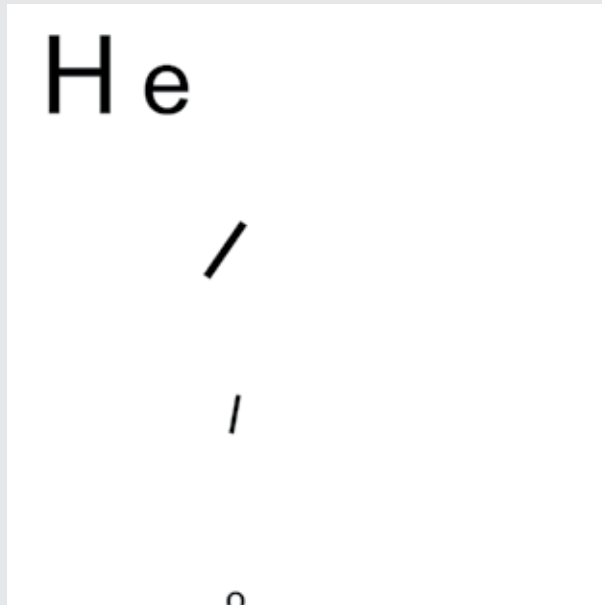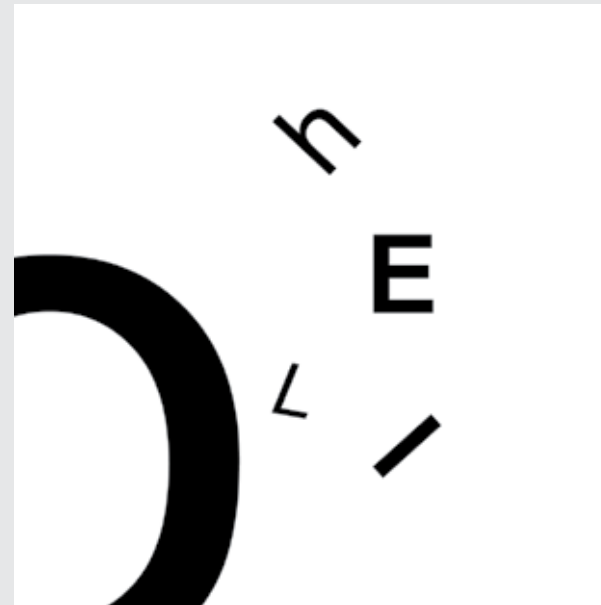Being somewhat interested at first and then losing all interest, becoming so bored until you just want to slump away and disappear to find something more interesting.

2. Confused

Looking for a way to connect the dots that just don't seem to make any sense. Where it seems to end, may seem like the beginnning, and vice versa.

3. Excited

Getting energised and waving at each other. The letters are all close and touching each other. They aren't rigid like a boring person, but more "wavey" and "wooshy", as if excited to say hello.

4. Depressed

So depressed to the point you just want to lie down, spread out and hide away from everything. Life to you is just a dark black hole that you're slowly getting sucked into – represented by the fade out of the "o".

Conclusion

All in all, it was quite an interesting assignment where I really had to wreck my brains just to find a certain emotion in a word. It made me see that there was a little bit more to fonts and the use of bolds, italics and so on. It really does make a whole lot of difference in terms of the message being told.

I really enjoyed the pattern making as well. It made really try to get the most intricate pattern that i could come up with. Symmetry is very important in this case. Or at least for this case it is.

Type as an image, again I enjoyed the hands on stuff. Allowing me to just play around. The downside though is that many of the methods that I used have all been used before. For example the burning of the transparency, I had not realised that a senior (in the reference given) had done it before. So i was a bit bummed at first, but i still really liked the outcome and it was still a little different, so I decided to just use it anyways.