



Typography 1 (Assignment 4)

Personal Creation: 'A' is for Apple

Jerome Lau (U1630620G)

Personal Creation: 'A' is for Apple

the Start

So for this assignment, my main inspiration for my concept came from my 3 year old nephew! Sometimes when im able to, i will sit down with him to play with him and the mind of a child is a very interesting and exciting place. The creativity that they have knows no bounds.

Therefore i decided to explore the possiblitiy of Type for kids! I immediately thought of those ALPHABET posters that we used to have when we were younger, and i thought it'd be interesting to do just that, but with a twist. I would use my own medium to create those alphabets. Each letter would be of a different medium or of a different example through the medium.

This idea in mind, i sat down with my nephew, played with him and tried to see if he could help me develop the idea further!

AIMS

- Observe the shape and forms of the alphabets through many different mediums.
- Get viewers to observe from a child's point of view the play on typography.
- A complete set of PLAY CARDS and a POSTER!



An older picture of my nephew and I

Playing with the nephew!



Stills of my nephew and i playing around with play doh! This was the first time he was playing with play doh as well, so it was quite an experience for him.



Video can be found at this link:
<https://youtu.be/YM5BBw0q7c8>

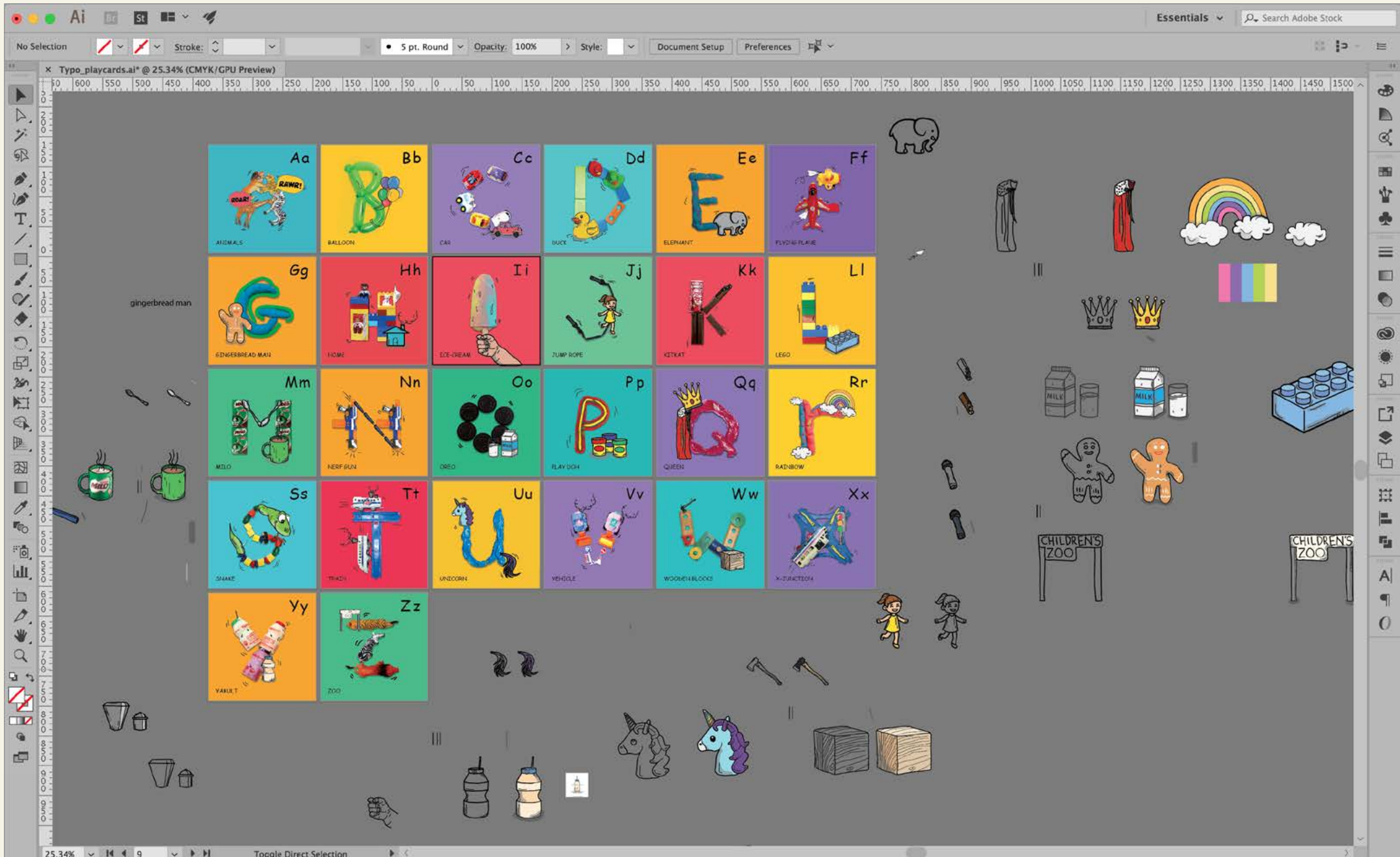
Setting up (Behind-the-scenes)



Laying out of the alphabet was quite a bit of a headache. It was really a case of trial and error.



Adding in the doodles – my process!!



Aa



ANIMALS

Bb



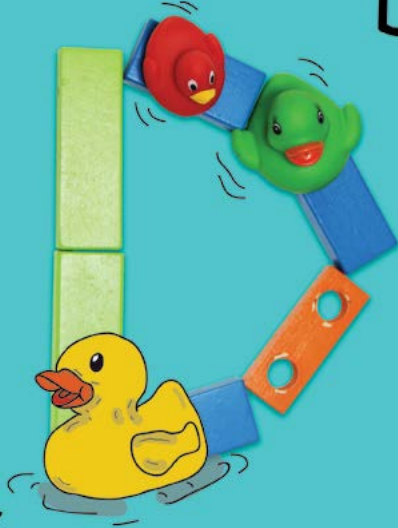
BALLOON

Cc



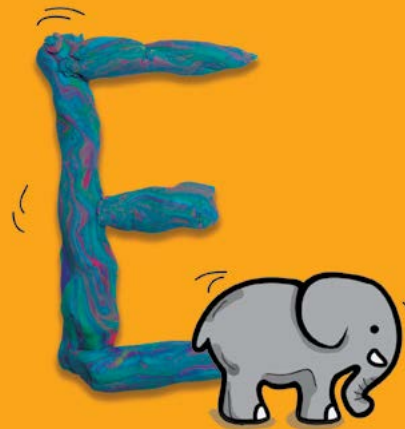
CAR

Dd



DUCK

Ee



ELEPHANT

Ff



FLYING PLANE

Gg



GINGERBREAD MAN

Hh



HOME

Ii



ICE-CREAM

Jj



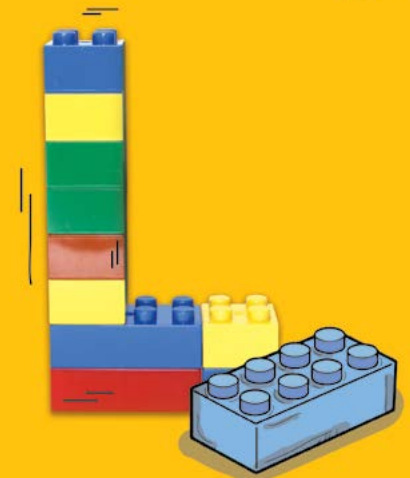
JUMP ROPE

Kk



KITKAT

Ll



LEGO

Mm



MILO

Nn



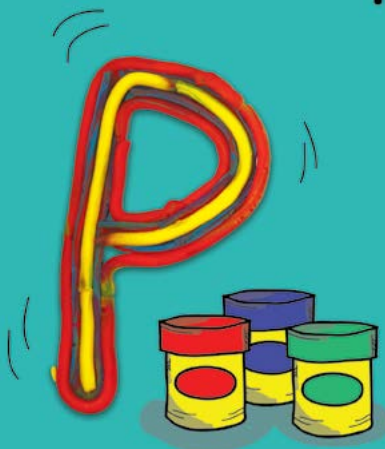
NERF GUN

Oo



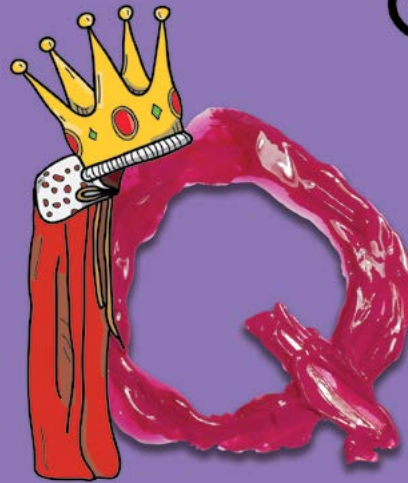
OREO

Pp



PLAY DOH

Qq



QUEEN

Rr



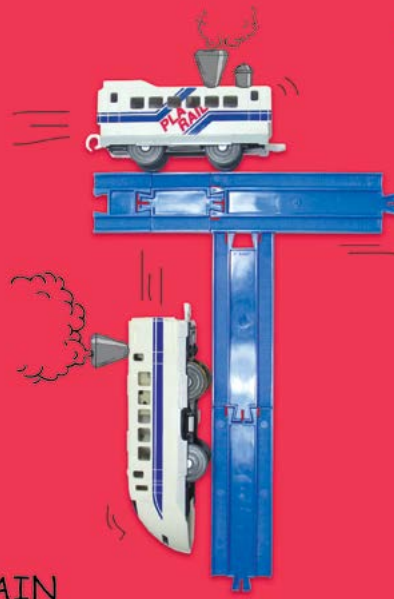
RAINBOW

Ss



SNAKE

Tt



TRAIN

Uu



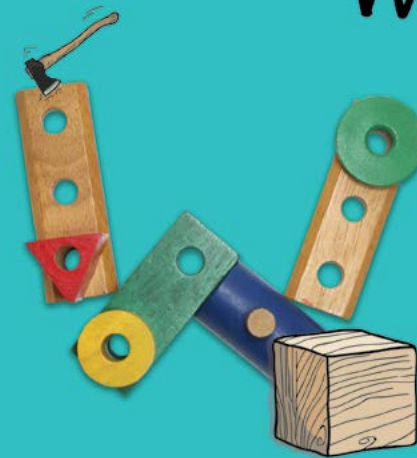
UNICORN

Vv



VEHICLE

Ww

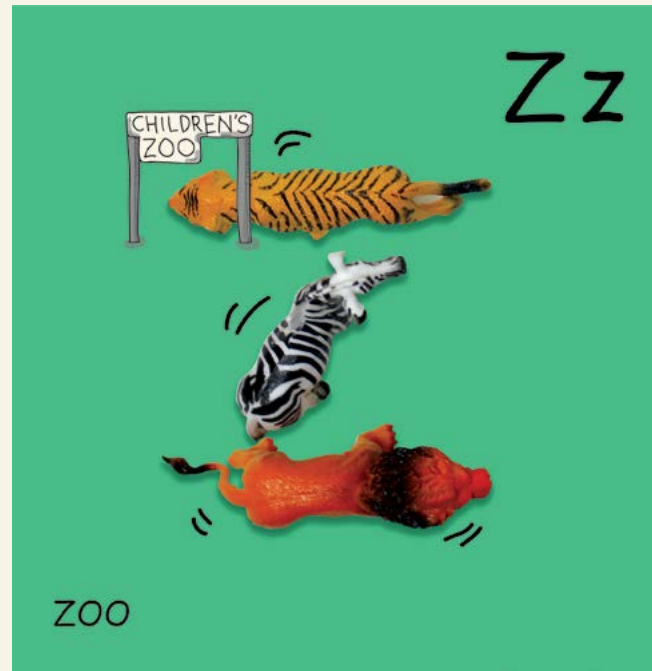


WOODEN BLOCKS

Xx



X-JUNCTION



Play Cards
Printed 18x18cm
320 gsm, matte (semi gloss)

Editing the pictures, cutting the photographs out, and adding the doodles was crazy, there was so much to be done! And too little time!!

A few difficulties i faced was the lack of enough mediums to play around with to form more type. In particular because i linked my medium to each alphabet and each alphabet's example, making it even more difficult to come up with ideas for each one.

COLOUR was also a bit of an issue, trying to match up with the right colour per alphabet was also quite a chore.

FONT CHOICE! I decided to go with COMIC SANS because i really liked how it matched up with the entire theme of my concept as welll as my doodles, hence i continued using it.

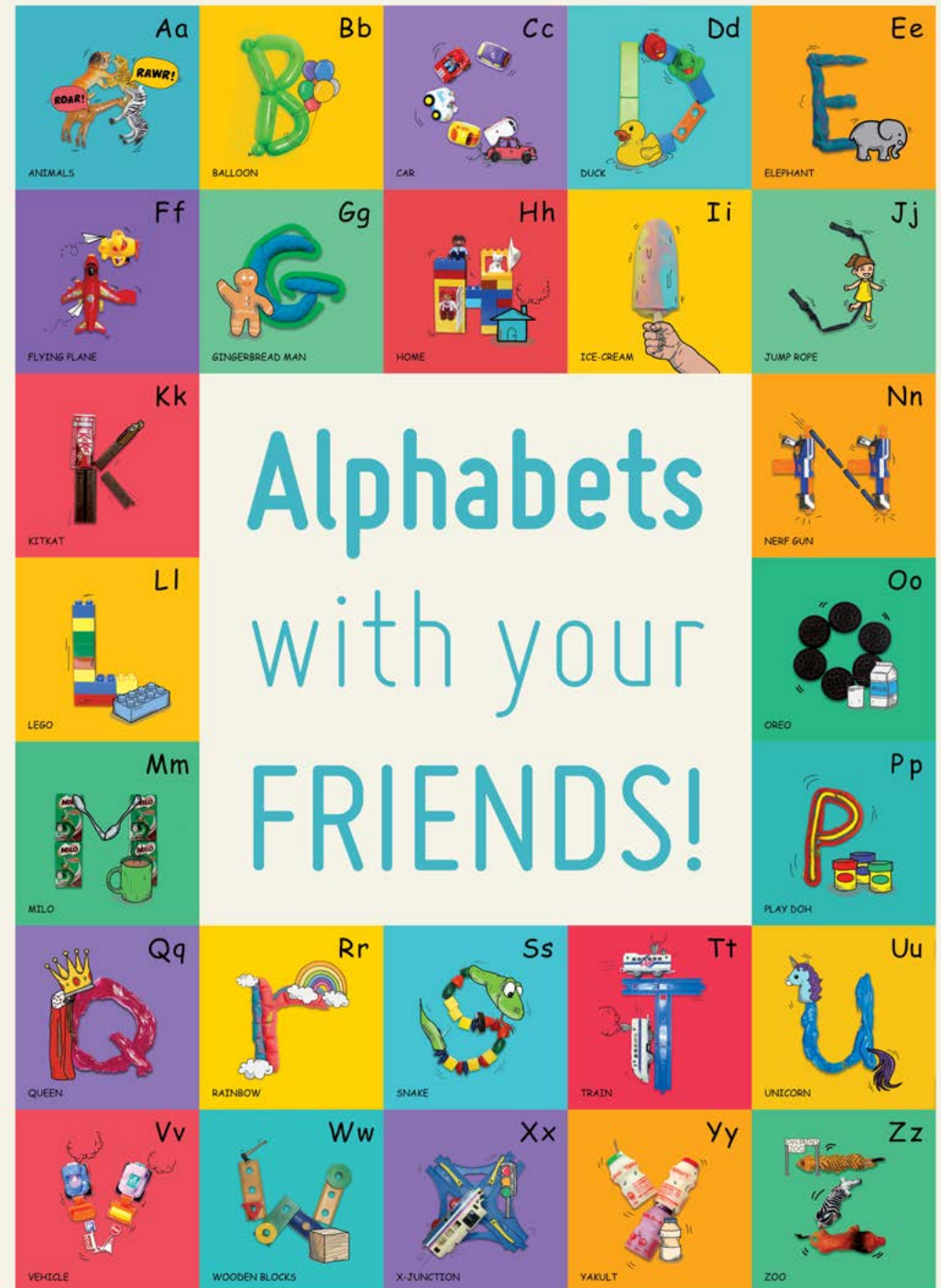


Playing with the nephew!

A0 poster

The poster i designed was very much based on the coloured foam mats that i used to play on when i was a kid, i thought it'd be an interesting play on that concept as a poster.

Colour wise, these colours pop and attract a child's attention, making it a lot more interesting. Especially with the illustrations put together.





My Play Cards set
+
A0 Poster!



Application Poster

It would look good in a kindergarten school setting!



Conclusion

This was a very difficult submission for me, the time constraints and the inability to come up with concepts till the very last minute made it very difficult. However, i pulled through and i'm quite happy with the results that came with it.

Through this assignment, i managed to bond a little more with my nephew, and even that was a nice little break from school. Looking at things from a child's perspective was quite interesting and somewhat tricky at the same time.

All in all, i really enjoyed this entire assignment, i thought it was a good way to push oneself to think even harder. It makes one understand type even more, especially because one has to get down and dirty with each individual letter.

It was incredibly fun!!

