

EXPERIMENTAL TYPOGRAPHY

Great typography comes when you can take it into new mediums of design and convert it into something artistic and exciting.

The experimental part comes with experience and knowledge of understanding how type, size, color, and placement can work in your favor for creative layouts.



In this experiment we started by taking a favorite poem or story and we transformed it into a set of nine panels. The panels begin with lines, sentences, shapes, overlapping, and the use of black and white to offset the type. They then began to evolve into more technical, more complex panels as the last three were completed.

Their dynamic appearances began to become more interesting as they became more complex in their design. One important way we developed this technique was by studying the typography and graphic design in the panels. As a designer a lot of this type of experimental design did not come instinctual. There was an initial need for organization and for synergy. The overall effect of the design was constantly being challenged by the boundaries that were set by the assignment. Type is often misunder-



stood and misused, it can also make or break a design depending on how it is used and how its arrangement works with the over look of the design.

