

"PROCEDURAL TYPOGRAPHY"
199 DIRECTED RESEARCH, SPRING '08
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* RESEARCH PHASE

relevant areas

- procedural/generative art
- typeface design
- typographic illustration
- hand constructed type

compile images, short descriptions of some figures associated with these areas

* DEFINING A "WEEKLY" SYLLABUS

experiments in form

- each week, collect __ images for inspiration/guidance
 - looking for imagery in which form (typography or otherwise) ...
 - has been directly manipulated by a "relatable process"
 - has been manipulated in a way that might inspire a "relatable process"
 - might set off another creative impulse
- with these images (or from other experiences, ideas) develop ...
 - "computational" processes
 - (bad example - i rotate each letter 30 degrees and cut it in half)
 - define __ amount of processes
 - select __ "best" (would lead to the most interesting results)
 - apply processes to __ typefaces
 - if process involves some degree of randomness, apply the process __ times for variation
 - "organic" processes
 - (bad example - i draw the letters of the alphabet in tomato sauce and smear it around with my face)
 - define __ amount of processes, materials
 - select __ "best" (would lead to the most interesting results)
 - create alphabet with each selected process
 - take photographs

form applications

- see how the results stir my insides
- see how they play on the relationship between symbol and image
- what written works do the results point me to?
- compose __ typographic images using results, selected content

* PRODUCTS

process book

- simple binding and layout
- should be thinking of the layout for the book through the course of experimentation

final series

- select __ best applications of experiment (from form applications)
- investigate "delivery" methods
 - would the final posters be constructed by hand?
 - would the final posters be printed, what printmaking techniques would i use? (no plotters)