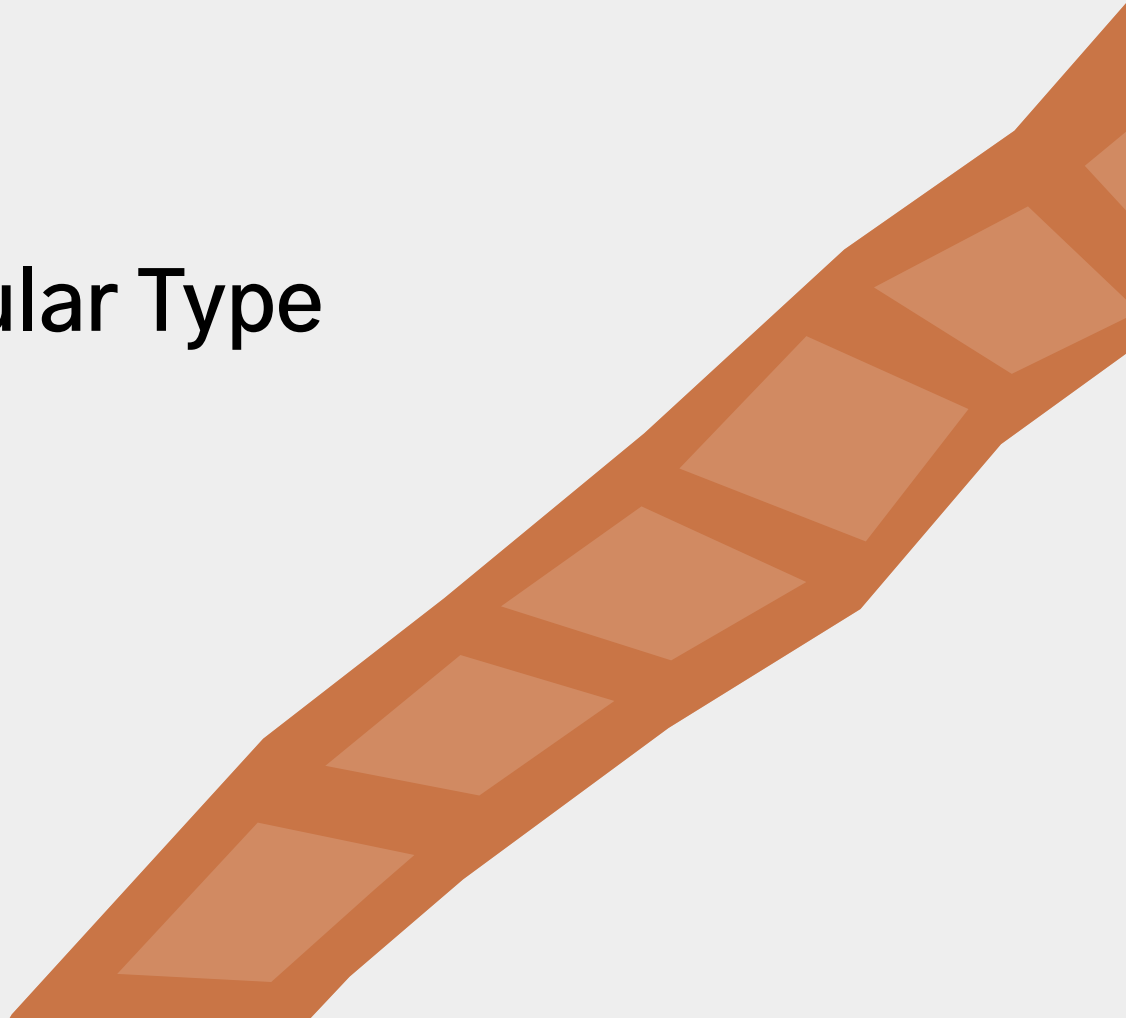


Project 2 — Modular Type

Process Book

DES 332A Fall 2024
Vivienne Tran



Artist Statement

For my concept, I focused on shapes that can be seen on developed negative film rolls when scanned. Often, I like to experiment with scanning negatives and I had come across some pictures of them in my camera roll. Observing closer, I noticed the barcode-like marks lining the bottom and top of the negatives had an interesting rhythm to them and thought they resembled typography. Therefore, I decided to go forward with this modular typeface design out of the other ideas I experimented with.

Essentially, I took a detail from an analog form of documentation and created a contemporary modular typeface. My modular typeface very much resembles the edge markings of film strips and some letters are taken directly from the visible markings, yet it also has pixel and block-inspired elements that could be considered as modern. Depending on the color palette of the type and its background, it could serve as a subtle typeface, or could also give impact. Since it does take something considered “old” and creates a new form of it, I think it would work best in graphic posters or animations that deal with similar subjects. However, being a contemporary typeface, it could be used in many different environments and situations.

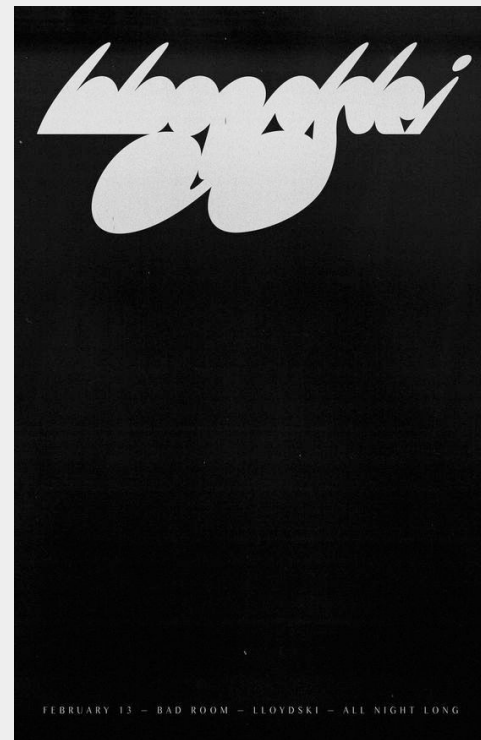
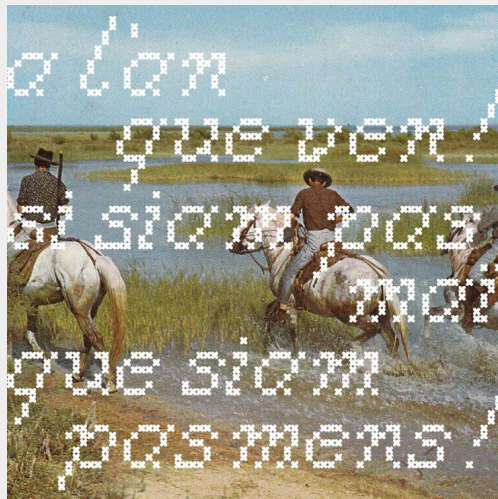
Project 2 – Modular Type

Inspiration



Project 2 – Modular Type

Visual research



85...0x34b30d9807
e2be86892c15cf42
d7abbaf666c8e7fba
ae23a9ae028b5bb3
7c1cf71234567890
... abcdefghijklm
nopqrstuv wxyz



...0x86892c15cf42
8978f2a8584378b8be7
11c016e0d9a560d15c74
759f1e01e5f

Project 2 – Modular Type

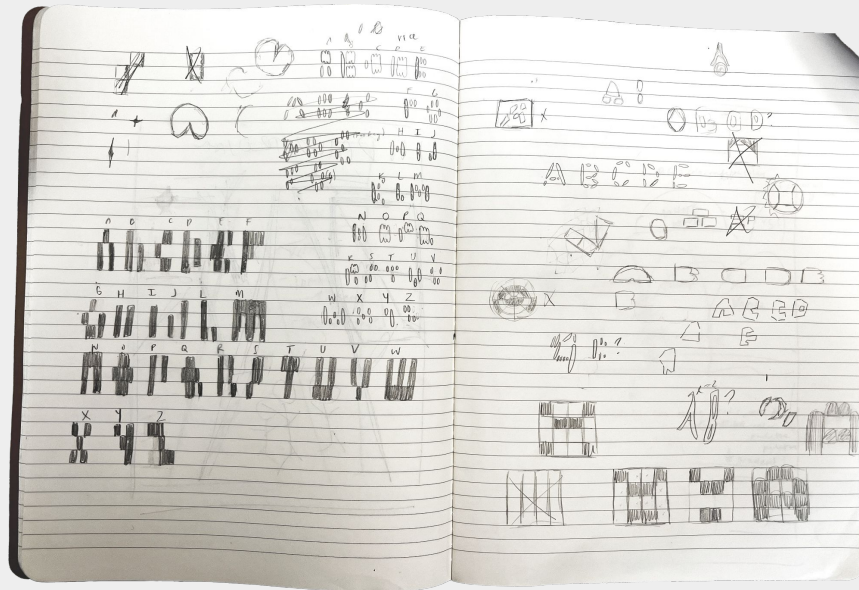
Challenges and goals

CHALLENGES:

- Finding inspiration and a concept
- Avoid creating an existing/overdone modular typeface
- Making a readable typeface

GOALS:

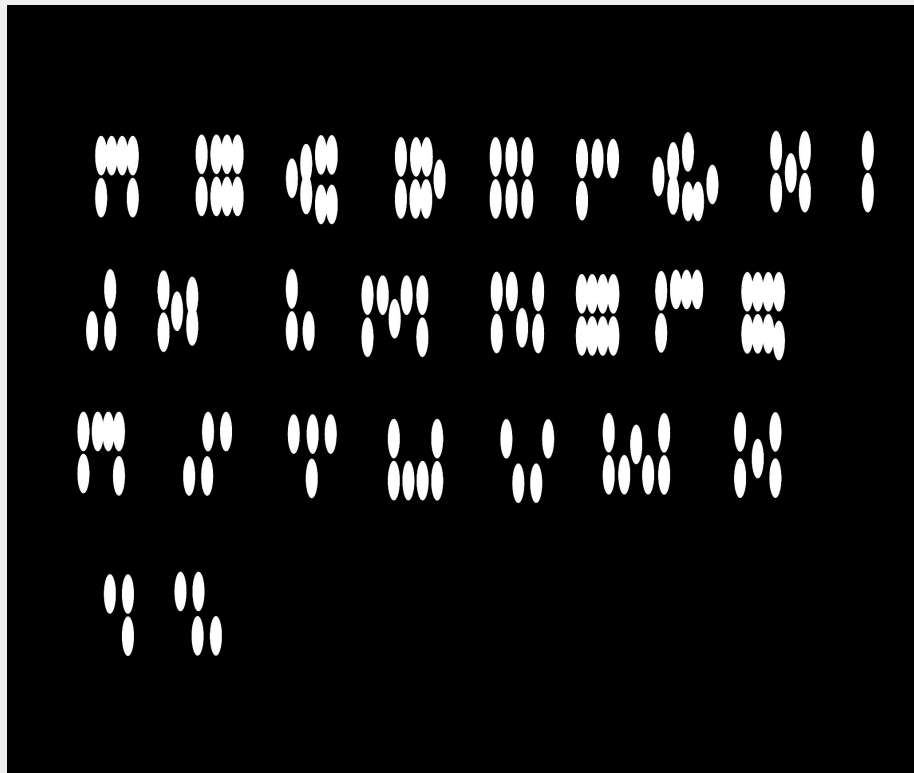
- To create a versatile typeface
- Typeface fits with the related concept/idea
- Aesthetically-pleasing but readable
- Get familiar with using the grid



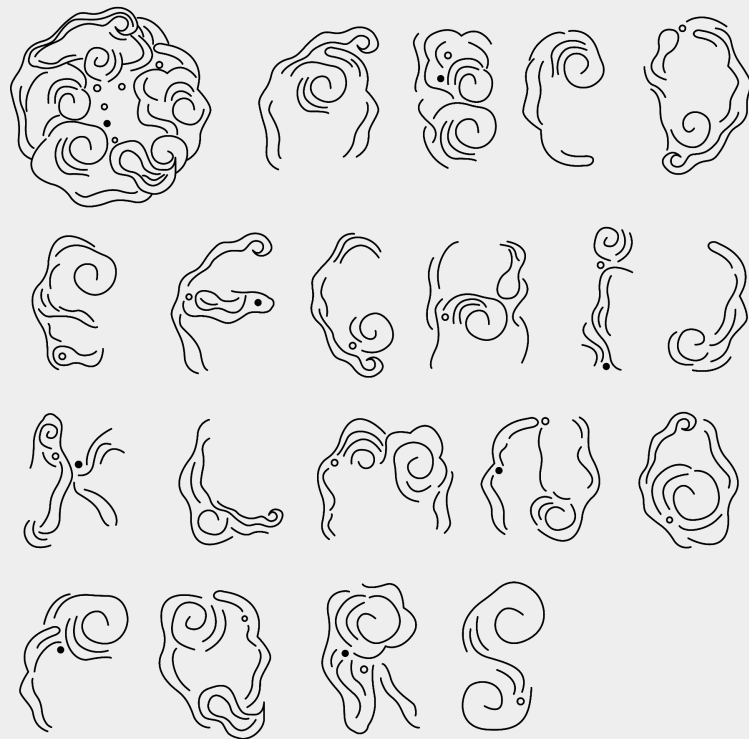
Project 2 – Modular Type

Other ideas

Rice:



Japanese family crest symbol:



Project 2 – Modular Type

Final type – “Film Code”



Project 2 – Modular Type

Final type – “Film Code”



Project 2 – Modular Type

Final type – “Film Code”



Project 2 – Modular Type

Word examples

REVOLVER POSTALBOX NEGATIVE
LIGHT FILM PHOTOGRAPHY ANALOG

REVOLVER POSTALBOX NEGATIVE
LIGHT FILM PHOTOGRAPHY ANALOG

Project 2 – Modular Type

Application proposals

PROPOSAL #1: Riso animation



PROPOSAL #2: Graphic poster



Project 2 – Modular Type

Final Application

Riso animation:

To best use this typeface, I created an animation out of my original inspiration. Instead of the barcode-like pattern, I replaced it with my typeface, narrating the thoughts of someone who is stuck in their memories or past. Instead of focusing on the present, they keep falling back in nostalgia and feel trapped with no way out. This relates to not being able to move on or holding too tightly to memories as a coping mechanism.

