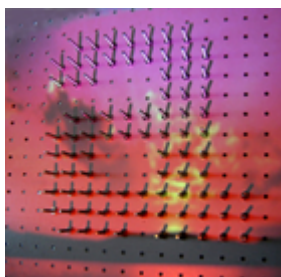


**Type as image.  
Experimental typography.**



Typography is the visual treatment of written language to enrich visual communication. Similar to the expressivity of spoken words, a range of emotional qualities and tones of voice can be conveyed through treatment of the typographic form, such as typeface, weight and color.

The use of type as an image in its own right and vice versa is not a new idea, but it has become increasingly popular. The exploration of the abstract qualities of letterforms, either by repetition, abstract, collage, overlapping, or interlocking, to produce patterns and textures is now a common feature in typographic design.

Hand-written letterforms, calligraphy or hand-drawn lettering can produce some of the most informal and individual examples of descriptive type.

Whether a broad-nib pen, brush, wax crayon, or finger is the tool and ink, paint or mud the medium. Cleverly executed hand-written letterforms can provide graphic and spontaneous design solution and strong visual impact.

**Objectives:**

Students will explore and research the expressive aspects of letterforms looking at the different ways in which typography can create an abstract, almost a sensitive impact on the reader. Among the initial topics will be the various types of calligraphy pens, inks and papers available which will work best for you and your personal projects.

By expressivity, we mean the idiosyncratic irregularities and modifications of the typeface -- the ability to use illustrative techniques in the representation of letterforms

**Design experiments:**

Background and foreground: the counterforms. Layout, rhythms, colours, patterns and texture choices.

Lighting in type, drop shadows projections, graffiti.

The use of colour, transparencies, overlapping and gradients for emphasise the meaning.

Experiment with different tools, materials and surfaces.

Special characters and effects, ligatures, dashes, punctuation marks, and hyphens.

Mixing typefaces, contrast of forms. Shape and arrangement.

Three dimensions type, street type, lettering in the architecture.

Screen and dynamic types. Type in motion. This part of the course proposes "temporal typography" as an area of study which incorporates the dynamic visual treatment of text as an extension of written language.

**Evaluation:**

Participants will complete assignments individually, although you are welcome to share ideas with classmates. At the end of the course, each lecturer will carry out a global evaluation. In each case, the mark may depend on whether a project is done or not, and always according to each lecturer's criteria.