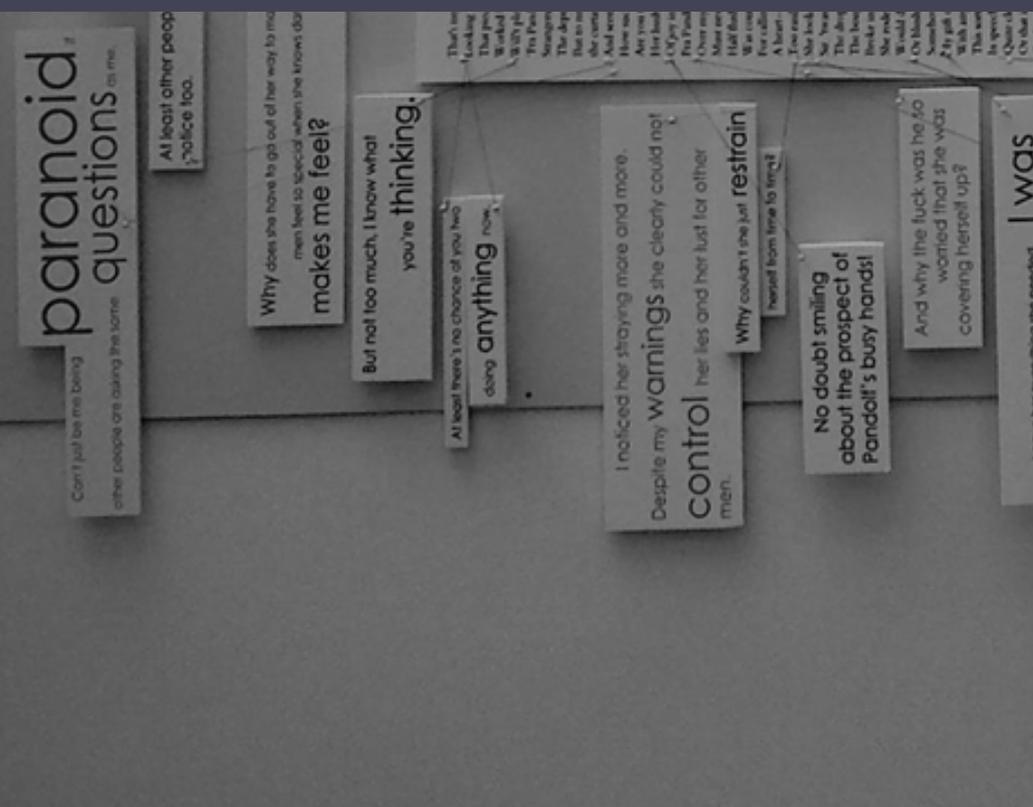


The Role of 2D & 3D Typographic Design in Visual Arts



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This presentation explores issues of typographic design within multimedia contexts, which include interactive, sonic and animated components, and how such components affect the traditional function of the typographic elements as they become part of networked new media typographic work.

review

- In the last years there have been few actions interested in the engagement of the typographic motion and the visual typographic communication in art and design. Practitioners' through the recent years are trying to relate motion and sound to typographic elements.
- Quite few of the screen design practitioners, the theoreticians but also the fine and visual artists have indicated the fact that this correlation has always provided them with unique consequences.
- Johana Drucker (1998) mentions the fact that the convention of visual typographic experimentation started before the digital era, back to the beginning of printing. According to Richard Lanham in *The electronic Word* (1994), the interaction of the typography and image goes back at the Greek poet Simias from the 4th century BC when the interaction of type and objects was very common for the expansion of an artistic piece or environment.

- This presentation will try to identify key elements in designing with 2D and 3D Typo.graphic contents for web and screen based electronic media and visual arts in order to approach and examine environments that could facilitate the design process and expand the communication experience.



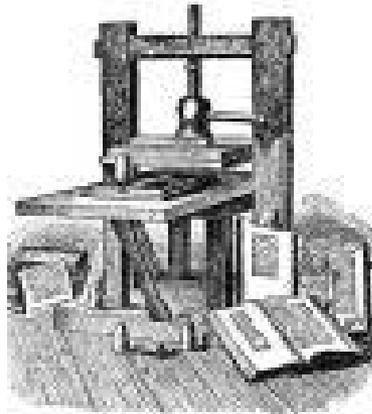
Typographic Applications

Typographic Web Applications

- Type as Text Type used as text.
 - This can come in the form of a headline or paragraphs of text.
- Type as Navigation Type used as hypertext links.
 - This is different from links, which are icon or image-based. Text links may be made up of a system font or represented by an image of a font.
- Type as Expression Type is used as an expressive element in design.
 - This can come in the form of animated type or the creative placement of letterforms to generate an expressive and meaningful message.
- Type as Experimentation
 - Type used as the main or part of an experimental element.

Type in Digital Era

vidunt aque. Propterea vocantur et no-
men loci illius haalphacalim. Et reliq-
vunt ibi sculptura sua: et culte deum et
viri eius. Et abierunt ad hunc philisti-
im et alacerunt: et diffusi sunt in valle
raphaim. Et habitavit autem david in ierusalem.
Abierunt autem contra philistinos: et mada-
nos in manus meas: et cum videret. Et
abierunt contra eos sed gressu non regu-
corum: et vultus ad eos habitum puerum.
Et cum audiret sonum clarorum gra-
bitatis: et clamante puerum: et in medio pueri:
quia tunc operabitur deus: et faciet tunc: ut p-



Gutenberg 1455



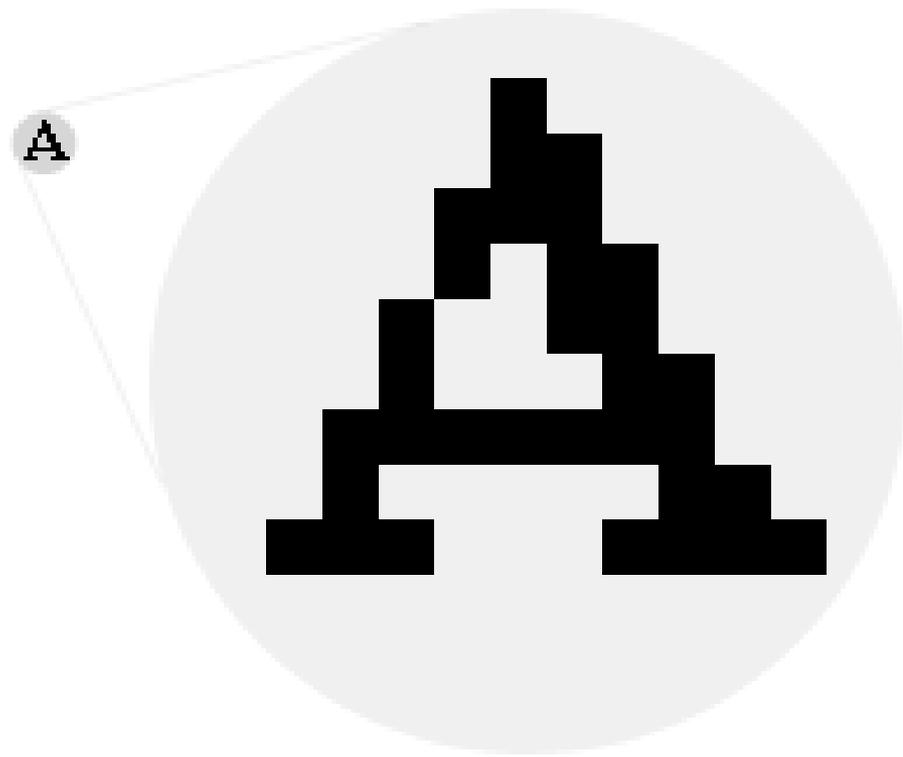
Gerard Unger 2002

- **Postscript**, the common language of the computer, is a page-description programming language created by **Adobe Systems** that handles text and graphics, placing them on the page with mathematical precision. Postscript has become the industry standard.

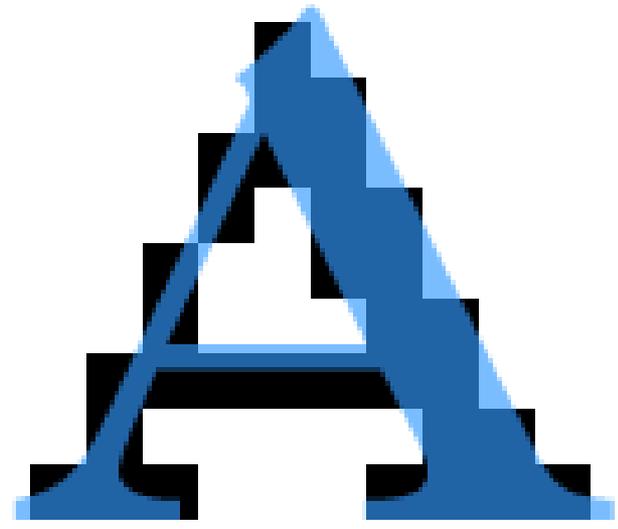
CHARACTER MAP

ISO88591 Latin 1
with DEC escape sequence mnemonics

		0000	0001	0010	0011	0100	0101	0110	0111			1000	1001	1010	1011	1100	1101	1110	1111
0000	NUL		DLE		0	@	P		p	0000	DCS		o		À		à	å	ä
0001	SOH	DC1	!	1	A	Q	a	q	0001	PUI	i	±	Á	Ñ	á	ñ			
0010	STX	DC2	"	2	B	R	b	r	0010	PUZ	ç	≤	Â	Ò	â	ò			
0011	ETX	DC3	#	3	C	S	c	s	0011	STS	£	≥	Ã	Ó	ã	ó			
0100	EOT	DC4	\$	4	D	T	d	t	0100	IND	€	€	Ä	Ö	ä	ö			
0101	ENQ	NAK	%	5	E	U	e	u	0101	NEL	mw	µ	Å	Ø	å	ø			
0110	ACK	SYN	&	6	F	V	f	v	0110	SSA	SPA	¶	Æ	Ü	æ	ü			
0111	BEL	ETB	'	7	G	W	g	w	0111	ESA	EPA	§	Ç	Û	ç	û			
1000	BS	CAN	(8	H	X	h	x	1000	HTS		–	È	Û	è	ù			
1001	HT	EM)	9	I	Y	i	y	1001	HTJ		©	É	Ü	é	ü			
1010	LF	SUB	*	10	J	Z	j	z	1010	VTS		a	Ê	Ù	ê	ú			
1011	VT	ESC	+	11	K	[k	{	1011	PLD	CSI	«	Ë	Ú	ë	ù			
1100	FF	FS	,	12	L	\	l	}	1100	PLU	ST	»	Ï	Û	ï	Û			
1101	CR	GS	=	13	M]	m	}	1101	RI	OSC	Ω	Í	Ü	í	ü			
1110	SO	RS	>	14	N	^	n	~	1110	SS2	PM	®	æ	Ï	æ	Ï			
1111	SI	US	/	15	O	_	o	DEL	1111	SS3	APC	–	af	Ï	af	Ï			



- The crude pixels of current screens do a great injustice to the subtle curves of a typeset letter.
-
-





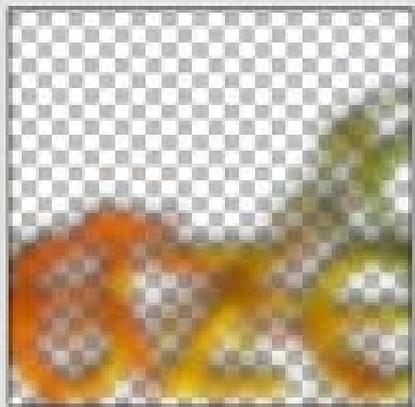
abcdefghijklmnopqrstuvwxyz

Gaussian Blur

OK

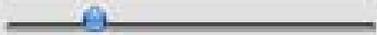
Cancel

Preview



[-] 100% [+]

Radius: 4.9 pixels





- While pixellation characterised the glance of these early electronic typographic experiments, antialiasing and blurring, characterised the later look of digital typography. "Aliasing" is a technical term used to describe the stair-step appearance of curved edges of forms composed of pixels. In letterforms, aliasing is especially problematic because this stair-stepping interferes with the smoothness of curvature required to define so many individual characters.
- At the beginning of the 1990's the creative group "Tomato" and David Carson started to move forwards the typographic boundaries by researching and revising again the values and principles of typography.



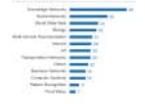
VisualComplexity.com

VisualComplexity.com intends to be a central resource space for anyone interested in the visualization of complex networks. The project's main goal is to promote a clear understanding of different visualization methods, across a range of disciplines, be it Game or Biology, Social Networks or the World Wide Web.

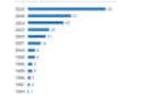
"The project's main focus is on visualizing network structures and their evolution over time. This includes the visualization of static and dynamic networks, as well as the visualization of network properties and their changes over time." - VisualComplexity.com

360 Projects
 683,218 Unique Visitors
 2,181,948 Page Loads
 37,287 Returning Visitors
 1 Year - 365 Days
 21 October 2005 - 01 October 2006

Top Projects by Subject

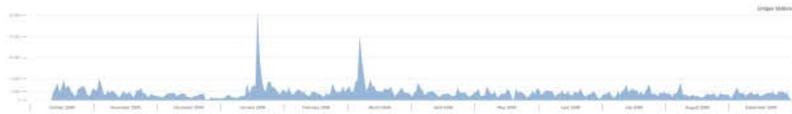


All Projects by Size



All Top Authors

- John Doe
- Jane Doe
- Bob Doe
- Alice Doe
- Charlie Doe
- David Doe
- Eve Doe
- Frank Doe
- Grace Doe
- Henry Doe
- Ivan Doe
- Julia Doe
- Karl Doe
- Laura Doe
- Michael Doe
- Nancy Doe
- Oscar Doe
- Peter Doe
- Quinn Doe
- Rachel Doe
- Samuel Doe
- Tina Doe
- Uma Doe
- Victor Doe
- Wendy Doe
- Xavier Doe
- Yvonne Doe
- Zoe Doe



Projects Related to VC

Project Name	Author	Subject	Size
Project 1	John Doe	Knowledge Networks	1000
Project 2	Jane Doe	Social Networks	500
Project 3	Bob Doe	World Wide Web	250
Project 4	Alice Doe	Biology	100
Project 5	Charlie Doe	Game	50
Project 6	David Doe	Other	25
Project 7	Eve Doe	Knowledge Networks	1000
Project 8	Frank Doe	Social Networks	500
Project 9	Grace Doe	World Wide Web	250
Project 10	Henry Doe	Biology	100
Project 11	Ivan Doe	Game	50
Project 12	Julia Doe	Other	25
Project 13	Karl Doe	Knowledge Networks	1000
Project 14	Laura Doe	Social Networks	500
Project 15	Michael Doe	World Wide Web	250
Project 16	Nancy Doe	Biology	100
Project 17	Oscar Doe	Game	50
Project 18	Peter Doe	Other	25
Project 19	Quinn Doe	Knowledge Networks	1000
Project 20	Rachel Doe	Social Networks	500
Project 21	Samuel Doe	World Wide Web	250
Project 22	Tina Doe	Biology	100
Project 23	Uma Doe	Game	50
Project 24	Victor Doe	Other	25
Project 25	Wendy Doe	Knowledge Networks	1000
Project 26	Xavier Doe	Social Networks	500
Project 27	Yvonne Doe	World Wide Web	250
Project 28	Zoe Doe	Biology	100
Project 29	John Doe	Social Networks	500
Project 30	Jane Doe	World Wide Web	250
Project 31	Bob Doe	Biology	100
Project 32	Alice Doe	Game	50
Project 33	Charlie Doe	Other	25
Project 34	David Doe	Knowledge Networks	1000
Project 35	Eve Doe	Social Networks	500
Project 36	Frank Doe	World Wide Web	250
Project 37	Grace Doe	Biology	100
Project 38	Henry Doe	Game	50
Project 39	Ivan Doe	Other	25
Project 40	Julia Doe	Knowledge Networks	1000
Project 41	Karl Doe	Social Networks	500
Project 42	Laura Doe	World Wide Web	250
Project 43	Michael Doe	Biology	100
Project 44	Nancy Doe	Game	50
Project 45	Oscar Doe	Other	25
Project 46	Peter Doe	Knowledge Networks	1000
Project 47	Quinn Doe	Social Networks	500
Project 48	Rachel Doe	World Wide Web	250
Project 49	Samuel Doe	Biology	100
Project 50	Tina Doe	Game	50
Project 51	Uma Doe	Other	25
Project 52	Victor Doe	Knowledge Networks	1000
Project 53	Wendy Doe	Social Networks	500
Project 54	Xavier Doe	World Wide Web	250
Project 55	Yvonne Doe	Biology	100
Project 56	Zoe Doe	Game	50
Project 57	John Doe	Other	25
Project 58	Jane Doe	Knowledge Networks	1000
Project 59	Bob Doe	Social Networks	500
Project 60	Alice Doe	World Wide Web	250
Project 61	Charlie Doe	Biology	100
Project 62	David Doe	Game	50
Project 63	Eve Doe	Other	25
Project 64	Frank Doe	Knowledge Networks	1000
Project 65	Grace Doe	Social Networks	500
Project 66	Henry Doe	World Wide Web	250
Project 67	Ivan Doe	Biology	100
Project 68	Julia Doe	Game	50
Project 69	Karl Doe	Other	25
Project 70	Laura Doe	Knowledge Networks	1000
Project 71	Michael Doe	Social Networks	500
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Project 74	Peter Doe	Game	50
Project 75	Quinn Doe	Other	25
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Project 77	Samuel Doe	Social Networks	500
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Project 79	Uma Doe	Biology	100
Project 80	Victor Doe	Game	50
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Project 83	Yvonne Doe	Social Networks	500
Project 84	Zoe Doe	World Wide Web	250
Project 85	John Doe	Biology	100
Project 86	Jane Doe	Game	50
Project 87	Bob Doe	Other	25
Project 88	Alice Doe	Knowledge Networks	1000
Project 89	Charlie Doe	Social Networks	500
Project 90	David Doe	World Wide Web	250
Project 91	Eve Doe	Biology	100
Project 92	Frank Doe	Game	50
Project 93	Grace Doe	Other	25
Project 94	Henry Doe	Knowledge Networks	1000
Project 95	Ivan Doe	Social Networks	500
Project 96	Julia Doe	World Wide Web	250
Project 97	Karl Doe	Biology	100
Project 98	Laura Doe	Game	50
Project 99	Michael Doe	Other	25
Project 100	Nancy Doe	Knowledge Networks	1000



David carson

- The end of print **1**
- The end of print **2**

Typography and Computation Art Technology

- The World Wide Web allows artists/designers to experiment more with type on screen, either as part of visual art or as part of the communication process.
- The “Typeface” project can be seen as tentative because it is trying to showcase different potentials of the letterforms. The term of tentative method refers to the ways that the typeforms can be used in order to discuss and analyze a series of different 2D /3D approaches. As a process it must also be specified that this approach of the practice based research will use these “experimentations” to outline an additional usable of type when employing those forms.

There is no an existing methodology for screen based typography but an effective synthesis of different approaches, which characterise various perceptions of digital media, typography and the spectator. The

We are now very much in an era of type in motion. The technologies of the web and the ease of digital video production allow designers to apply effects and treatments to type that were never before available when type was solely print-based.

Designers now allowed, through the use of technology, to establish new principles for typographic design in these new digital media exploring not only the two Dimensions of the letter but also other dimensions that will unfold unique design experiences in the future.