project 3: found typography 1

your final project will be something called 'found typography'. the idea of this is to look for the expressive possibilities in type that was never intended to be regarded as a typeface. examples are all around us from the dot matrix or thermal printed receipt from your lunch to a handwritten message scrawled somewhere in the public sphere to standard typography that has been degraded by interaction with the natural ele–ments. the first part of your assignment is simply to find as many examples of these things as you can and that you find interesting.

what is available for you to use include but are not limited to the following:

> › handwriting
> › eroded signage
> › labels and tags
> › receipts and tickets
> › graffiti*
> › embossed markings on objects
> › three dimensional signs

yes, you may photograph examples, but take care to not distort the type by shooting upwards or at lateral angles. be as square–on to the example as possible.

* graffiti is tricky. my intention here is not that you make up your own, and I am more interested in written or scrawled messages than in formal 'tags'.

design problem:

the more letters your sample has, the more you have to work with for your final ver–sion. once you have your type example approved, you will basically "make" a custom diplay font. this will be combined with an image that makes sense with the *feel* of your type.