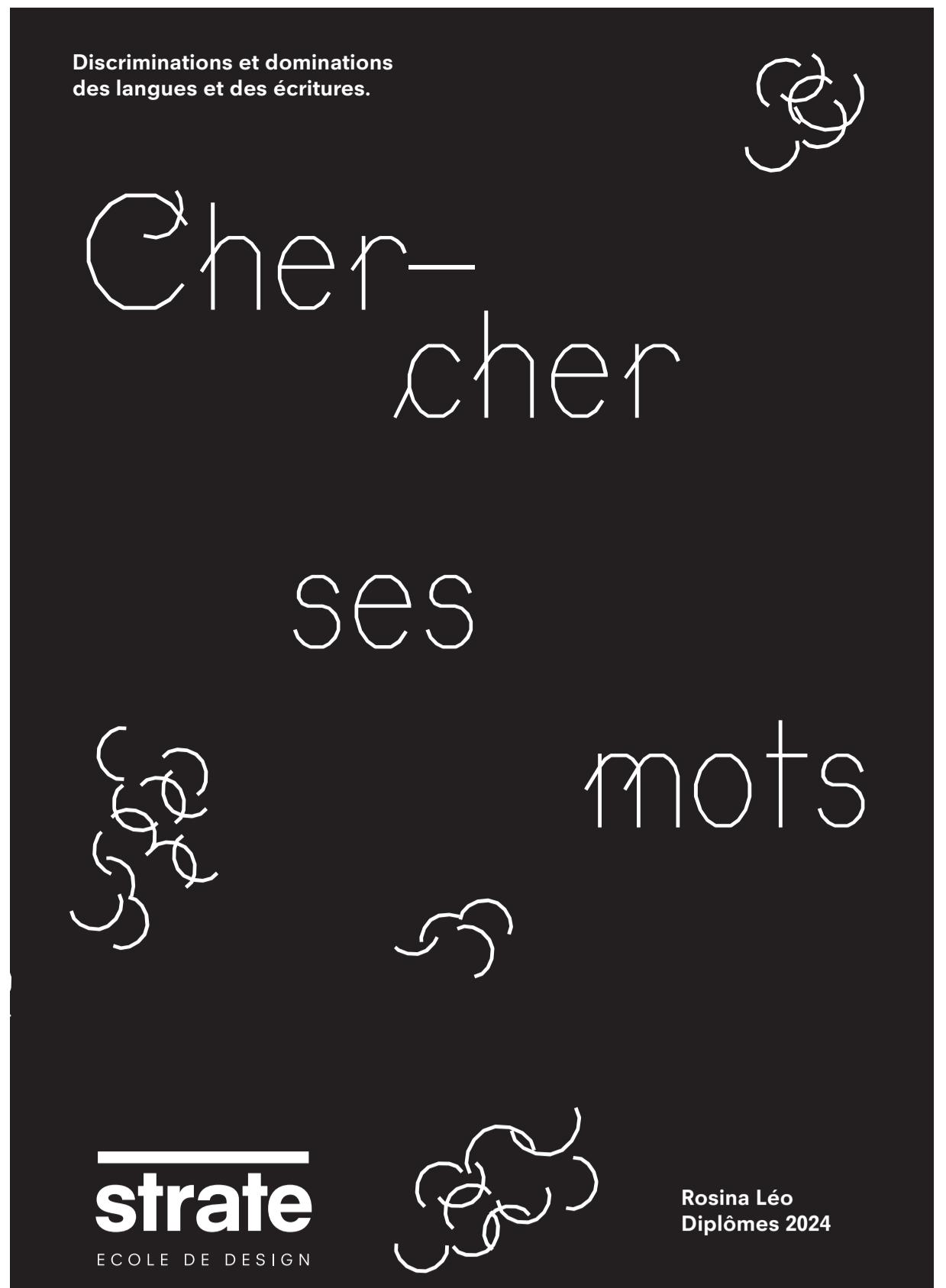


CHERCHER SES MOTS

'Chercher ses mots' is a dissertation about linguistic discrimination. Starting with discrimination linked to accents (regional, foreign, etc.), this dissertation first examines the relations of domination between languages, before focusing on the relations of domination between writing systems.

By looking at France's colonial past, it proposes the hypothesis of decolonial emancipation through writing.

Léo ROSINA



MBIND

'Mbind' is a typeface designed for Wolof, the most widely spoken language in Senegal. Wolof is written in the Latin alphabet, which some speakers still consider to be French, a legacy of France's colonial past in Senegal that continues to this day with the use of this alphabet.

'Mbind', which means "writing" in Wolof, is inspired by the Senegalese written and pictorial imagination. It is a field of experimentation that proposes to develop the Wolof alphabet in response to the identity and emancipation needs of its speakers.

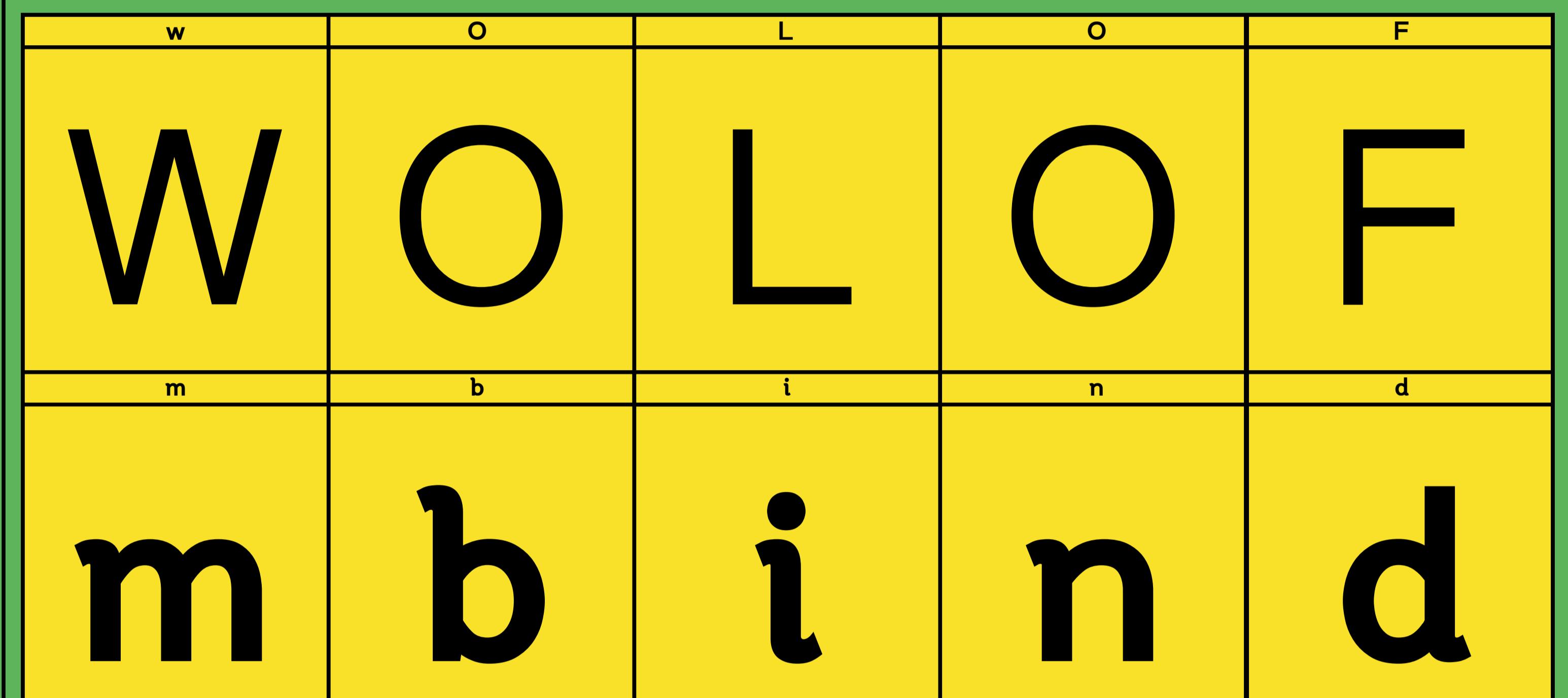


strate
ÉCOLE DE DESIGN

DIPLOME
2024
Léo ROSINA

Mbind

One way to write Wolof



A	À	À	B	Ɓ	C	Ȼ	D	Ɗ	E
Ѐ	Ѐ	Ѐ	Ӗ	Ӗ	Ӯ	Ӯ	ӻ	ӻ	Ӹ
I	Ӥ	Ӥ	Ӥ	Ӧ	Ӆ	Ӆ	Ӆ	Ӆ	Ӹ
N	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ
ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ
P	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ
Q	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ
R	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ
S	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ
T	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ
W	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ
W	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ
X	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ
Y	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ
Z	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ	ߒ
									Mbind
a	ӓ	ӓ	b	߁	c	߁	d	߁	e
ӓ	ӓ	ӓ	߁	߁	߁	߁	߁	߁	߁
e	ԑ	ԑ	߁	߁	f	߁	߁	߁	߁
i	ߌ	ߌ	߁	߁	k	߁	߁	߁	߁
n	ߒ	ߒ	߁	߁	߁	߁	߁	߁	߁
ߒ	ߒ	ߒ	߁	߁	߁	߁	߁	߁	߁
p	߁	߁	߁	߁	s	߁	߁	߁	v
߁	߁	߁	߁	߁	t	߁	߁	߁	߁
w	߁	߁	߁	߁	y	߁	߁	߁	߁
w	߁	߁	߁	߁	y	߁	߁	߁	߁
x	߁	߁	߁	߁	߁	߁	߁	߁	߁
y	߁	߁	߁	߁	߁	߁	߁	߁	߁
z	߁	߁	߁	߁	߁	߁	߁	߁	߁



Abajada



Wolof là kà la wu nuy wax ci Gàmbi (Gàmbi Wolof), Gàràr (Gàràr Wolof), ak Senegàl (Senegàl Wolof). Mi ngi bo kà nag mòm wolof ci bànga sub atlas bu là kàri Kongor yu kojig nit fu nüñ fi. Mbok ñ gí mu am ak làkù pél lu yág la. Am na il lumu séq ak yenén làk ci gox bi nikí séré, jólà ak basari.

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Starting point

This project was born out of the global domination of the alphabet. In Senegal, for example, the Latin alphabet was chosen to transcribe Wolof.

This choice appears to be a legacy of French colonisation. The writing thus reflects this influence, but the project posits that this 'French alphabet' does not represent the Wolof or Senegalese identity.

Adopting a writing system of their own would enable people to emancipate themselves and reappropriate this colonial heritage.

Writing's evolution

Mbind offers a new written form of Wolof by adapting the Latin alphabet. Certain letters have been modified to better suit the Wolof language, representing an evolution of the Latin alphabet specifically for Wolof.

	Egyptian hieroglyphs	Semitic	Ancient greek	Latin	Wolof ?
Beef	𓃩	𐤁	Ϙ	A	Ӓ
Cow	🐄	߁	߁	B	߁
Head	߁	߁	߁	R	߁

Table showing the development of the letters A, B and R.

Wolof

Wolof is spoken by almost 90% of the population in Senegal, surpassing French, which is spoken by less than half the population.

Yet French remains the official language, dominating the political, educational and business spheres in particular.

Wolof is gradually penetrating these sectors, largely thanks to the democratisation of its writing.

Wolof's structure

In Wolof, a distinction is made between :short: and :long: vowels, and between :weak: and :strong: consonants, which are expressed by a doubling of the letter.

Short vowels	a à e è é i ì o ò ù	Long vowels	aa ee éé èè ii oo uu
Weak consonants	b c d f g j k l m n p q r s t w x y	Strong consonants	bb cc dd ff jj kk ll mm nn pp rr tt

Weak consonants: b c d f g j k l m n p q r s t w x y

Strong consonants: bb cc dd ff jj kk ll mm nn pp rr tt

The project

The idea behind Mbind is to use typography as the basis for imagining a new way of writing Wolof.

Mbind lets you create ligatures between doubled letters to form new letters.

a redoubled: aa - à
b redoubled: bb - b߁
e redoubled: ee - e߁

'Mbind' aesthetic

Mbind's design is inspired by the brush used in Senegal to paint the letters on shop signs, buses and pirogues.

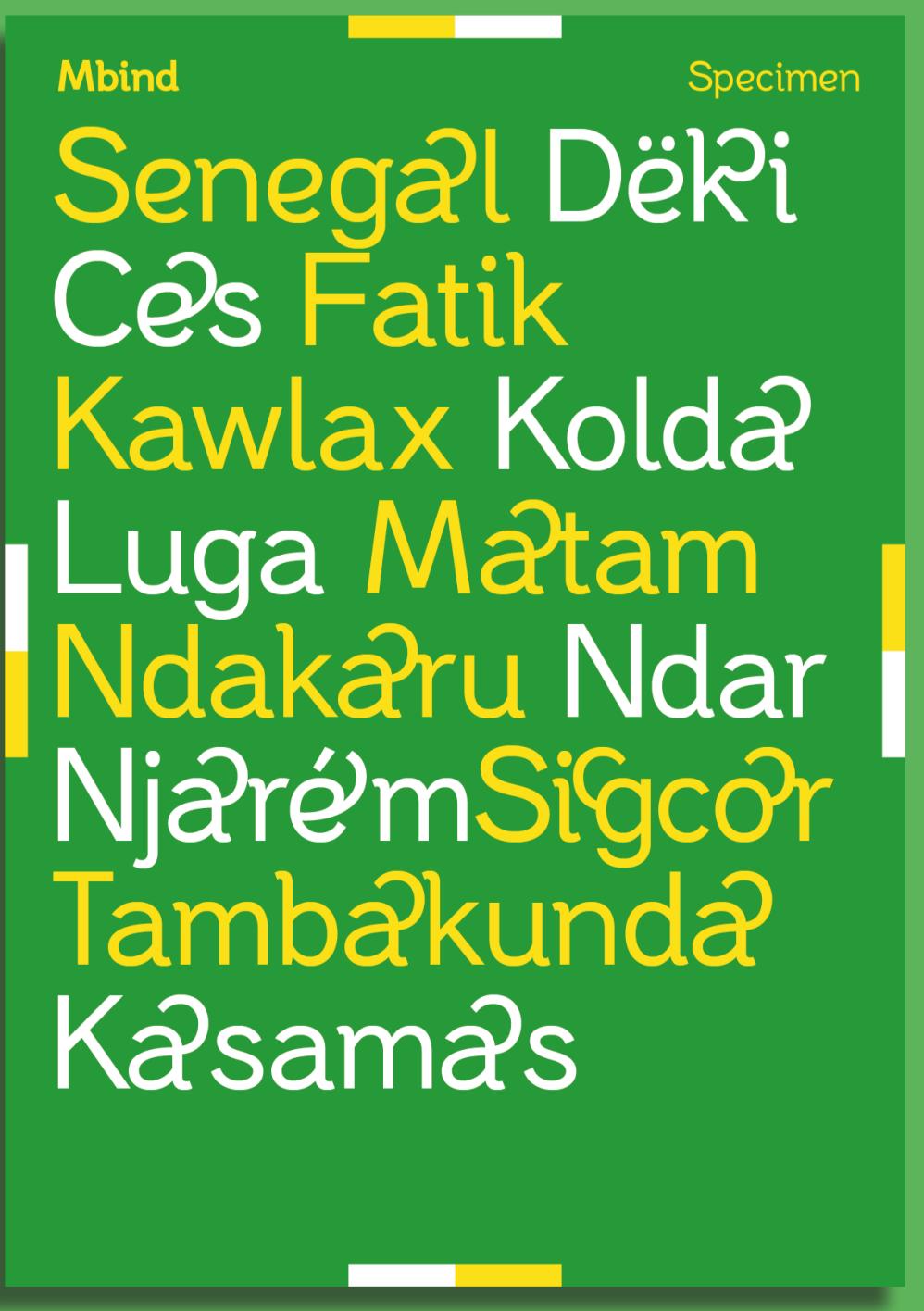
The shape of the letters evokes this painting technique through their distinctive style.

a a߁
b b߁
e e߁

Case studies



3. "Séy xare la", a Wolof tale written by Ndeye Daba Ndiaye.



4. Advertising poster.



5. Senegal team football shirt.