TYPOGRAPHY ON THE WEB
(*Project - 3*)

PROCESS DOCUMENT

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INDEX

Design Statement

The assignment wanted us to select a typographer from either the list provided in class or a typographer of our choice and carry out an in-depth research about the various details about them, their contributions to the world of typography, the influence they created in typography, an analysis of the typeface they have created and their compositional skills with typography.

Furthermore, the project included a second part of using this as the content and create a biography page for the typographer, with a minimum of 3 pages and include actual images of pieces created by the typographer.

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TYPOGRAPHER'S BIOGRAPHY

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1. Why is this person an important typographer? DONE

Dana Tanamachi is a Brooklyn, New York based lettering artist, typographer, illustrator, and chalk artist. Graduated with a Graphic Design degree from the University of North Texas in 2007, Dana started her journey as a chalking artist back in the summer of 2007. Dana has been always inclined towards typography and the power of using type to create type heavy compositions. Having an in-depth understanding of the typography Dana through personal projects explored into the realm of the chalk medium attracting big brands such as Google, Ralph Lauren, O Magazine. Dana Tanamachi is an important typographer because of her interesting compositions using the chalk medium within the everyday spaces making type more accessible to everyday man and woman. Dana's style is highly influenced by the Art Nouveau style from the late 19th - early 20th century period. The Art Nouveau style is identified with the use of organic shapes, curvy font styles that integrate within each other, and a strong sense of borders within the designs. Dana also evokes active reference to childhood, a feeling of nostalgia and warmth, through the chalk medium. Her art pieces are influences by transitional typefaces such as Baskerville, with the strong use of brackets, and clarendon, with the heavy stroke width and tight bracketed slab serifs. The typeface and the organic shapes together make it a cohesive typographic art piece with interesting compositions.

2. What is the most significant contribution this designer made to the field of typography? DONE

Dana Tanamachi has made a significant contribution to the world of typography with her interesting compositions and understanding of the construction of the letterforms in different spaces. Constructing letterforms using a medium with changing sizes and different setting is a tricky and tedious task, such as creating a typographic mural for personal space with windows and other lighting, compared to designing a mural for a commercial store where the lightings are mostly dim, understanding these spaces and changing designs to suit these spaces is a key takeaway from Dana's typographic murals. Dana has an interesting way of bringing life into the construction of the letterforms, making each letter have its own story to tell. For instance using transitional block serifs and playing with ligatures and strokes to make the alphabet belong to the piece, and using fonts that create a visual border that complement the idea of the product even further. Dana builds an experience by experimenting with typefaces while incorporating art and design elements to it, making it into an art piece. Dana creates these interesting typographic murals, helping the viewer visualize type, wading off the stereotypes around words being plain boring text. Dana has book that are written around creating these various typefaces and creating one's own mark in the world of typographic illustrations. Dana actively contributes to the world of typography and illustration being a woman in design and serves as an inspiration to young and upcoming artist to explore different mediums and styles than the traditional digital graphic design.

3. What has this contribution inspired/influenced in the field of typography?

Staring from only personal projects for her friends and family, Dana Tanamachi was able to create a long-lasting effect in the minds of the brands about typography and changed the

perspective of brands such as Google, Ralph Lauren, etc. to explore typography in a way that enabled them to create a place of social interaction. Dana inspires young and aspiring designers to understand the construction of letters, the letter spacing and to explore different mediums. Irrespective of the medium being used, Dana influences designers and typographers to incorporate the type into the design they create to make the type more accessible and interesting in comparison to otherwise laid out using simple grid systems. Dana also inspires designers to modify the normal fonts and make it their own to create one's own interesting type style that can be used as a unique selling point (USP) which in Dana's case has worked great things for her. She is also among one of the figures that set the chalk-lettering trend in motion with her commission with Google.
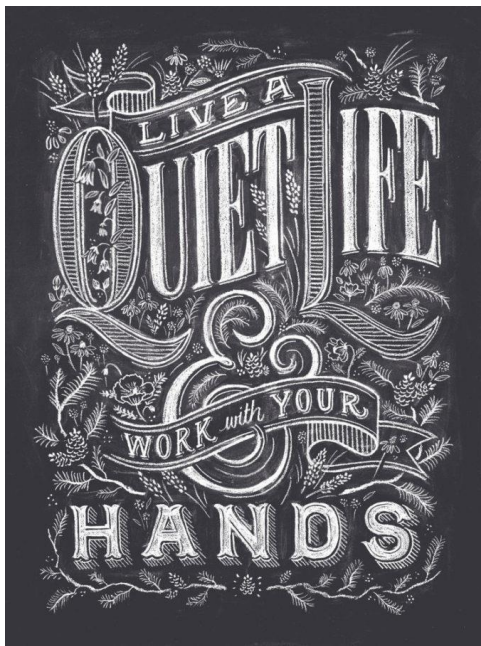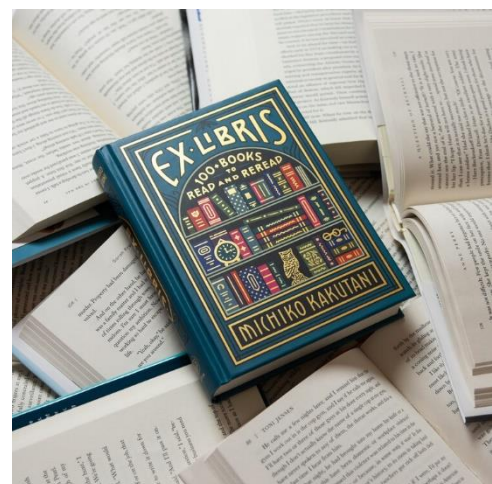
4. Analyze a typeface designed by this typographer (include images).

This is a typographic mural that as created by Dana Tanamachi as one of her personal pieces. This personal piece uses all signature elements and typographic styles that catches her eyes the most. As seen in the picture, Dana uses more than one typeface to create a contrast.

Dana uses the serif fonts to build her base fonts and more specifically bracketed serifs that makes it looks like a combination of the old style and transitional fonts. Construction of the alphabet 'Q' and 'L' can be seen to be bigger than anything else on the board, but also contrastingly were made with a decorative style to (can't find the word) the balancing the font size and the font weight and making it look more subtle. Dana uses the contrasting effects within her type to create a visual hierarchy guiding the eyes of the audience through the content making it more accessible.

Alternatively, if we look at this font style that Dana created for this piece, she uses sans-serif font style with a bit of customised constructions around the graphic, making it a part of the design. The white space around the characters ensures better readability. Dana, in this piece, creates a visual hierarchy with the use of font width.

5. Analyze a typographic composition designed by this typographer (include images).

A good typographic design considers things like typeface, hierarchy, contrast, consistency, alignment, white space, and color. Dana in her compositions uses these elements and creates the perfect balance among them, leaving a lasting i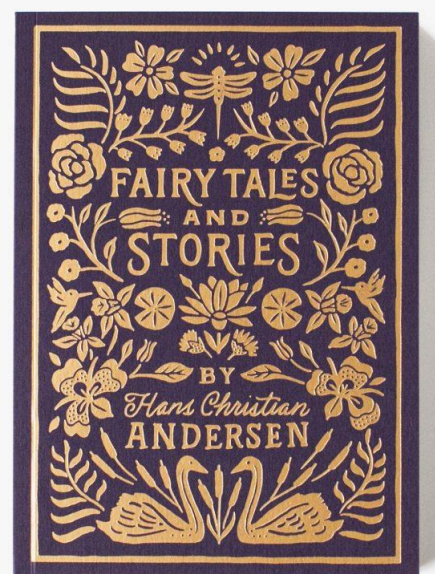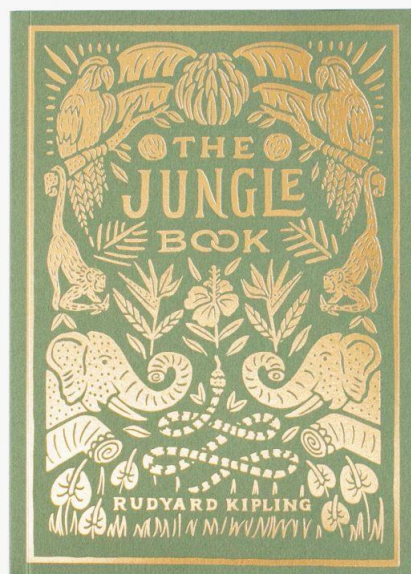mpact on the minds of the users be it her friends, family, or her clients. If we look at Dana's designs, the one attached here for instance, she uses different typefaces, creating a hierarchy and contrast within the content. With quite a few font styles being used, Dana aligns the texts in a way that gives it ample amount of white space, avoiding overcrowding of typefaces. Furthermore, almost all her work is done using one colour, usually the chalk white or a colour, seen in the other pieces created by Dana, creating strong those contrasts and making the text stand out from the backgrounds.

The design elements and composition in all of Dana's works are inspired from the Art Nouveau style, and a emphasis on making the text more cohesive with the design elements. The design compositions show a strong sense of symmetry and intricate details within the design. If we look at the book cover designs that Dana created, we can see evident patterns and rhythm through the active use of elements in repetition.

Furthermore, Dana's works also uses the Gestalt principles of creating association by proximity and playing with the white space around the text and the assets. Dana brings in a strong typographic character construction and design composition to the world of typography and design through her pieces.
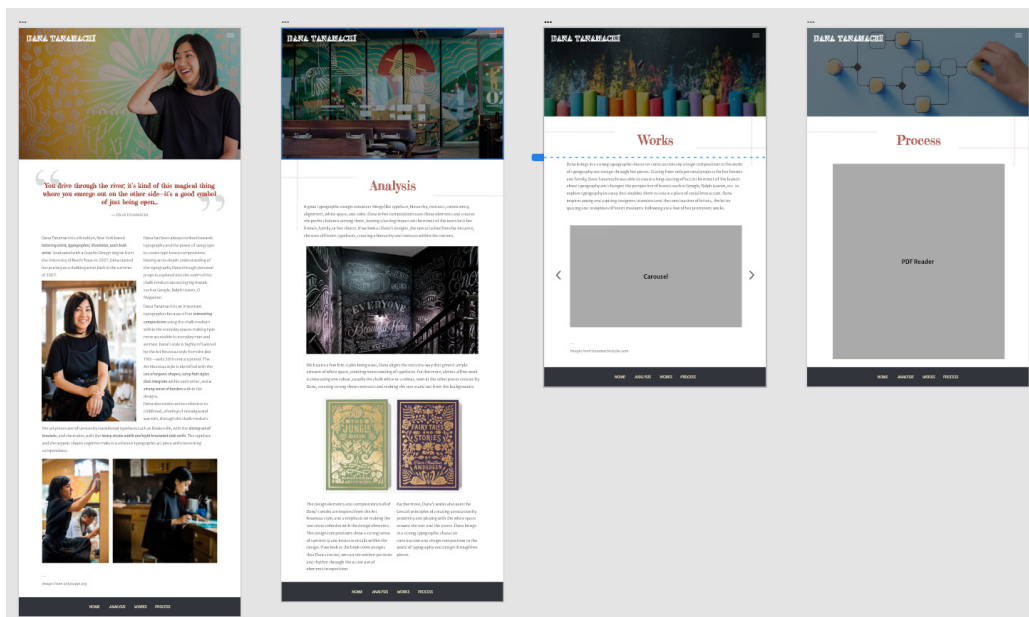
TYPOGRAPHY ON THE WEB
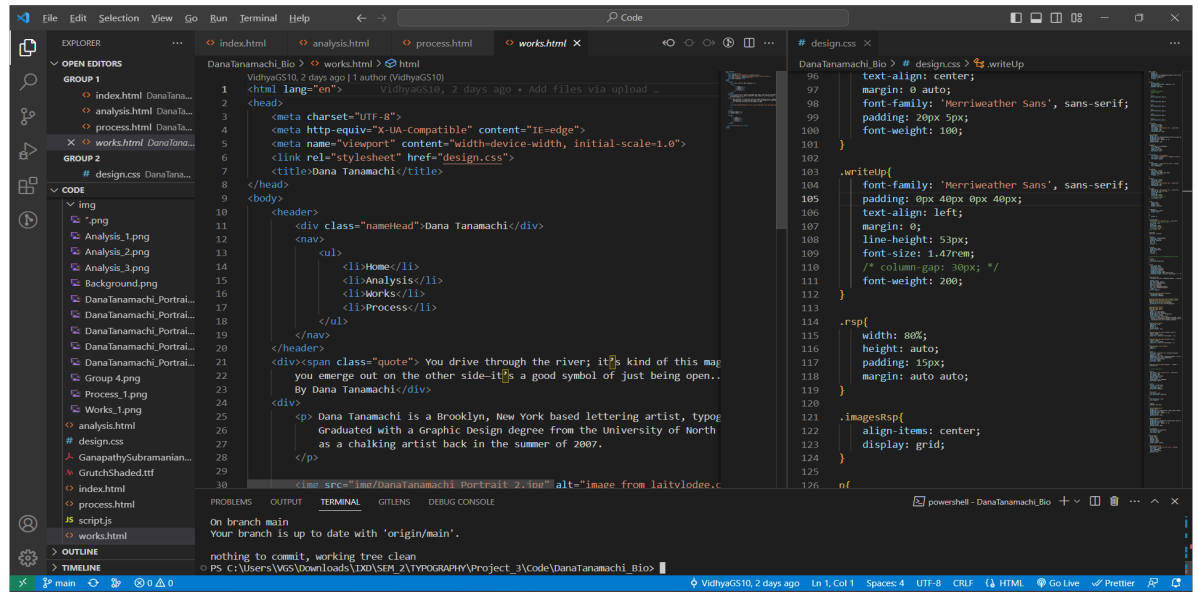## (*Project - 3*)

PROCESS WORK

During the due course of the project, there were weekly deadlines and assigned tasks for the class. The screenshots of the experimentation and trial methods of reaching to the final version of the project are attached as follow.
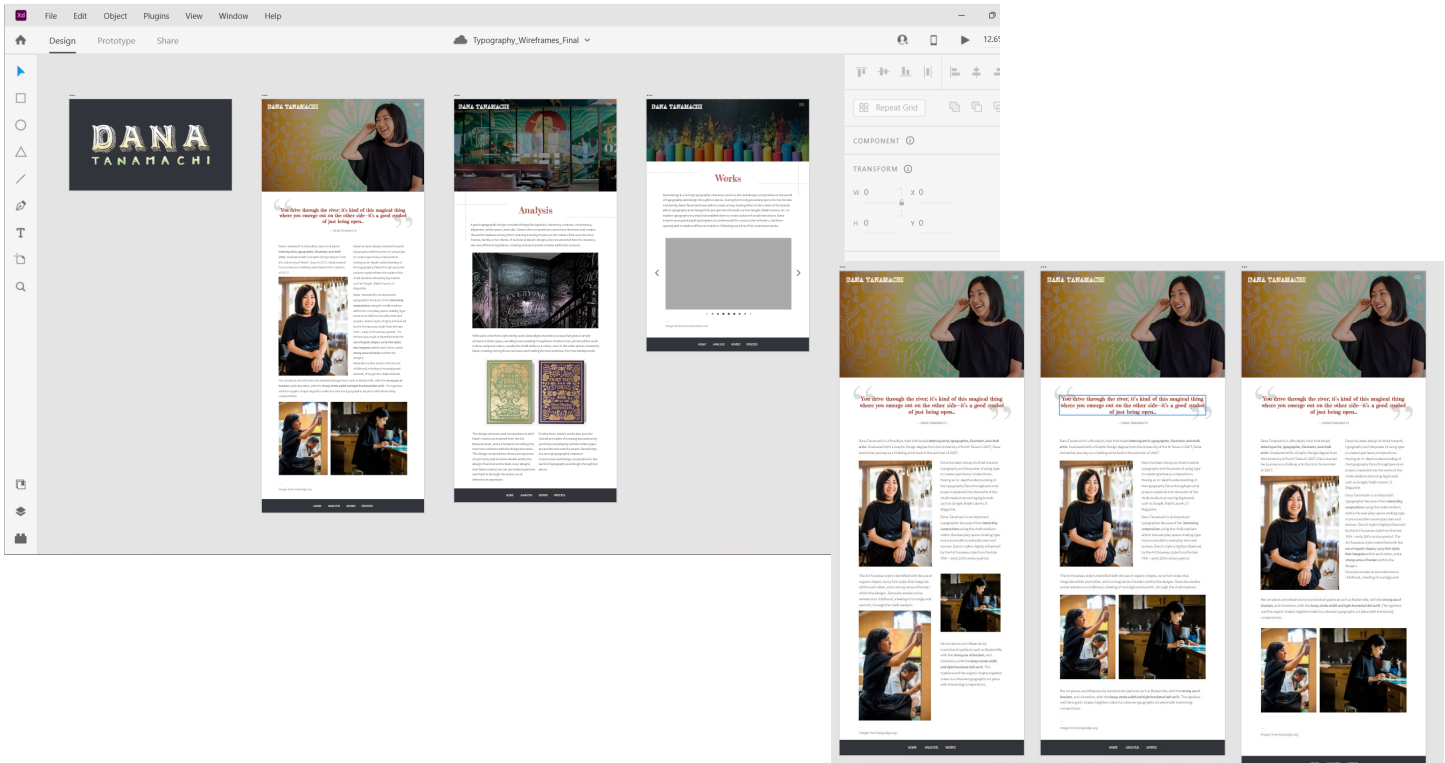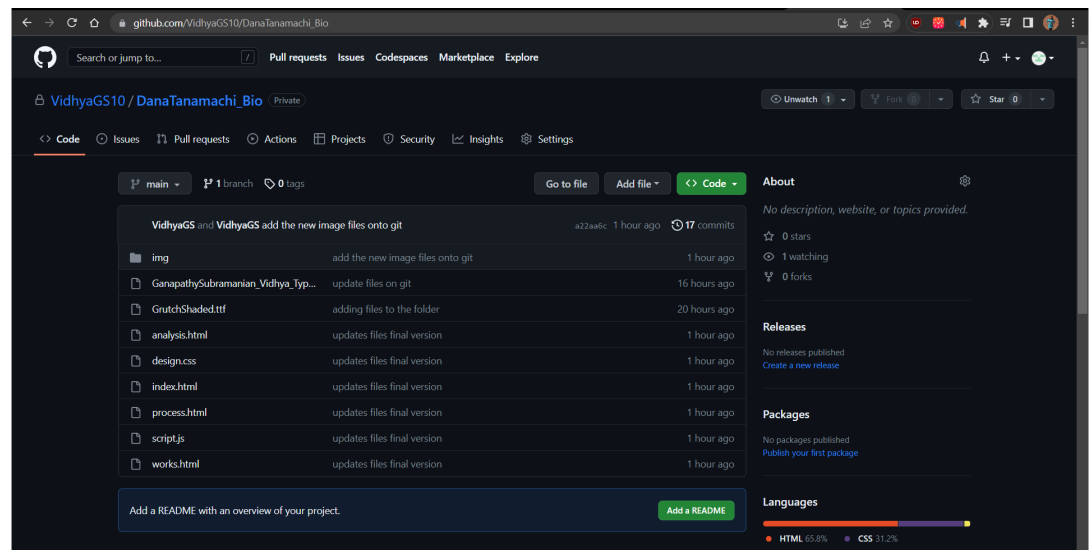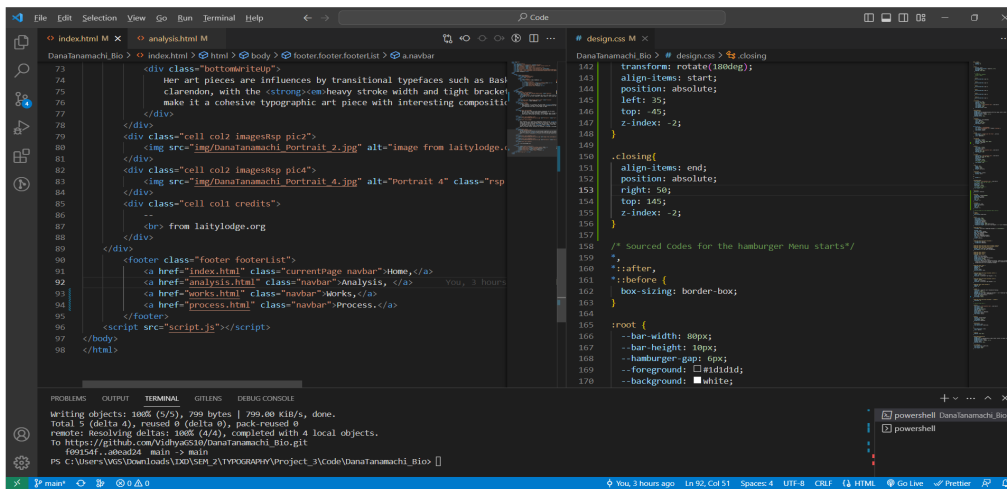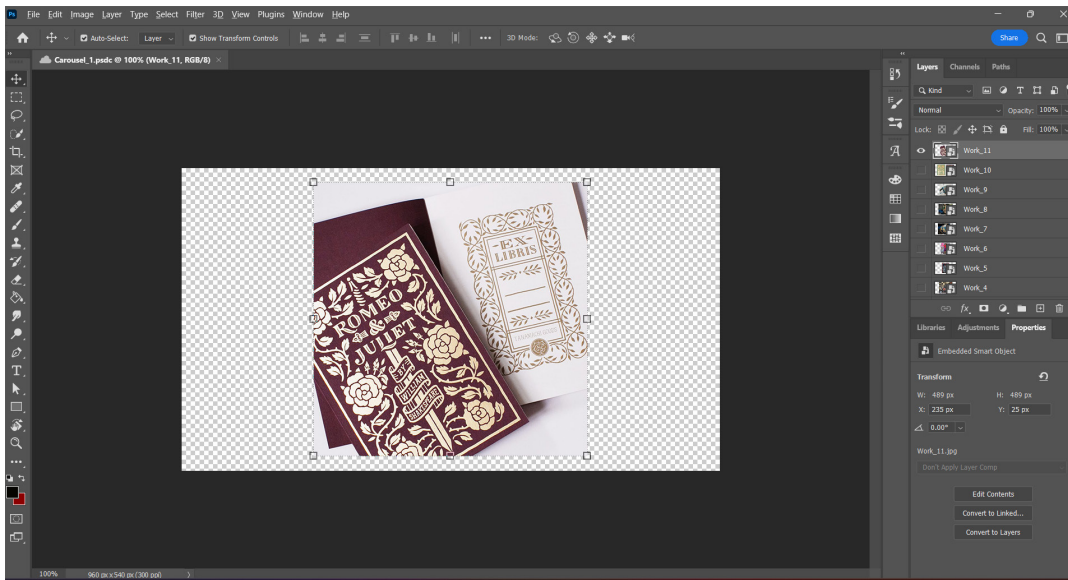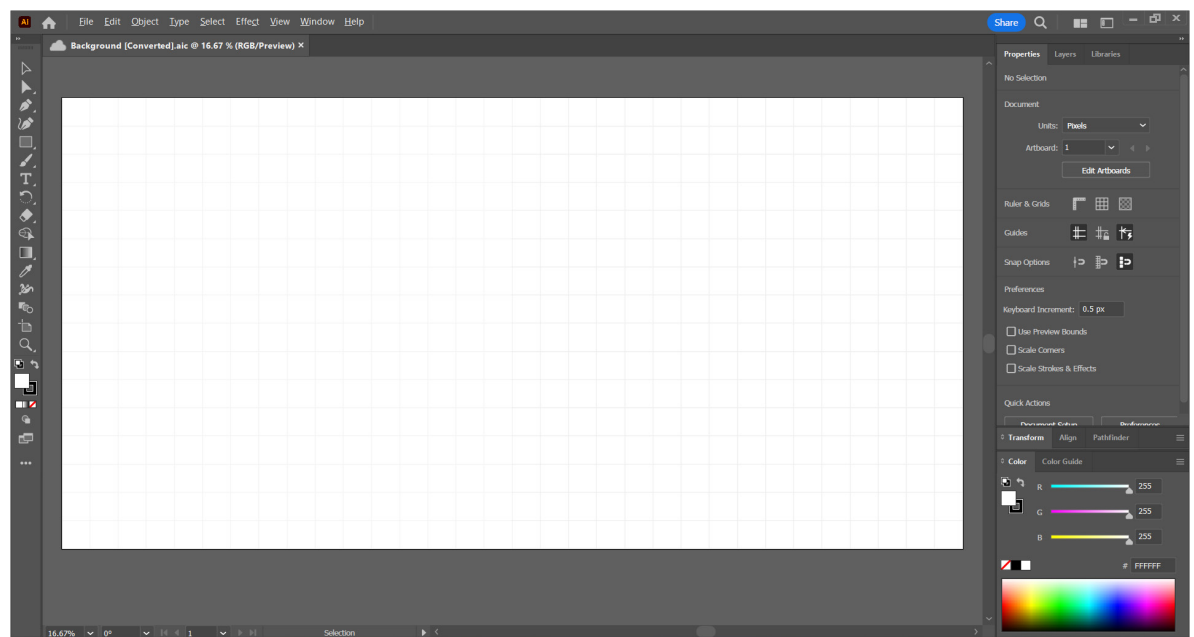

WIREFRAME - Drafts

WIREFRAME - Final

CODING - Structuring and styling

CODING - Version control using GIT

RETOUCHING - Fixing images to match sizes
and resolutions

DESIGN - Background creation for the web

Reflection

Throughout the course of this project there were parts where I was confident however there were parts where I found myself struggling and only with the help and guidance from Ed was I able to finish the project on time and stay on schedule for the weekly tasks.

The challenges that I faced majorly were from the research and writing phase of the project that costed me a couple of weeks delay in the project pipeline, however, with the support and guidance from Ed, I was able to quickly get back on track with the project. The second aspect that I struggled with a bit was from the coding, where I was unable to make the loading page according to my initial wireframe designs and had to eliminate the whole page due to the time crunch with the assignment deadline.

During the due course of the project, I learned several things about type, working with more than 1 type, working with CSS grids and CSS styling, typefaces using google API, inputting and uploading a typeface from the local storage. One of the key takeaways from this project would be my understanding about the web typeface formats, creating a visual hierarchy and exploring the z-index property in CSS.

I am grateful that I was able to give my best effort towards this project while gaining great insights about typography and look forward to getting better at selecting and designing typefaces and using type in my designs and for the web.

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