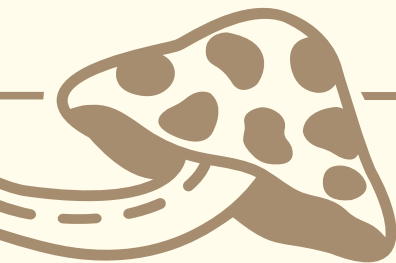




DVB201 TYPOGRAPHIC DESIGN
ASSESSMENT TWO

JUNE 2024

BY DAT DUONG [N11084081]



FEATURE ARTICLE

04

DESIGNER PROFILE

08

TYPE TRENDS

10

FY(T)I

12

REFLECTION

14



A stylized illustration on a brown background. Two mushrooms with white caps and brown spots are positioned on the left and right sides. A winding road with a dashed white line runs from the bottom of the right mushroom, curves around the text, and goes down to the bottom of the left mushroom. The word 'SYMBIOSIS' is written in a decorative, serif font across the middle of the page.

SYMBIOSIS

Symbiosis is a biological concept where two organisms interact in a beneficial, harmful, or neutral relationship. These interactions are crucial for survival for some species as they can provide food, protections, or other essentials required to live.

MUSHROOM LOG

Inspired by the concept of symbiosis, I created the Mushroom Log typeface to visually represent the interconnectedness and harmony found in natural relationships. Each character in this typeface was designed to reflect the diverse symbiotic relationships found in nature, highlighting how organisms coexist and thrive together.

The Mushroom Log typeface is a whimsical and nature-inspired font that draws inspiration from the symbiotic relationships found within nature. Each character displays a solid tree stump to form a foundation with the addition of a hollow section that houses a nesting bird. The characters are further adorned with amanita muscaria mushrooms, depicted with transparent colours with dotted detailing along its stem. These mushrooms, more iconically known as 'spotted mushrooms' is gracefully intertwined with the tree stump to form the shape of the letterforms.

The blend of natural elements in the Mushroom Log typeface is not only eye catching, it evokes a deep sense of connection to nature. Serving as a visual reminder of the intricate relationships that thrive typically unnoticed by people, offering a unique display font.

DESIGN PROCESS

INSPIRATION

I began the creation of the Mushroom Log typeface by first exploring and gathering visual references to create a mood board that captured my interpretation of symbiosis.

REFINEMENT

The most promising concepts were further developed. I ensured that each character was easily identified and integrated elements of nature.

FEEDBACK

Based on feedback and personal critique, I adjusted the design to enhance the legibility and aesthetic appeal of the final design.

CONCEPTUALISATION

Using the mood board, I then developed a mind map to outline key concepts and themes. Initial sketches were drafted to explore what imagery can be used to represent symbiosis.

DIGITISATION

The refined sketches were digitalised in Adobe Illustrator to produce the first draft of the typeface. This stage allowed for experimentation and further iterative refinement of the design.

AUTHORING

The final design underwent technical refinement including font formatting and authoring using the FontForge software to ensure functionality.





FONT CRITIQUE

The design process posed many challenges when transitioning from hand-drawn to digital illustration which resulted in the loss of the hand-drawn aesthetic. By embracing a minimalist aesthetic and incorporating subtle details, I believe that I have achieved a visually engaging typeface.

The typeface has a unique design with each character resembling a tree stump adorned with mushrooms that capture a natural and whimsical aesthetic. The font successfully evokes a connection to nature, suiting the project theme of symbiosis.

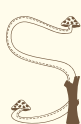
This project has shown me the importance of adaptability and creativity when it comes to designing, particularly when working with limited resources. Innovative thinking was crucial in overcoming the challenges that came with theme of symbiosis. Overall, I believe this typeface successfully portrays the theme using detailed elements while maintaining legibility.

ALEJANDRA VINDAS

Alejandra Vindas is a talented freelance designer, that has influenced my typeface significantly. Vindas has the ability to skillfully incorporate realism into her typeface by employing shape and shading to create lifelike qualities. Her attention to detail results in visually appealing and authentic elements.

However, Vindas' focus on realism occasionally leads to challenges in clarity and readability. The intricate detailing, while authentic, sacrificed the legibility of the characters, as too many details has made it difficult to make out some characters. This choice to sacrifice legibility seems to be a common practice in Vindas' designs.

Inspired by Alejandra Vindas, the Mushroom Log typeface prioritises readability while maintaining some levels of detail. Unlike Vindas, I focused on the clarity and legibility of the characters rather than the aesthetic complexity. At the cost of intricate details, the typeface achieves both visual appeal and high readability.



TYPE TRENDS

Type trends in typography refer to the ever-changing styles and designer preferences in font design. These trends are driven by cultural influences and aesthetic shifts.

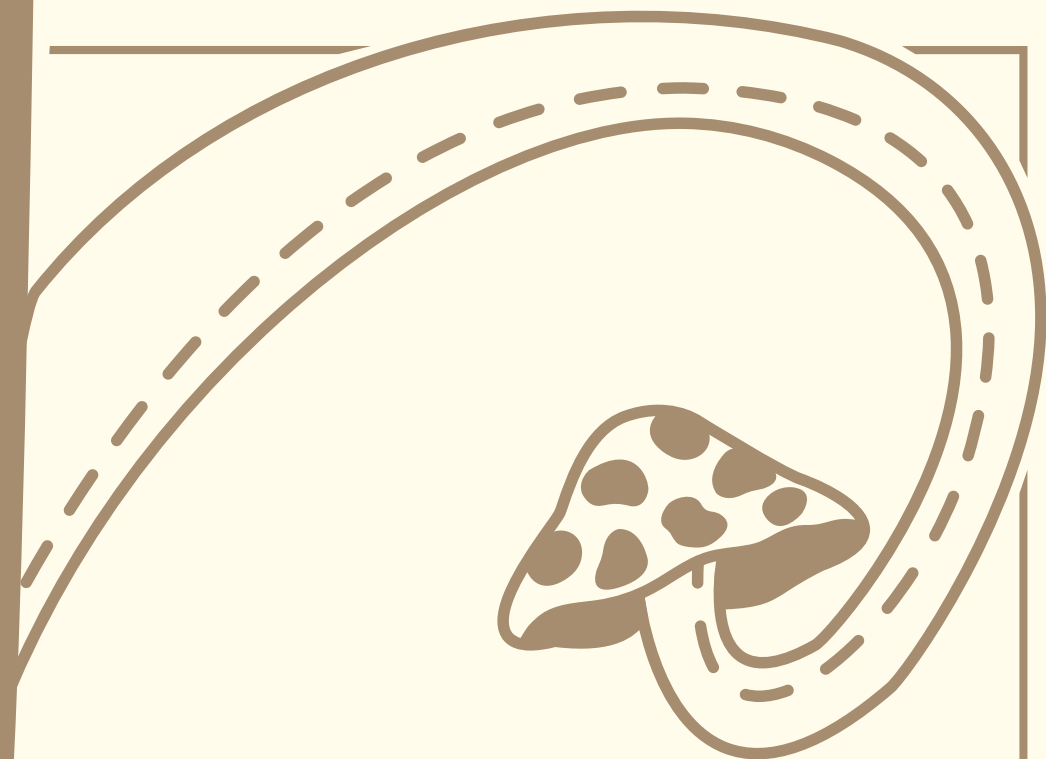
DECORATIVE

The decorative type trend refers to the use of intricate and ornamental typography that goes beyond basic text functionality. Decorative typefaces are typically used for headlines as they have a strong visual impression. This type trend features unique letterforms and artistic designs that prioritise the message that the designer wishes to convey.

MINIMALISM

The minimalism type trend focuses on the simplicity, clarity, and functionality of a typeface's design. It highlights clean lines and use of negative space with simplistic letterforms. By prioritising legibility over visual appeal, typefaces follow geometric shapes with consistency across each character to achieve a sleek appearance.





By combining elements from both decorative and minimalism type trends, I developed a typeface that is able to clearly communicate the theme of symbiosis while maintaining the readability of each character.

The implementation of the mushroom adds visual detail to the typeface and the blend of clean lines and use of negative space ensures that legibility is maintained.

The result of mixing elements from the two type trends has significant implications for the design industry. It encourages designers to innovate and break traditional boundaries by experimenting with various trends and creating hybrid styles.



LINE

In the typeface I used line to construct the shape of each character, with organically drawn lines to mimic the natural curves and forms found in trees and mushrooms, giving it a whimsical and natural feel.

WEIGHT

The weight of the strokes that make up the characters varies to differentiate the elements. The main body of each character is thicker, representing the sturdiness of trees and acting as the foundation of each character.

In contrast, the weight of the mushroom is much thinner, allowing for more detail and reflecting their delicate nature.



TEXTURE

The texture used in the characters enhance the organic and whimsical appearance of the typeface. This use of texture not only adds visual interest but also reinforces the theme of nature throughout the typeface.





REFLECTION

The process of creating a zine was both challenging and rewarding, pushing me to explore unique methods of design. From assembling content and designing layouts based on the theme of the typeface designed prior to the zine.

The most prominent challenge that appeared during the creation process was knowing where to place content within the pages. When writing the content on each page, I was unsure how I was going to position the text whilst leaving enough space for illustrations and creating an appealing page layout.

Despite this challenge, I managed to balance the design elements and the written content while creating an aesthetically pleasing page design that reflects the minimal yet decorative theme of the typeface.

Overall, creating this zine has sharpened my organisational abilities and adaptation to challenges. This process has also taught me that everything within design can be used to tell a story.





DVB201 TYPOGRAPHIC DESIGN
ASSESSMENT TWO

JUNE 2024

BY DAT DUONG [N11084081]