

## Emo-type, a Temperamental Typeface

By Mehek Vohra


*Variable Type Workshop, Spring 2023*

The purpose of subtitles is to help viewers better understand what is being said on screen. They are designed with the purpose of being legible at all speeds and distances. As someone who religiously uses subtitles, I noticed that I often spend so much time focusing on the subtitles that I miss out on the facial expressions of the actors on screen.

*Emo-type* is a thoughtful take on variable typography. Its purpose is to integrate the emotion of what is being said into the design of the typography so that in the context of subtitling, viewers are able to gauge the emotion of what is being said from the typography itself. This would be especially helpful for those who have auditory impairments and are unable to gauge emotion through the tonality of an actor's voice.

Created on Glyphs, *Emo-type* has two variables axes, "EMOT" (emotion), and "VOL" (volume) and four font masters. It can represent whispering, screaming, happiness and sadness. *Emo-type* is built on the foundations of the open-source typeface "Inter," by Rasmus Andersson. Inter is also a variable typeface that is designed for increased legibility on computer screens.

In the future, I envision this project to include a wider range of emotions with more nuanced designs for each emotion.



why would you say that

Whisper: thin, disappearing strokes

***why would you  
say that***

Scream: think strokes with wide, dynamically positioned counters

why would you  
say that

Sad: counters imitate a frowning mouth, strokes are slanting downwards, x-height is squashed

why would you  
say that

Happy: counters imitate a smiling mouth, strokes are bending upwards, letters are angled playfully