Studying at Parsons, I knew, as a Communication Designer, typography has become the primary component when designing. It is, comparatively, easy to express one's design through images or illustrations then just the words. I found myself challenged when I have to create, for example, posters, name cards, videos, etc, only using typography without any images. Compositions, font sizes, weight, color, kerning, and leading, and there are so many other elements to consider. Especially, choosing right typeface has always been a problem for me that is because there are so many, countless, typefaces out there. SO MUCH TO CHOOSE FROM.

Words are used to communicate and it was put so that people can read. I have always thought why do we need a new typeface? Is there a trend every year? What is being creative about designing a typeface? If word is for people to read and communicate, why do we need a designed typeface for it? Is it to make it appealing or catch one's attention?

Every type face create different moods when I choose them. For example, if I wanted to exaggerate a sentence but I want to create seriousness I would choose a heavy serif font. Another perspective about typography, recently, that I have been thinking about it "unpleasant typography." I do experienced, myself. I was seating at my classroom and I saw a calligraphy written on the wall. It is written "STEVEN'S GIRL." That was very annoying and disturbing. The classroom walls are so clean and white and all of sudden I see this blue calligraphy on the corner of the wall face. Also I got a mini catalogue from a chocolate bar with all the explanations and images of the chocolate they have. The paragraph has been set justified alignment which create a bad bad bad kerning between words, and that was just annoying. Something Like   this.

Going to museum was not necessary for the field experience because typography is basically everywhere! I felt like I was not looking for specific thing about typography. I was more open-minded.