

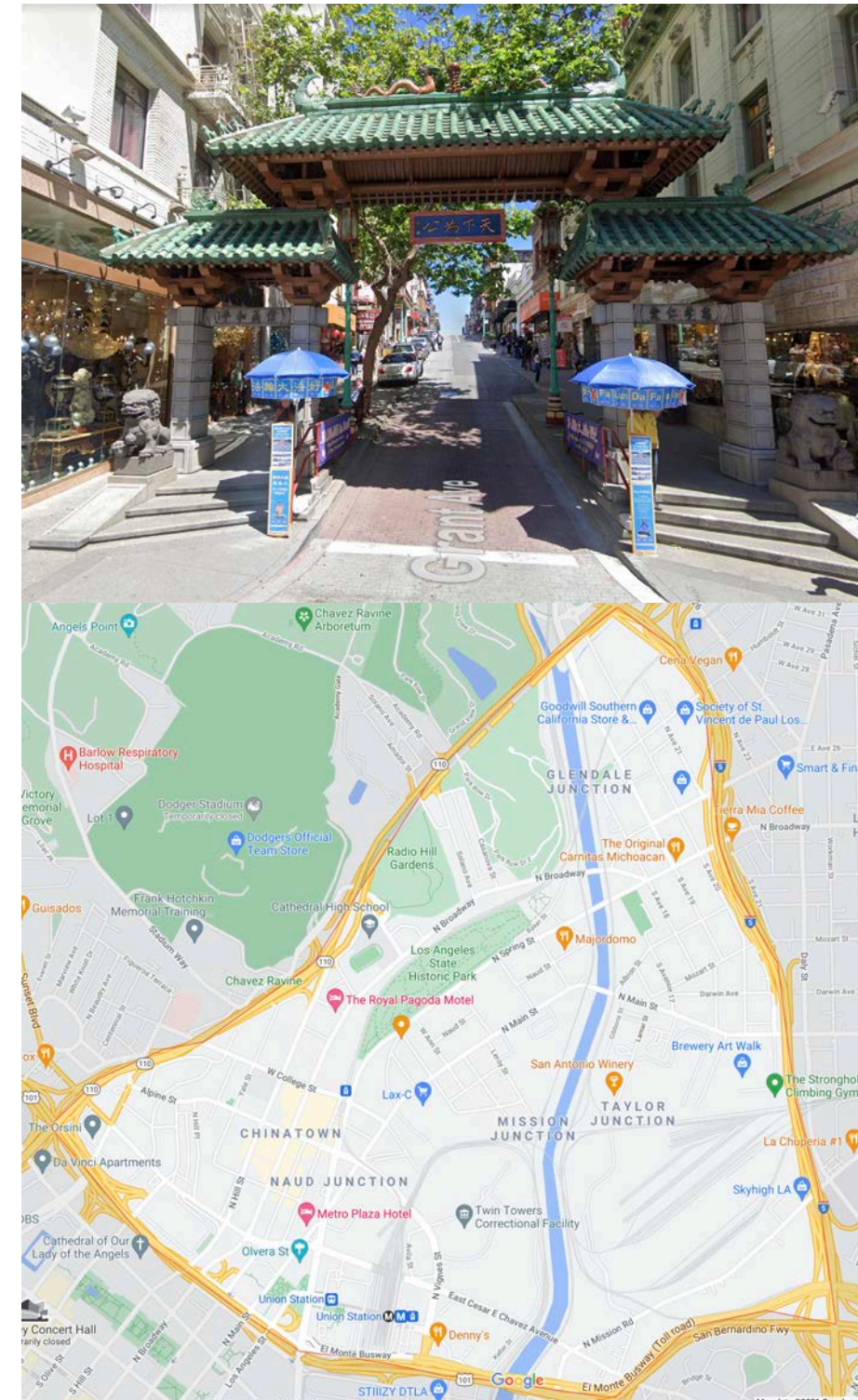
# **Final Form: A Typographic Tour of Chinatown**

# Proposal

*A Typographic Tour of Chinatown* is a visualization of the built environment through the signage and modifications to the existing structures. This project explores my interest in maps, way-finding, and cultural Roman typography. This project aims to represent the current demographics of Asian and White residents in San Francisco, Los Angeles, and New York Chinatown, bringing attention to the gentrification and analyzing the racial makeup of these once segregated communities centuries later. In addition to depicting the racial identities, the project will include data in the form of virtual observations. The power and accessibility of Google Maps allows us to “visit” almost any location on the planet through our screens. By utilizing this technology, I will “travel” to the San Francisco, Los Angeles, and New York Chinatowns and document the visual identities of their main-streets (where the welcome gates start and down to the end of that road).

Information visualization encourages us to make quick comparisons of the visual identities within these spaces, acknowledging the spatial differences between the city grid systems, construction date, and signage color and typography. I’ll be collecting data in the form of signage typography, signage/awning color, founding year of the Chinatown location, and current racial identities of its residents.

My first approach is a zine, leaflet, or small book that will depict and organize the information into sections or ‘chapters’ based on the Chinatown’s location. It will display the grid structure of the neighborhood’s map (visualizing the current demographics), a page for the ‘photos’ or screenshots of the business’ exterior signage, a page to document the quantity of typefaces, and a spread to compare the overall colors used in these visual ads. My second solution is to create a poster series, a more static approach with a poster for each US location. It will be an opportunity to create a consistent visual identity within three compositions or four to create an inclusive poster to display all the information collectively. My third concept consists of a motion graphic or interactive state, where viewers can utilize the hover state to discover more information than the flatland of brochures, pamphlets, and maps. This interactive map/archive will allow users to learn about the history of these Chinatowns, facts such as the designer of the building, the previous owners of the business, photos of the architecture throughout the years, and growth of White residents/business owners into these neighborhoods.





# A Typographic Tour of Chinatown



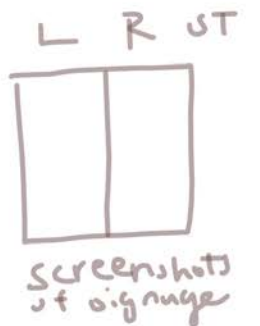
## Typographic Tour of Chinatown

- interest in maps, way finding, cultural roman typography
- building grid system
- color palette of awnings
- typography of signage
- color of lines / outline / opacity  
~ racial demographics

### 1) Zine / Map flyer

- multiple pgs, 'chapter' for each Chinatown
- transparent layer to see colors + demographic change

- % of signage used color, typeface - serif, Chinese characters



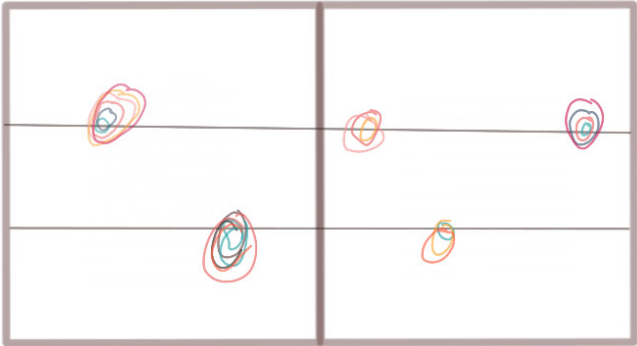
### 2) Poster Series

- static, one for each Chinatown (LA, SF, NY)

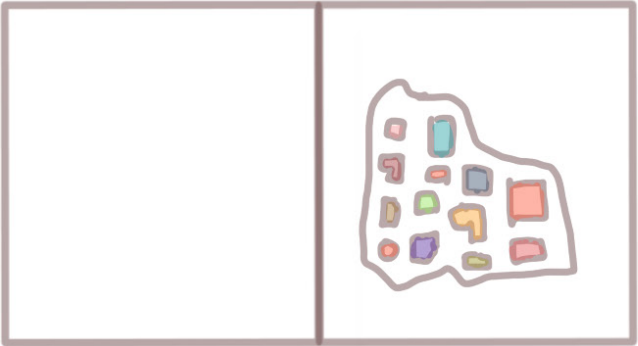
### 3) Motion Graphic / Interactive

- hover states to see history of the buildings (designer, origin, previous owners, photos, signage)
- growth of 'white' demographic in these areas over a decade(s)

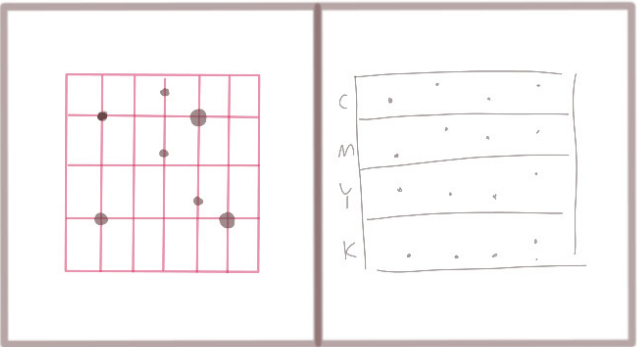
# Zine Sketches



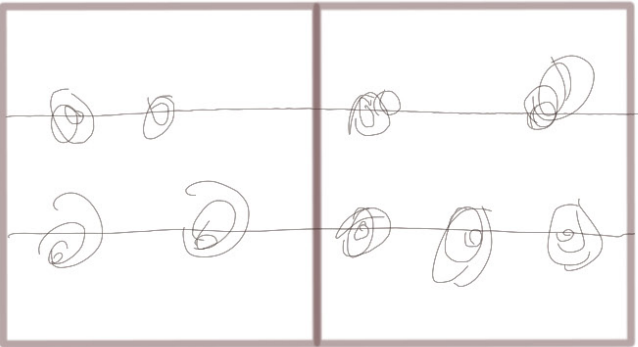
SERIF  
SANS  
'ORIENTAL'  
CHINESE



MAP  
WT/ASIAN



COLORS



PHOTOS  
OF SIGNAGE

