



ENVIRONMENTAL TYPOGRAPHIC DESIGN

GRDS 503: TYPOGRAPHIC COMMUNICATION

Myrna Abadie-Mendia / Winter 2013

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INTRODUCTION

I'm attempting to work on a typographic message outside the traditional medium, which would function as a narrative for an environmental typographic design composition.

COMMUNICATION GOALS

My intended communication goal is to draw focus to, and stress the importance of, the delicate balance that exists in the environment and environmental space between what is natural, and what is manufactured.

I'm not really concerned so much with invoking a specific reaction or extreme emotional response, but more so I want to draw focus on the necessity of this balance.



MESSAGE = WORDS + AUDIENCE + MEDIUM + ENVIRONMENT

POTENTIAL WORDS

What is seen at a distance is most respected -Tacitus
In every rank, great or small, 'Tis industry supports us all -Gray.
Drive Away Nature And Back It Comes At A Gallop

AUDIENCE

The target audience would be both of the polar opposite extremes of the industrialists and naturalists movements.

MEDIUM

The type of medium that would be ideal to communicate this typographic message would either be one wherein the text is comprised of manmade objects in a primarily natural background, or conversely, is primarily natural in a manmade background.

ENVIRONMENT

I have determined that a 3D space where the manmade meets the natural environment is what I want to utilize for this project. Be it either a lake with a manmade dam, a scenic mountain view with building and industry off in the distance, or orchard with a road splitting the view, I want my 3D space to focus on the crux where the natural meets the manufactured.

THE PROCESS SO FAR...

So far what I have done is identified, traveled to, and photographed three specific outdoor spaces in the North Central West Virginia, and Southern Pennsylvania areas.

Each one of these spaces embodies a crux balance between the manufactured and the natural, and each offers a lot of opportunity to work with for an environmental typographic design.

At this point I have experimented with complimentary text that I feel draws focus to my communication goal, and could potentially work within the spaces.

At this point I haven't considered any specific mediums to manufacture the text(s), but I have experimented with some rough digital compositions to see how the manufactured text would need to work within the environments.

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<http://bartleby.com/89/index1.html>

Proverbs, Maxims and Phrases of All Ages, Classified Subjectively and Arranged Alphabetically,
Compiled by Robert Christy. New York, London: G. P. Putnam's Sons, 1887

PRELIMINARY VISUAL RESEARCH

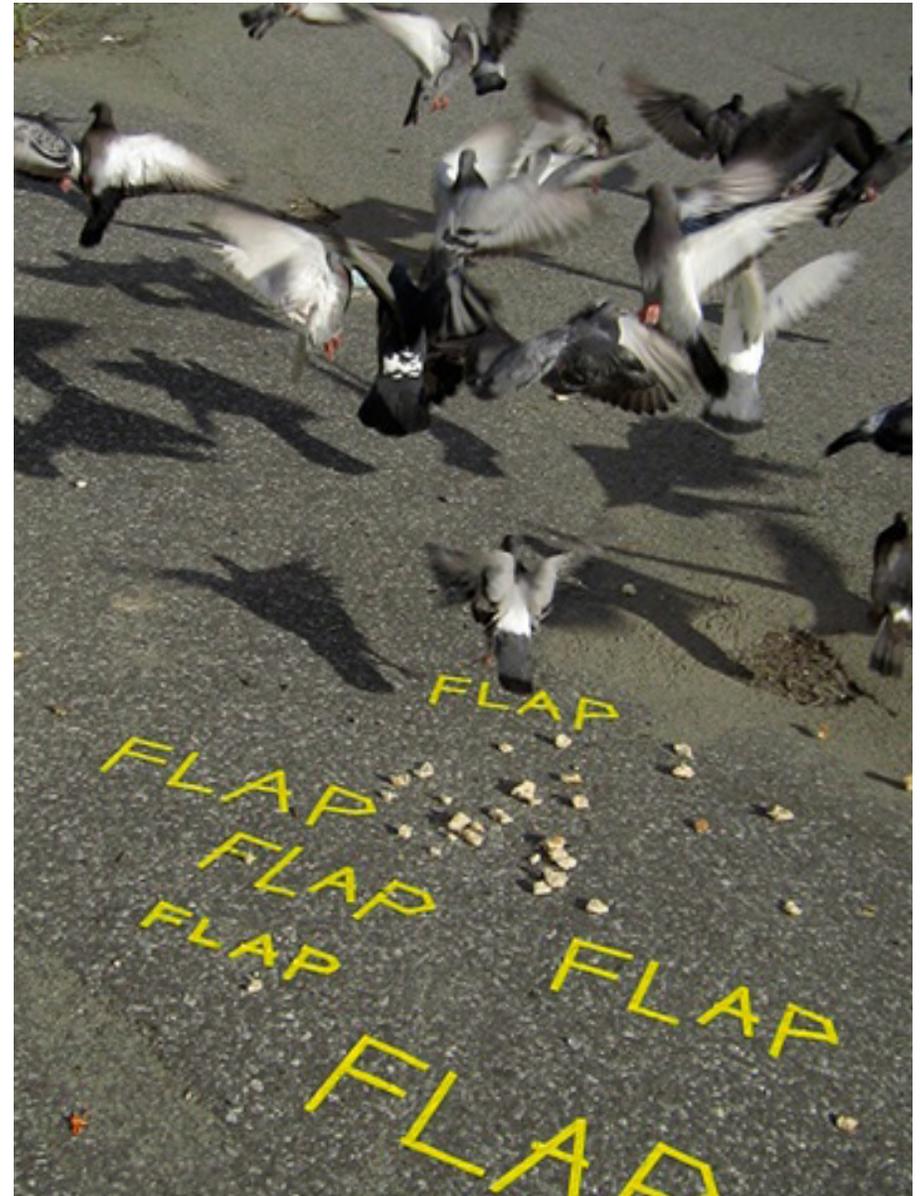
**THAT'S SO
"CHEER-
LEADER
WHO LIKE,
CAN'T LIKE,
SAY SMART
STUFF."**

Think that's mean? How do you think "that's so gay" sounds? Hurtful. So, knock it off.

whatRUsaying.com

Ad Council

GLSEN

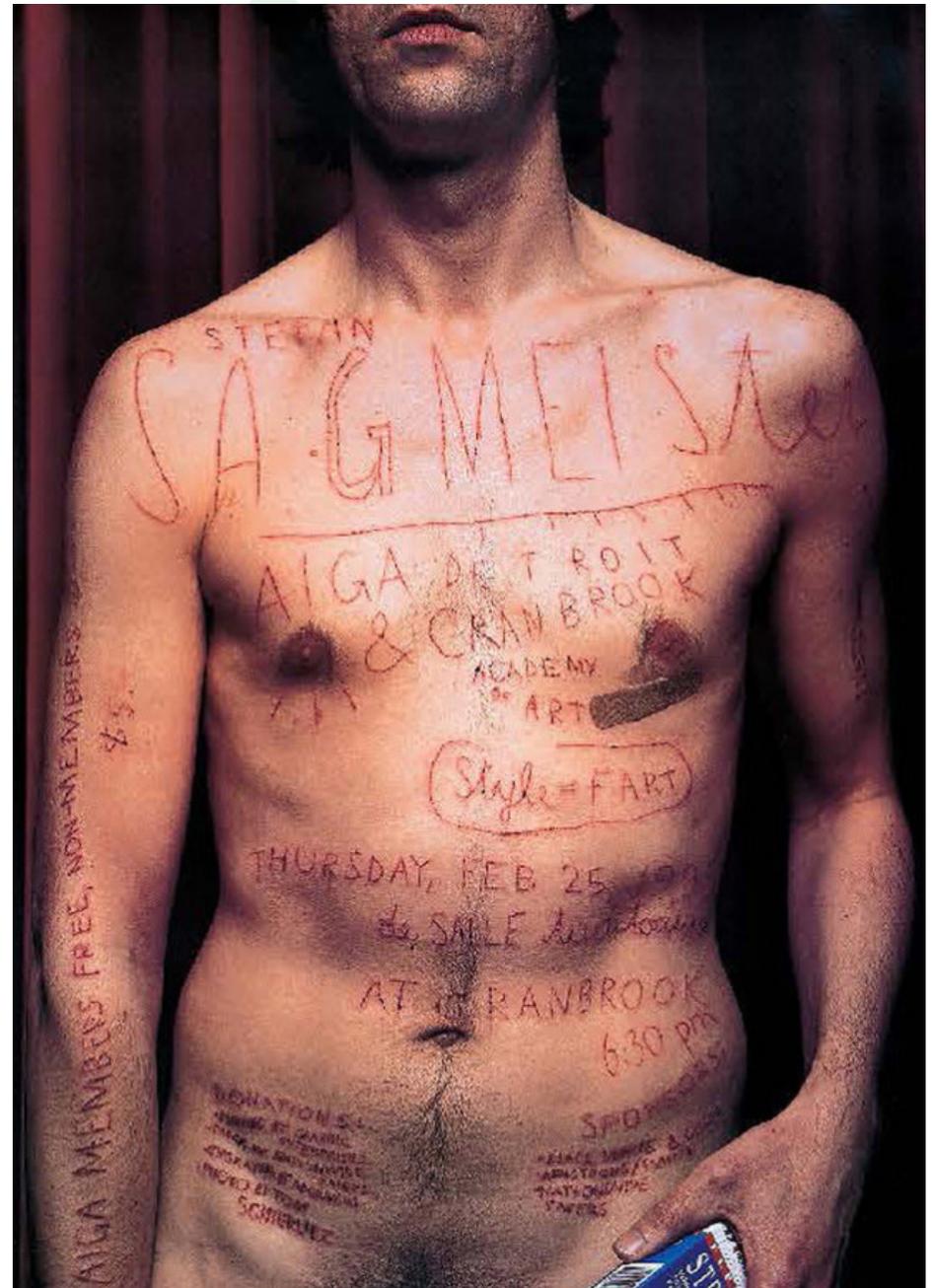
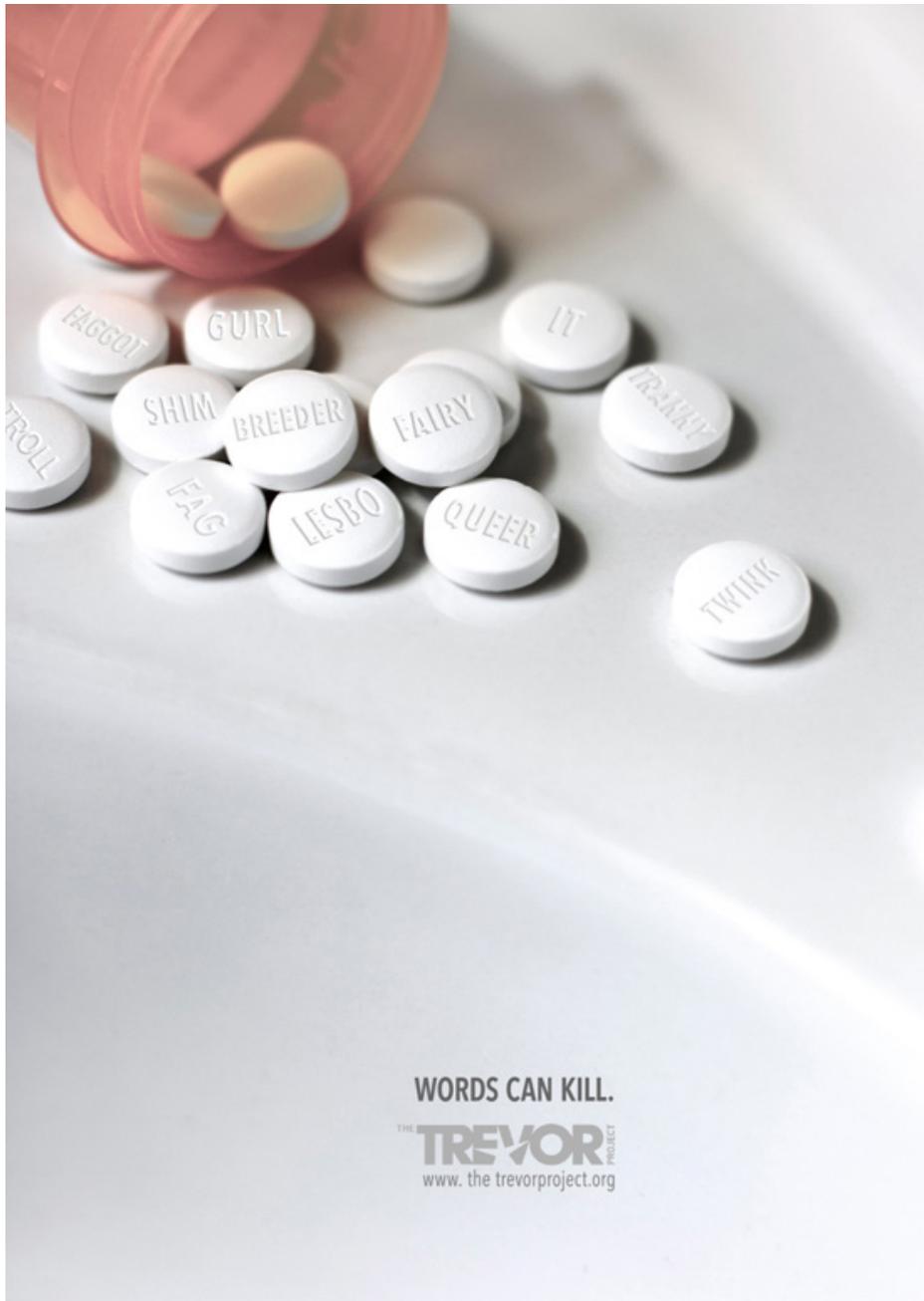


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ROUGH DIGITAL COMPOSITIONS

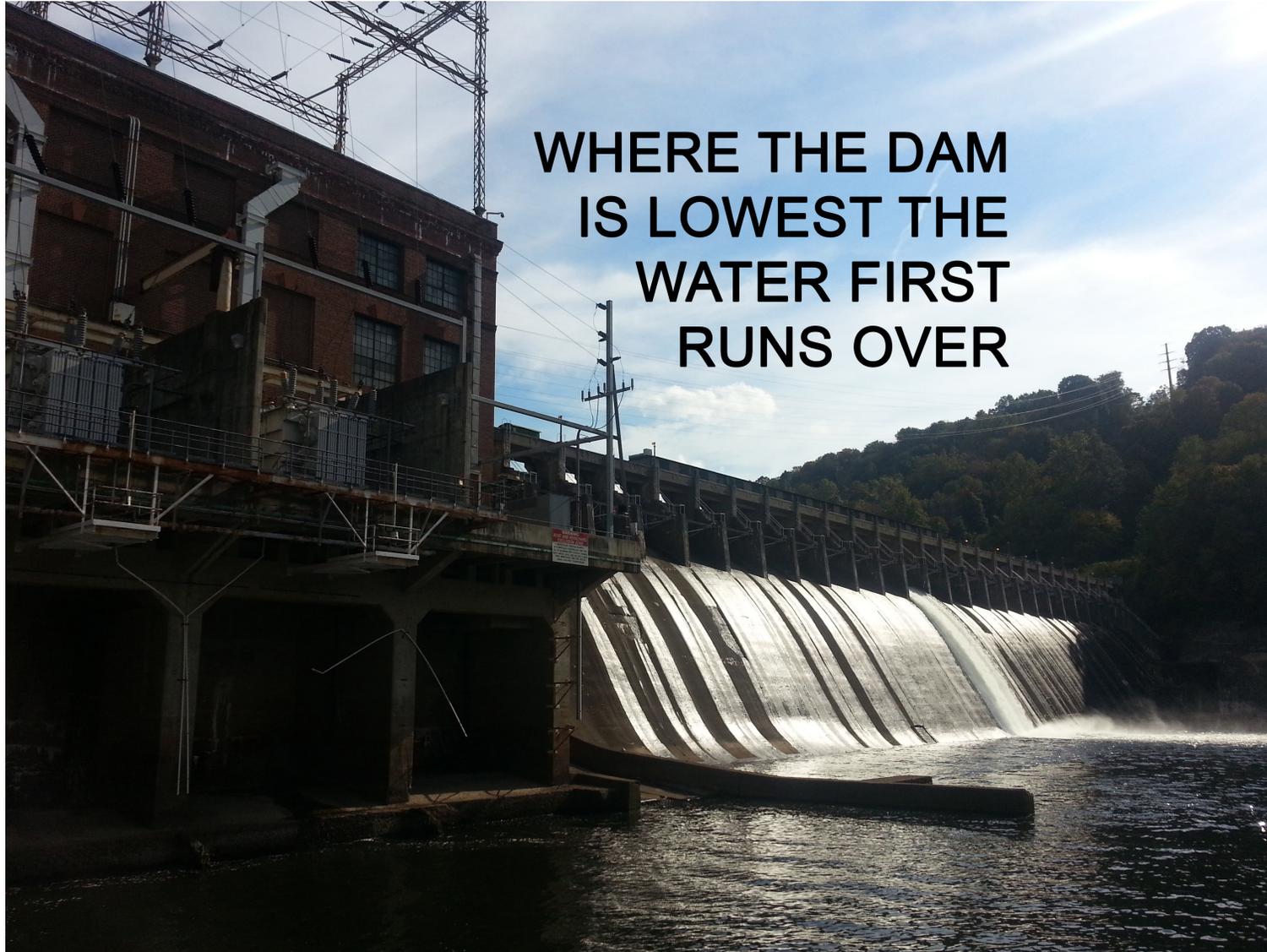
So, I'm still juggling three ideas and working with which one will be most feasible to pursue at the last moment. I have determined that a 3D space where the manmade meets the natural environment is what I want to utilize for this project. Be it either a lake with a manmade dam, a scenic mountain view with building and industry off in the distance, or orchard with a road splitting the view, I want my 3D space to focus on the crux where the natural meets the manufactured.

The type above will be created out of industrial materials, so my thought is either paint on pexiglass (which would be the easy way out), or constructing three foot tall letters that would float a foot above the ground by being mounted to wire (That would stick out of the ground). The font I would use would most likely be a sans serif font typeface like Helvetica.



ROUGH DIGITAL COMPOSITIONS

For this composition, the type face should be constructed out of natural materials, possibly sticks, twigs, and leaves, and would be held up in front of the damn for photographing.



ROUGH DIGITAL COMPOSITIONS

Below my thought would be to create the text out of materials like black gaffing tape, duct tape... something that can be adhered to the road.



PROJECT D, PART 1 FEEDBACK

BRITTANY LINARES

I enjoy the photographs that you have taken so far and the exploration process you are pursuing. Being that you have conducted your rough drafts in the computer, how do you feel you would best represent them via the handmade type? If you were to choose "Where the dam is the lowest the water first runs over", how will you utilize this image with type being that is a very wide range and most of the damn may not be accessible. Did you think about doing a more metaphoric arrangement for this concept? I do like the "Drive Away" text and it reminds me of the road directions in Britain where they read towards you instead of away like in America.

MYRNA ABADIE-MENDIA

The scale of the first one will be hard to manage. Have you considered a smaller execution? Perhaps there is a location where you could see the horizon line that is far more contained than what you are showing here. I just can't imagine the cost and time involved to do it at the scale shown.

#2 - I would think of an execution that would be of an actual experience for others and not just an opportunity for a picture. However, it will depend how you go about the execution as others may experience it by just default (meaning by just passing by and seeing it).

#3 This one seems to be the more feasible of the three. The question is what does the duct tape add to the message? Is this a road traveled by car? Bikes? pedestrians? How would that relate to the materials and the message?

DIANA COMBS-SELMAN

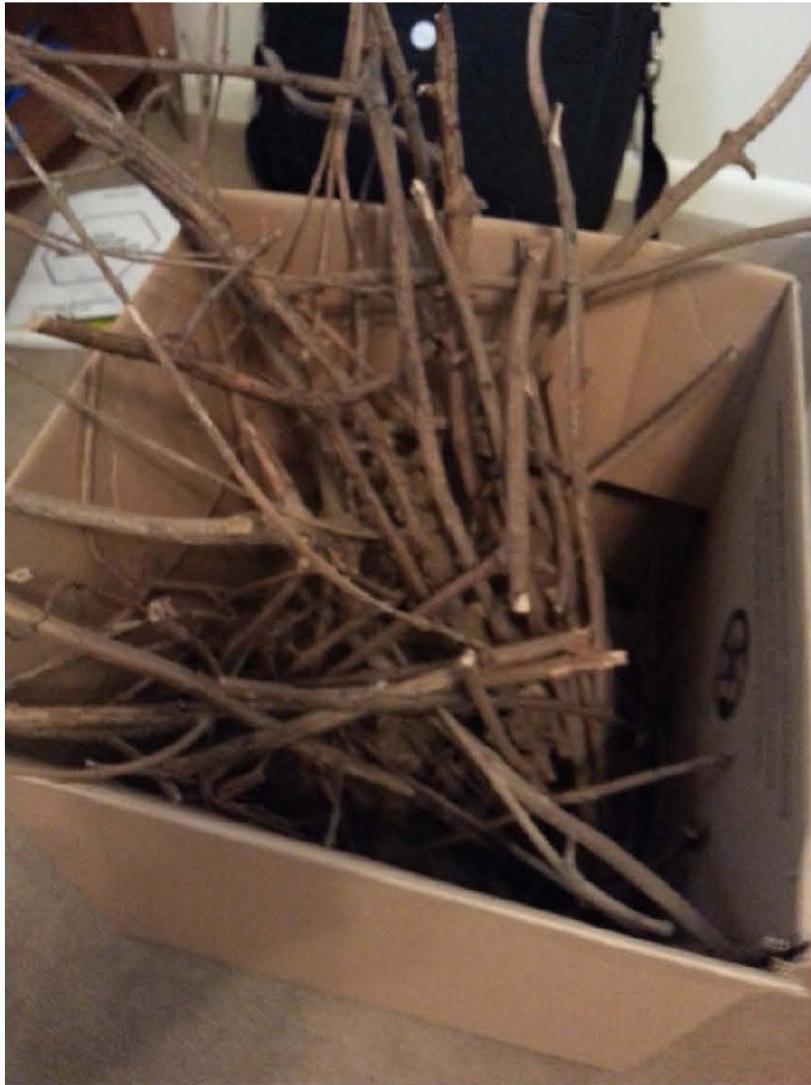
I agree with Trudy about #1 in terms of cost and scale. I think that it would be interesting in a smaller scale with the horizon, much like photos of people holding objects up that appear to be attached to the clouds. #3 is similar to what I was considering executing as far as type on a road although our materials are much different. Overall, you have great concepts and i can't wait to see the final result.

DIGITAL COMPOSITION SELECTION

Rough #2 is a 'doable' thought at this point, and by using actual sticks that have collected at the northern side of the dam, I can make an impermanent sign in the foreground of the dam to contain my environmental text.



TYPE CONSTRUCTION



TYPE CONSTRUCTION

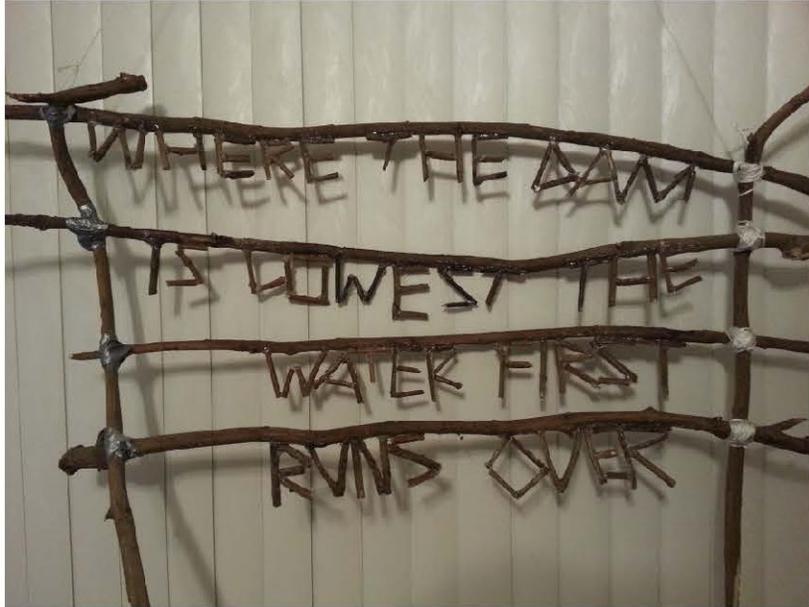




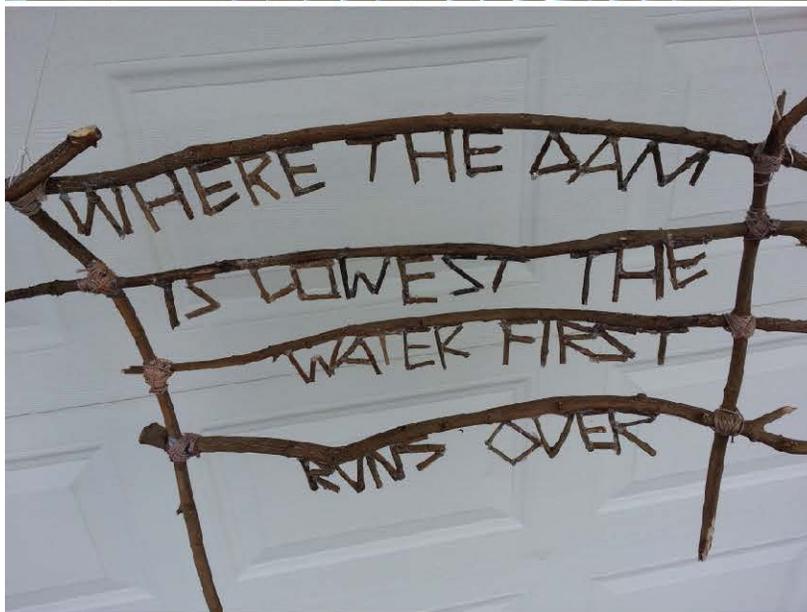
TYPE CONSTRUCTION



TYPE CONSTRUCTION



TYPE CONSTRUCTION



PROJECT D, PART 2 FEEDBACK

TIM BROADWATER

Here is my Project D, Part 2 as a .PDF, and some images of the construction. I'm still working through the final presentation, but it took three days alone to build the text... now I need to bind it (not with tape or string, but another material) and document it in the environment of the dam.

DIANA COMBS-SELMAN

I am really impressed that you spent all that time gluing the twigs together to spell that out. What is the actual size of the piece?

MYRNA ABADIE-MENDIA

No wonder you have been so quiet! Quite impressive! I wonder if you paint over the tape/string with a color mix that would do the job. The focus will be controlled by the letters so I don't think it will be distracting. You would have to test. or maybe using more of a yute string if it would blend better.

Image - more angle so you have less of what is on the left and more on the right. Maybe photographing from a ladder would be a better angle. Just some thoughts.

MEGHAN THOME

This is looking great! It's maintaining the angular twig feel while still staying completely readable. I can't wait to see it in its environment! Excited to see the final product.

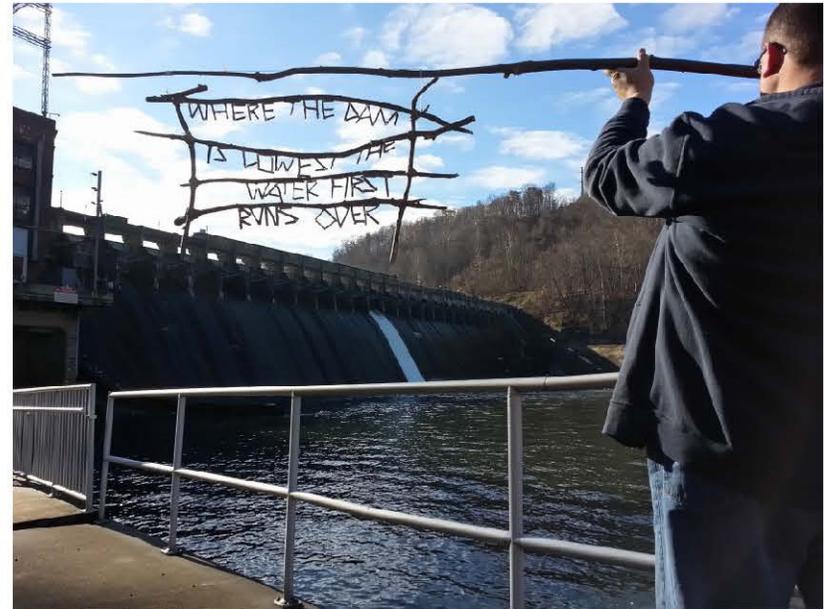
SARAH CROSSWELL

This is really cool, Timothy! Despite the fact that it's man made, it still has a very natural look to it. It reminds of me old camp entrances...at least the ones I've seen in movies :) It looks like this project is coming along nicely - I hope your test shots have been successful! Mine were not as easy as I had hoped, so I will be going back to my location tomorrow and hoping for better results! The time you spent creating the text definitely paid off! Look forward to seeing your final imagery!

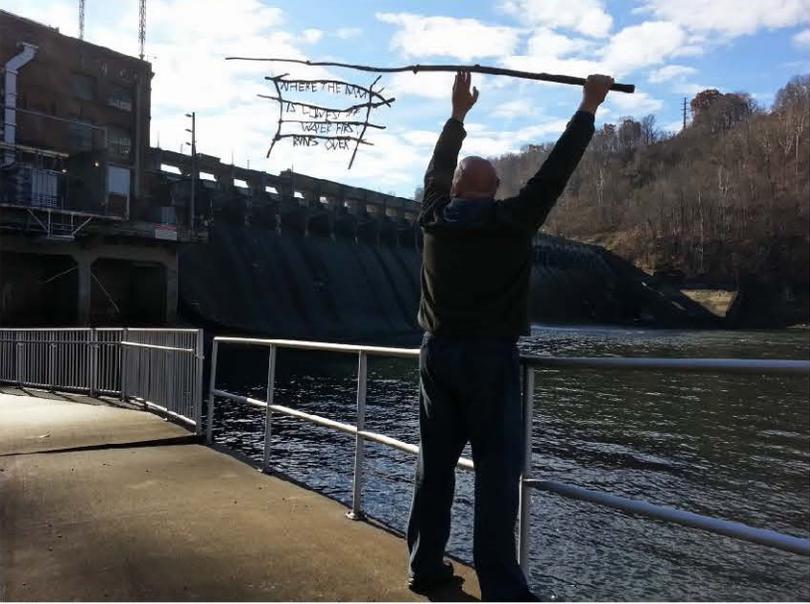
DESIGNING ON LOCATION



DESIGNING ON LOCATION



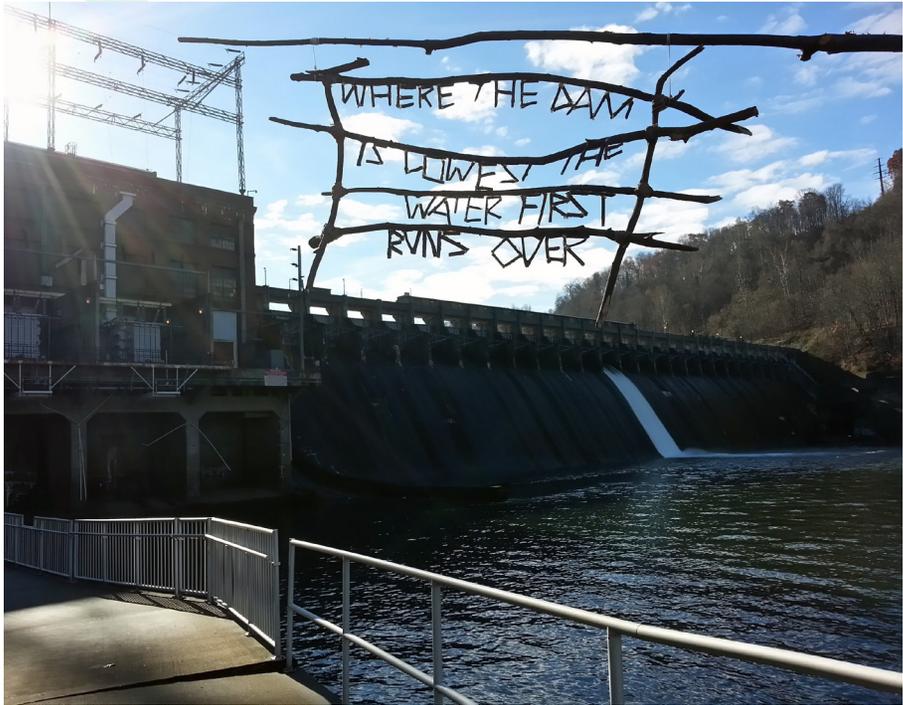
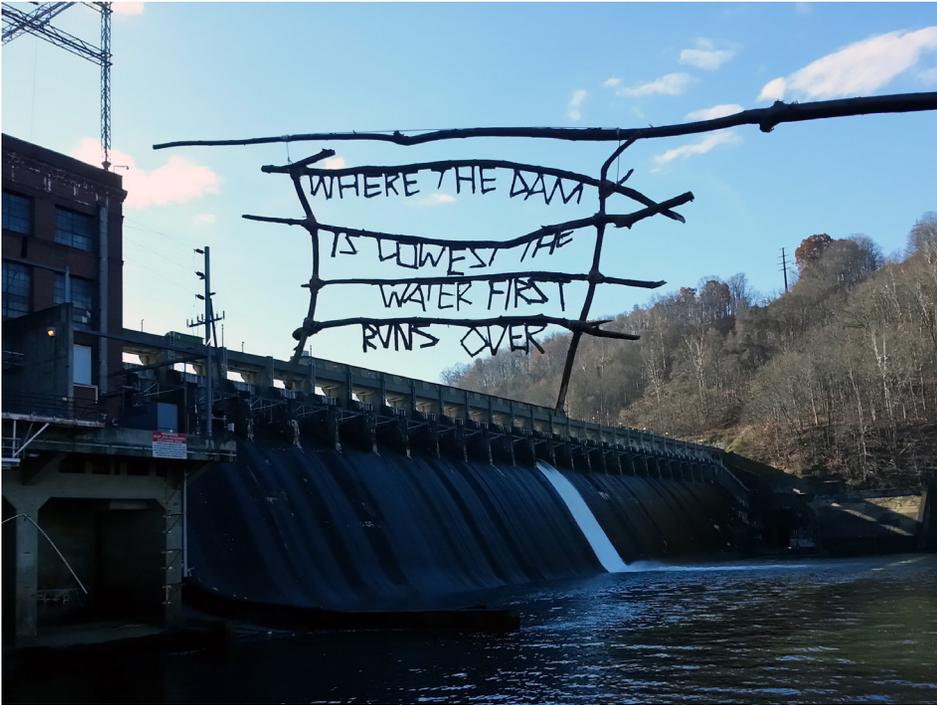
DESIGNING ON LOCATION



DESIGNING ON LOCATION



ON LOCATION PHOTOS



FINAL DESIGN

