

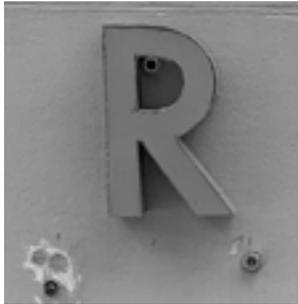


CAMD
Northeastern University
Type 2 / Summer 2

**02 ENVIRONMENTAL
DESIGN
02/
07-13/
08/2019**

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Environmental Design
Northeastern University, Type 2
08-06-19 - 08/13/19



I really enjoyed today's class I feel like I understood type in a very different context today. As I was walking I was very aware of my surroundings and it forced me to be in the moment. I think it also forced me to look at the details of every day objects I walk past and how I could make an interesting composition with my letter. I found that the counter of my capital R was really good at hanging off of things. I found a couple of branches to let it dangle off of which was cool. I guess at the end of it, it was cool to have a bunch for pictures on my phone that were composed of mostly everything I created! I think it was definitely a great exercise and I really enjoyed it despite being stressed out initially by the actual letter creation.

To go into a little bit more detail, I can start off talking about how I felt when the project was initially assigned. I really didn't think I would be able to pull off this project because I don't have any experience building things with my hands. I generally struggle with those tasks because I sometimes don't measure things correctly and everything turns out very messy. I knew that this would happen and also knew the stress that would come along with this project, however I decided to keep a somewhat positive outlook because it seemed like it had been done before.

I mulled over the project that night and decided that I would go early in the morning to Blick to get my materials. The lady in the store was very helpful and directed me to the chipboard section which she thought would be good for this activity. I had brought my exacto knives with me but I didn't have any sort of glue. She told me that the chip board would be good to cut through with an exacto knife so I bought a pretty big board of it in a random thickness. I also didn't know what glue to buy so I randomly chose some gorilla glue that looked like would be strong enough. When I was buying the stuff at the register, the lady thought the project seemed quite cool and liked how we had to actually build the letter instead of buying a premade one.

Next, I walked back to campus and printed a couple of copies of my Futura capital R. I knew I wanted to do Futura as my typeface because I love the geometric nature of it. The R has a very satisfying leg and everything about the shape is balanced in my opinion. I plopped myself in a chair in one of the conference rooms at Snell and started blasting some music into my headphones. I cut out the letter R and then traced it onto the chip board. This process of tracing, cutting and gluing took probably a couple of hours. In the process, I definitely made some scratches to the tables in Snell and put a lot of gorilla glue on my fingers which made it very annoying to type the next few days. Eventually, I was able to glue together all of my pieces, and the finished project was very satisfying. The best part of the building process was when my letter stood up on its own! It was so exciting.

On the day we brought in our letters to take pictures of them, I think I had a lot of preconceived notions of what I wanted to do with my letter that actually didn't pan through. I thought that I wouldn't be able to do that much with the letter, and that it would look bad. The second we went outside into campus, I found myself wanting to take so many pictures of my letter. The shape itself created so many interesting shadows and shapes wherever I put it. It was also extremely satisfying to see this object that I had created interacting with things that I see in every day life, like trash cans and benches.

Some of my favorite pictures I took were the ones where I could fit the counter of my letterform onto things so that it stood hanging off of a wall or a tree branch. In general, it was really great to see the final pictures because everything in that composition was somewhat created from scratch, which I don't do very often. I also really liked being outside and not in a room, I think I spend a lot of time inside when I have class and I tend to get a little bit antsy because I enjoy moving around a lot.

Honestly, I wish every single design student who has to deal with digital type would do this project because it gives you a better understanding of shape, form and even texture. It is a very different look at what you see digitally all the time and I think it gives you a better appreciation of the typeface. I remember learning in my History of Graphic Design class about the original typefaces which were all handcut and had to be handprinted everytime. It gives me a closer connection to the beauty in typography and the origins of it. Also, it was a pretty relaxing exercise to sit and focus on cutting and gluing for a couple of hours. I think having a break from looking at your screen can be really beneficial. Having a very specific task can be really relaxing and leads to a lot of mindfulness and productivity. Overall, I had a great experience!

2 rTriangle
taken at / Forsyth St.
An R hanging off of metal pegs

3 gReen line
taken at / Northeastern
The green line centered in the letterform

4 Rad 1911
taken at / YMCA
The letter creating new words

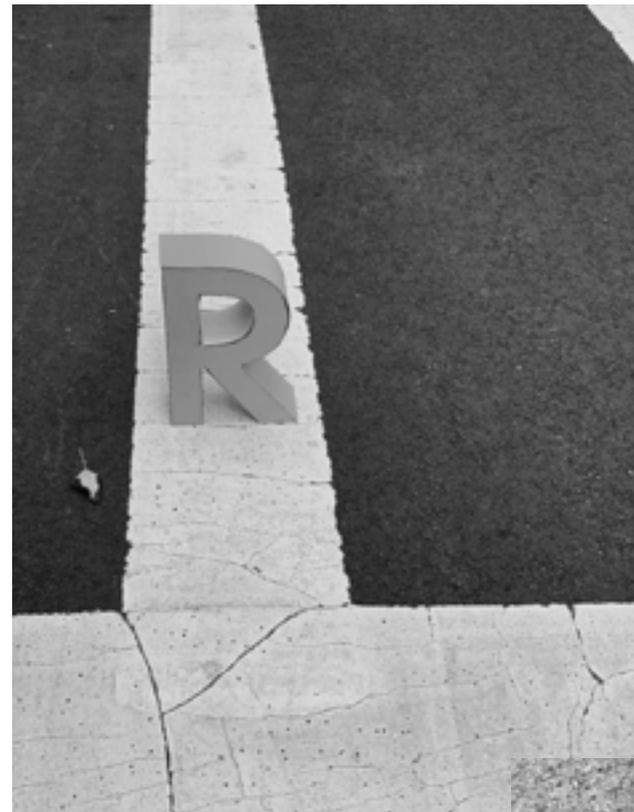
5 cRosswalk
taken at / Northeastern
The letter crossing the street

6 angularR
taken at / Newbury St.
The letter merging with the street signs





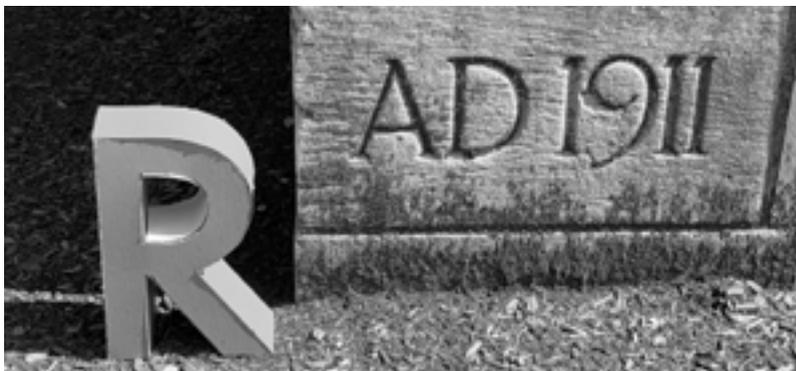
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