FIVE TYPE SPECIMENS

Type is one of the most critical elements in graphic design. It is essential for a graphic designer to fully understand the anatomy of a letterform & its historical background when designing with type. This project studies digital fonts and the influence of digital technology on the design of type.

Five typefaces were selected for research: Emperor, Citizen, Matrix, Varix and Mrs Eaves. These typefaces reflect the rapid development of computer technology in the 20th century. They were designed by the Émigré Type Foundry for use with computer generated design.

Research included background information on the type designers of Émigré, the objective of the type design, the influence of typographic history, and the digital influence on the design of each typeface.

Results of research were generated into five art works, 17” x 26” in size. Each layout includes a portion of the research documentation, a sample of the typeface and a typographic illustration. Harmony and uniqueness within each layout were explored along with the development of an aesthetic consistency between the five layouts.