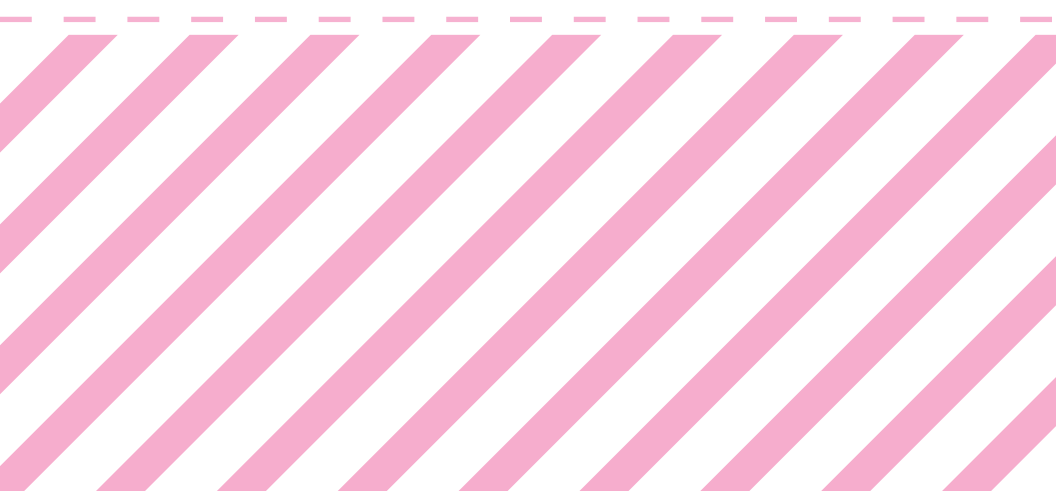


The Process of a Material Typeface

Nicole Burg

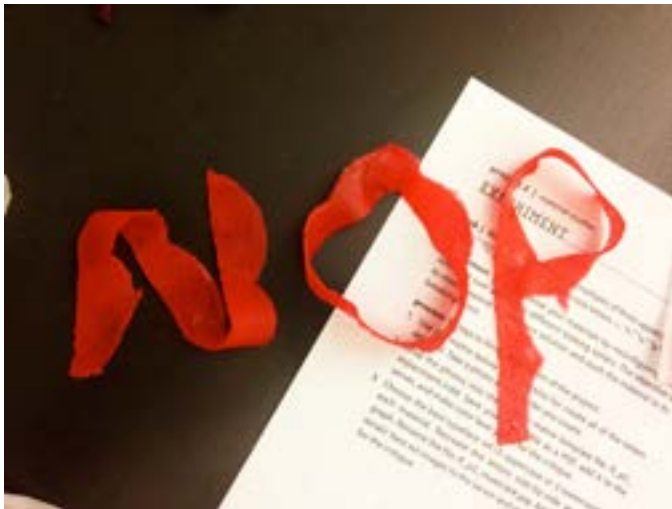


Material Exploration



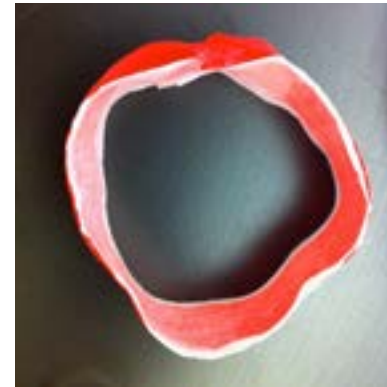
Material #1: Fruit-by-the-Foot

Set 1



Reflection

The candy/snack fruit-by-the-foot comes on a wax paper like roll. The color variation, stickiness, and the fact that you can pull fruit-by-the-foot apart makes this material interesting to work with. The material has a ribbon like quality that is easily bendable to create curves. The package comes with a variety of vibrant colors.



Set 2



Set 3



Material #2: Hubba-Bubba Gum

Set 1



Reflection

The Hubba-Bubba Gum tape has a very soft and powdery feel. It is packaged in a circular container rolled up inside. The gum is very easy to cut and create curves with. Unlike the fruit-roll-up this material does not stick together.



Set 2



Set 3



Material #3: Clothespins

Set 1



Reflection

The wooden clothespins are fixed by a metal spring, but can be clipped together to create different forms. They are easy to pull apart to use individually or separate. The clothespins have a straight line element which will make the letter forms easier to read but also restrictive in creating curves.



Set 2



Set 3



Clothespins: In Depth



Analysis



Names:

Clothespins, wooden clips, clips, fasteners, clippys.

Uses:

Clothespins are traditionally used to pin clothes on a line so that they won't fall off when drying. However, clothespins nowadays are used for holding chip bags together and for other things in that manner to "close" or "pin" something together.

Features

Color: Natural light raw wood, but can come in colored plastic.

Weight: Extremely lightweight

Texture: Smooth, wood-like (or plastic)

Smell: They smell like wood (or plastic)

Taste: They generally have no taste, except for maybe a wood-like/earthy scent.

Size: The clothespins I purchased are about 2 inches long and about 1.5 centimeters wide. About the size of a normal index finger.

Inherent Properties:

The clothespins could be described as small, useful, simple, helpful, binding.

Words that are associated with clothespins:

clip, dryer, clothes, pinching, clipping, snapping, wooden, clean, washing, drying

Raw Materials / Processes:

Clothespins are made and cut typically from wood by a machine, but they can also be modeled from plastic. The spring is made from metal and stretched between the two wooden sides to create a tension in order for the clip to hold things together.

Parts:

The clothespins have 3 simple parts to them: two wooden sides and a metal spring in the middle. They can be easily disassembled if you twist and then pull them apart. You might need to use a tool to break the wooden sides in half because they are fairly small and strong. You also may need to use pliers to bend the metal spring a certain way. I think no matter how you disassemble the clothespin it will always be recognizable because the grooves in the wood sides are suggestive of the object because there haven't been a lot of modifications of the traditional clothespin design.



Concept

The title of my type face is “Hung Up” because it refers to the nature of which the item is typically used for. It is playful because it also refers to a feeling or saying about someone who is stuck or specifically focused on an idea, object, task, or other person. In a sense I was “hung up” on what material to decide on proceeding with, resulting in clothespins.

Variation 1



Variation 2



Variation 3



Hung Up: In an Environment



Photoshoot

Set Up:

After photographing the concept photos, I knew I wanted to incorporate the true nature of my object. Thus, I challenged myself to set up a clothesline outside to clip the clothespins on the line in order to spell “Hung Up.” Creating the setup for this photo was more difficult than I thought, due to the wind blowing the clothesline and trying to find an open area with trees that did not block the sky. After setting up the clothesline an issue arose that limited my perspective was not being able to shoot at a higher angle to eliminate the ground’s horizon. I ended up deciding my final image to be more like a silhouette taking the focus off of the colored striped socks and more so on the letter forms standing out from the sky.



Photoshoot

Variation 1



Variation 3



Variation 2



Variation 4 - Final Image



The background of the entire image consists of a repeating pattern of diagonal stripes. The stripes are a light pink color and are set against a white background. The stripes run from the top-left corner towards the bottom-right corner, creating a strong sense of movement and rhythm.

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