



## Experimental Typography

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### Appetence: Crafted and Casted Typography

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**Abstract:** I have used a different approach to learning, exploring and experimenting with types. Everyone has his/her own inclination towards something. Slowly, slowly it might be converted into an addiction. 'Appetence' means intense desire or strong natural craving. The students brought out various impressive words and ideas through mind mapping. They explored, crafted and cast the words in a creative manner and produced typographic artworks to learn new gestures, experimental typographic forms and material explorations. The artworks were very impressive and interactive when they were exhibited in the exhibition hall. Each of them had a different approach in terms of developing artwork. The exhibition helped the society to create social awareness and to interact with personal expressions also.

The show was held in the March, 27<sup>th</sup> and 28<sup>th</sup> February 2017 at Exhibition Hall, Faculty of Fine Arts, The Maharaja Sayajirao University of Baroda, Vadodara, Gujarat. Here, I am going to explain the selected artworks of my students and also mine.

**Keywords:** *inclination, appetite, mind mapping, crafted, casted, explorations, interactive, social.*

## 1. Introduction

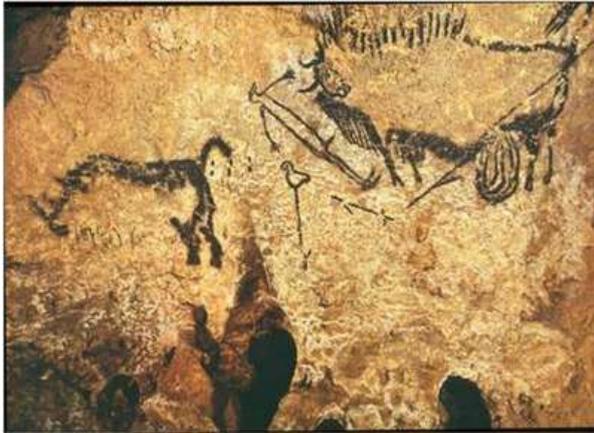


Fig. 1.1 (Left) Man with Bison and Rhinoceros, Lascaux Caves, Dordogne, France, c. 15,000-10,000 B.C)

Fig. 1.2 (Right) Venus of Willendorf, limestone, c. 24,000-22,000 BC

(Image source: [www.schoolworkhelper.net](http://www.schoolworkhelper.net))

Looking back to the history of communication, I must mention the cave paintings of Lascaux & Altamira Caves as well as a fertility idol 'Venus of Willendorf'. They expressed their feelings and life without any language and speech but still we can feel the fluency, spontaneity & powerful observations of forms through the prehistoric art.



Fig. 1.3 (Left) Hieroglyphics script, c. 3000 BC

Fig. 1.4 (Right) Kuneiform script, c. 2500 BC

(Image source: [www.designhistory.org](http://www.designhistory.org))

After the prehistoric period, Egyptians developed ' hieroglyphics script' and Mesopotamians developed ' cuneiform script' for communication. These scripts are considered as earliest writing systems.

Each type has its own identity and features. We can see the development of type from 'Trajan Column' in Roman Art to 'Bauhaus School' of 1925. After that Typography has been explored in many ways all over the world. The types are used in various forms e.g.

posters, banners, signages, branding, nameplates, animations, logo and logotypes etc. See the following examples of different approaches in typography.

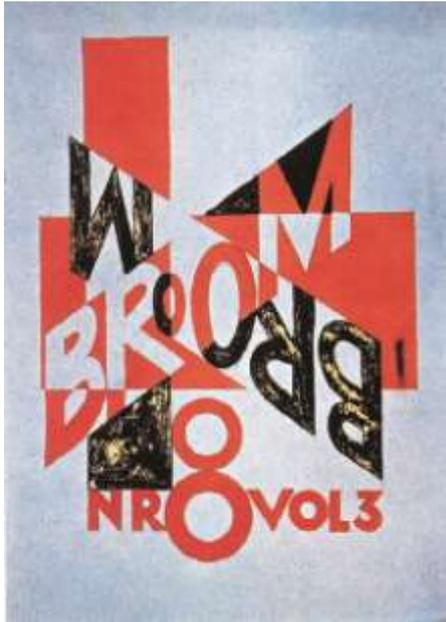


Fig. 1.5 (Left) Laszlo Moholy-Nagy, proposed title page for Broom, 1923.

Fig. 1.6 (Right) Laszlo Moholy-Nagy, "Pneuma-tik" poster for tires, 1923.

(Image source: [www.designhistory.org](http://www.designhistory.org))

Laszlo Moholy-Nagy proposed title page for Broom, 1923. This inventive design for the avant-garde magazine shows how thoroughly he understood cubism and Lissitzky.

Laszlo Moholy-Nagy, "Pneuma-tik" poster for tires, 1923. Hand-drawn letterforms and a photograph are integrated into immediate and unified communication.

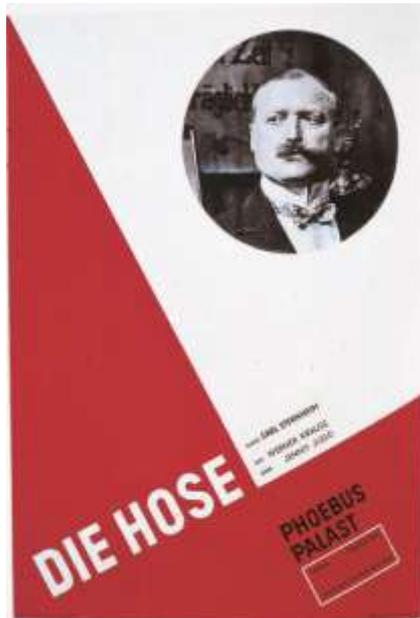


Fig. 1.7 (Left) Herbert Bayer, exhibition poster for Europäisches Kunstgewerbe 1927 (European Arts and Crafts 1927).

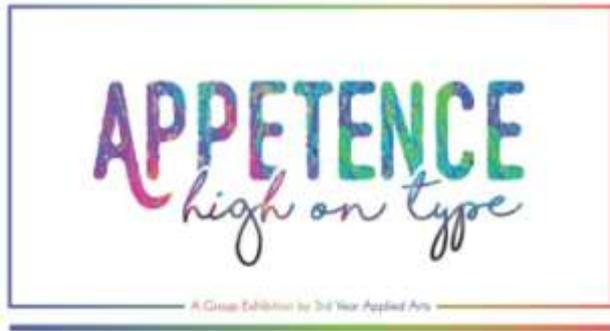
Fig. 1.8 (Right) Jan Tschichold, cinema poster for Die Hose (The Trousers), 1927.

(Image source: [www.designhistory.org](http://www.designhistory.org))

Herbert Bayer, exhibition poster for Europäisches Kunstgewerbe 1927 (European Arts and Crafts 1927). Bayer uses a modular grid to subtly create a dynamic composition.

Jan Tschichold, cinema poster for Die Hose (The Trousers), 1927. Space is divided into dynamic red and white planes, with forms aligned and balanced on a diagonal axis.

## 2. Appetence: Crafted and Casted Typography



### 2.1 Title Design of of the exhibition 'APPETENCE'

I have used a different approach to learning, exploring and experimenting with types. Everyone has his/her own inclination towards something. Slowly, slowly it might be converted into an addiction. 'Appetence' means intense desire or strong natural craving. The students brought out various impressive words and ideas through mind mapping. They explored, crafted and cast the words in a creative manner and produced typographic artworks to learn new gestures, experimental typographic forms and material explorations. The artworks were very impressive and interactive when they were exhibited in the exhibition hall. Each of them had a different approach in terms of developing artwork. The exhibition helped the society to create social awareness and to interact with personal expressions also.

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### 2.2 READING

Name: Shrida Shah, BVA Applied Arts, Semester VI

Medium: MDF, Metal Wire, Paper and Books

Size: 5 ft. X 6 ft.

“Books don't offer real escape, but they can stop a mind scratching itself raw.”

- David Mitchell, Cloud Atlas

In this installation, Shrida wanted to show her passion for reading. She was having 67 most favourite books in her personal library. So, the number '67' was constructed using original old books and the shape of a brain cut in Medium-density fibreboard (MDF) using Computer Numerical Control (CNC) machine. The other alphabets were also composed to show the structure of a brain and balance the number '67'.



### 2.3 DOODLING

Name: Tuheli Paul, BVA Applied Arts, Semester VI

Medium: Thermocol, Black art sheet, Ink and Pen

Size: 7 ft. X 1 ft.

Tuheli had a special inclination towards 'Doodling'. So, she used the words 'Dedication' and 'Craving'. The doodling portrayed in combination alphabets and words. Step by Step the 3D alphabets are increasing in size in 'craving'. We can easily get the message that how the craving is increasing. The letterforms are carved from thermocol and doodled it with black ink. While in 'Dedication', black art sheet was used and doodled it with a white pen.



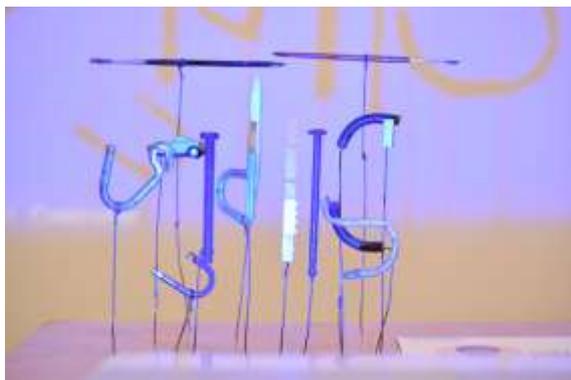
#### 2.4 'QUIT'

Name: Prafullakumar Gohel, Assistant Professor, Dept. of Applied Arts

Medium: Tobacco & PVC Foam Sheet

Size: 2.5 ft. X 1 ft.

Everyone knows that tobacco causes cancer but who cares? The Government is also showing public awareness ads as well as printing horrible pictures of cancer on the packaging of tobacco products but still, the problem is persistent itself. So, Prafullakumar simply used the word 'QUIT' to communicate with the people. The letterforms were in white and the original tobacco used around it to give a proper contrast. It seems that the word 'QUIT' is a graveyard in a garden of death (tobacco). It gives an interesting contrast to bring the correct gesture.



#### 2.5 & 2.6 'JUGAAD'

Name: Pradip Gorsava

Medium: Screw, brush, metal wires, nails and thread

Size: 1ft. X 1 ft.

Most people nowadays adopt 'JUGAAD' as their first and last resource. They try to escape from hard work and not follow the proper procedure to complete the task. In this artwork, Pradip tried to assemble various tools and parts to construct the word 'JUGAAD'. He projected it and made it readable on a large scale.



#### 2.7 & 2.8 'COOKING'

Name: Viki Prajapat, BVA Applied Arts, Semester VI

Medium: Thermocol, Paper, Stainless Steel spoons, Acrylic Colours and Wood

Size: 4 ft. X 2 ft. and 3 ft. X 1ft.

Viki was very fond of cooking and eating non-vegetarian dishes. He used the words 'HOT' and 'SPICY' to create typographic artworks. His compositions were very creative and constructed manually. He learnt various new techniques to create these artworks. e.g. paper sculpture, buffing & polishing wood, wood carving, paper folding and thermocol carving.



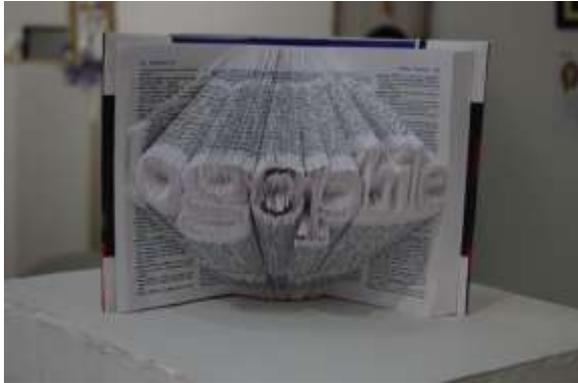
#### 2.9 & 2.10 'PERSPECTIVE'

Name: Aradhna Philips, BVA Applied Arts, Semester VI

Medium: Paper & LED lights

Size: 2.5 ft. X 2 ft. and 2 ft. X 1ft.

Aradhna was having a great skill of perspective drawing. Her sketchbook was always found updated by sketches of buildings using various perspectives. She beautifully crafted the word 'Hi5' and the number '3' to create her typographic sculpture and drawing with three-point perspective. She also experimented with lights to illuminate her work.



2.11 & 2.12 'LOGOPHILE'

Name: Priyanshi Vaishnav, BVA Applied Arts, Semester VI

Medium: Dictionary

Size: 10 in. X 8 in. X 3 in.

Priyanshi was always been fascinated by the way words could be gathered to beautifully make sense of our most complex feelings and thoughts. Whether it was the lyrics of a song, a poem, a dictionary, an article, a book, words were always on her mind occupying most of her time. This artwork was made out of the dictionary for an overindulgent logophile in her, play with words, Ignite minds! LOGOPHILE The word "logophile" stands for "lover of words".



2.13 & 2.14 'SELFIE'

Name: Shubham Patel, BVA Applied Arts, Semester VI

Medium: Wood, MDF, Artificial flowers, metal rods

Size: 1.5 ft. X 2ft.

Shubham represented negative aspects of selfies. He tried to capture beauty enhancement, show off, desire to get attention or admiration through this artwork. We can see the snake with mobile phone in the word 'selfie'. The flow of the letters is generated like a snake. The basic psychology that remains behind selfies, especially in young minds is that they want to look much more appealing than they really are. The craze has reached an extent where they have become careless regarding their life, leading to horrifying accidents.



2.15 'TALLI' & 2.16 'DRINK & DRIVE'

Name: Juhi Kadam, BVA Applied Arts, Semester VI

Medium: empty liquor bottles, photo inks, metal wire, bottle caps, toy car

Size: (TALLI) 6 ft. X 4 ft., (Drink & Drive) 3ft X 1.5 ft.

Juhi tried to show addiction of alcohol. In the artwork 'TALLI', she used empty bottles of alcohol to represent her idea and a figure to show the illness of getting trapped in addiction negatively. Once an individual gets trapped in such a mess, it is tough to get out of it. Hardly possible to make it. In the 'DRINK & DRIVE', She tried to show a miniature depiction of the situation where a drunk person drives the car. It can be dangerous not only for him but others too. A little drop of taste can gradually lead to addiction and fatal accident! That may cost ones' life too.



## 2.17 'MACHINES'

Name: Milap Patel, BVA Applied Arts, Semester VI

Medium: Metal wheels & wood

Size: 8 in. X 10 in

Milap was inclined towards mechanism and engineering from his childhood. He represented letter 'A' with multiple metal wheels. The rotating wheels suggests the time and his childhood days.

### 3. Conclusion

The students learned a lot many things from 'APPETENCE'. They explored letterforms and words in two- dimensional (2D) as well as three-dimensional (3D). They worked with various materials and techniques. Working with types in 3D and experimenting with various materials was a great experience for all. They also learned to combine Art and Craft together in typography to create a powerful and persuasive message. I should say that the exhibition helped them to enhance the power of 'Visual Communication' through typography.

The exhibition was also having a social concern with various social issues e.g. drink and drive, taking selfie all the time rather than enjoying moments, over-consumption, 'jugaad', smoking, tobacco chewing etc. This exhibition had also created a social awareness among the people of Vadodara.

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