Perspectival Type: Typographic Exploration in a Three Dimensional Environment
perspectival type

typography in a three dimensional environment
HI
a little about me...
Ludopoli
design interaction development
What do I mean by dimensional typography?
What do I mean by dimensional typography?
What do I mean by dimensional typography?
letter or object?
letter or object?

dimensional typography?
letter or object?

dimensional typography?

illusion of an objectified letterform?
letter or object?

dimensional typography?

illusion of an objectified letterform?
letter or object?

dimensional typography?

illusion of an objectified letterform?

letters are not objects
letter or object?
dimensional typography?
illusion of an objectified letterform?
letters are not objects
and yet...

letter |ˈletər|
noun
1 a character representing one or more of the sounds used in speech; any of the symbols of an alphabet: a capital letter.
   • a school or college initial as a mark of proficiency, esp. in sports: I earned a varsity letter in tennis | [as adj.] a letter jacket.
2 a written, typed, or printed communication, esp. one sent in an envelope by mail or messenger: he sent a letter to Mrs. Falconer.
   • (letters) a legal or formal document of this kind.
3 the precise terms of a statement or requirement; the strict verbal interpretation: we must be seen to keep the spirit of the law as well as the letter.
4 (letters) literature: the world of letters.
   • archaic scholarly knowledge; erudition.
5 Printing a style of typeface.

verb
1 [trans.] inscribe letters or writing on: her name was lettered in gold.
   • classify with letters: he numbered and lettered the paragraphs.
2 [intrans.] informal be given a school or college initial as a mark of proficiency in sports: juniors who lettered in soccer, basketball or softball.

PHRASES
to the letter with adherence to every detail: the method was followed to the letter.

ORIGIN Middle English: from Old French lettre, from Latin litera, littera letter of the alphabet, ἔπιστλη, ἐπιστολή letter, literature, culture.'
What does a sculptural dimensional letter look like?
Three Dimensional Typography by Karina Petersen (2009)
Three Dimensional Typography by Karina Petersen (2009)
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the surface of the letters shift forth and back in space
Three Dimensional Typography by Karina Petersen (2009)

the surface of the letters shift forth and back in space
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Petersen’s letterforms change shape depending on the vantage point as they shift in and out of focus
La Robia by Jim Stevens and Ryan Molloy (2009)
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using conventional letterforms, which predetermines reading direction
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Should there be a different form of communication in three dimensions? No typography?
Attaturk’s new language reforms decreed that Arabic script was to be permanently replaced with the Latin alphabet. For much of the population this was a totally alien form of communication, which required a very steep learning curve and a radical cultural shift. Consider mobile phone companies suddenly announced that all text messaging must now be communicated in ‘Linear B’... (Google it!)

Create a new system of visual communication for a short piece of text of your own choosing - the text can be narrative or instructive, a line of poetry, or a page from a personal diary - it’s up to you. Look at symbols, characters, glyphs, pictograms, semaphore (see pic on right), braille, sign language and code structures etc. However, don't attempt to create an entire alphabet - this is not a typography brief. Your outcomes can be printed, screen-based, animated, interactive, 3-dimensional or a combination of media.

Consider the following:
Consider how quickly and effectively your original system could be learned and adopted by users, and in what areas of our current culture it could be useful. (For instance, security, privacy, identity, disability?) These considerations should be an integral part of the project.

Suggested research:
As above; symbols, characters, glyphs, icons, pictograms, coding, semaphore, braille, sign language

Stages:
Iran launches first domestically produced satellite

Omran launch likely to stoke western fears of missile capabilities

Robert Tait
guardian.co.uk, Tuesday 3 February 2009 09.57 GMT

Iran today claimed it had broken into the global space race after launching the country's first domestically produced satellite into orbit, in a move that will intensify western fears over its missile capabilities.

State television showed footage of the Omran (Hope) satellite being sent into space in a launch clearly timed to mark the 30th anniversary celebrations of the 1979 Islamic revolution.

"In another achievement for Iranian scientists under sanctions, Iran launched its first homemade Omran satellite into orbit," an Iranian TV report said. "It was carried into orbit by Iran-made satellite carrier Safir."

The reports said the Omran was equipped with experimental satellite control devices and power supply systems and was designed for gathering information and testing equipment.

The Iranian president, Mahmoud Ahmadinejad, hailed the launch as a historic event aimed at "expanding monotheism, peace and justice". He said the satellite, which he claimed had telecommunications capabilities, had reached its orbit and had made contact with ground stations, although not all of its functions were active yet.

The launch drew criticism from the Obama administration, with a White House spokesman expressing "acute concern".

"Efforts to develop missile delivery capability, efforts that continue on an illicit nuclear program, or threats that Iran makes toward Israel, and its sponsorship of terror are of acute concern to this administration," the spokesman, Robert Gibbs, said.

The launch comes almost exactly a year after Iran launched the Kavosh-I (Explorer-1), a rocket capable of carrying satellites into space. That event, which also marked the opening of an Iranian space centre at an undisclosed desert location, was condemned as "unfortunate" by the US.

It was followed by months of careful rehearsals for today's event, which included the launch of a dummy satellite last August and the firing of a second rocket, the Kavosh-2, into space in November.

Iranian scientists have been working on a space programme for at least a decade. Early efforts involved co-operation with Russia. In October 2005, a Russian rocket launched Iran's first satellite, the Sina-1, which carried photographic and telecommunications equipment.
Iran launches first domestically produced satellite

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While Tehran insists the satellite will enable it to improve phone and internet technology and to track natural disasters, western analysts have warned that it would create the capacity to launch intercontinental ballistic missiles.

Today's launch makes Iran the 11th country to put a satellite into orbit since the Soviet Union launched the first in 1957.

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Iran launches Omid, its first domestically produced satellite | World

http://www.guardian.co.uk/world/2009/feb/03/iran-satellite-launch

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love" (2009)
love  (2009)

hate
it’s a point of view
perspectival type (2010)
perspectival type (2010)
perspectival type (2010)
perspectival type (2010)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123

&

456

789

0

YZ
perspectival type (2010)

and one right angle triangle from three viewpoints, a four sided pyramid (one square and two right angle triangles from three viewpoints) and two regular hexahedrons (three right angle triangles from three different viewpoints).

Grid and typeface

Due to the fact that the system is designed for three dimensional space, the construction of one letter in one plane ultimately affects the other two planes as well. In order to handle this complexity, each letter fits into a five by five unit grid. Word spacing and leading occupy one unit, the characters are monospaced, and each letter has to fit within the five by five grid and has to fill all five units on the x-axis and y-axis. Due to these restrictions and limitations, some of the characters look quite unusual and the weight of the stroke varies a lot, sometimes even within a character itself (see ‘Z’). The ‘Y’ has rather large serifs, and the counter of ‘P’ and ‘K’ are very big in proportion to the whole letter.
perspectival type (2010)
perspectival type (2010)
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perspectival type (2010)
perspectival type (2010)
perspectival type (2010)
perspectival type  RGB cube (2010)
perspectival type  RGB cube (2010)
perspectival type RGB cube (2010)
perspectival type  RGB cube (2010)
perspectival type  PEACE (2011)
perspectival type
PEACE (2011)
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perspectival type  PEACE (2011)
What does the future hold...
three dimensional light projection
Thanks for listening!