TYPE

Project 02

Spring 2024

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EMBOSSER

Prof. Taekyeom Lee

Annabelle Zhang

ART 525

Advanced Typography

Digital Archive

Part 1: Ideation

ART 525 / SP24 / DIGITAL ARCHIVE — ANNABELLE ZHANG

Paper — *Emboss*

What is paper?

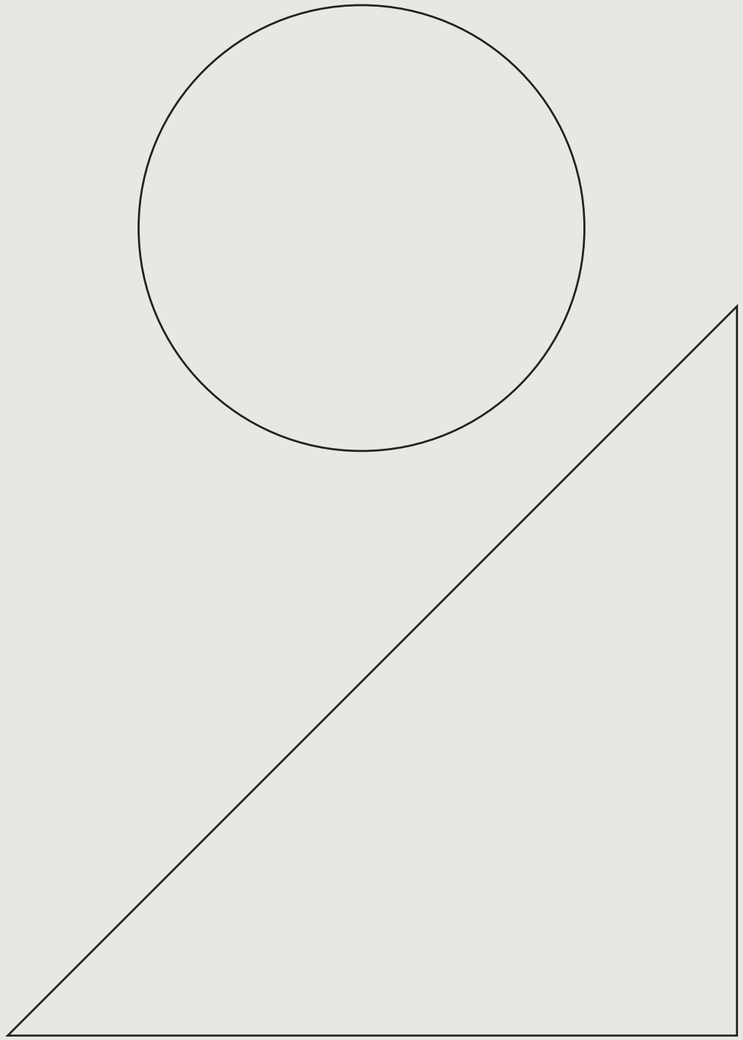
- made from wood fiber
- curve it, write on it, wrap it, tear it, shape it
- tangible
- once was expesive, now pretty prevasive and cheap to get
- a medium for documentation and dissemination of information
- a relic of history
- allow exchange and transport of knowledge beyond time and space
- a vessal preserves memory “externally”
- decays in time
- hey there’s a “***time limit***” or “***timeliness***” for paper based on how well-preserved it is, and maybe how important or relevant the information on it is to the reader / owner

What is emboss?

- distorts paper fibers from their original position and orientation
- an action, carve or mold a surface so it stands out
- often used when a more official look is required
- use “force” and “pressure”
- extremely durable, hardly reversible
- meaning you can alter the apparence of paper without introducing a new element, like color
- noticeable by eye and texture
- so you can’t ***completely erase it***, there will be traces left at best
- can be “***quietly eye-catching***”

Part 1: Ideation

For this project, I would like to investigate the concept of timeliness in relation to paper by employing embossing as an action. I want to make the design not as a solution to fulfill purpose but as a medium to ask question.

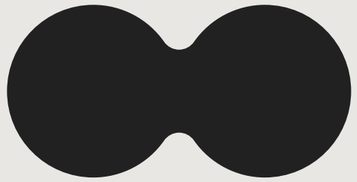


The question raised from using the embosser is: ***To what extent can we erase information that is written on paper?***

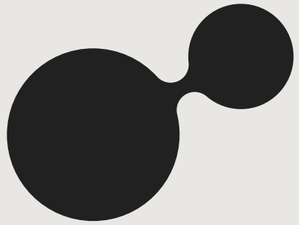
Part 2: Design

Compound Path

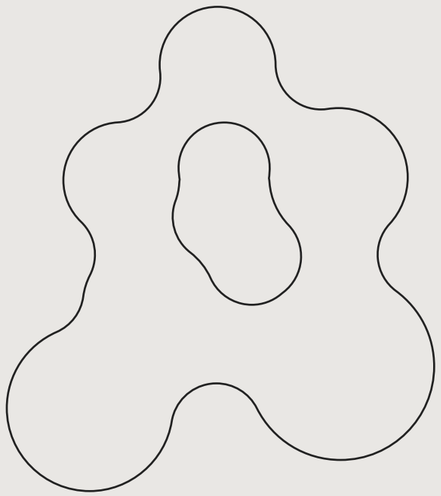
Two independent shapes

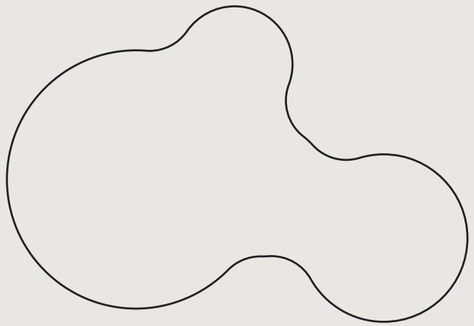


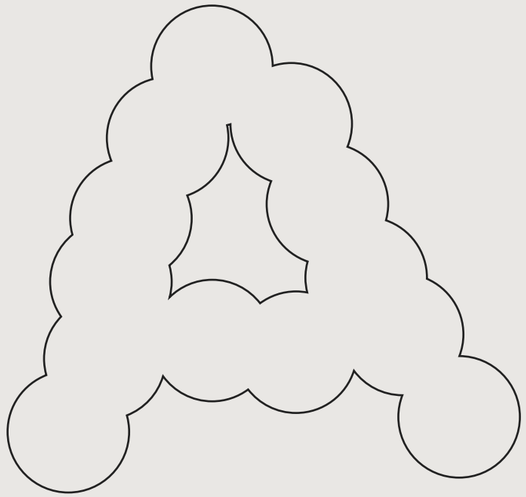
Merge using compound path

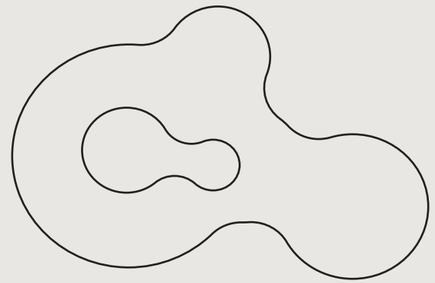


...and change their shape/position dynamically









Part 2: Design

A word: Erased?

Using some of the most popular fonts as a base to design a font style that looks weared and teared.

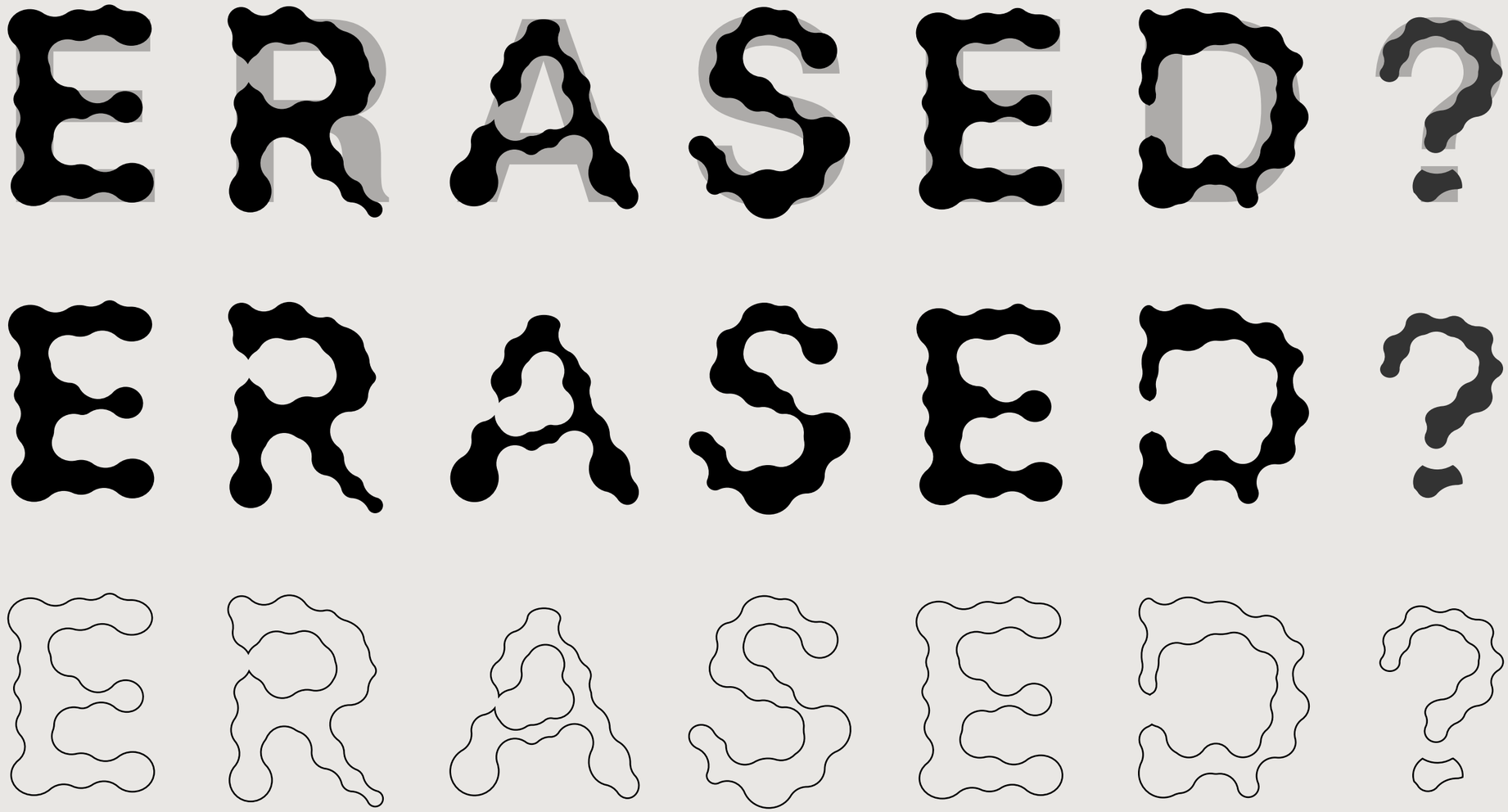
Times New Roman	Helvetica	*Georgia*	Courier
ERASED? *erased?*	*ERASED?* *erased?*	*ERASED?* *erased?*	*ERASED?* *erased?*
ERASED? erased?	ERASED? erased?	ERASED? erased?	ERASED? erased?
ERASED? *erased?*	*ERASED?* *erased?*	*ERASED?* *erased?*	*ERASED?* *erased?*
ERASED? erased?	ERASED? erased?	ERASED? erased?	ERASED? erased?

Part 2: Design

Helvetica (bold)

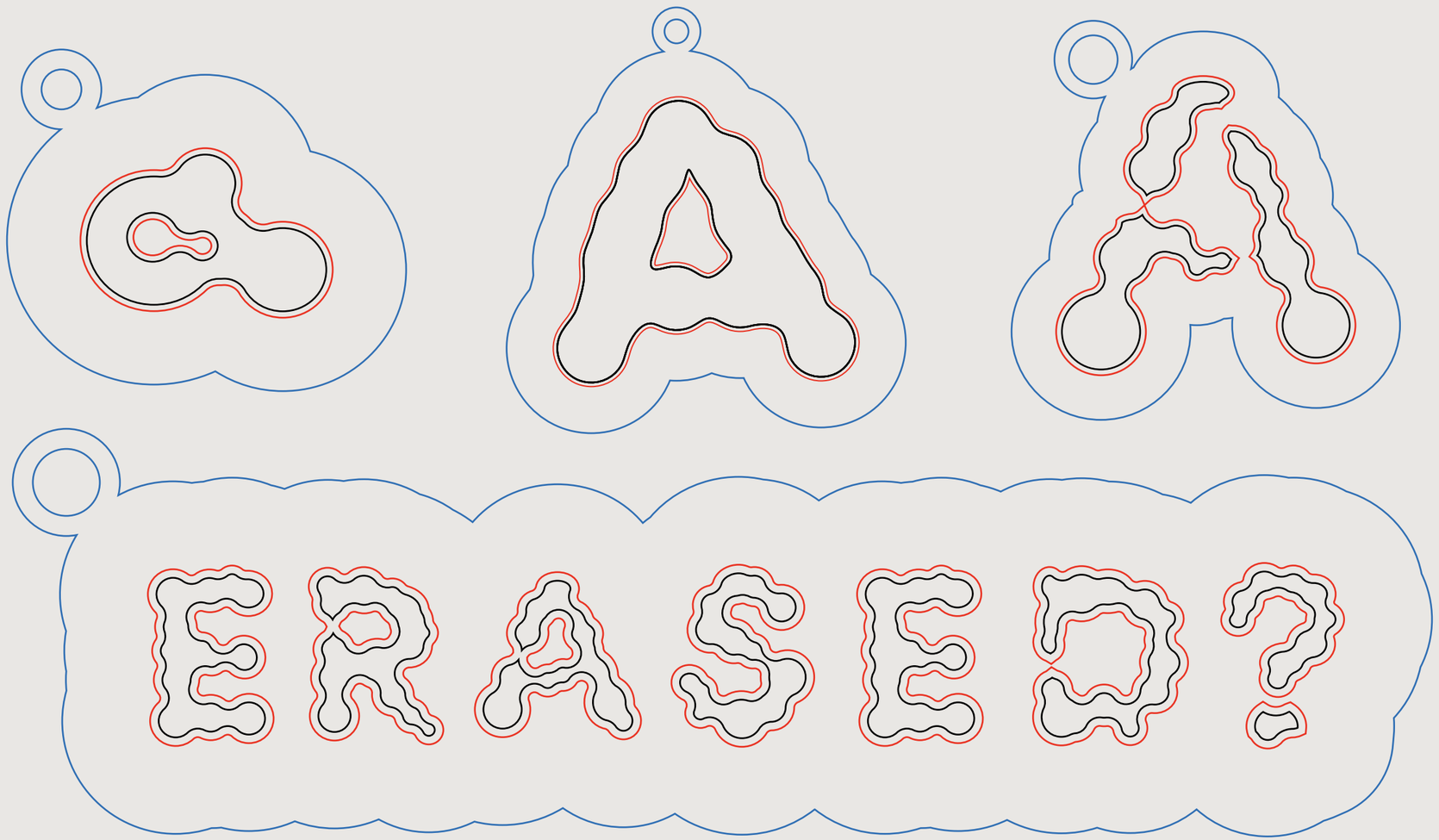
A sans-serif based font works well as the base!

Part 2: Design



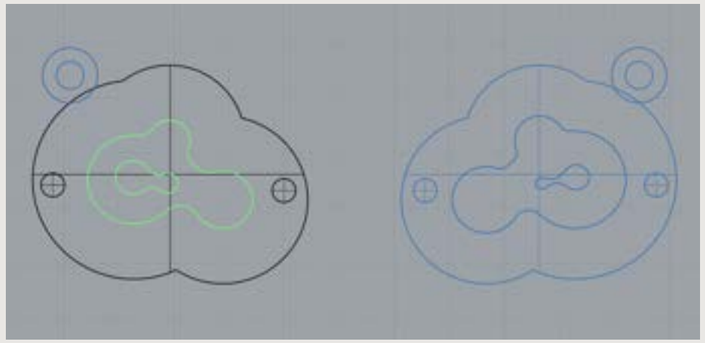
Part 2: Design

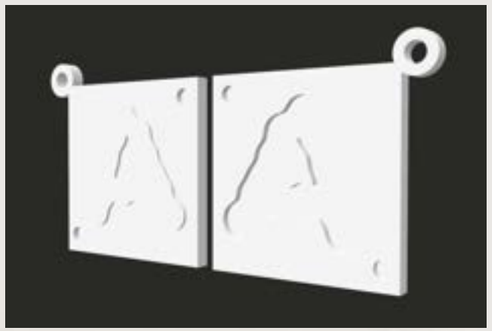
Embosser 2D Layout

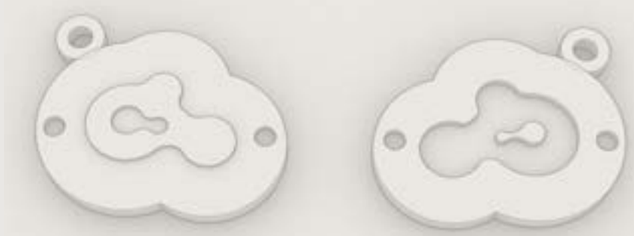


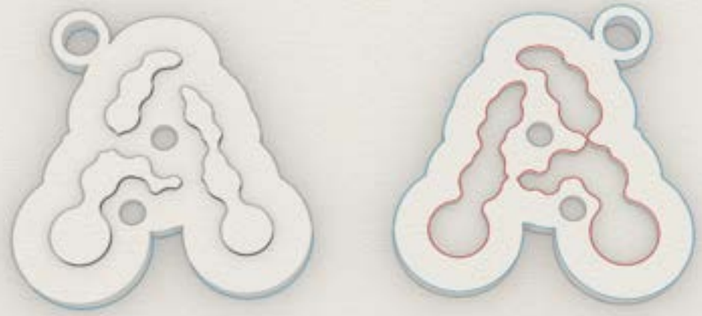
Part 3: Production

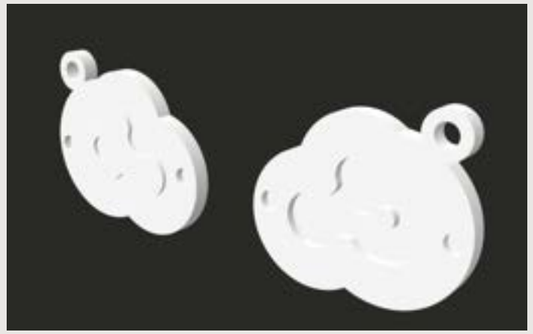
In Rhino

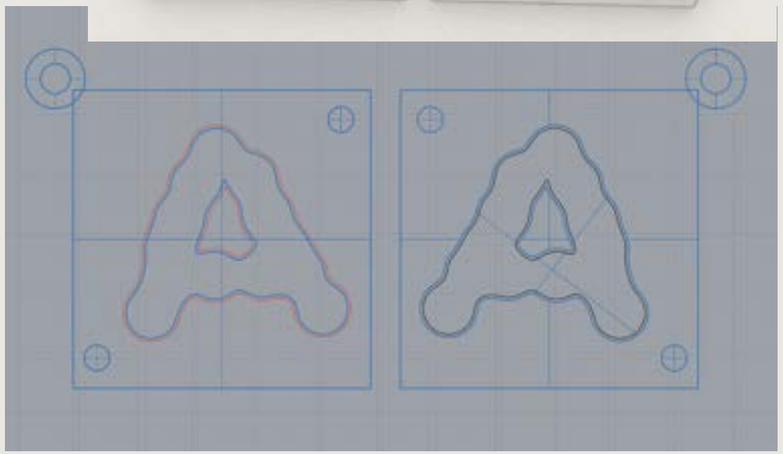


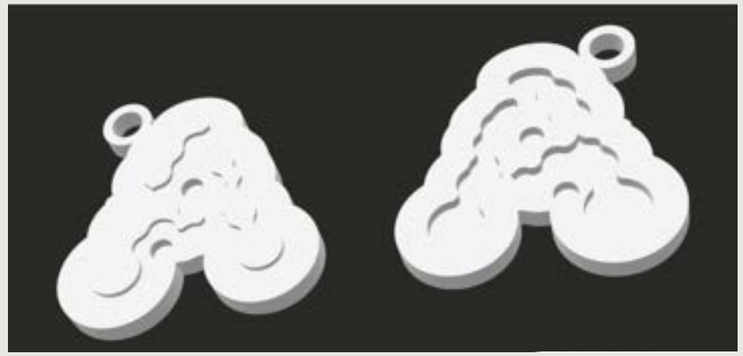






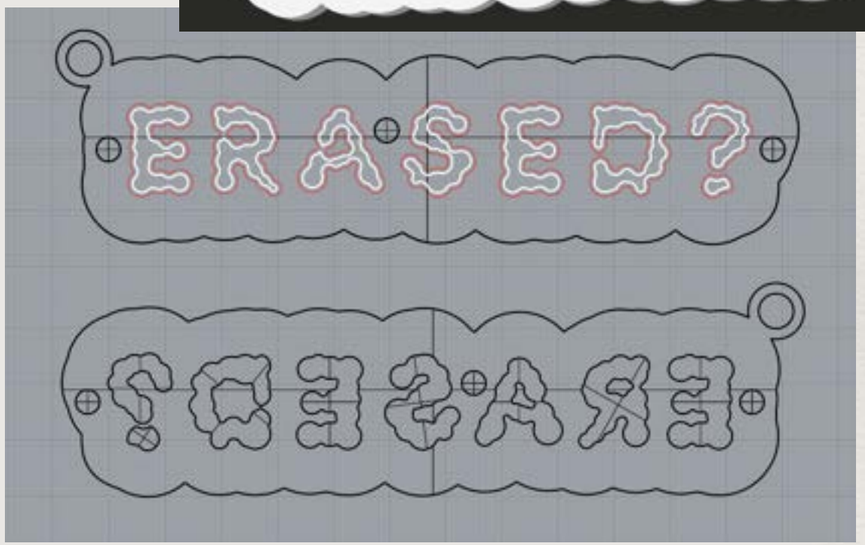






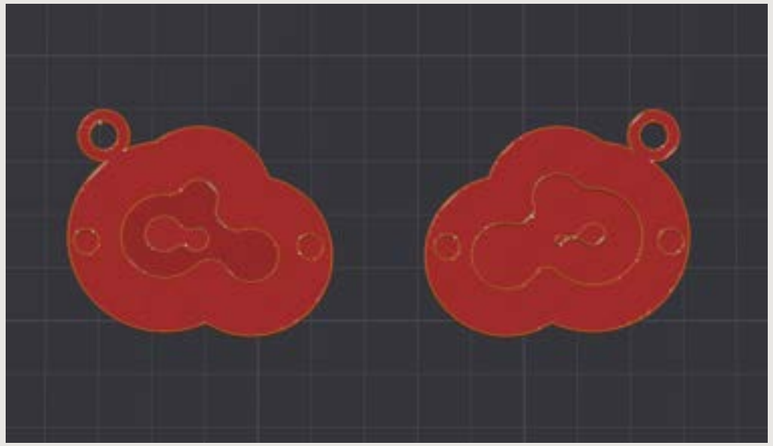
Part 3: Production

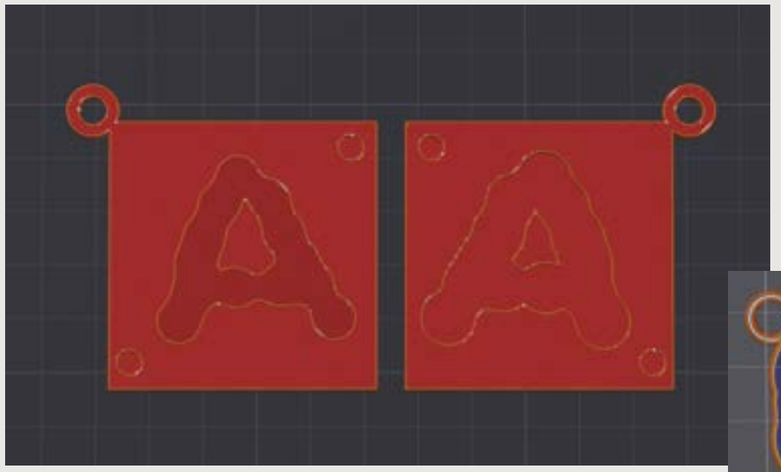
ANNABELLE ZHANG

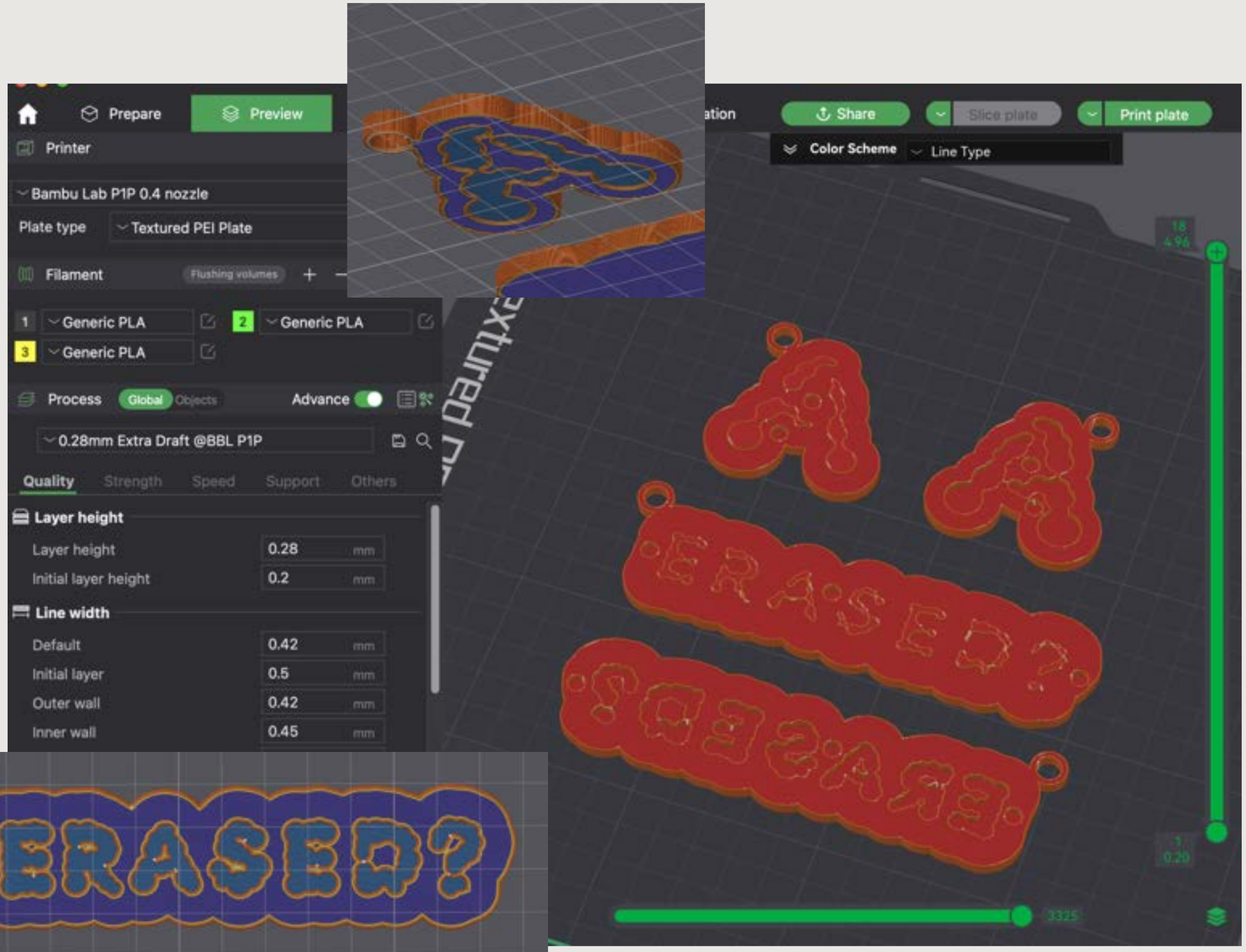


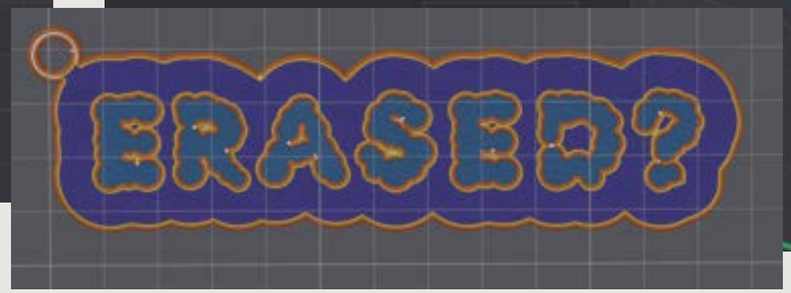
Part 3: Production

Slicing in 3D Printer



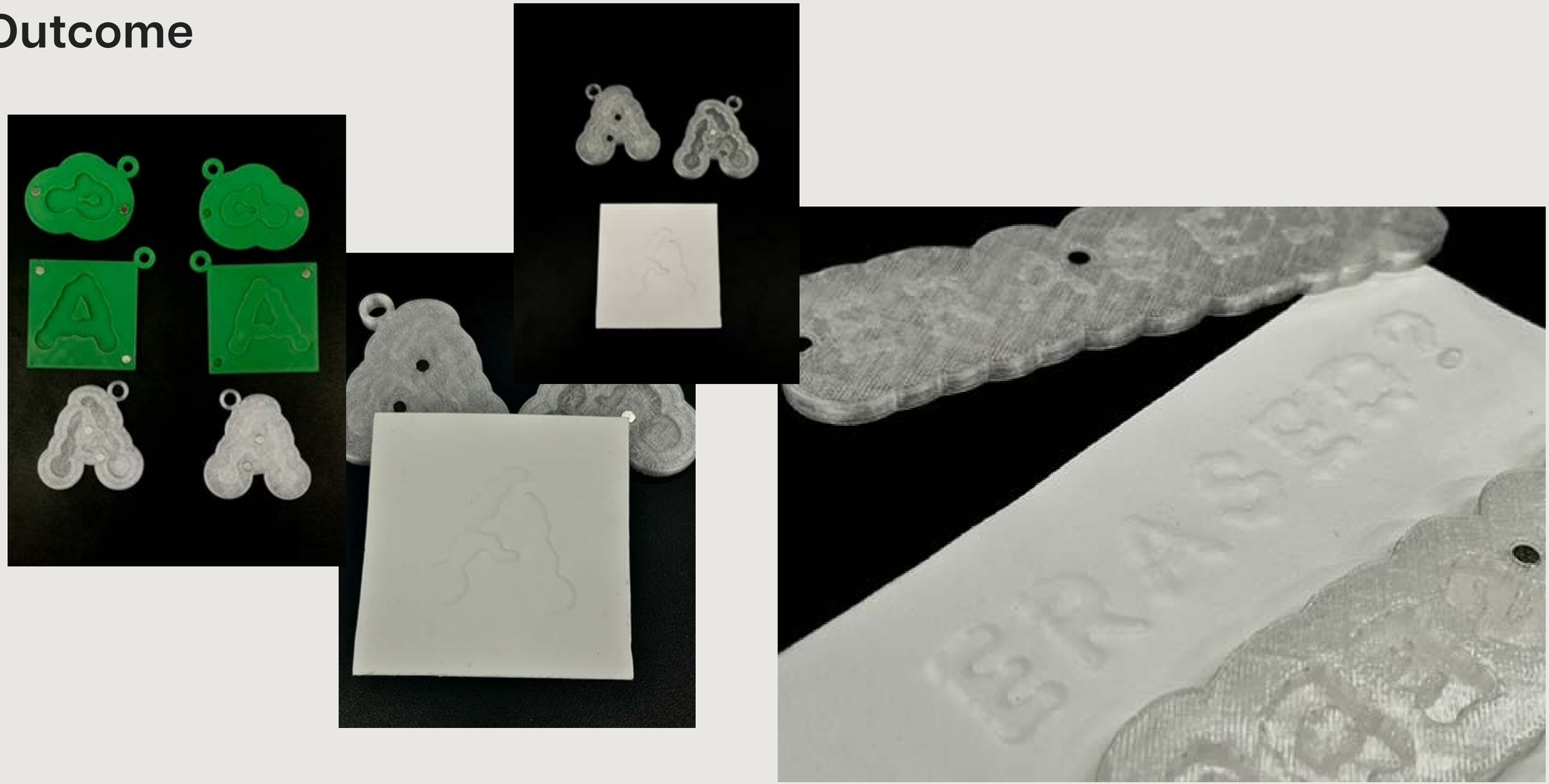




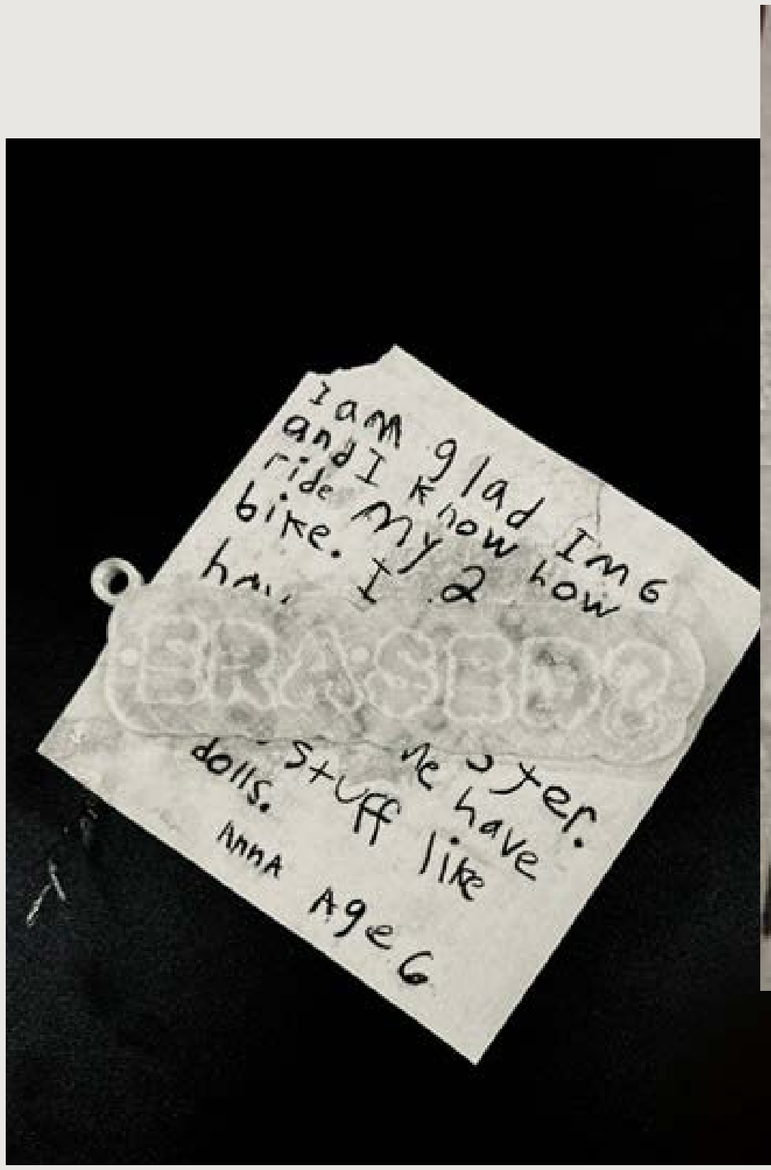


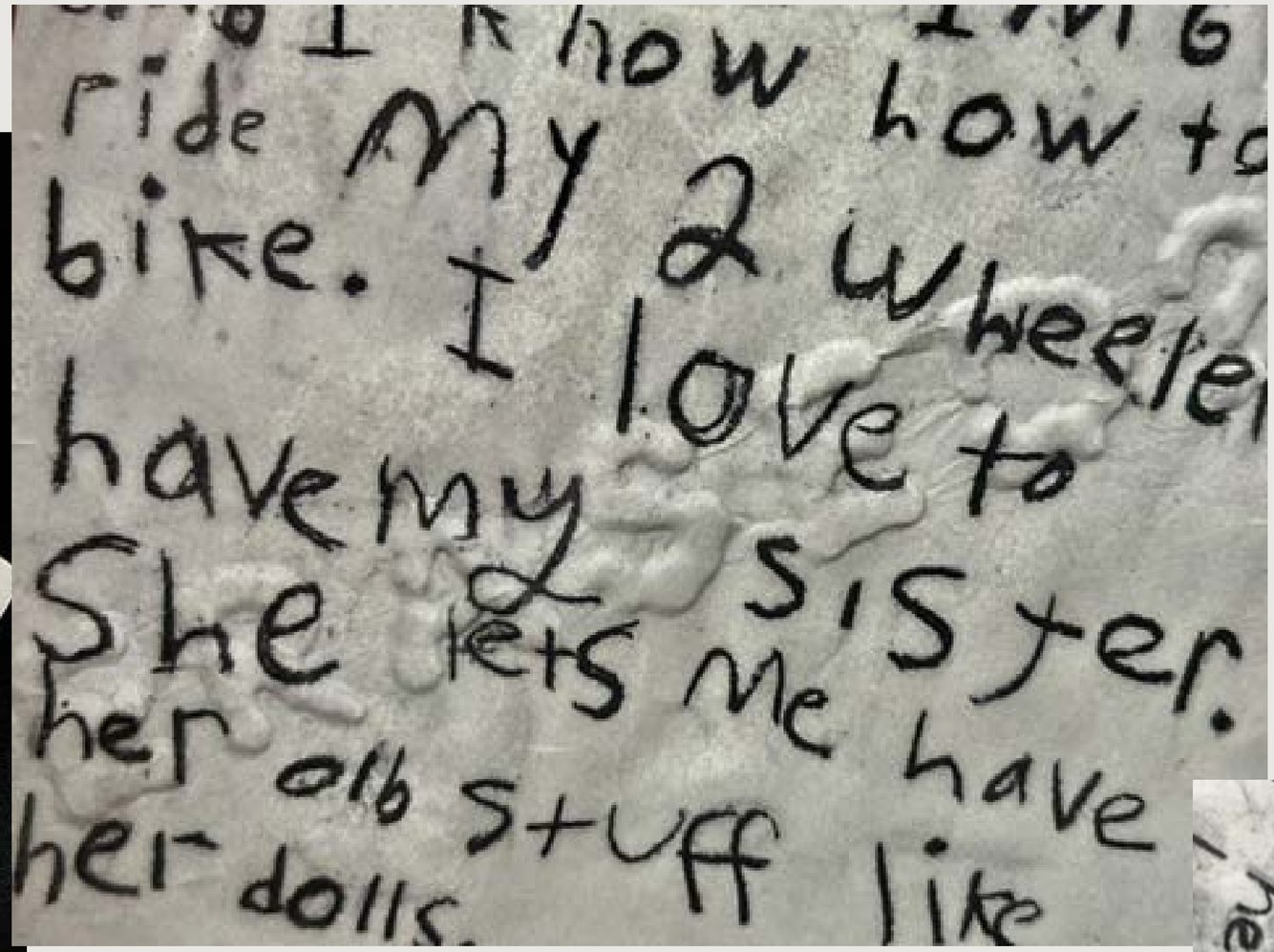
Part 3: Production

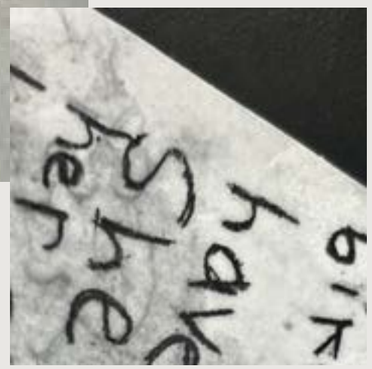
Outcome



Part 3: Production







Part 3: Production

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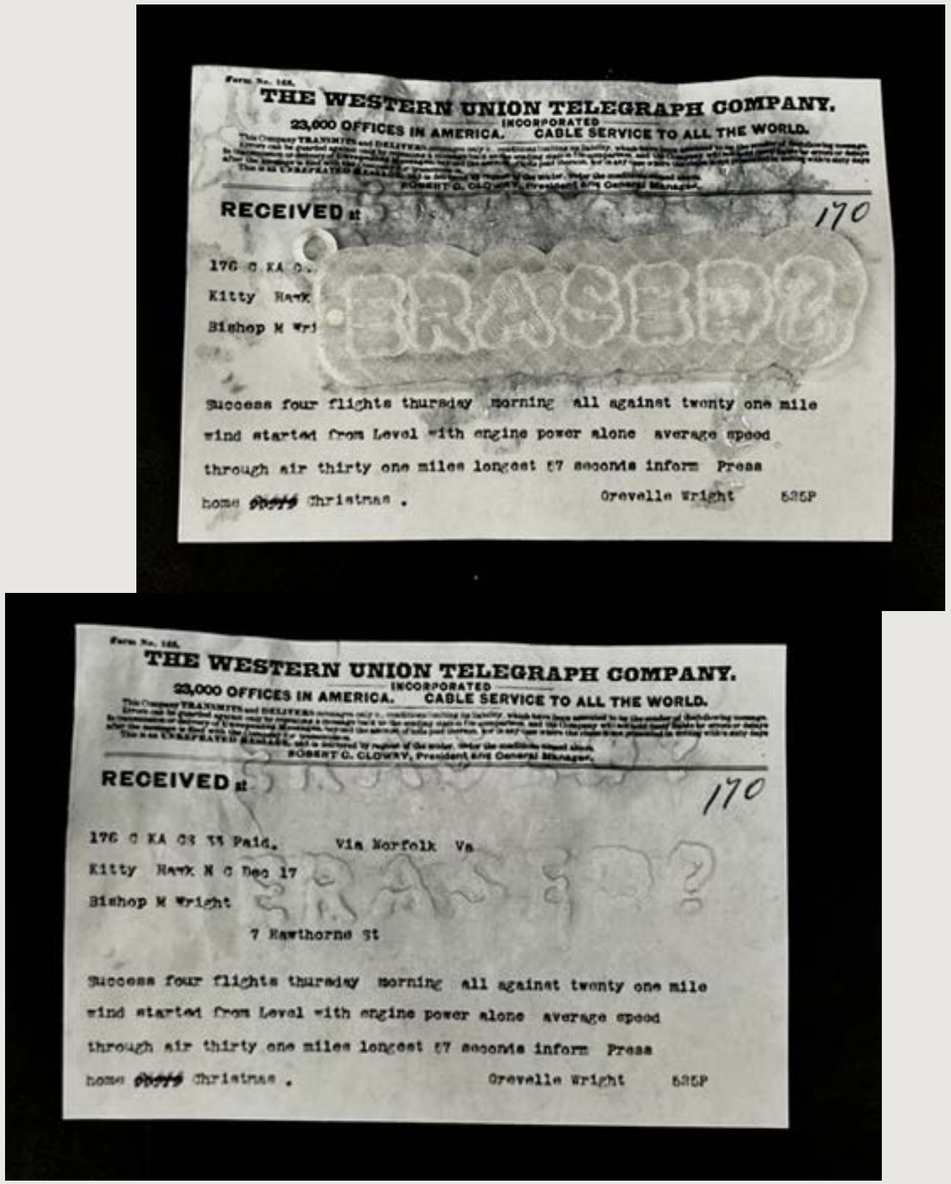
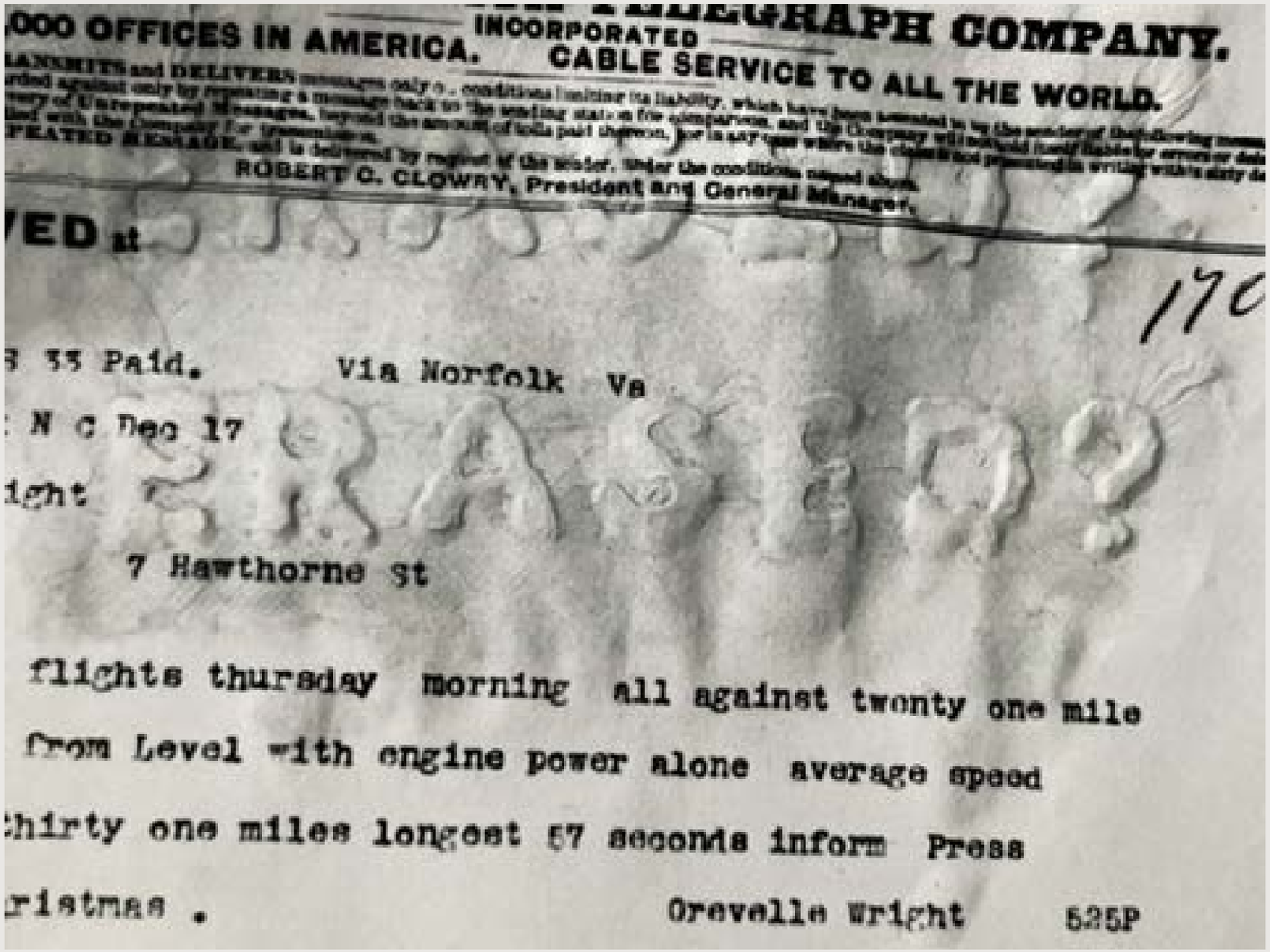
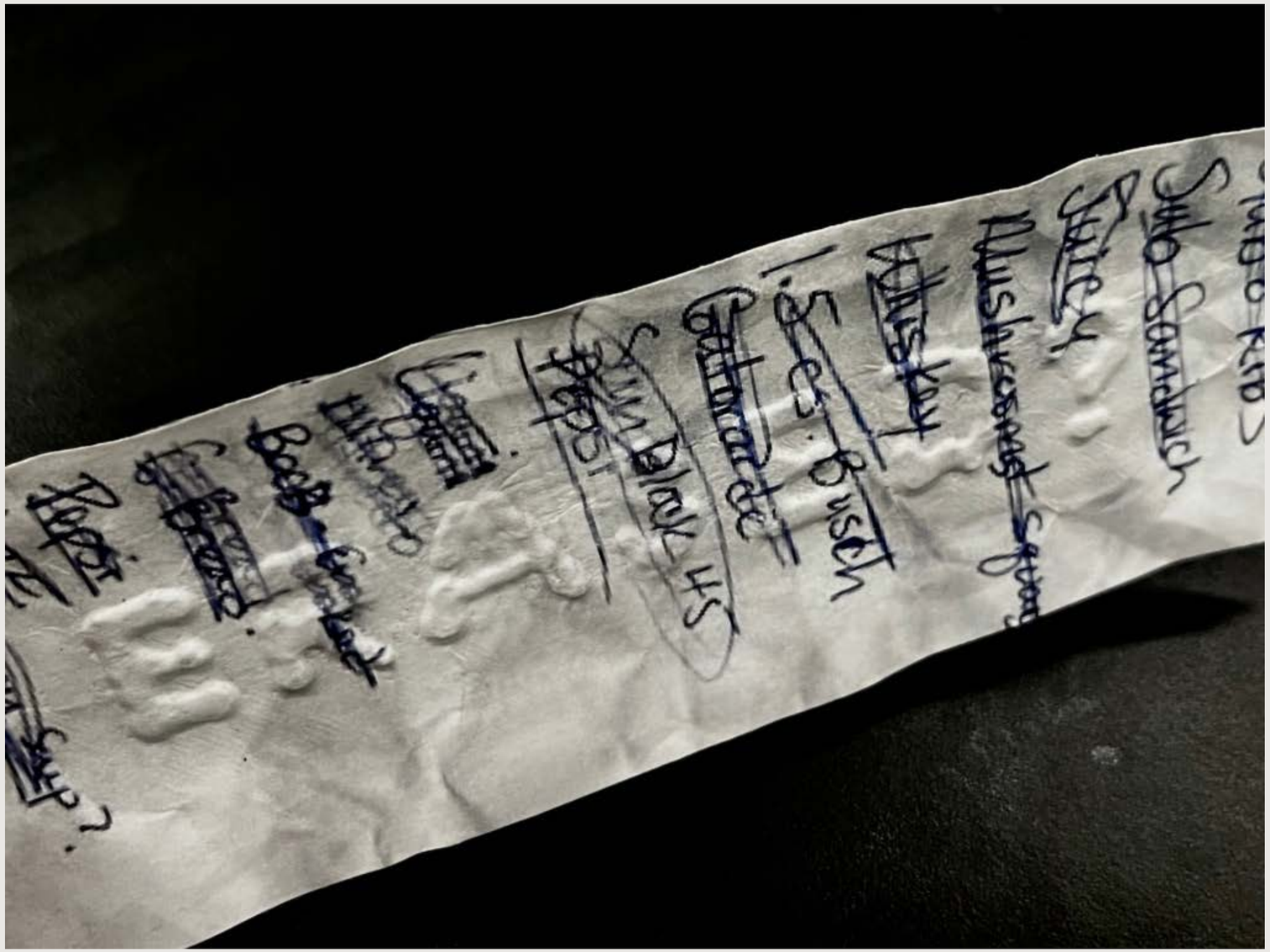
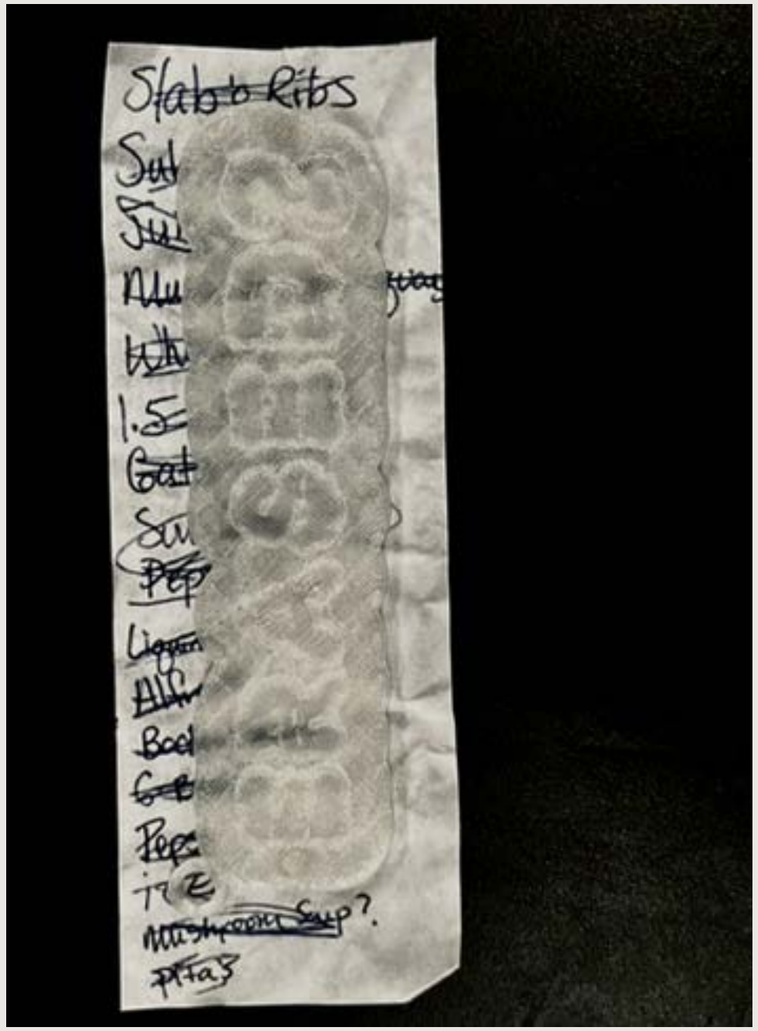


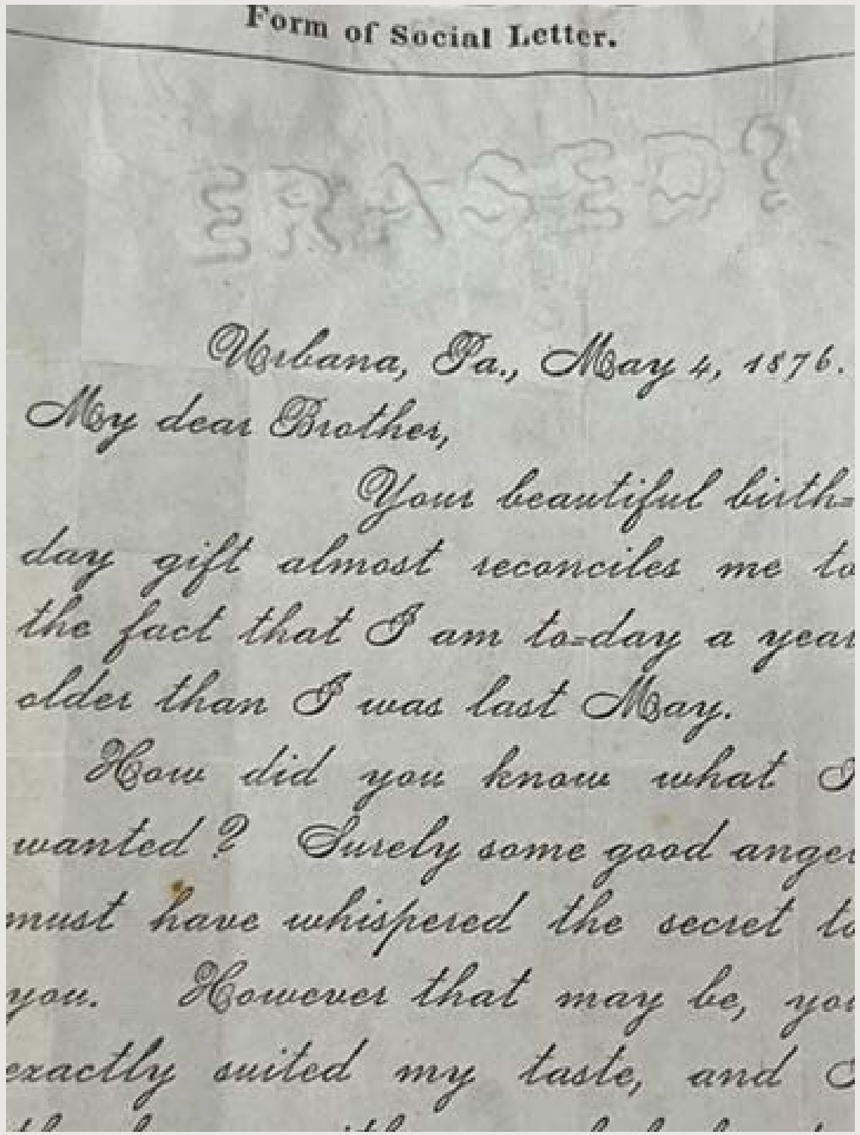


Part 3: Production





Part 3: Production


Form of Social Letter.

ERASED?

Urbana, Pa., May 4, 1876.

My dear Brother,

Your beautiful birth-day gift almost reconciles me to the fact that I am to-day a year older than I was last May.

How did you know what I wanted? Surely some good angel must have whispered the secret to you. However that may be, you exactly suited my taste, and I thank you with my whole heart.

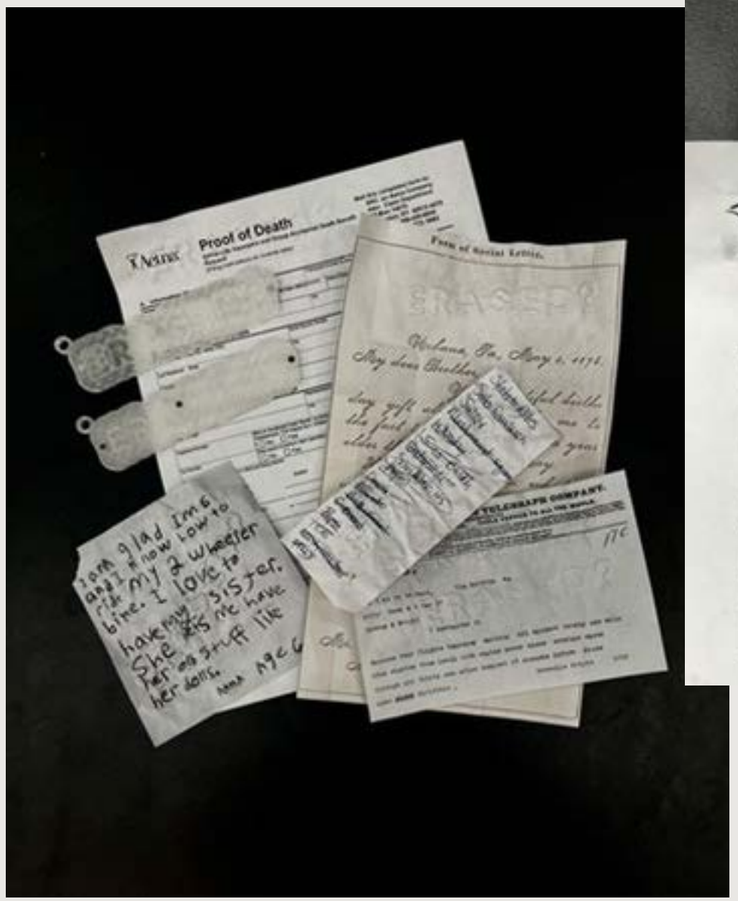
Your loving sister,

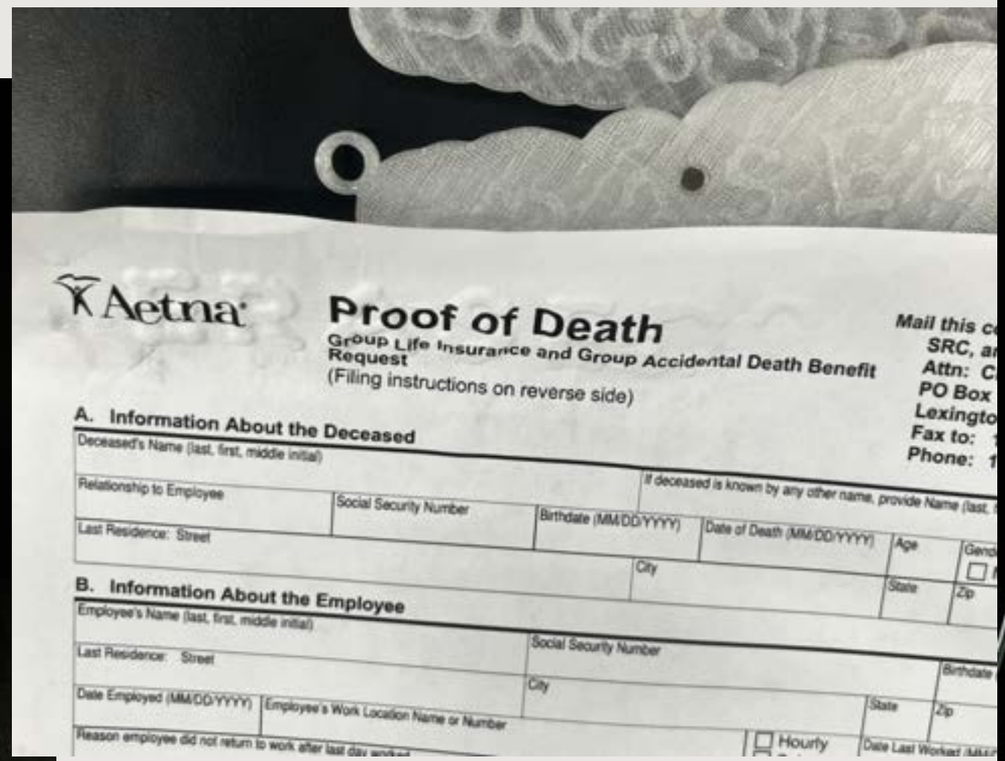
Mary Hamilton.

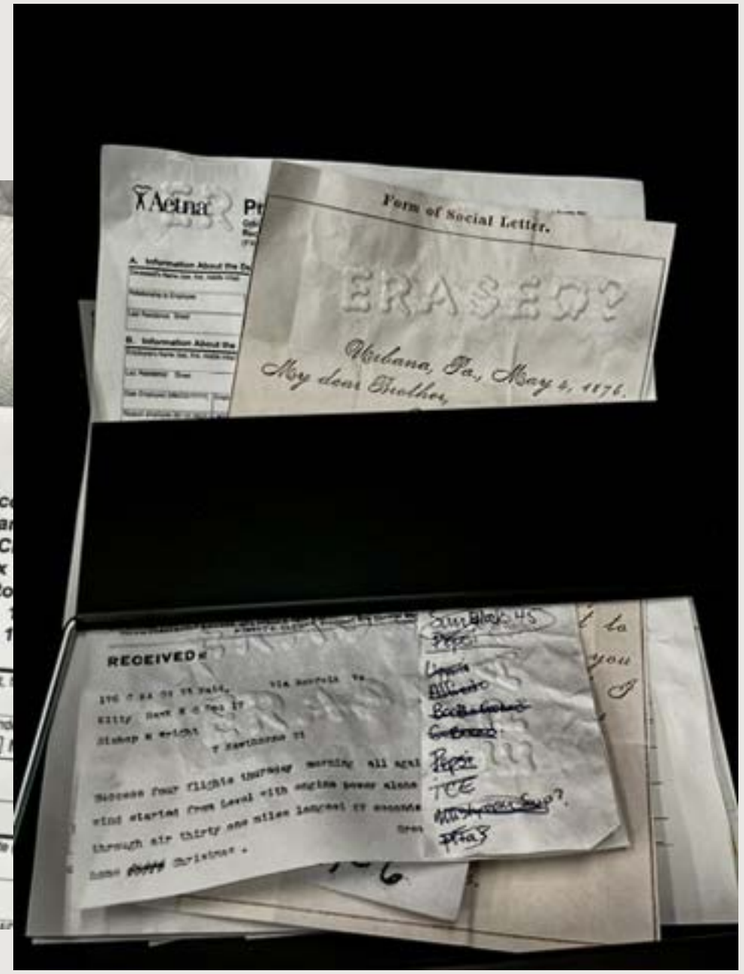
Mr. Henry Hamilton,

New Haven, Conn.

Part 3: Production







Part 4: Reflection

What did you learn from the assignment, and how did it influence your design practice?

Embarking on the type embossing assignment was a lot of fun. I learned the techniques to make 3D printed type embosser and also attempted to use design as a medium for asking questions, not providing solutions. I feel like becoming a Socrates gadfly and "sting" the question all over stuff printed on paper. I was also influenced by what Professor Lee talked about in class, that embossing was for official purposes and was expensive in the past, but now 3D printing kind of "hack in" and made the process so much more accessible. I took the inspiration and asked the question to "hack into" my perceptions of information and made it a small "gadget" to emboss on any paper as a daily reminder.

What would you do differently if you could do this assignment again?

If I were to do the assignment again and provide more time, I would design a full alphabet instead of just the needed letters. I would also make some font variations based on the regular font I have right now, and create lighter or bolder fonts to illustrate the full process of a font slowly wears off in time, just as our perception of information in the memories.

What went well with this assignment? What did not go well?

The overall design process was very satisfying as I was able to see progress in each iteration. The compound path merge is something I have always wanted to try, and it worked well to give the letters bulge effect. I also enjoyed embossing on all the papers in the end.

However, sizing the letters and testing the thickness of each stroke is a little frustrating. I had to give a couple of tries on the sample letter A to find a good result. I also took the embosser from the printed a little too early before it cooled down, and they wrapped a bit too hard. It did not affect the embossing result as much, but it definitely made aligning the two embossing pieces harder.

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Annabelle Zhang
ART 525 Spring 2024