
Environmental Typography®

Problem 3

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INGREDIENTS:

Passion, Creativity, Aesthetic,
Methodical, Vanity, Genuine,
Beauty, Contemporary,
Wit, Keen, Obedient, Dynamic,
Skillful, Precarious, Urban,
Innovative, Retro, Aspiring,
Desire, Innovation, Charm,
Engaging, Pleasing

100%
DESIGN



COLOPHON:

Mustafa Sammor, Introduction
to Typography, Sanda Katila,
Problem 3, Spring 2016,
9/10.8 Helvetica Neue

1

FOLLOW THE SIGNS

2

KEEP OUR EYES MOVING FORWARD

3

TYPOGRAPHY SHAPES THE WORLD

[They're Everywhere]

CONTENTS:

From childhood we are taught to do the right thing. We are taught to share, to smile, to be kind. We know the right signs. We naturally are programmed to follow signs. However, emphasis on HOWEVER, we are growing to the point that too much guidance is making us lost. Paradox it may seem, how can guidance conjure absentness? The answer is because they're everywhere; the answer is all around us (pun very much intended). And this is where we prove that we are not an egotistical generation of designers because we recognize a problem, nor are we lazy because we will not stop until we solve it.

COMPOSITION:

One person tells about their day. Another spews historical information at tourists. Another preaches the gospel. One hundred meaningful messages are reduced to a hum. Leaving us like tourists in Times Square, or like teenagers in the grocery store, blinking, wide-eyed and spinning looking at everything. Sometimes we have to pick one and just focus. We must wrestle out the noise in order to keep our eyes ahead. But no signs are right. They must be right. Signs are everywhere we turn and the sight of them is nearly nauseating.

FOLLOW THE:

SIGNS

CONTENTS MAY VARY:

Do not stray.
Do not turn.
Do not enter.
Do not steal.
Do not covet.
Do not lie.
Do not hate.
Do not fail.

*"The problem is that messages lose
consequence as they multiply."*

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[Through A New Point Of View]

Substance:

It's like we are explorers finding our way through the world for the first time mapping out every thing we come across hoping that it will lead us somewhere or at least be meaningful along the way. And paradox though it may seem; and paradoxes are always blurry things, it is none less true that along with getting wet and drowning in the depths of one's work yet being able to find a sense guidance, we must also become lost. Without being being able to introduce the world to new things that it can barely understand itself, and then finding a way to make the world understand through a shared sense of communication between what is being presented and the audience.

Significance:

With every new iteration of anything comes every vulnerability, every weakness, and every insecurity that stands true; and with that, one must be able to stand and wait while the world stares into the question "Is it right or is it wrong?" and not think twice. The only thing that's significant is; this is my creation, with that, a part of one's self has to be able to set free of boundary lines and the need to impress people, because otherwise humanity will be trapped endlessly forming things that already exist, restricting concepts to ones that would be basic and never taking risks, to chance failure. Therefore, it's important to jump into the depths of what one is exploring without thinking, and get messy, because then and only then will one create something that moves the world forward.

Warning: Too Much Guidance Conjures Absentness

WE

ARE

ALL

EXPLORERS.

KEEP OUR EYES MOVING

Forwa

Guidance Distribution
Status:

OUT
OF SY_NC

Conversation Trend:

LEAST
CONCERN

"Be able to set free of boundary lines and the need to impress people, because otherwise humanity will be trapped endlessly forming things that already exist, restricting concepts to ones that would be basic and never taking risks, to chance failure."



Fragile



This Way
Up



Keep dry

Signals and signs pile up on the horizon in front of all of our eyes until it is hard to see the way ahead. But isn't that what they are made for? To show the way? To guide us? To guide the screaming ambulance that is trying to get to a destination as efficiently as possible. To guide the young tourists in the big city for the first time. To guide the man late for work zooming by to take caution that children may be present.

To guide.

guide the world.

To guide a generation.

How CAN TYPOGRAPHY SHAPE THE WORLD?



Levels:

How can we use typography to understand which font is most legible going 60mph on the highway? How does all uppercase lettering vs. all lowercase lettering effect readability? These are the questions we ask ourselves as designers, and perhaps the most important question of them all; how can design and typography in specific shape the world around us? Better yet, how can it shape an entire generation? You see, our world is a world of voices, a world of messages in every direction we look, it's hard to say that design doesn't have an impact on a generation to be quite honest, something is always being said. There is truth and there are lies, and sometimes things said are misunderstood.

Waves:

There is also joy, and there is brokenness. Light and darkness. Sirens and silence. Signs can guide us not just as a generation but literally our paths as we navigate the crowded streets and chaotic sidewalks all around us. Cars honk and streetlights flicker. A business woman bustles past, her conversation left to the realm of possibilities since we only hear a sentence before she fades into the moving colors. A child yells. A saxophone belts from the local café doors. Crowds of people sound-ing like seagulls as their conversations flow together like the waves of an ocean.

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