



Faculty of Applied and Creative Arts

ADOPTION OF FERNS MOTIF: DECORATIVE TYPEFACE

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**Bachelor of Applied Arts with Honours
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ADOPTION OF FERNS MOTIF: DECORATIVE TYPEFACE

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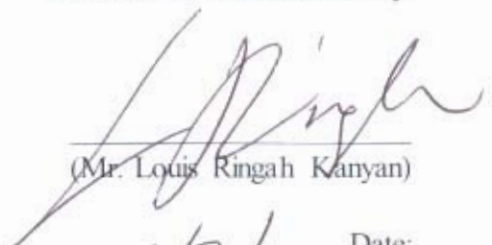
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ABSTRACT

This research aims to design a new decorative typeface from adoption of ferns motif. Researcher identifies the characteristic of the ferns. Researcher also experimented and explored on ferns size and shape that can developed into new decorative typeface. The typeface resulting from the study will be assessed and verified in terms of readability, legibility and the use of the typography.

Keyword: Decorative Typeface, Ferns

ABSTRAK

Kajian ini bertujuan untuk mereka bentuk muka taip hiasan baru dengan mengaplikasikan motif paku pakis. Penyelidikan mengenapasti kualiti dan ciri-ciri paku pakis. Penyelidik juga menjalankan kajian ini dengan eksperimen bentuk paku pakis yang sesuai direka ke dalam muka taip hiasan baru. Muka taip baru yang terhasil dari kajian ini akan dinilai dan disahkan dari segi 'Readability', 'Legibility', dan penggunaanya dalam tipografi.

Kata Kunci: Muka Taip Hiasan, Paku Pakis

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CHAPTER 1

BACKGROUND OF STUDY

1.1 Typography

Typography is one of the graphic communications in the world of graphic design. Typography from the Greek words (typos) is form, and (graphe) is writing, typography is the art and technique of arranging type in order to make language visible. The arrangement of type include of choice of typefaces, font size, spacing between pair of letters (kerning), line spacing (leading), and spaces between groups of letters (tracking). In addition, typography is also the art to choose and arrangement of the letters and spaces available to create special effects to help the reader to get the possible comfortable on reading (Bringhurst, 2005). Typography can define as an art of selected right printing in accordance with specific purpose; of so arranging the letter, distributing the space and controlling the type as to aid maximum the reader's (Zapf, 1954).

Typography or typeface is the art of select, arrange or organize and the use of letter. The art of typography is important because every custom graphic in multimedia using letter that give meaning and information. Good typography allows readers easy to read and delivered the information faster. Besides as communication of writing, typography also functions as visual communication. The letters can give a big impact in visual communication without realized by the readers.

According to Eric Grill, letters are things, they are not picture of things (Ambrose/Harris, 2005). It is mean that through typography, we actually get to see something else behind each letter.

Typography is one part of human cultures; the letter will not disappear from daily life because we use alphabets and language as communication every day. The design of typography creates different types of information and keeping it interesting. Typography constantly offered the possibility of a better future. The future will end up more limited than the past, if we do not explore that possibility, and we are going to have blamed ourselves not others (Butterick, 2012).

1.1.1 Typeface and Font

In common usage, the words typeface and font are used synonymously. We often confused on typeface and font. The term font is frequently used as a synonym for typeface, which is not actually correct.

A typeface is a collection of character. The character set includes letters, numbers, punctuation mark, and symbols. However, a font is a physical thing, the description of a typeface. Font is a complete set or a collection all of the characters of one typeface in one particular type size or style. To clear distinction between typeface and font, for example Times New Roman is typeface, while Times New Roman 12pt bold is a font (Peters, 2008).

“Font” and “typeface” are not interchangeable; “typeface” should be used when referring to the design, while “font” should be used when referring to the file, copy or file-type (Peters, 2008). Font is what you use, and typeface is what you see (Florendo, 2008).

1.1.2 Readability and Legibility

Two elements every designer need to think about when making their type choices is readability and legibility. Readability is how easy it is to read the words, or phrases in a book, a web page or in an article. Legibility is a measure how it is easy to distinguish one letter from another in a particular typeface (Farley, 2010). Readability is refers to comprehension, while legibility refers to perception. Both of they are determined by font choice, sizing, spacing and text alignment (Shen, 2012).

1.1.3 Kerning, Tracking and Leading

In typography, kerning is the amount a character's horizontal space encroachers into it neighbor. It is also refer to adjusting space between specific character pairs. Tracking is related to kerning, it is the horizontal space between each character. It can use for effect as well as readability. Furthermore, leading is the vertical space between lines of text. It is the distance between one baseline of text and the next text (Lemonade, 2013). Figure below show the kerning, tracking and leading.

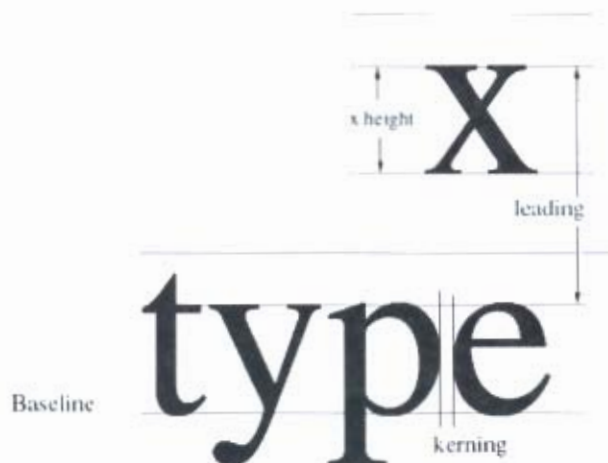


Figure 1: Kerning, Tracking and Leading

1.1.4 Decorative Typeface

Decorative font also referred to display or ornament font. According to (Jennifer Farley (2009), ornament font are not suitable use for body text, there are only used for decorative purposes. Readability was less importance than visual impact because of the size of decorative types. Overall all of the fonts, decorative fonts have the most unique design. It may even include incorporate pictures of flora, animal or other objects into the character designs. They often have specific characteristics, and there are very limited uses (Farley, The Decorative Typeface, 2009).

Decorative or display typeface become popular in the 19th century. They were used widely especially on poster and advertisements until now 21st century. The decorative style of type and alphabet can be eye-catching and artistic. They often reflect an aspect of culture, such as the tattoos, and even evoke a particular state of mind, theme or time period. Compare with traditional serif or sans serif types, decorative typeface have a stronger personality and character (Farley, 2009).

Nowadays, decorative types come out with many type of decoration, types become bolder, incorporated outline, were colored and shaded which might catch the public eye. Most of these decorative typefaces were received with easily but it use in short period.

There are two kinds of type: display and text. Text is where the story is. Display is there to describe content and lure the reader through a sequence of typographic impressions so he can make an informed decision about committing to the first paragraph of text (W.White, 2002).



Figure 2: Example of Decorative Typeface, Bunga designed by Diyana Amir, 2013.

1.2 FERNS

There are hundreds of species of ferns in the rain forests of Malaysia, due to the hot and wet climate that adapted to reproduce. Ferns also known as pteridophytes are many found growing wild in Malaysia. A simple description of a fern is: a plant with fronds that are attached to rhizomes (Yoyomandroid, 2011).

A ferns is one or more of a group about 12,000 species of plants, belonging to the botanical group known as Pteridophyta. Ferns are easily distinguished from other plants because they are leafy, non-flowering plant and have no fruit or seeds, it is reproduced by spores. Ferns can be found in various sizes and can grow on the ground, on plants and on the rocks (Chapman, 2010).

Basically, ferns have special stems, called rhizomes, which grow sideways at the surface or underground. Ferns leaves are called fronds. Fronds have a petiole (leaf stalk) and blade (main part of leaf). Each leaf has smaller leaflets called pinnae. Most of the ferns have which are called fiddlehead (Crawford, n.d).

Another interesting feature is that due to the new leaves which typically expand by unrolling of tight spiral, different pattern and shape of the leaves. Ferns do not play an important role in the national economy. However, they play an important role as a thick ground cover, prevent erosion and invade areas where trees have fallen. Some species of ferns can be eaten as vegetable, while some species are used for traditional medicine or for garden ornaments.

1.2.1 Fern Structure



Figure 3: Ferns Structure

Ferns have 3 major parts which is the fronds, rhizome and the spores which is the reproductive structures. Each of these 3 parts characteristic of the fern is used for classification and identification.

FronDs



Figure 4: Frond

The frond is the part of the fern that is the leaf of a fern. It usually has a stipe (leaf stalk) with the blade (lamina), often divided into segments. The fronds roll out from a leaf bud, the curled leaf bud is called a crozier. A crozier is another way of also calling a fiddlehead, which is tightly coiled into a spiral and is considered an edible delicacy. The frond may be divided or undivided into a number of divisions called pinna (Walters, 1996)

Spores



(Burdy, 2010)

Figure 5: Spore

Ferns do not reproduce seed, but they have spores. Spores are clusters of small brown, black or orange dots that can see on the underside of fronds. The spores release when they are scattered by the wind or the sporangia break open.

Rhizome



(Yatskievych, 2006-2011)

Figure 6: Rhizome

Ferns stems are often called rhizomes. Fronds arise from the rhizomes. Rhizome contains the conducting tissues (xylem and phloem). The conducting tissue, known as the vascular bundle, carries the water, minerals and nutrients throughout the plants.