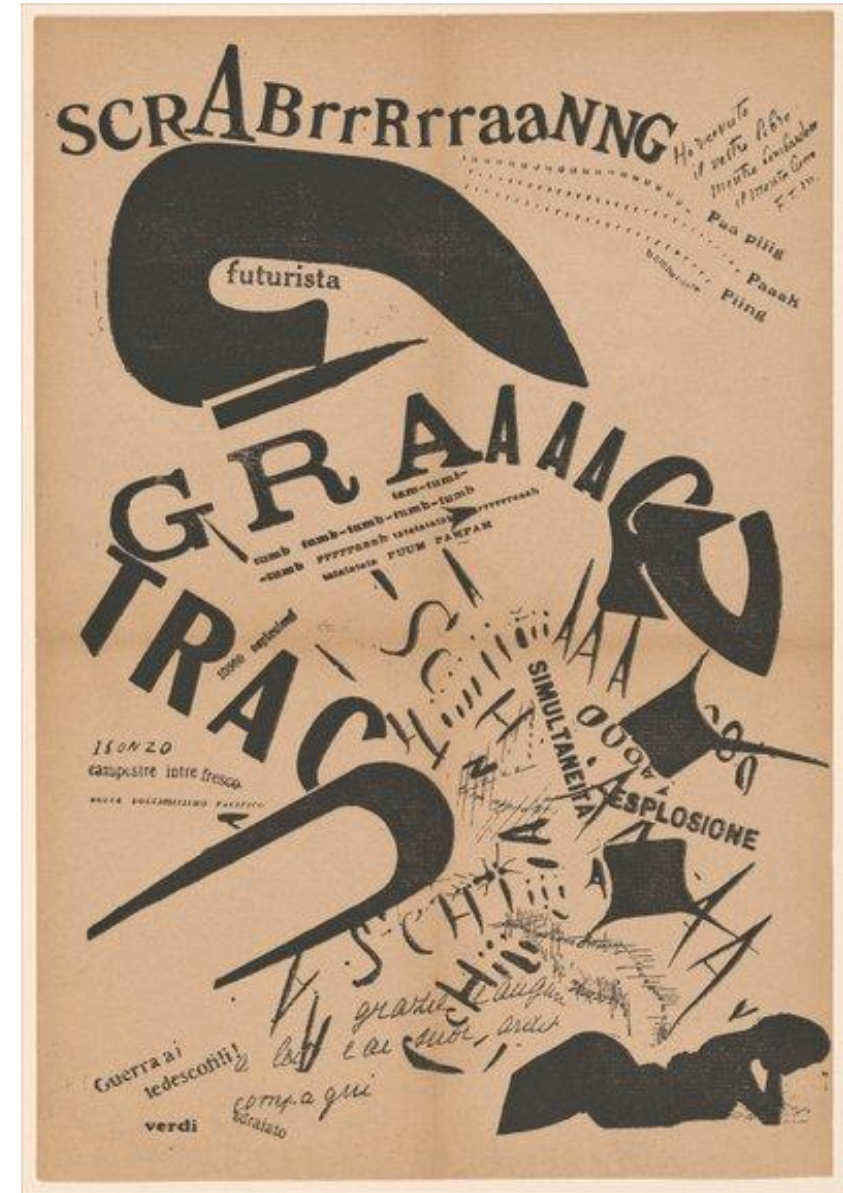
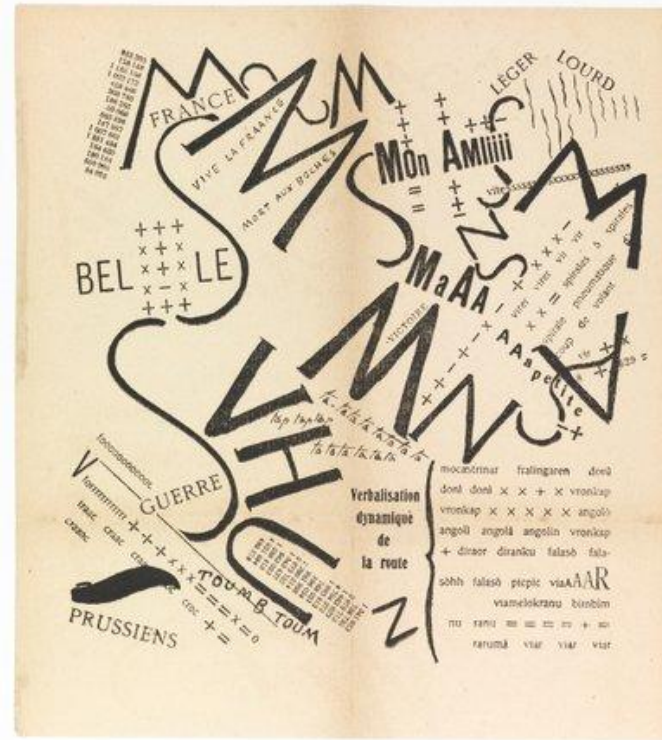


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Analysis

He was very bold and direct with his typography. The text is hard to read, almost like a puzzle, a lot of the words are very expressive like “ScrAbrRrraaNNG” where it’s purposefully not arranged in a straight, boring line and certain letters are bigger than the others

He loves to manipulate the scale of his letters in an extreme and ludicrous way; certain letters don’t even look like their letters unless you really focus, his usage of random shaped elements and use of symbols allows for a unique approach



Analysis

The Futurist movement, that Filippo Marinetti was part of, was created to reject the past and traditional art forms in favour of celebrating modernity, technology, speed, and the dynamism of industrial life.



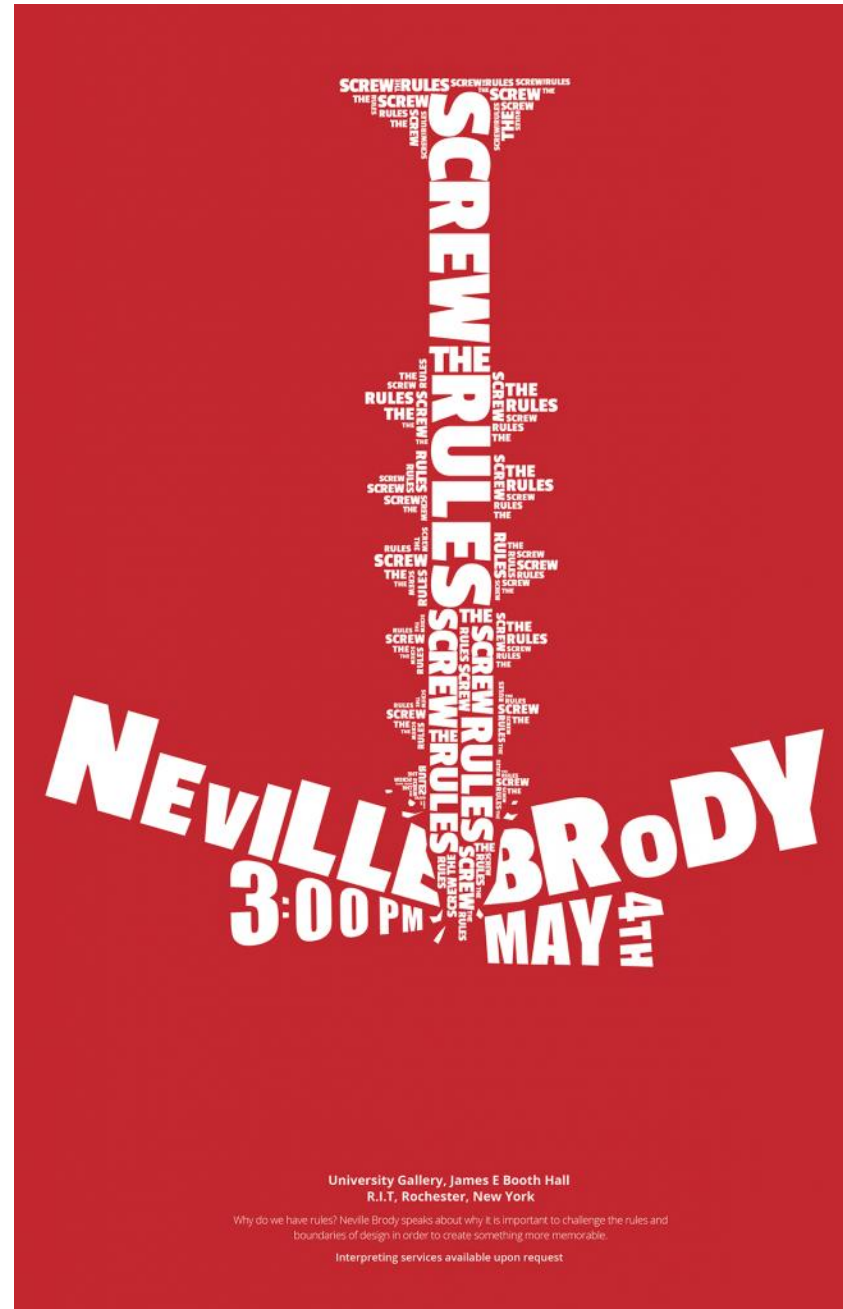
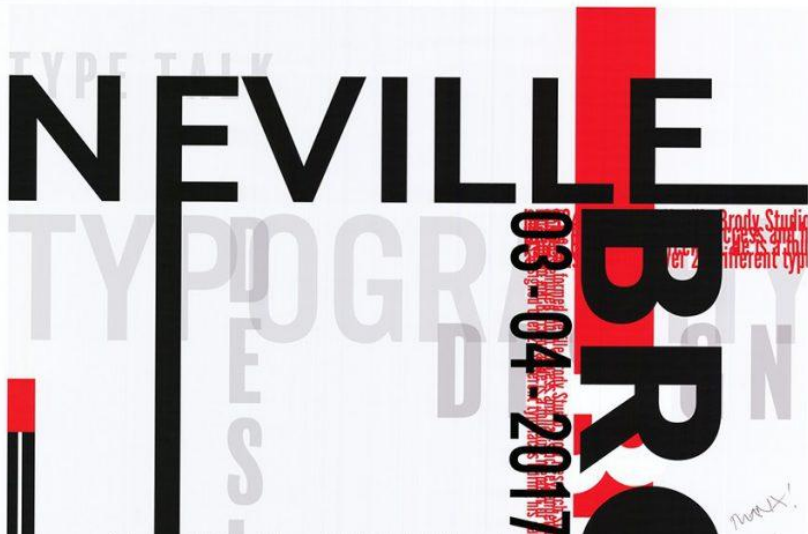
Analysis

The poem “words of freedom” was his revolutionary Futurist poetic technique which consisted of abolishing traditional grammar, incorporating words that mimic sounds which explains the bold the large “Zang” and “Tuuum” letters across the page



Analysis

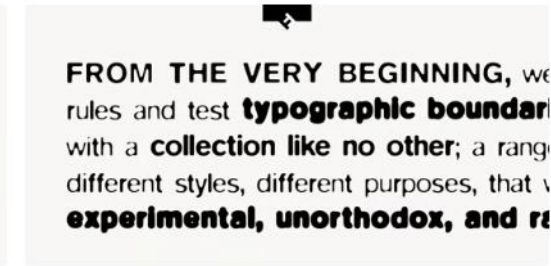
His work is very experimental. His work consists of using negative space, using typography to shape objects and elements in ways you wouldn't even imagine. Like Filippo, he loves to confuse the audience to test their ability to read and it's a way of expressing his new method of breaking standard design patterns.



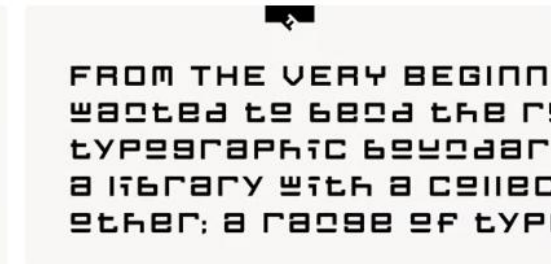
Analysis

His fonts vary from blurry and slightly distorted to futuristic styles. He has a wide and deep understanding of typography; he fully understands the theme and delivers something that is unique and something that is new to the eye, yet again, breaking the standard design pattern.

The quick brown fox jumps over the lazy dog



The quick brown fox jumps o...



“FF Blur and FF Gothic were part of a group of fonts made to replicate the 70’s punk rock aesthetic and to show what you can do with standard typography, commissioned by The Tokyo department store "Parco", the Dutch telecom company PTT, and the German cable TV channel "Premiere" have all commissioned Brody's work.

Analysis

This typography video made by venushoyo on YouTube consisted of matching the text to the song “we both reached for the gun”

The video is simple yet butter smooth, the text are strategically placed, the 3D text, the morphing to the different text and the use of graphs makes this a satisfying video to watch



oh
yes
they both
reached



oh yes!

they
both



oh yes!

they
both

Analysis

They use inverted colours really well, which would be a great technique for my animation and the way the text appears its always unique even if its limited

Theres this one scene where the text flies up, stays there for a little bit and falls, this is where I was really intrigued, it fit so perfectly and the use of colour is really unique, using colour to tell stories

they both

yes!

oh

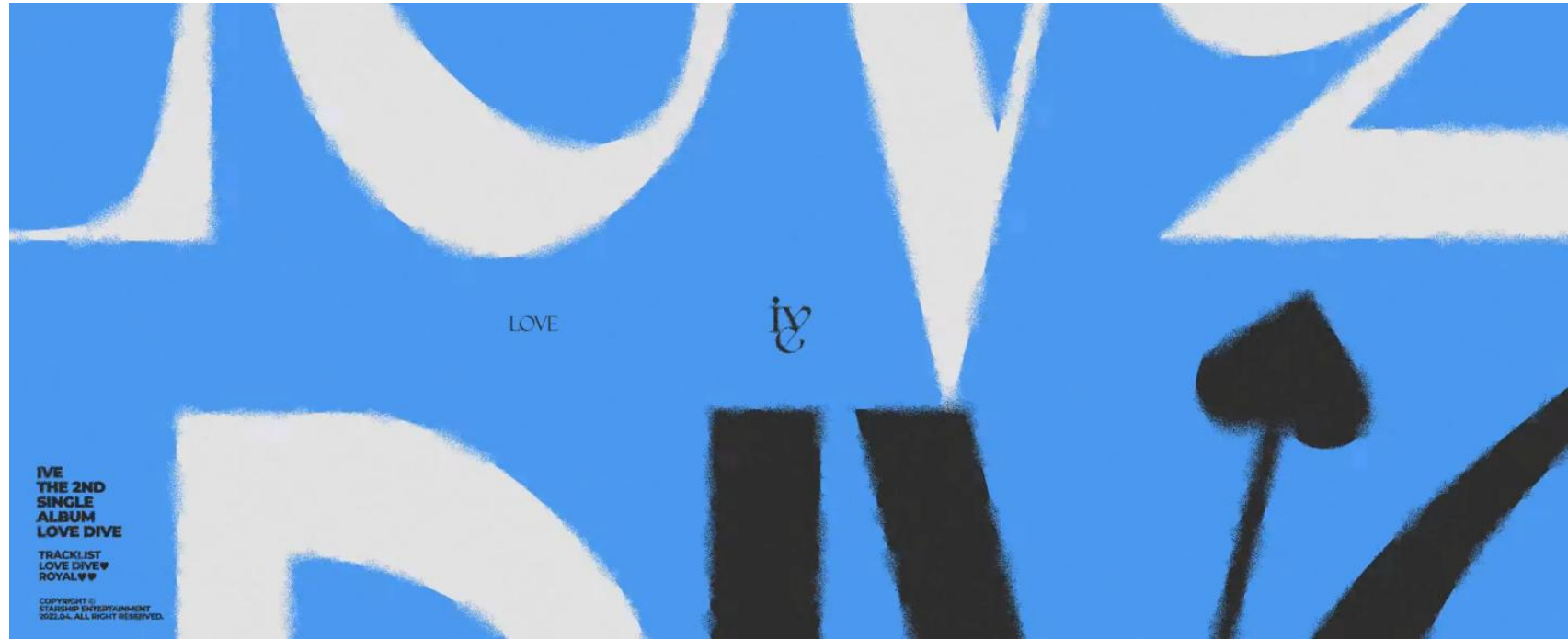
yes

they
both

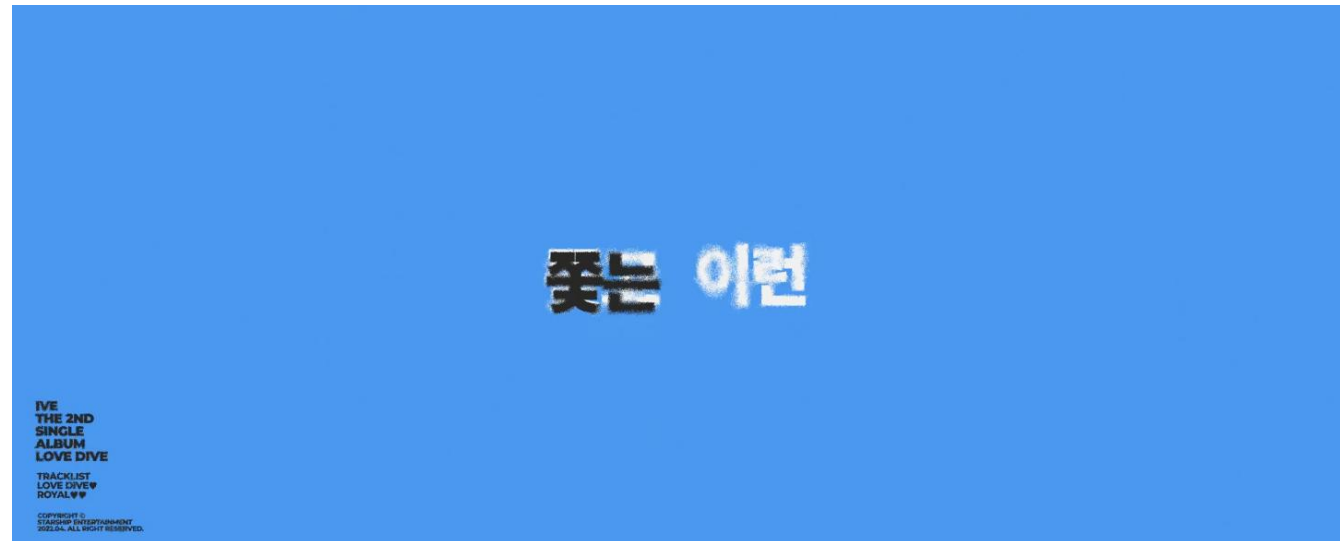
oh

Analysis

This particular scene was really interesting because the bigger text became blurry, like shallow depth of field. It gave the central text more depth and added clarity which I really like, the text on the bottom left makes any of the frames that I screenshot feel like a graphic design piece



This animation is a kpop typography video made by taewoo. The main effects used are inverted text and making the text on the centre of the screen. They play with scale, blur, distortion which allows these awesome effects, allowing the main text in the middle to shine



This one particular scene where there's multiple of the same words behind to make this illusion of 3D was amazing, it was breaking the boundaries of what 2D has to offer. Like the previous slide, inverting individual text is a big theme with this music video, it's unique and brings life to the animation. Instead of having the text appear from the left side of the screen to the middle, a lot of the text just appears and slightly moves, it's a really nice and simple technique that avoids having to animate the entire text coming from the screen

