

STUDENT RESEARCH WEEK

POSTERS · TALKS CREATIVE WORK

Saunter- reveries on time

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Abstract

“Reveries on Time: Saunter & Sprint” is a project of DESN330 Typography II, a course in the Design Studies diploma program at MacEwan University. The goal of this project is to visually translate an assigned section of the novel, Einstein’s Dreams (Alan Lightman, 1993), into a two-page layout that pushes the boundaries of legibility, readability and non-linear representations of text.

Using typography as the main element, this project mixes three different pieces of work into one cohesive magazine spread. In addition to the main text, each student was given a part of a movie script, and a scientific term that somewhat relates to the assigned chapter. The challenge is to mix the three, while keeping the main story legible; using the definition of the scientific term was encouraged to highlight the meaning of the text.

Three main stages of the design process were observed in this project . The first one was to study the content, in order to understand it and extract the main idea, the essence, which in turn informed and influenced the design. The goal of this first stage is to find something intellectually stimulating that can be translated into a visual design.

The second stage was the visual research stage, where the designer gathered images, colour palettes, textures, typefaces and other visual elements that will help transform the abstract idea into a tangible one.

The third stage, the idea generation stage, brought it all together, idea and form, into a unified piece. Sketching, and iterative design were the methods used to create multiple solutions to the initial idea. User-testing and dialogue with peers helped in clarifying the message, and constant refinements fine tuned the final visual outcome.

In addition to be presented at the Student Research week, this project will also be submitted to MuSe and Ro@m.