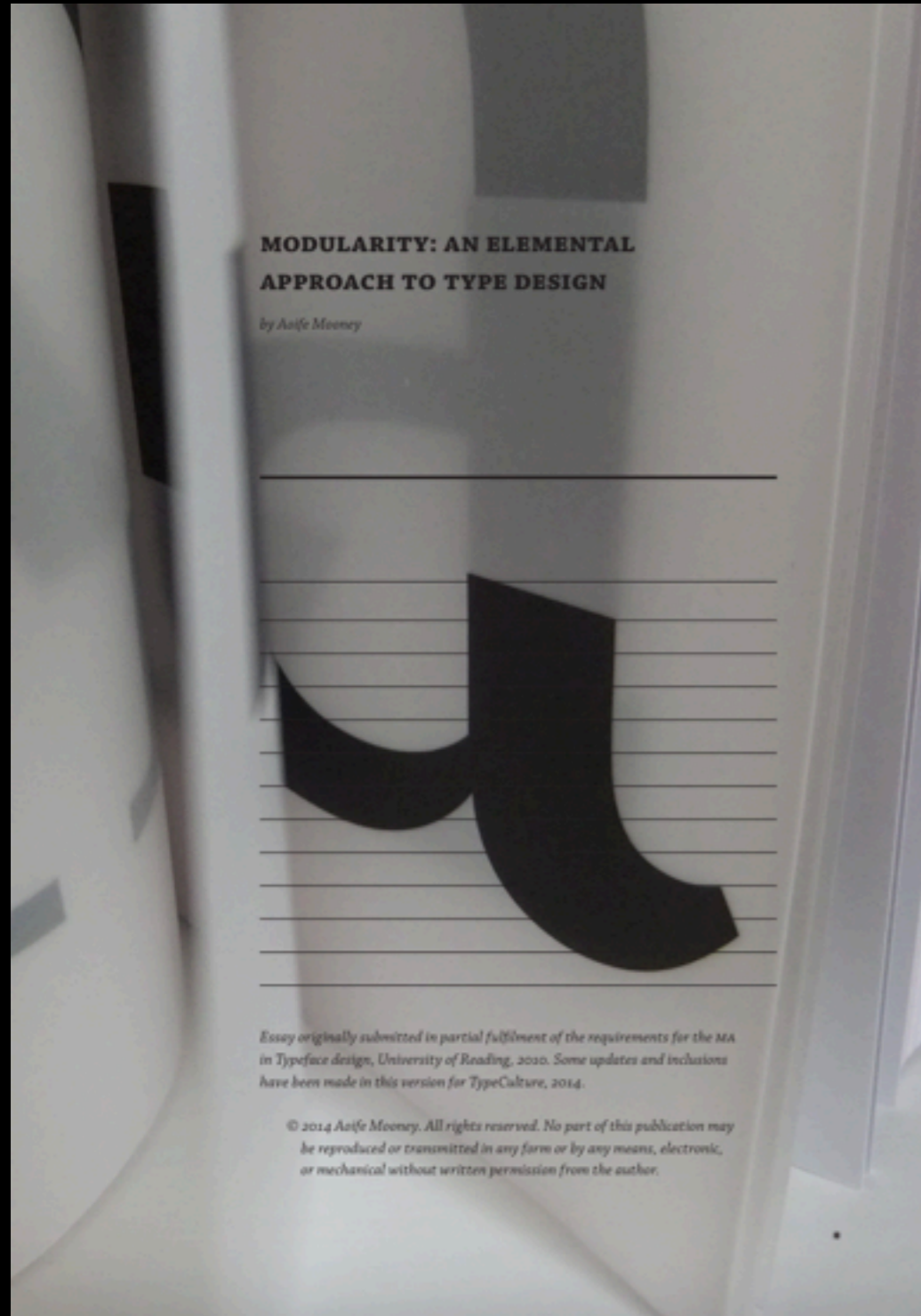


Modularity: An Elemental Approach to Type Design - By Aoife Mooney



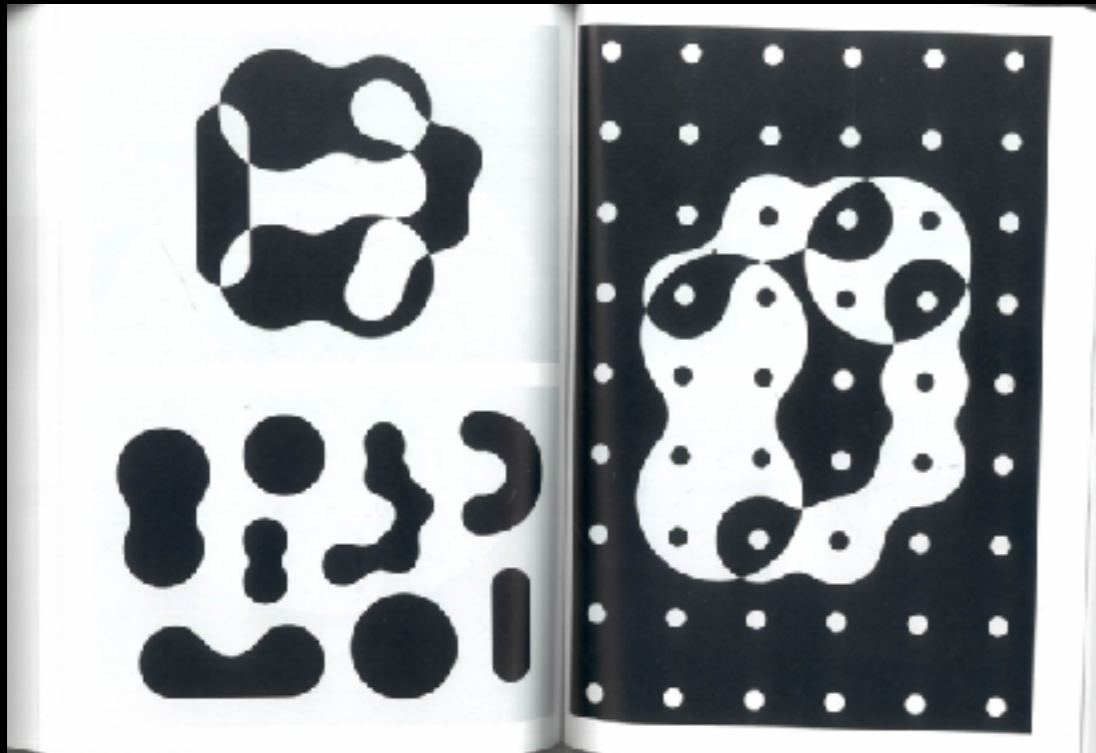
- Typography is "active in culture" and not just a vehicle for words
- Typographic products reflect an era's cultural climate and "how people live and think"
- Type design exists in a dialogue and it is influenced by society and, in turn, influences our concept of society.

Modularity is "a conceptual
framework" based on standardized
units or processes



a process of "deconstruction in
order to reconstruct"

Karl Nawrot



- Nawrot often bridges the gap between tool-making, illustration, and type
- Uses stencils and physical objects to construct letters
- Demonstrates how restricting the "kit of parts" can lead to unique, unexpected forms

KOREAN MOTIFS 1 GEOMETRIC PATTERNS

ALL OF THE DESIGN MOTIFS IN THIS VOLUME WERE TAKEN FROM ITEMS OF TRADITIONAL KOREAN ARTS AND CRAFTS IN THE COLLECTION OF THE ONYANG FOLK MUSEUM.

ANNOUNCING A NEW SERIES OF DESIGN SOURCEBOOKS

This is the first in a brand-new series of sourcebooks of traditional Korean design motifs.

Whether you use this book just for the fun of looking or as a source of design ideas, we believe this very special collection of geometrical patterns will not only tickle your brain's visual centers but also involve your other senses. Your mind will run its fingers over some new textures; and if you listen with your eyes, you'll hear the percussive clarity of the music contained in them.

These patterns were taken from dozens upon dozens of items that have long been part of Korea's traditional life-style. Some of these sources are listed on the next page.

So enjoy and make use of this treasure trove of Korean patterns.

ANNOUNCING A NEW SERIES OF DESIGN SOURCEBOOKS

ON YANG FOLK MUSEUM, INC. 1000 10TH AVENUE, NEW YORK, NY 10018



SOURCES

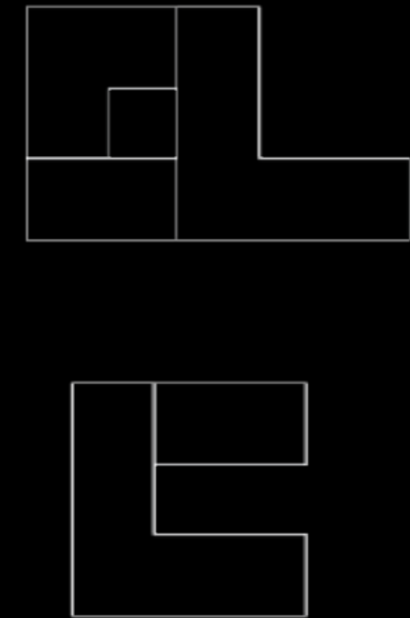
Rice-cake presses, cushions, armor, pottery, dishes, trinkets, hairpins, palanquins, fabrics, skirts, pants, jackets, hats, pigtail ribbons, bridal tiaras, writing-brush cases, pillows, inkstones, roof tiles, book-covers, shaman's clothing, spools, tables, armoires, official chops, latticework, basketwork, sewing baskets, paper, drums, and many, many more.



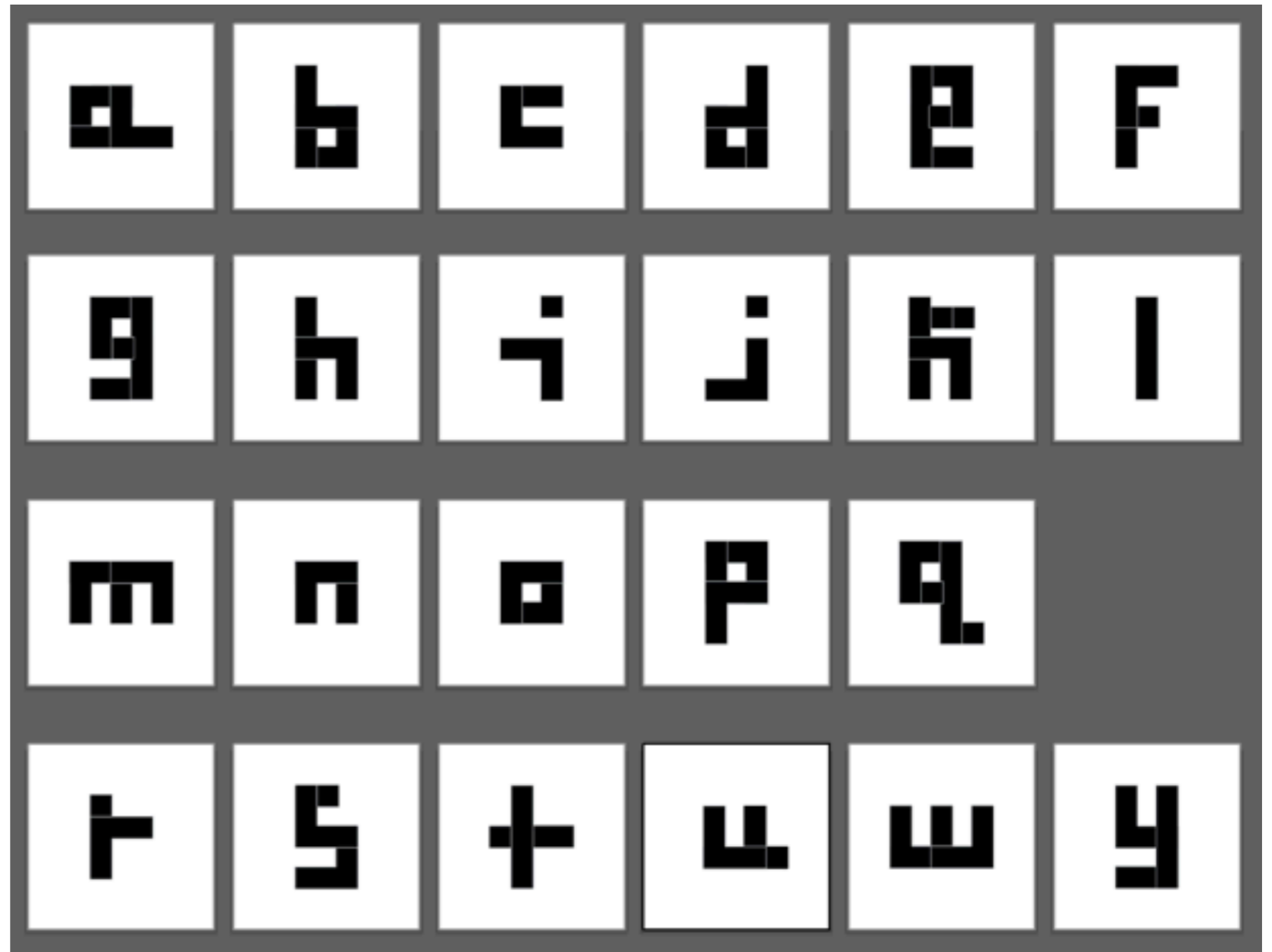
→ Selected a traditional geometric pattern



→ Extracted the core module



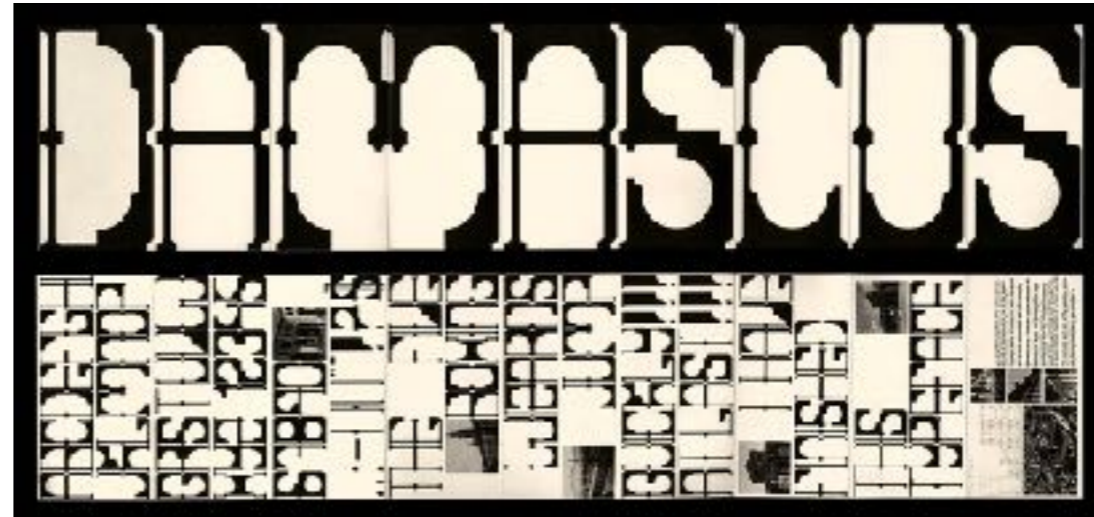
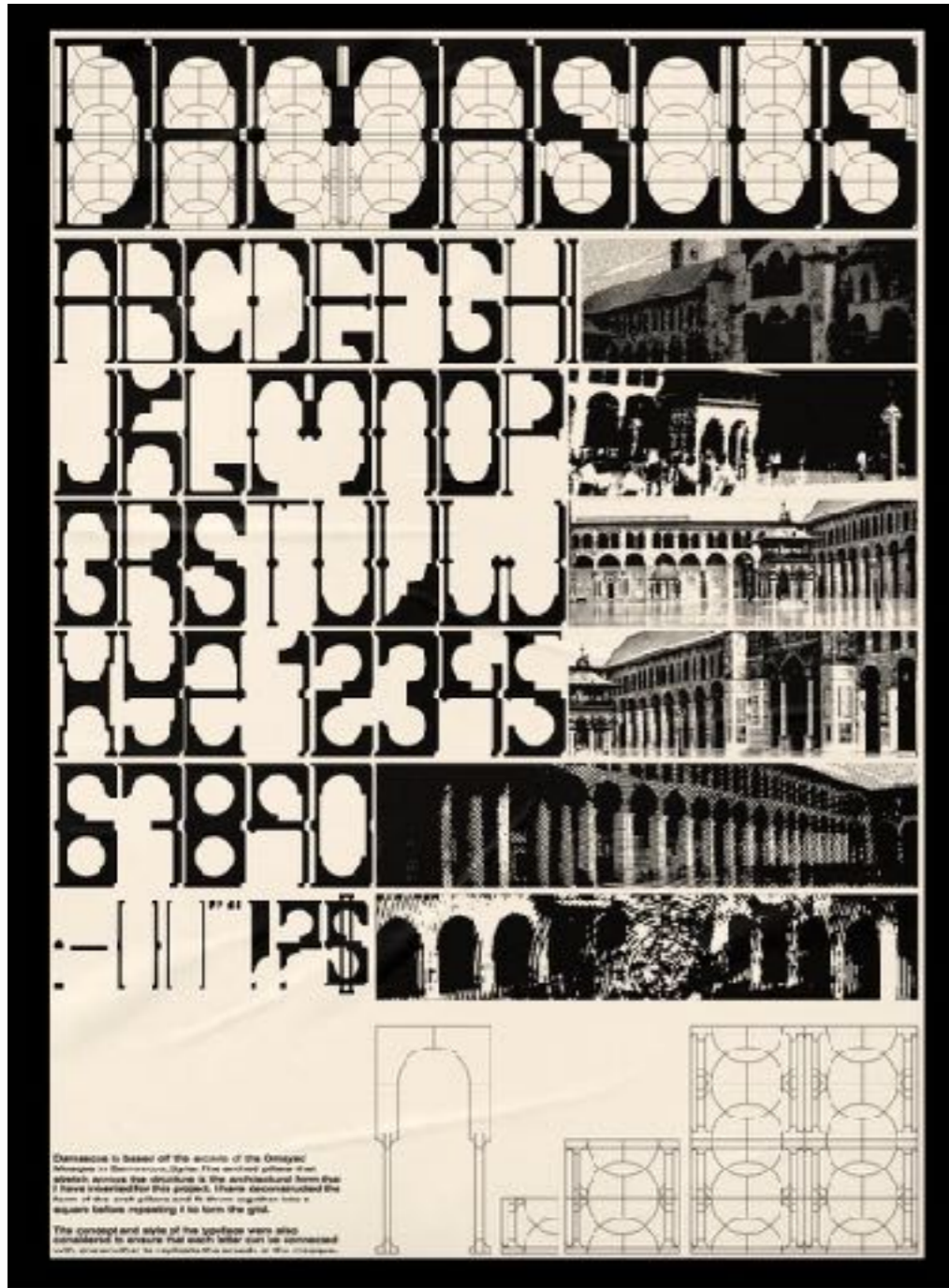
→ Reassembled modules to form letter forms





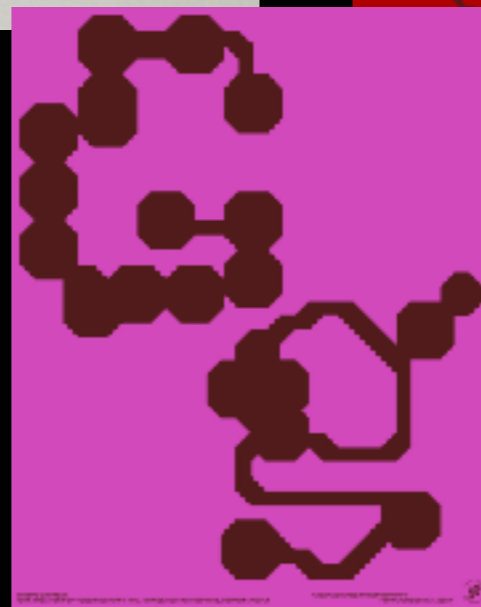
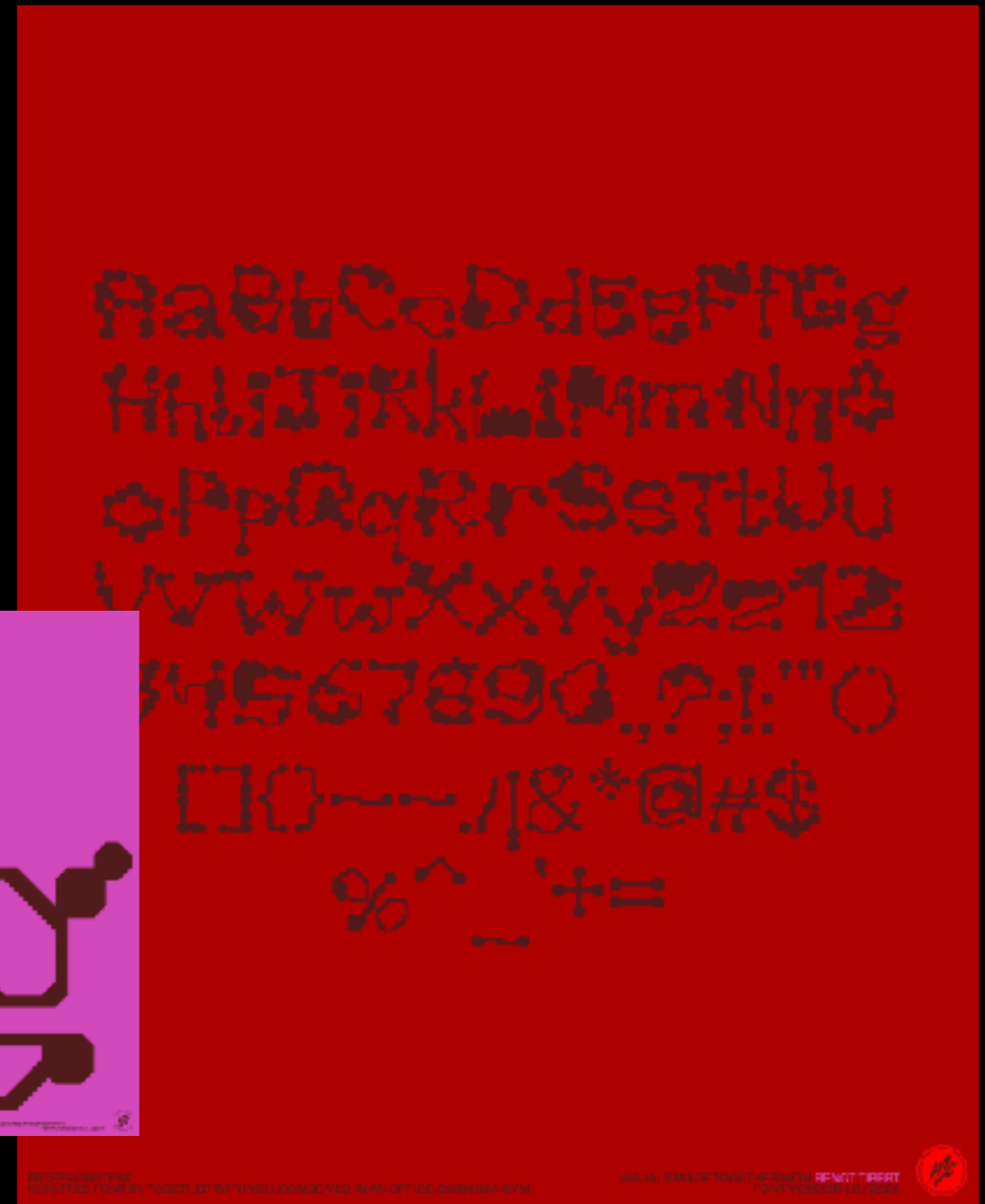
A	b	o	d	B	F	G	k
i	J	K	l	~	^	△	β
q	r	s	t	∇	v	~	x
y	z						

The Damascus Modular Typeface by Thaqif Bin Nazri



- Mimics the Congregation:** Visualizes worshippers standing shoulder-to-shoulder in prayer rows
- Seamless Continuity:** Letters connect to create a continuous, unbroken structure
- Symbol of Unity:** Represents how individual members link together to form a strong, unified whole

Biceps Grotesk by Together With You



- **Visualizing the Meme:** Represents the "buff guys typing on laptops" internet subculture
- **Typographic Hypertrophy:** Letters "flex" and expand organically, mimicking muscle growth
- **Controlled Chaos:** Wild, pumping shapes remain contained within a strict, functional grid

Moving from **Form** (Geometric Patterns)
to **Meaning** (Cultural Narrative)



show that modularity can be more than just a construction method; it can be a way to highlight and preserve a specific cultural identity.”

- Which cultural narrative best utilizes the tension of modularity?