

In Praise of IMPERFECTION

Line of enquiry:

Can we challenge society's values of perfection by highlighting imperfect beauty through conceptual typography?

To design a... (what is the format?)

typography work (conceptual alphabets)

About..... (what is the topic?)

the value for imperfect beauty

That... (who is the audience?)

People raised in a pressurised society that demands strict and pre-structured thinking/ expectations.

*Can use to... (what will they know/
think/feel/do as a result?)*

Review the term 'imperfection' and accept that not being perfect is not a bad thing, but a positive aspect of individuality

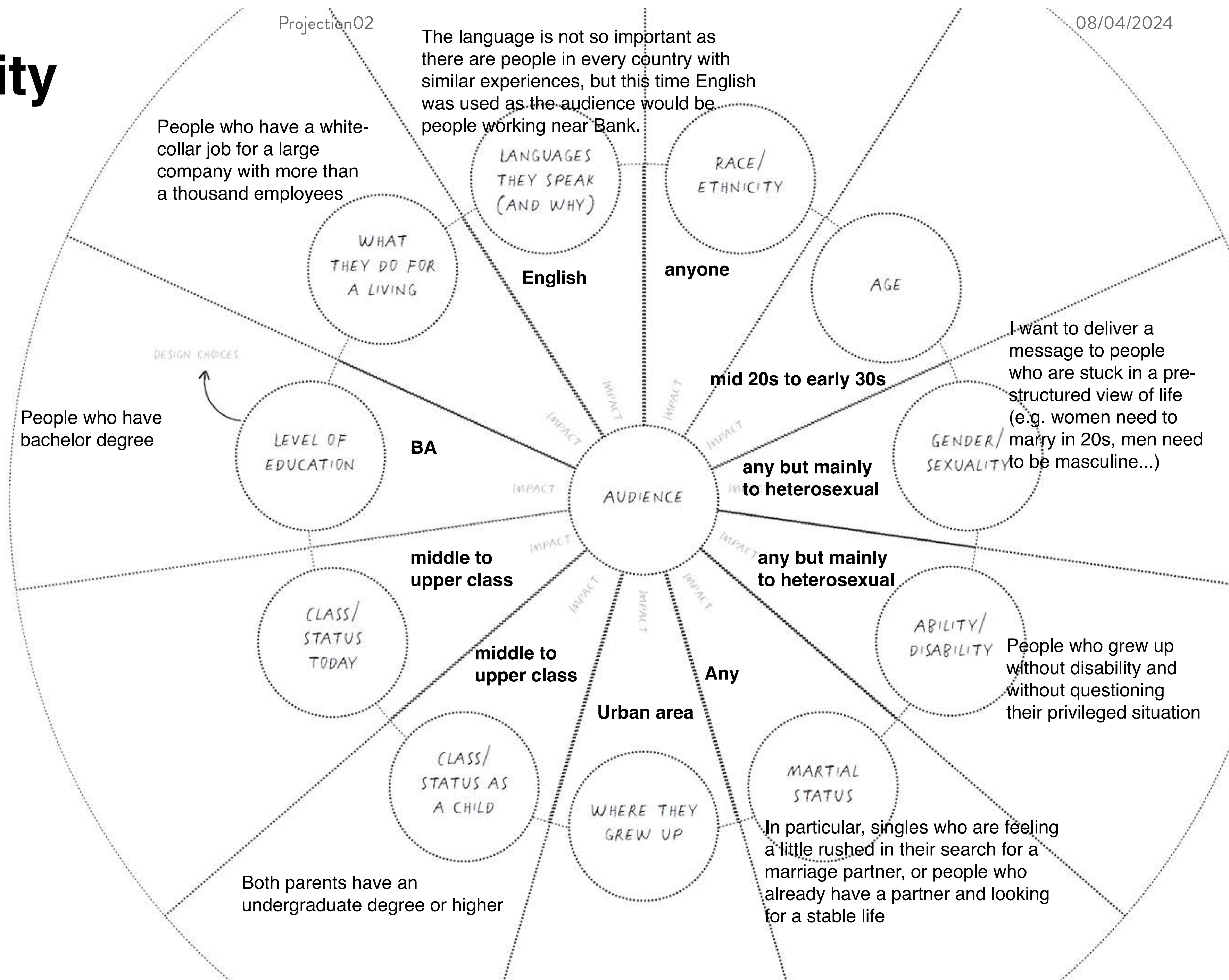
In... (what context?)

the context of finding positive value for imperfection.

Audience positionality

Projection02

08/04/2024



The map designed by Laura Knight (2022)

ADAPTED FROM POSITIONALITY WORKSHEET BY DR LESLEY-ANN NOEL
AVAILABLE AT [HTTPS://HUMANECOLOGY.WISCEDU/DR-LESLEY-ANN-NOEL/](https://humanecology.wisc.edu/dr-lesley-ann-noel/)

Conceptual alphabets

‘conceptual alphabets illustrate or embody ideas, sets of constraints, and editorial perspectives, illustrating their concepts through letterforms rather than strictly pictorial means.

Willen, B. and Strals, N. (2003) Lettering & Type: Creating letters & designing typefaces. p. 22, New York, NY, USA: Princeton Architectural Press.



Andreas Scheiger

#Conceptual alphabets
#materiality
#letters



Jenny Holzer

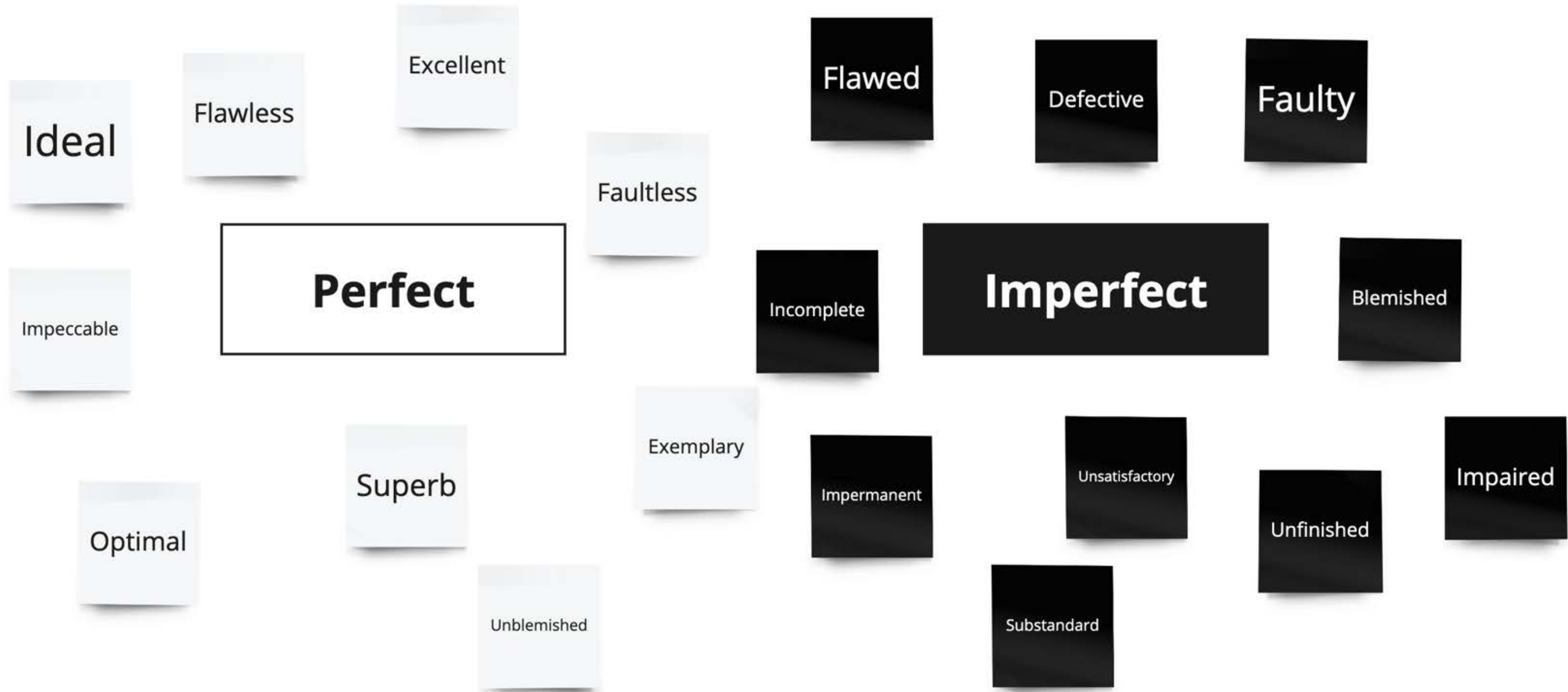
#critical message

#text

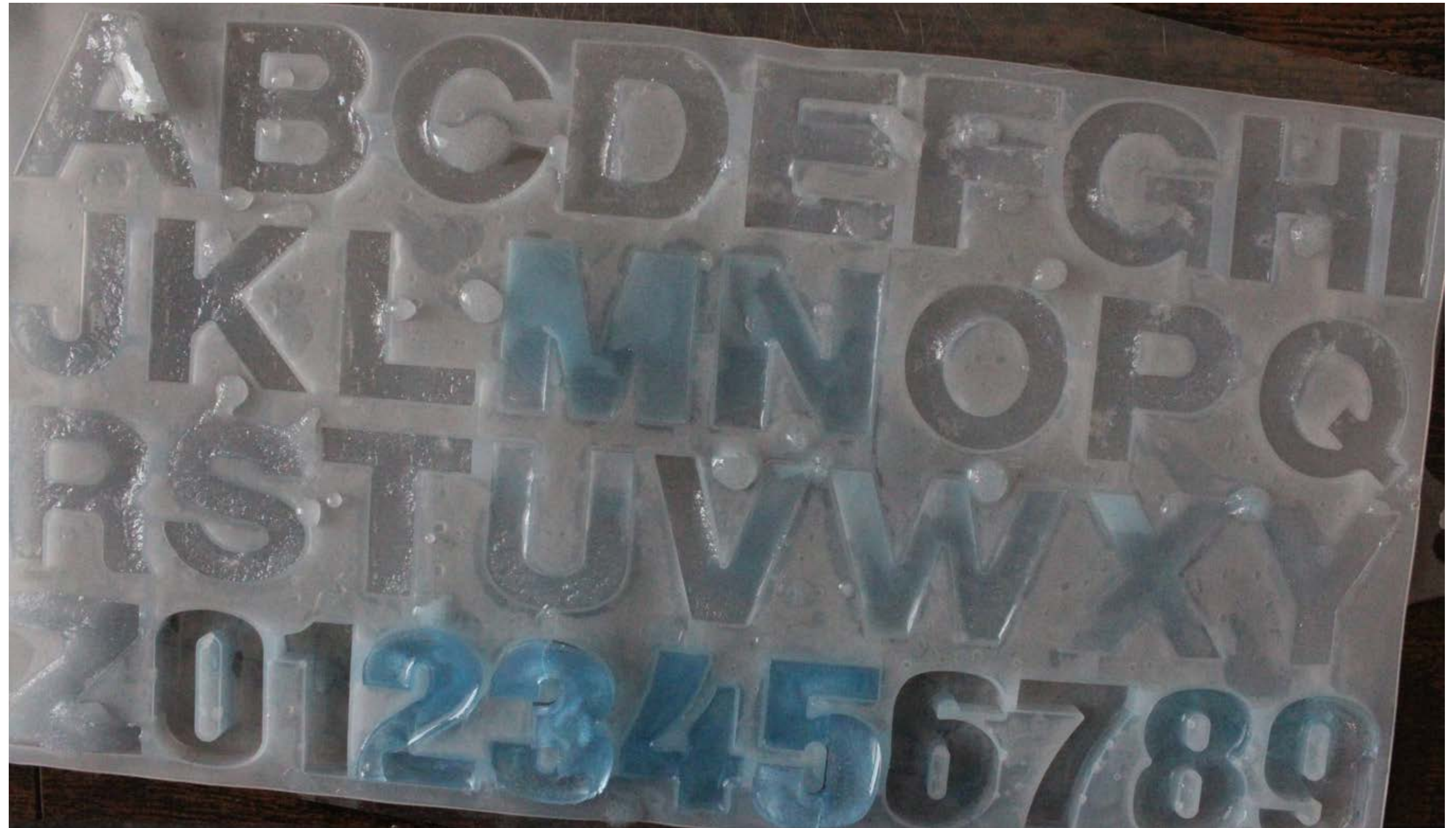
#object



IMPERFECTION?



Visual experiments



A: absorb



B: burn



C: crash



Perfect = 1
Imperfect = ∞

‘The notion of imperfection opens things up whereas the absoluteness of perfection tends to close things down.’
(Tilbury, J. 2022 p. 28)

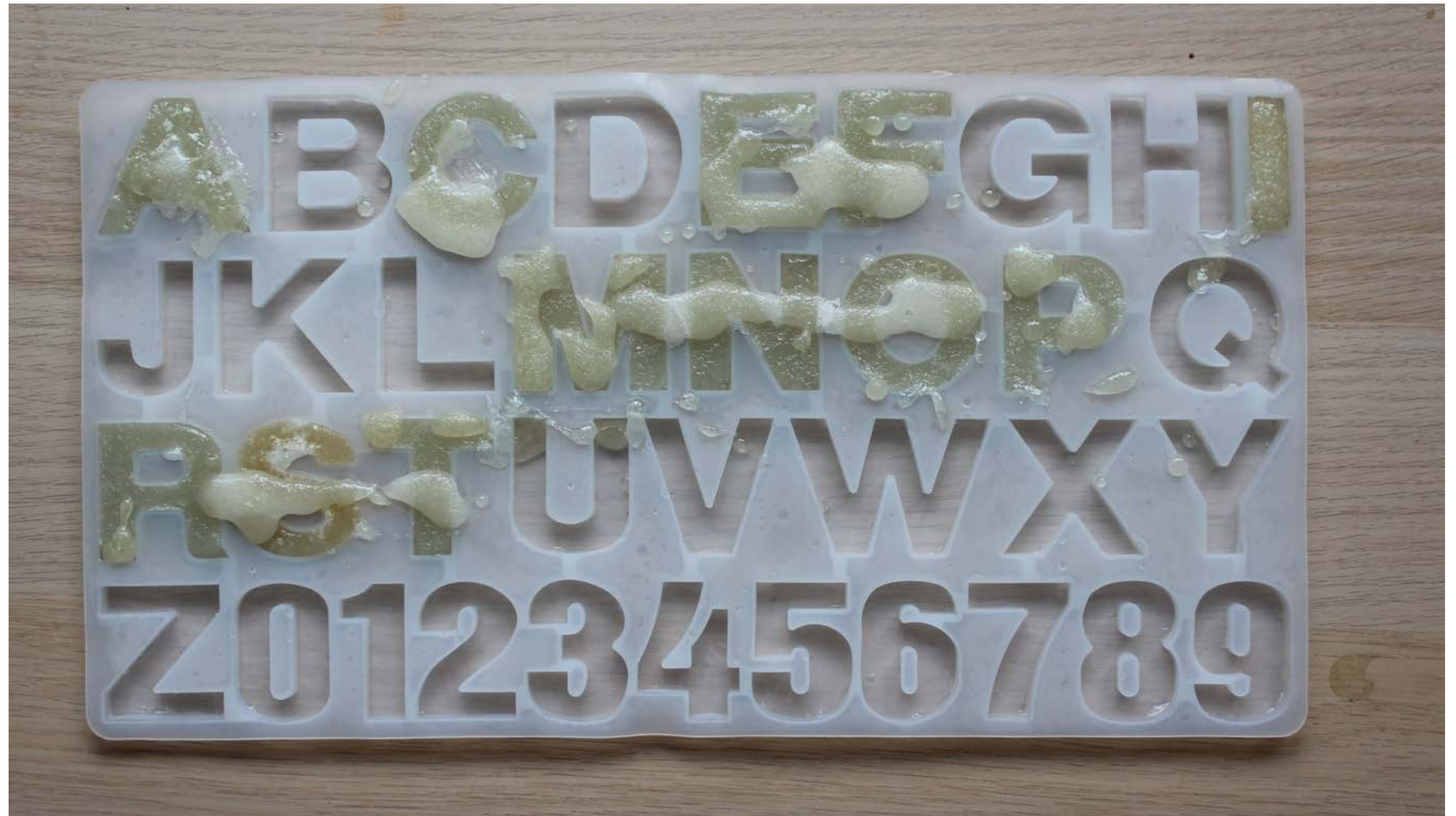
My definition for 'imperfection'



My definition for 'imperfection'

= a state of being outside of a perfect form or mould

Visual experiments



IMPREAR
FECTION

cookies

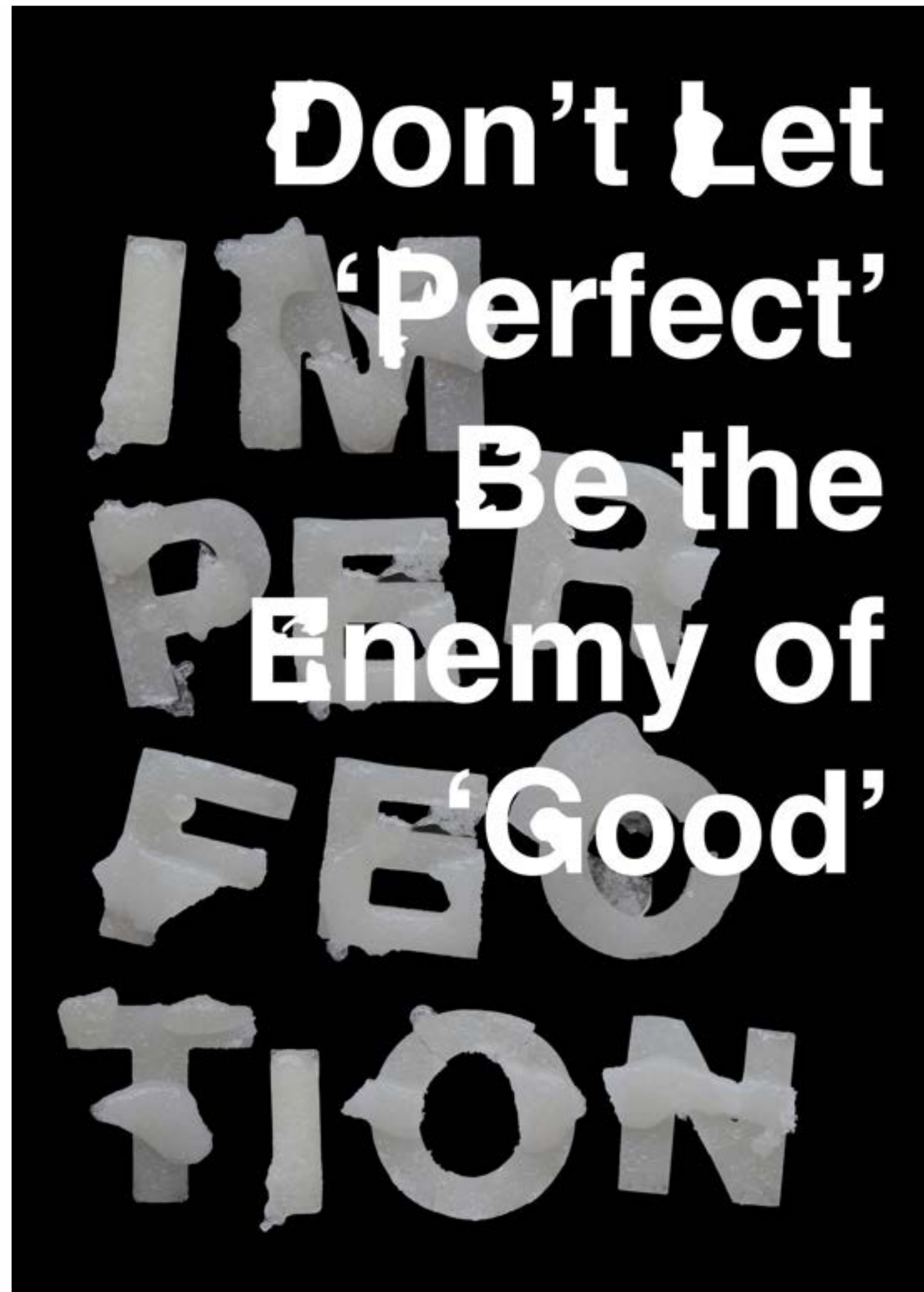


wax

IMPERFECT

IMPREAR
FECTION

Manifesto?



What if **J** made a puzzle of letters that did not fit the frame?

Imperfection

= A state of being outside of a perfect form or mould



Prototype





Method: Pressure?



