

Paper Clips : An experiment with legibility of type in 3D

Abstract

Paper Clips is an ideation of type in 3D. We look into developing an interactive, and creative first-person platform, providing the user with an immersive experience. 3D typography is a design trend that explores the virtual realism of the type. It makes the typography on a screen 'lift' off the canvas. Virtual Reality (VR), a concept where the real world is being enhanced with computer-generated objects and text, has evolved and become a popular tool to communicate information through. Research on how the technique can be optimized regarding the technical aspects has been made, but not regarding how typography in three dimensions should be designed. Certain attributes are taken into consideration like type color, style and depth. Discussions regarding the design attributes of the typography affect the legibility of the text, and what could have been done differently to achieve an even more conclusive result.

Objective

The objective of this project is to experiment with the legibility of type in 3D. Aspects of interaction with the assets are tested using texture, typeface and shadows. Looking into some specifics, the project :-

- Investigates typography and explore how they can be applied to a virtual indoor environment.
- Explore how different colored type display against objects and colours in the environment around it.
- Explore how the weight of a typeface affects the legibility of a displayed text in VR.

Limitations

The biggest limitation was time, as we were learning new tools such as Autodesk Maya and Unity. Understanding and implementing creative coding was time-consuming as we were to apply the learning to our project within this term of the course.

The Project

The project was initiated by taking letterforms and fragmenting or stretching them out. This gave the opportunity to test the type in virtual space depending on the user's movement around the type in order to check the readability. The first ideation was light weighted and with a brighter background which made understanding the type difficult.

In further iteration, letterforms were studied and broken down into different elements. Drawing inspiration from paper clips, these elements were created.



These elements were layered at a certain distance to check the legibility. Almost all letterforms were created using the same concept for the project.

The letterforms were arranged in an environment with various platforms using teleportation as a primary interaction. The user interacts with assets making a choice and is teleported to another platform giving a sense of multiverse in an astral territory.

