ANAMORPHIC TYPE EXPERIENCE

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Abstract

Using perception of perspective and scale as a principle, *Anamorphic Type Experience* explores to what extend we, as humans, can observe legibility issues and the distortion of type in a virtual 3D environment.

Anamorphic Type Experience

Typographic applications in virtual environments are gradually becoming a concern. As a gradually developing area, Virtual Reality (VR), designers and developers are trying to arrange type in a way so that it would not distrupt human perception and maintain its legibility by arranging its scale, angle, typeface selection etc. Touching the area of optical illusions, this use of typography is testing the viewer to place themselves to a vantage point and observe how letterforms shape themselves to be perceived correctlyon angular surfaces. (Figure 1)

Figure 1. First room of the scene

This project includes a action words to engage the viewer into action as the viewer travels around the space. Playing around with depth and perspective, viewers would find themselves challenged to find their way to complete their tour as they walk around. By applying Anamorphic Type to Virtual Reality, typographic experiments can find its place in virtual 3D environment and can reach out to more people without the need of using a physical space and can come up with even more creative solutions that would not be possible in real world. (e.g teleportation) Making additional typographic challenges in every step, this project uses Maya and Unity in the process of its creation. Project revolves around usage of UV Editor function in Maya and applying textures on surfaces then importation of these files into Unity. Numerous tests were made for type to be displayed and mapped correctly on surfaces. For its typeface choice, this project is using Acronym, a highly refined neo-grotesque sans serif typeface based on Helvetica, one of the most popular fonts of all time.

Video

https://youtu.be/JvX70emtk58

Credits

{Retro Dreamscape} by Twin Musicom (twinmusicom.org)