

DorDesign®

TYPE PLAYERS

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No design is free from fonts. This time we invite 9 designers to talk about the rules of font design. Let's enter their own worlds of design.

無論是何種設計，總是逃不開字體。此次專欄邀請9位設計師聊聊他們設計中的字體法則，進入他們“字己”的世界。



Shinnoske
Sugiaki
Shinnoske
Design
Japan

You are good at using geometry and character to proceed your creation, could you talk about the philosophy behind it?

Conveying impression through unconsciousness. It is important that conscious messages can be conveyed unconsciously. I try to express messages effectively and convey feelings in a natural atmosphere through a clearly constructed visual figure.

In my creation, I use the basic elements of design, geometry and character, and try techniques such as increase & decrease, magnification & reduction and overlapping, to deconstruct the original and the existing meaning within the form and to create and seek for further possibilities. By re-colliding the resulting graphics and character, new relationship and vitality will be formed. This visual expression is often what makes people aftertaste and have a more profound impression.

You have said that the two important elements of typography design are form and meaning, could you explain it again?

To understand typography design, one needs to start with the structure of the character. That means to capture the figure of the character visually, while at the same time acquire informations through the characters.

If we explain typography in a wider perspective, typography is not only a construction of characters. It must contain visual informations such as fonts and symbols that delivers informations. Combination of fonts is equivalent to combination of information. Font arrangement is equivalent to information arrangement. The arrangement of typography's style and information is a process of visualizing and structuring its deep meaning. That is exactly what the essence of visual communication design is about.

您擅於通過幾何圖形和文字造型進行創作，可以談談這種設計背後的理念嗎？

它意味著透過無意識傳達印象的設計。將有意識的訊息透過無意識的方式傳達是很重要的。我致力於將信息透過明確的構造化，加強視覺形象上的感觸，在自然的氛圍下有效的傳達。

在創作中我利用設計基本元素中的幾何圖形和文字，嘗試放大縮小、增減與反覆重疊的手法，將造型中原有及存在的意義進行解構，並創造及尋求更多的可能性；圖形與圖形間以及字形與字形之間經過重新碰撞後，所產生出新的關係與生命力，這樣的視覺效果往往使人回味並更能創造出令人更深刻的印象。

您曾說過字體設計的兩個重要元素分別是形狀和意義，可以再解釋一次嗎？

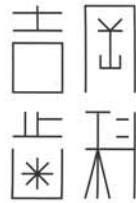
要理解字體設計，首先是由文字本身的結構，也就是從視覺上的形象來捕捉，同時藉由表達語言中的訊息意義取得理解。

如果以廣泛的角度來解釋字體設計，不僅是文字的構造化，還包含視覺語言亦是文字及符號等訊息的構造化，文字組合等同於訊息組合，文字編排等同於訊息編排，字體的造型與訊息的編排是透過可視化及結構化進而將設計的結果以視覺的方式表現出其意涵的一個過程，這正是視覺傳達設計的本質。

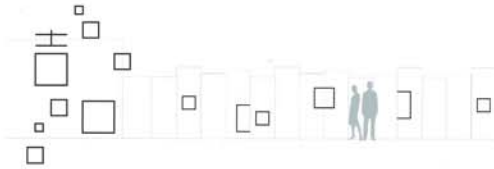


Brand Design

Decorative Types



A B C D E F G H I J K L M
 N O P Q R S T U V W X Y Z
 1 2 3 4 5 6 7 8 9 0



Yoshioka Clinic

AD: Shinnoske Suguchi * CD: Nobuo Komazawa * D: Yi Chen Wang * DS: Shinnoske Design * 2017

Brand logo and spatial graphics for the dental office. The logo features the square form of the building and the "mouth" of "Yoshi" of the clinic name. By the rhythmically developing squares on the white wall, it conveys the peacefulness inside the hospital.

牙科診所的品牌形象與空間視覺設計。商標的設計概念是以方形建築外觀和診所名中的「吉」與「口」字作為主題。透過正方形分佈於白色外牆上的節奏性，顯現出診所內的寧靜。

