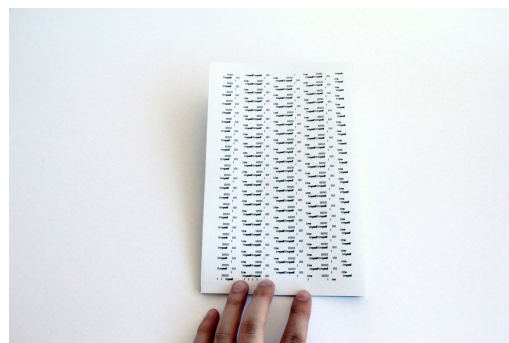
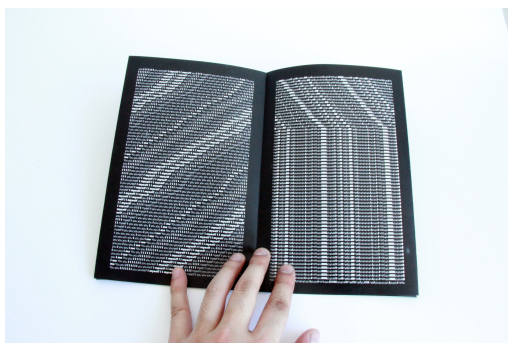
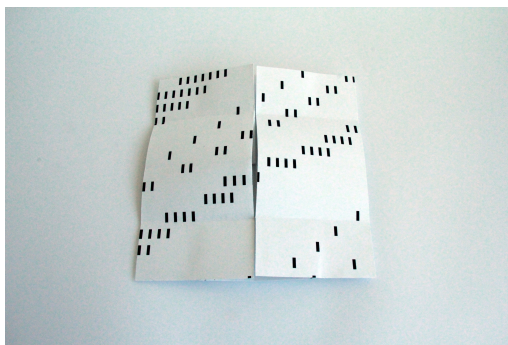


Project: Looping

The text I chose was the event where Alice is having a conversation with the Caterpillar. The conversation is that of a looping one; the Caterpillar ends at where he began by asking Alice, ‘Who are you?’ This conversation topic, questioning Alice’s identity, is a recurring one throughout the story.

To create iterations, I defined a set of rules to compose and recompose type in a poster format. First, I restricted myself to using one typeface, but included its varying weights, sizes and stances. Secondly, I set the composition to justify both on the left and right sides. At this point, I gradually shifted my type set rules, in terms of sizing, tracking, leading and weights. These shifts created new forms leading to new interpretations of the repeated conversation.

Afterwards, I went from the poster format and set type for an infinity fold. An infinity fold allows the user to fold the paper over and over again, never revealing the beginning or the ending. This allowed for the act of looping to be accurately depicted and influenced the creation of an accordion book that begins and ends the same way.



Project: Looping 'I' Series

[illegible]

[illegible]

[illegible]

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Project: Looping 'You' Series

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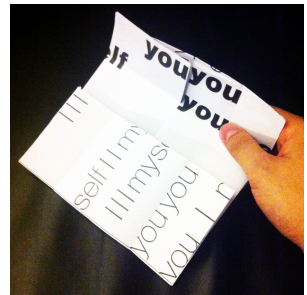
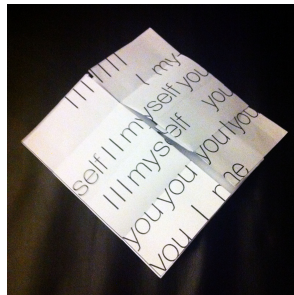
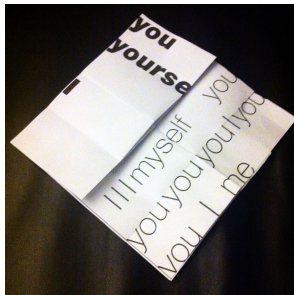
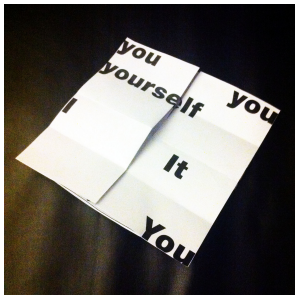
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Project: Looping Infinity Loop



Project: Looping Accordion Looping Book

