

Typographical Experimental Research *in* Audiovisual Spaces [T.E.R.A.S. lab]

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1. INTRODUCTION

Emmanouil Kanellos and Anastasios Maragiannis, PhD researchers, are co-founders of TERASlab; an online virtual project that demonstrates how the amalgamation of virtual typography and visual sound, influences the process of design communication, within creative media practices. One of the key roles of typography is to visually communicate spoken language. In this project letterforms are employed as visual elements to represent the sounds. The sounds that are utilized for the experimental projects are mainly real world recordings, electro-acoustic or vocal.

2. VIRTUAL RESEARCH SPACE

TERASlab expands the user's experience and understanding through a series of experimental approaches that provide key design principles of readability, usability, animation, and interaction. Furthermore this project does not ignore the creative aspect of typography and sound.

This practice-based research investigates various applications of typography as a creative form of visual representation of sound in virtual spaces. The research is relevant to the areas of typography, visual sound and the immersion of digital media.



Figure 1: www.teraslab.co.uk

The presentation of the research workshop concentrates on representation and “hybridity” in art and design and examines relevant theories and practices, on typography (e.g. Lupton, Bringhurst, Mencia, Hillner); image and sound (e.g. Landy, Wishart, United Visual Artists); that have influenced the development of Typographical Experimental Research in Audiovisual Spaces, lab [T.E.R.A.S.] within the contemporary digital era.

The purpose of the presentation is to inform the art and design practitioners. It will provide an account of particular issues artist and designers face when employing computational technologies, and develop a usable body of knowledge to aid the creative communication process through a number of experimental videos.

3. REFERENCES

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