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Haipai
A TYPOGRAPHIC REPRESENTATION
OF SHANGHAI
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A TYPOGRAPHIC REPRESENTATION OF **SHANGHAI**

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Neo-Haipai

A typographic representation of Shanghai

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According to Webster's Dictionary, the meaning of essence is

> *"something that constitutes the individual, real or ultimate nature of kind often as opposed to the existence of a being or thing...."*

(Webster, 1986, p.777).

ABSTRACT

MANY people who are interested in the art of typography want to challenge the conventional understanding of type and express it in a distinctive way. This project examines the aesthetics behind the use of typefaces and typographic composition.

The focus of this study is on investigating how the essence of a physical location can be communicated through the medium of typography and other figurative language. It explores this through a typographic representation of the Chinese city of Shanghai. It will draw upon Shanghai's history and cultural values, and transform it into a distinctive letterform, then compound it with patterns and colours to illustrate the city through typographic expression. This project will be realised entirely with type, colour, texture, shape and abstract images.

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