



7th Annual Cal Poly Pomona Student RSCA Conference
March 1, 2019

University Library (Building 15) and Building 9

Oral Presentations from 9:00 am to 3:15 pm

Bronco Student Center (Building 35)

Poster & Creative Works Showcase - Ursa Major from 1:30 to 3:00 pm

Conference Awards Reception - Ursa Minor from 3:00 to 4:15 pm

Project Title: Journey for the Perfect Type

Presenter Names: Yoo Jin Lee

Faculty Mentor(s): Sarah Meyer

Time: 1:00 - 3:00

Presentation Type: Poster and Creative Works Showcase

Session Name: 15 **Poster and Creative Works Showcase**

Location: BSC Ursa Major

Abstract:

An important factor of typography is the rules that dictate good type treatment. This, however, does not mean good design. My project is a book I created that shows my journey to find the perfect form of typography and how I come to achieve perfection. This book shows the research I've put in to create the perfect form of typography as a designer. The book is an in-depth exploration of typographic nomenclature and its application to live copy, grid systems, and complex hierarchy. Composition is explored, from simple to complex text type, as an avenue for expressive typography.