American Stereotypeface

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TYPOLOGY OF TYPOGRAPHY

Throughout history typography is understood as form and counterform in 2-dimensional space. AMERICAN STEREOTYPEFACE begins the examination to expose the possibilities toward a new paradigm in defining typographic interpretation. Current day typography explores 3-dimensional space in a false paradigm where type is STILL 2-dimensional with depth. Daringly, this presents the early ideology that typographic form can exist, and more importantly communicate, in 3-dimensional space suggesting typography can be articulated and understood as sculptural form, true three-dimensional typography.

DEPTH PERCEPTION

The physical world is 3-dimensional, but the light that reflects off of the objects in the world project to a 2-dimensional image on the retina. Somehow, we must use information in the 2-dimensional image to “recover” or “reconstruct” a 3-D percept. While most people nowadays know that having two eyes is very helpful for depth perception, you can still do a pretty good job of perceiving depth with only one eye. Even more so than in motion perception, the movements and positions of the eyes will contribute important information to depth perception. Sometimes stereo vision is called stereopsis, which is actually Greek for solid sight. Thus, stereo doesn’t mean “binocular,” it means “solid,” like the objects in the world.

HOW DO ANAGLYPHS WORK?

A way of introducing depth using a 2-dimensional surface is the technique using red/blue anaglyphs. By wearing red/blue glasses, you can superimpose a red and blue image together, but still present different views to each eye. If the two views can differ as above, they can produce a perception of depth. This is known as an anaglyph. However, this doesn’t work with color imagery.

STEREO 3D ISN’T WORKING FOR ME.

Stereoblindness. 5-10% of people are totally stereoblind, while others are just blind to crossed or uncrossed disparities. The major cause of stereoblindness is strabismus, or “wandering eye.” Any physical condition that disrupts your binocular disparity is going to lessen the effectiveness of stereoscopic 3D, or cause you to be unable to witness it at all.

My vision is decent, why can’t I see 3D? In the real world, our ability to perceive depth comes from many, many factors that go beyond binocular disparity. There are numerous powerful monocular depth cues (meaning you only need one eye to pick them up) motion parallax, relative scale, aerial and linear perspective, and texture gradients all contribute extensively to our ability to perceive depth.