

## Research Article

# Semantic Interpretation in Experimental Typography Creation

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### Abstract.

This research aims to reveal how to design by utilizing semantics to reinforce the meaning of a message through typography. The methods used in this research are: exposing, redefining, managing, prototyping, and trendspotting. The experiment was carried out by changing the nouns, verbs, and adjectives from the letters of the alphabet into visual semantics without changing the meaning of the words used. Semantic design for typography can be used by changing one or more letters into a visual form that still conveys the meaning and nature of the words used. The result of this study is the design of semantic interpretation in typography that strengthens and clarifies meaning. Design can be applied in turning letters into illustrative forms, whether it only uses one letter in a word or can also use more than one letter to strengthen the meaning of a word.

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## 1. Introduction

Semantics, according to the Big Indonesian Dictionary, is 1. Knowledge of the meaning of words and sentences, the ins and outs and shifts in the meaning of words. 2. The part of the structure of the language that relates to the meaning of an expression or the structure of the meaning of a speech.

Meanwhile, interpretive is a generative linguistic theory which assumes that semantic interpretation rules function as a product of syntactic structure.

In the Quantum Seni book, semantics are adjectives related to linguistics, meaning: relating to the meaning of words, phrases, sentences, or systems. Semantic Interpretation is a tool for interpreting a work/design/choreography. Operationally with semantic Interpretation, we can be helped to see the close relationship between the substance of the work and the language of expression [1]

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Semantic Interpretation is the study of the meaning and significance of words. Convey ideas with expressions that the target audience can accept. A way that can blow up a character that is important to be exposed [2]. In order to hone the ability to create works where ideas and concepts blend through a language of expression that follows the concept, and we can assess how the relationship between the concept of a design and its graphic expression, it is necessary to practice continuously understanding semantic Interpretation, in order to refresh language skills through expressions according to the context.

## 2. method

A designer uses the design method to create an object [3]. Some of the design methods that are often used are as follows:



Figure 1: The Design Method.

### 2.1. Exposing

Exposing is a design method by seeking inspiration through critical thinking to produce a design that has never been created.

### 2.2. Redefining

Redefining is reprocessing a design to become something different and better.

### 2.3. Managing

Managing is a design method by creating designs sustainably and continuously.

## 2.4. Prototyping

Prototyping is a design method by repairing and or modifying conventional designs.

## 2.5. Trendspotting

Trendspotting is a design method that creates a design based on a developing trend.

# 3. Result and Discussion

## 3.1. Understanding of Semantic Interpretation

In typography design, to hone their understanding of semantic interpretation material, participants were asked to choose ten adjectives under the language of expression contained in those words [4]. The intended language is manifested in graphic language, starting from choosing the type and character of the letters (font), choosing the right colour, and using effects according to the expression you want to convey, so that you can convey your intentions precisely easily understood.

In everyday life, semantic Interpretation often does not follow what designers want to convey, especially when selecting colours. Improper use and selection of colours can affect a person's psychological response to something.

The words "STURDY" would feel awkward if written in Latin typeface (Handwriting) using calm pastel colours.

Another example, to design packaging should be adapted to the culture in which the product will be marketed. The green colour is not very successful for global size. In China and France, green packaging has received less attention. In contrast, the colour green is highly favoured in the Middle East.

Is there a relationship between the message/feel of a written text and the forms of typography? The answer: there is! According to Surianto Rustan[5], [6], how home, garden, beauty, women's and lifestyle interior design magazines display their articles mainly using a light typeface so that it looks light, soft and relaxed. On the other hand, automotive magazines, mechanics, and men's magazines often use thick typefaces and weights that make them seem heavy.

Visualizing meaning through writing is an expression of nature through words. With semantic Interpretation, we can see the relationship between the substance of the work and the language of expression. With Semantic Interpretation, we can hone our imagination and creativity in creating works of art so that the target audience can well capture the intent and meaning.

### 3.2. Benefits of Semantic Interpretation

By studying Semantic Interpretation, there are many benefits that we usually get and can be used as a reference in the stages of creating a work of art so that it fits the language of expression and its context. In addition, semantic Interpretation can also hone our sense of visualizing meaning through shape, colour, and the effects of letters/writing. Semantic Interpretation can also be used as a medium to express oneself through words that have strong meanings and can activate our imagination.

### 3.3. Practice designing semantics in typography

By using design methods, semantics can be created. Semantic Interpretation can be made using three types of words: nouns, verbs, and adjectives. In typography design, the first step is determining what words will be interpreted in a visual form. For example, for a verb, the word used is: Kick. Then the letters in the letters KICK are combined with the Kick gesture.



Figure 2: Semantic typography design of Verbs.

We can also use nouns in creating semantic interpretations. Examples of designs that use nouns are as follows:



Figure 3: Design of semantic typography of nouns.

Adjectives are the most difficult words to translate into visual semantics in typography. Examples of using adjectives in semantic interpretation design are shown in the image below:



Figure 4: Semantic typographic design of Adjectives.

## 4. Conclusion

Creating typographic designs through semantic Interpretation is a method that can be used to strengthen messages or meanings. This alternative can be used for effective message delivery without eliminating the primary meaning and purpose of making a design. The results of typography design depend on the designer’s ability to visually interpret the meaning of the words used in conveying the message. The more sensitive the designer is in capturing visual phenomena, the better the design will turn verbal into visual form.

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