



BIENNIAL
School of Art, Design
& Creative Industries



Ulrich Museum of Art

The XXIII Faculty Biennial ***It's All Part of the Process***

Artist Statement

Jeff Pulaski

In his book *A Short History of the Printed Word*, Warren Chappell states, “A page of printed type is one of the most abstract pieces of communication I can imagine. Symbols of most ancient origin can be put together in ways that stimulate the eye, through pattern, and the mind, through thought.”

I work with type. I work with its form, its meaning and its history. One of the things that distinguish graphic design from other forms of art is the intentional use of type to communicate meaning. This is not to say that type is required for a work to be considered graphic design or that any piece of art displaying type is a piece of graphic design, but we are the only discipline that concerns itself so intently with the use of typography in visual work. I feel that an understanding of type and how to use it effectively is fundamental to the education of every graphic designer. Letterpress excites the typographer in me.

Letterpress is the dominant commercial printing process used from the mid-1400s by Gutenberg through the early 1900s. Much of the material used in letterpress is individual pieces of type cast in metal or cut into wood. These characters made manifest in three-dimensional form are the basis of my attraction to letterpress. The type shows its history of use physically on its face. The scars on the type add character. My current work seeks to document these letterforms both visually and through written narrative.