



**BIENNIAL**  
School of Art, Design  
& Creative Industries



**Ulrich** Museum of Art

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

Artist Statement

Irma Puškarević

*Typography Entangled* is a reflection of discovery. For many graphic designers, the path by which one arrives at understanding is the essence of one's engagement in the projects. This state can yield great frustration. But it also sets us on a path to innovation.

Through my work, I reflect on my own path to discovery, where intricacies of language become my neurons and typography my synapses. Typography is generally regarded as the principal substance of graphic design. And as designers we tend to observe typography mostly through the lens of the final solution - the arrival to a destination. However, in the process of idea generation, aspects of typography and typographic form can aid in mapping one's thoughts. In the realm of the process stage, our thoughts are deconstructed, and to help them merge into one cohesive whole, we connect them to language. My work visualizes deconstruction of language during this process using typography as a means of expression.