

## Abstract

This thesis investigates *experimental approaches* in typography, and focuses in depth on *decorative typefaces/fonts*. After defining of main terms and rethinking of the meaning and function of typography today, thesis goes on to present main experimental fields of exploration and also talks about experiment in general and its positive aspects for creation of original and inspiring design solutions.

Next part is a special *research of writing systems* from Chinese characters to Arabic letters, which offers a condensed and accessible collection of information, with the purpose of establishing grounds for future experimentation. Next chapter focuses on serif typefaces and offers an explanation of high readability of serif letters.

Last part focuses solely on decorative typefaces. It presents a *dual expression* of letters, who not just notate specific sounds but also express, by their specific shape, some other specific meanings (time, emotions, culture ...). Thesis concludes with a detailed *classification* of decorative (expressive) fonts.

In Appendix there is a presentation of posters – a design part of this thesis.

## Key words

typography

typeface

letter

experiment

experimental areas

writing

expressive typography

decoration

design of decorative typefaces

classification of expressive fonts

3d interpretation of serif letterforms