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Artist Statement

Dark Charmer is the name of a monster that was created by combining two vastly different typefaces that still held the characteristics of the monster's name. The blackletter typeface 12th Century British Museum has gothic roots that relate to fictional creatures during the era that are dark and charming. Boston Sign Painters Roman, an old style typeface, was used to give the blackletter typeface stability. This also relates to the name since those who are seen as charming usually keep their composure and appear stable.

The combination of these two typefaces is not a 50/50 split of elements from each one. In order to create a Dark Charmer, there needed to be a slight bias towards the gothic elements. As a result, the blackletter typeface shines through just a bit more than the old style, but not so much as to overpower it. Its final composition continues to challenge the stability of the old style typeface by creating a wave-like appearance with the letterforms.

Gothic horror was clearly the inspiration for this project, but it was specifically vampires that ironically brought Dark Charmer to life. The way they appear friendly and composed but also unhinged and dangerous was a perfect parallel to this monster.

The final result is a 10 second video which has Dark Charmer fade in with somber piano notes and slowly fade out along with the music, leaving you with a sense of dread.