*Hencoop* is a modular typeface that created for an Advanced Typography course in the College of Arts at Georgia State University. A modular typeface is an alphabet constructed out of a limited number of shapes or modules such as circles, triangles, or squares; this sets up the design parameters. Throughout the design process, I questioned how I would be able to create a typeface that would be legible, also but attractive in this restricted condition. My first step to solve this question was to research about the word, *limitation*, which was my keyword at that time.

Through research, I discovered an article that discussed battery cages which has been a serious issue around the world. Battery cages are wire cages for egg-laying hens, however each cage contains a limited space that barely fits one hen. The size of the cage is smaller than a letter sized paper. Compared to cage-free hens, the hens in this restricted environment face a higher chance of getting sick and developing stress. I learned that Europe has banned the use of battery cages a few years ago, but yet there is over 90% of hens in the United States that are still housed in these battery cages.

With this as a starting point, I created 26 lowercases of alphabet and numbers using triangles, squares, and quadrants. This typeface is very legible and cohesive in both small and large sizes. Each letter is based on the square shape that resembles the battery cage. For my type specimen poster, I used a warm red color tone as a representation of hens. I named the typeface *Hencoop* instead of *Battery Cage* as a hencoop is a better environment for hens to live in and more importantly, I wish for no more animal abuse in the world.