UNDERSTANDING/MANIPULATING/DECONSTRUCTING/RECONSTRUCTING

LETTERFORMS (part 2)

As you are working stop every once in a while to consider the really amazing images you are creating just by experimenting with simple letterforms.

What would the possibilities be with a whole word? Or an image? You can use these techniques with anything!

Our purpose as designers is to make people interested in imagery. We want to make them stop and consider and think and wonder at beauty! We want to present a familiar form or image in a new and interesting way; in way that people have never seen before.

Try overlapping lines and shapes. Try eliminating lines

Try shading positive or negative spaces now. Continue to ask yourself what works and what doesn’t.

Now start repeating lines and shapes to create patterns.

And try combining mixing up shapes/angles.curves.

Now try combining all of the above into individual compositions of your letterform.

Which ones are most interesting? Refine your designs and see if you can choose one.