CREATING DYNAMIC FONTS USING FONTSTRUCT
Part 3 of Fontstruct font development assignment

By now you have completed our Intro to Fontstruct and also developed dynamic and original letterforms A, B, and C as part of the second FONTSTRUCT assignment.

Your last assignment as part of this series is to develop a series of letterforms (up to and including the full alphabet) that reflect a consistent approach to design and an understanding of the basic tenants of font construction.

- Decide on a word or a phrase between 8-12 characters in length. This could be your name, a band name, movie name etc. etc .
- Using the same style as you developed in part 2 of our Fontstruct assignment and while remaining open to refinement, develop all the component letterforms of that word or phrase.
- You can choose to construct either lowercase ore uppercase letterforms.
- Click here to access this very educational info sheet about the anatomy of letterforms.
- Follow the tips below to reduce the amount of work you have to do and maintain consistency:

Make sure that your descenders, x-heights, cap heights and ascenders are all consistent throughout your letterform designs.

Ascender height
cap height
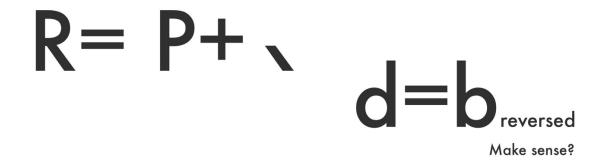x-height
baseline
descender height

xgydhAHF

notice that "bowls" on rounded letterforms that "sit on the baseline drop slightly below. this prevents these lettereforms to optically appear as if they are floating. it "weighs them down in a way that letterforms with flat bottoms don't have to be.

AHF

Notice here how the cross bars of caps are mostly consistent unless it reasonable to make the cross bar lower, as is the case with the "A". You really shouldnt need than two cross bar heights though.

Most letterforms are made up of the same repeated elements (in most fonts) - So make sure you copy and paste appriopriate components from previously constructed letterforms.

R= P+ 、

d=b reversed

Make sense?

- Download font that you have created. It's ok if you don't have all the letters in the alphabet as long as you have all the letters in your chosen word or phrase.
- Open up a Photoshop document that is approximately 5" x 10" and 300 dpi. I don't care if the dimensions are exact but they should be close. If it makes sense for the dimensions of your word change feel free to change them.
- Type out your word as large as you can in the document while keeping appropriate borders.
- Feel free to change the colours of both the word and the background.
- In the bottom right hand corner of your document write the name you have given your font. Yes you have to give it a name!
- Flatten image, save as a JPG and submit as per teacher's instructions.

EXTENSION

- You are encouraged to create the entire alphabet for your font.
- I will give you bonus marks for this!
- This can, again be either uppercase or lowercase.
- You won't believe the amount of bonus marks I will give you if you do both lowercase and uppercase!
- Download entire font and create a Photoshop document that showcases your entire alphabet.
- Feel free to make other design decisions in this showcase document to make it really special.
- Title the document with the name of your font.
- Save as a JPG.
- Submit as per teacher's instructions.