

I start by just writing out my phrase and noticing how many words I have

5 - so that's how many rows I could have etc

and how many letters (26)

and how many is in my longest word (8)

So I could have 5 rows (words) + 8 columns (highest # of letters)

notice the neg space left over

how will you distribute this

or you can draw a grid if the number of letters fits perfectly lets try 5 columns by 6 rows

KEEP IN MIND YOU ARE TRYING TO ADDRESS THE WHOLE IMAGE AREA!

i'm just shading in the neg space so you'll notice it.

this will allow a space between each word but you don't need to if it doesn't work for your phrase

or you could have different column #'s within each row

but... is this neg space too boring?

it might be weird to stretch out the "is's" across the whole row so...

1.jpeg

YOUR ROWS DON'T HAVE TO BE EVEN...

HAVING some words larger than others could increase emphasis

REMEMBER: these are just quick sketches

you could FLIP words to emphasise symmetry within a phrase (but is this too gimmicky?) and does it prevent it from reading it as one sentence?

WHAT if you put one keyword on a diagonal?

does it emphasise that word too much?

does it make you notice anything else about the elements (letterforms) you are using in your composition?

oops!

LOOKING BACK at previous ideas I came up with a new iteration of the grid idea - this time emphasising the components DRAW - THINK DRAW

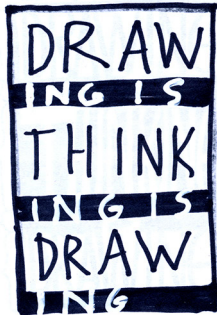
2.jpeg

Lets try that again...



neg space - is this ok? or is there a way to fix it?

or the reversal

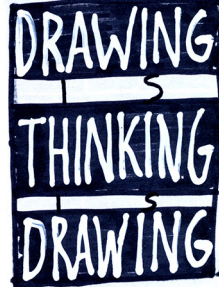


which I think allows more balance between reading "draw" + reading "drawing" by emphasising the "ing"

What about inverting elements?



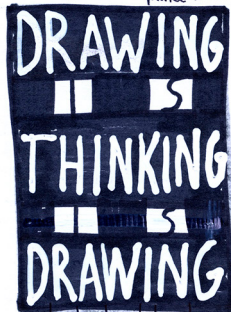
but I think being able to read it as "Draw, think Draw" is maybe distracting to the message



so lets try this again....

3.jpeg

trying different things don't be afraid to make mistakes



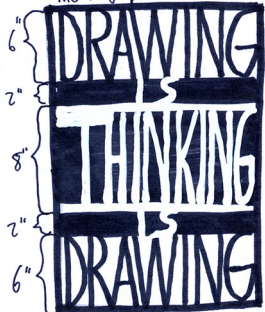
we still have columns

What about inverting different components of the composition...



... rather than the whole phrase.

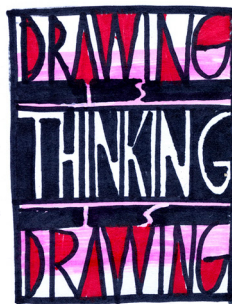
here we are playing with the neg space of the letter forms



I like this reversal mirroring the reversal of the phrase

emphasized by not having space between the words.

What if we started experimenting with colour?



how can we use colour to create emphasis in our roughs?

3 1.jpeg