DESIGN 10

LETTERFORM DEVELOPMENT

Process:

* Your teacher will give you a letterform (or combination of letterforms to work with)
* On Micosoft Word (or other desktop publishing program) print out a document that contains your letterform in various fonts and sizes. Make sure that the font size is a least 72 point. This sheet will provide reference and inspiration for your process.

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* On graph paper provided experiment drawing out your letterform in a variety of forms and styles by filling in the grid with pencil.



* Your teacher will indicate whether you are allowed

1. only to follow horizontal and vertical lines or…
2. diagonals

* Play around with serif, sans-serif, widths and lengths of strokes, ascenders and descenders etc.
* Don’t worry about mistakes or making every attempt successful. Play around.
* Simplify or deconstruct your letterform to the edge of legibility – ask yourself – how can you push the form to the extreme while maintaining legibility.
* Try to create at least 5 different solutions (these can be radically different from one another. Then choose one to develop. Try to find at least 5 differentiations on your chosen design but keep trying until you find one that you are very happy with.

OPTIONS FOR FURTHER DEVELOPMENT:

1. Digitize and tidy your process using Adobe Photoshop or the Shape builder tool in Illustrator. Get vector file laser cut in vinyl sticker (any size) for signage or other display opportunities or practical functions.
2. Create a large scale version of your letterforms on coloured paper. Create installation of letterform with multiple colour variants using repetition, overlapping etc.
3. Recreate letterforms using coloured tape. Your teacher may have different widths and colours of tape to use. Try outlining your letter-form with a different colour, creating a shallow 3-D effect or otherwise using the options you have to increase the visual interest of your letterforms. Applications are innumerable.