

Design A Typeface

Amended Brief Nov/Dec 2019

Introduction

You will have seen by now how many typefaces there are available to us, and hundreds more are being introduced every day. Where do these designs come from? What inspires a designer to design a new face? What are the inherent problems when designing a new typeface?

Brief

Investigate the lettering attached to a chosen theme from the list. Dissect your findings for graphic elements and stylistic consistencies you can use to help to build your own typeface. You will need to develop both the upper and lower case alphabets, but do not need to worry about designing numbers or punctuation. You will be required to work on paper to sketch up both cases, but are only required to assemble one case digitally using Illustrator.

Work required

- Detailed sketches for both upper and lowercase alphabets
- Either the upper or lowercase alphabet drawn up correctly in Illustrator

Learning Outcomes

To pass you need to have achieved the learning outcomes outlined below:

- 1 - Experience of the problems of designing separate elements which will form part of a cohesive whole.
- 2 - Provide evidence of research/trials
- 3 - Demonstrate use of appropriate software

Texts/hints and tips

This needs to be made in Adobe Illustrator NOT Photoshop or InDesign.

Scanning your sketches will help you convert your designs into vector graphics.

Feel free to go above and beyond with this and explore the various software's and resources to turn your vectors into a working typeface.

This is not a criteria within the marking process, but worth exploring!

Submission Information

Submit your final typeface on 3 A3 sheets at presentation standard.

Page 1 - Showing your alphabet in its solid state.

Page 2 - Showing your alphabet in its outline state.

Page 3 - Your typeface name, written in your typeface.

The work does not need to be formally mounted but does need to be presented neatly, making sure your name is on the work. A copy of the digital files also needs to be submitted by dropping the Illustrator documents onto the staff laptop on deadline day. You will also be required to submit your typographic moodboards and any other research and process work.