

In-class Exercise

04.05.07

Equipment: Tracing paper, #2 pencil, Sharpie®.

Due end of lab 04.05.07, 9:45 PM.

Numerous ways exist for designing a font. A basic, simple procedure: take elements of two different, standard fonts and combine them into one letterform design.

This exercise will start you down the path for creatively manipulating type to suit a design, similar to the process for creating logos and graphic symbols.

You are supplied six letters from:

- Helvetica Neue
- Times New Roman

Combine unique characteristics of each font into one design.

Create 12, or more, different concepts for H, O, and V. (Keep in mind, these three letters are the building blocks for future symbols in the alphabet.)

Just like the first class assignment earlier today, think outside the box. Come up with as many solutions as you can. As your ideas build, see if different solutions work together as one solution.

Quickly move through all obvious resolutions.

Find ways to deconstruct the two letterforms and recombine them in an unique manner.

Indicate which of the 12 is your favorite.

