

project 02: beautiful group of letters

This project builds on skills learned in Project 01. Using the TypeCooker tool, establish a set of parameters to research and use as the basis for the letters ah&HA!'. Begin sketching/digitally building forms to match the brief generated by TypeCooker. From these sketches digitize and space the letters to each other. Refer to, but do not scan and trace your sketches. Use them as a model rather than a source. Using TypeCooker and building a limited character set, mimics in a simplified way, the typical trajectory type design project, in which the personality, purpose and context of use of a typeface is defined in a small set of useful letters, and then extended into the full character set and related weights and styles of a typeface family, wherein letterforms repeat to create a rhythmic pattern.

We will go over basic principles of digitization, font generation, installation and proofing in class.

Steps:

- » Once you complete your 'ah&HA!', move to the letters 'd n o D O'.
- » Space your letters using control characters (n & o H&O) and spacing strings (refer to spacing handouts)
- » Fill out the Font Information and Metrics data in your font editor and name your font correctly (shown in class)
- » Generate and install your font and create a test document. Tweak shapes, regenerate, reinstall, proof, etc.
- » Note differences between sketched forms and digitized forms. Write down 10 differences that you notice. Assess the overall fit, color and texture of your typeface, making changes based on feedback and repeat as necessary.

Final Submission Requirements

- » OTF, Glyphs file and PDF to Google drive of ahdno&HADO!
- » B&W letter size printed proof showing:
 - a) isolated large/display size (30pt+) highlighting details
 - b) smaller text set at subhead/pull-quote size; (18pt+)
 - c) smaller settings showing text at body copy size. (9pt+)
- » Notes document on translation from sketch to screen

Readings:

A Letter from WAD to RR

Basic Character Spacing in Type Design

Walter Tracy's chart for spacing relationships

Mark Jamra's Form & Proportion in a Text Typeface