

Hacking Helvetica

Objective: To take a nondescript font (Helvetica) and make it descriptive utilizing *at least 2 principles of design* and show mastery of Illustrator tools such as pathfinder, shape builder, pen, etc.

What to do: Write your name in Helvetica, then make the font reflect a part of your personality. It can be something you like to do like play a sport, act, sing, play an instrument, or it can be a personality trait like messy, forgetful, funny, etc. It needs to be visually descriptive. It may be best to start with sketches. **You will craft 2 ideas.**

Steps:


1. Open a new document (file new)
2. Create a letter sized page (8.5 x 11 horizontal)
3. Write your name in Helvetica
4. Use the transform tool to blow it up
5. Create outlines (Type/Create Outlines)
6. Use the pathfinder, transform tools, shape builder, etc to make your name reflect a part of your personality - make the text unique to you by hacking Helvetica. (remember the swoosh tutorial)
7. Choose appropriate colors.
8. Use at least two principles of design and be able to describe them in your description.
9. Craft a detailed description of your illustration.

Do this twice.

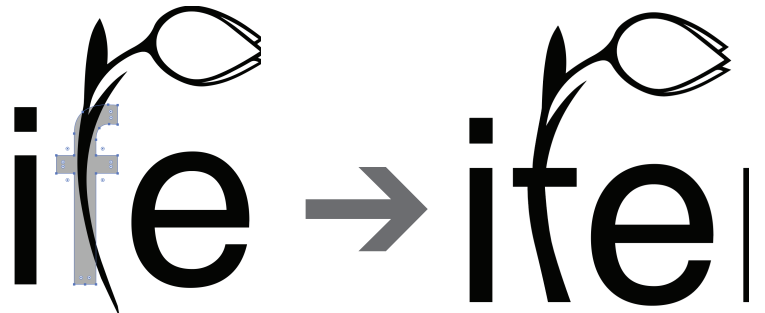
You will be graded on:

- Technical competence
- Experimentation with Illustrator Tools
- Use of the Principles of Design
- Decision Making
- Written Explanation

3. Jennifer



6. | i | e → i | e |



Place your graphic over your letter. Change the transparency of your letter so you can see what you are working with. Use the pen tool or direct selection tool to adjust individual points, then use the pathfinder tool to blend them into one shape. Do this for all letters, see below.

Jennifer



7. The name 'Jennifer' is written in a green, sans-serif font. The letter 'J' is the largest and has a tulip stem and flower growing from its top. The letter 'e' has a tulip stem and flower growing from its top. The letter 'n' has a tulip stem and flower growing from its top. The letter 'h' has a tulip stem and flower growing from its top. The letter 'i' has a tulip stem and flower growing from its top. The letter 't' has a tulip stem and flower growing from its top. The letter 'e' has a tulip stem and flower growing from its top. The letter 'r' has a tulip stem and flower growing from its top.

9. **Description:** I spelled out my name in Helvetica, then I hacked it to reflect the part of me that loves gardening and the color of spring. I utilized the pathfinder tool, the pen tool, and the shape builder tool to illustrate my solution. To me, tulips represent spring, so I used them in my illustration. The color choices, a mid-toned green and pale pink, are those of Spring which is when I like to start my gardening so it is in full bloom in the early summer. I utilized three principles of design in this composition, emphasis, balance, and movement. With the largest tulip on the first letter of my name, it creates emphasis on the beginning. The tulips at the end of my name counter-balance the larger tulip to create a balanced graphic. The shoots growing from the letters show movement.