

name: _____

Typography Design Steps:

01. Mood Boards

Create some mood boards (in any program - Pinterest, Photoshop, google docs, adobe spark, etc)

1. 5-10 typefaces you like
2. 5-10 images from a movie you like
3. 5-10 images from a food you like
4. 5-10 images from a theme you like - you pick the theme for this one.

02. Create a brief for your font design

Your brief should make it clear what your font's purpose is, what it needs to achieve and how it will be used.

How will your font be used? _____

Does it need to solve a specific problem? _____

What will make it unique? _____

What will your inspiration be? _____

03. Fundamental design choices

Your brief should make it clear what your font's purpose is, what it needs to achieve and how it will be used.

Will your font design be a serif or sans-serif typeface? _____

Will it be based on a writing implement or will it be more geometric? _____

Will your design be a text face, comfortable at small sizes and suitable for long documents; or will it be a display face with an imaginative style that works better commanding attention at a larger size? _____

04. Design from scratch and by hand

Sketch ideas, use photographs or unusual shapes/forms to help develop your idea.

I want to see idea sketches prior to working in the computer.

05. Use control characters for your font design.

In a lowercase Latin typeface, they would be the 'n' and o, and in the uppercase, 'H' and 'O' are often used. You can then steadily add to these. The word 'adhesion' is often used as an example to test a font design's basic proportions.

You should sketch your H & O and then move to the computer with the H & O.

06. We will use FontLab7 Free 30 day Trial.

It's better to start working in an environment that gets you thinking about letter spacing and word creation.

One advantage of this packages is that you can export your work-in-progress as a font.

07. Try to export it and use it.

Create a document in any program after installing your font on your computer and use your font for that document.

What is due & When:

4 Mood Boards - 12/1

Design Brief - well written - 12/3

Sketches of the font idea with the O and H developed - 12/7

The final font crafted in FontLab & example of it used. - 12/17