GRA 209: Graphic Design for Non-Majors

Instructor: Çağatay Alpay
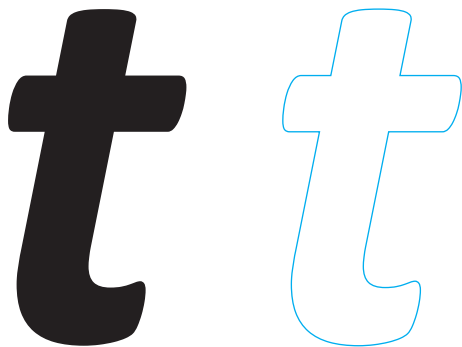
Semester: FALL 2018-2019

WEEK 04:
The Study of Form: Letterform and Monogram

Letterform:

The graphic form of a letter of the alphabet, either as written or in a particular type font.

A letterform, letter-form or letter form, is a term used especially in **typography** to mean a letter's shape.
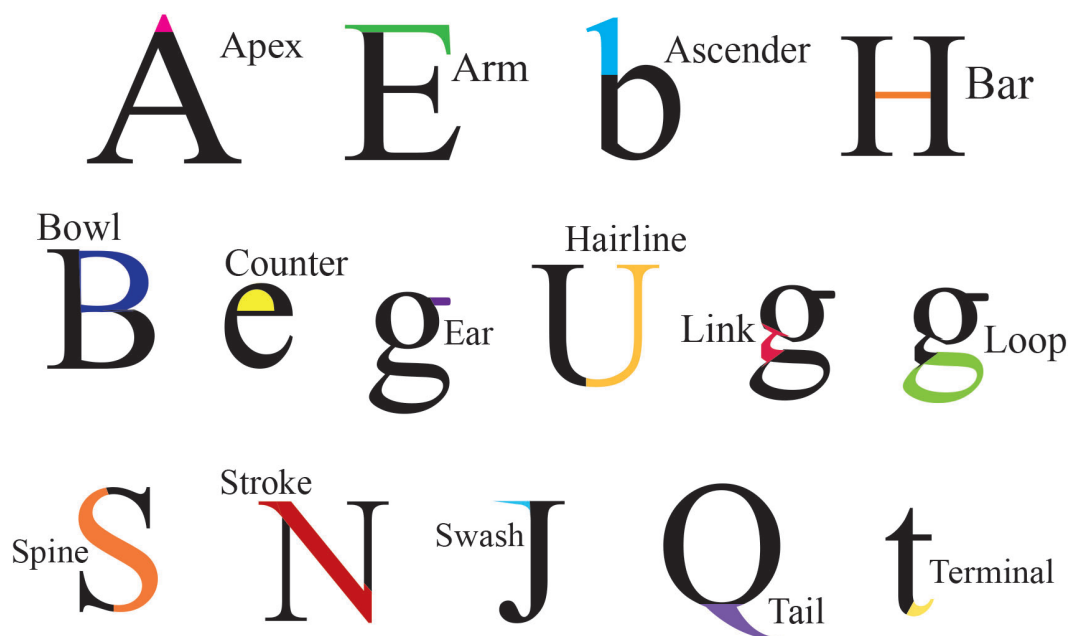

Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed.

The term typography is also applied to the style, arrangement, and appearance of the letters, numbers, and symbols created by the process.

The most basic component of typography is the letter, and each letter of the alphabet is distinguished by its unique shape, or letterform.

To understand, to see a letter as a form a designer must know the basic technical apporaches, technical definitions of letterform's anatomy.

Typography basics: Anatomy of Letterforms

A Apex   E Arm   b Ascender   H Bar

Bowl B   Counter e   g Ear   Hairline U   Link g   g Loop

Spine S   Stroke N   Swash J   Q O   t Terminal   Tail

Counter   Stress   Ascender

P   y   d   S   Cap Height   X Height   Spine   Baseline

Stroke   Descender   Serif

Terminal   Ear

f   a   g

Bar   Bowl   Link   Loop

Typeface vs Font:

Think of typeface like an alphabet family, a group of related letters, numbers or symbols that share one basic style.

The word font relates to how you manipulate a typeface by making it light, **bold** or *italic*.

A font must be a complete collection of letters, characters, and numbers within a particular typestyle (For example, light, **bold** or *italic*.)

Typeface and Type Family:

Calibri
Designer: Luc(as) De Groot

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#$%^&*(){[}]'"?
The quick brown fox jumps over the lazy dog.

A type family is a range of typeface designs that are variations of one basic style of alphabet.

Font and Font Family:

Calibri

ABCDabcd - Regular
ABCDabcd - Bold
ABCDabcd - Italic
ABCDabcd - Bold Italic

A font family represents a collection of all the fonts that share the same similar characteristics in design.

What is the font size?

Font size is usually defined in points which are often equivalent to pixels on computer displays. For instance, a 12 points Calibri font means that the font you use is named Calibri and that its characters (letters, numbers and other symbols) have a size, or height if you wish, of 12 points at most. A sentence written in 12 points Calibri will look like this:

This is a sentence written in 12 points Calibri font.

This is a sentence written in 14 points Calibri font.

This is a sentence written in 18 points Calibri font.

What is the font weight?

Fonts are also characterized by weight. The weight of a font refers to how thick the characters it contains are, or more exactly how thick the strokes of the characters are. For instance, a font can be light, regular (medium), **bold**.

Light Regular **Bold**

What is a font style?

Finally, the third essential characteristic of a font is its style. Fonts can be italic (or oblique), condensed (or narrow), compressed, extended (or expanded), and so on.

Arial italic   *Arial condensed italic*

Arial condensed   **Arial condensed bold**

Arial extended   *Arial condensed bold italic*

Type classifications

Most typefaces can be classified into one of four basic groups: those with **serifs**, those **sans-serif** (without serifs), *scripts* and ***DECORATIVE STYLES***.

*Reading: Fontology - Type classifications
https://www.fonts.com/content/learning/fontology/level-1/type-anatomy/type-classifications

Serif vs Sans-Serif

In typography, a serif is a small line attached to the end of a stroke in a letter or symbol.

A typeface with serifs is called a serif typeface (or serifed typeface).

A typeface without serifs is called sans-serif or sans serif, from the French sans, meaning "without".

SERIF

SANS-SERIF

Monogram:

Monograms are creative symbols made by combining, overlapping two or more letters into to create a single symbol.

In most cases, they are designed to represent the initials of a personal or company names, and afterwards used in professional logos with initials and other brand symbols.
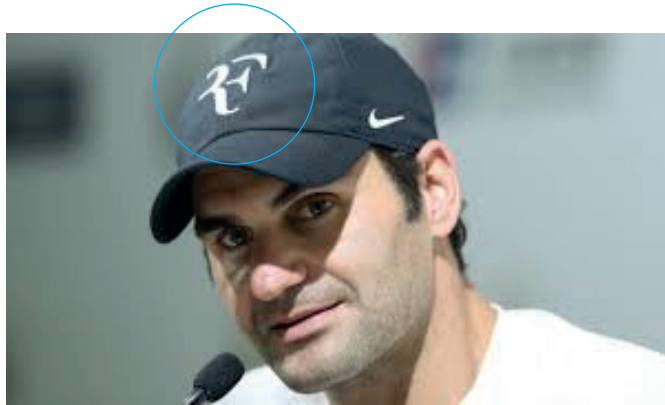
Many famous companies use them for logos because they are remarkable and one of a kind. There are so many variations and ways to approach a monogram. In the end, the possibilities are endless and always bring typographic results. Well designed monogram logos are iconic. Think Chanel and Louie Vuitton..
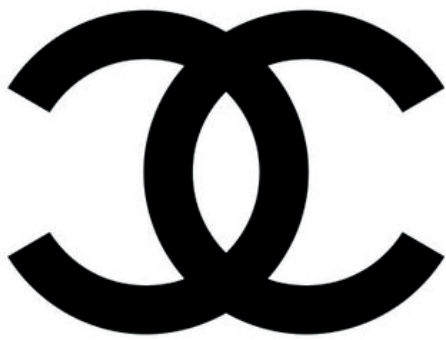
Exemplary works:

Roger **F**ederer by Nike

Personal logo design of **D**alius **S**tuoka who is graphic designer from Lithuania specializing in logo design, typography and brand identity work.

Mountain **W**est by Alex Rinker

Exemplary works:

Click **G**roup by Paul Saksin

Flight Finder by Rajendra Prasad

Joshua **E**mmanuel by Mindaugas Dudenes

P+**K** by Mindaugas Dudenes

London **S**ymphony **O**rchestra by Agency: The Partners

RC by Leo Logos

The **C**ounter **P**ress by The Counter Press

Peter **D**iblin by O Street

Foyer **C**afe by Dimiter Petrov

Adrien **J**oulie by Adrien Joulie

Exemplary works:
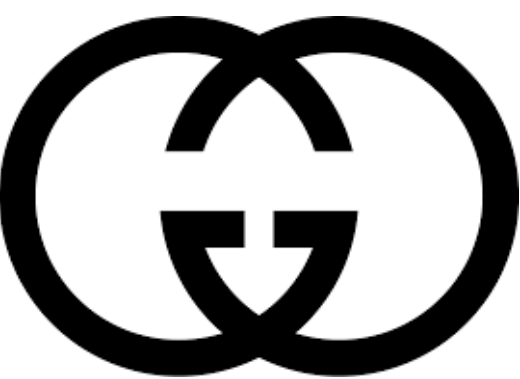
Gucci by Aldo Gucci

Volks**w**agen by
Franz Xaver Reimpspiess

Shift**D**ock by Sean Heisler

Sean **H**eisler by Sean Heisler

Ray **C**heung by Pauiliu Kairevicius
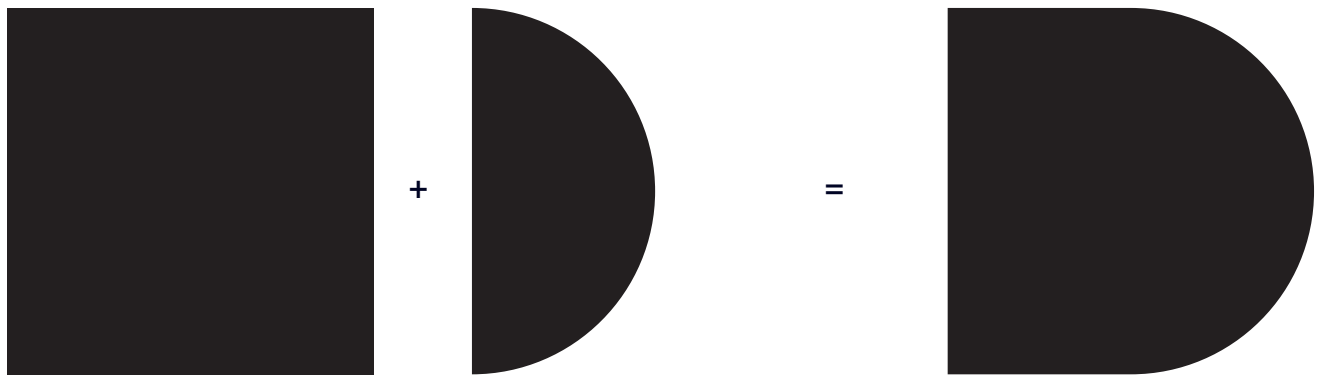
Exemplary works:
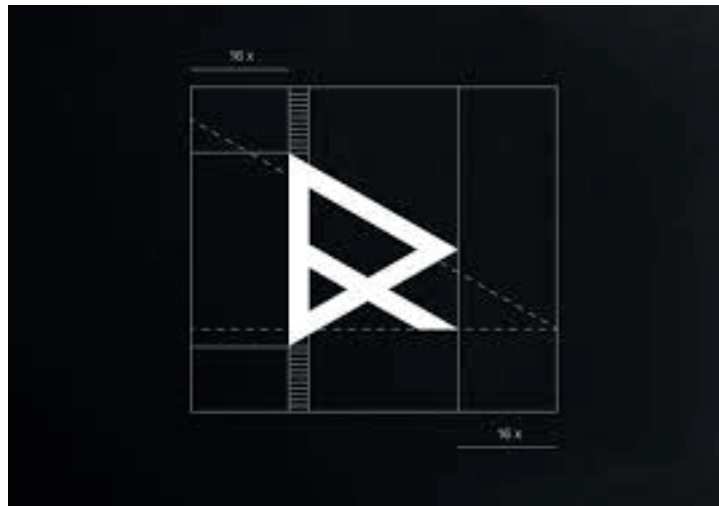
Domenico **R**uffo by Domenico Ruffo

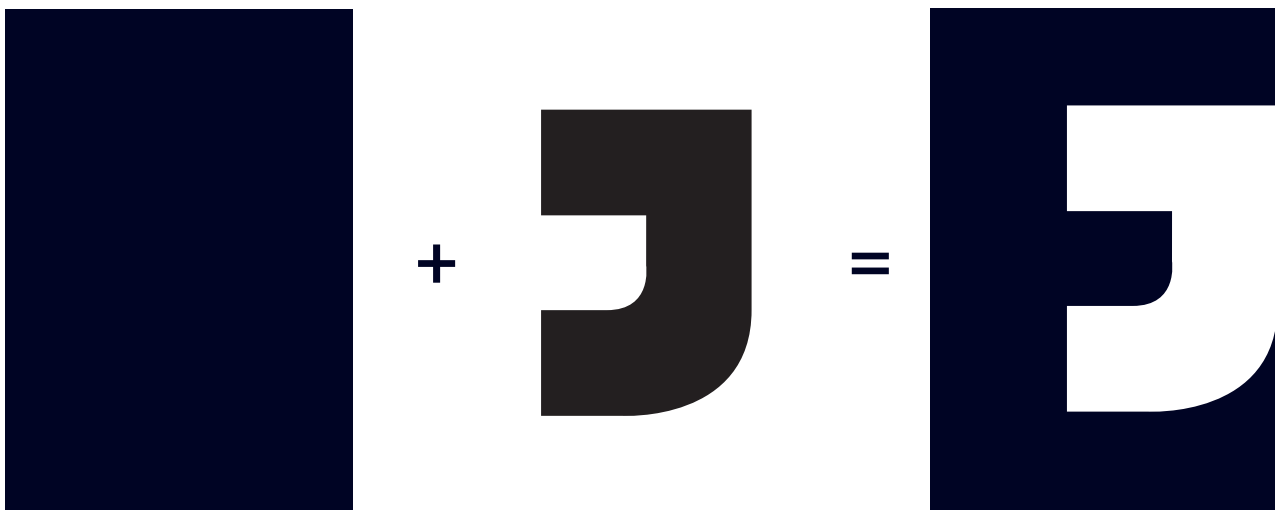# Classwork Practices with Geometric Forms:

Shift**D**ock by Sean Heisler
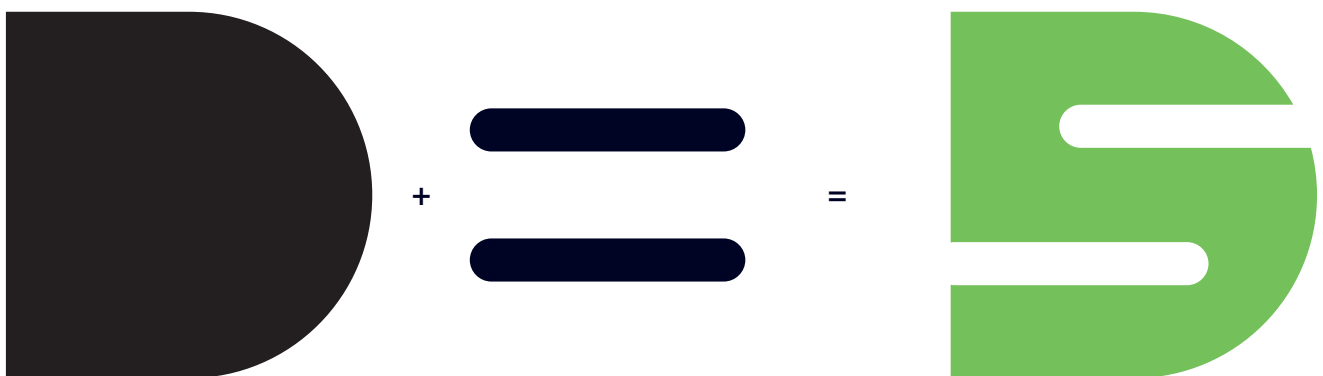
Classwork Practices with Geometric Forms:

Joshua **E**mmanuel by Mindaugas Dudenes

Classwork Practices with Letter Forms:
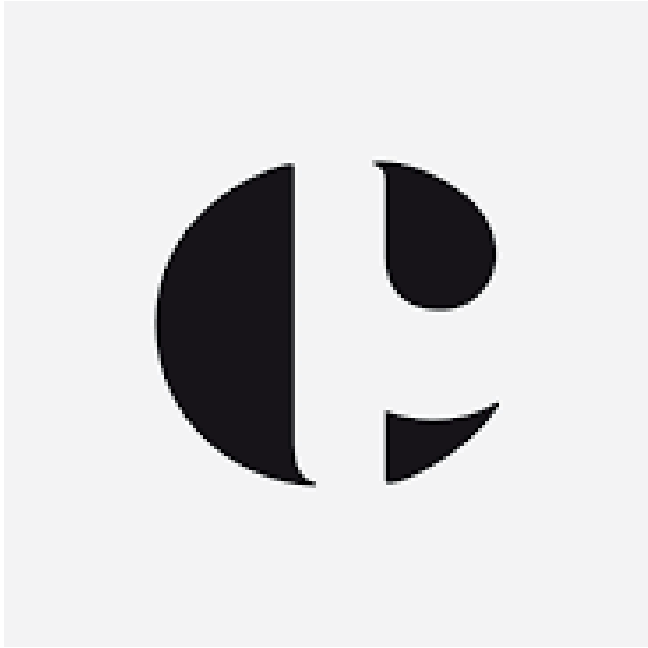

Roger **F**ederer by Nike

P+**K** by Mindaugas Dudenes

Classwork Practices with combination of Geometric and Letter Forms:

The **C**ounter **P**ress by The Counter Press

P + ● = ◖

Basic Sans
Black (Extendend)

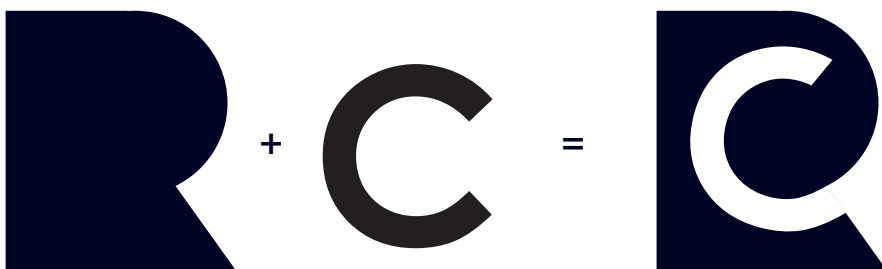## Classwork Practices with combination of Geometric and Letter Forms:

RC by Leo Logos

Century Gothic
Bold