Overall guide to building a word clock:
https://www.instructables.com/id/Wordclock/

Using Inkscape to design a laser cut a stencil:
https://www.sculpteo.com/en/tutorial/prepare-your-model-laser-cutting-inkscape/

Using ATMEGA328 with Arduino:
https://www.instructables.com/id/2-Arduino-the-ATMEGA328-As-a-Stand-alone-Easy-Chea/