PUCD 2025 Core Studio Typography (Section K)
Mondays and Thursdays 9:00 – 11:40am, Room 200
jarrettfuller.com/type

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PROJECT 2: TYPOGRAPHIC PATTERNS

We've spent the first few weeks looking intensely at letterforms — we've studied their anatomy, we've learned the termonology, and we've uncovered how different typefaces can change the shape, feeling, and tone of individual characters. Now that we understand how letterforms work, we will subvert them to create a visually interesting, repeatable pattern using a single letter. For this project, you will create four patterns using a single letter:

- 1 using a capital sans-serif letterform
- 1 using a lowercase sans-serif letterform
- 1 using a captial serif letterform
- 1 using a lowercase serif letterform

Letters will be assigned randomly in class. You can choose from these typefaces:

- **Serif:** Times New Roman, Georgia, Baskerville, Caslon, Bodoni, Garamond
- **Sans-serif:** Avenir, Helvetica, Optima, Futura, Myriad, Univers
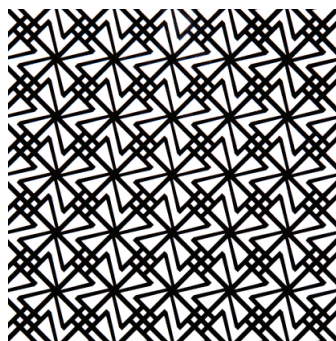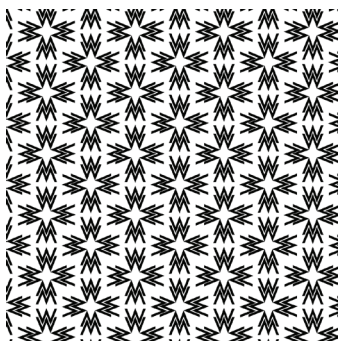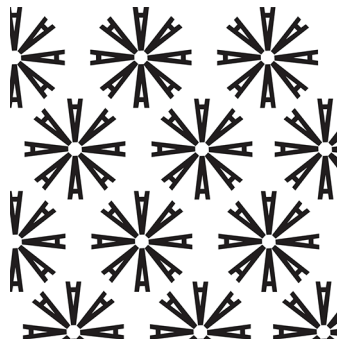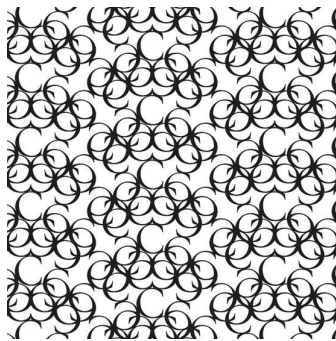
Process

1. Using Illustrator, create four 10" x 10" artboards.
2. Convert your letterforms to shapes to allow easy rotating, resizing, moving. Pattern should be repeatable (i.e. expand indefinitely off the canvas) and you may only use black text on a and white background.
3. Play with the unique shapes of each letterform to find interesting compositions and patterns. Each pattern should be noticibly different.
4. Save each artboard and compile into a multipage PDF that's 10.5"x10.5" named **lastname_firstname_project2.pdf** and upload to Google Drive.

Learning Objectives

- Display comprehensive understanding of letterform anatomy and ability to use them to achieve visual interest.
- Learn and use typographic terminology.
- Consider the priniciples of layout, composition, and space.
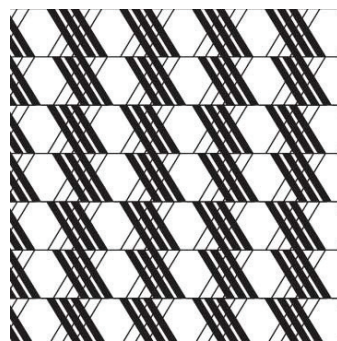
Grading

- Process and experimentation
- Final composition
- Critique participation

Critique: Sept. 18, printed
Due: Sept. 21, Google Drive

Examples