PROJECT: DESIGNING EXCEL-LENT TYPE

THINGS TO CONSIDER:
➔ What is a modular typeface?
➔ What are strategic ways of drawing letters?
➔ What are expressive ways of drawing letters using a systemic approach (like the grid below)?
➔ What are ways of using pre-existing tools, like spreadsheets, for unconventional uses (type design)?
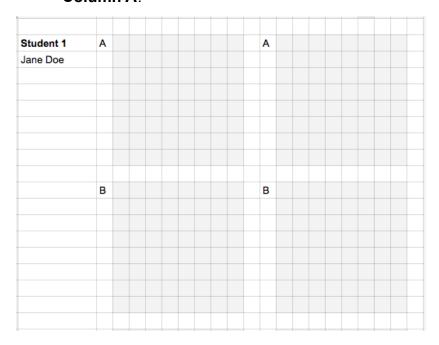
SOME REFERENCES:
➔ Excel Art by Daniel Aubert
➔ Super Mario Bros: https://www.youtube.com/watch?v=ax2UBISNv2A

LINKS:
➔ Project Spreadsheet

INSTRUCTIONS:
1. Open the Project Spreadsheet linked above.
2. Select a set of letters. Write your name underneath the "**Student #**" Label in **Column A**.

3. You'll see that there are two 10x10 grids per letter. In the left column, draw the assigned letter in **black**.

4. In the right column, draw the same letter but explore the use of cell color, border color, pattern, etc. You can use one of the design strategies (expansive, reductive, generative) to guide your process.

5. Rules!
   ➔ Do not change the gray background color.
   ➔ Do not alter the cell width or height.

EXAMPLES: