

Wayne State University
2230 Introduction
to Typography
Fall 2018

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Monday and Wednesday
2:30 PM–5:00 PM
Office hours: After class or
by appointment

PROJECT 2: 27TH LETTER

Focus: Letterform Anatomy

Due: Monday, September 24 at the beginning of class

The earliest alphabets developed marks based on sounds rather than the previous use of Hieroglyphic symbols that represented known objects in the real world. You are going to create a new mark to represent the 27th letterform in the English alphabet. This new letterform will have a unique sound and fit into the typeface you choose from this list: Garamond, Baskerville, Times New Roman, or Univers.

- You will construct an original uppercase and lowercase letterform of the alphabet which seamlessly fit into the typeface of your choice.
- You will focus on the detailed parts, stress, stroke, weight, and serif of the new letterforms you create, all of which contribute to the overall look, personality, and readability of the typeface.

STEP ONE

Think about the sounds each letter in the alphabet has, begin to think of new sounds that could be added (this must be a new one). Create a list of 10 words that have sound in them that are created by a combination of letters (sh, tch, ook, gn, ing). Create the word list in class.

STEP TWO

Begin to experiment with creating your 27th letterform. Work with 3–5 sounds of your choice from the list generated in class. Begin sketching your ideas. Keep it loose. Try to use no more than 4 strokes and practice writing the letter in your own handwriting. Do not think about typeface and the details at this point. Also consider where this new sound/letterform is going to be placed in the alphabet. Create 40 drawn thumbnails (20 upper/20 lower) 1x1".

STEP THREE

From your 40 thumbnails pick 5 sets (upper & lower) to refine and draw at full size (6x6"). The drawings must be filled in, not just outlines. Use parts from existing letterforms to construct your new letterforms. Be sure to notate which part comes from what letter on your sketches. Use the letterform anatomy terms you have learned in class.

STEP FOUR

From your 5 sets pick 2 sets (upper & lower) to refine and recreate on the computer using Adobe Illustrator, at full-size (6x6").

FINAL DELIVERABLES

One letterform set upper and lowercase, shown together and the set shown placed in the alphabet (total of 2 compositions).

Specifications

The final size is 6 x 6", these must be printed in black and white and trimmed to size. Mount/adhere to a different color of paper, must have a 1-inch border around all edges (8x8" total). On the back of each have your name, Fall 2018, typeface name, and type classification name. Craft is of high importance.