Cohesive Form Monogram

A monogram is a combination of two or more letterforms that may be used as a logo. For this exercise, you will combine elements of two *contrasting* styles of type to create a cohesive, unified, aesthetically pleasing form. Use the first letter of your first or last name.

PROCESS / SPECS

» Begin by sketching several possible approaches in your sketch-book. Try combining your first initial into one unified form, and then try with your last. Experiment with upper and lower case. This part of the process should take significant time.

» Once you have settled on a few directions you think will work, select the contrasting typefaces you will use for this project. Study the unique qualities of each letterform. Note that it's best to work with strongly contrasting letter characteristics such as script and sans serif.

» Use Illustrator to cut and trim the elements from the letter (remember to outline the type) to create a new cohesive form. Be careful not to alter the integrity of the originally letters.

» Come up with two different variations.

DELIVER

On an 8.5 x 11 inch page, enlarge your monogram to approximately 8x8 inches. On the bottom of the page include the original, unaltered letters you combined to create your piece. Turn in a digital copy named:

monogram1_*yourlastname*.pdf

Two variations due at the beginning of next class for critique.