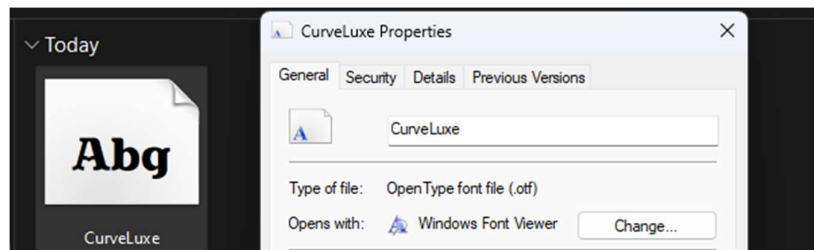# Project 2: Font Design
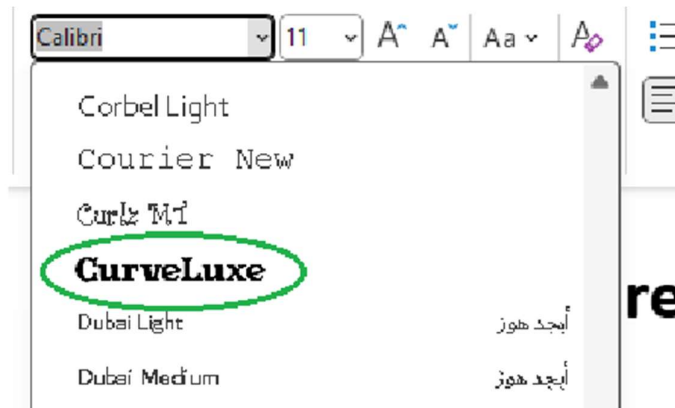
Submitted by – **Prachi Sah, 2021UCS1702**

Introduction:

I have designed the font **CurveLuxe** (self-named) using **FontForge**, a font design tool that provided me control over the curves and thickness of each letter. I designed all the characters and numbers individually as shown below.

Once completed, the font was exported as an **OTF (OpenType Font)** file and installed in **Microsoft Word**, allowing it to be used seamlessly across various document formats.

.otf file downloaded after designing

'CurveLuxe' imported in MS-Word for usage

Characters designed :

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z

a b c d e f g h i
j k l m n o p q r
s t u v w x y z

Sample Text :

Size	Text
12	Human Computer Interaction
20	Human Computer Interaction
26	Human Computer Interaction

Paragraph written using the CurveLuxe :

Human computer interaction is a field that studies how people interact with computers, and designs ways to make that interaction more effective, efficient, and enjoyable. Human Computer Interaction (HCI) is a multidisciplinary field focused on the design and use of computer technology, emphasizing the interfaces between people, users and computers. It seeks to improve the interactions between users and systems through effective interface design, usability, and user experience. HCI integrates knowledge from computer science, cognitive psychology, design, and ergonomics to create intuitive and efficient user interfaces. The goal is to enhance user satisfaction and productivity by making technology more accessible and easier to use. As technology evolves, HCI continues to address emerging challenges and opportunities in areas like virtual reality, wearable devices, and interactive environments.

Target Audience and Purpose:

1. **Creative Industries**:

   o   Ideal for **advertising, branding, and luxury packaging**.

   o   The font's designer aesthetic aligns well with artistic and high-end products.

2. **Gaming Industry**:

   o   Suitable for use in **gaming logos, titles, and in-game banners**.

   o   The bold, dramatic style is perfect for **action or fantasy** games, providing a sense of intensity and immersion.

3. **Event Invitations and Cards**:

   o   Perfect for **wedding invitations, event cards, or boutique labels**.

   o   Its elegant, curved ends add a touch of sophistication and uniqueness.

4. **Vintage and Retro Brands**:

   o   The stylized and bold look can be applied to **vintage products or retro-themed branding**, giving an authentic yet fresh appeal.

Design Decisions:

1. **Curved Ends**: The curved ends give the font an artistic, fluid feel, making it stand out and suitable for industries looking for creative expression or uniqueness.

2. **Bold Structure**: The thick strokes ensure high visibility and legibility, even at smaller sizes, making it suitable for headlines, logos, and titles that need to capture attention.

3. **Versatility**: Designed to work well in both uppercase and lowercase, offering flexibility for use across different formats such as **print, digital, and packaging**.

4. **Balance of Design and Functionality**: While the font has strong designer elements, it also maintains readability, making it functional for a variety of purposes such as **headlines, logos, or even product labels**.

Font Design Tool:

The font was created using **FontForge**, selected for its user-friendly interface and its ability to precisely control design features such as curves and thickness. FontForge allowed for experimentation with stroke width and curvature, ultimately leading to the final polished look of the designed font.

<u>Unique Features of CurveLuxe (What's Different???)</u> :

CurveLuxe stands out from existing fonts due to its distinctive combination of elegance and boldness. Its **curved ends** give a designer, artistic touch while maintaining high legibility, making it versatile for various uses. Unlike many other fonts, it manages to blend both **sophistication** and **drama** in its appearance, making it suitable for everything from high-end branding to gaming. The balance between its **bold structure** and **refined curves** is a rare feature that sets it apart from typical fonts, offering both readability and an eye-catching design that draws immediate attention.

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Batch -2

GitHub Repository Link - https://github.com/prachisah07/CurveLuxe-Font