

LETTER DESIGN

AJSARUL ASHFAK_B.Des23

guided by RAHUL GAJJAR

Assignment 1

Writing your name in such a way that it reflects your personality

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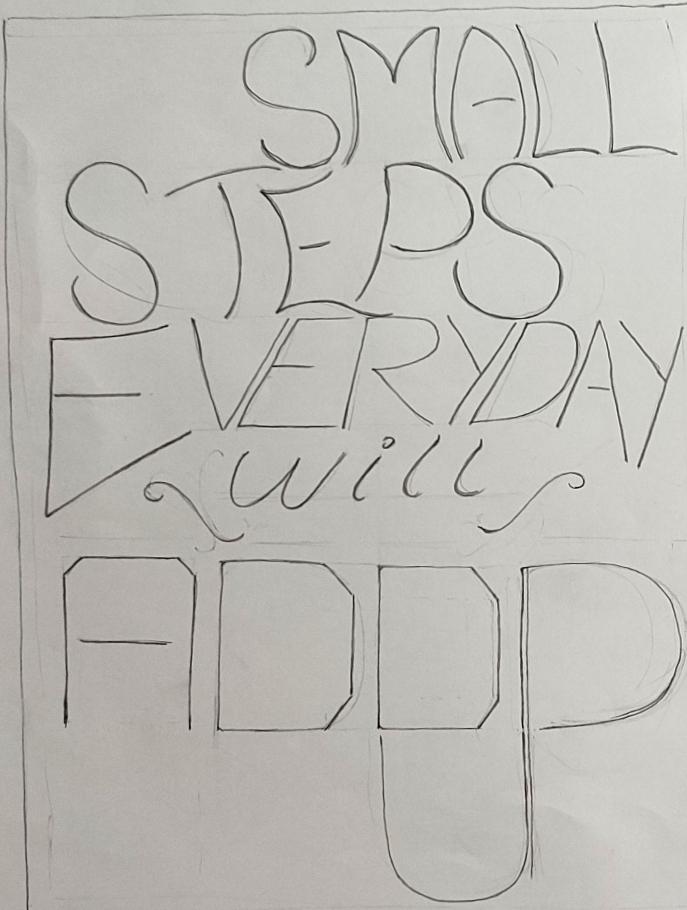
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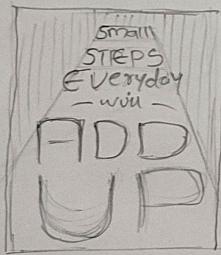
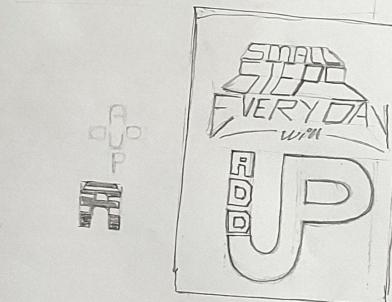
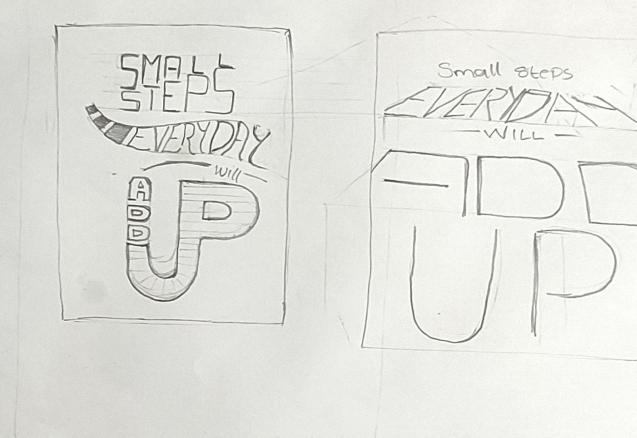
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Assignment 2

Expressive Typography Poster with a Chosen Quote.

Small steps everyday will add up





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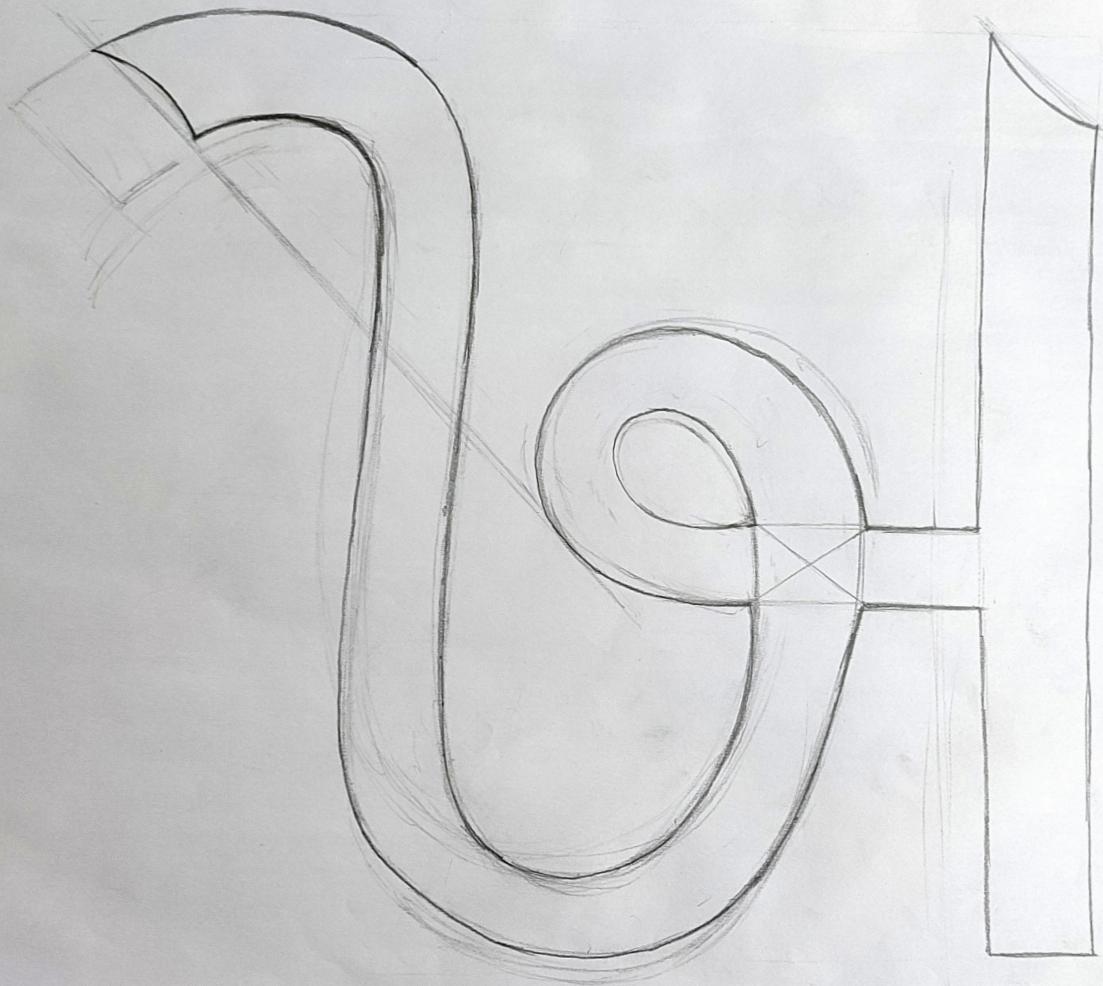
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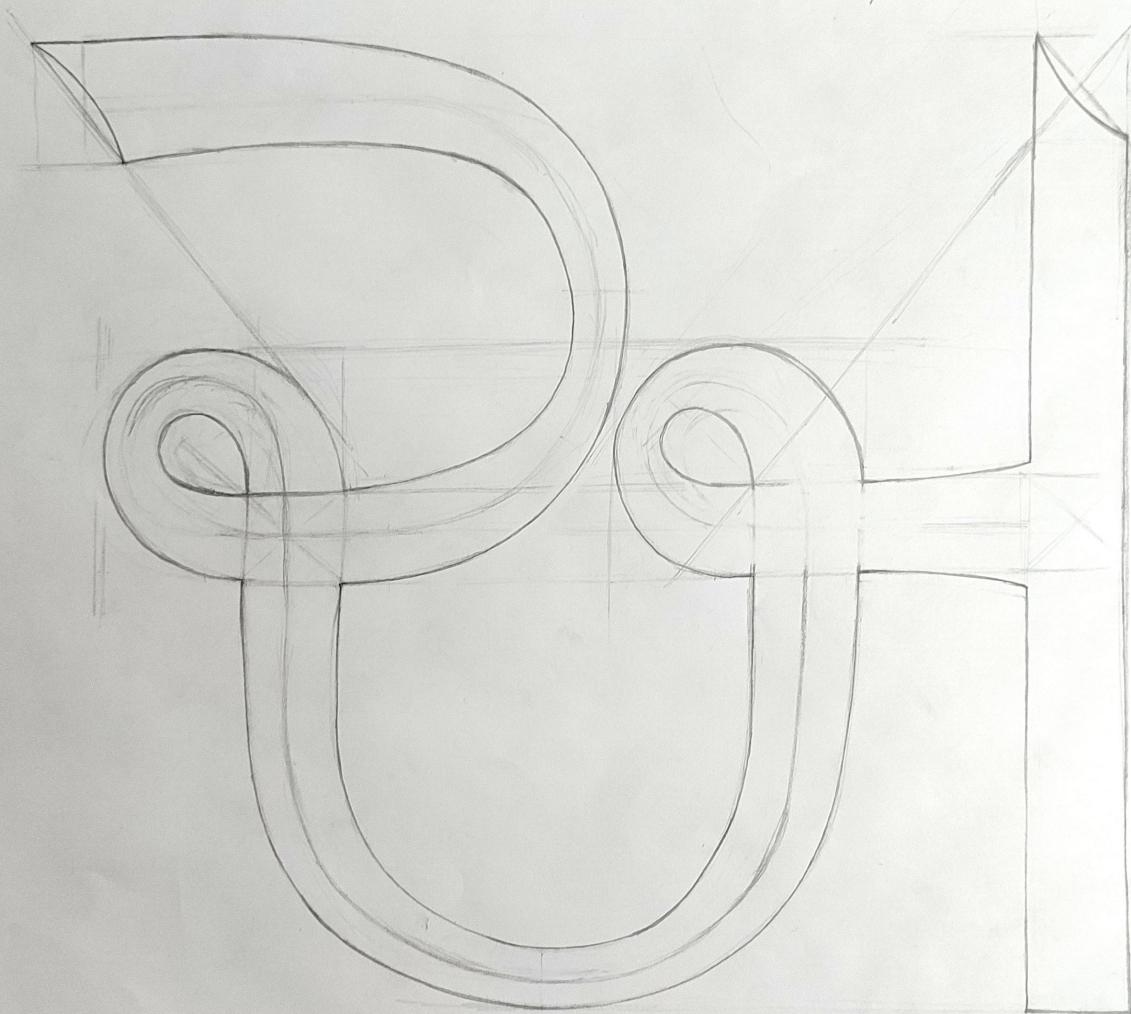
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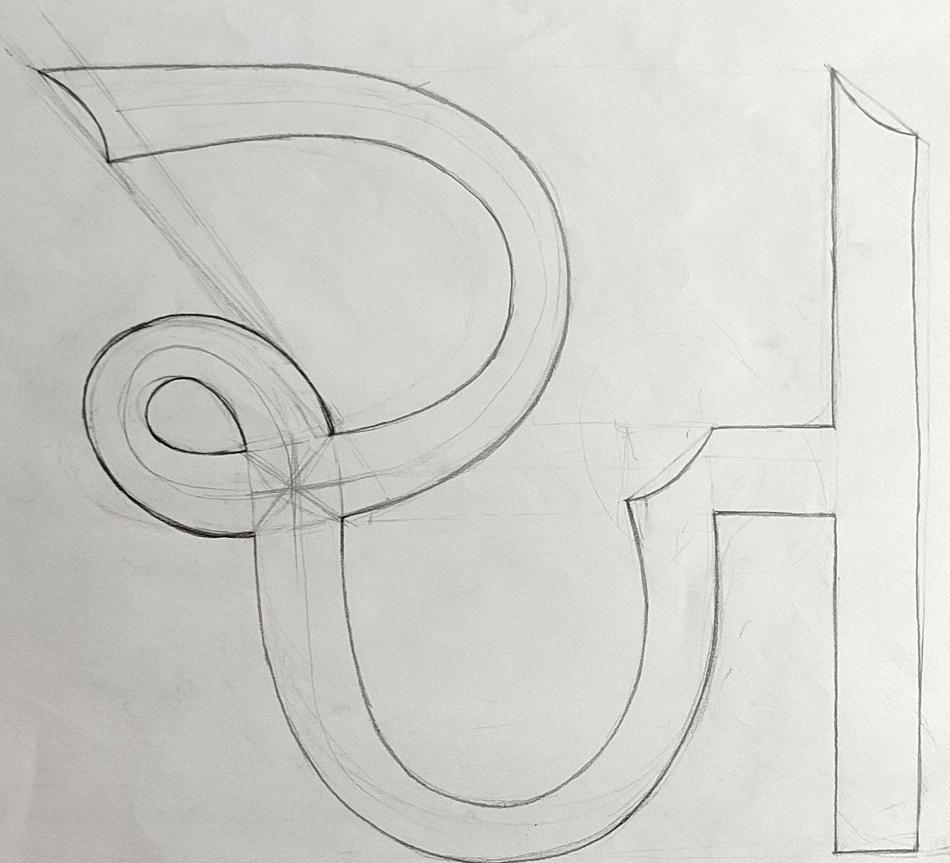
Assignment 3

Letter form Recreation



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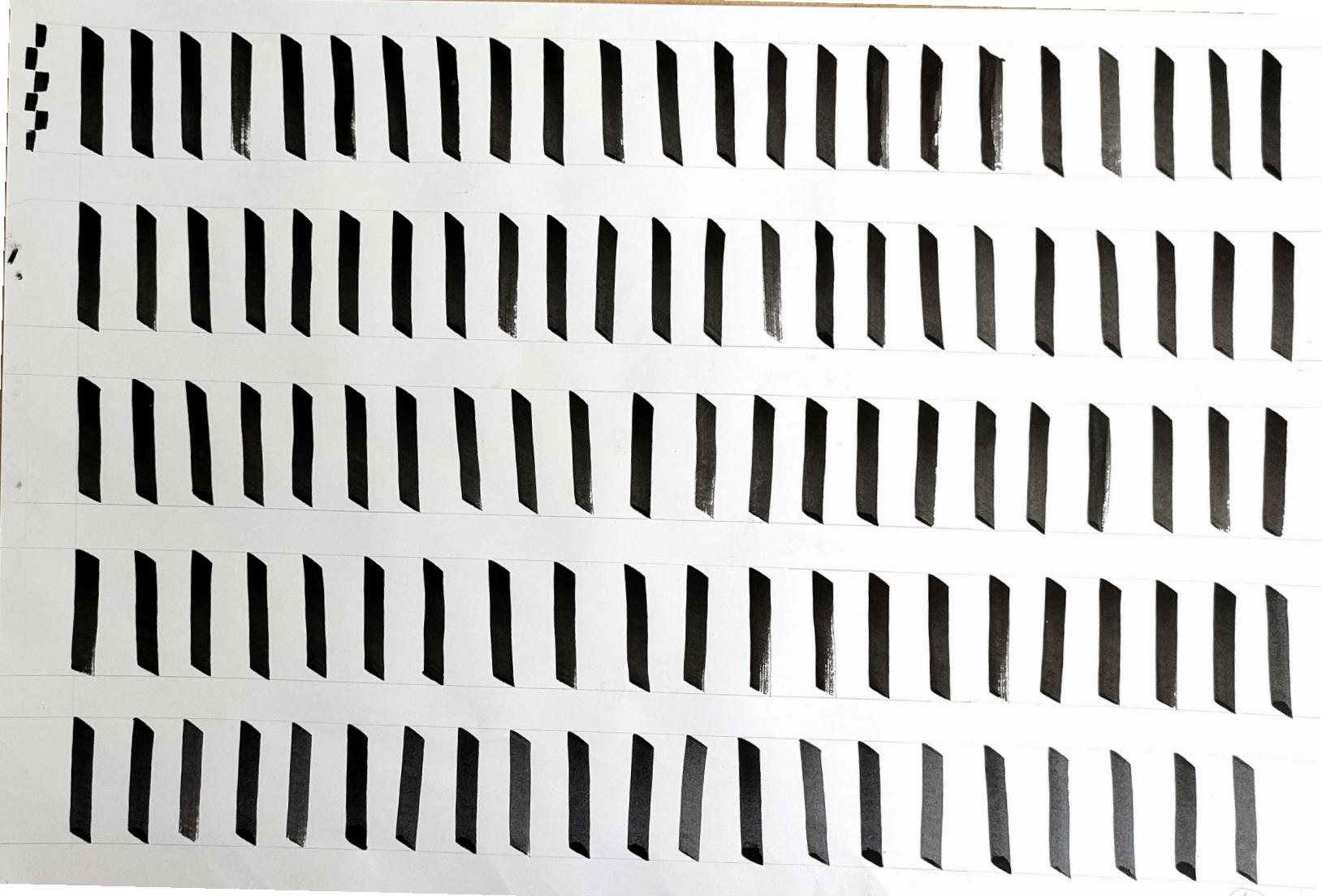
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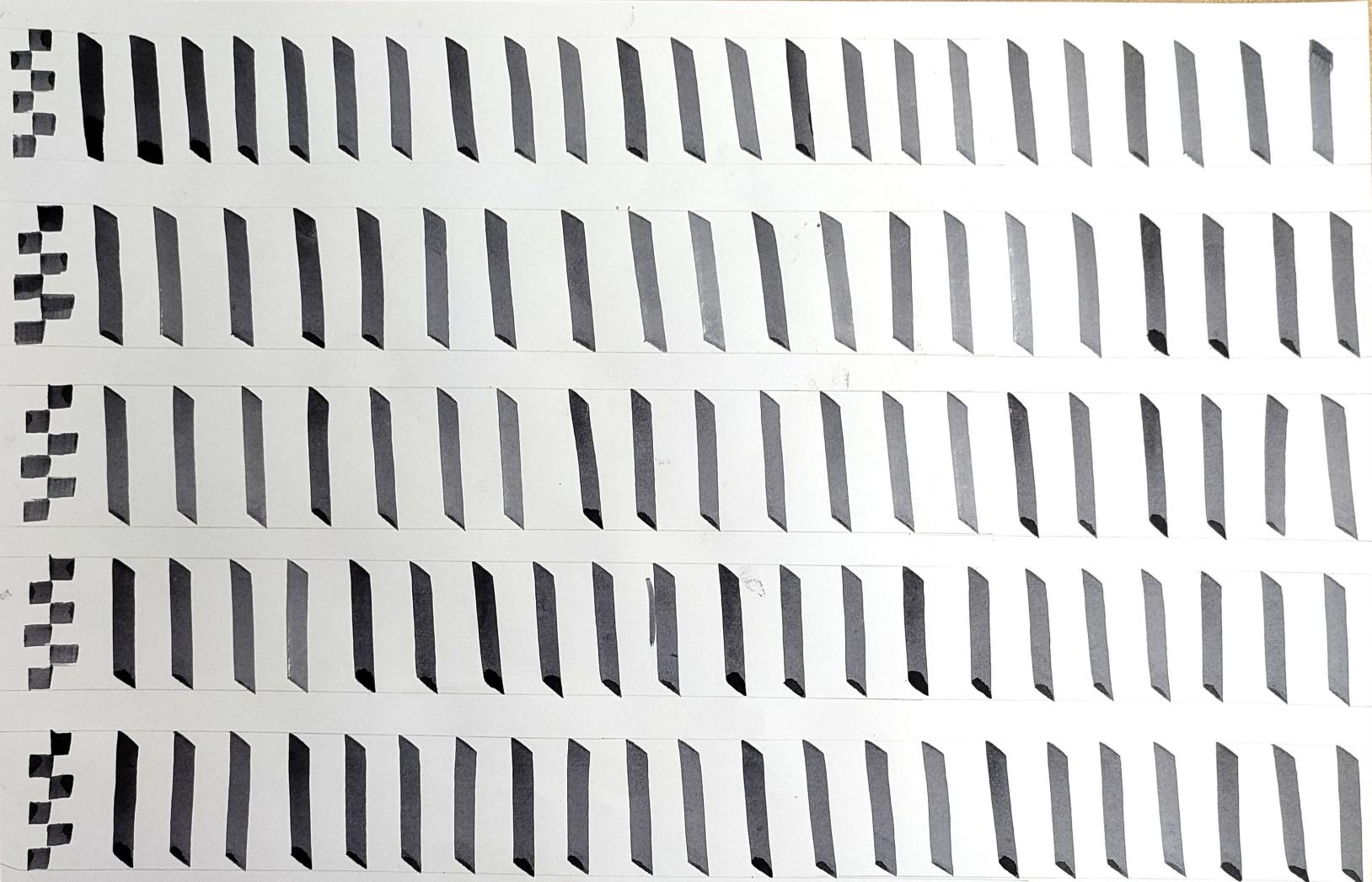
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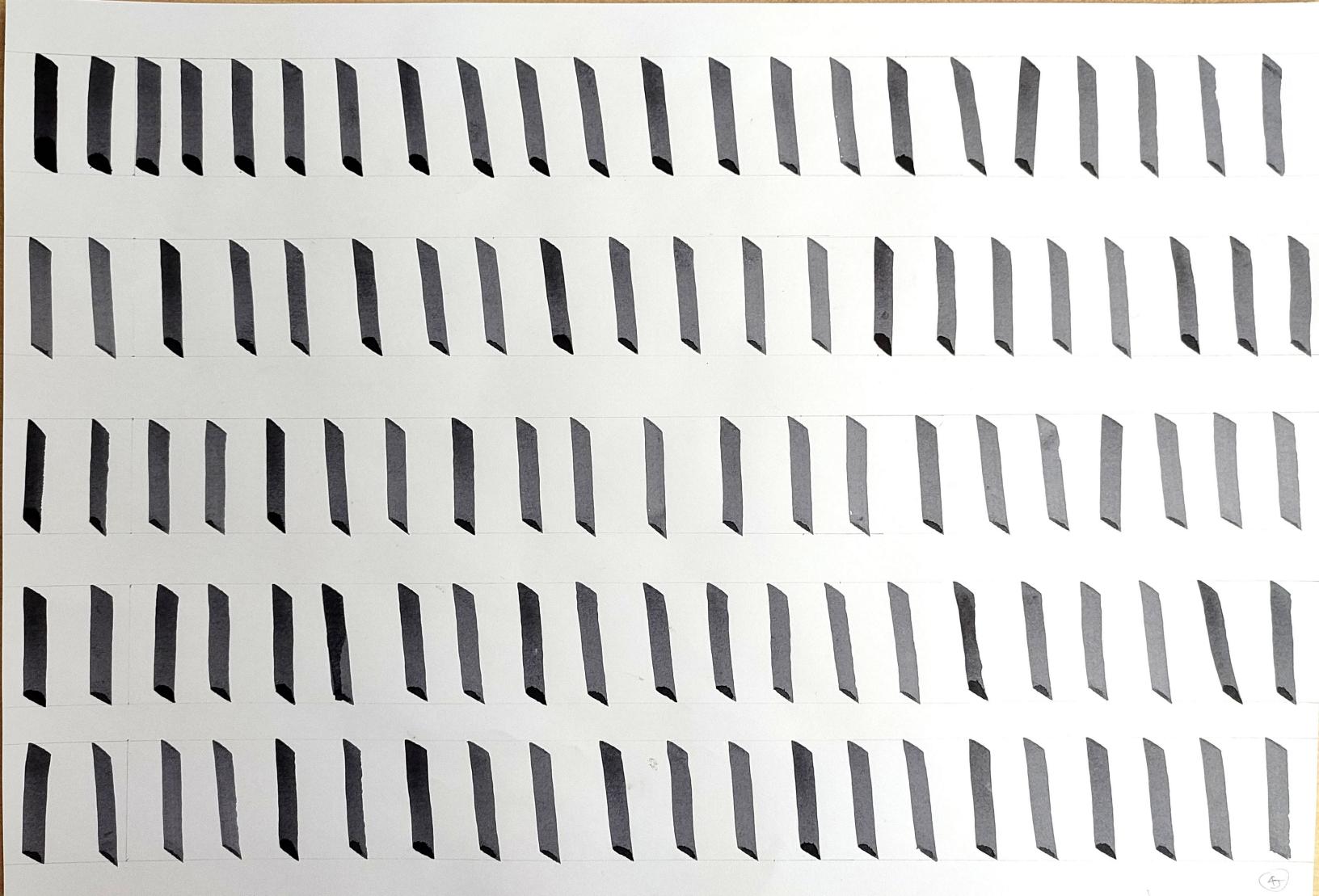
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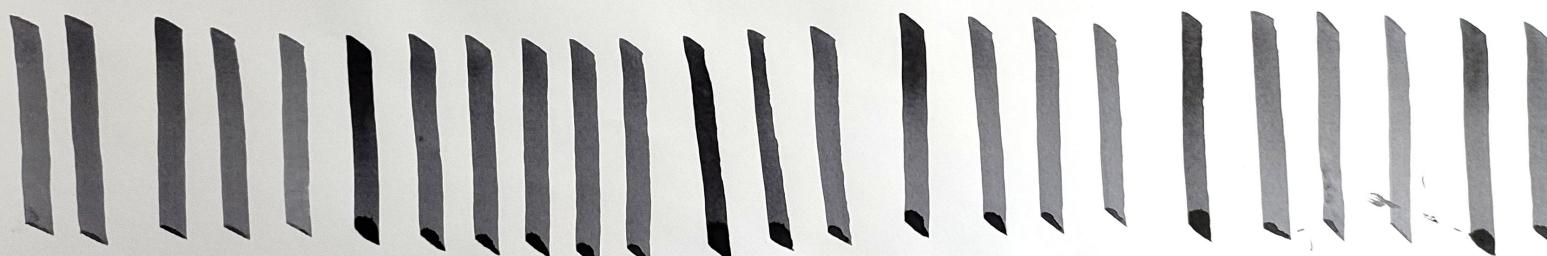
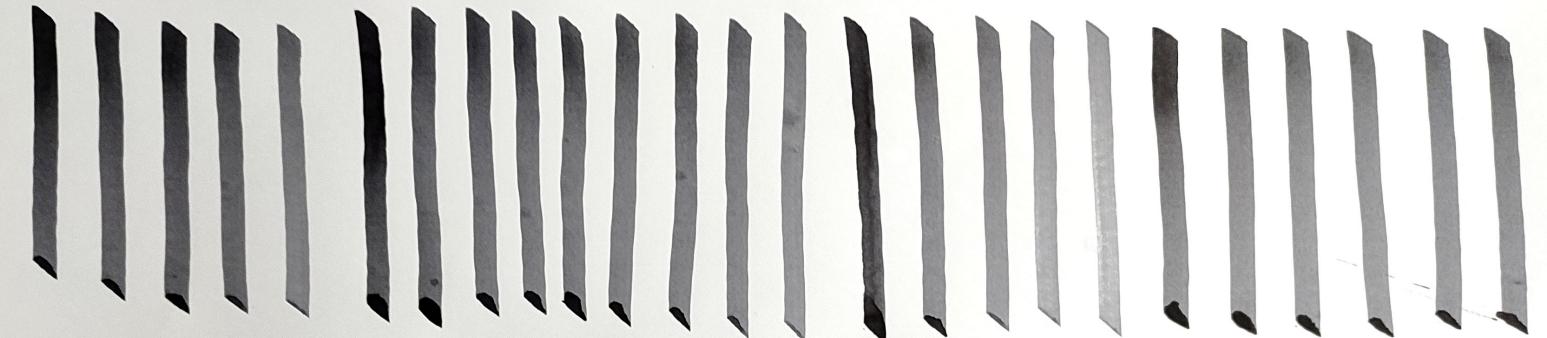
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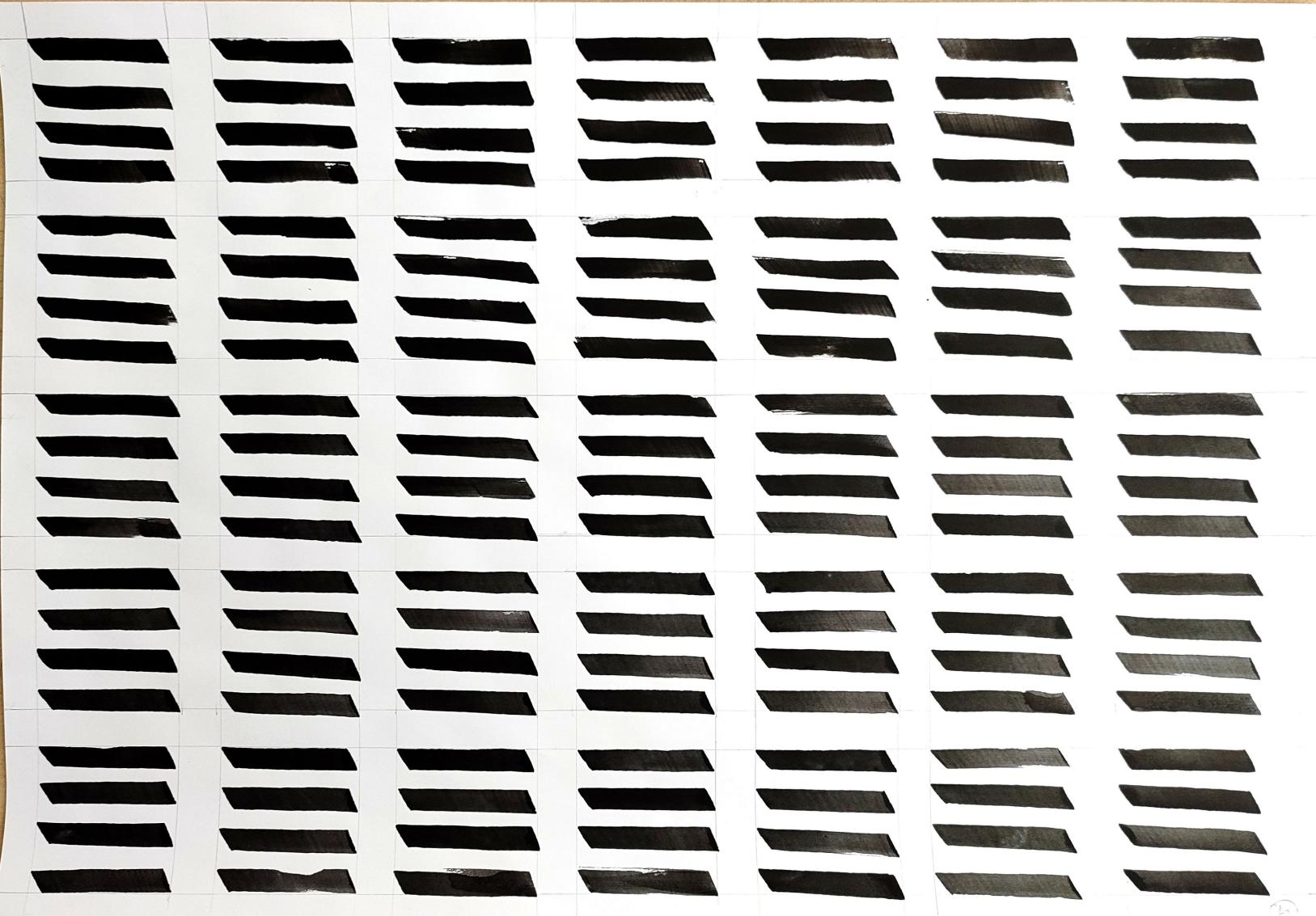
Practicing calligraphy basics

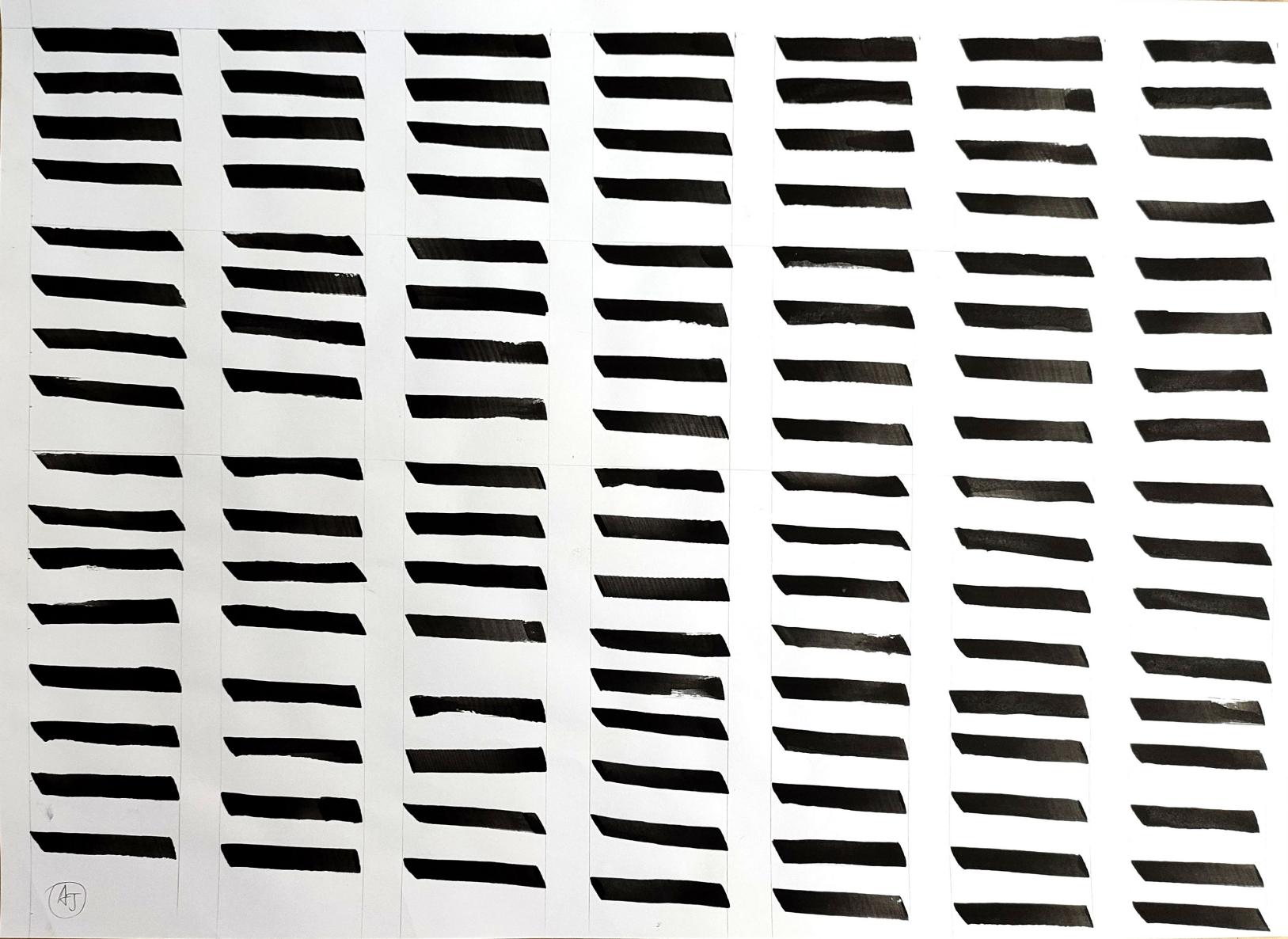




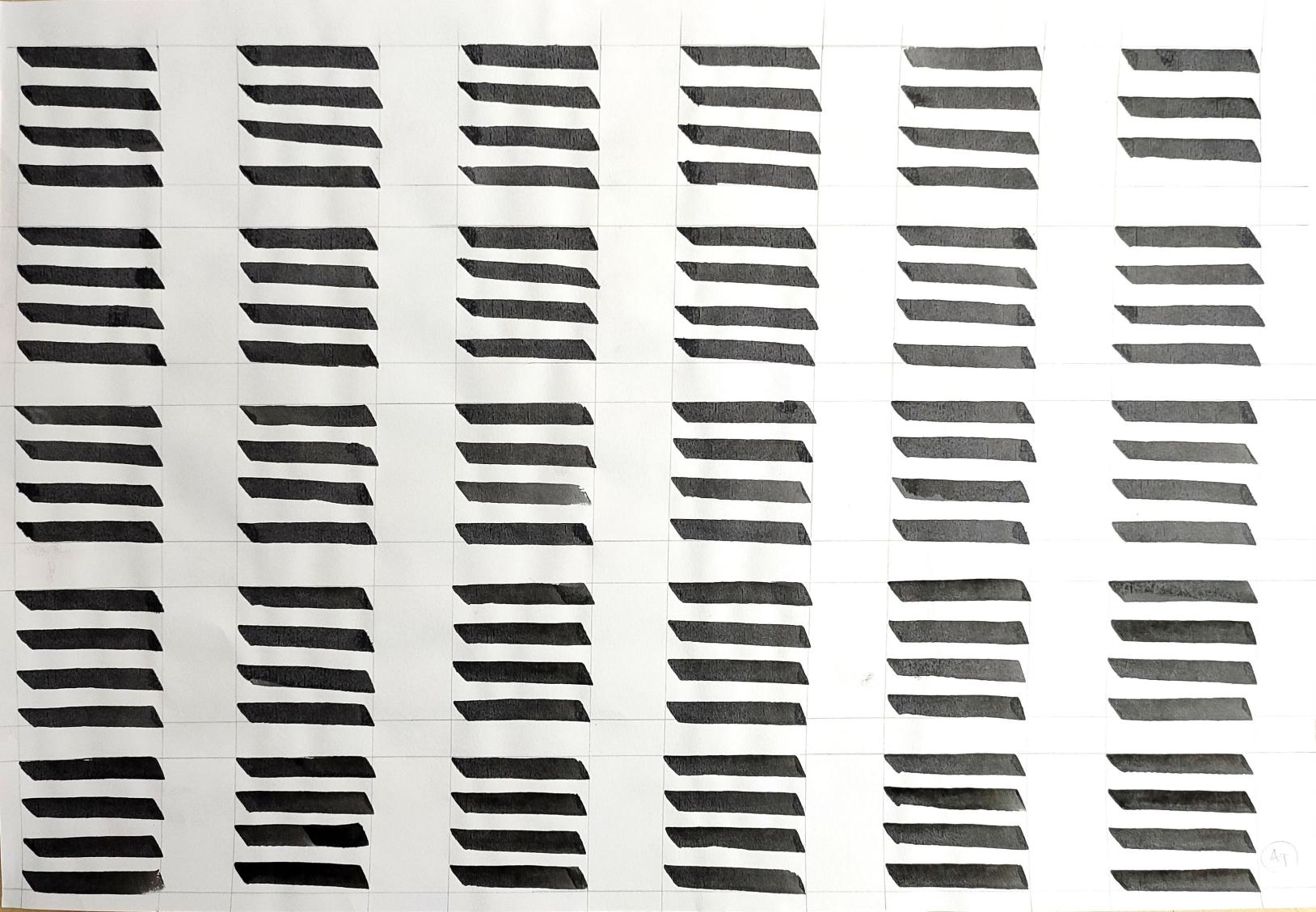


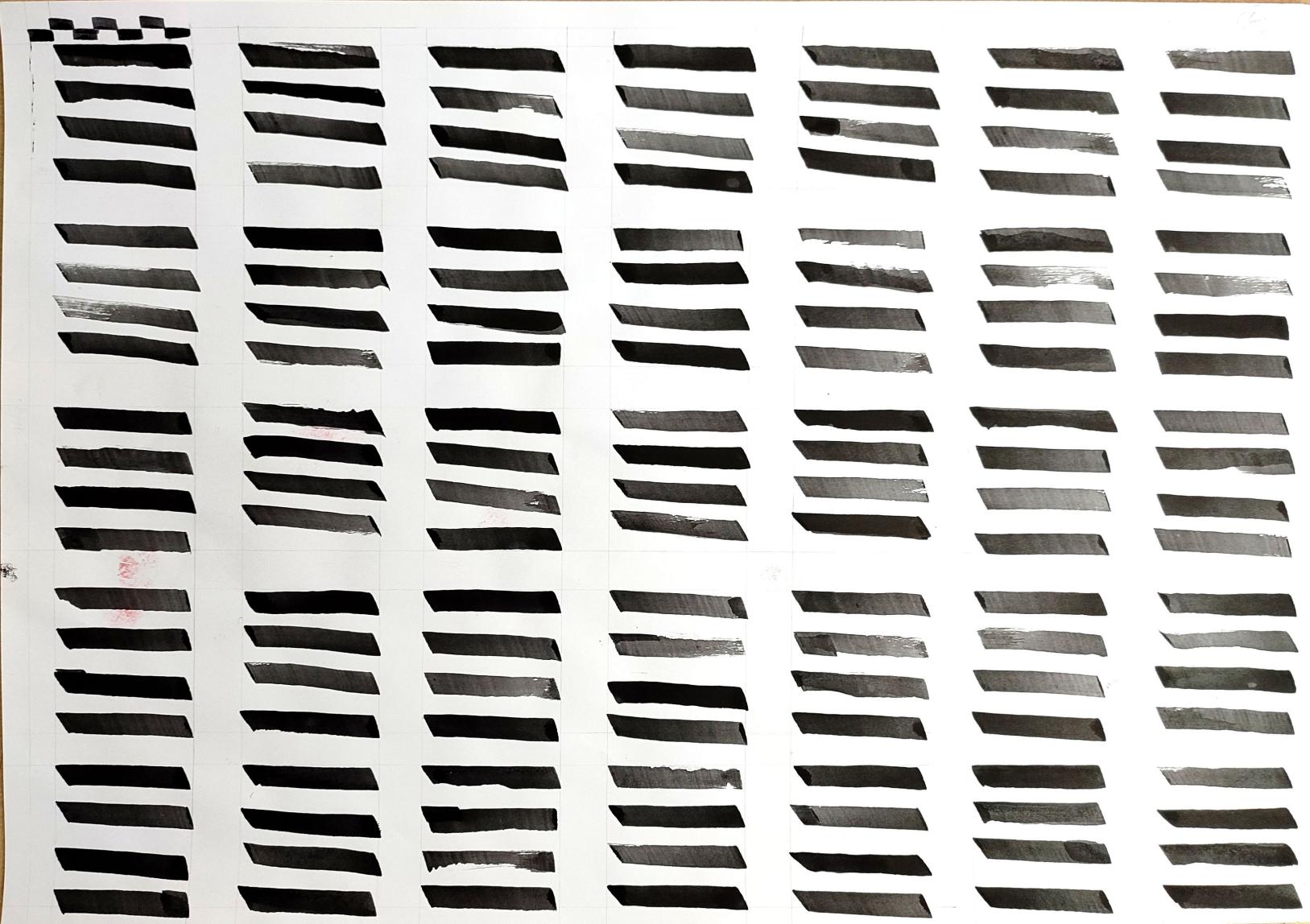




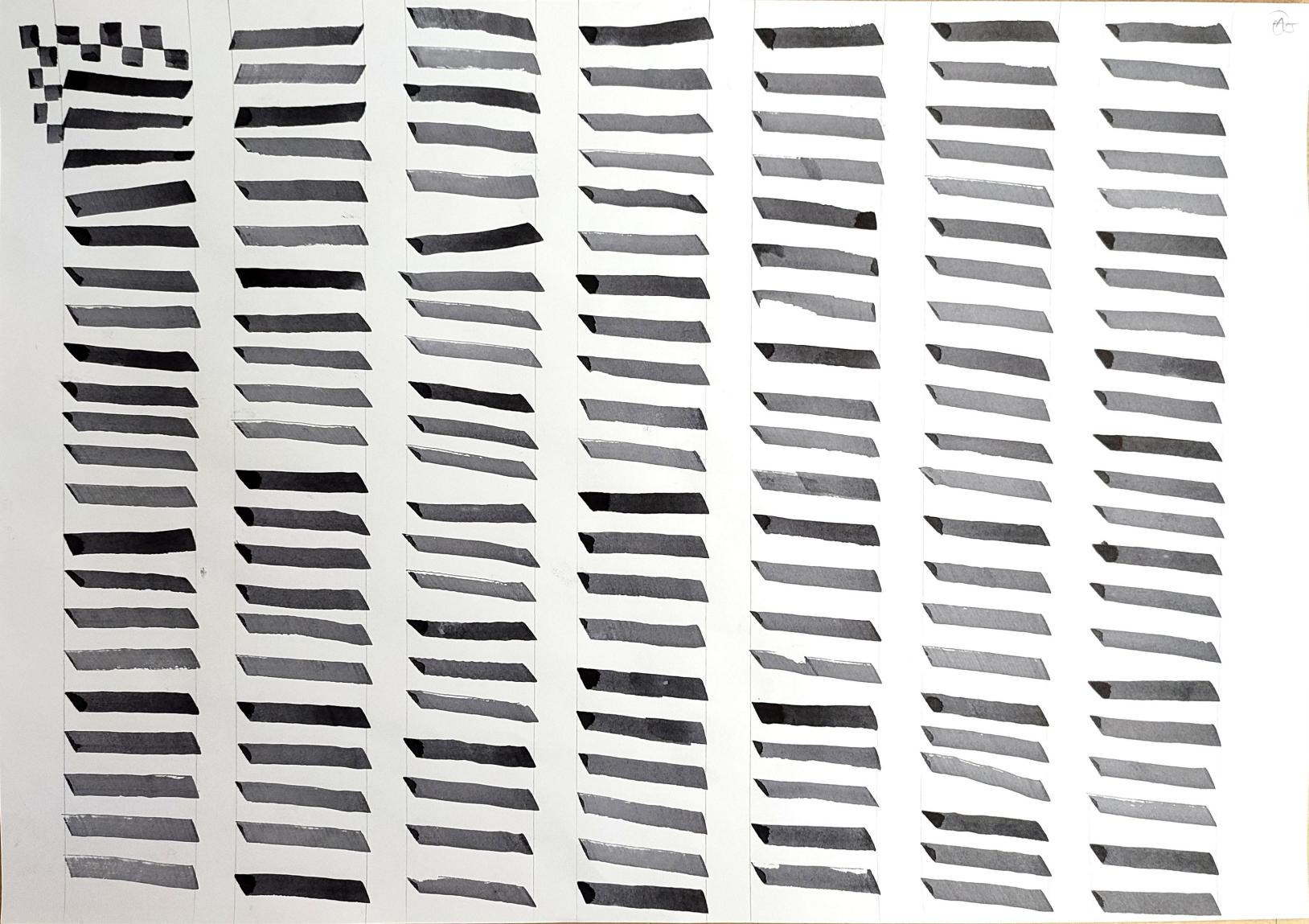


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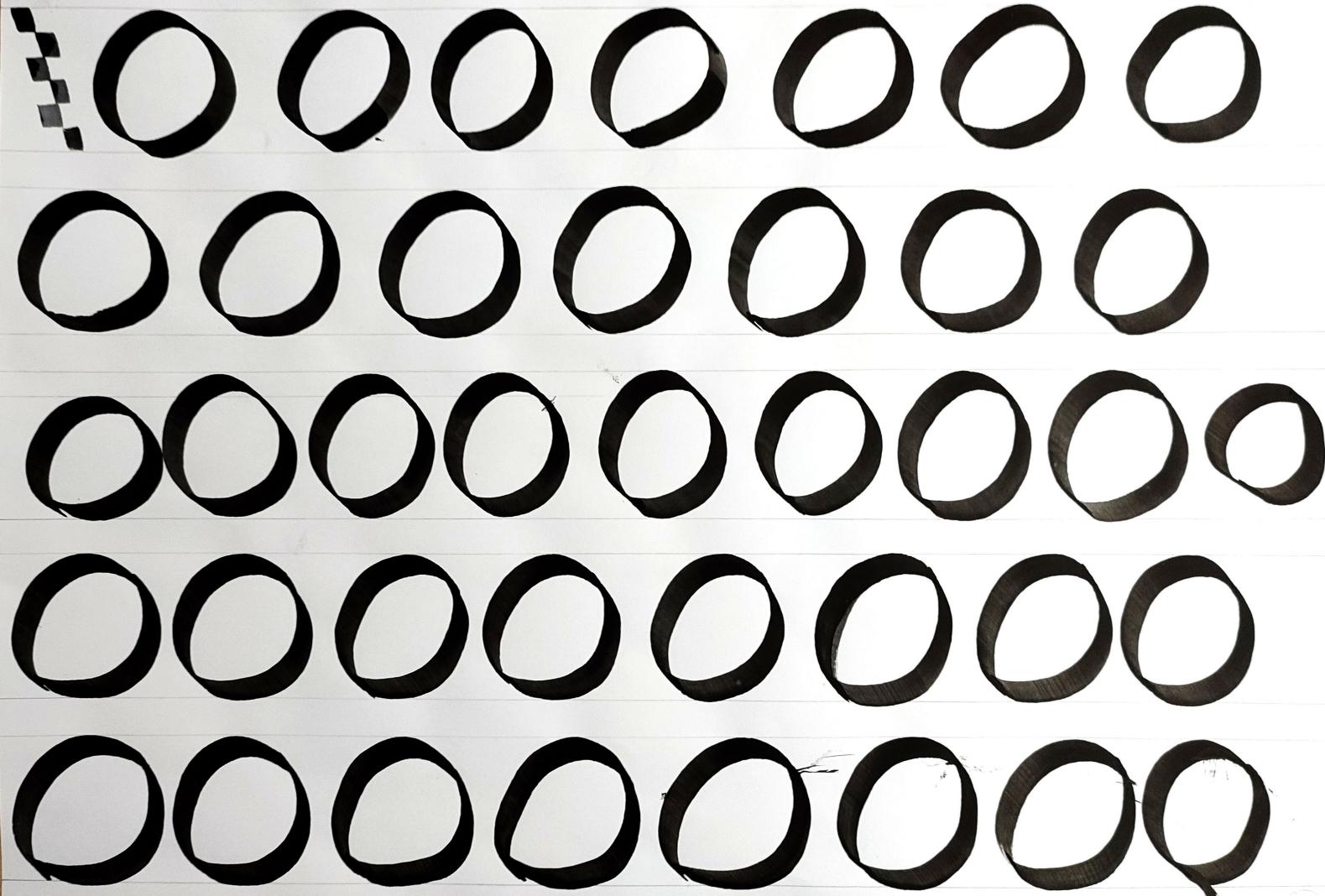
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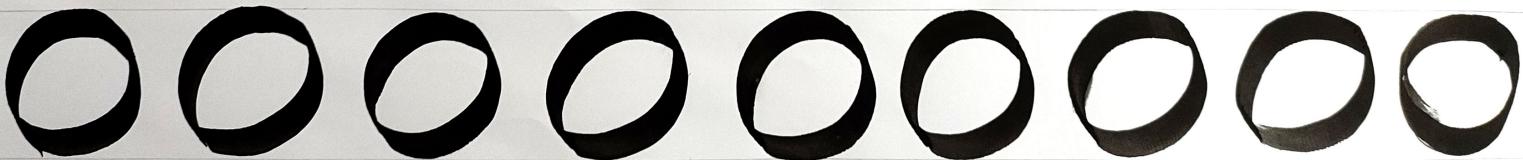
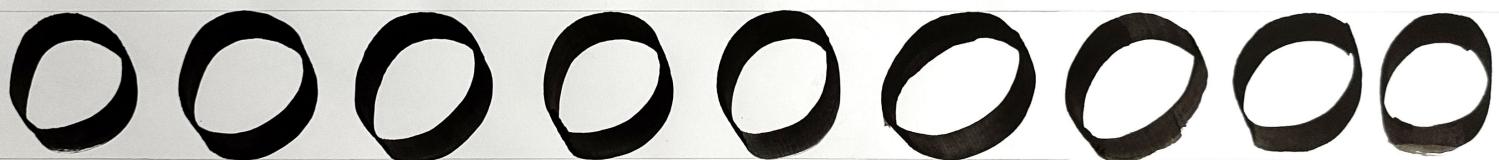
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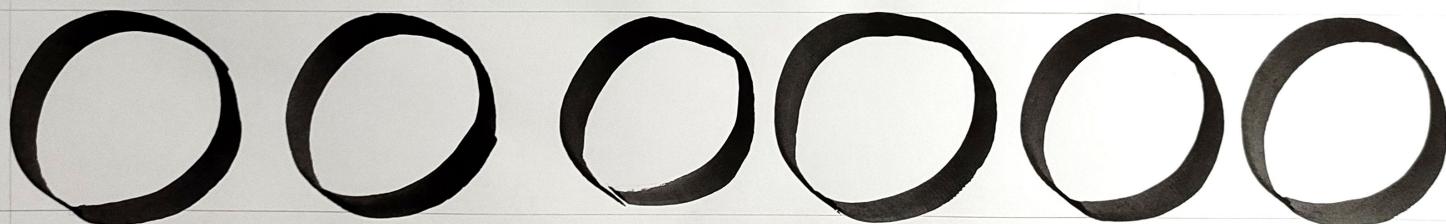
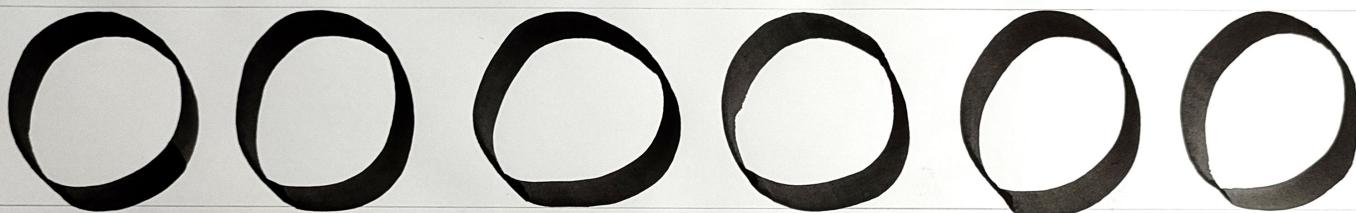
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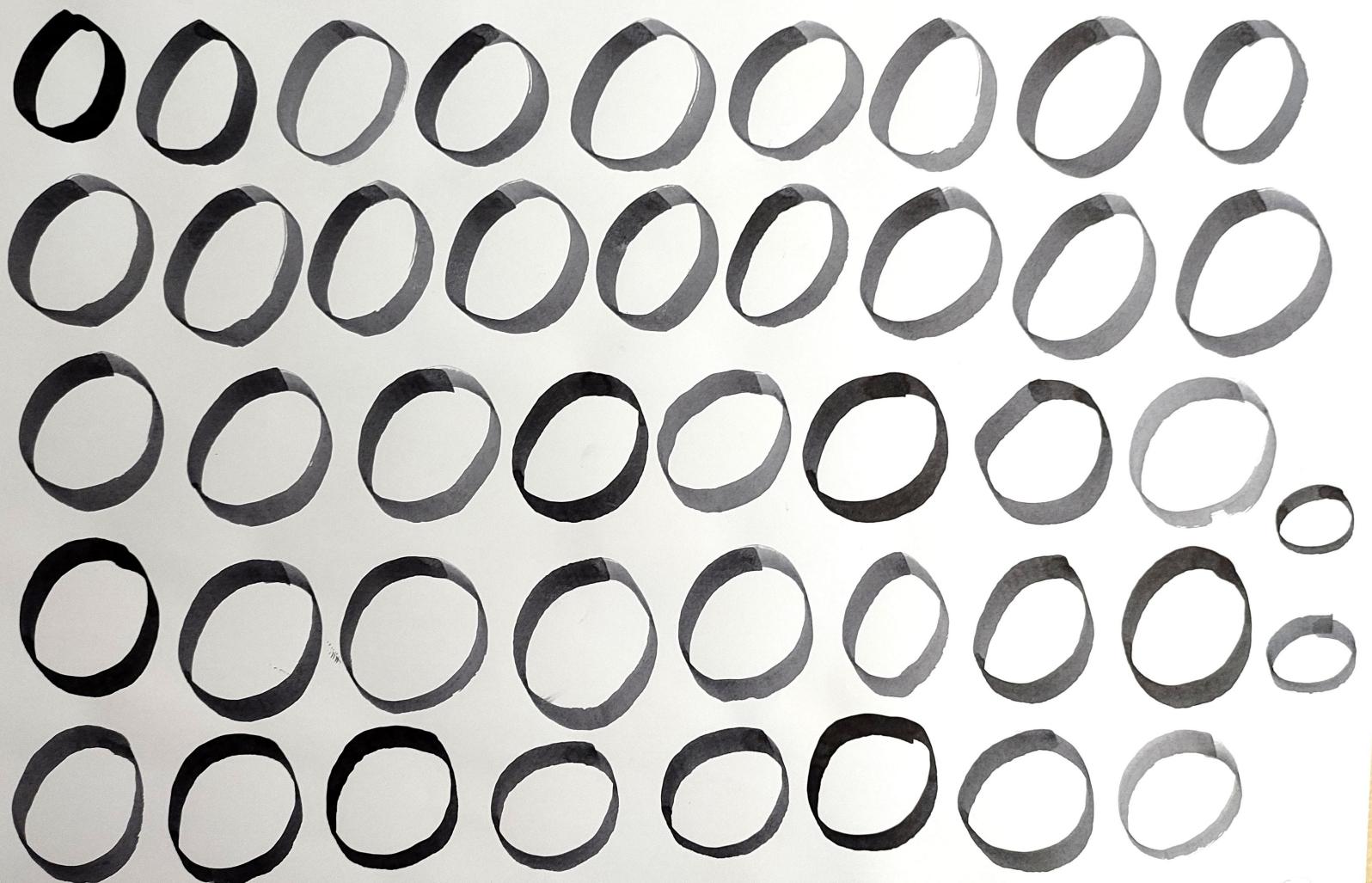
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Assignment 5

Practicing calligraphy in Bangla script

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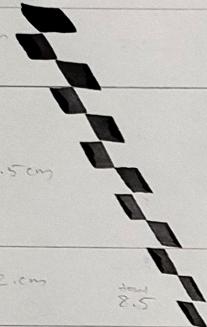
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Assignment 6

Trying unconventional tools and Making a typeface

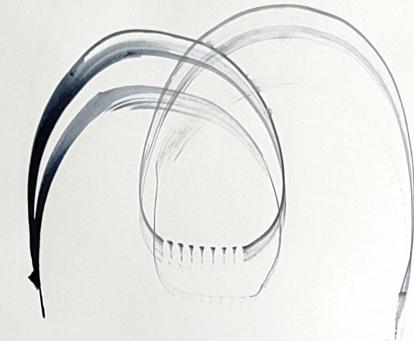
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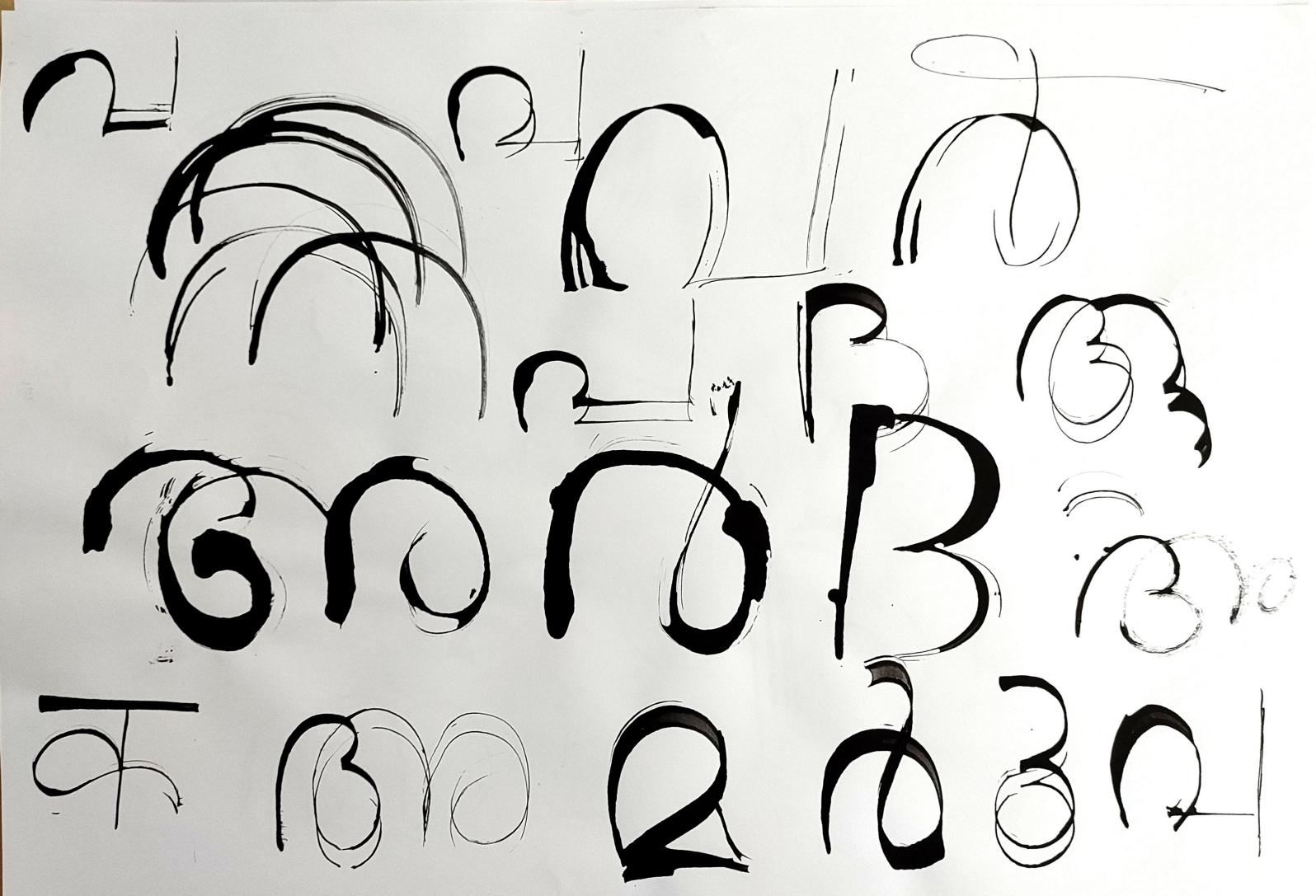
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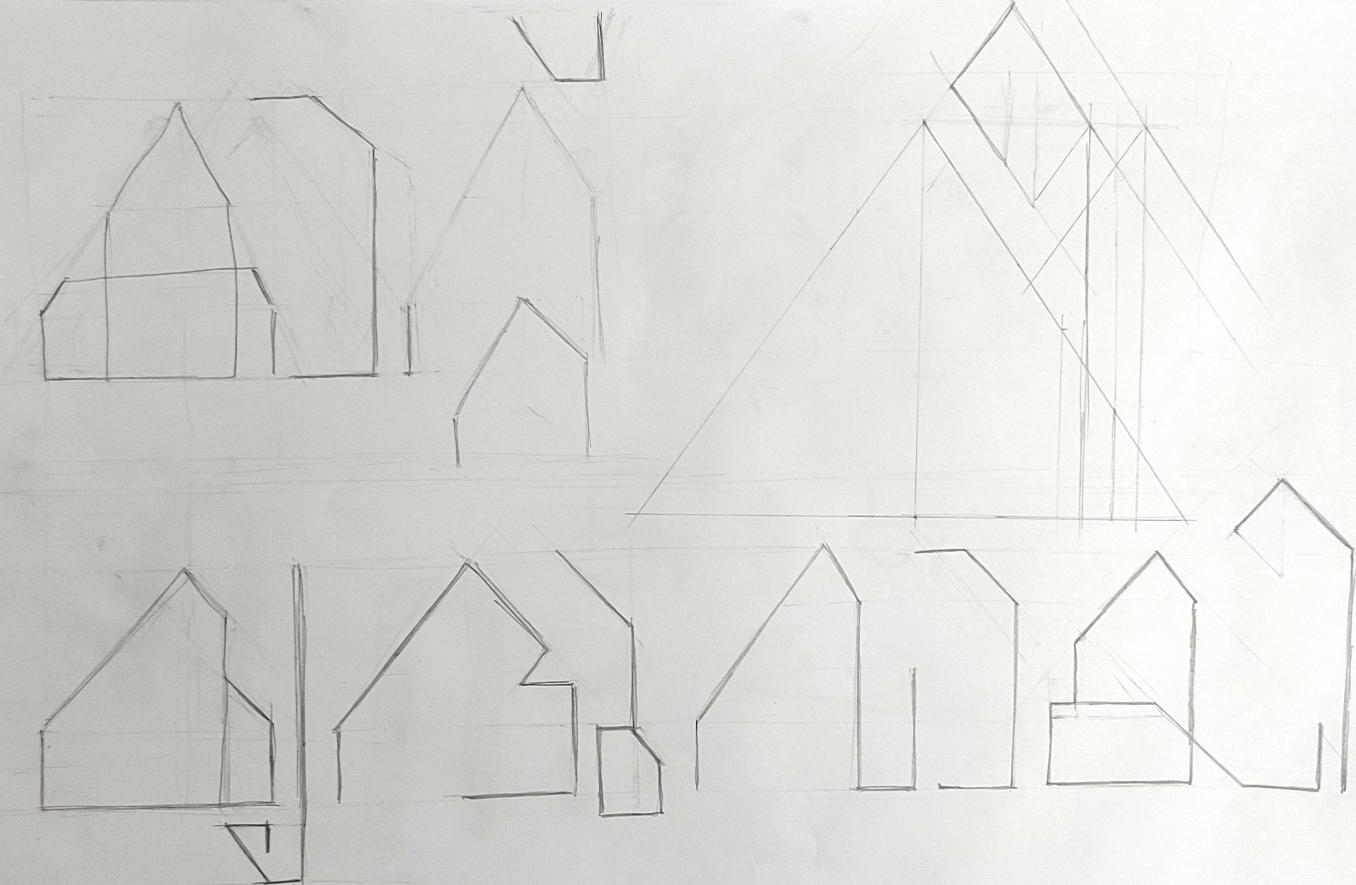
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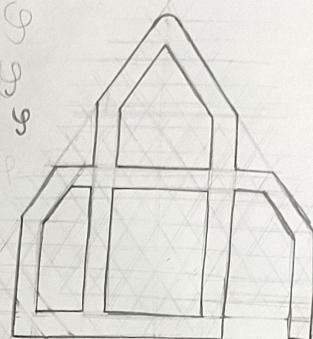
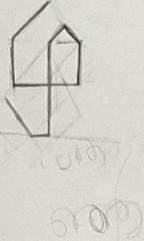
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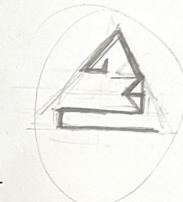


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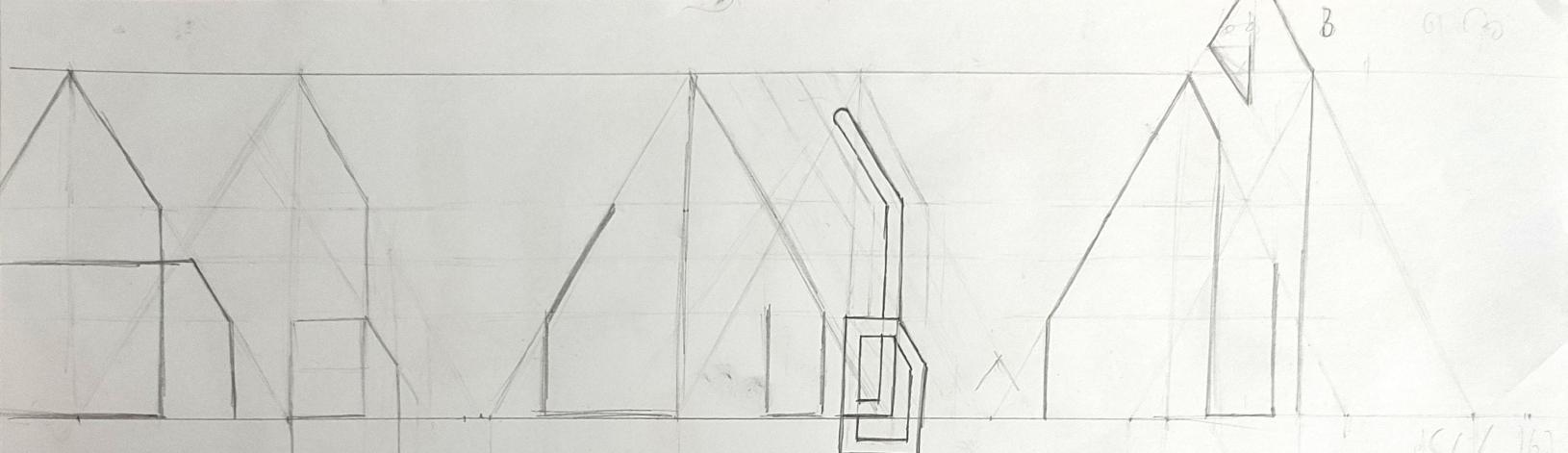
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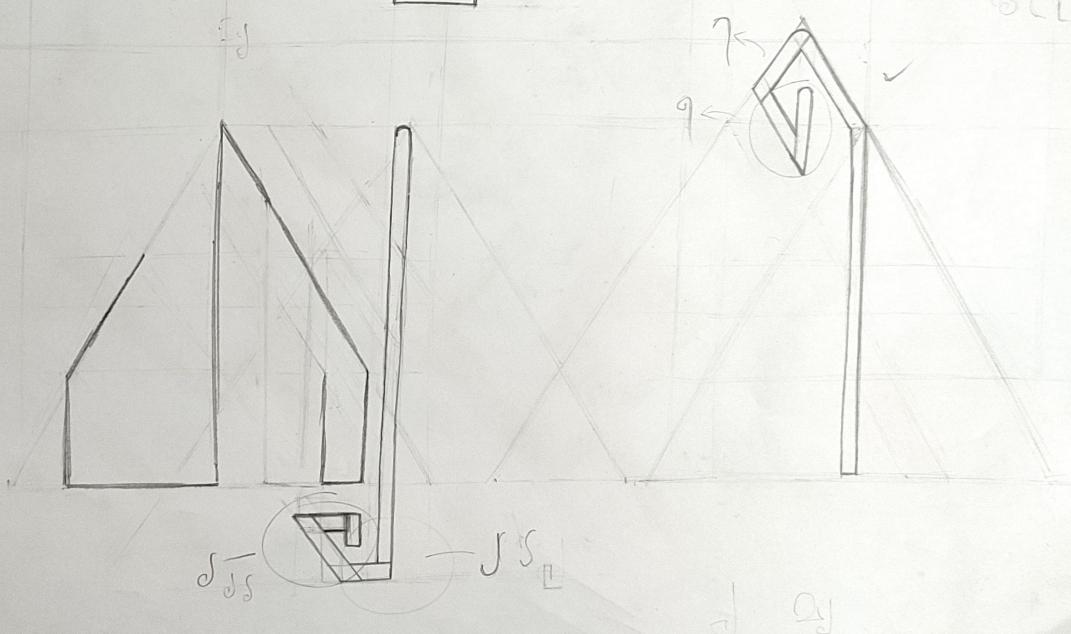


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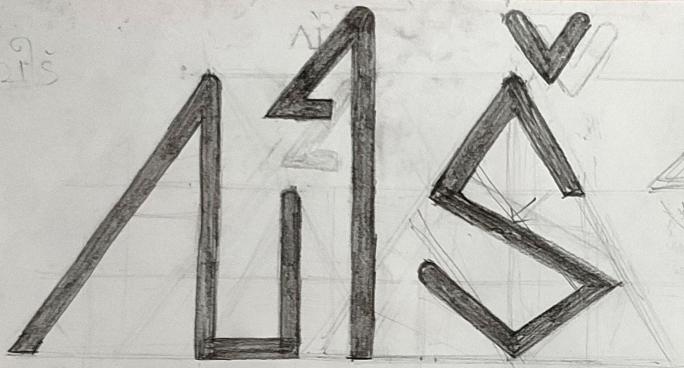
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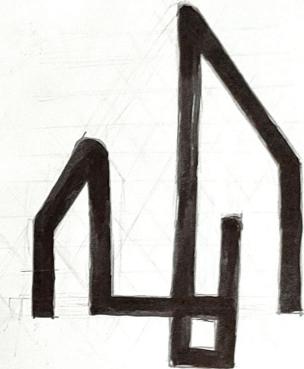
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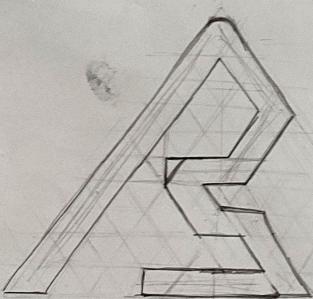


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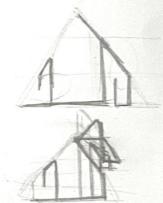
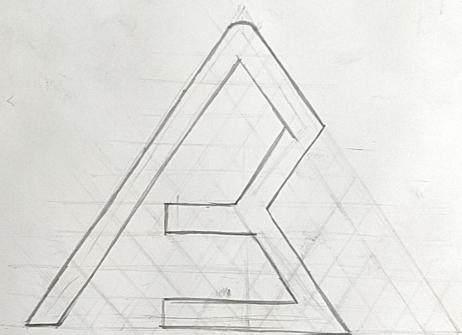


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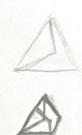
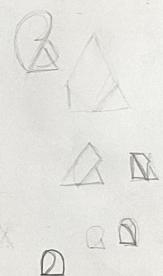
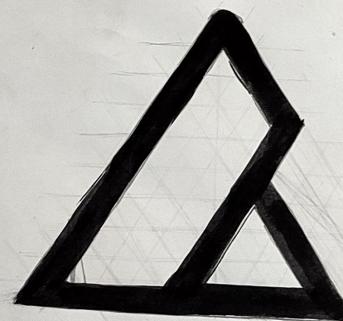
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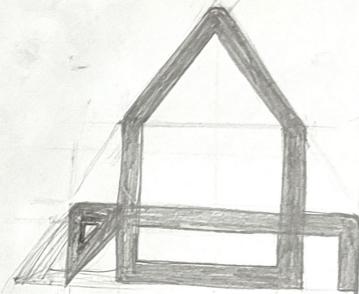
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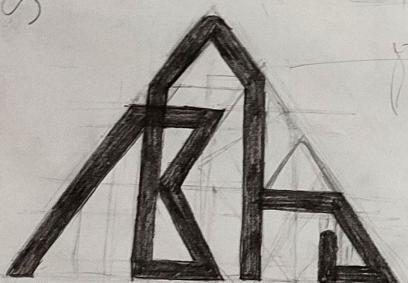


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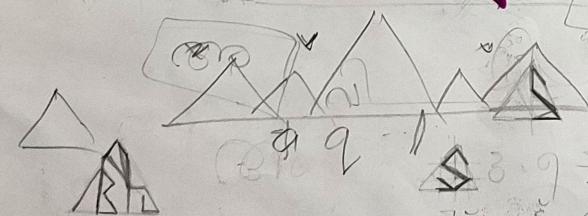


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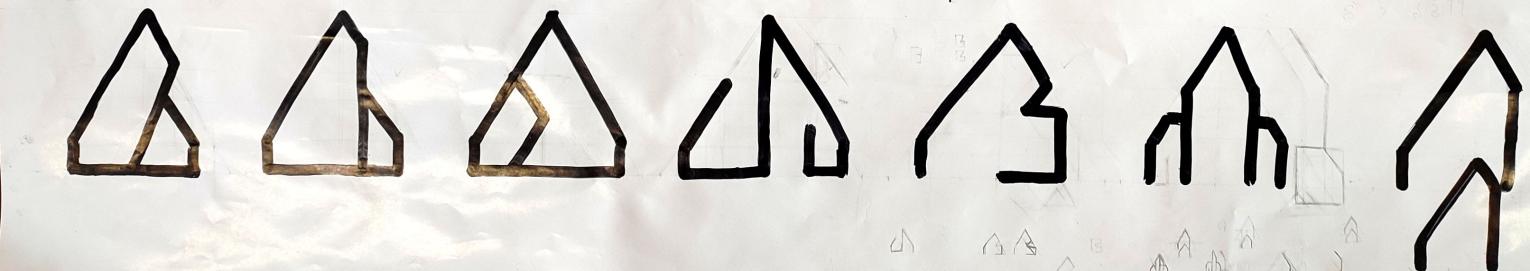
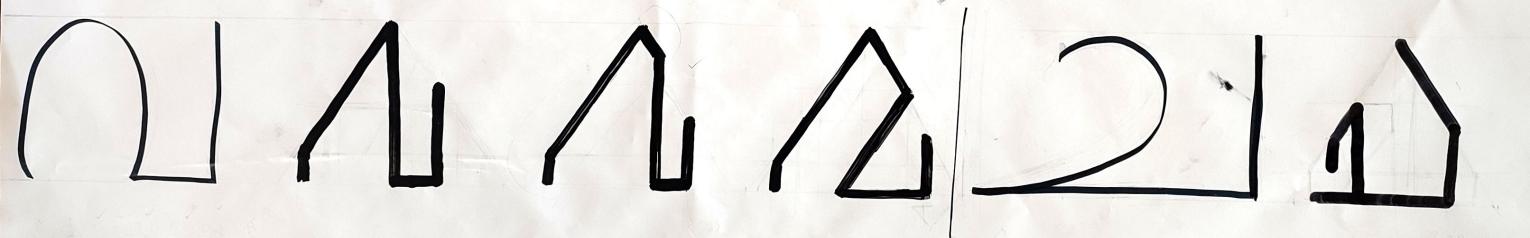
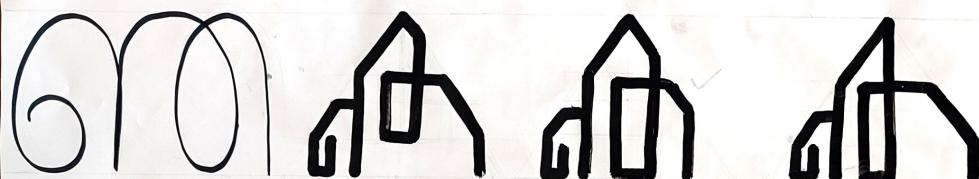
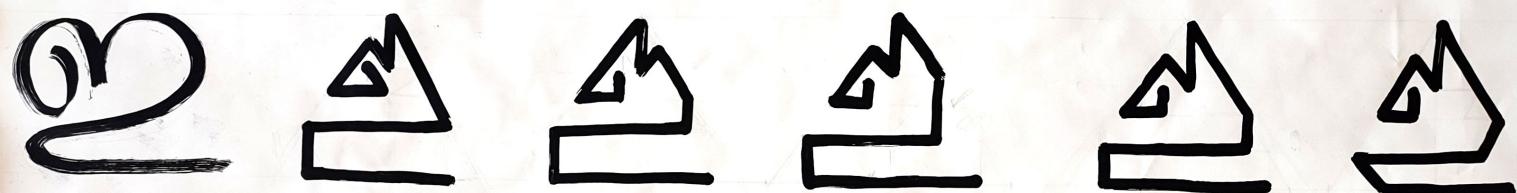
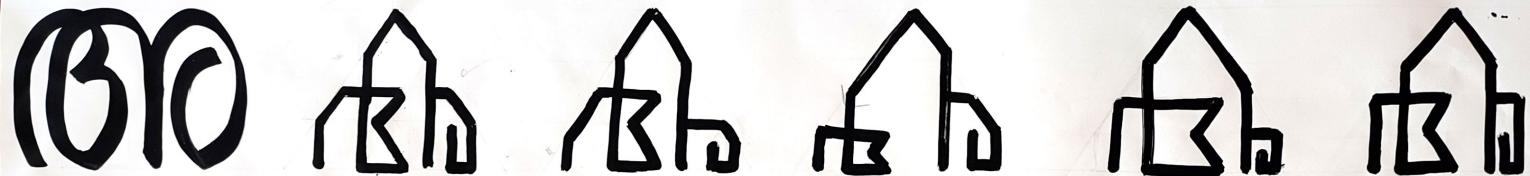
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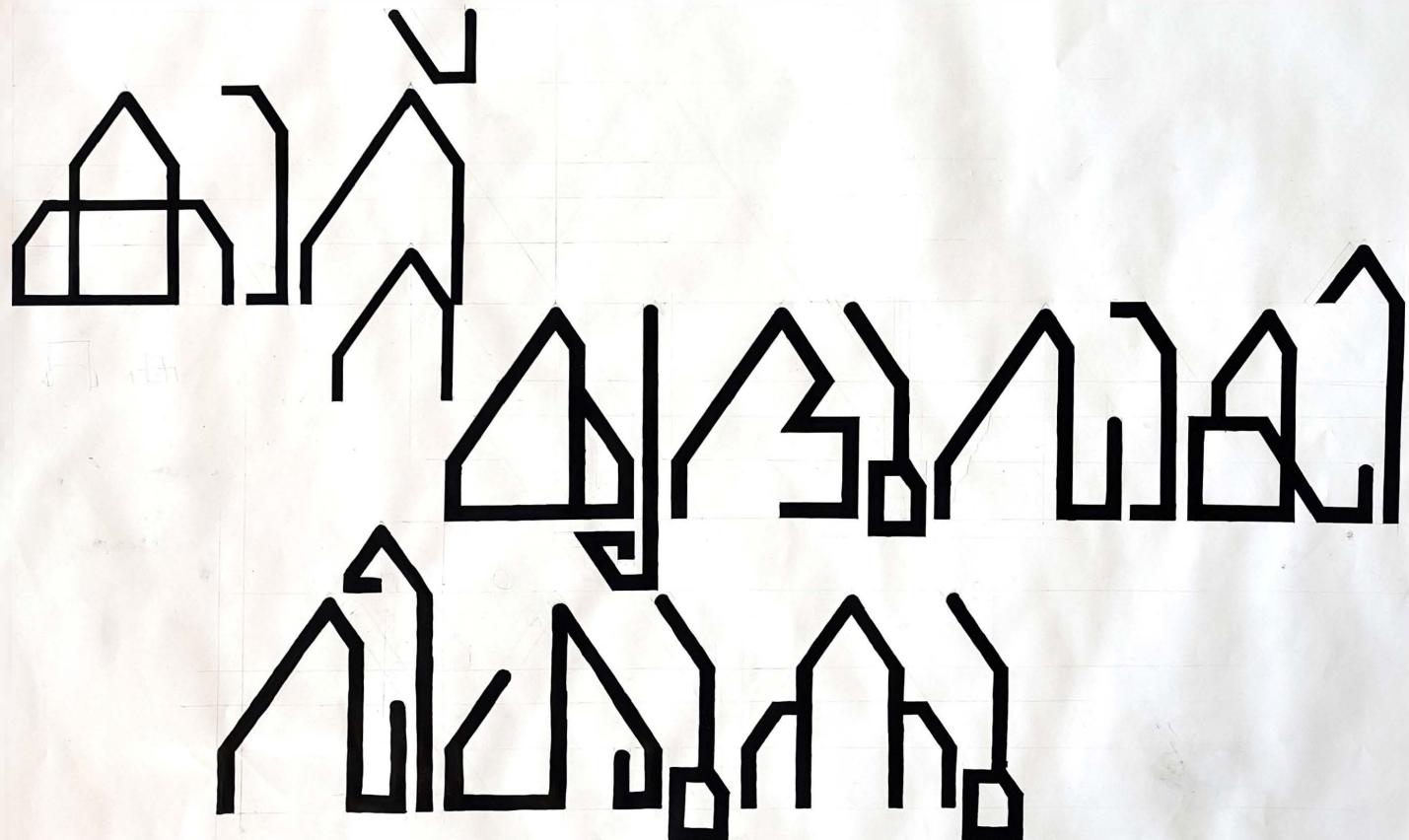
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Created during my Letter design course, **Koodaaram** (Tent) is a futuristic Malayalam typeface inspired by architecture, geometry, tent, landscape and the old traditional houses structures. The combination of sharp edges, rounded peaks triangular forms, and dynamic balance give it a distinct, cutting-edge look—where tradition meets the future and creates a dynamic interplay of strength and elegance. The pointed yet balanced letterforms give it a bold, architectural presence while maintaining a smooth visual flow.

Designed for graphic designers, publishers, and brands looking for something fresh, Koodaaram shines on posters, book covers, branding, and it Could fit modern digital aesthetics designs. Its bold, striking presence makes every letter stand tall, just like the structures it takes inspiration from.

