

LETTER DESIGN

Submitted by - Athul M A| S2300078

Course Duration - 3 Weeks

Guided by - Rahul Gajjar



Assignment 1

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

ATHUL

concrete

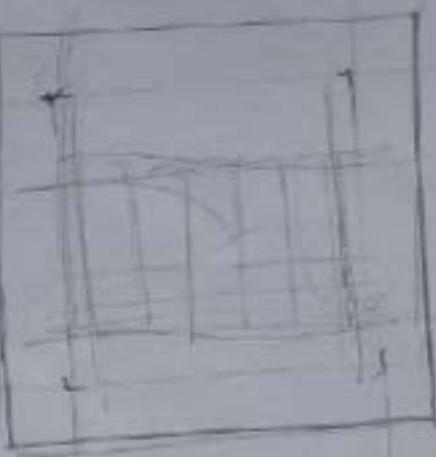


ATHUL

ATHUL

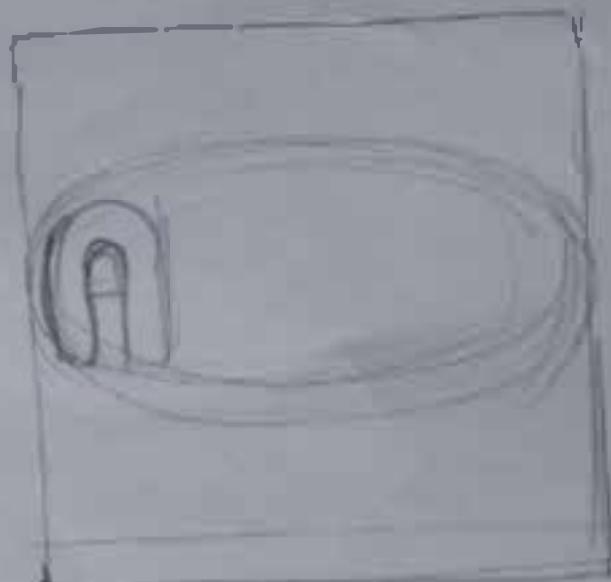
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slow
regular

ATHAO



SSO

ATHUL



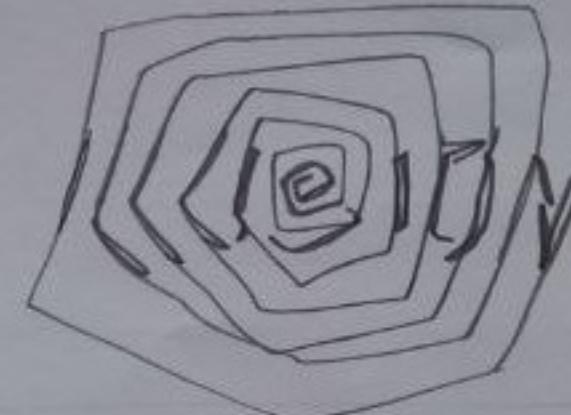
Final Output

ATHUL

Assignment 2

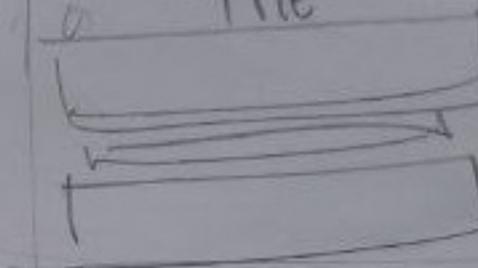
Expressive typography.
Making a poster of a sentence by depicting its mood and meaning.

RUSHING
GIVES
YOU THE



RUSHING

GIVES
YOU THE



RUSHING

RUSHING

gives you the

That You Are



POSITION

Chaitanya

ATUL / 399P1

SHAPE
SIZE

RUSHING

RUSHING

RUSHING

RUSHING

RUSHING

RUSHING

GIVES YOU THE

THAT YOU ARE

RUSHING ONLY

GIVES

The

RUSHING ONLY GIVES YOU

THE ILLUSION

THAT YOU ARE

MOVING FASTER

RUSHING

ONLY GIVES YOU

THE ILLUSION

THAT YOU ARE



NOTHING
CHANGES

Rushing only gives you the illusion that you
are moving faster.

communicate

Illusion of Moving Faster

Moving



Moving Faster

RUSHING

ONLY GIVES YOU THE

THAT YOU ARE

FASTER

ONLY GIVES YOU THE

THE
THAT YOU ARE
That You Are

RUSHING

RUSHING

IF

LATER



RUSHING

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Final Output

Final output

RUSHING
ONLY GIVES YOU

THE

THAT YOU ARE

MY WAY

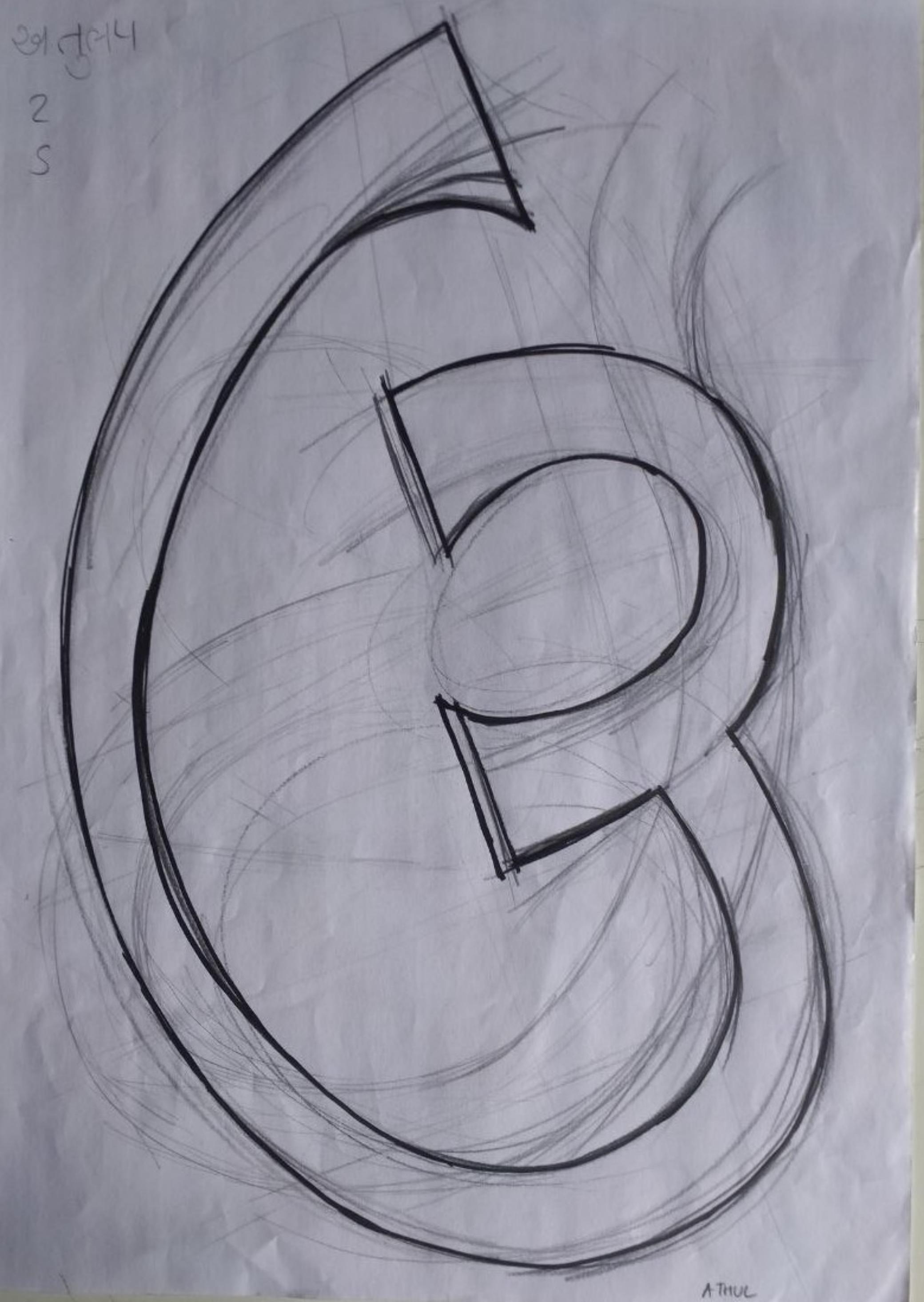
FEARLESS

Assignment 3

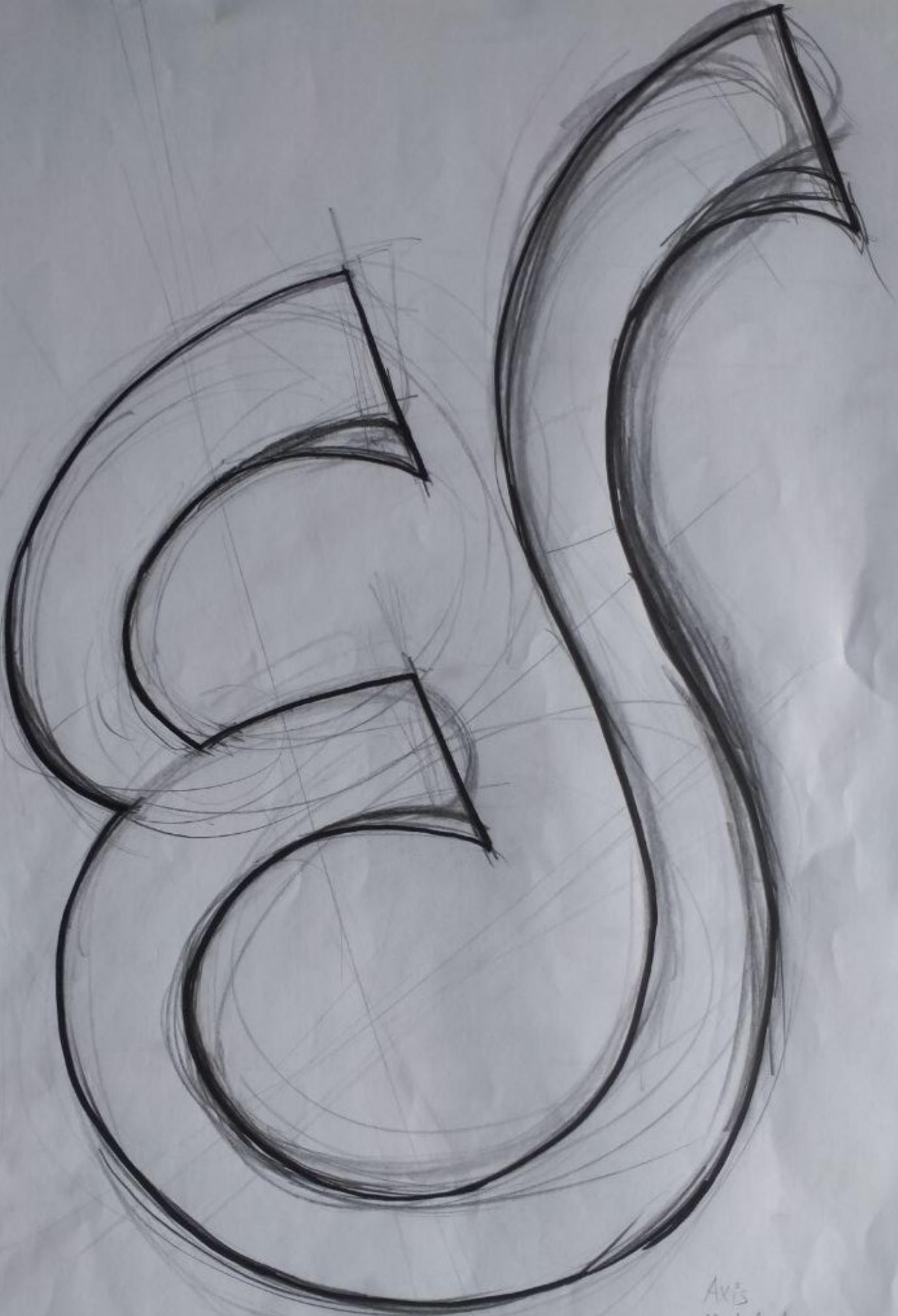
Writing 2 similar letters from Gujarati in such a way
that both look like they are from
the same typeface

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A. THUL



Axis
Modulation
Terminals
Aperitive
Tonicines
ATHUL







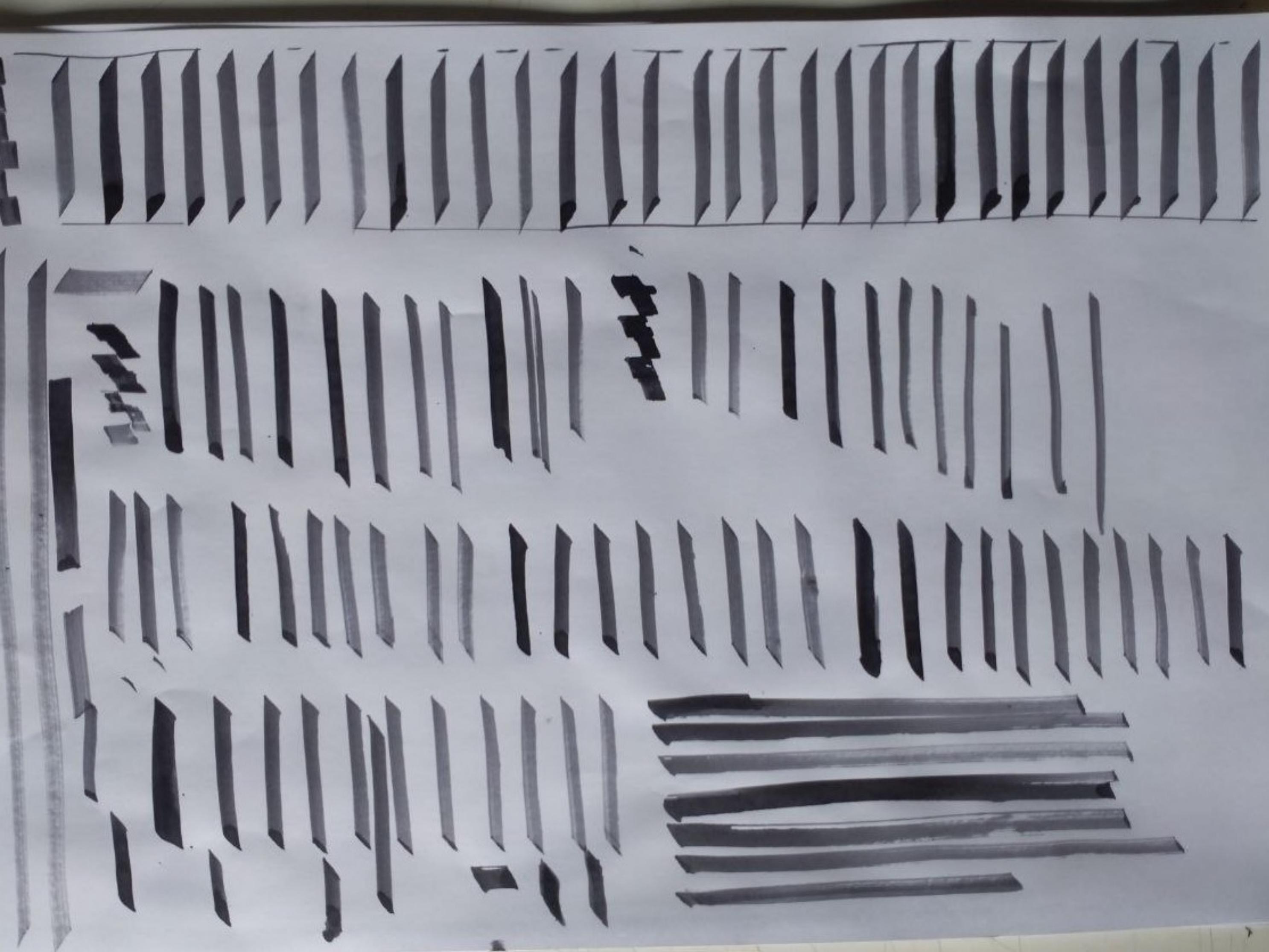
Final Output

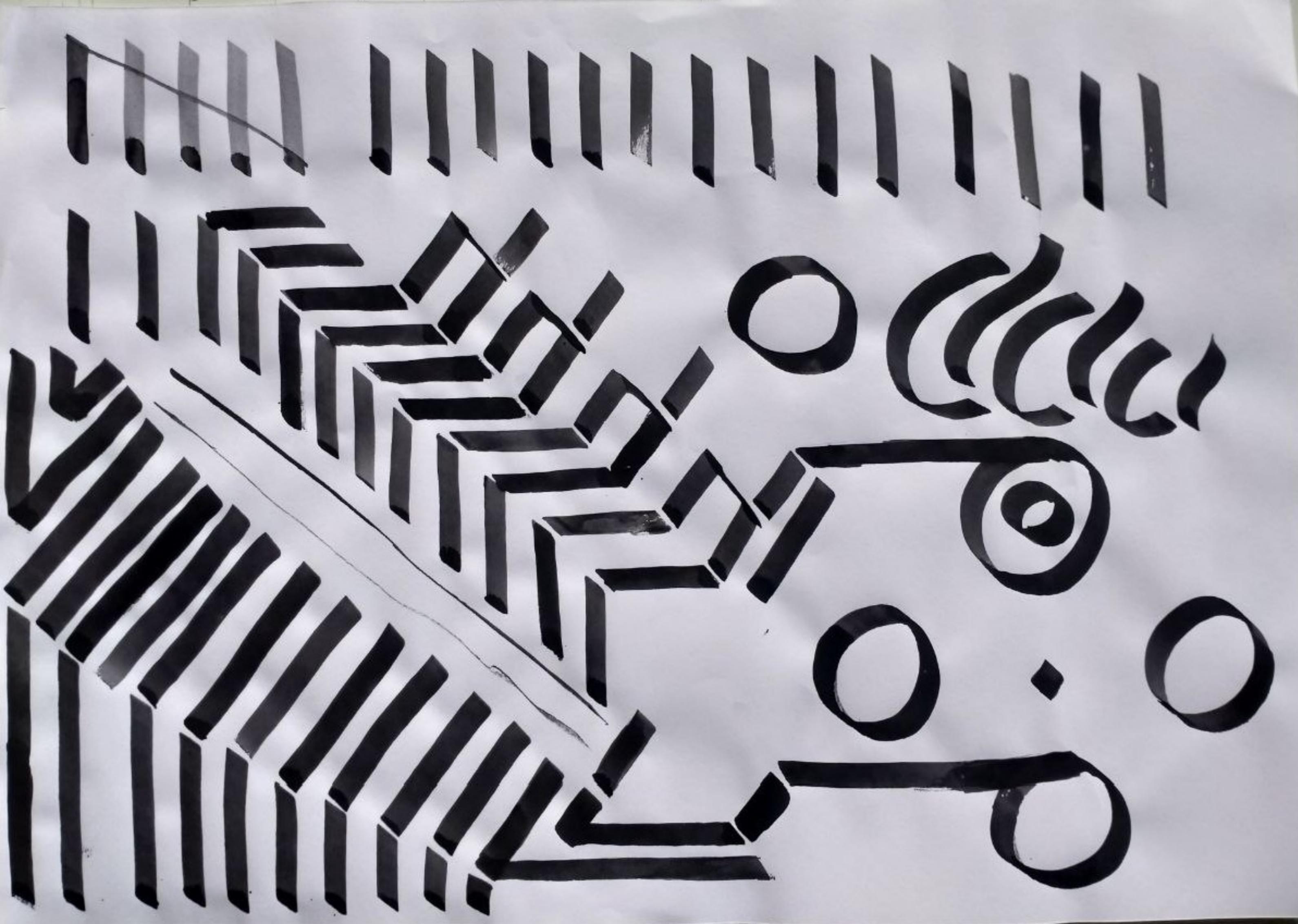




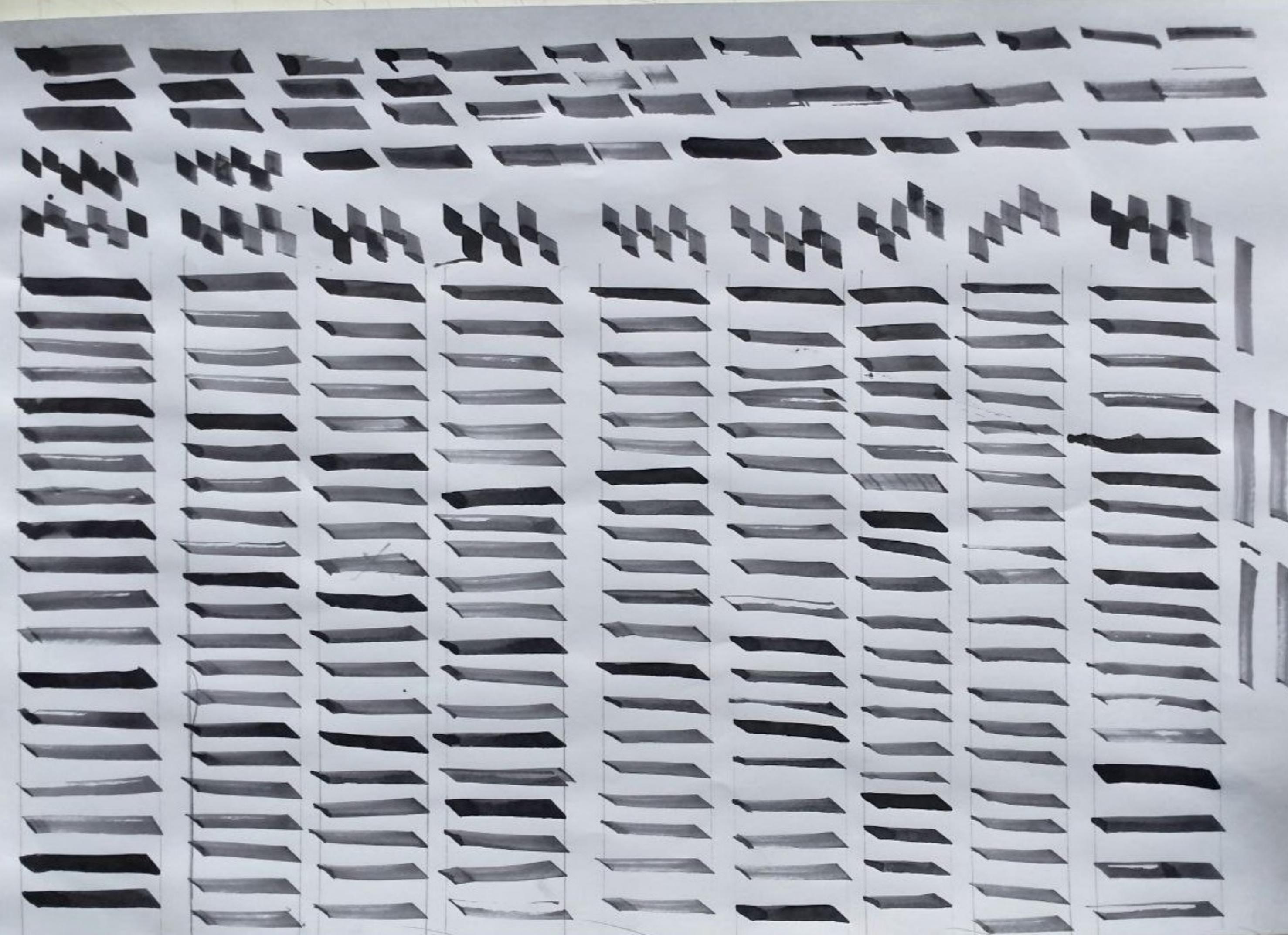
Assignment 4

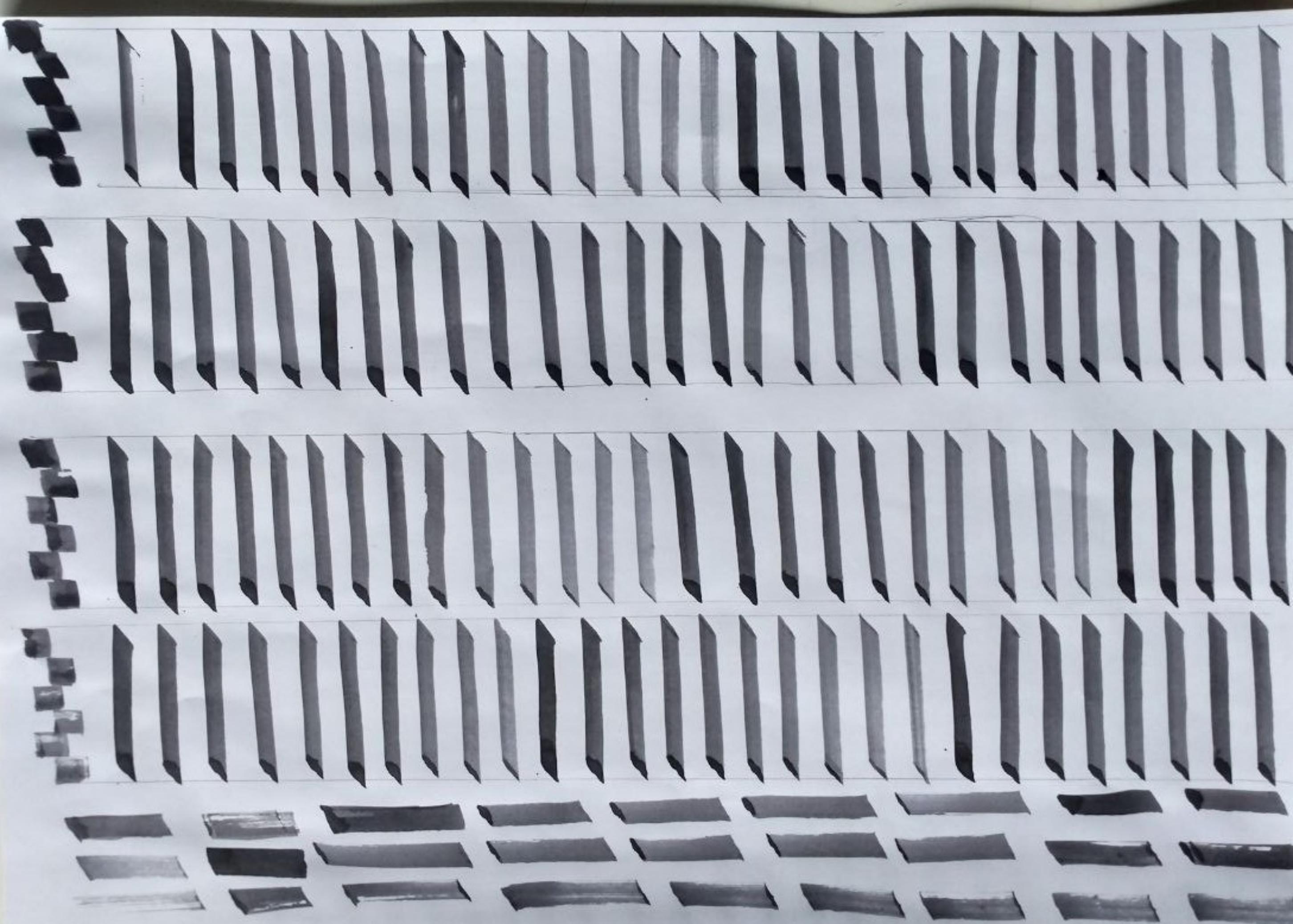
Practicing Calligraphy Basics

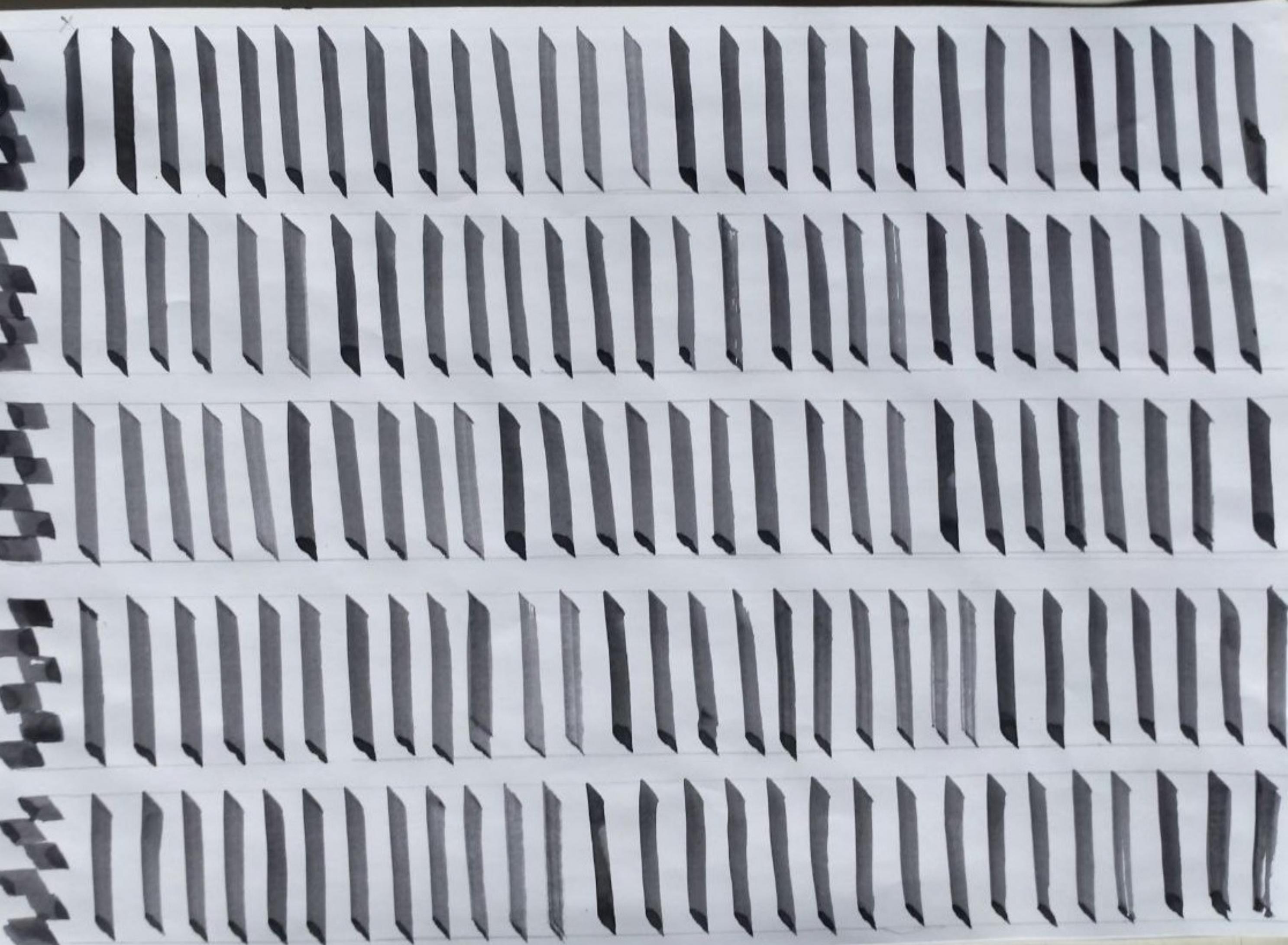


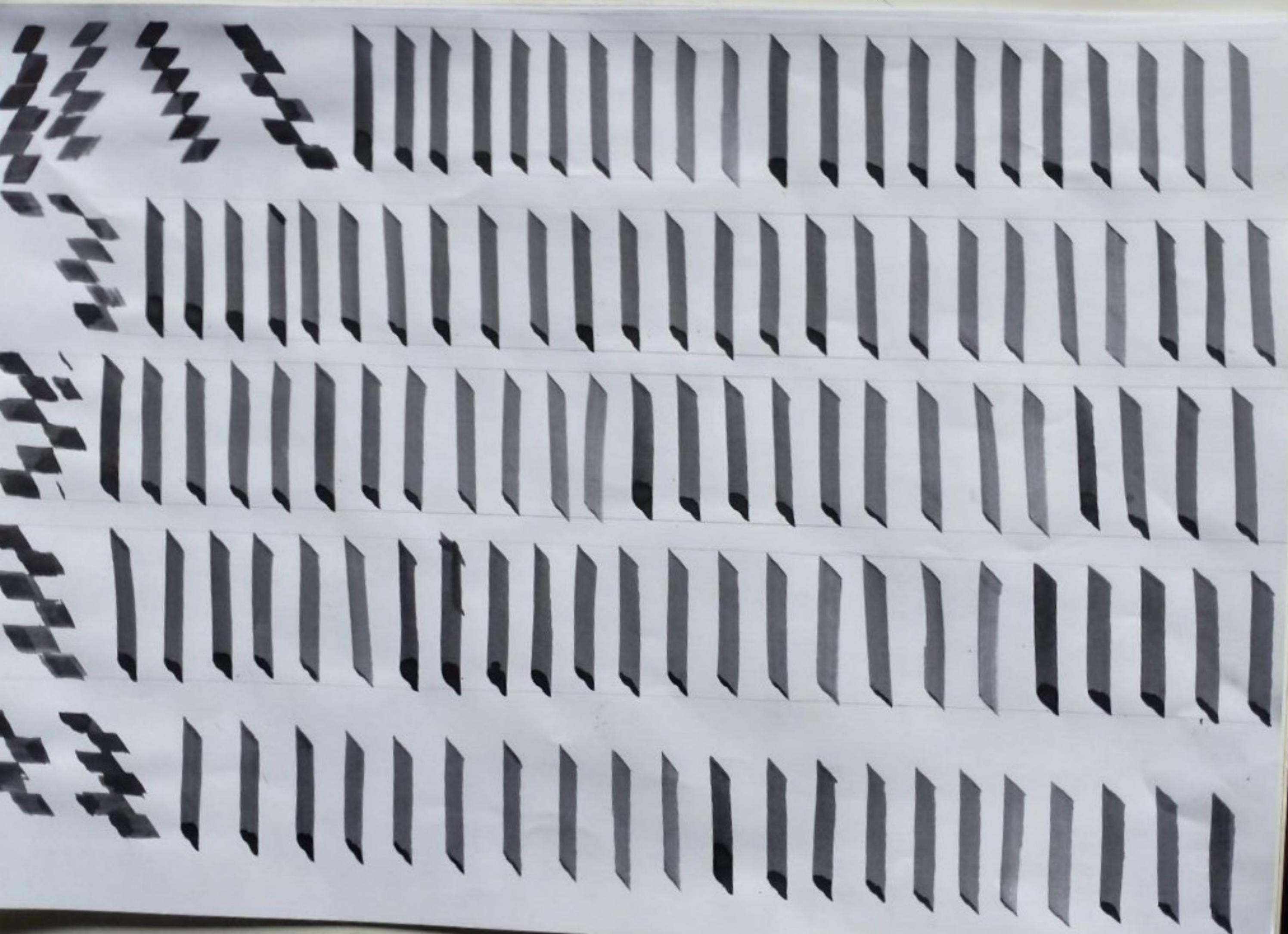


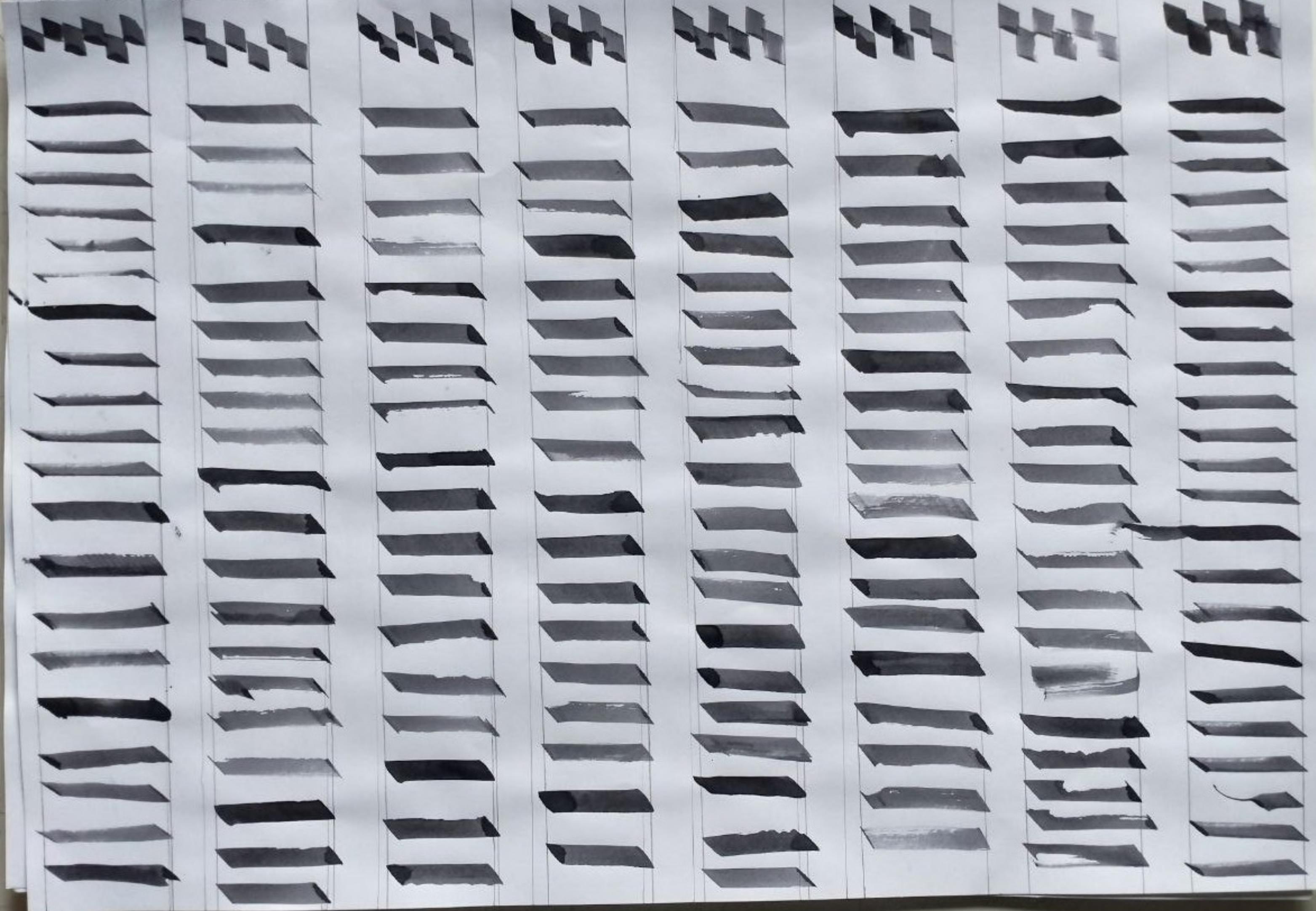


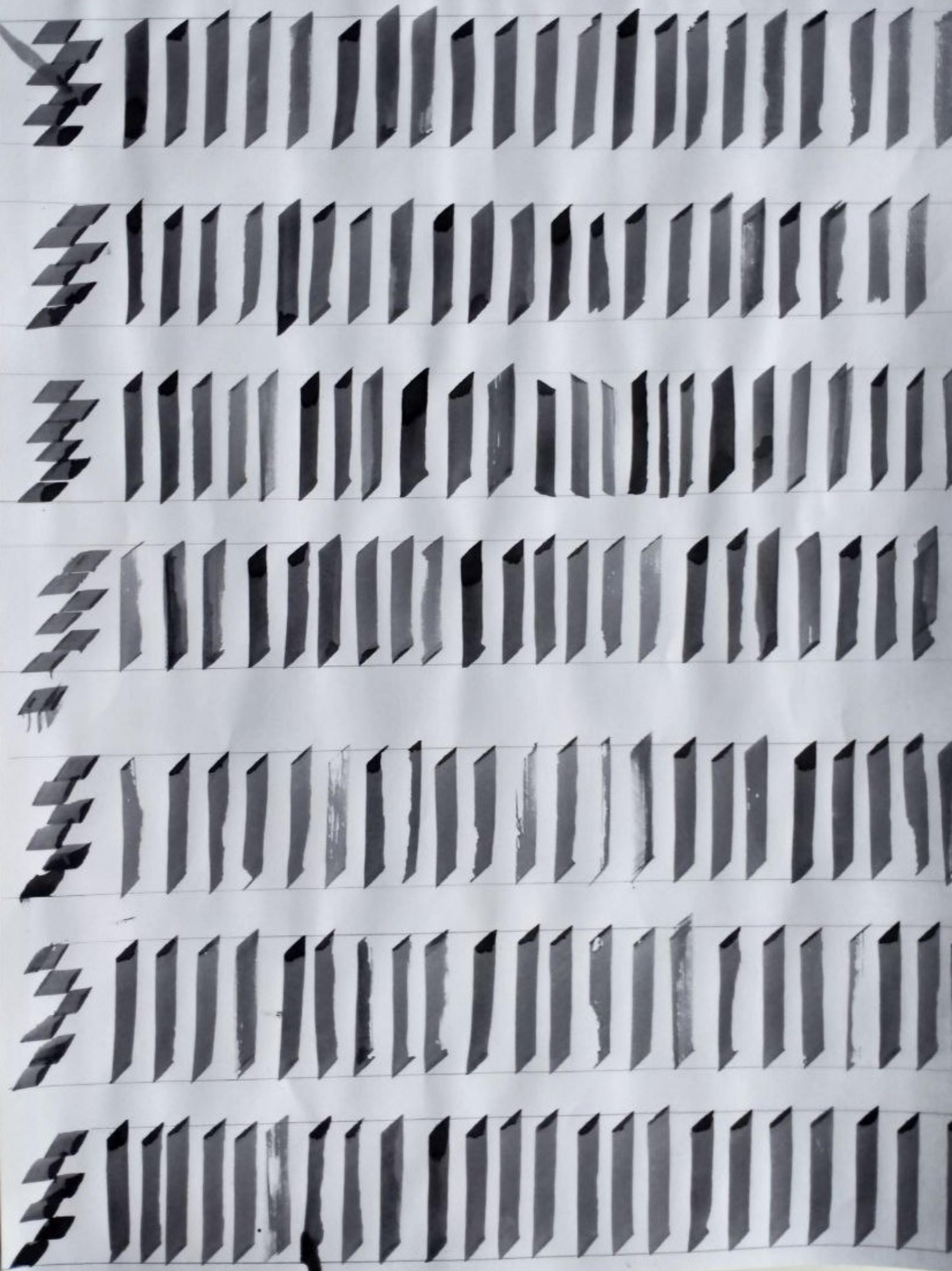


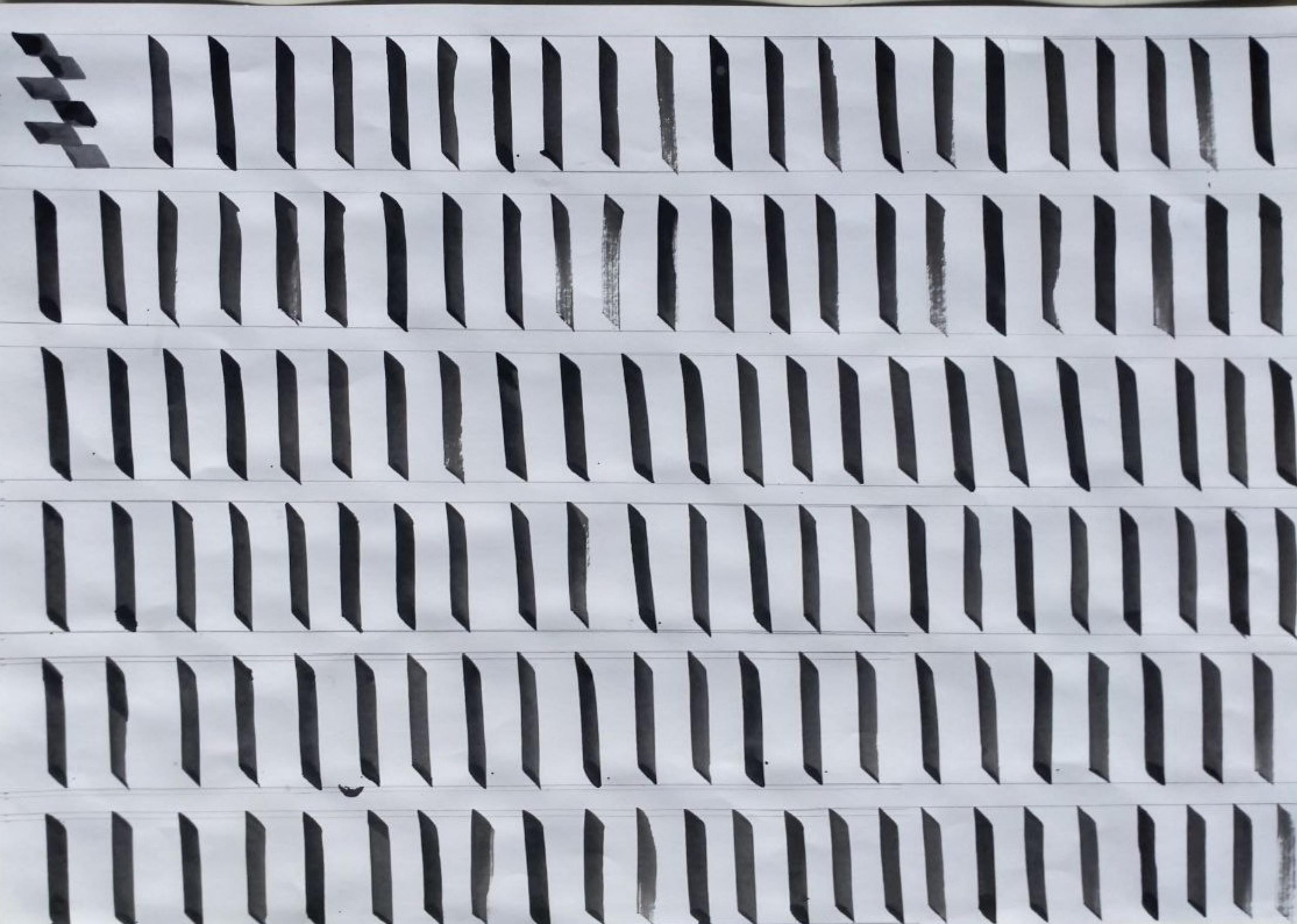


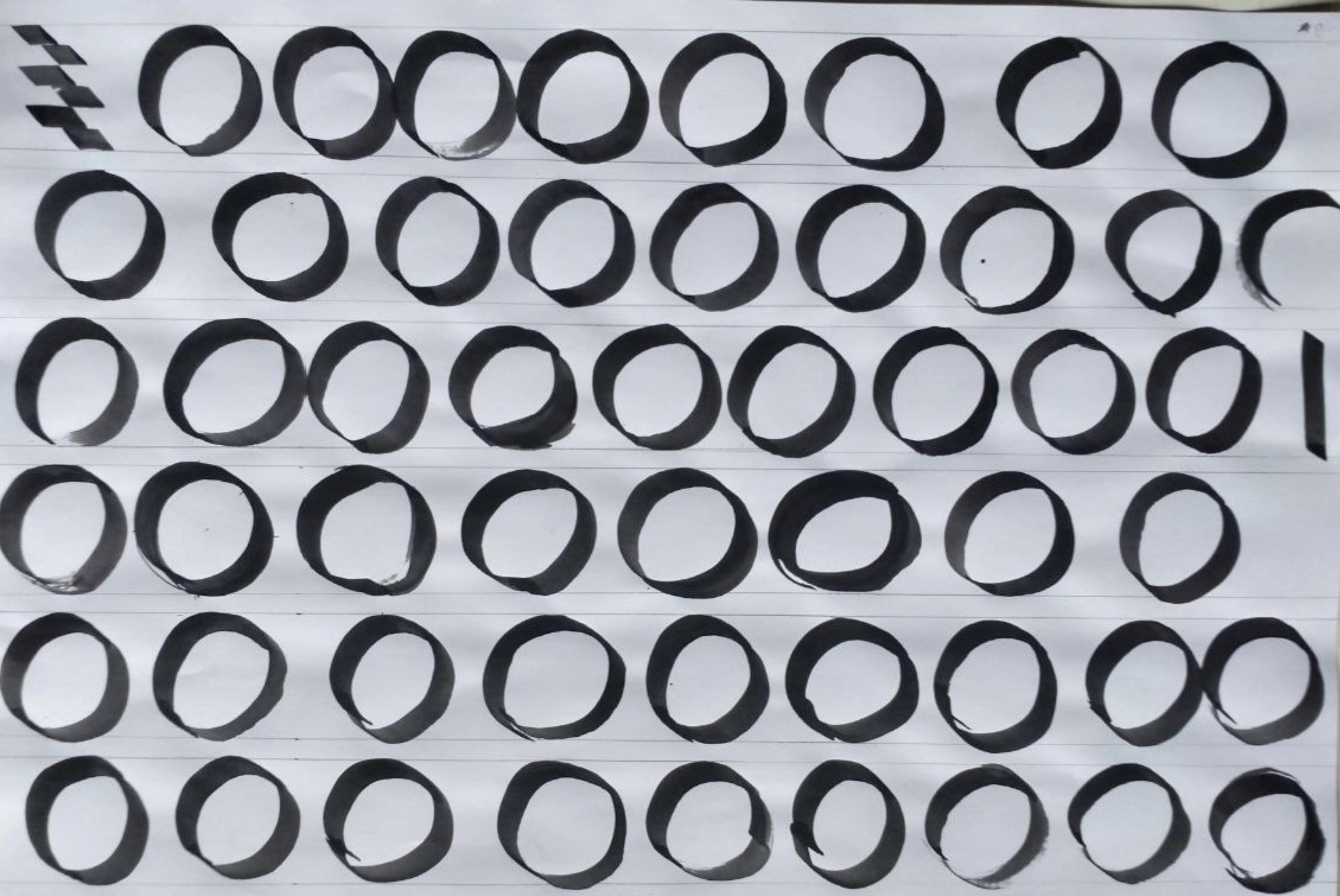




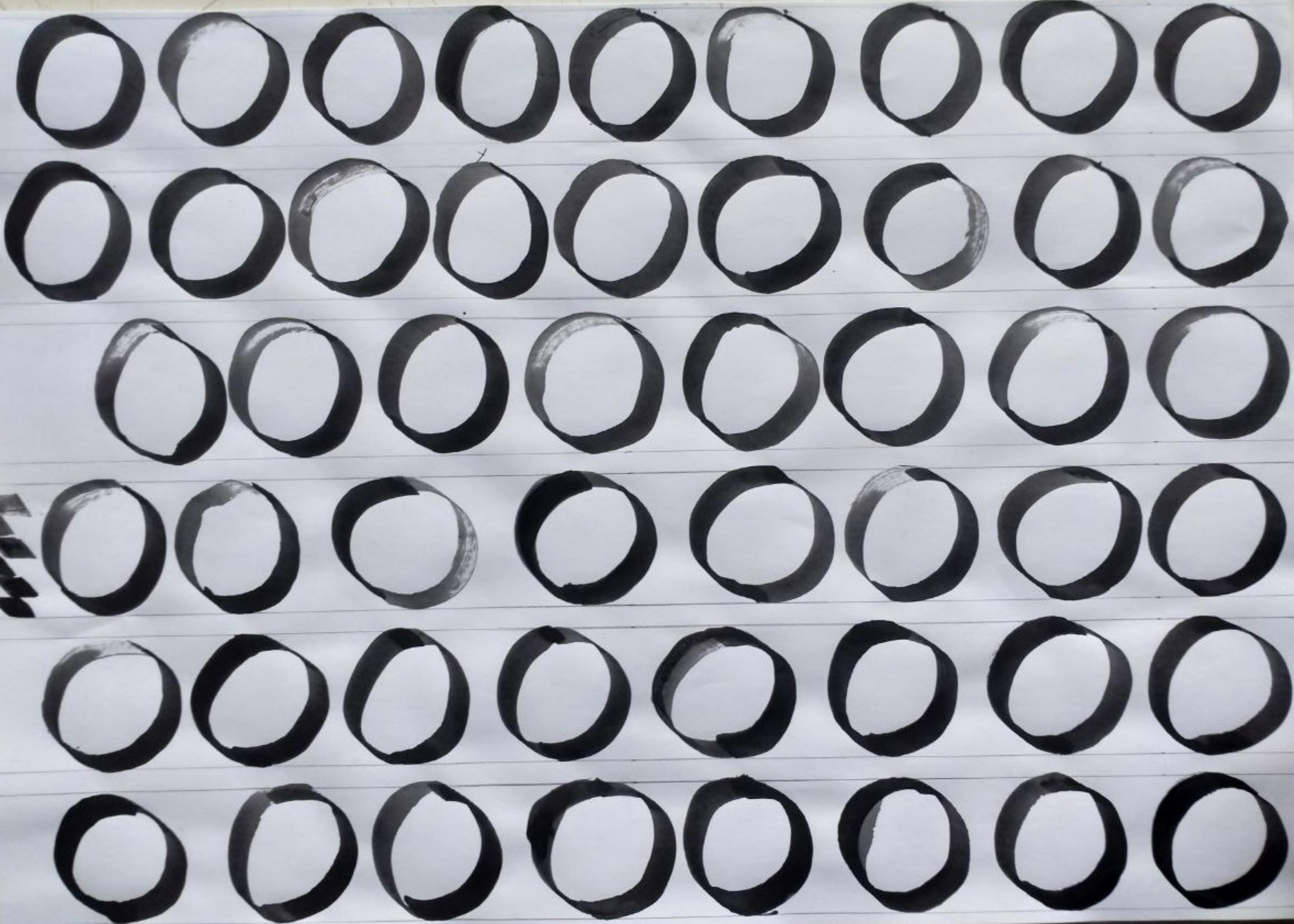




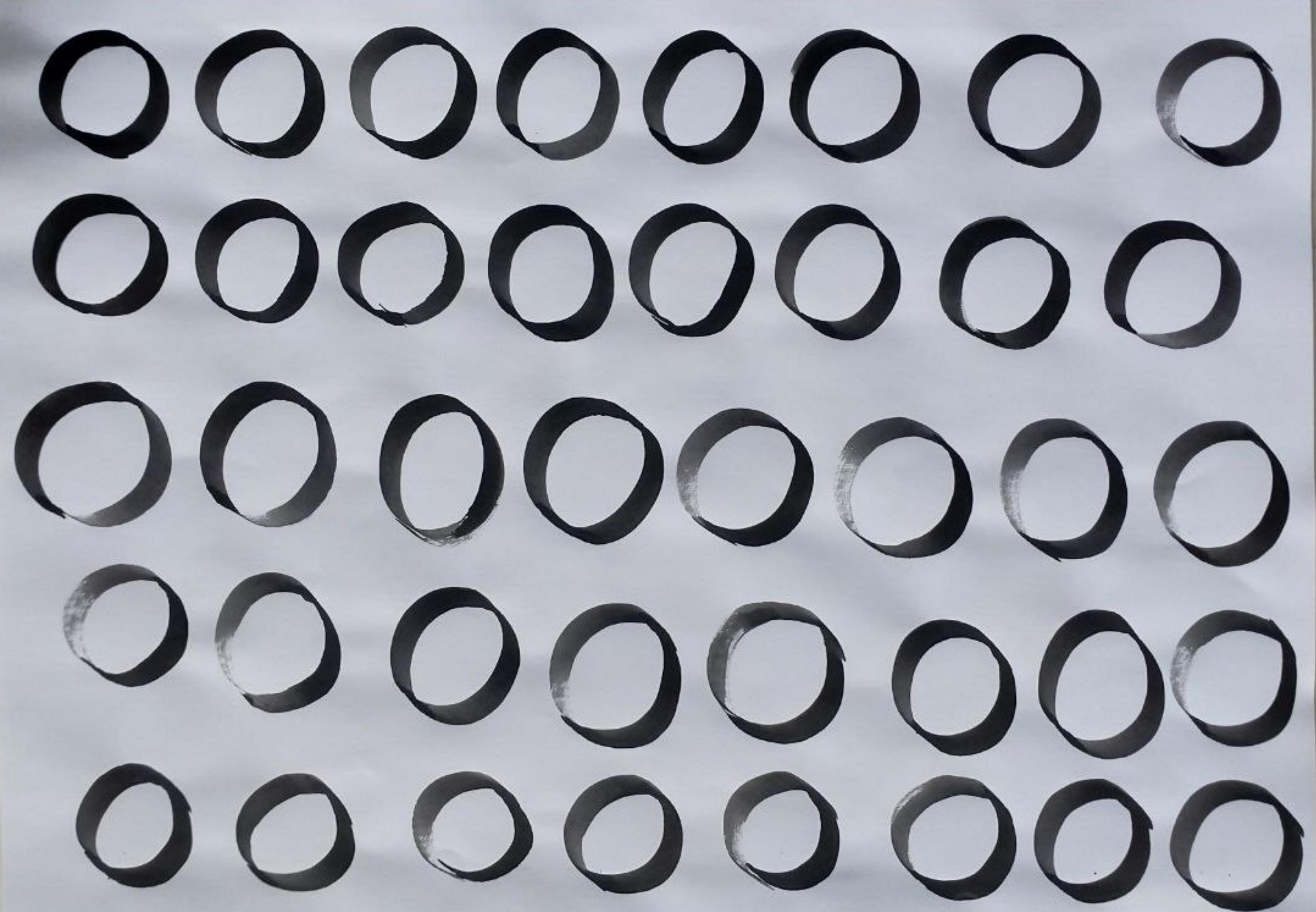


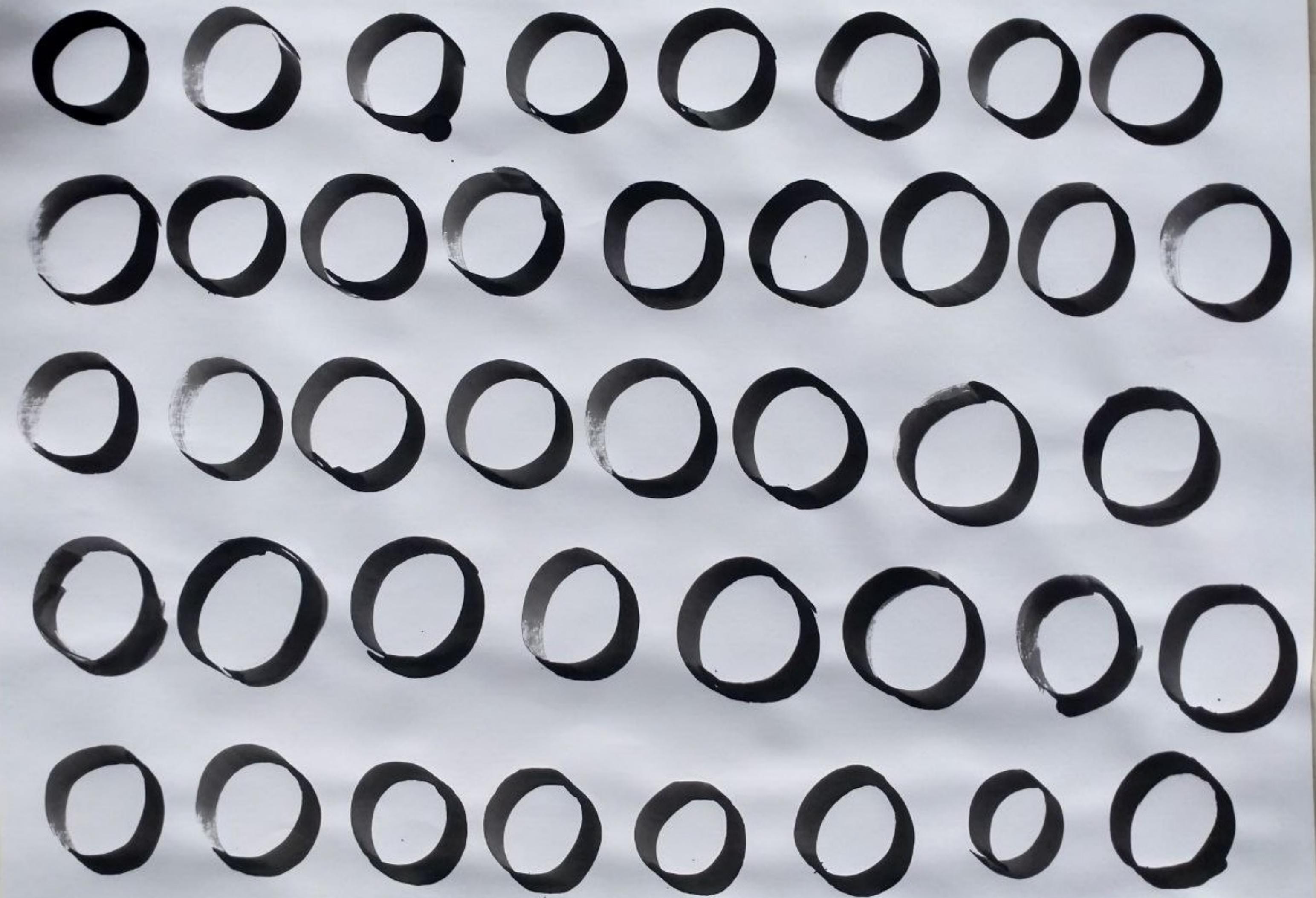


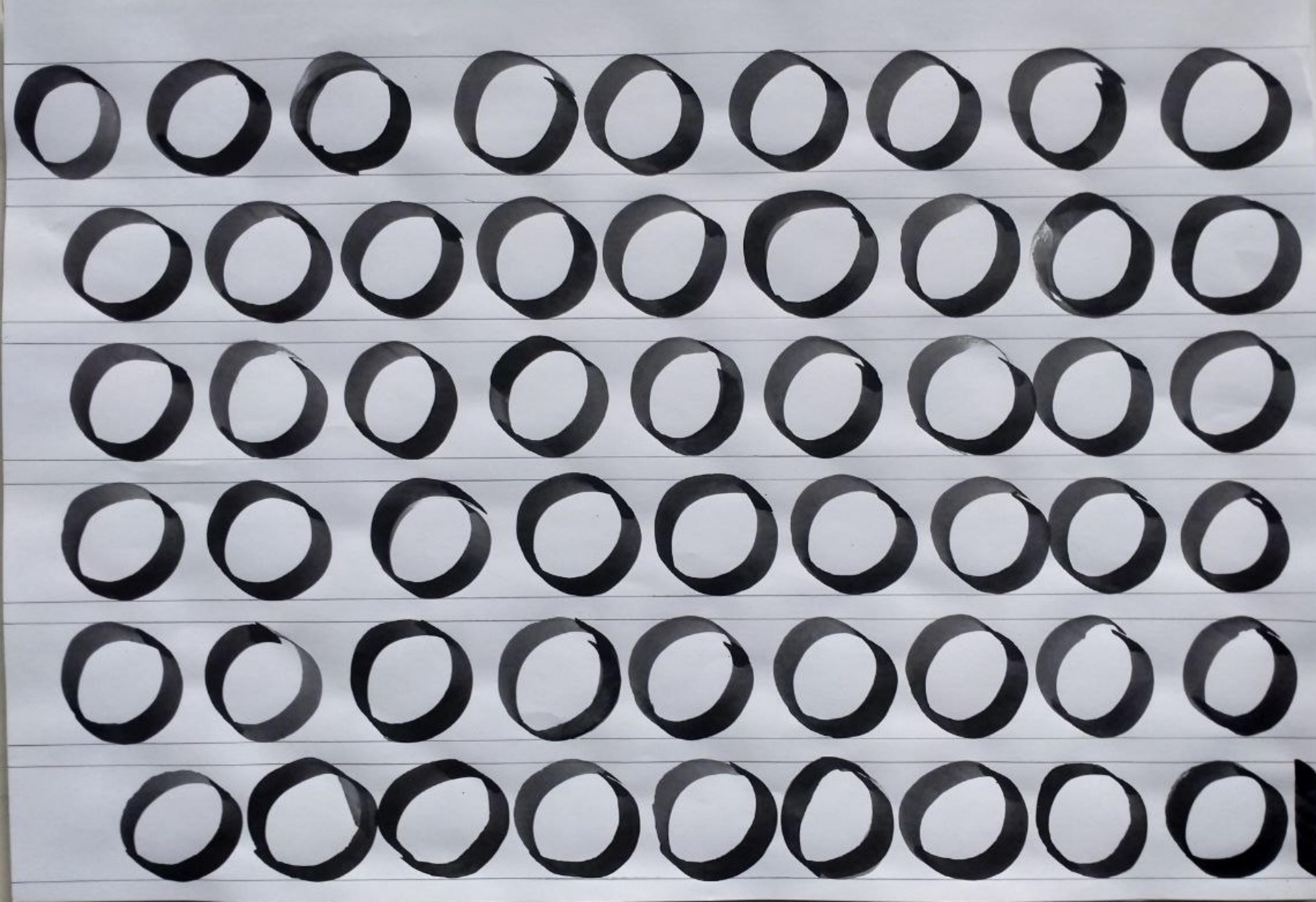
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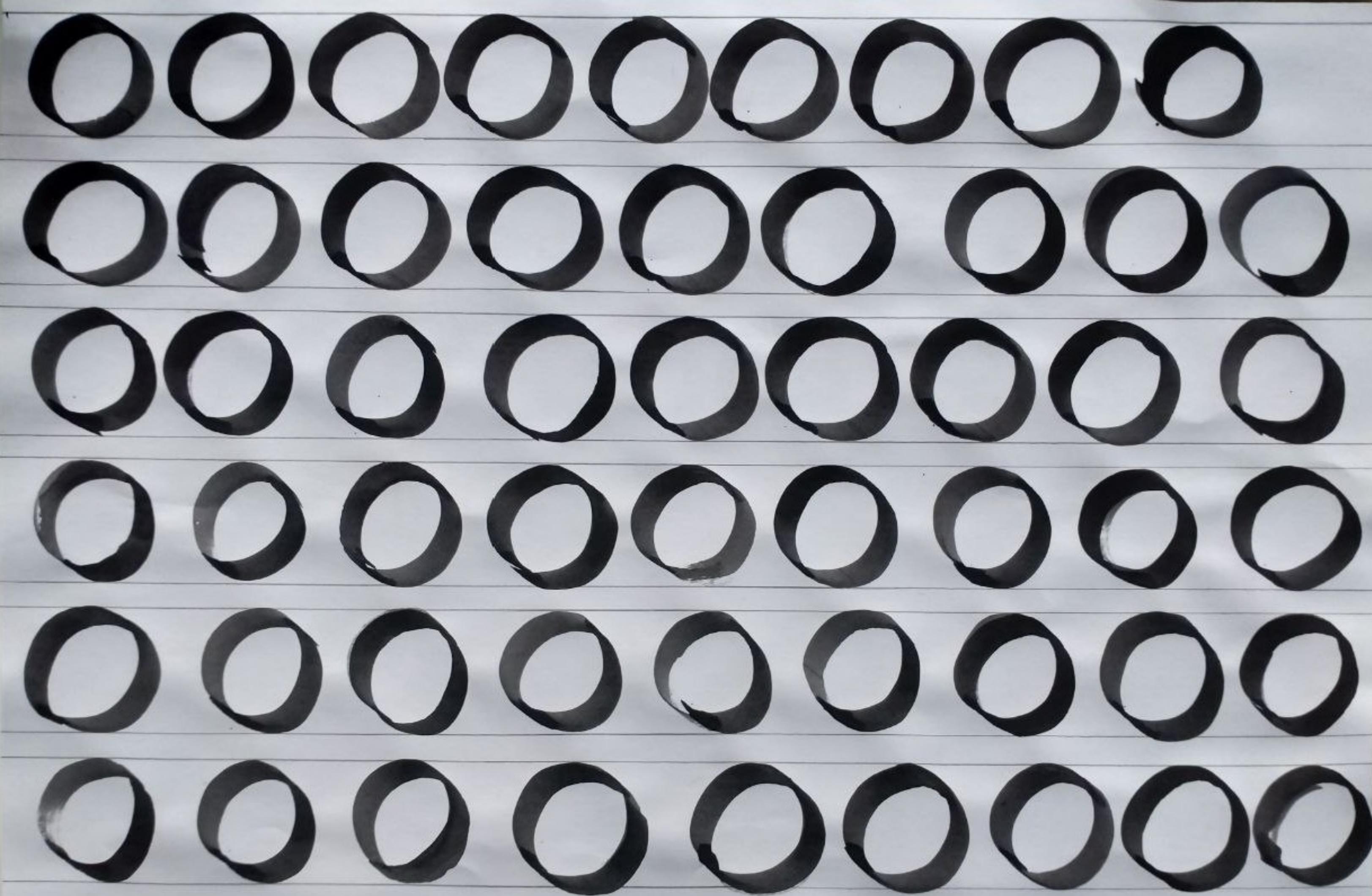


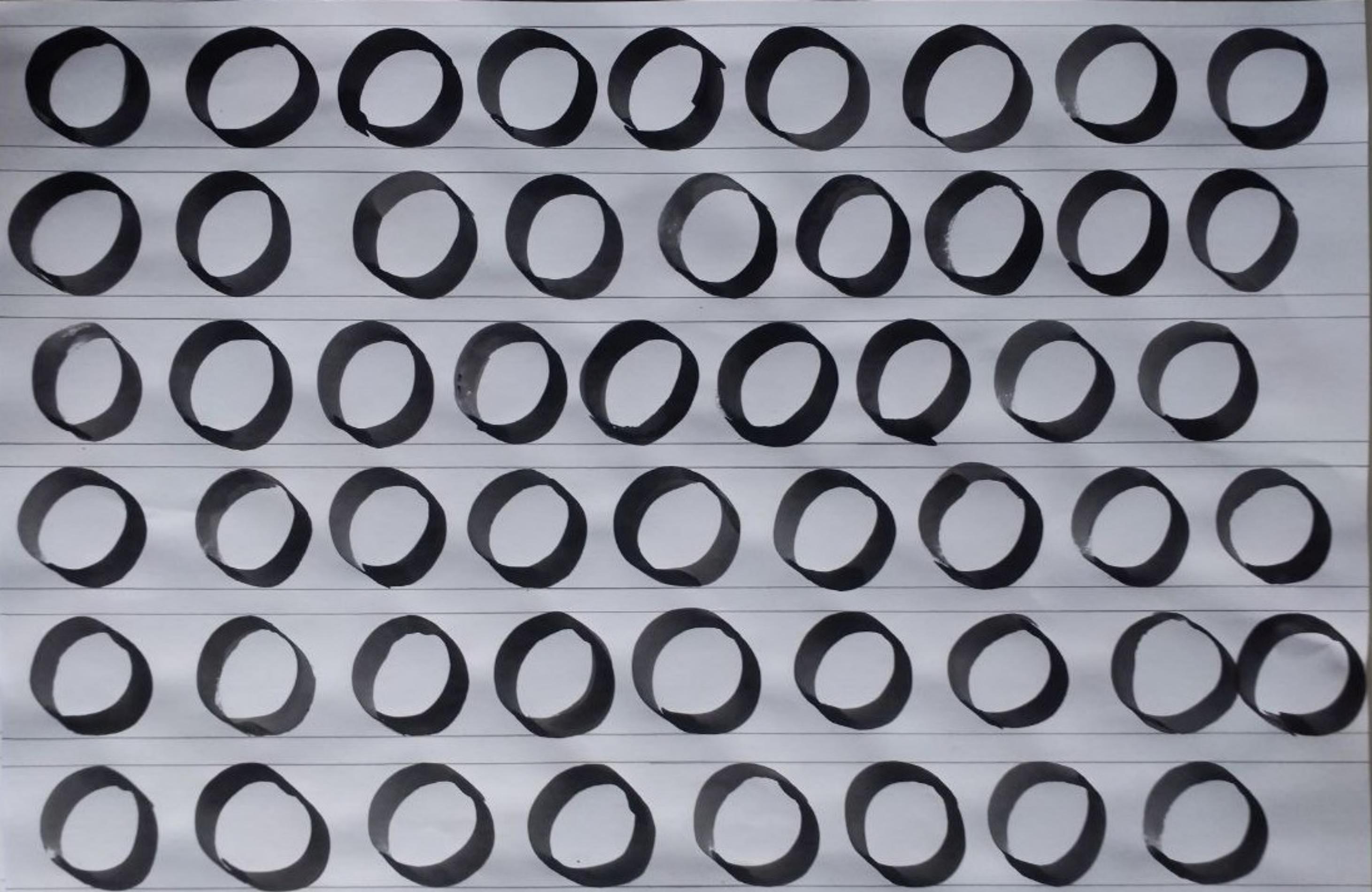


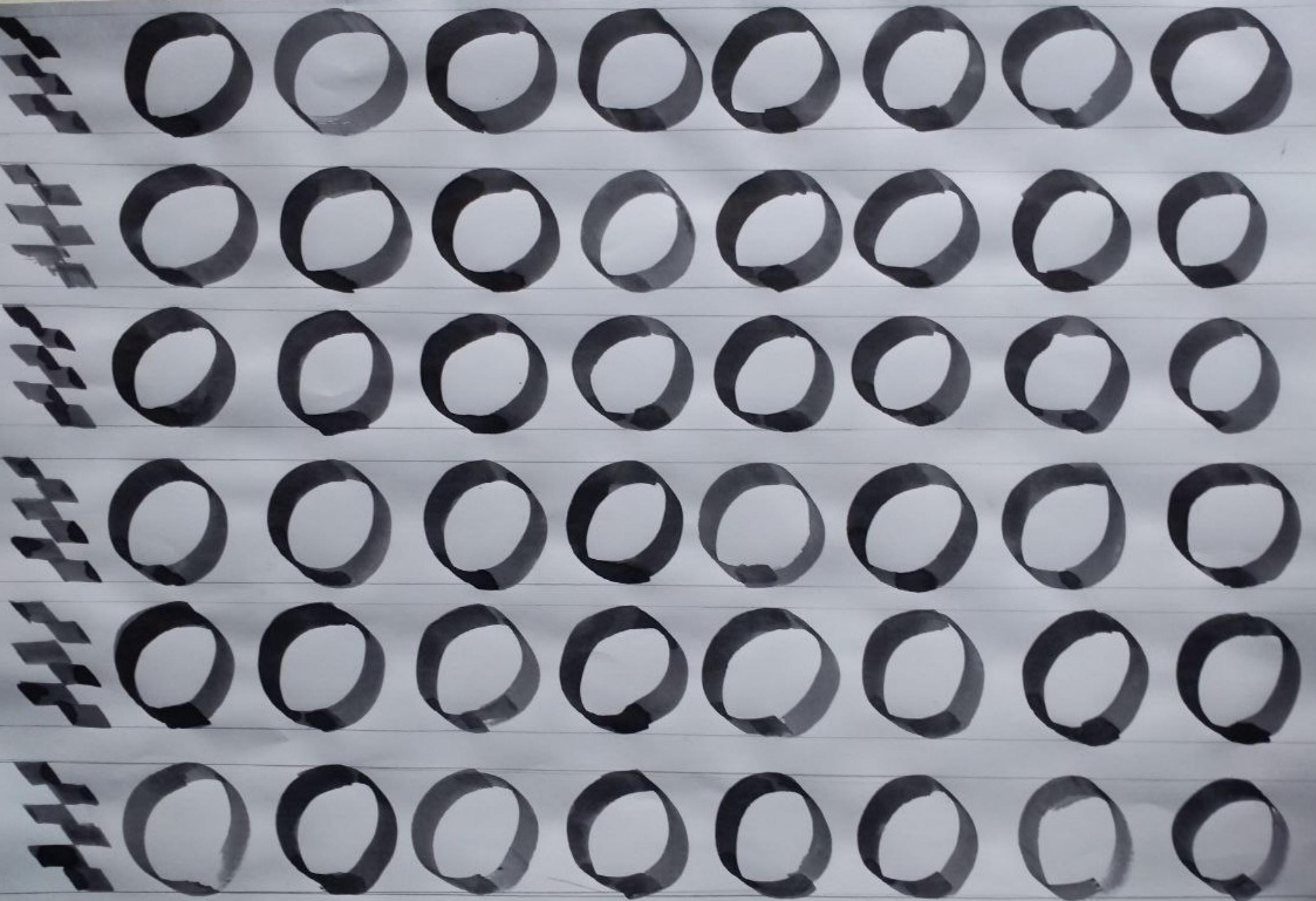


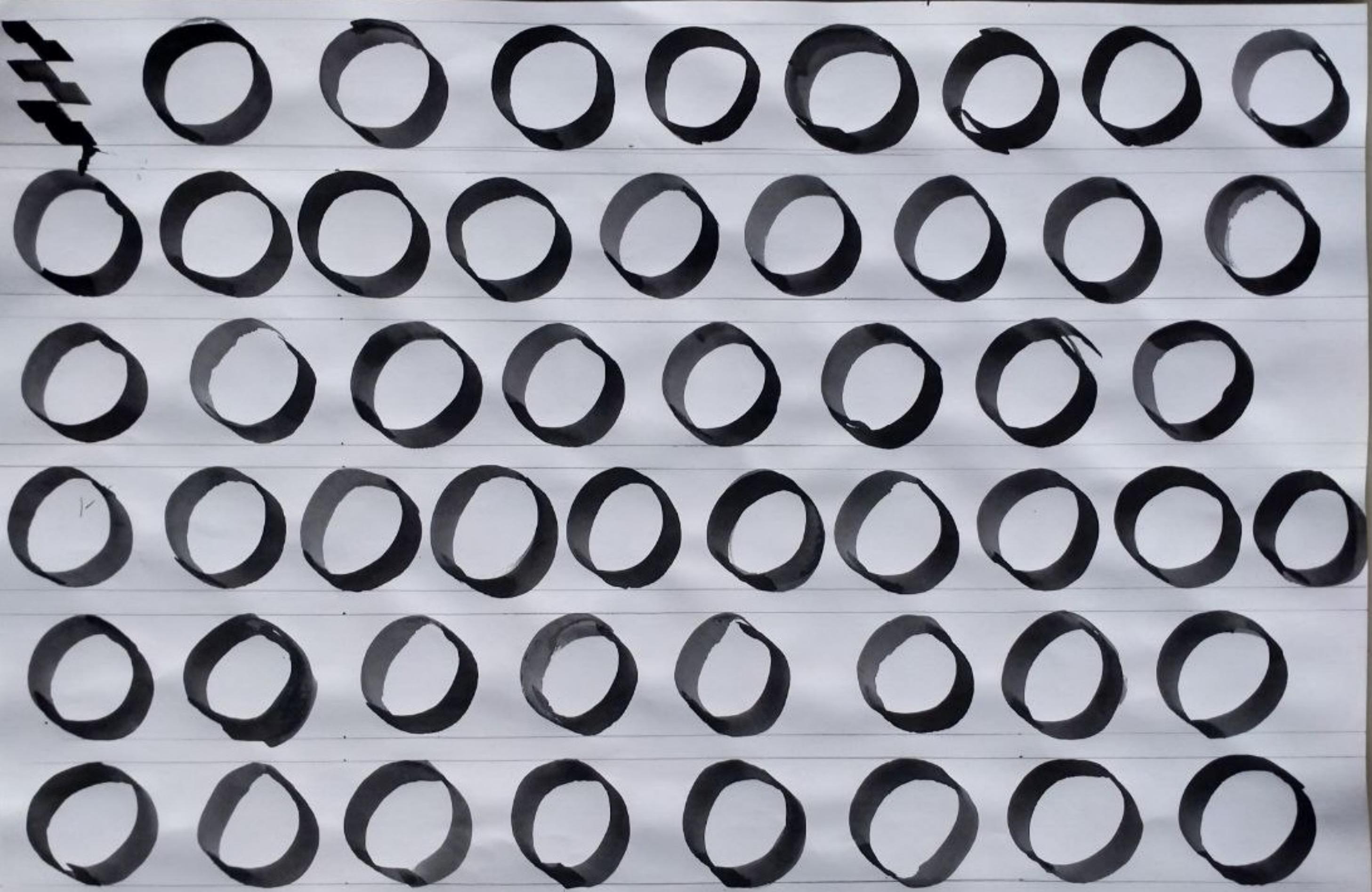


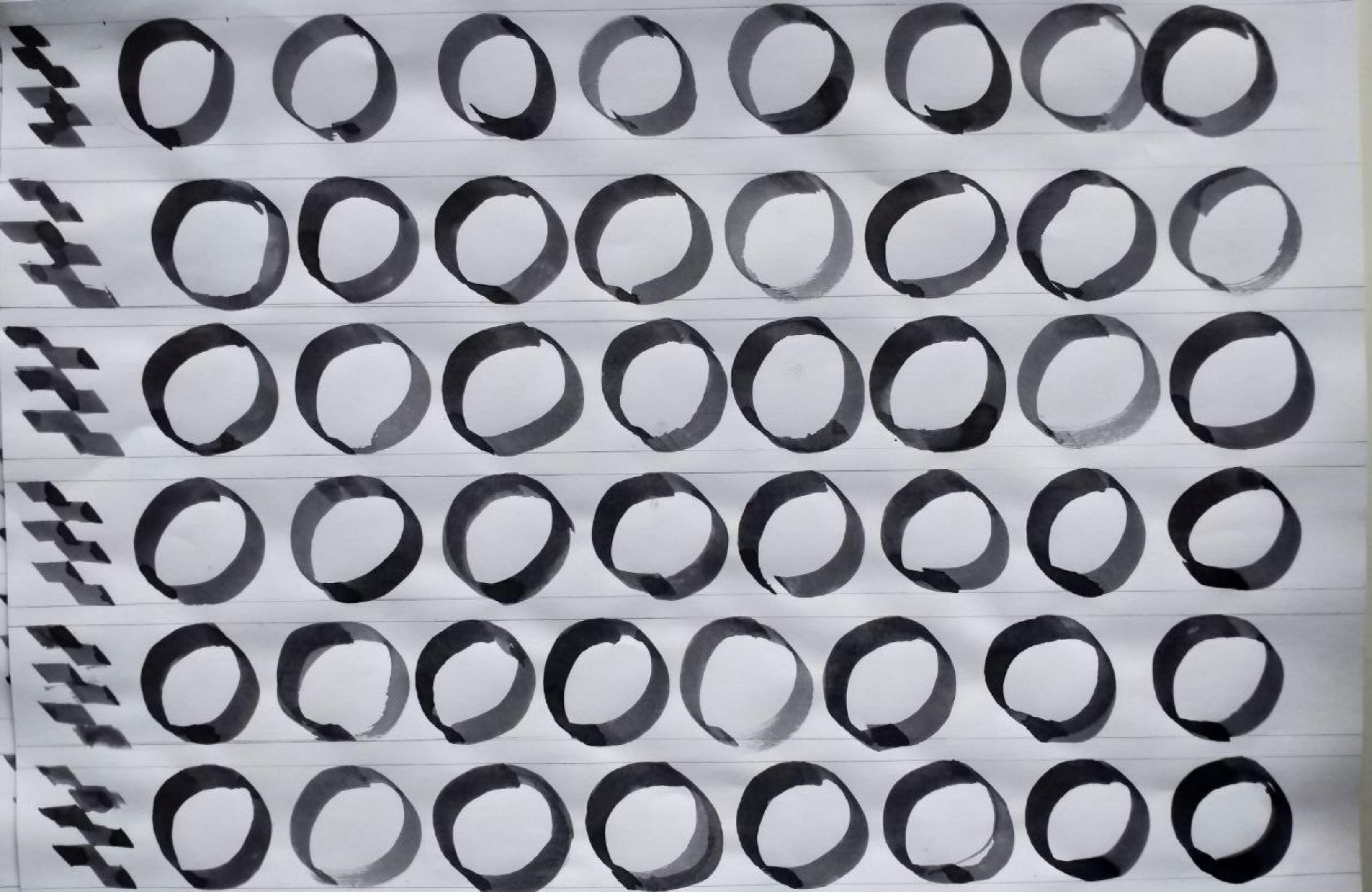




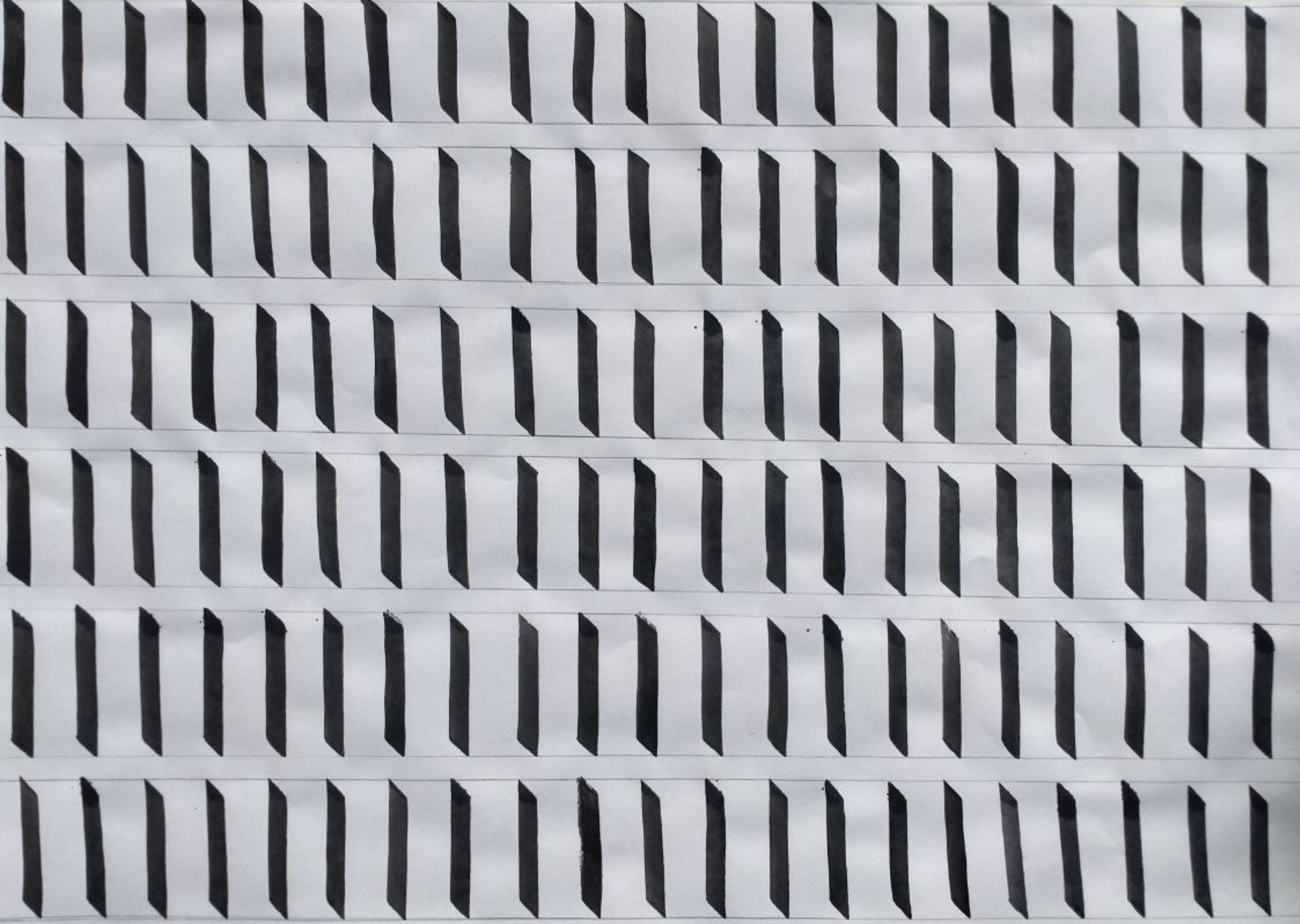


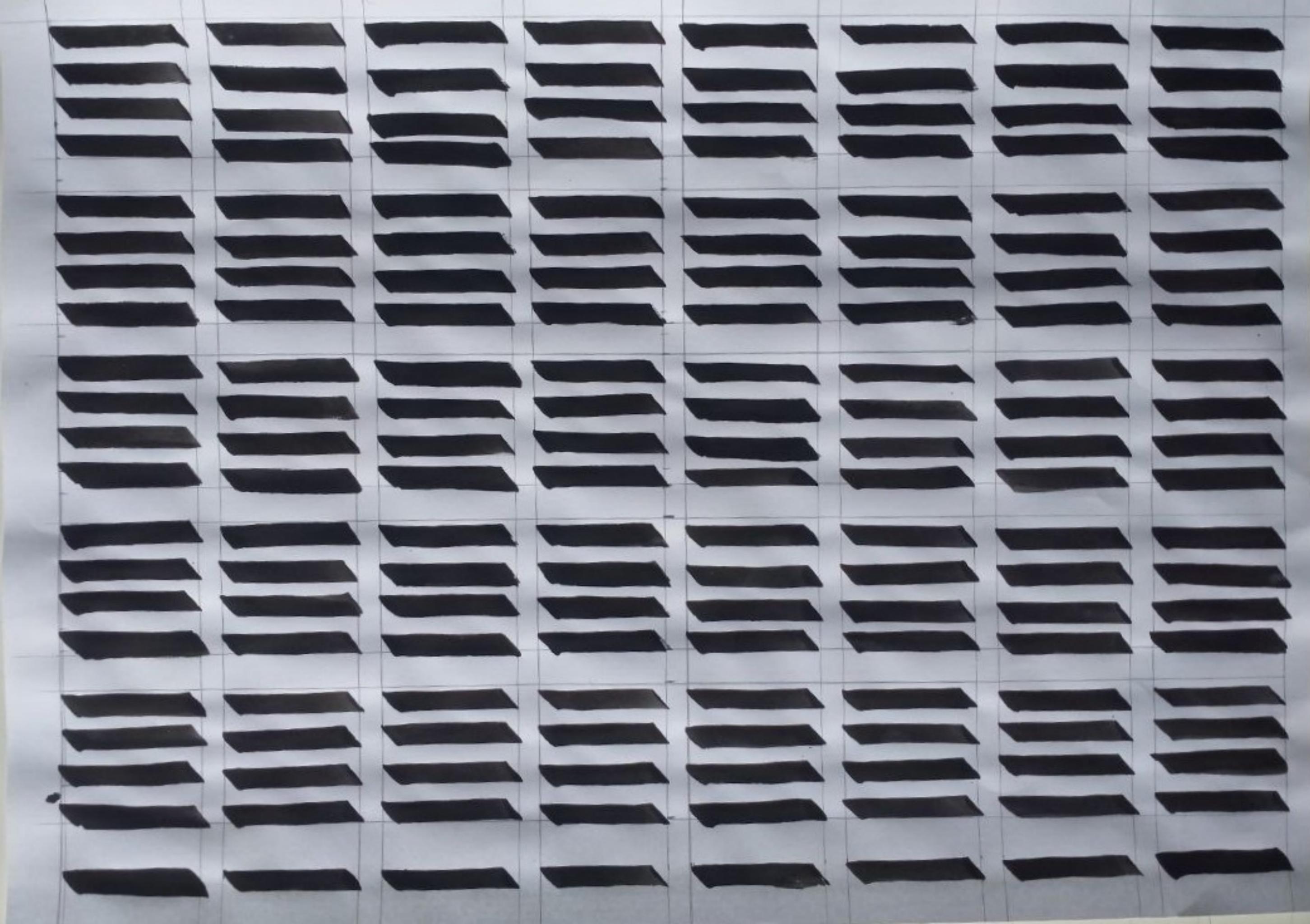


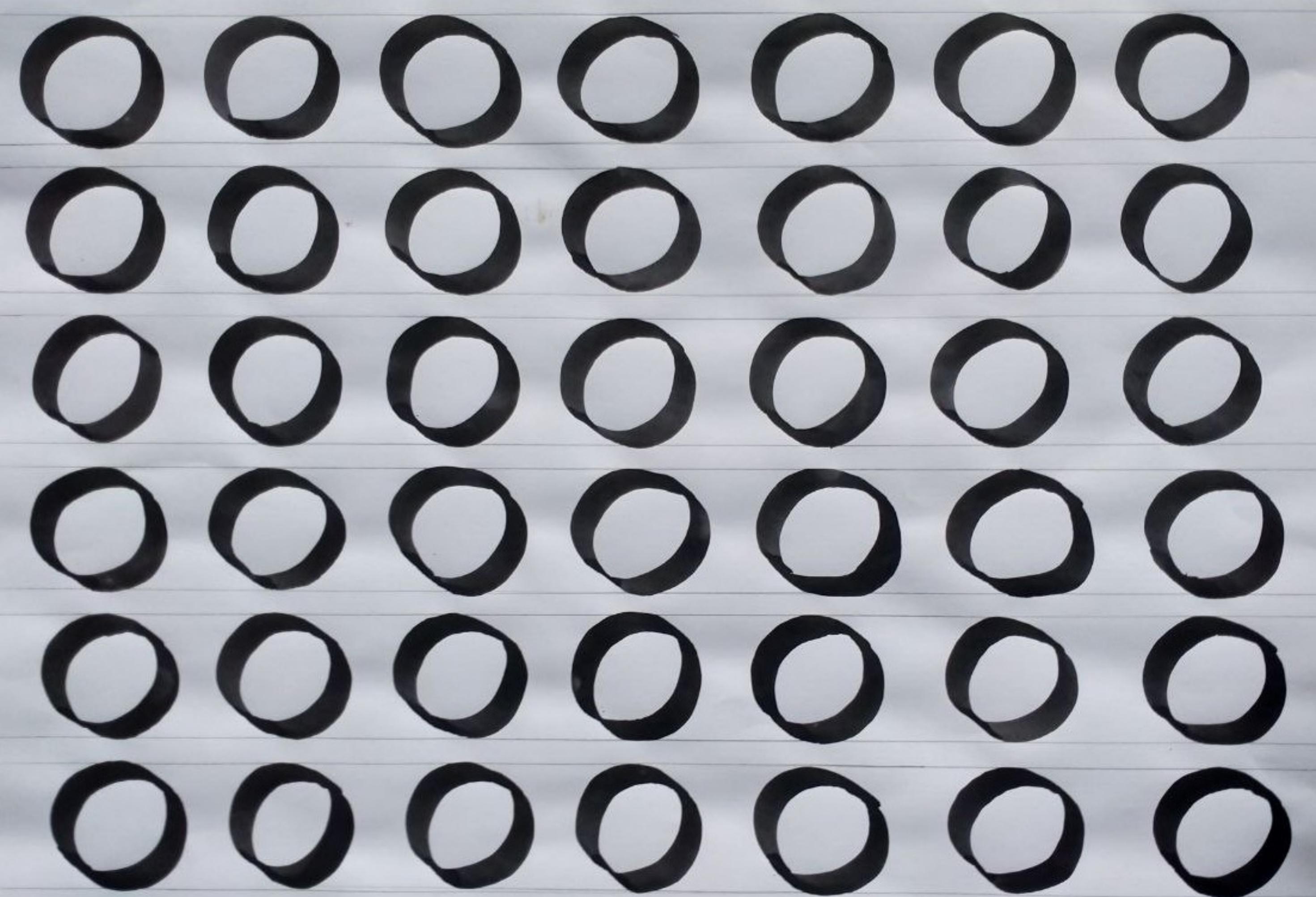




Final Output







Assignment 5

Practicing Calligraphy in Bangla script

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This image features a dense, abstract arrangement of black calligraphic characters on a white background. The characters are rendered in a bold, fluid style, creating a sense of depth and movement. They are scattered across the frame, some overlapping and others standing alone. The overall effect is reminiscent of a wall covered in graffiti or a stylized map where the boundaries are defined by these expressive strokes.

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الْحُكْمُ لِلّٰهِ رَبِّ الْعٰالَمِينَ
إِنَّا نَعْلَمُ مَا تَعْمَلُونَ
وَمَنْ أَعْصَى رَبَّهُ فَأُولٰئِكَ هُمُ الظَّالِمُونَ

6 horizontal strokes - letter 'a'

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ଅ ଅ ଅ ଅ

ଅ ଅ ଅ ଅ

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Final Output

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Assignment 6

Making a typeface

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கு 5 டி 1 தி 11 பு 3
நு 6 சு 2 நி 12 மு 4
யு 7 ரு 3 வி 13 து 5
ஃ 8 ஶு 4 ஸி 14 வை 10

கா 11 ரு 12

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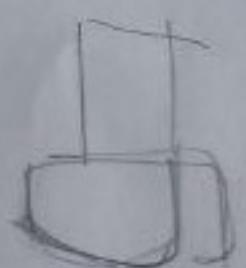
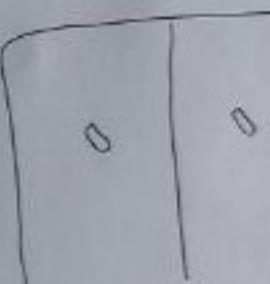
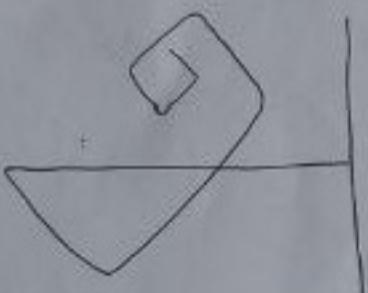
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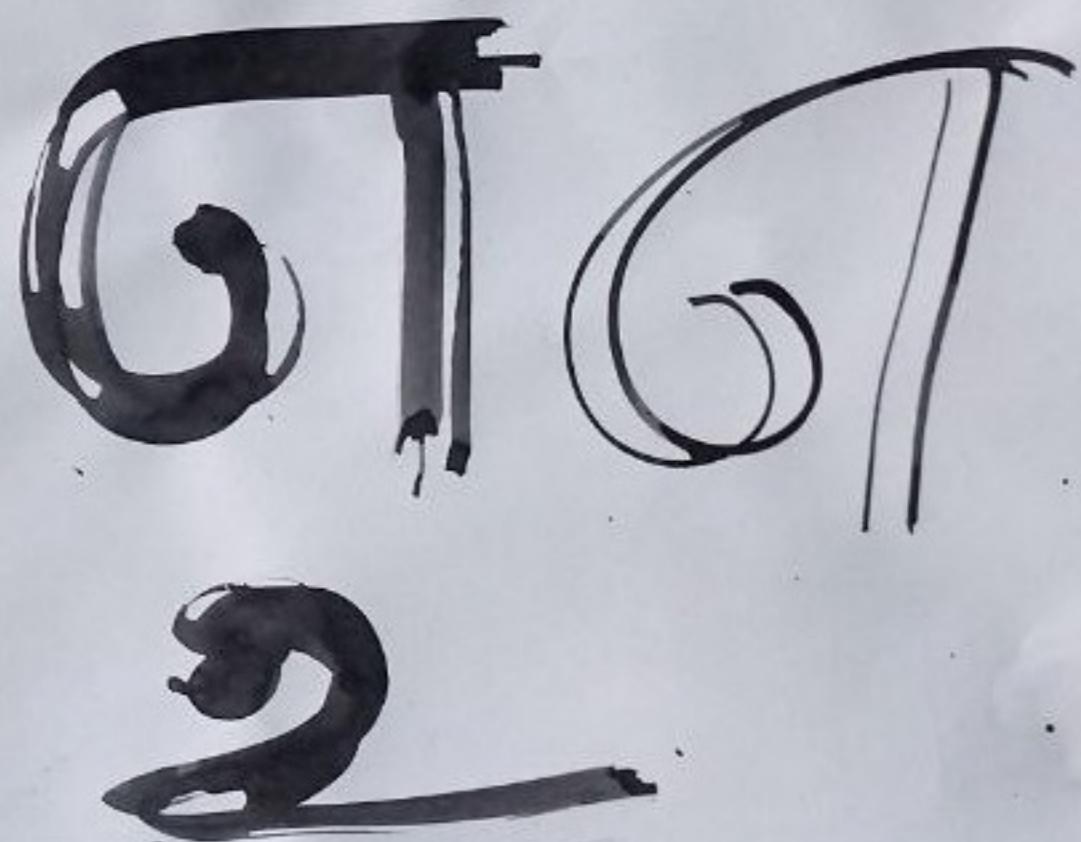
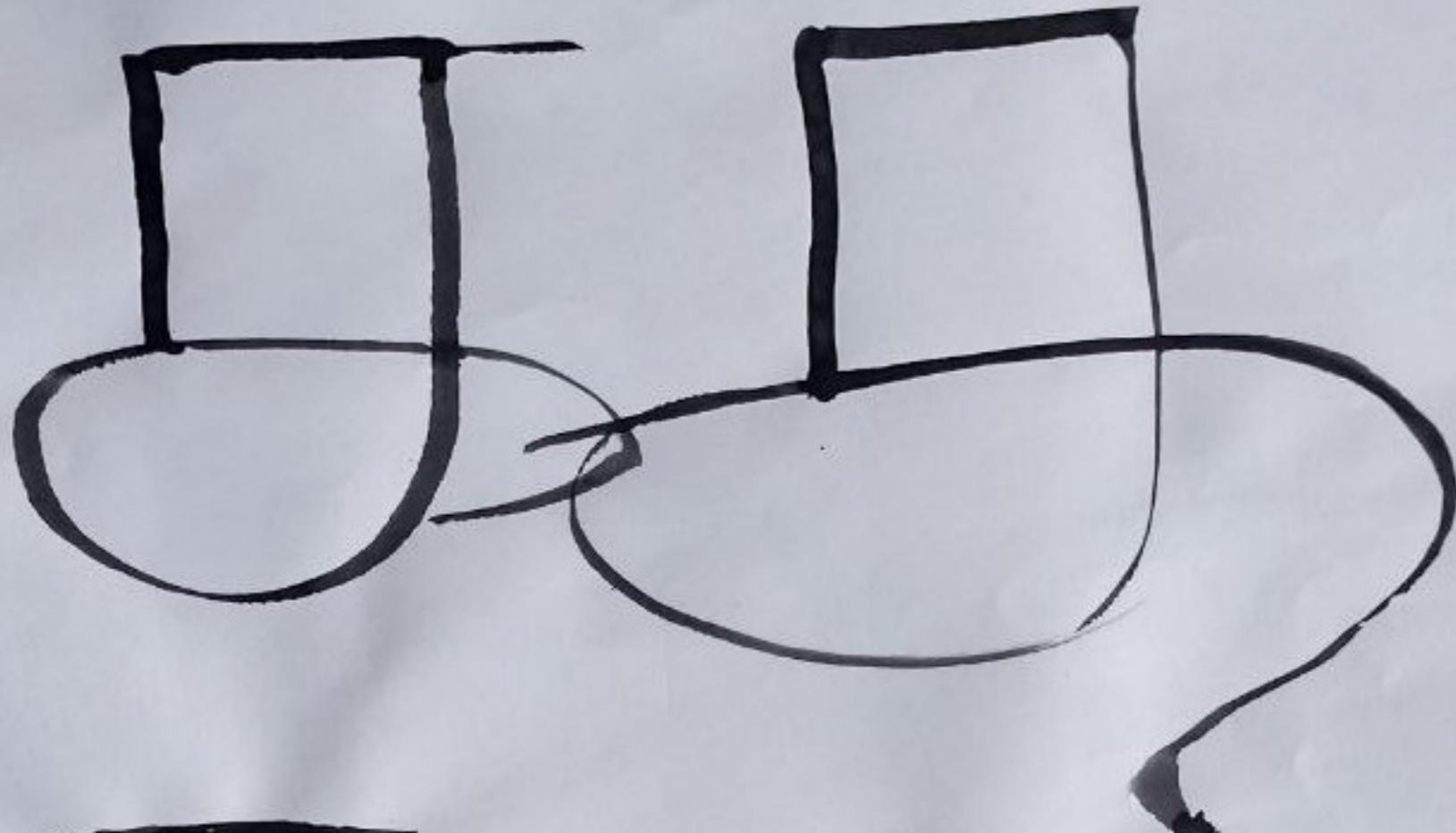
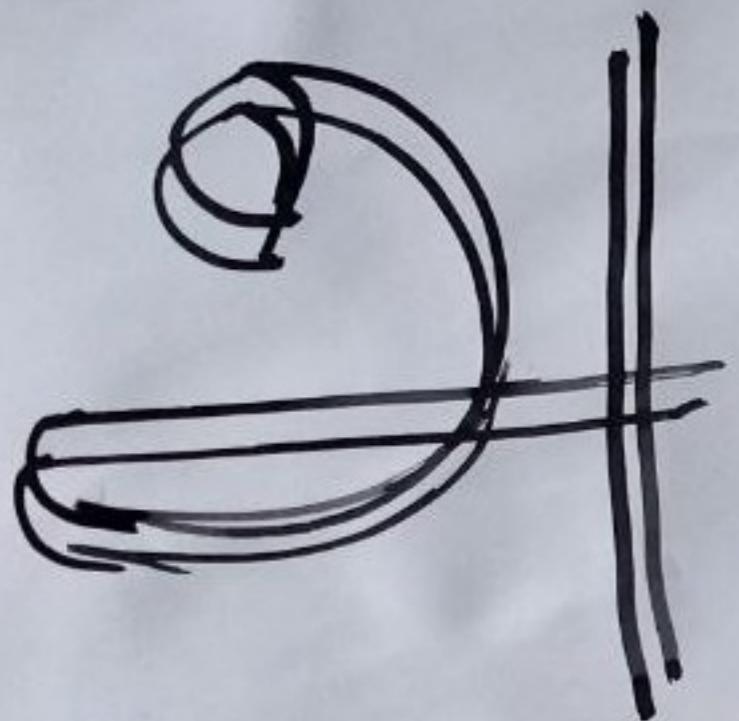
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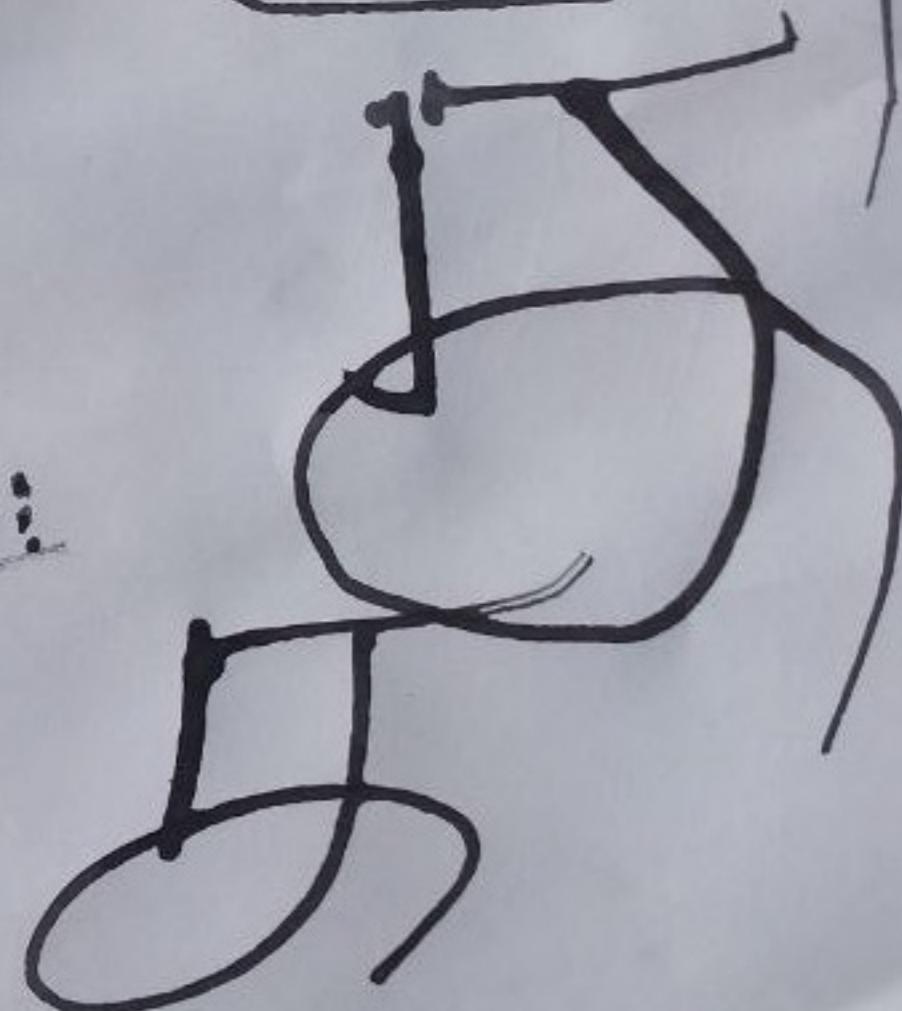
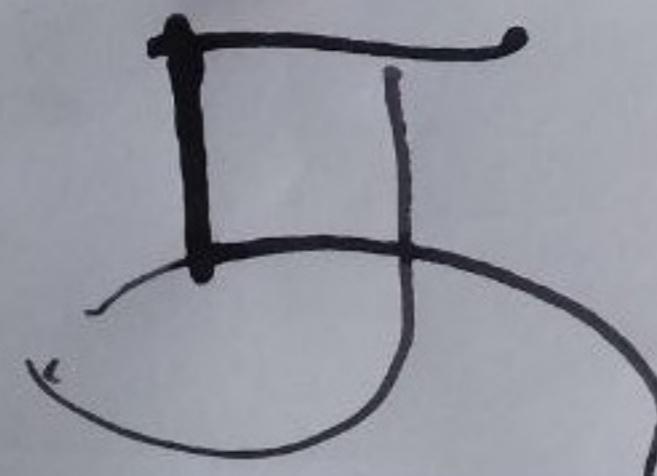
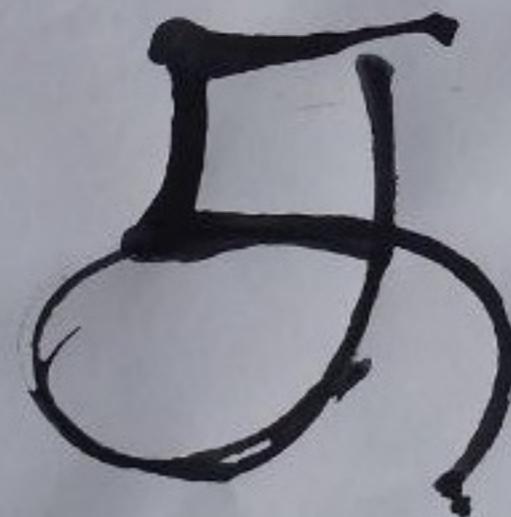
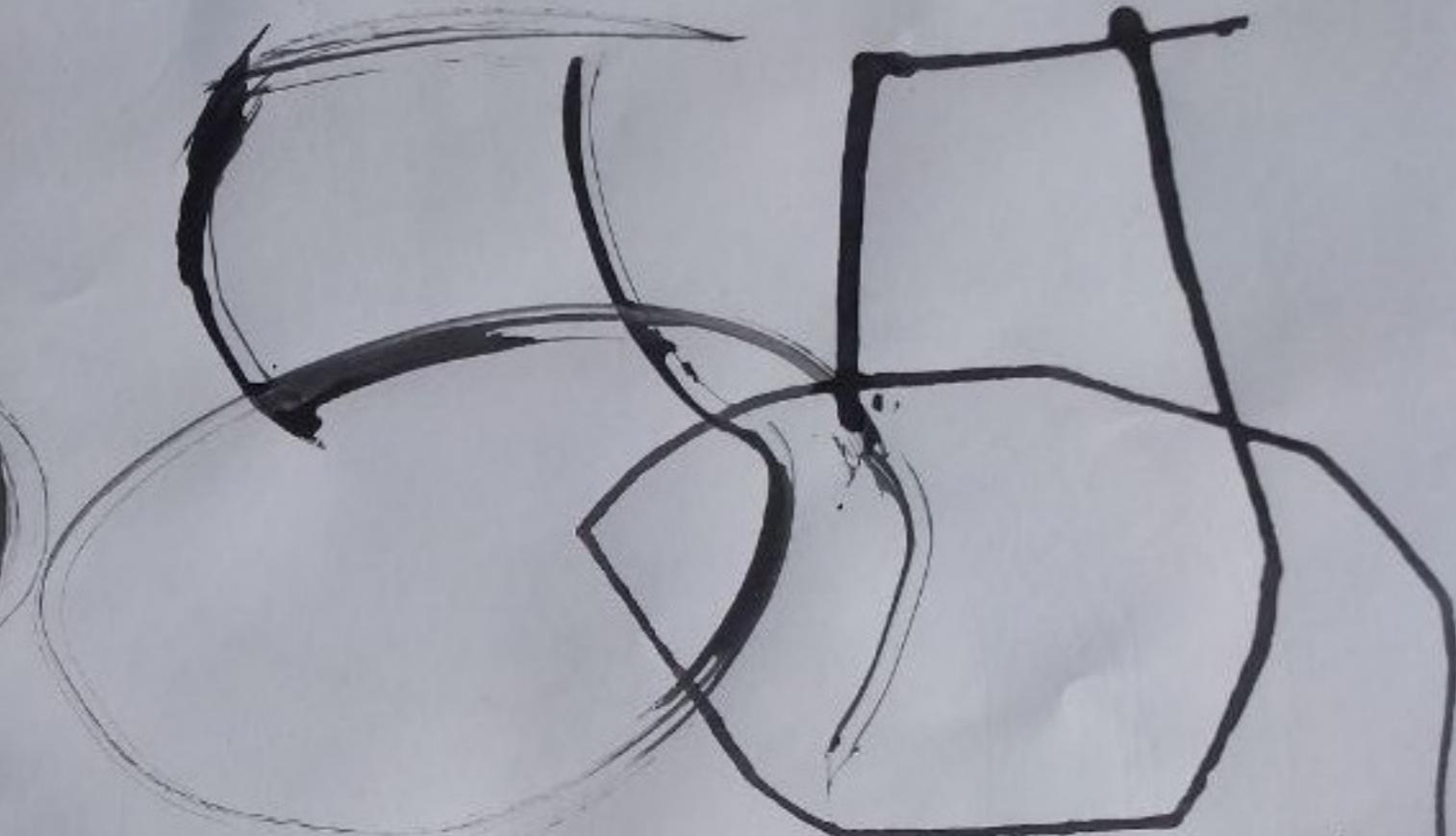
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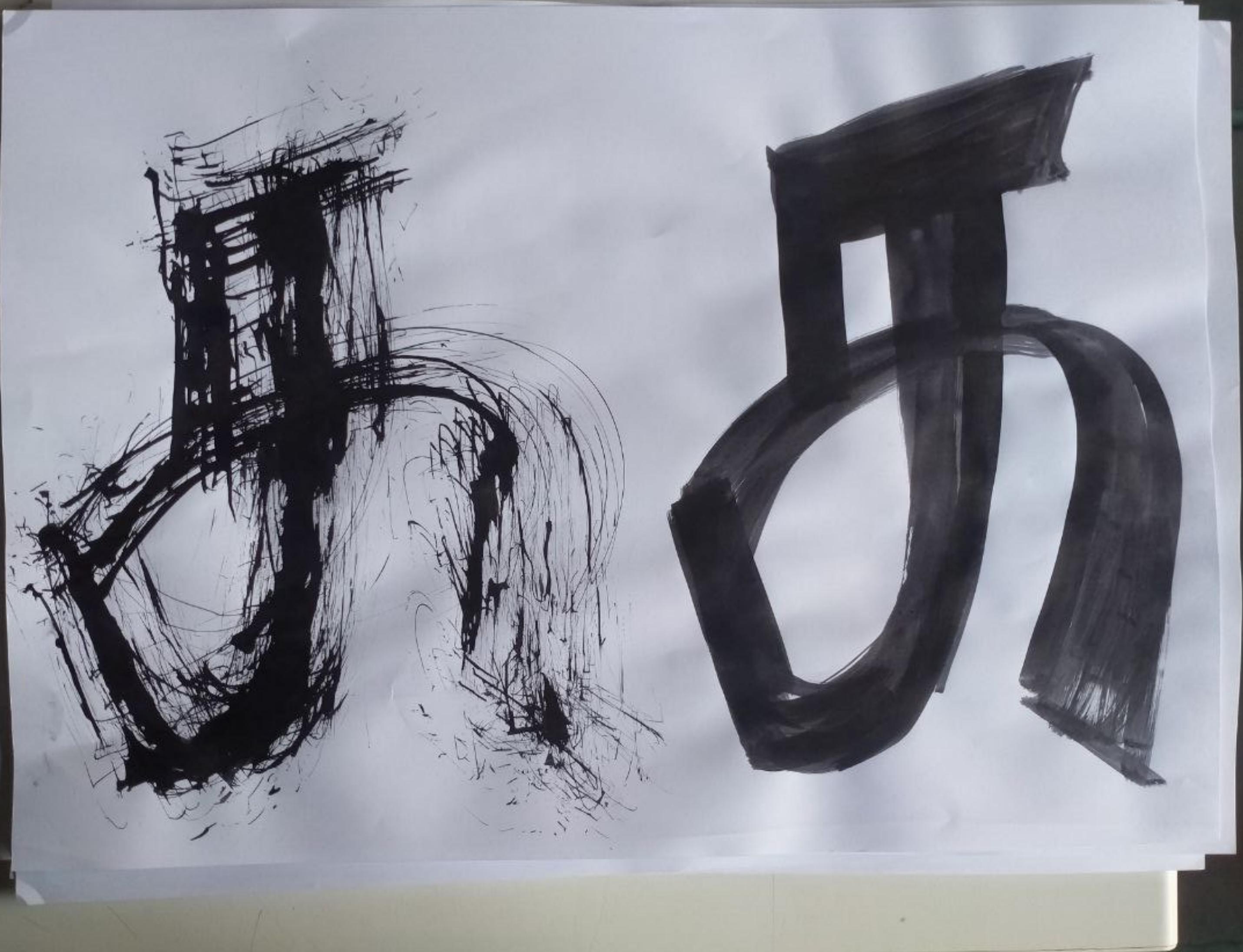
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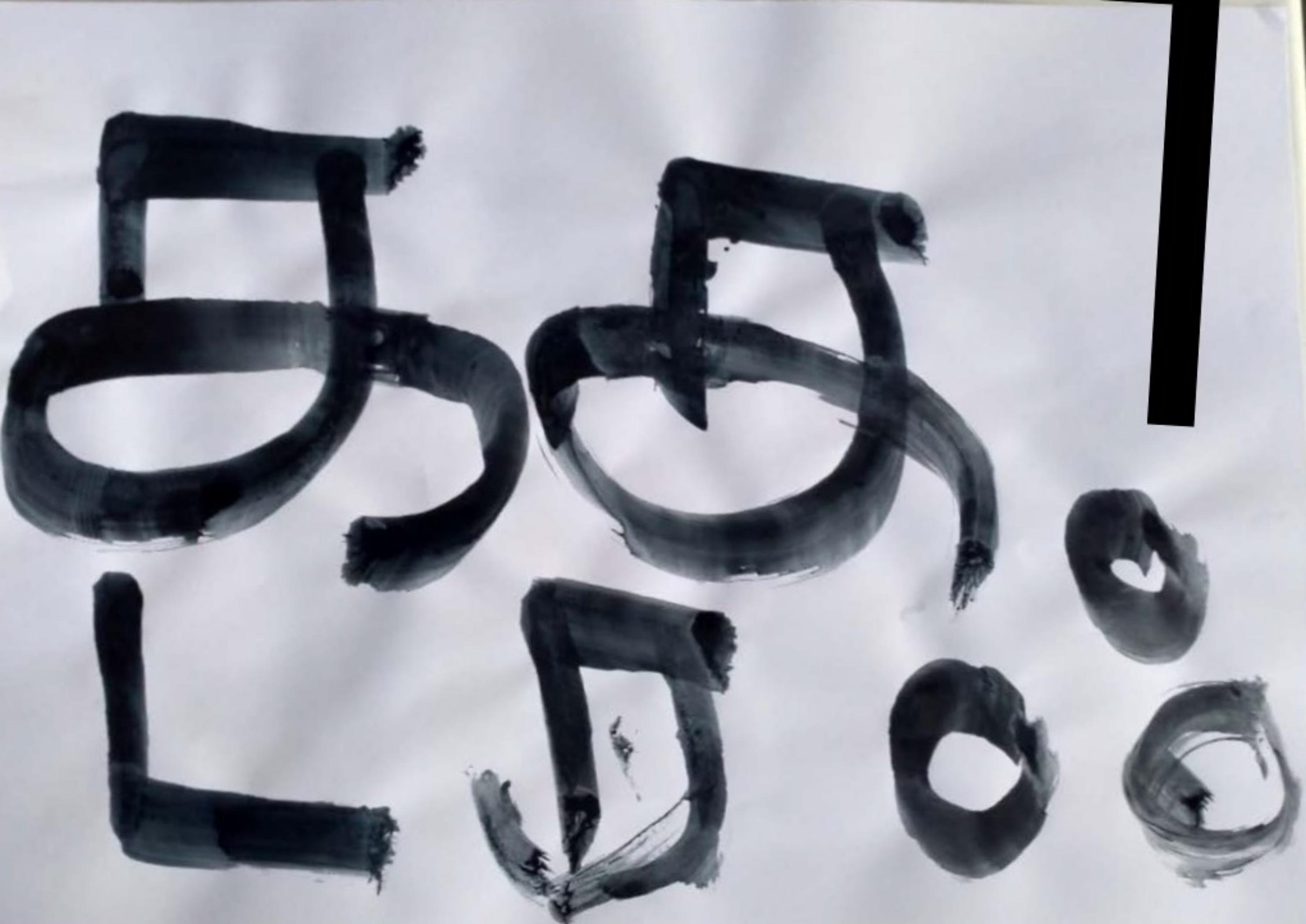
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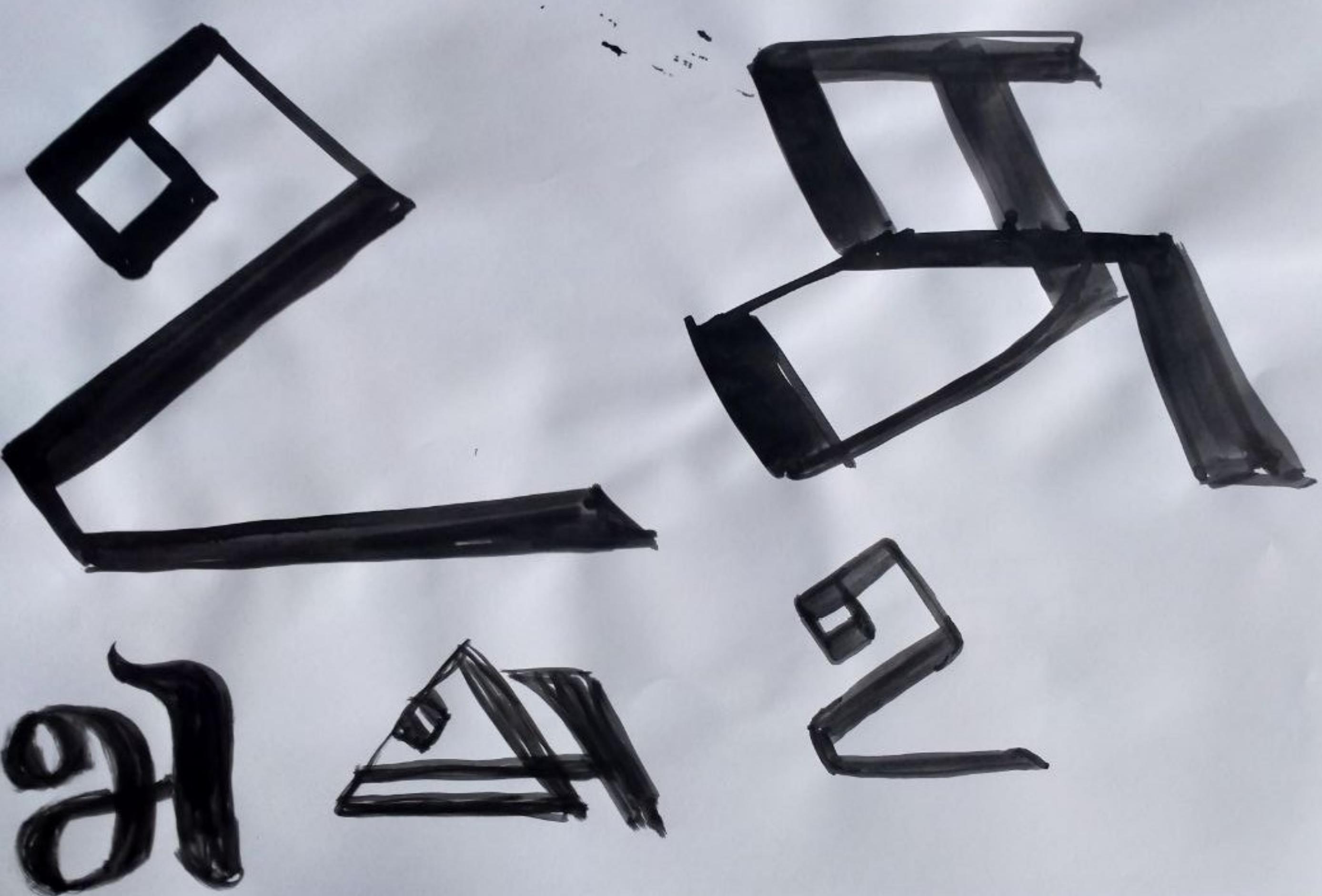
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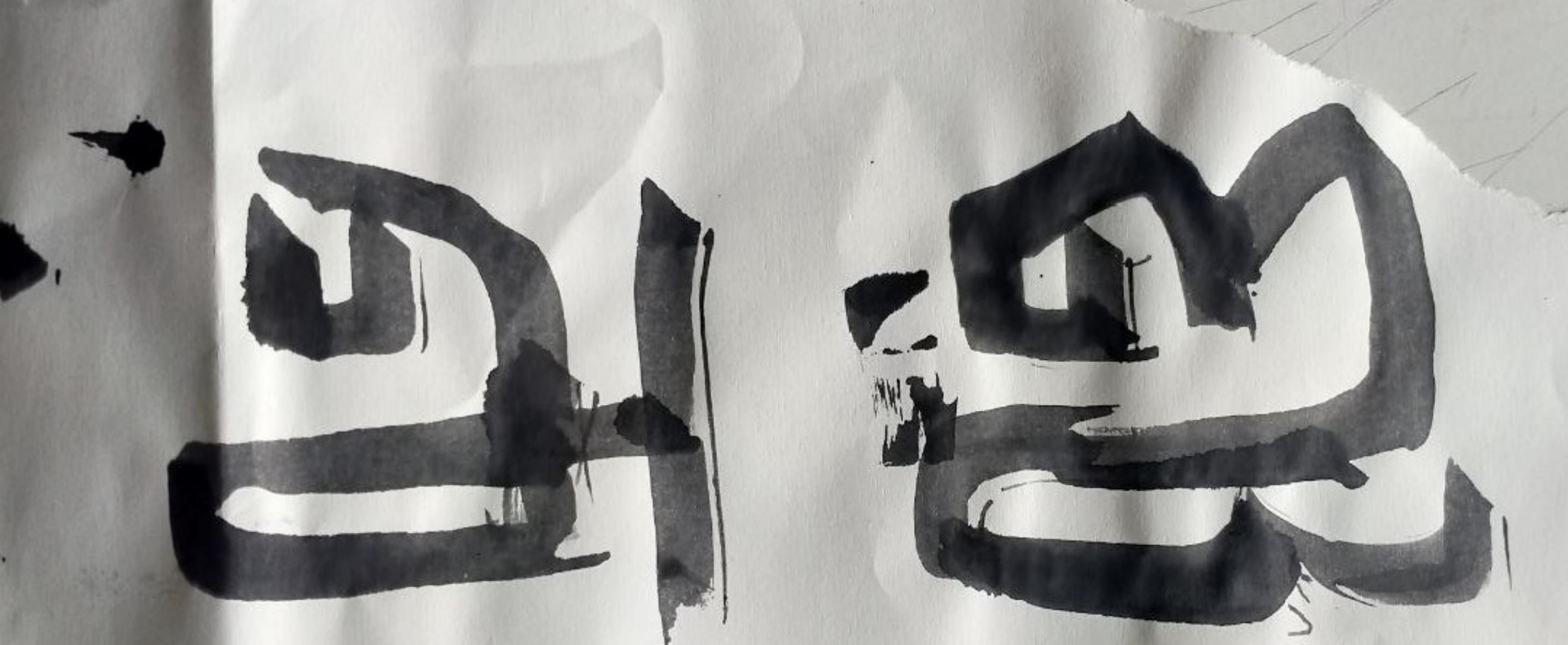
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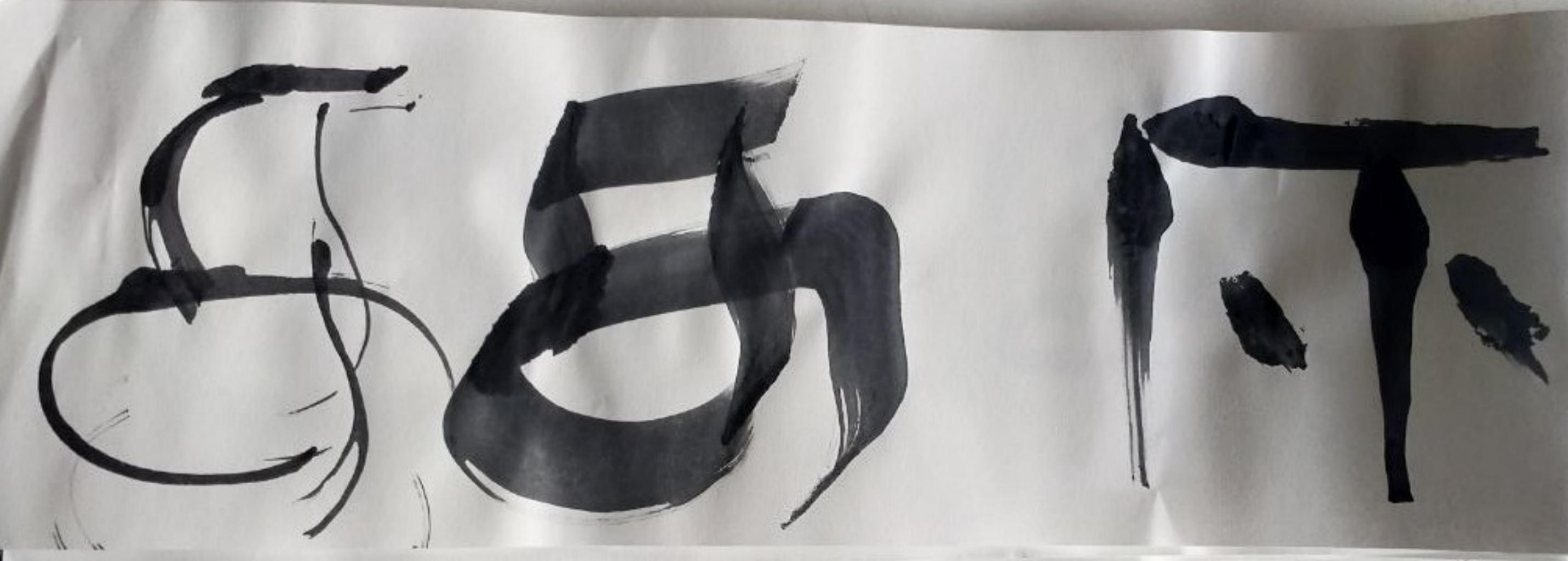
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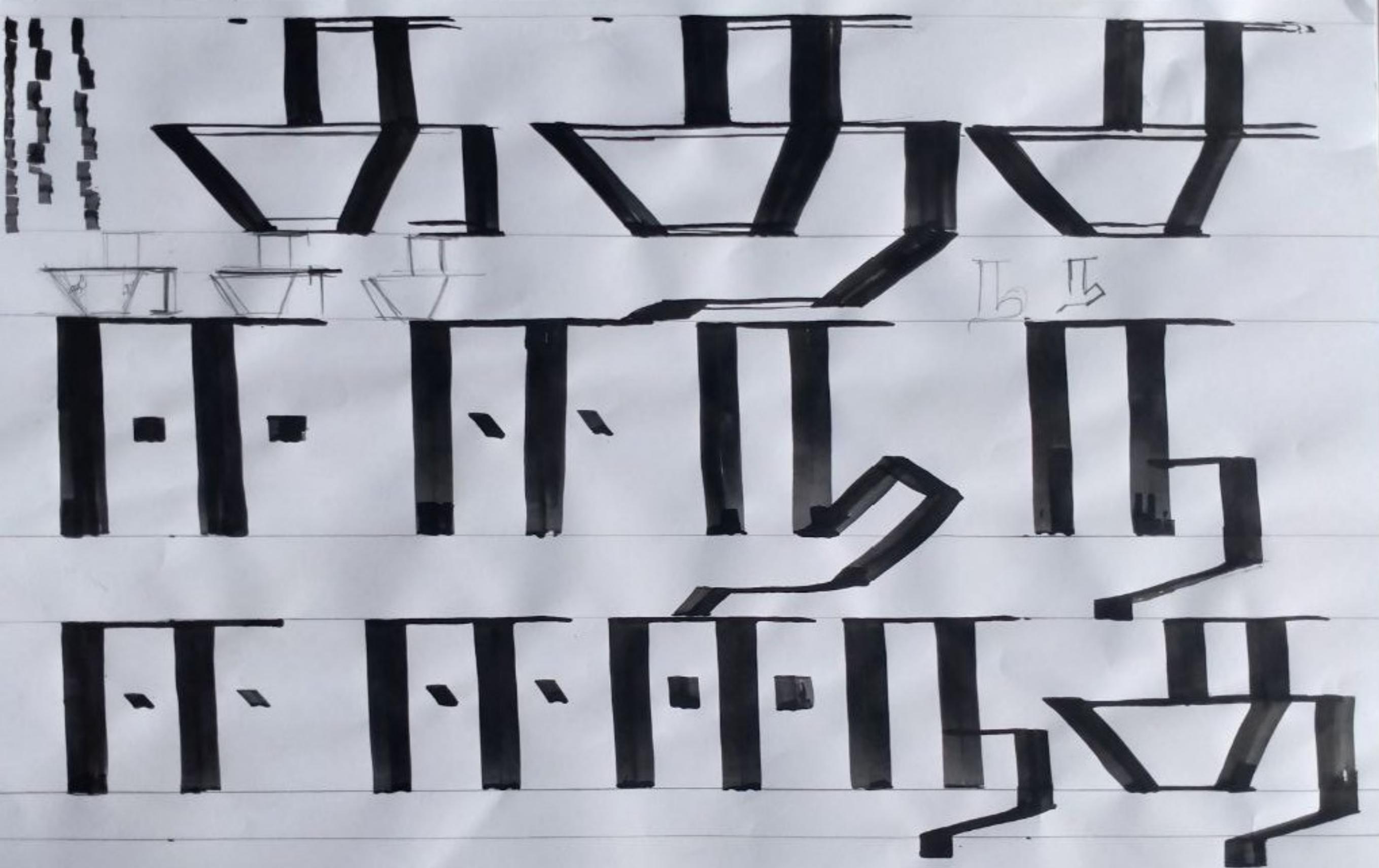
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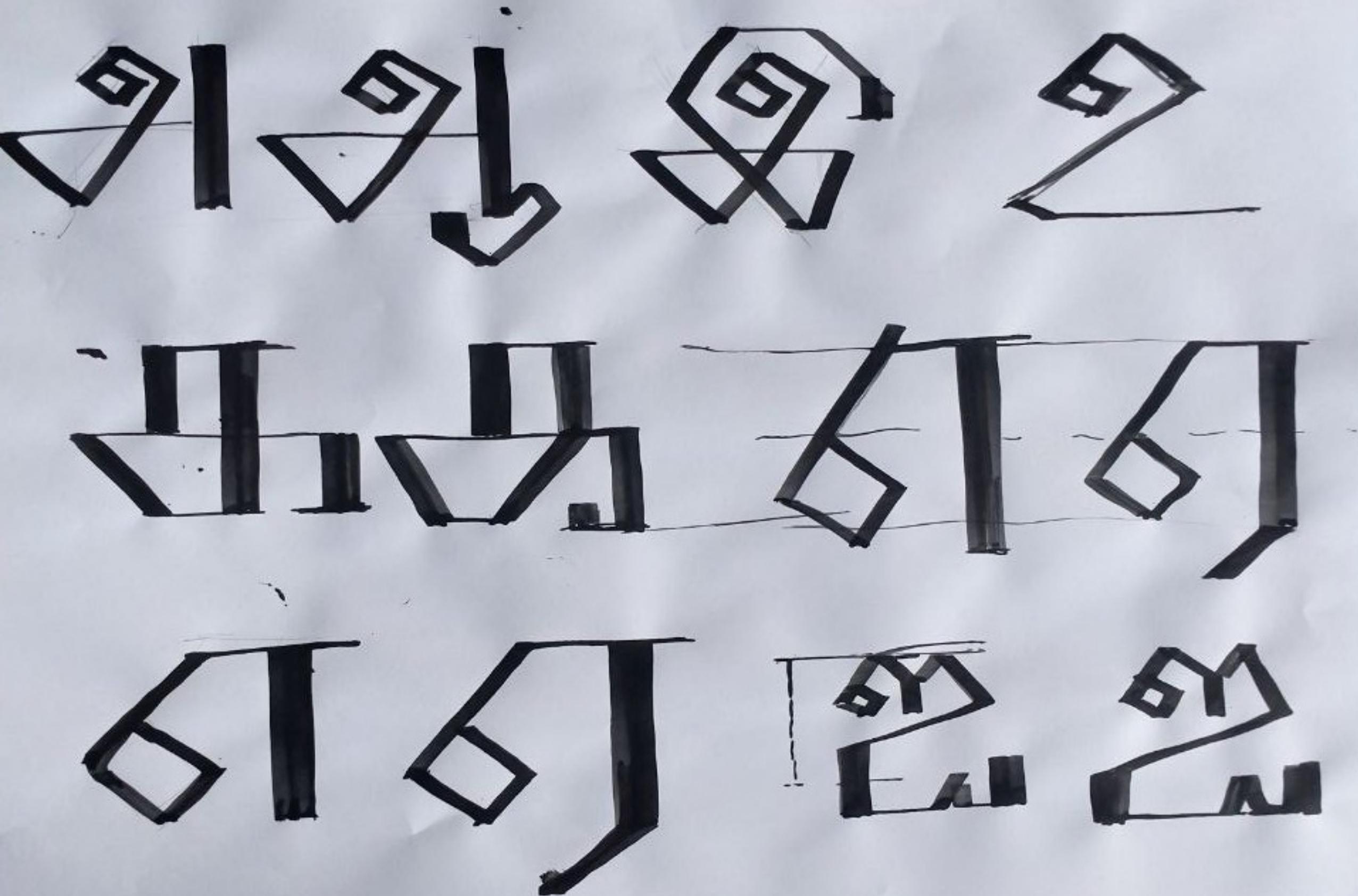
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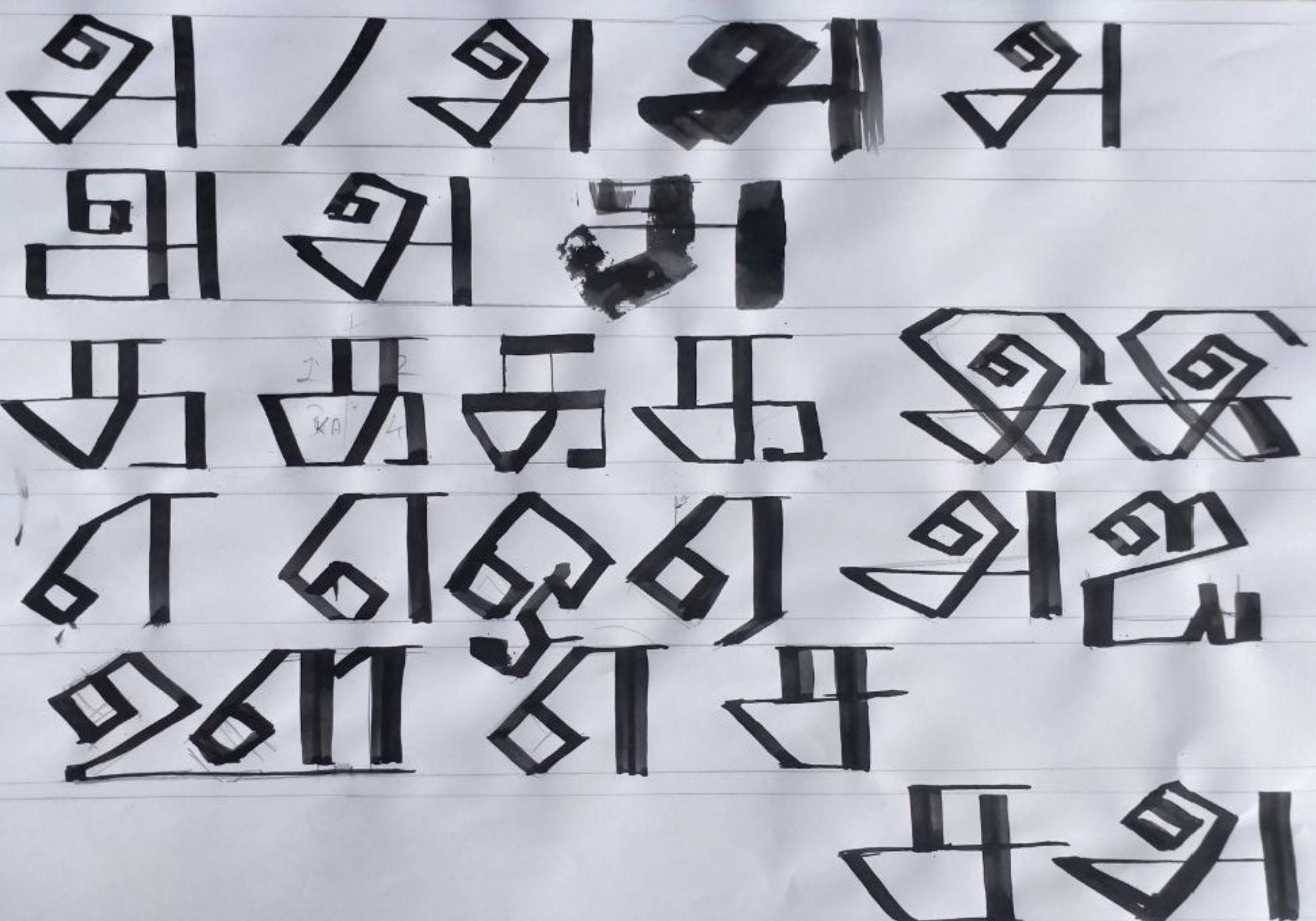
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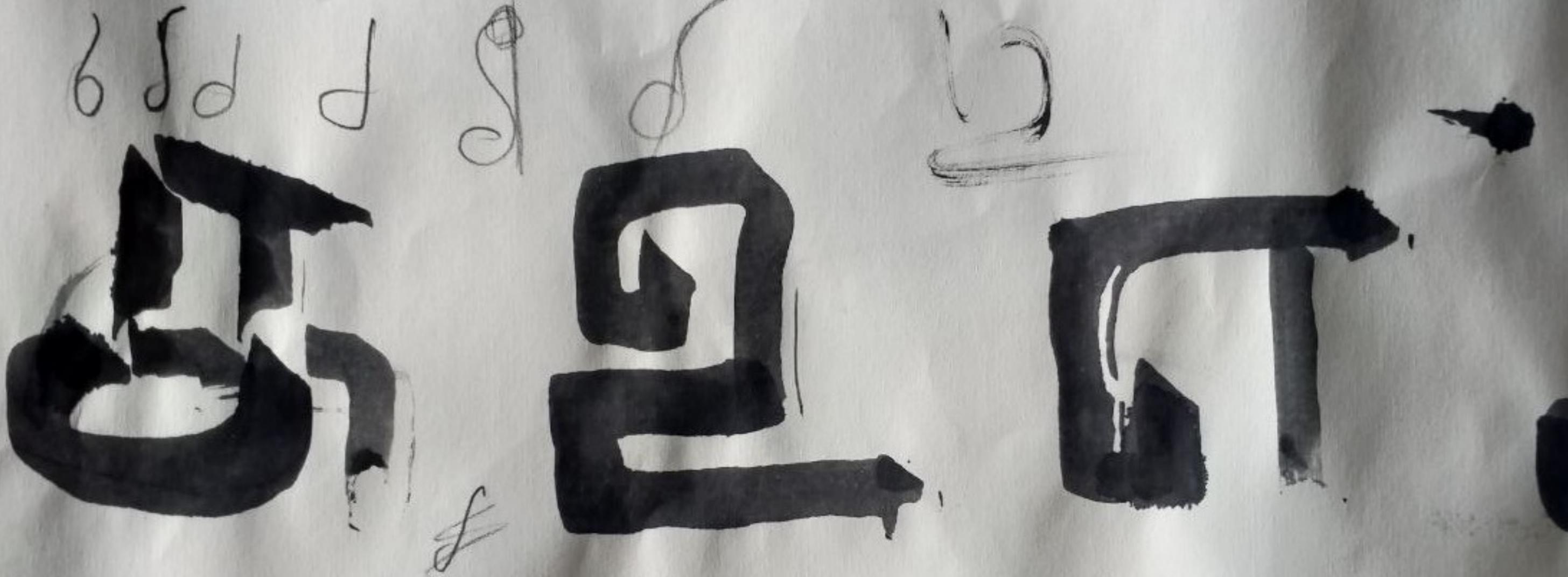
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Good
writing
with lots of ideas
Thinking
Guru

குழுவூடு விழுப்பு
ஒன்றாட்சிப் பீங்

கலைநிலைமை
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Final Output

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அரு

Arul Typeface (Tamil)

Created during Letter Design Course, Arul is a display typeface that balances grace with movement.

"Arul," meaning grace or divine blessing, is a display typeface that balances elegance with movement.

Its distinctive slanted structure adds a natural rhythm, making it feel both dynamic and refined. While not strictly geometric, Arul blends modular precision with organic flow, achieving a structured yet expressive form.

Designed with a contemporary sensibility, Arul seamlessly bridges tradition and modernity, making it an excellent choice for graphic designers, cultural publications, and branding projects.

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