

Letter design 2025

Mentored by RAHUL GAJJAR

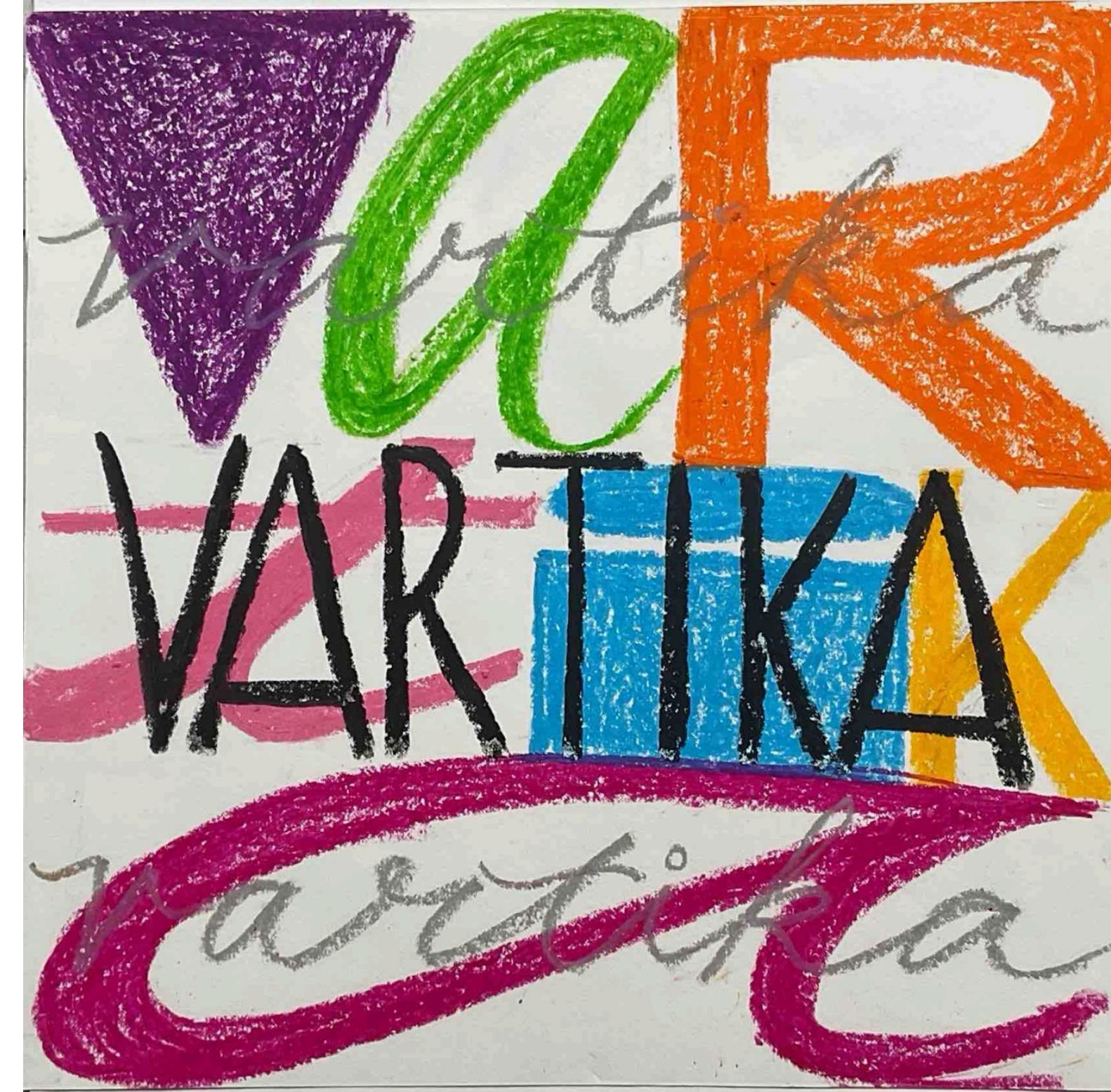
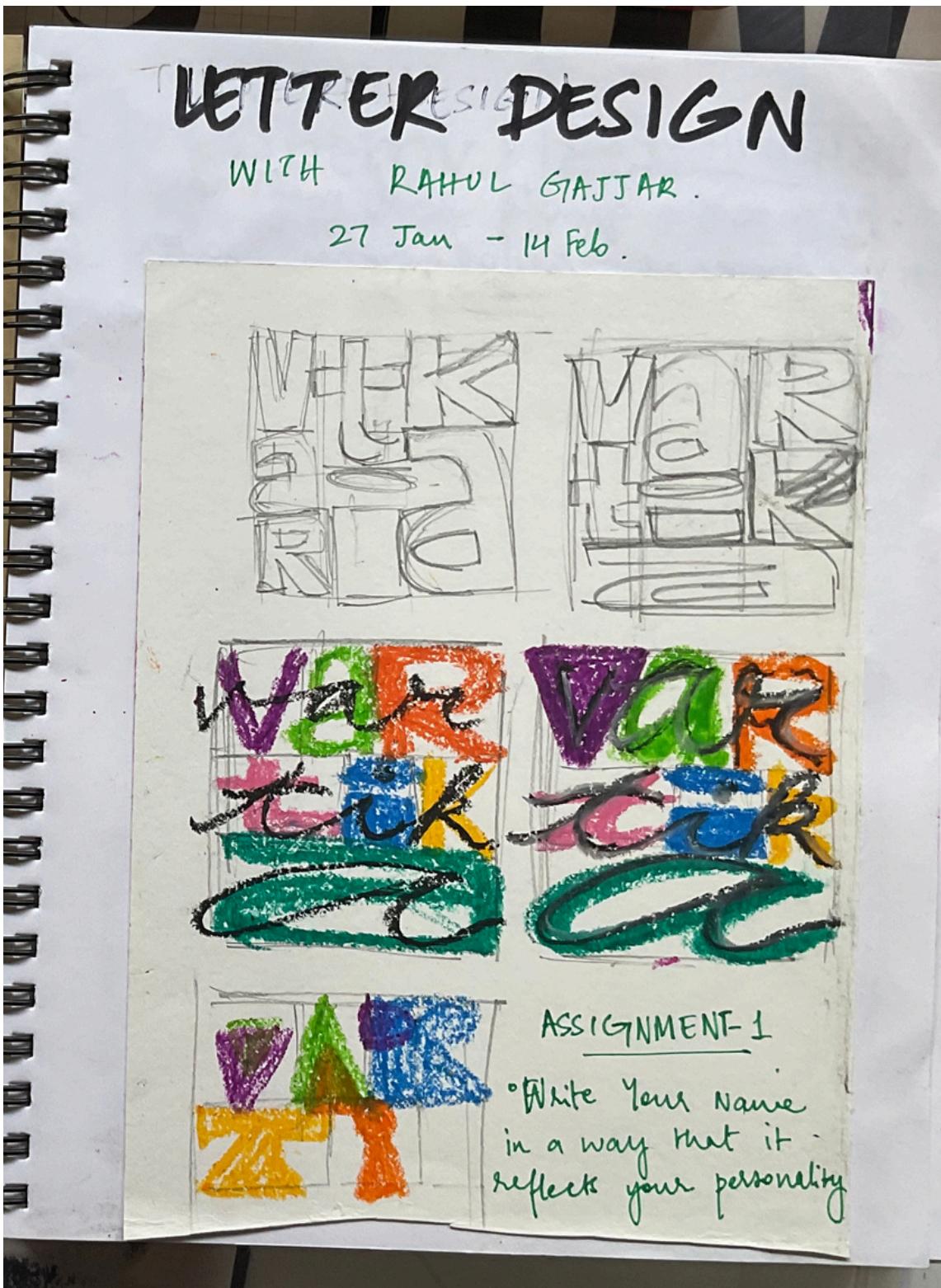
Documentation by
Vartika Subbarayan

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ASSIGNMENT 1

To write our names in our own style enclosed in a square

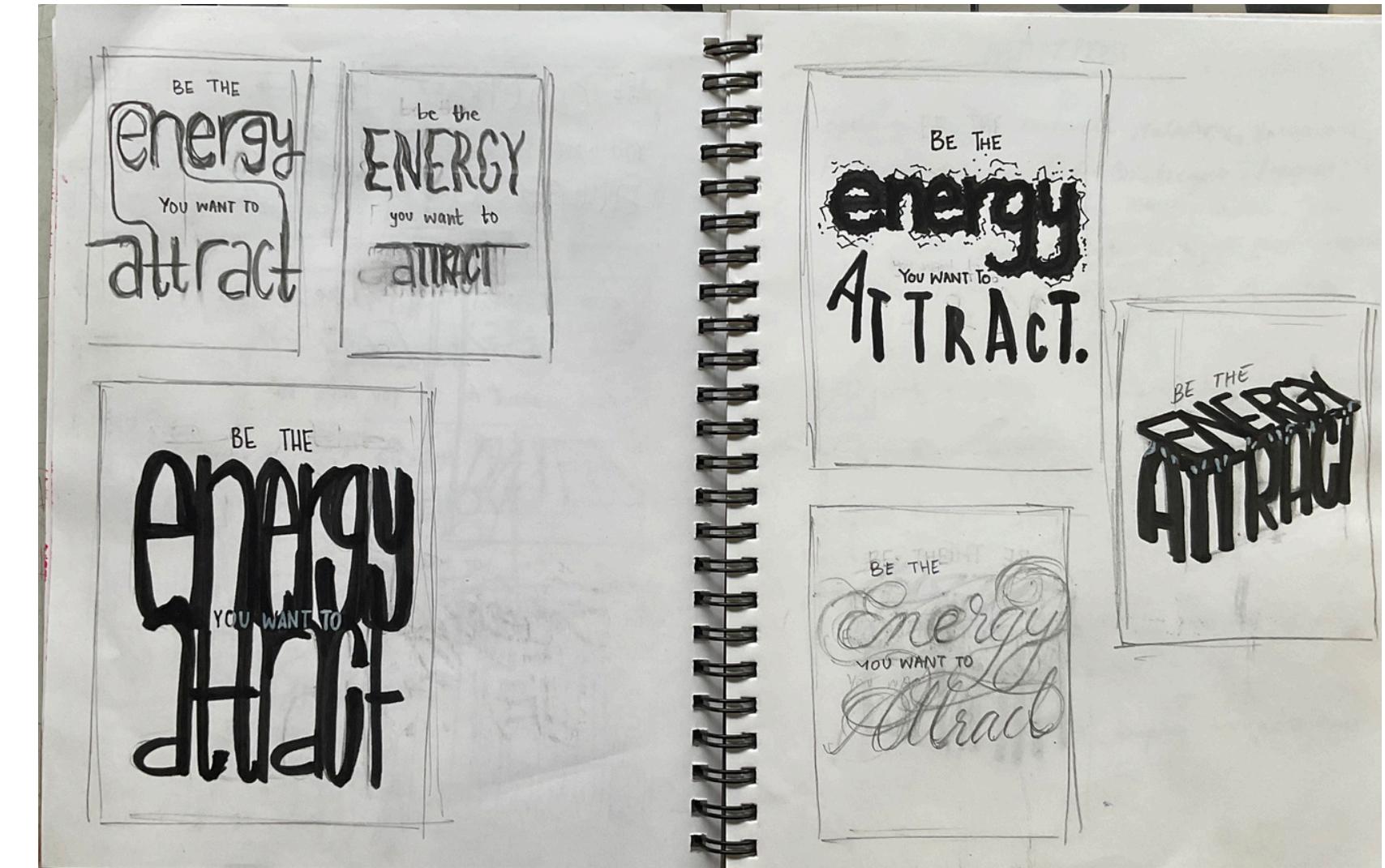
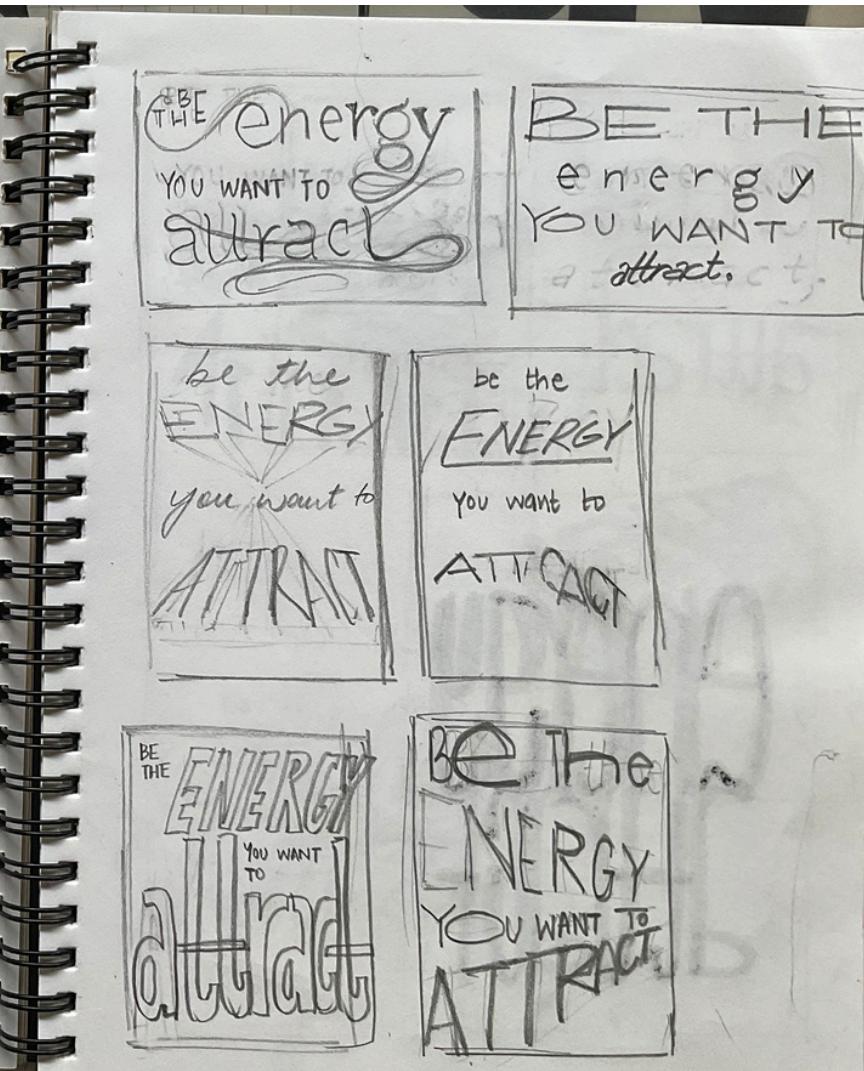
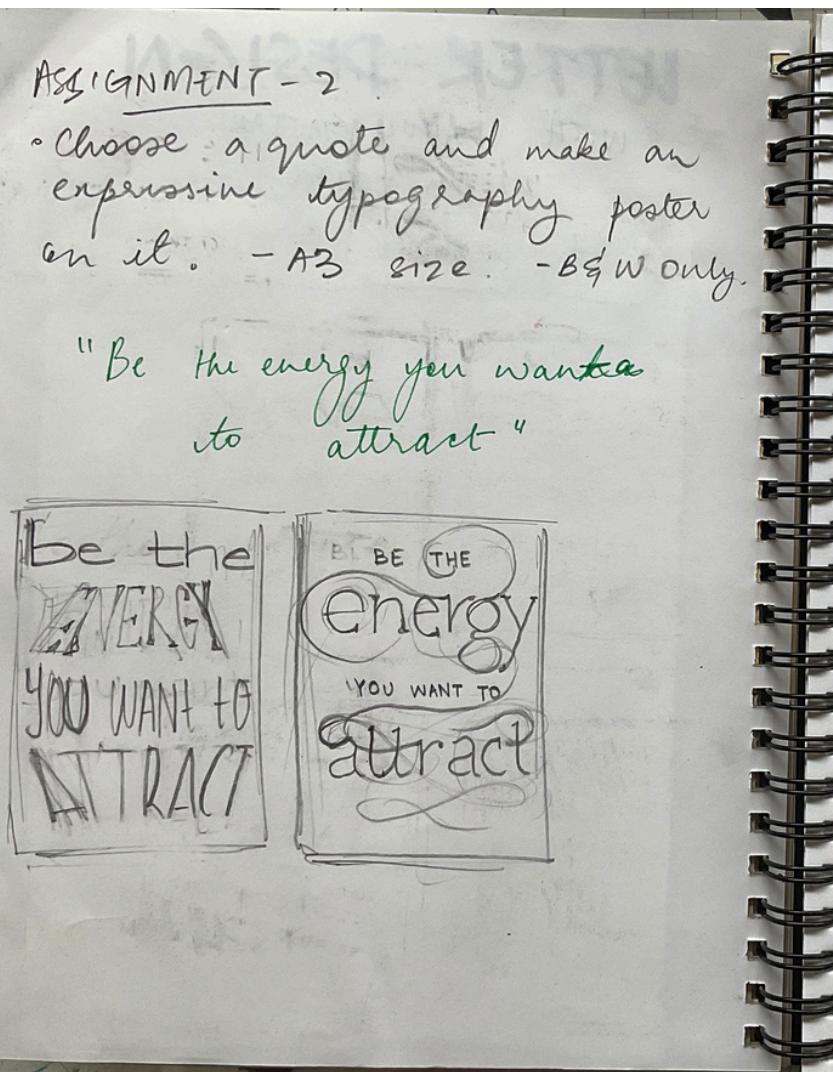
Learning: reflected on my personality and tried deciphering the compositions, colours and typeface that would describe my personality best.



ASSIGNMENT 2

To make an expressive typographic poster on one of the chosen motivational quotes. My quote - “be the energy you want to attract”.

Learning: figuring out a composition and typeface that best described the feel of the quote in an objective way was a challenge which helped me understand the feeling each kind of typeface is designed to emote and reflect. Having the limitation of black and white was also an interesting limitation.



BE THE
energy
YOU WANT TO
attract

ASSIGNMENT 3

To make 2 Gujarati letterforms with unique highlighted features.

Learning: this task enabled me to figure out what features in a typeface actually are easy to highlight while maintaining the consistency throughout and also how to take inspiration from the existing variety that I saw during the typewalk.

ASSIGNMENT 3

Different methods of creating typographic variations.

- Axes
- Modulation
- Terminals
- Aperture
- Joinery
- Peculiar features

The way strokes connect in letters forms.

features which are out of the box & make your font unique.

open space in partially enclose letters. ↗ ↘ more less

ASSIGNMENT - 3 : Write any 2 Gujarati letterform and highlight the 7 features.

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ASSIGNMENT - 4 : Practice calligraphy with reed pen. 2 sheets for :- lines (v & w), circle, & zig-zag.

U/B : Practice calligraphy of any script.

ASSIGNMENT - 5 : choose a script of your choice. and design your own typeface.

ASSIGNMENT - 6 : Write letters of your script using an unconventional material.

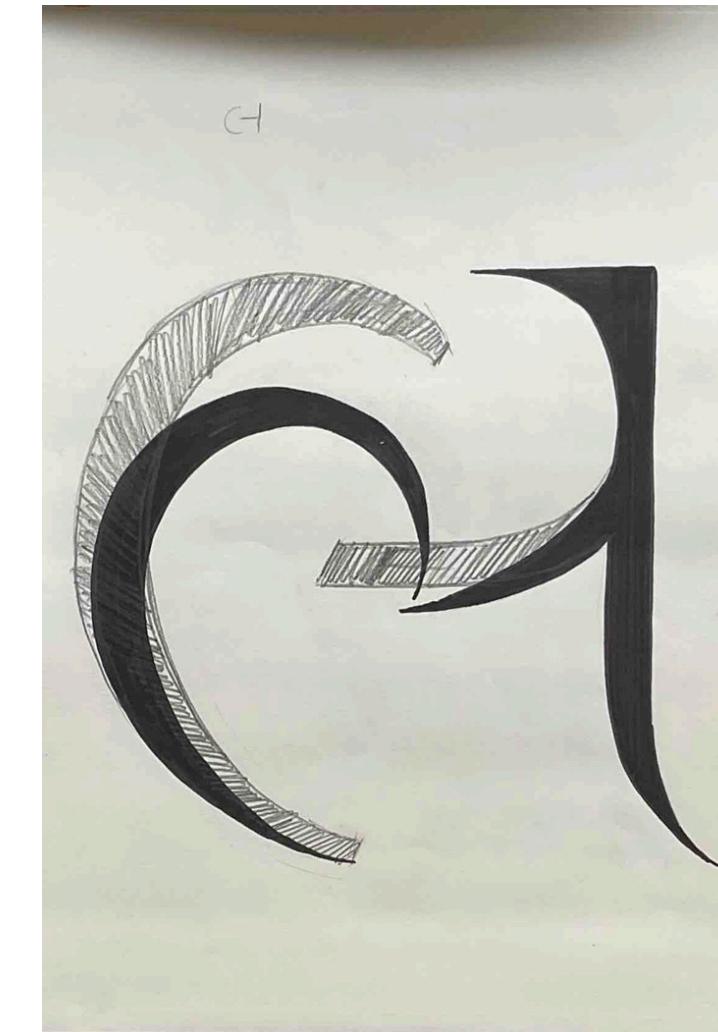
25 x 36" 100 GSM - ₹7.

30 x 40" 100 GSM - ₹8.5

25 x 36" 130 GSM - ₹8.

30 x 40" 130 GSM - ₹10.5

ASSIGNMENT 3



ASSIGNMENT 4

To practice lines and circles using a reed pen and understand basic calligraphy strokes.

This image shows a single sheet of handwriting practice paper. It features four rows of horizontal lines for letter formation. Each row is preceded by a sample stroke. Row 1 shows vertical strokes (|). Row 2 shows large open circles (O). Row 3 shows small closed circles (o). Row 4 shows horizontal strokes (—). The lines are arranged in three horizontal rows: a top row, a middle dashed row, and a bottom row.

A handwriting practice sheet featuring three rows of cursive letters. The first two rows contain the letters 'o' and 'oo' repeated in a sequence. The third row contains the letter 'o' repeated. Each letter is formed by a thick, dark grey brushstroke. The rows are separated by horizontal dotted lines.

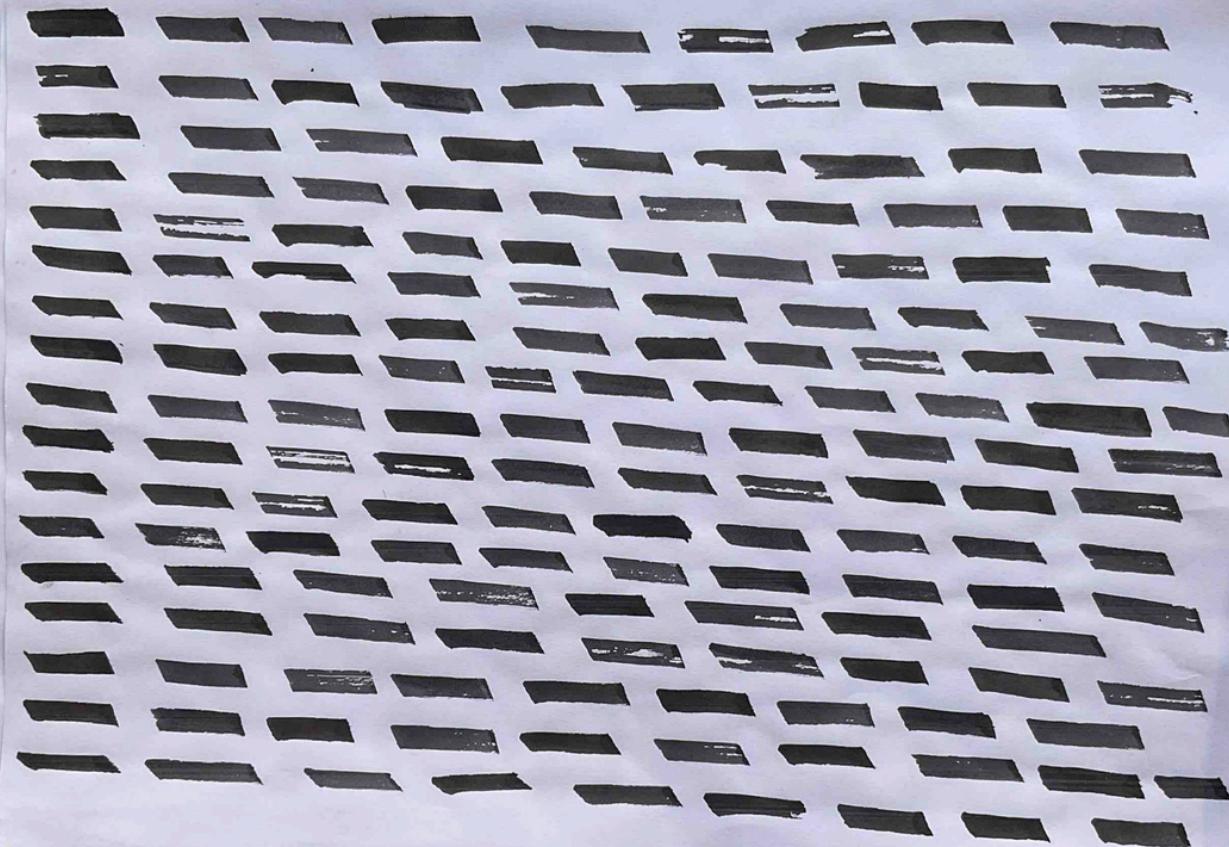
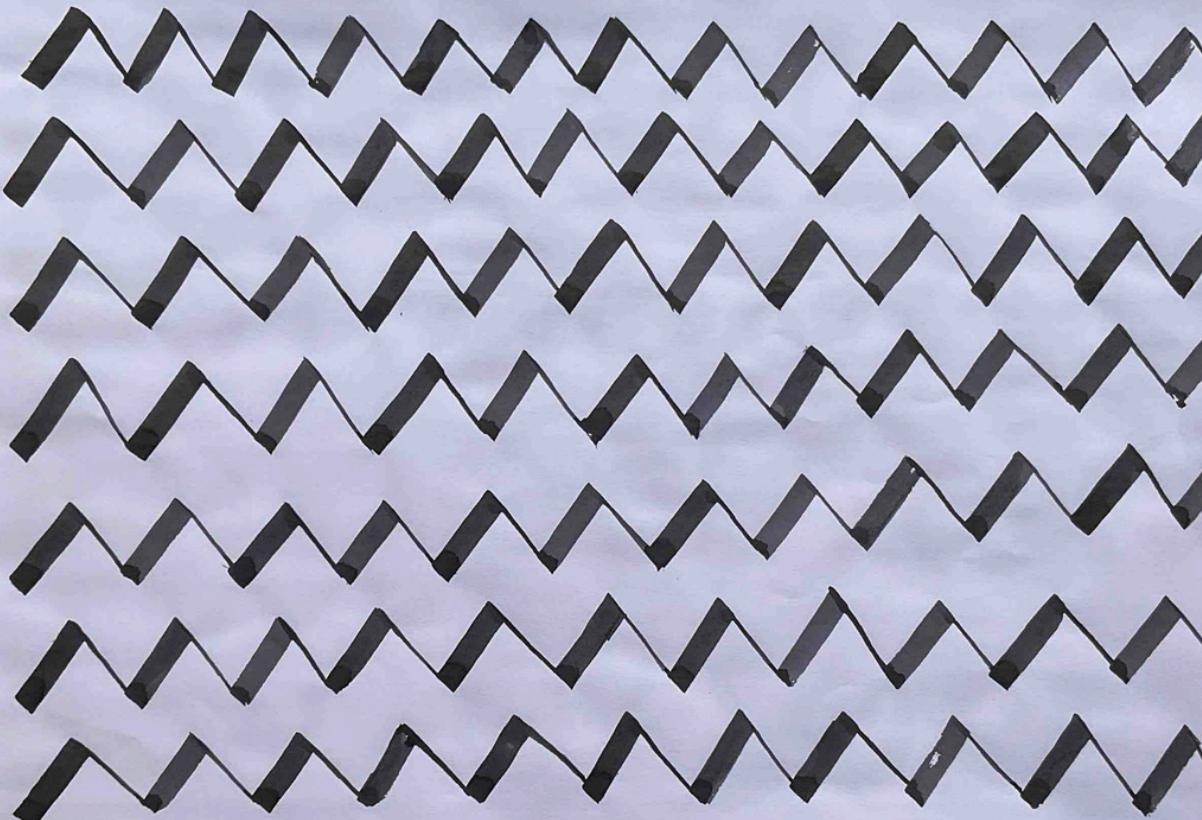
A handwriting practice sheet featuring five rows of cursive letters. Each row begins with a small, slanted 'o' followed by a larger, rounded 'oo'. The rows are evenly spaced and follow the guidelines of the ruled paper.

This image shows a close-up of a metal mesh or screen. The pattern consists of a grid of rectangular holes, each with a slightly irregular shape, suggesting they were punched or formed rather than cut. The mesh is made of a light-colored metal, possibly stainless steel, with a visible grain and some minor surface marks. The lighting highlights the texture of the metal and the edges of the holes.

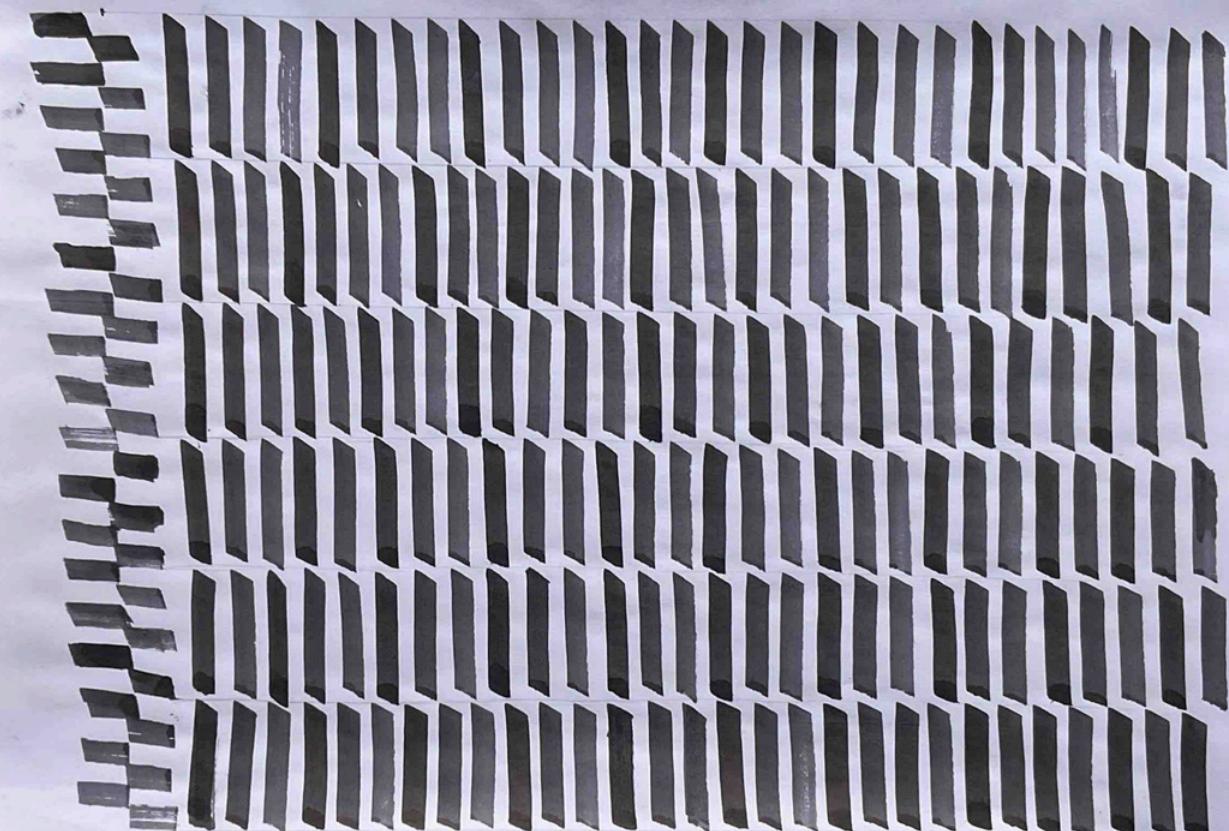
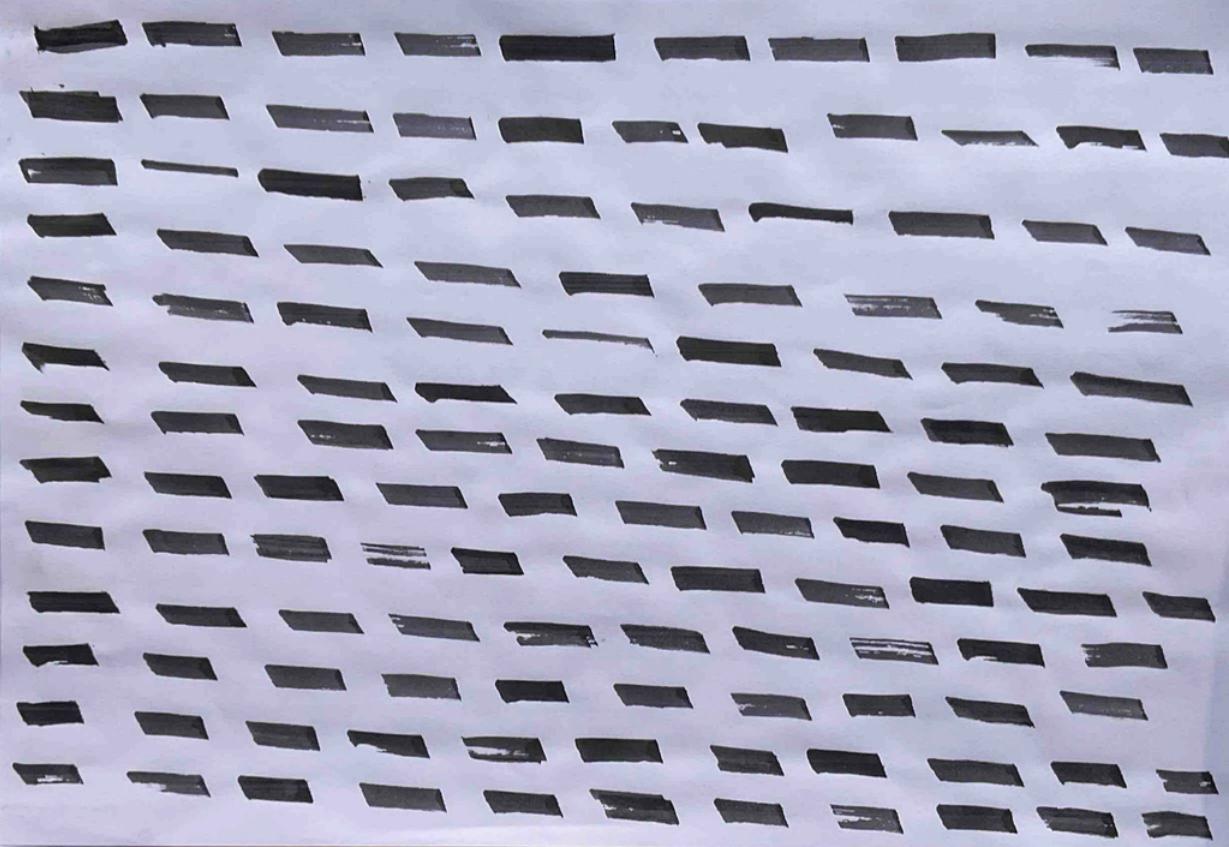
A handwriting practice sheet featuring four identical rows of large, cursive loops. Each row begins with a small, slanted 'o' at the top left, followed by eight large, rounded loops. The loops are formed with thick, dark ink on a light-colored background. The rows are separated by horizontal lines.

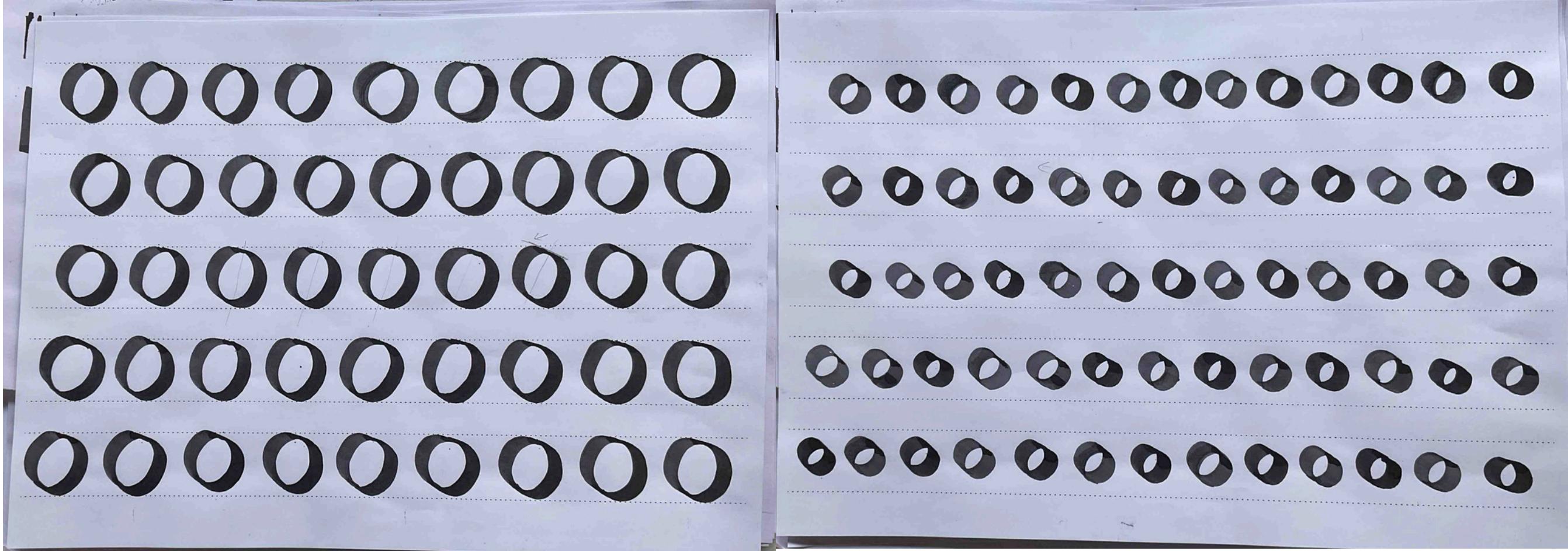
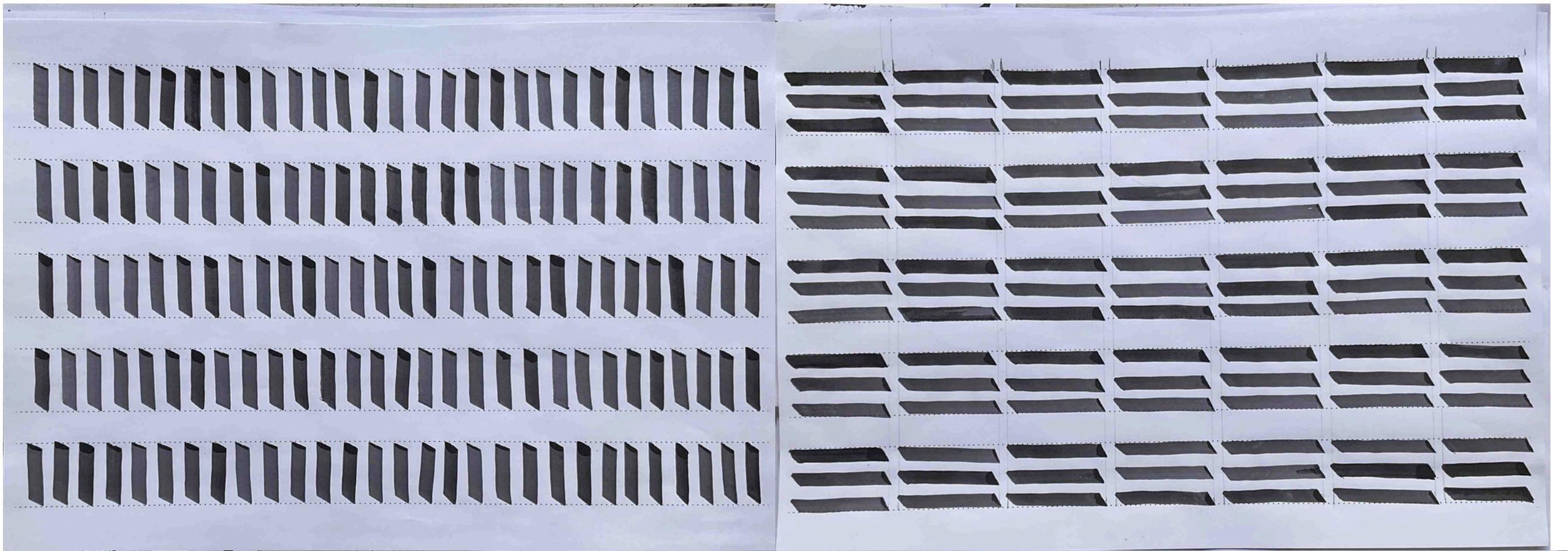
A handwriting practice sheet featuring five identical rows of the lowercase letter 'o' written in a cursive script. Each row consists of seven 'o's. To the left of each row is a small, stylized graphic element resembling a checkered racing flag.

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ASSIGNMENT 5

To practice root letters till perfection of any chosen script using reed pen.
script chosen - Bangla Assamese

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ASSIGNMENT 6

To explore letterform of our chose script using various tools and exploring the tool's characteristics as well.

Learning: this task seemed limiting to me and made it difficult to explore the idea i had for the kind of typeface i wanted. After exploring beads, stick, pom Pom and a thermocol piece, a flat brush worked best for me.

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ਅਮਰ

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ਅਗਵ
ਨਾਨਾ ਰਾਮ
ਤੁ ਅਵ
ਦੇ ਧ ਮ

ਓਹਲਾ
ਸਹਿ ਅਮ
ਨਾਨਾ ਰਾਮ
ਤੁ ਅਵ
ਦੇ ਧ ਮ

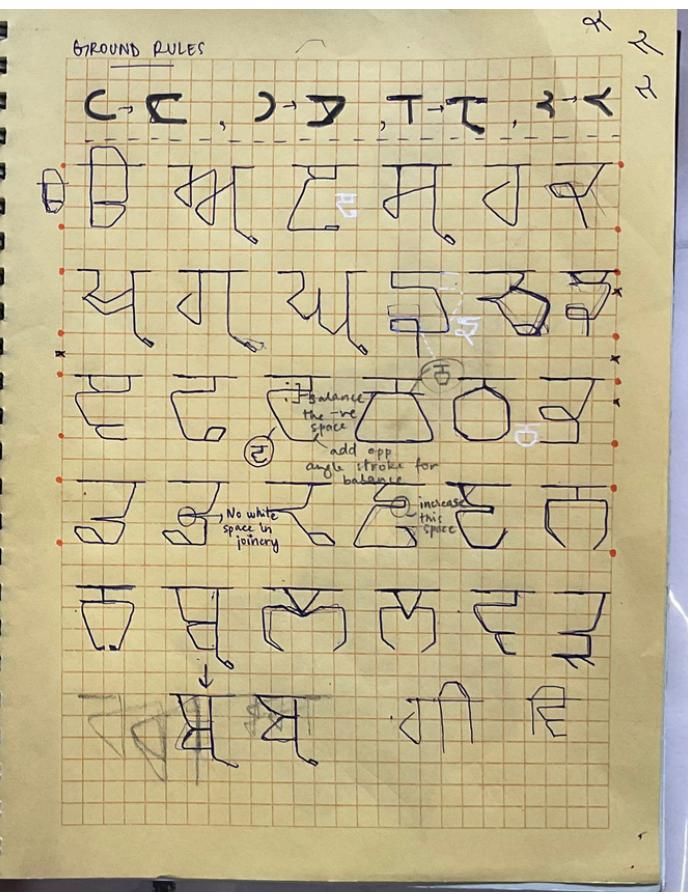
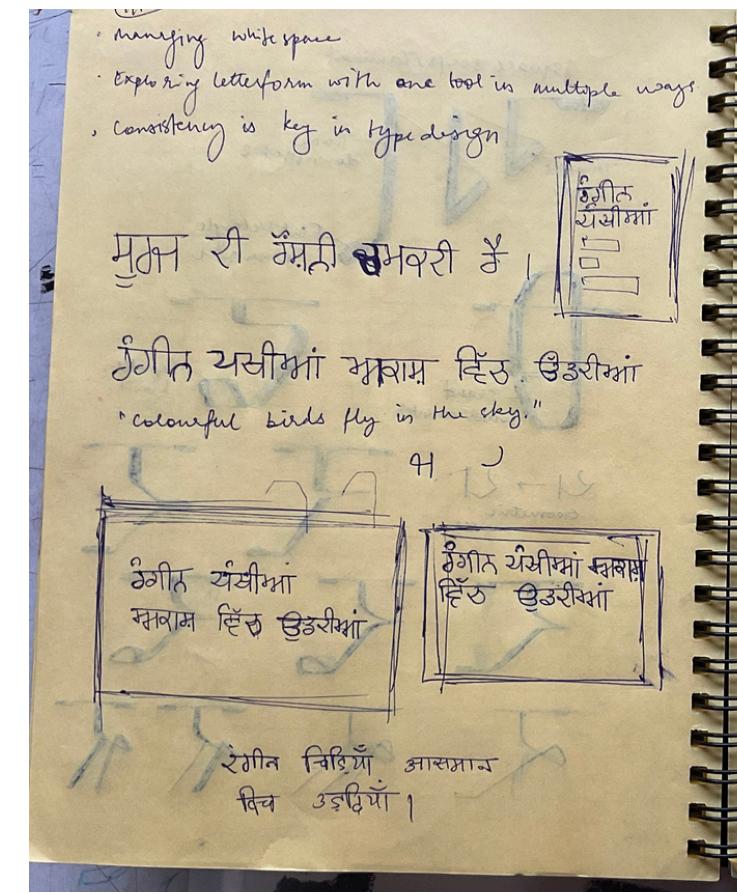
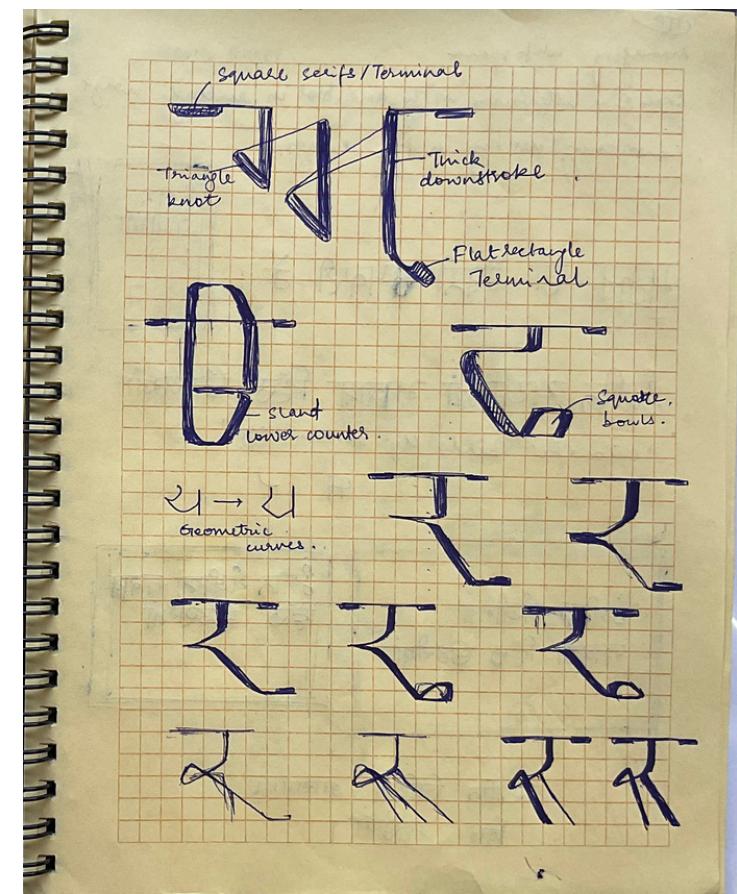
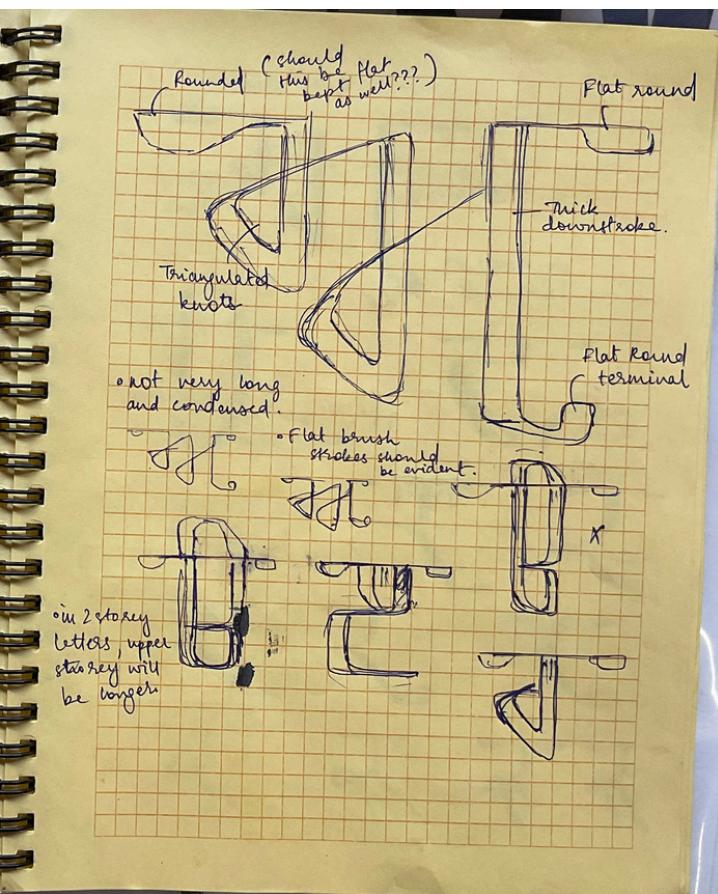
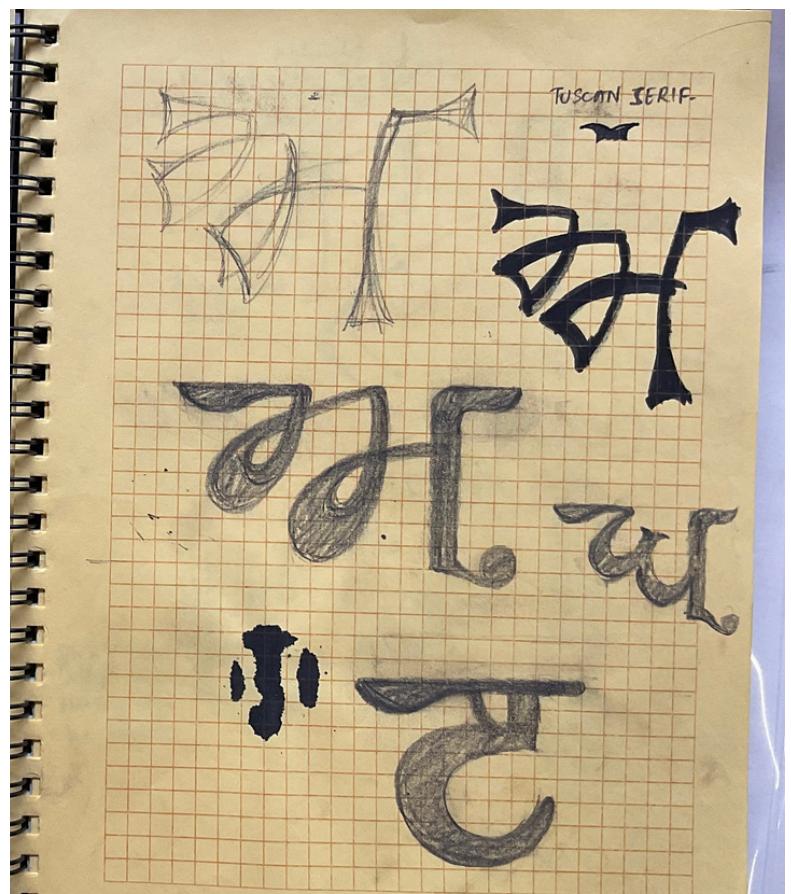
ASSIGNMENT 7

To design our own display typeface.

Script chosen - Gurmukhi

typeface name- Akharx

Learning: learning how to scale your strokes and balance the negative counter spaces for a display typeface specifically was an insightful learning i had during the task.



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ହରାନ୍ତିରାରେ
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ମୁଖ୍ୟମନ୍ତ୍ରୀ
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ବ୍ୟକ୍ତିଗତ
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स्वरूपं तदेव अवश्यकं

A handwriting practice sheet featuring two rows of cursive letters. The top row contains the letters 'B', 'D', 'E', 'F', 'G', 'H', 'I', 'J', 'K', 'L', 'M', 'N', 'O', 'P', 'Q', 'R', 'S', 'T', 'U', 'V', 'W', 'X', 'Y', and 'Z'. The bottom row contains the letters 'B', 'D', 'E', 'F', 'G', 'H', 'I', 'J', 'K', 'L', 'M', 'N', 'O', 'P', 'Q', 'R', 'S', 'T', 'U', 'V', 'W', 'X', 'Y', and 'Z'. Each letter is written in a large, bold, black cursive font.

A sheet of white paper with horizontal blue lines, featuring handwritten Korean text in black ink. The text is organized into six horizontal rows. Each row contains approximately 10-12 characters, which appear to be a single sentence or a short phrase repeated multiple times. The characters are written in a bold, cursive style. A vertical red margin line is visible on the left side of the page.

ਮਿਸ਼ਨ ਮਾਰਕੁਗ ਖਾਲਕ
ਇਕ ਸ਼ਹਿਰ ਦੀ ਟੱਤ ਚੰਡੀ
ਤੁਹਾਨੂੰ ਦੇਣਾ ਪਾਲਾਵਾ
ਕਾਨੂੰ ਛੁਟ੍ਟੇ ਟੱਤ ਦੇ ਰੂਪ
ਈਕ ਥਾਂ ਦੀ ਮਾਮੂਲਾ
ਚਾਬੀ ਦੀ ਹੋਰ੍ਹੀ ਫੁਰ੍ਹੀ
ਮਿਸ਼ਨ ਮਾਰਕੁਗ ਖਾਲਕ
ਇਕ ਸ਼ਹਿਰ ਦੀ ਟੱਤ ਚੰਡੀ

ବୁଦ୍ଧ
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ਗੁਰੂ
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ਮਾਲਾਬਾਹਾਰ
ਕੁਝ ਪਰਚਾਰ
ਨਟਨਵਲਮ
ਇਛਾਕਾਦ

AkharX is a futuristic and modern Gurmukhi display typeface designed for impact. With geometric precision, bold contrasting strokes, and a stable yet playful structure, it exudes innovation and strength. Inspired by sleek product designs, AkharX strikes the perfect balance between sharp structure and subtle curves. Its protruding serif terminals, influenced by old hand-painted Gujarati billboards, add a touch of heritage to its contemporary form, making it perfect for branding, billboards, and signage that demand attention.

AkharX has been designed by Vartika Subbarayan as part of the Letter Design Course 2025 guided by Rahul Gajjar.

Thank you !