

Letter Design

Course documentation by
Nayana Nair

Guided by : Rahul Gajjar

Course Duration: 3 weeks



राष्ट्रीय डिजाइन संस्थान
NATIONAL INSTITUTE OF DESIGN

Assignment 1:

Writing your name in a stylized manner
while trying to reflect some part of
your personality or someone you want
to be



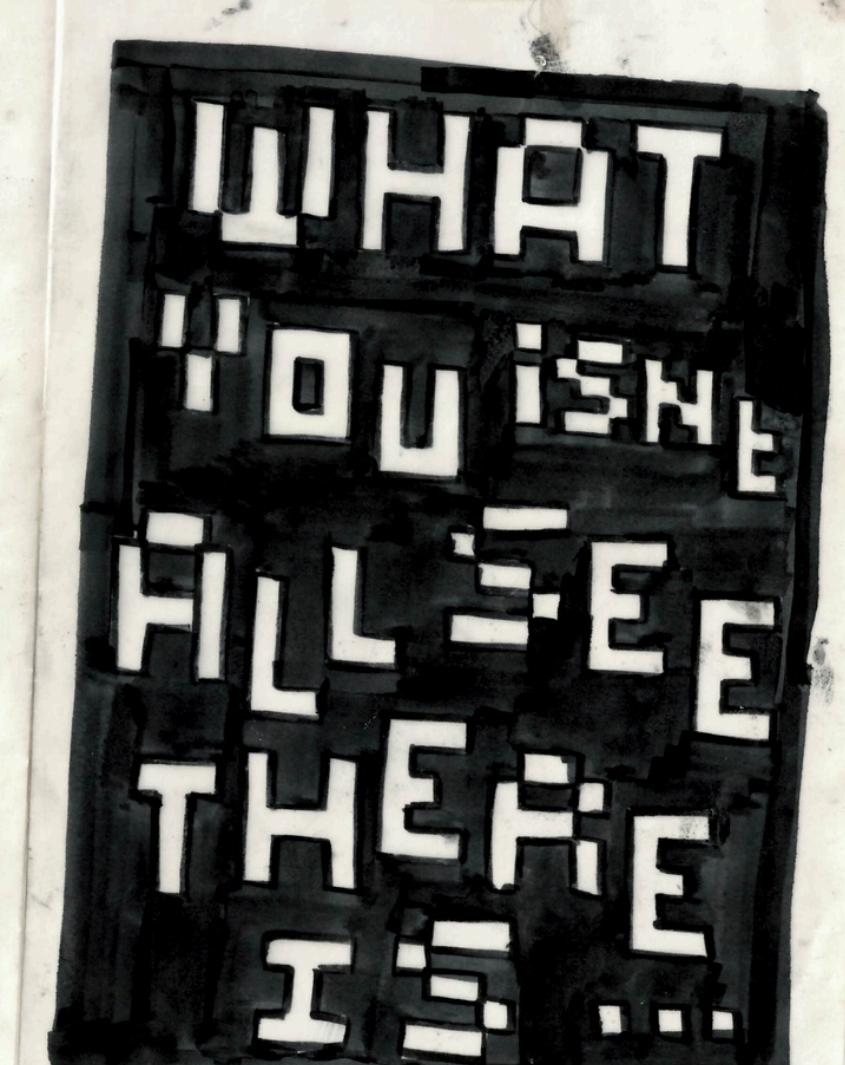
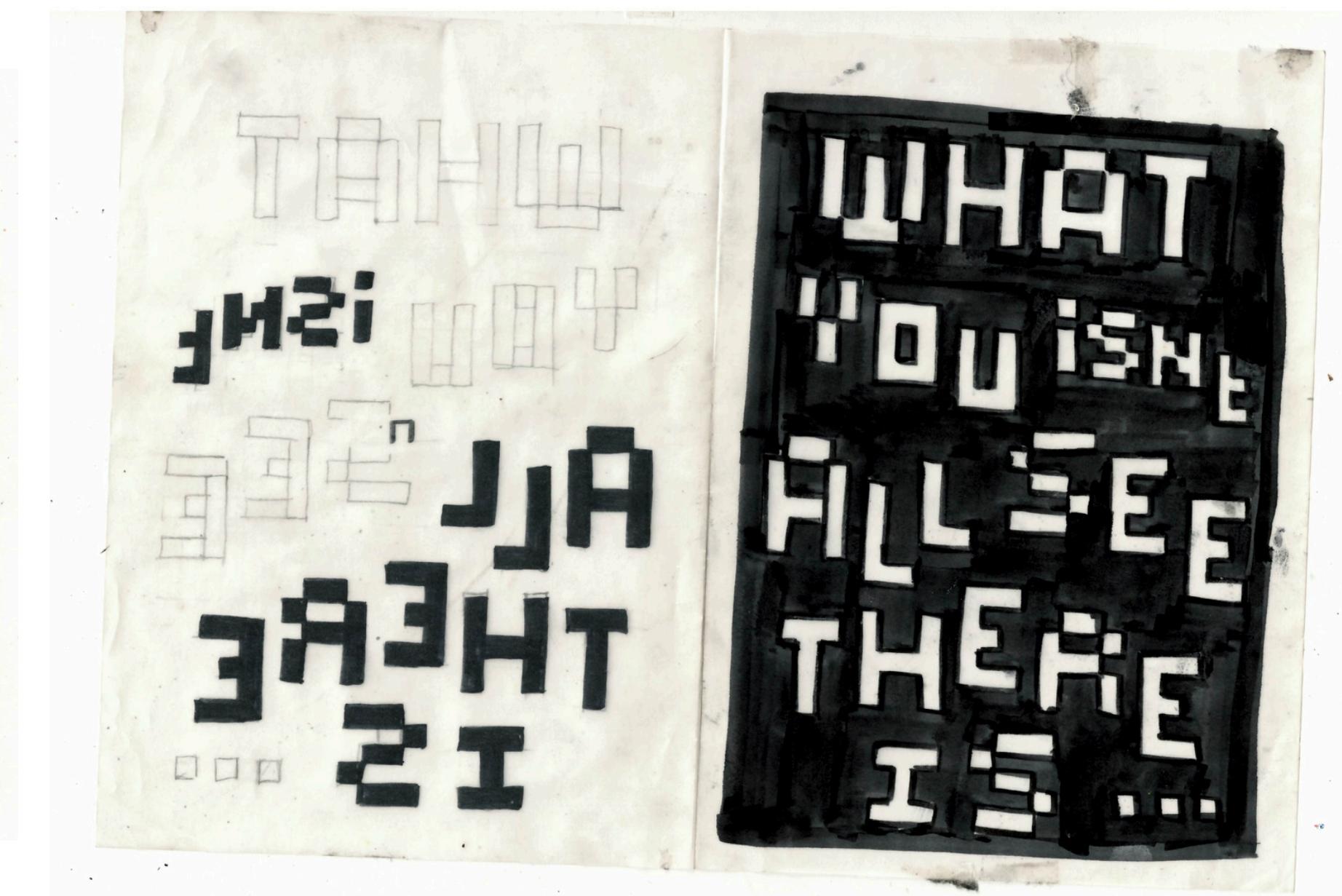
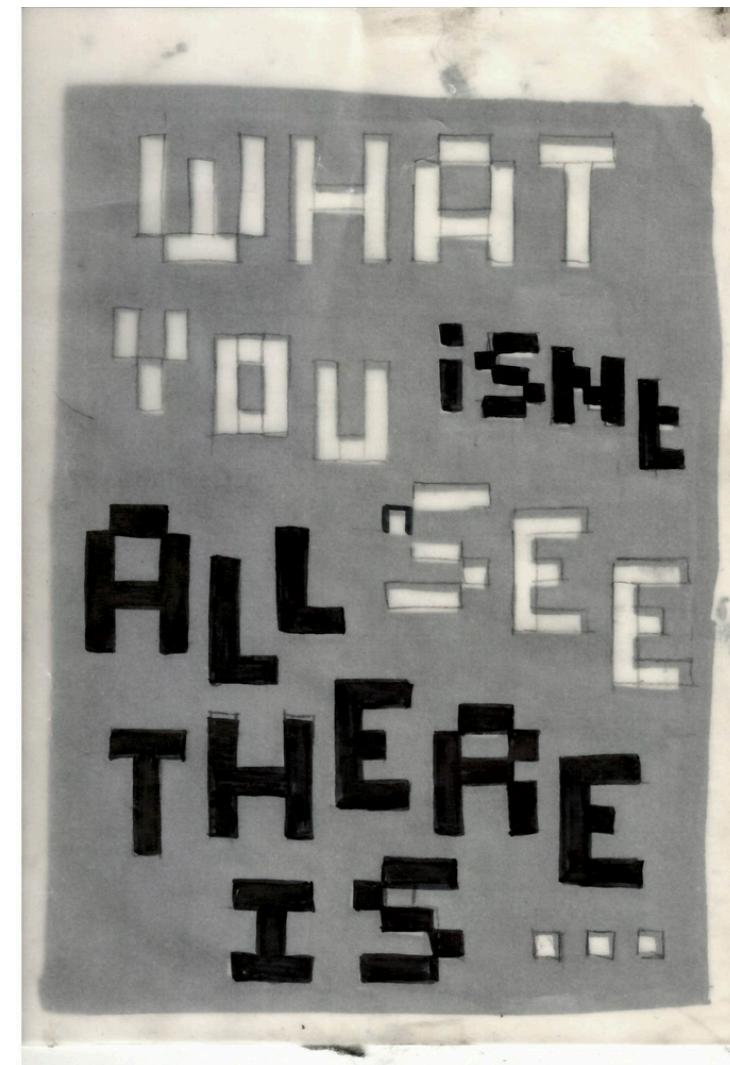
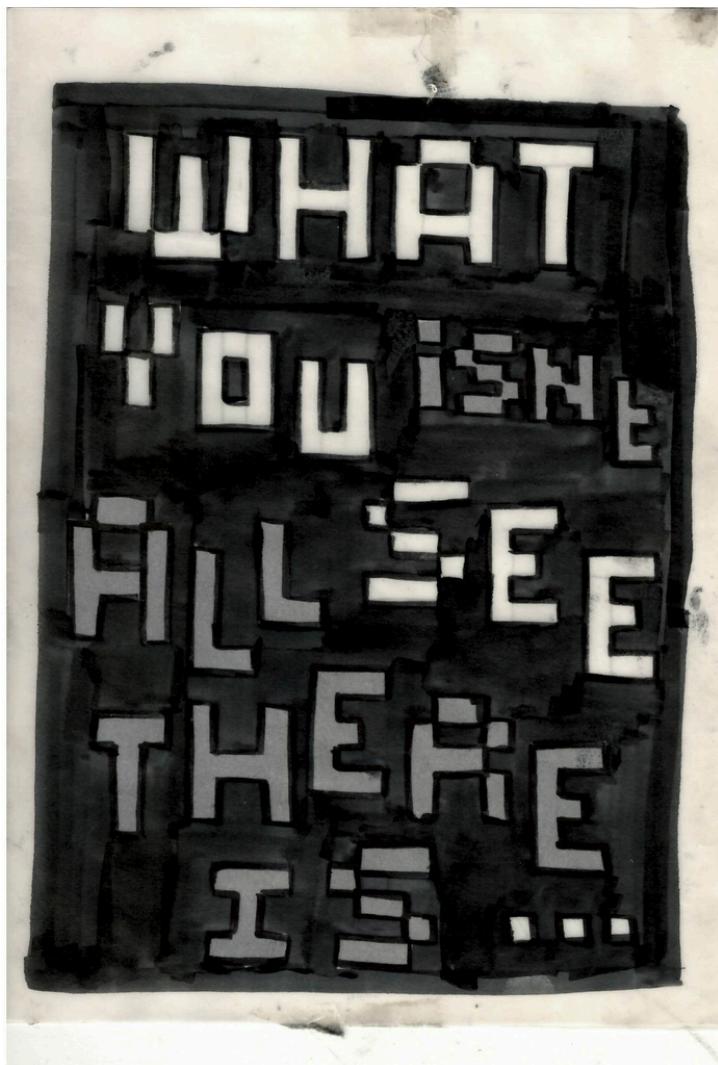
My name ‘Nayana Nair’ written in the Malayalam script.

I wanted to bring out some fun and interesting aspects of my character.

Assignment 2:

Creating a typographic poster of a given quote:
“What you see isn’t all there is”

Experiment using black marker on tracing sheets



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Y O U
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I S N ' T
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T H E R E
I S

220 PT 220 PT
110 PT 110 PT
68 PT
60 PT
50 PT
36 PT
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24 PT
24 PT

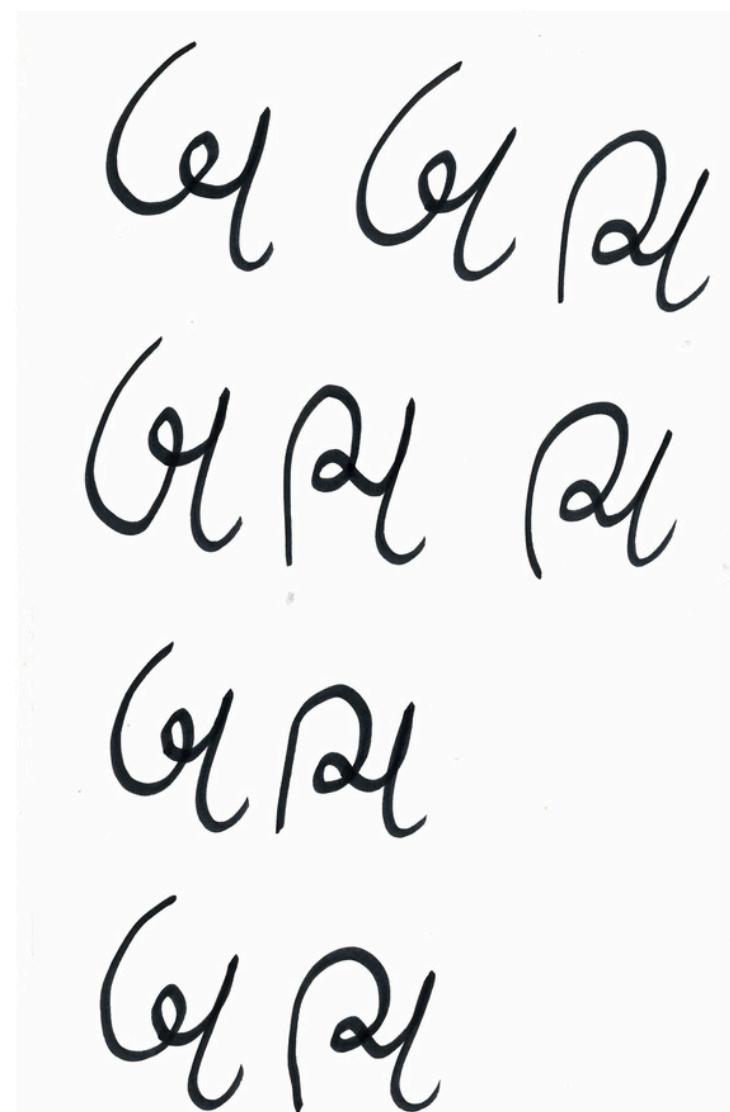
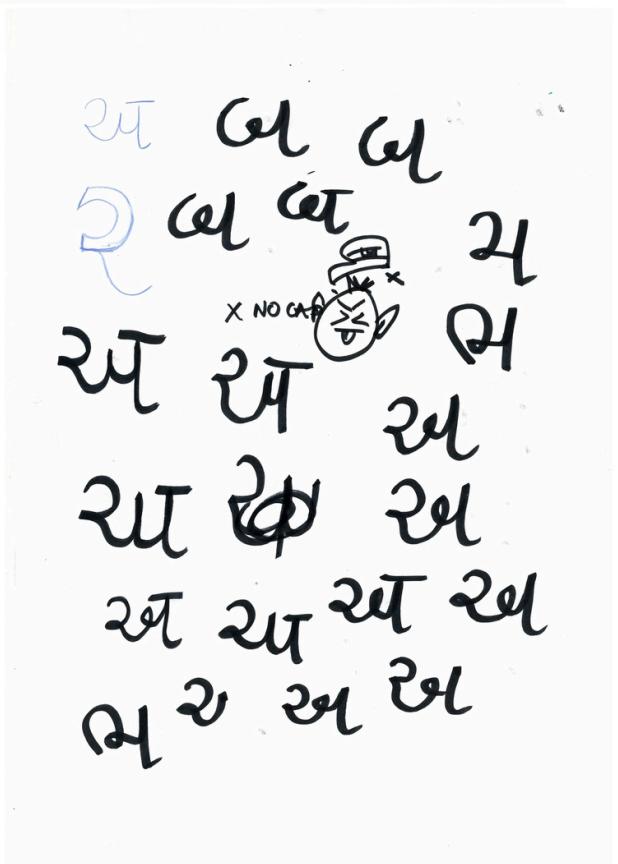
Poster made digitally on
Adobe Illustrator.

In the first concept i
wanted to play with
something revealing
itself through
transparency and layers
and in the second
I tried to play on the
concept of sight.

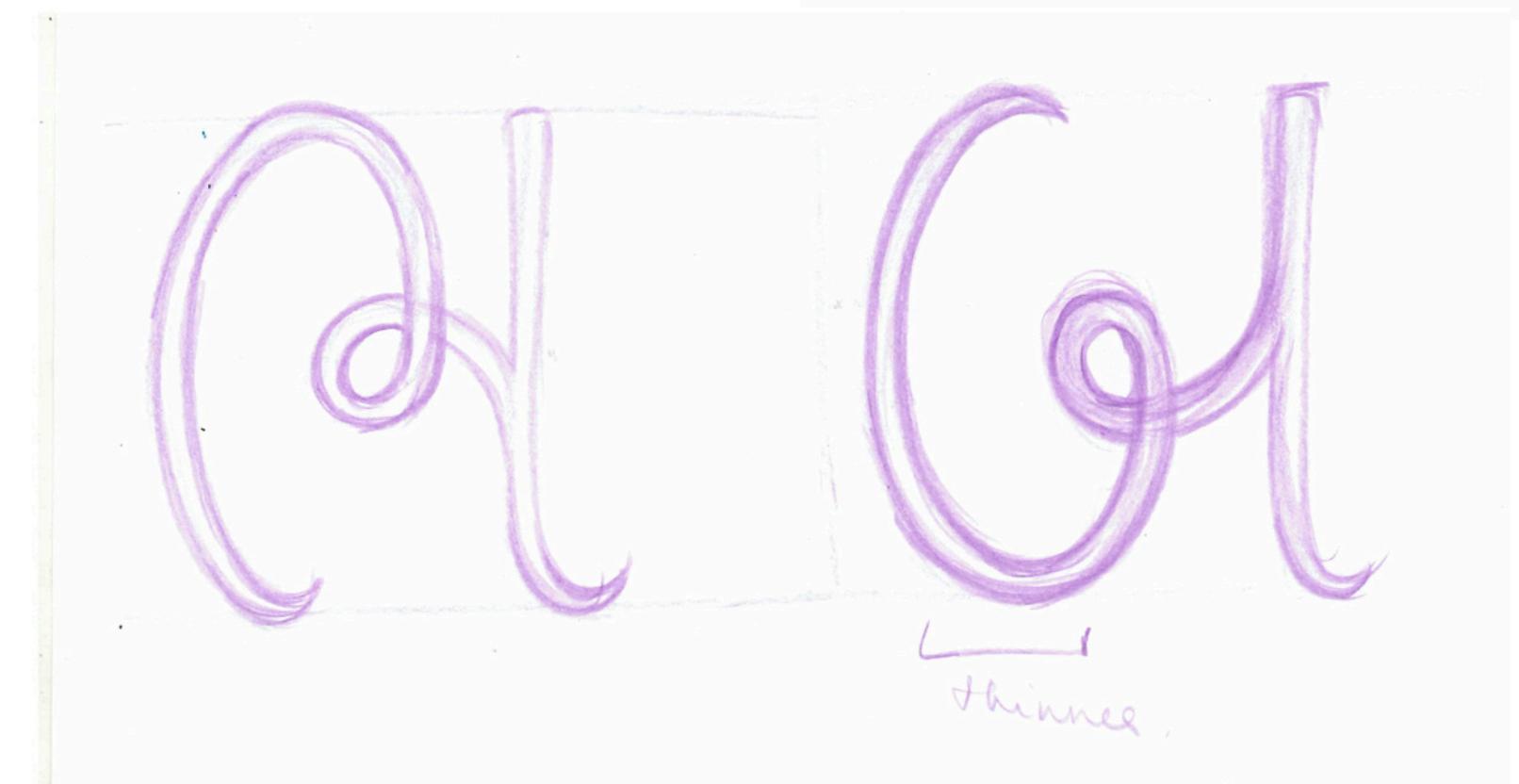
Assignment 3:

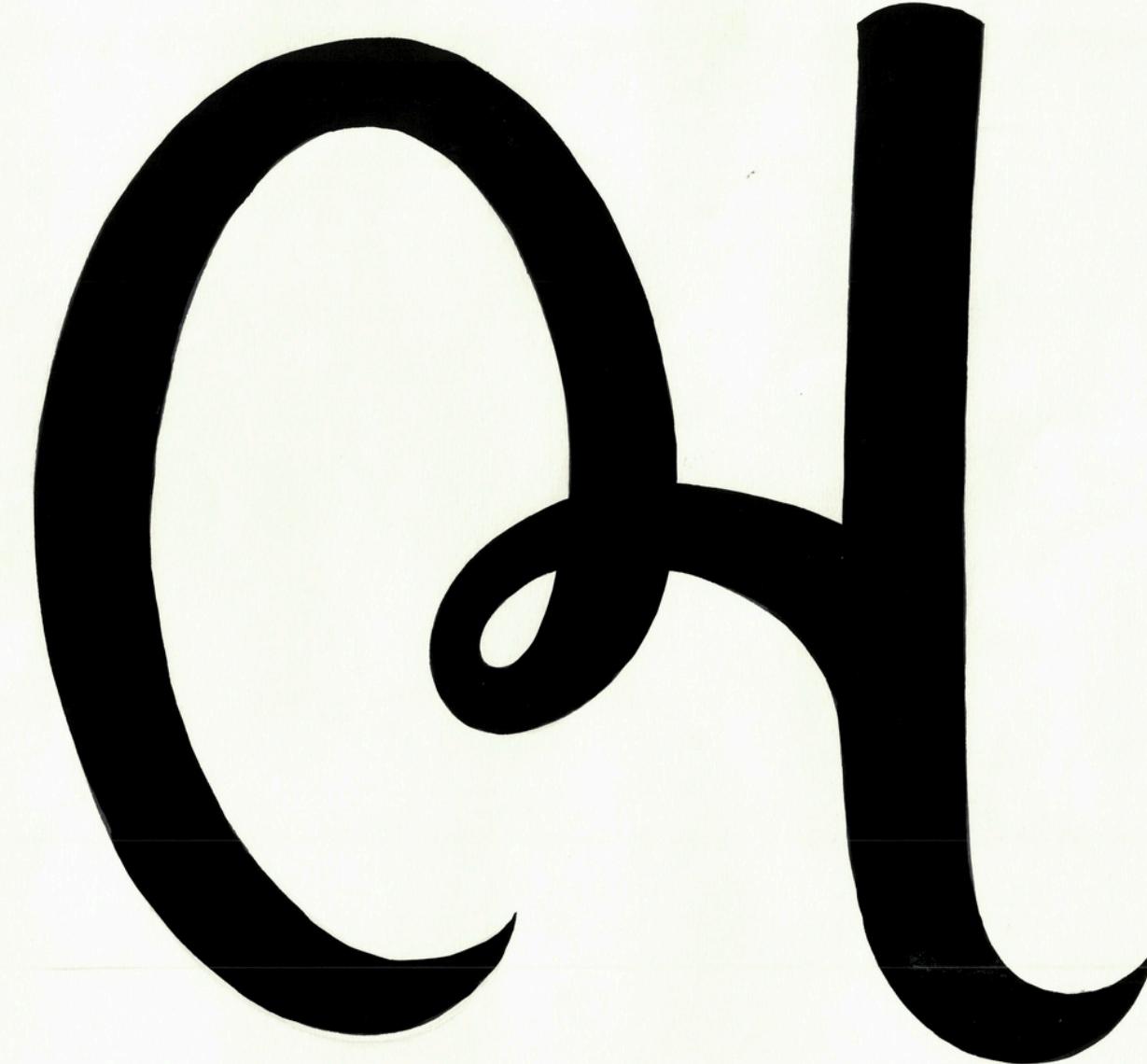
Designing two letters of the Gujrati script to
seem like they are part of the same font
family

Understanding the shape of
the letters that were
unfamiliar to me so that i
could manipulate them



final
forms:



The image shows two large, bold black Gujrati characters on a white background. On the left is the character 'બ' (ba), which is a circular shape with a vertical stroke on the right side and a small loop on the left side. On the right is the character 'ભ' (bha), which is a circular shape with a vertical stroke on the left side and a small loop on the right side. The characters are oriented vertically, appearing as if they are inverted versions of each other.The image shows two large, bold black Gujrati characters on a white background. On the left is the character 'બ' (ba), which is a circular shape with a vertical stroke on the right side and a small loop on the left side. On the right is the character 'ભ' (bha), which is a circular shape with a vertical stroke on the left side and a small loop on the right side. The characters are oriented vertically, appearing as if they are inverted versions of each other.

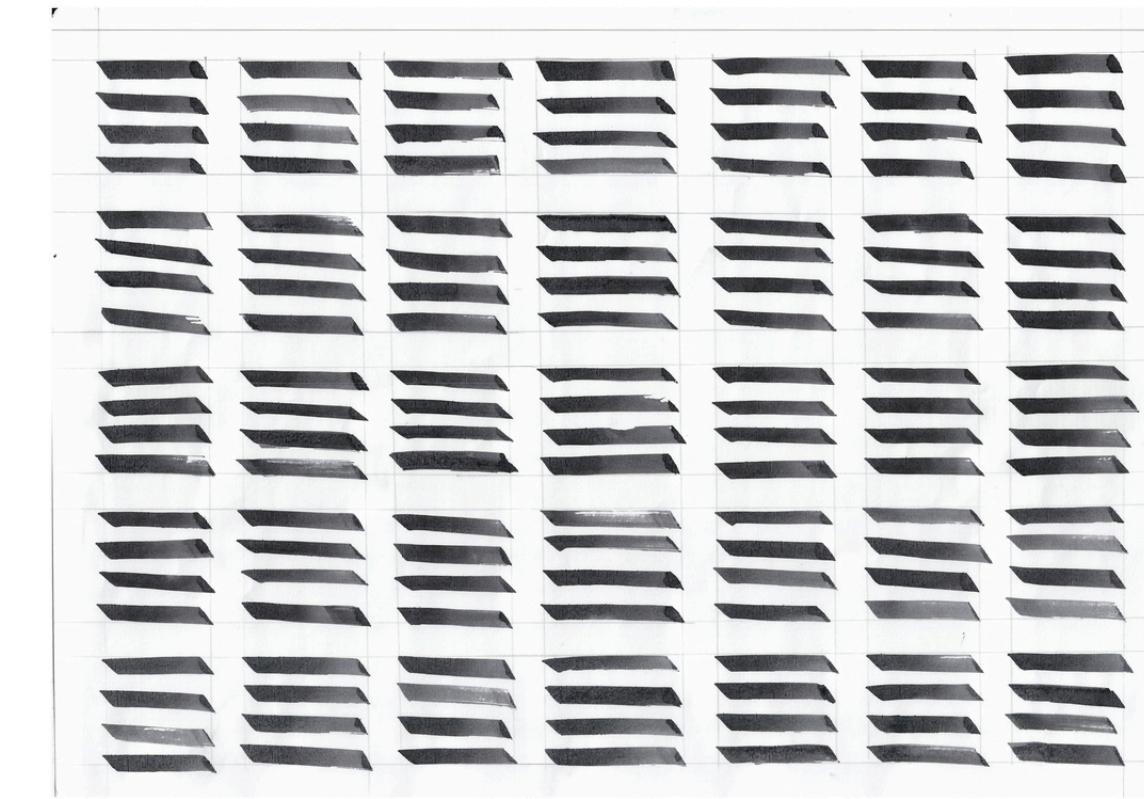
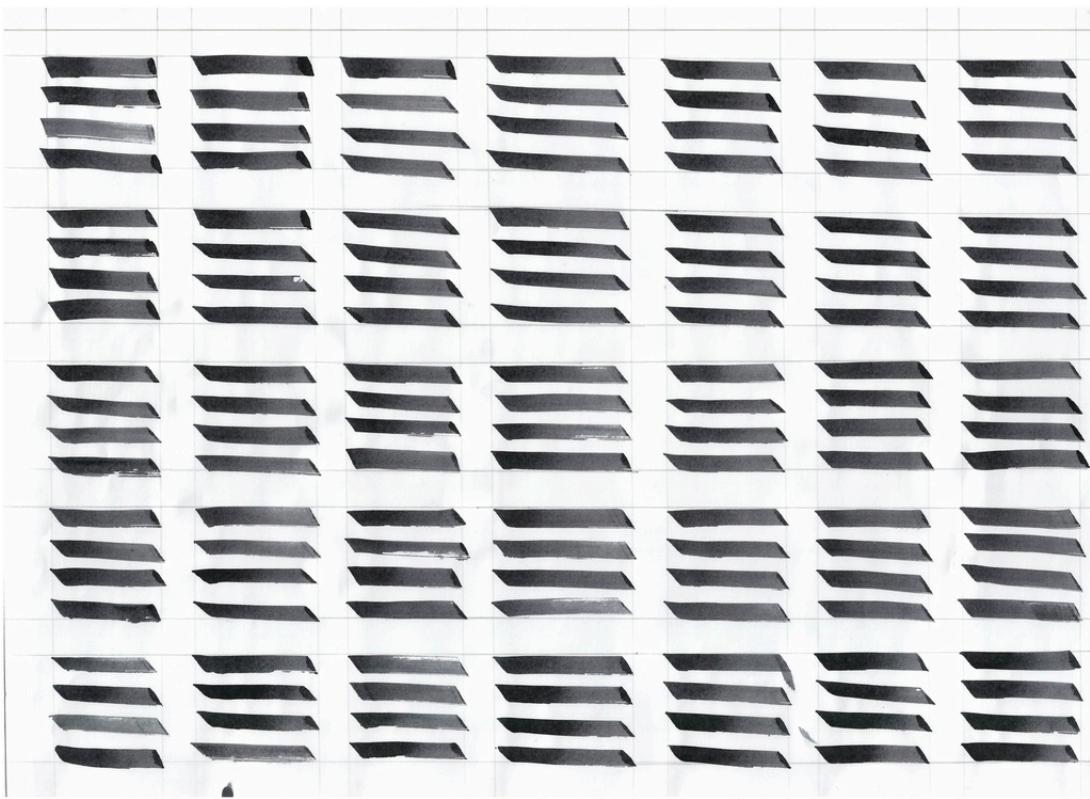
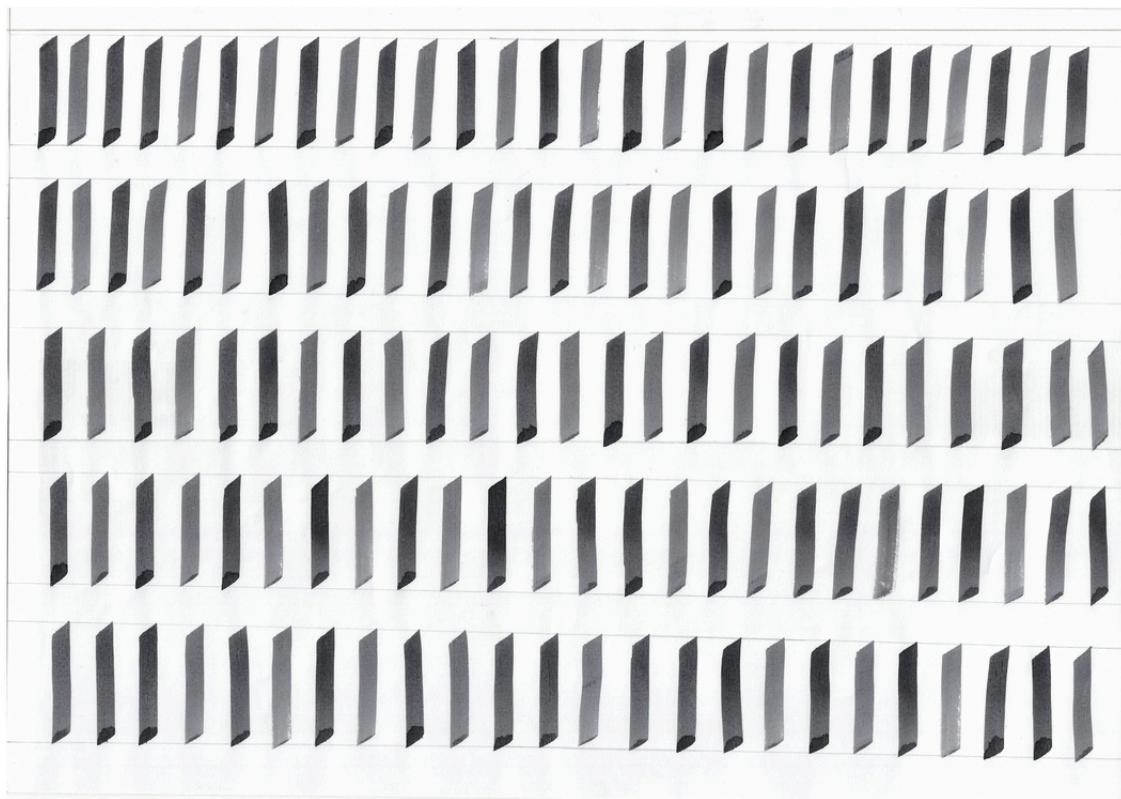
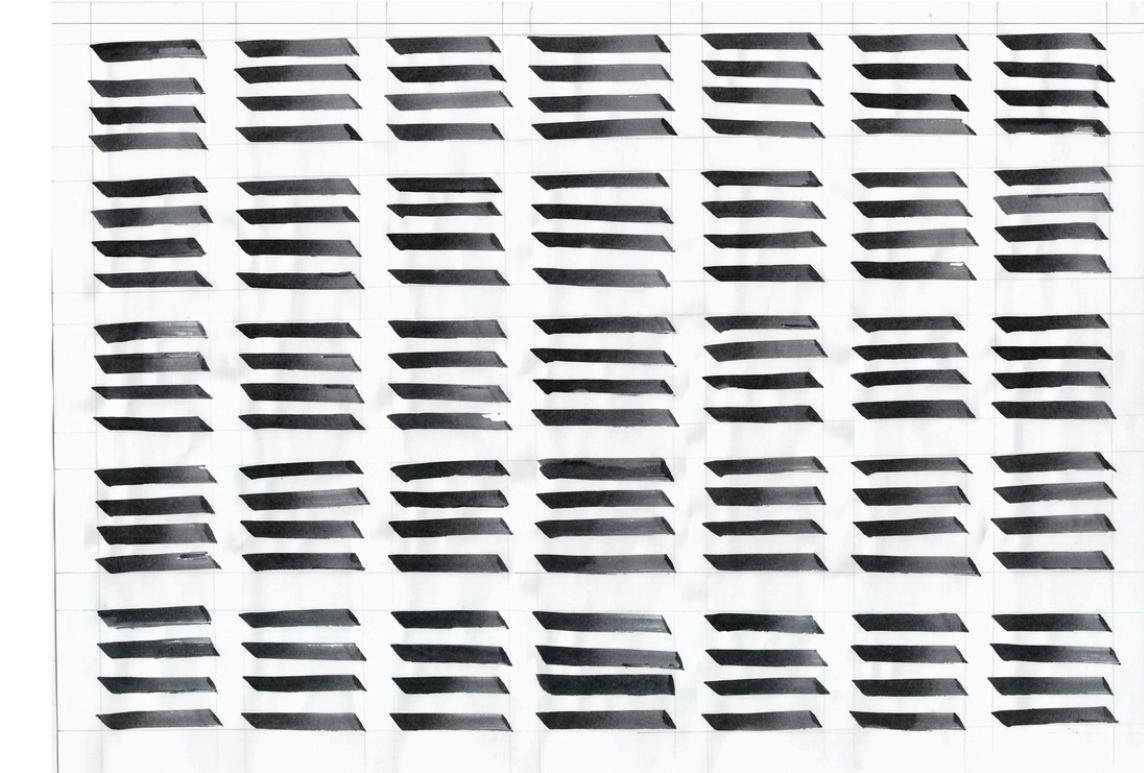
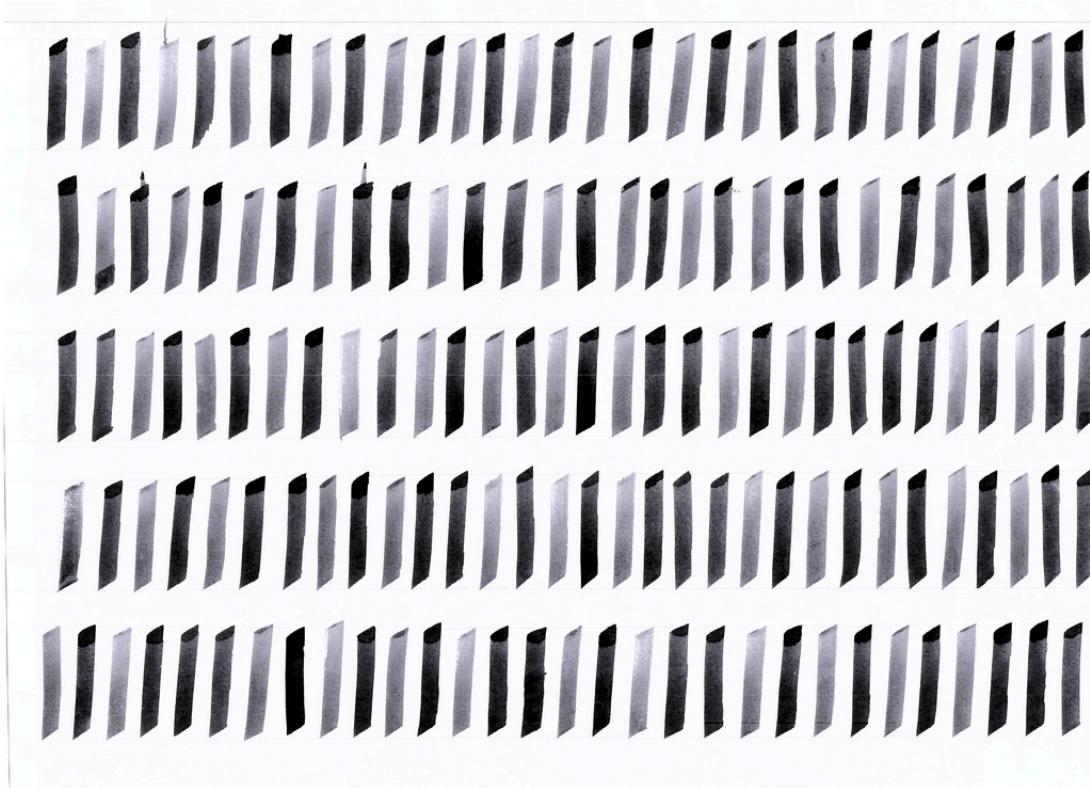
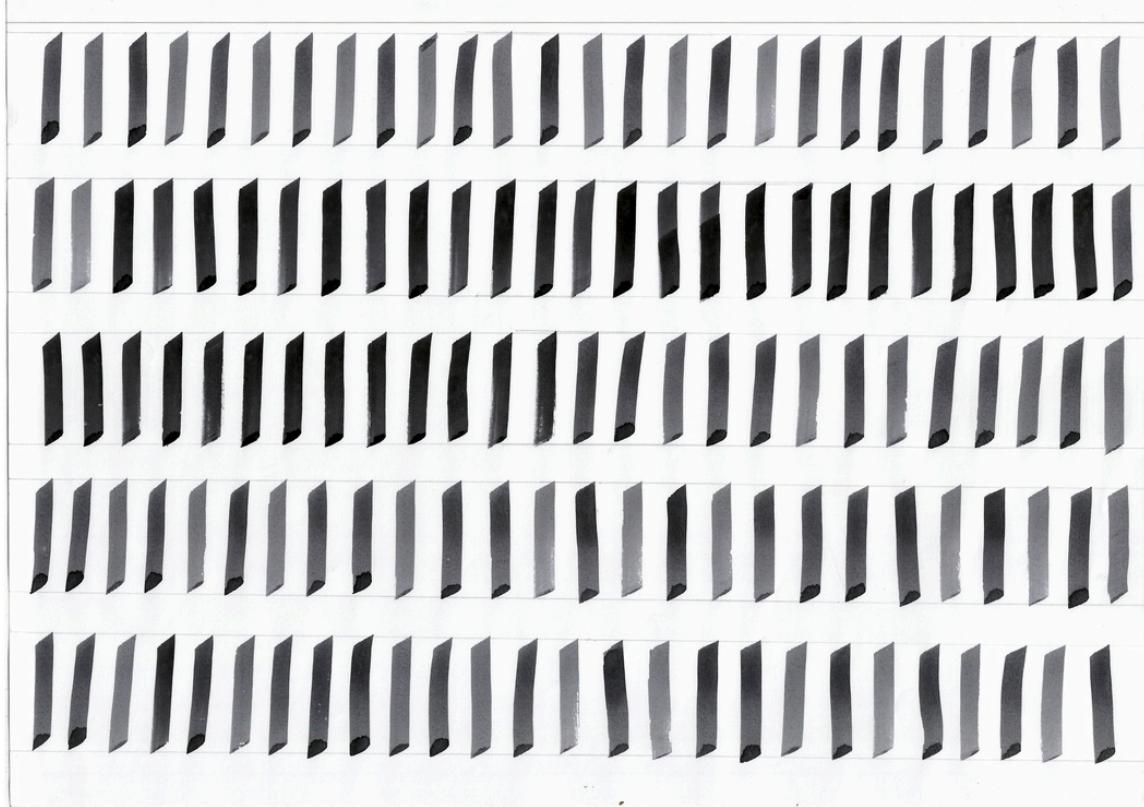
Gujrati 'બ' (ba) and 'ભ' (bha) written as inverts of each other

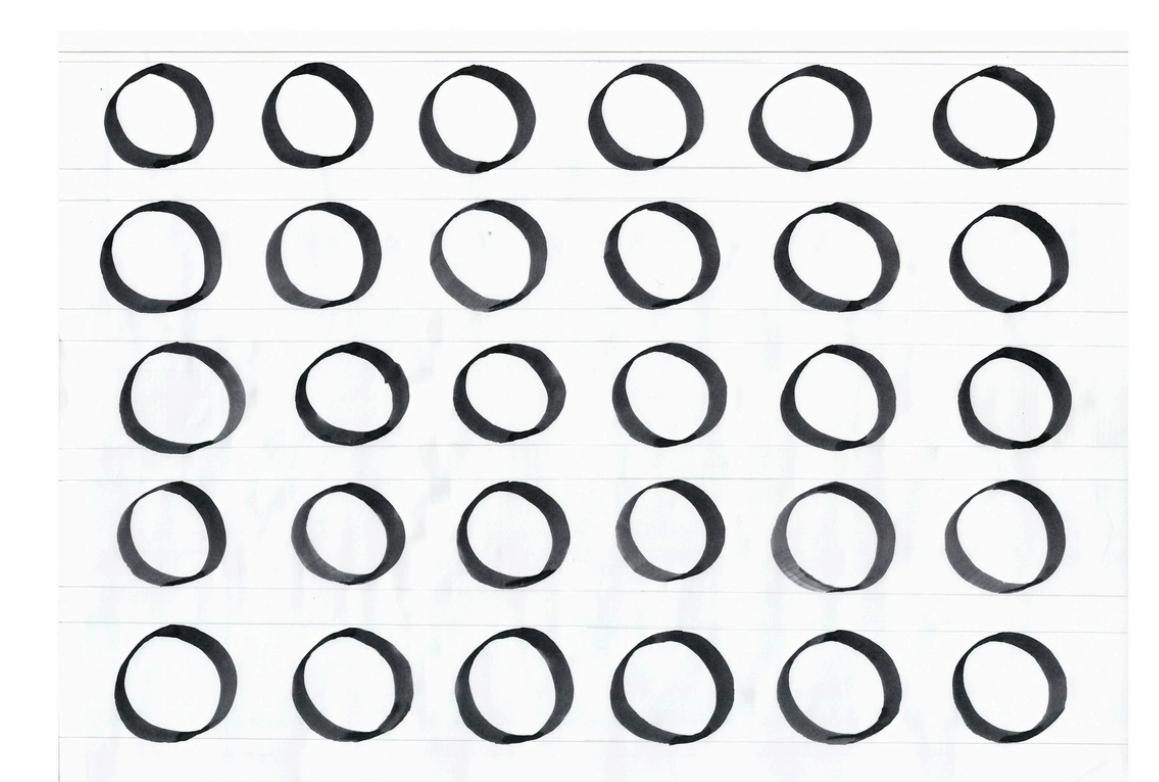
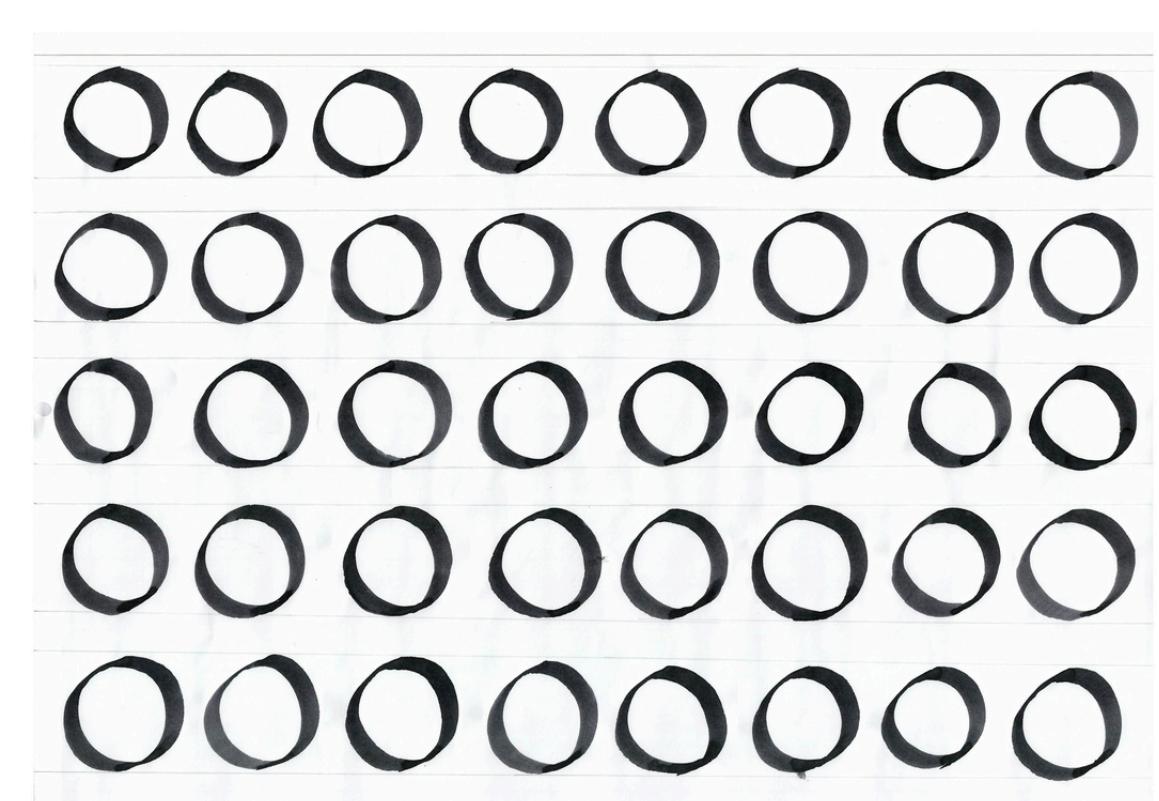
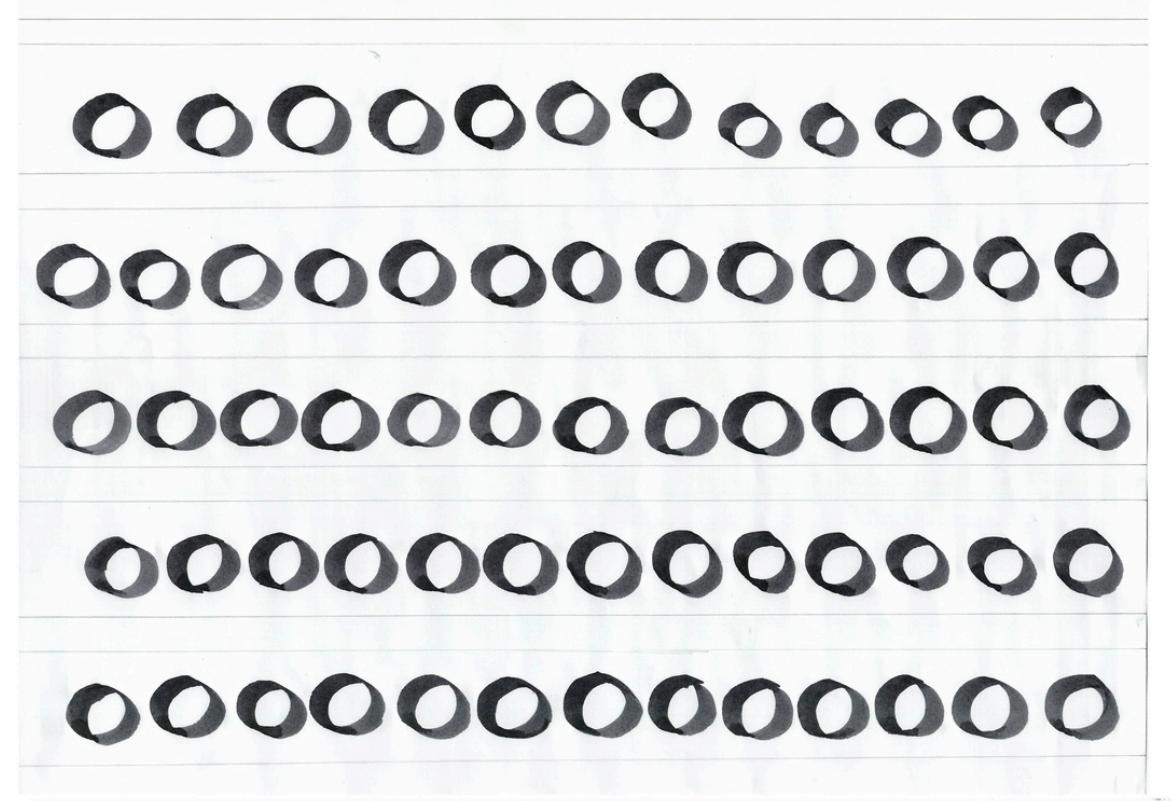
Assignment 4:

Practicing calligraphy using a reed pen.

Script chosen: Gujrati

Practicing lines and circles:

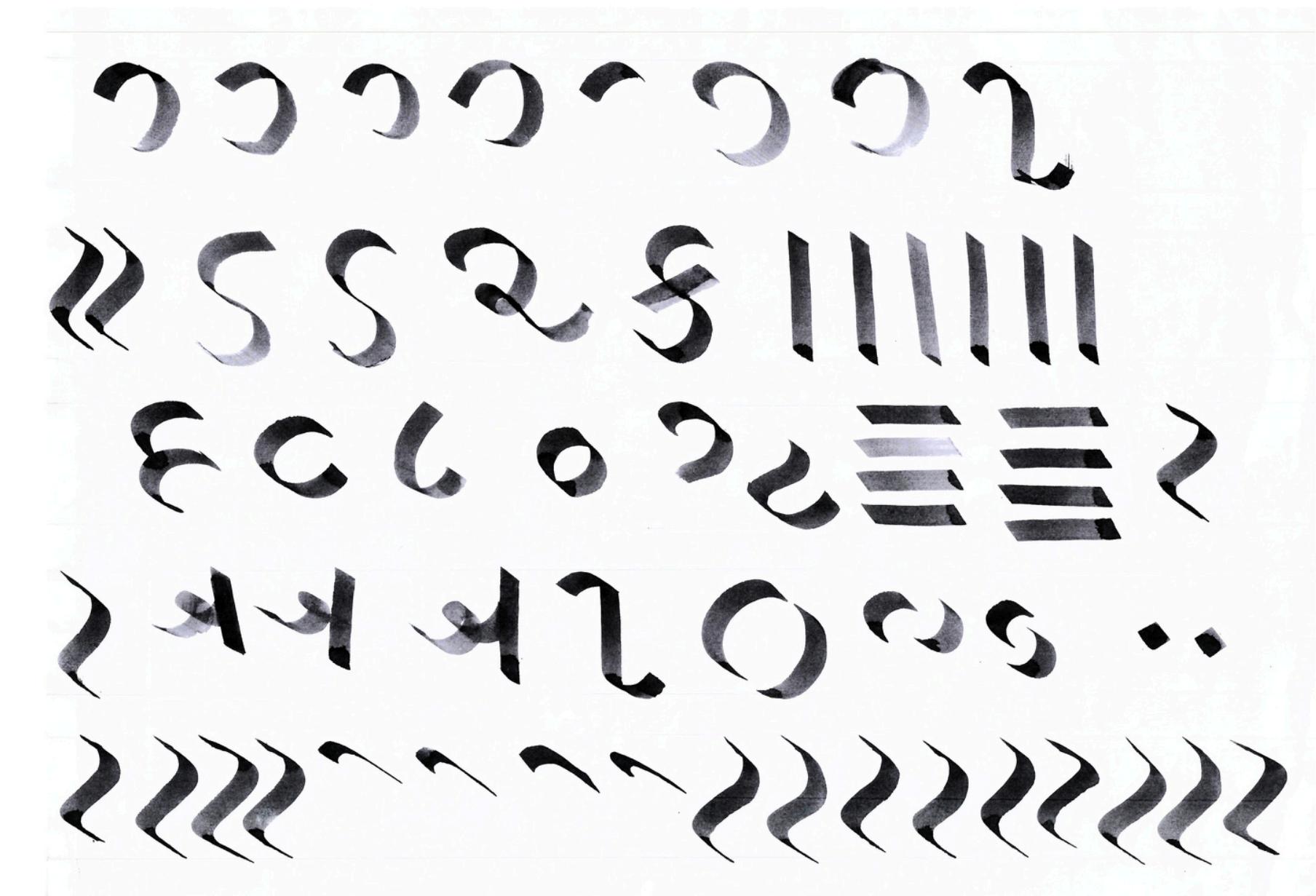
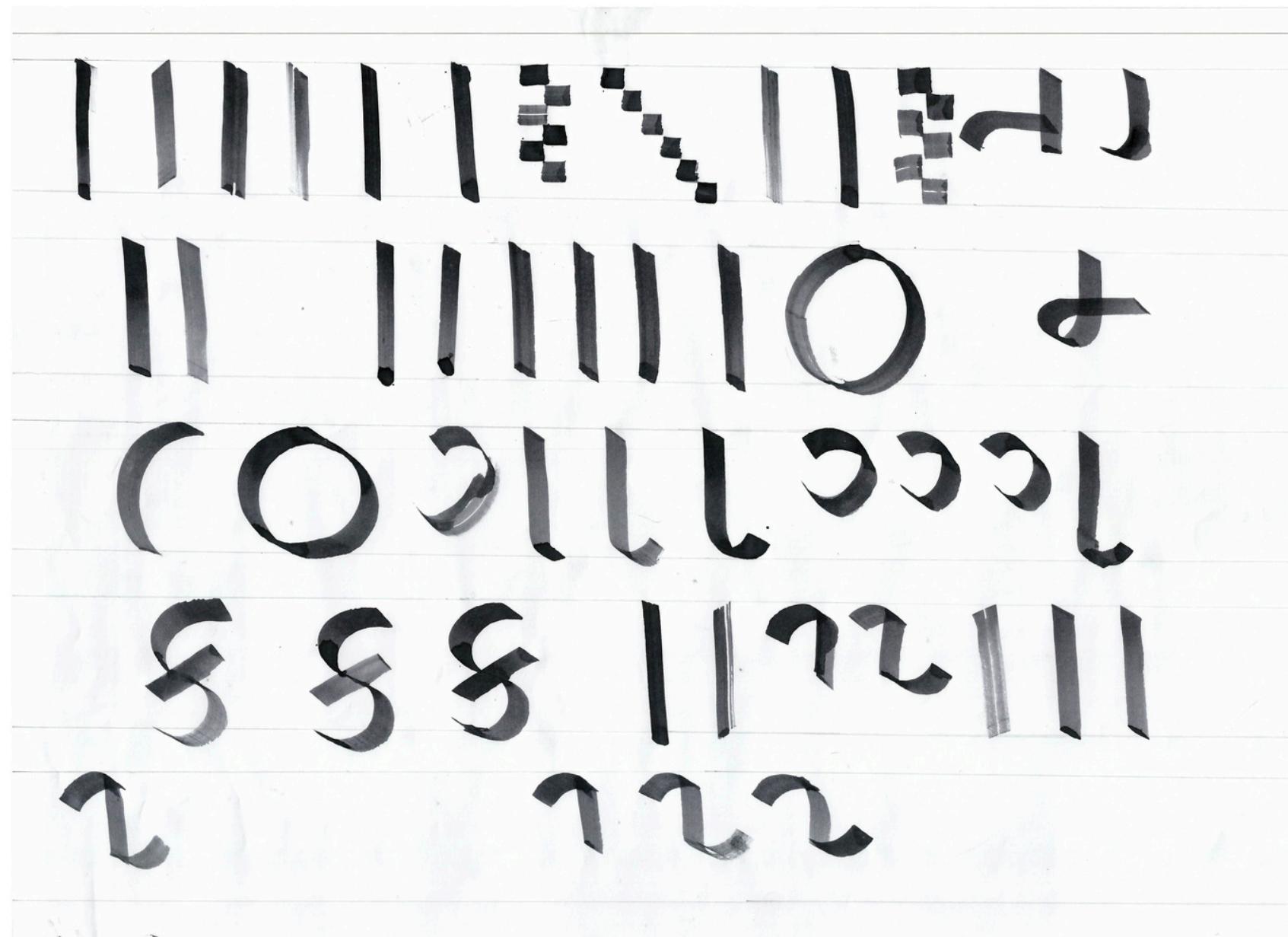




Assignment 5:

Practicing 15 root letters of a chosen script
using a reed pen
Script chosen: Gujarati

Some warm up sheets practicing the chosen letterforms :



This image shows a series of handwritten calligraphy strokes on ruled paper. The strokes are written in a bold, black ink. Some strokes are labeled with handwritten notes:

- The first two rows of strokes are labeled "too wide".
- The third row of strokes is labeled "Stroke 3 is off".
- The fourth row of strokes is labeled "wrong".
- The fifth row of strokes has a blue checkmark under the last character.

The image shows a calligraphy practice sheet with four rows of large, expressive black ink strokes on white paper. The first three rows contain Devanagari script, while the fourth row contains Gurmukhi script. An annotation 'inside with balls.' with arrows points to specific circular brushwork in the second row.

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A handwritten calligraphy practice sheet featuring five rows of black ink on white paper. The first row contains multiple 'a' and 's' ligatures. The second row shows 'g' and 's' ligatures. The third row features various 'g' and 's' forms, with a small sketch of a striped pattern and the handwritten note 'what'. The fourth row displays 'g' and 'e' ligatures. The fifth row consists entirely of 'e' ligatures.

A calligraphic study showing four rows of the letter 'g' in a Gothic script. The first row shows the letter 'g' in its various forms, including 'g', 'ȝ', 'ȝ', 'ȝ', 'ȝ', 'ȝ', 'ȝ', 'ȝ'. The second row shows 'ȝ', 'ȝ', 'ȝ', 'ȝ', 'ȝ', 'ȝ', 'ȝ', 'ȝ'. The third row shows 'ȝ', 'ȝ', 'ȝ', 'ȝ', 'ȝ', 'ȝ', 'ȝ', 'ȝ'. The fourth row shows 'ȝ', 'ȝ', 'ȝ', 'ȝ', 'ȝ', 'ȝ', 'ȝ', 'ȝ'.

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ਮਨਮਨਮਨਮਨਮਨ
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ਕੁਕੁਕੁਕੁਕੁਕੁਕੁ
ਗੁ ਹੈ ਹੈ ਹੈ ਹੈ ਹੈ

A sheet of white paper with horizontal blue ruling lines. It features three rows of eight stylized, handwritten characters resembling the letter 'E'. The first row has a small dot at the top of the right vertical stroke. The second row has a small dot at the bottom of the right vertical stroke. The third row has a small dot at the top of the left vertical stroke. Below these rows are two rows of cursive handwriting, consisting of the words 'the quick brown fox' repeated twice.

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The final 15 letters :

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61 61 61 61 61 61 61

61 61 61 61 61 61 61

61 61 61 61 61 61 61

61 61 61 61 61 61 61

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G G G G G G G G G
g g g g g g g g g
G G G G G G G G G
g g g g g g g g g

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A grid of 40 identical black ampersands arranged in four rows of ten. Each ampersand is a stylized, cursive-like font, rendered in a dark gray or black color. The ampersands are evenly spaced both horizontally and vertically, creating a clean, organized pattern. The font used for the ampersands appears to be a bold, italicized script, giving it a dynamic and fluid appearance.

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અ ન ા ન ા ન ા ન ા ન

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é é é é é é é é

é é é é é é é é

g g g g g g g g
g g g g g g g g
g g g g g g g g
g g g g g g g g
g g g g g g g g
g g g g g g g g

ca ca ca ca ca ca ca



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＊＊＊＊＊＊＊
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Assignment 6:

Exploring constructing letterforms using
unusual tools

Script chosen: Malayalam

Tools used: Mdf pieces, stem bark, flowers,
bottlecaps, fork, etc

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വാ വാ വാ

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ക്ക ക്ക ക്ക

ക്ക ക്ക ക്ക

മു എ വാ

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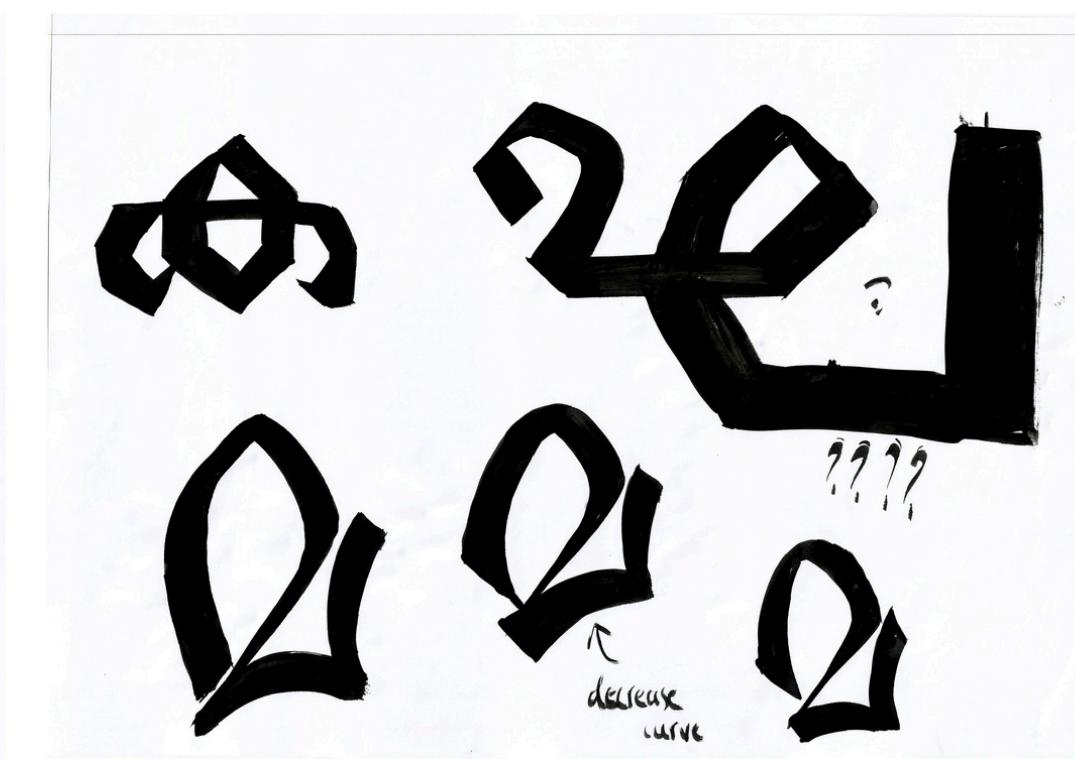
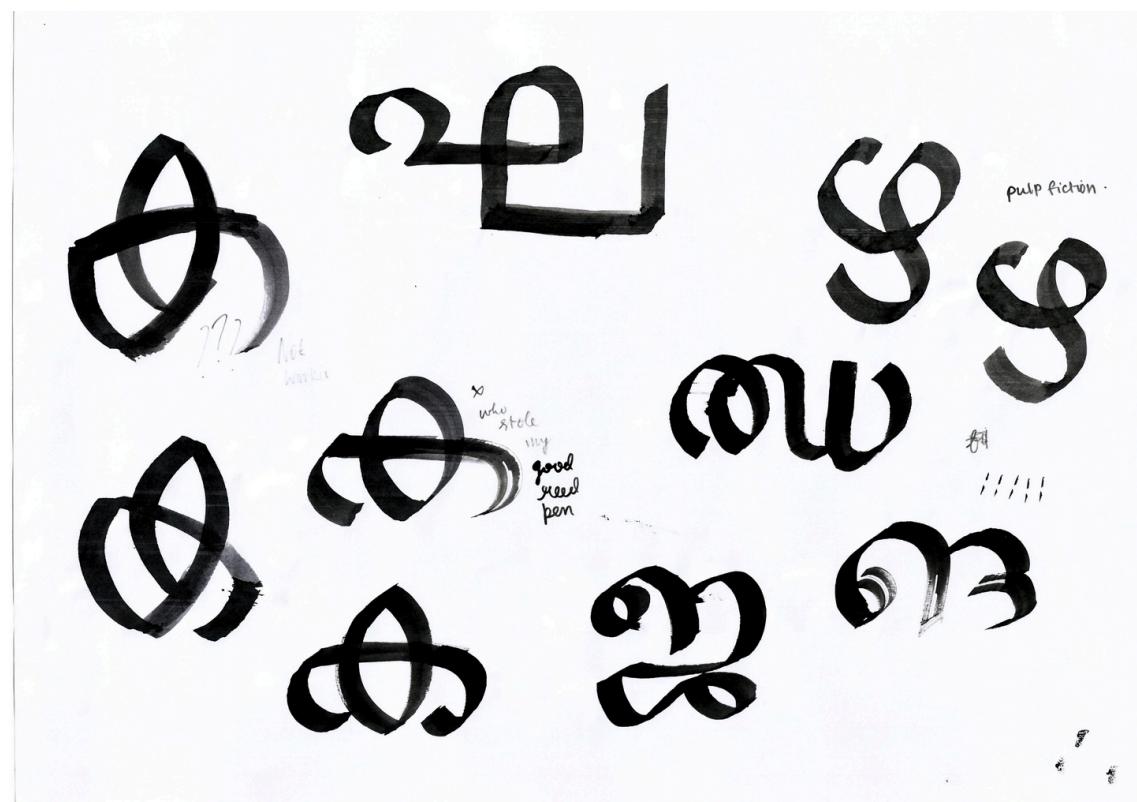
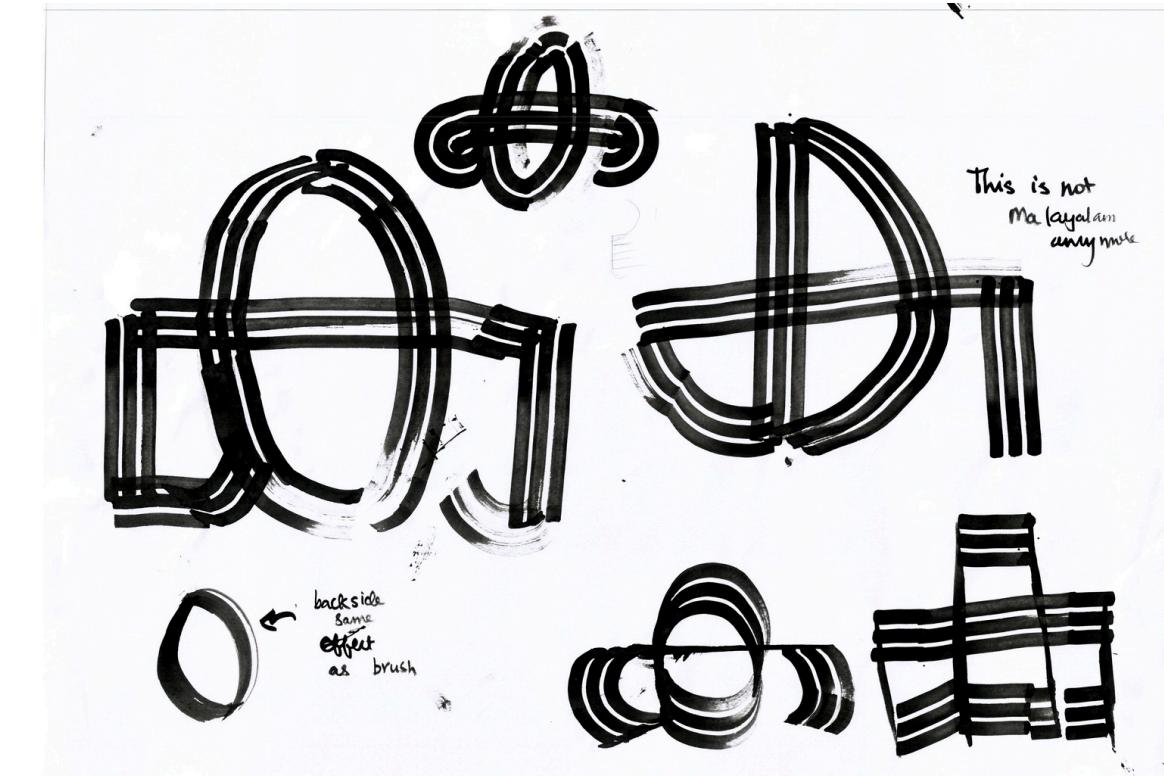
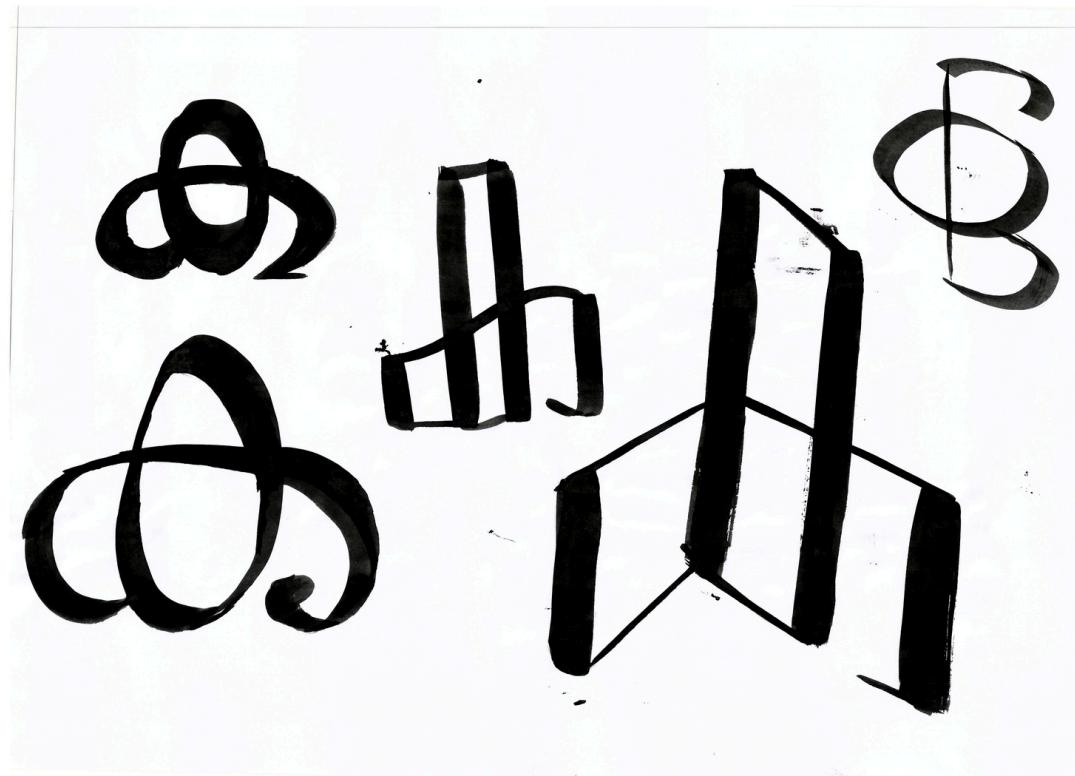
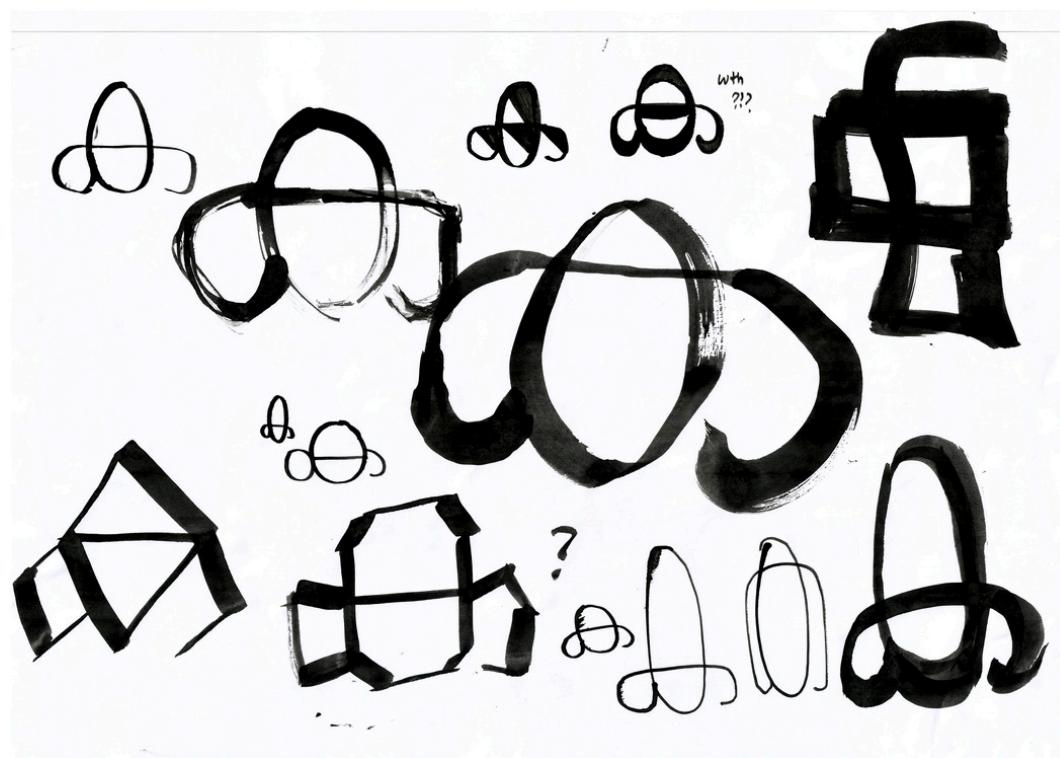
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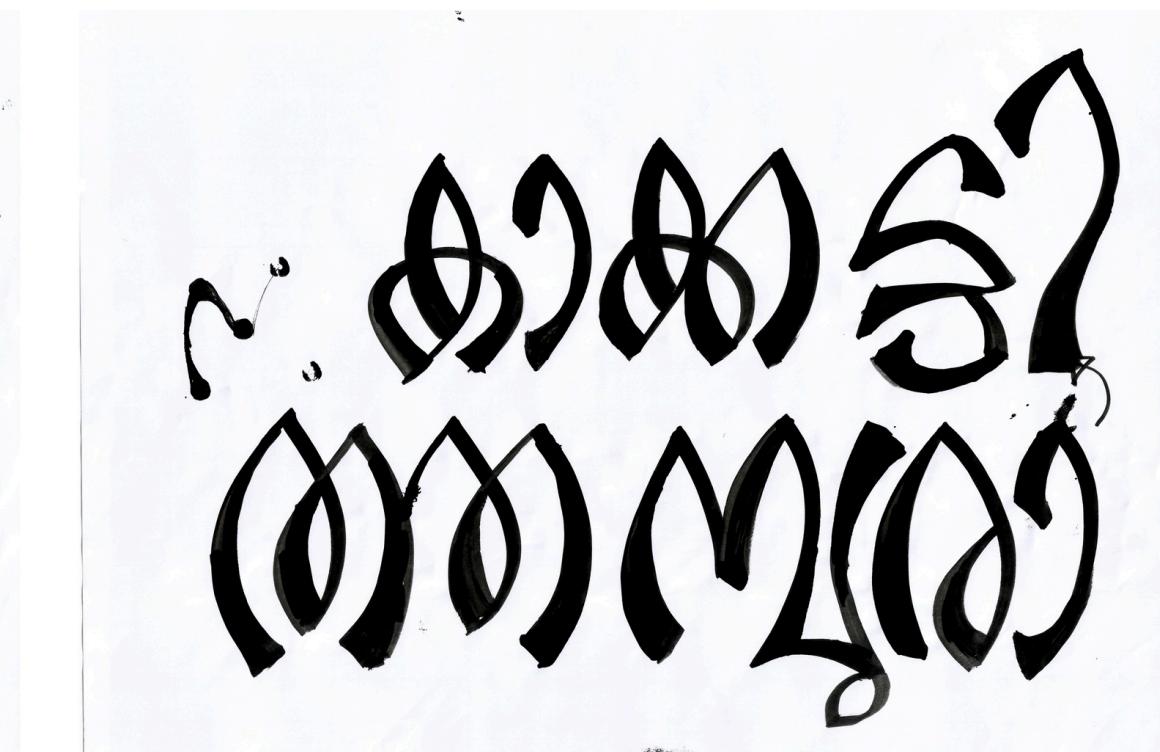
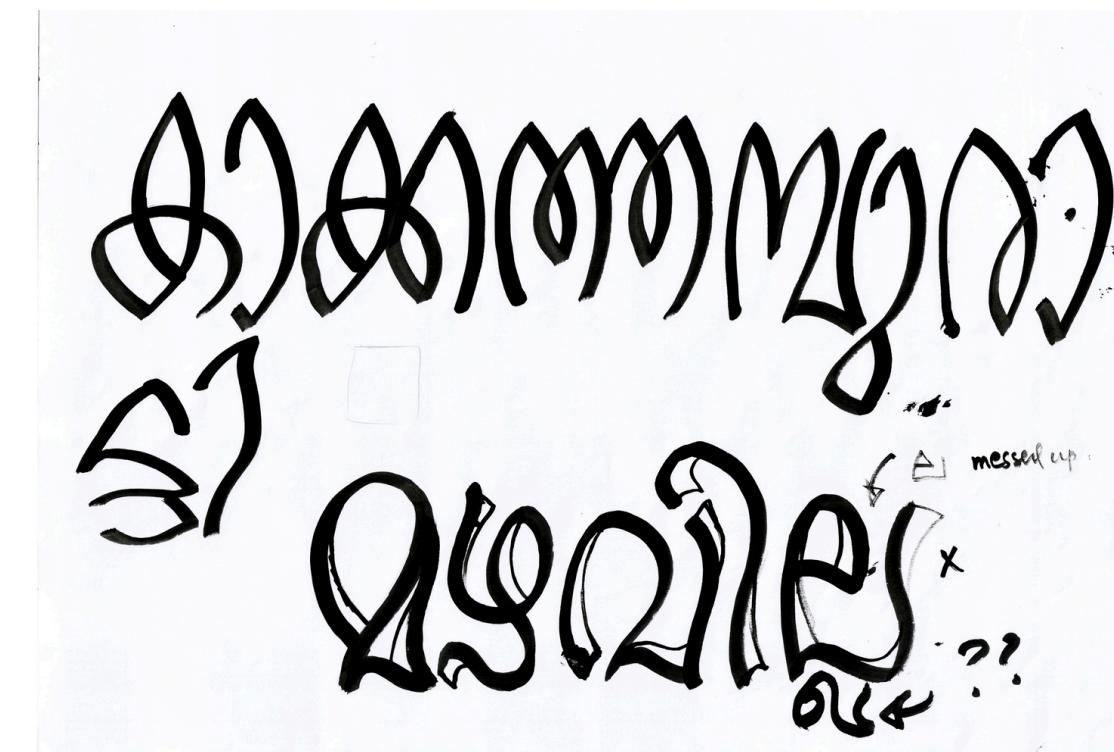
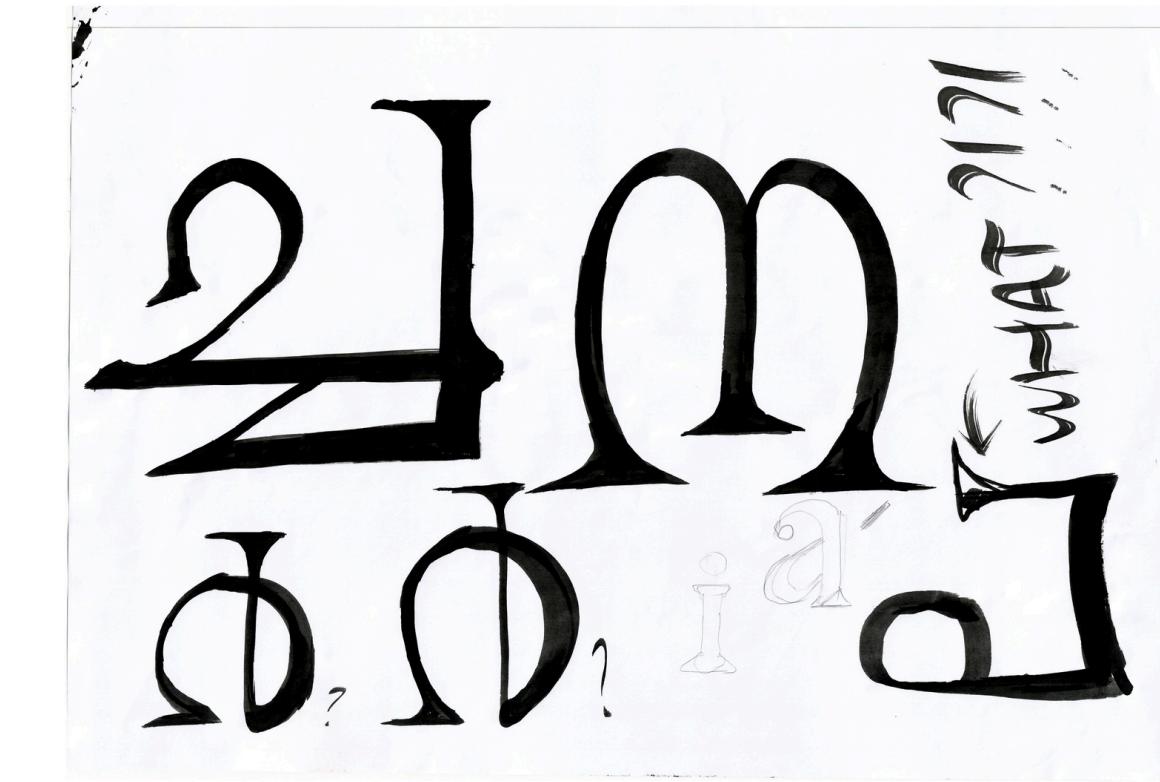
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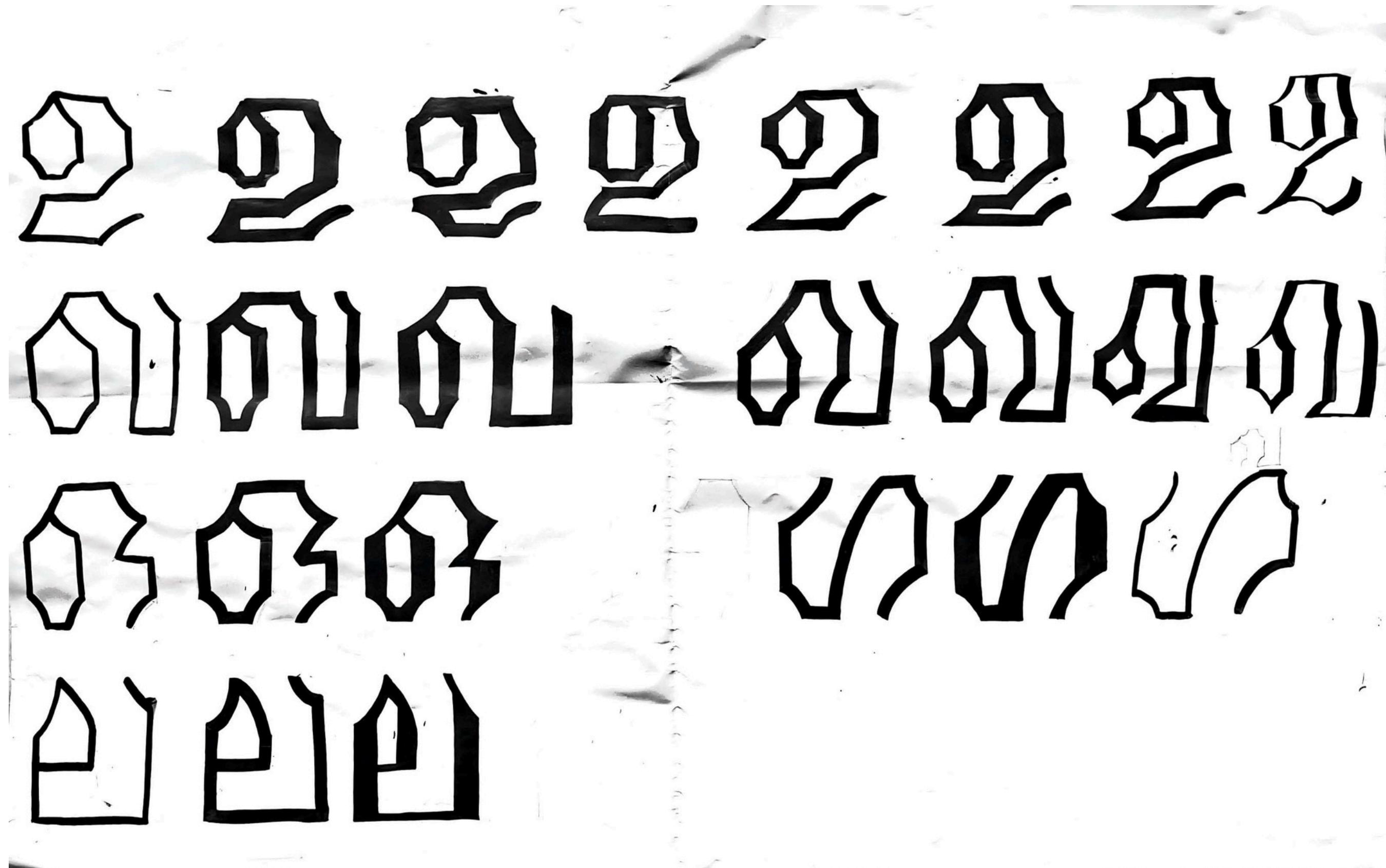


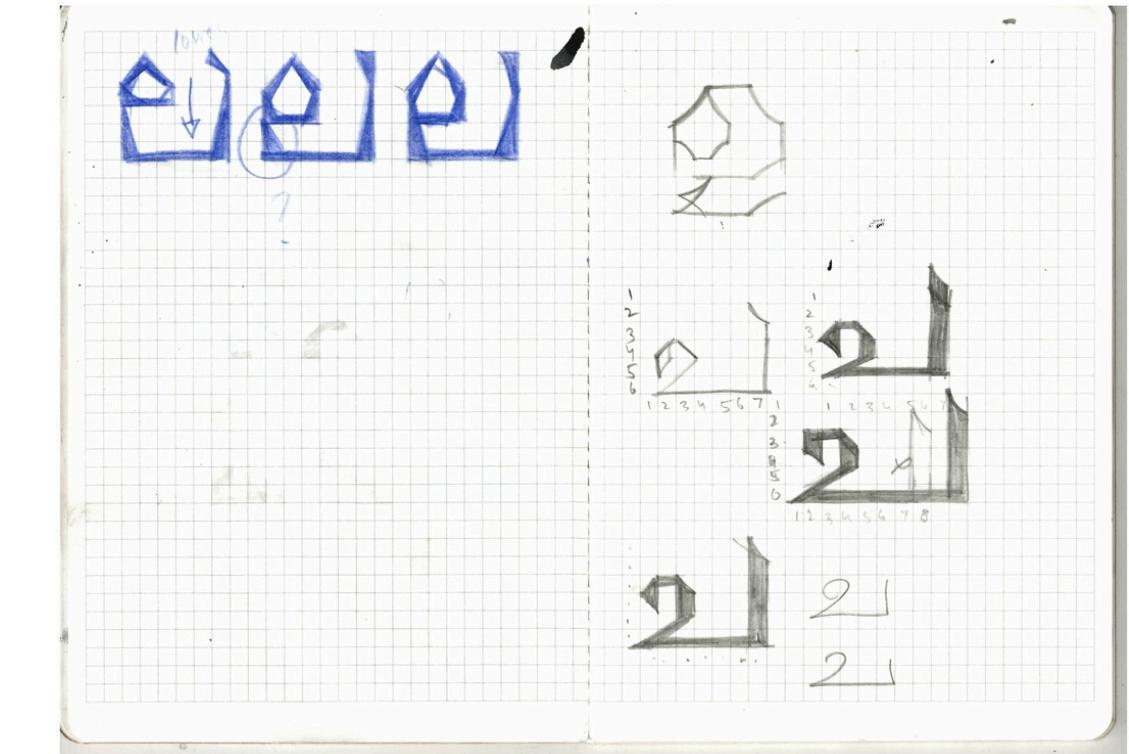
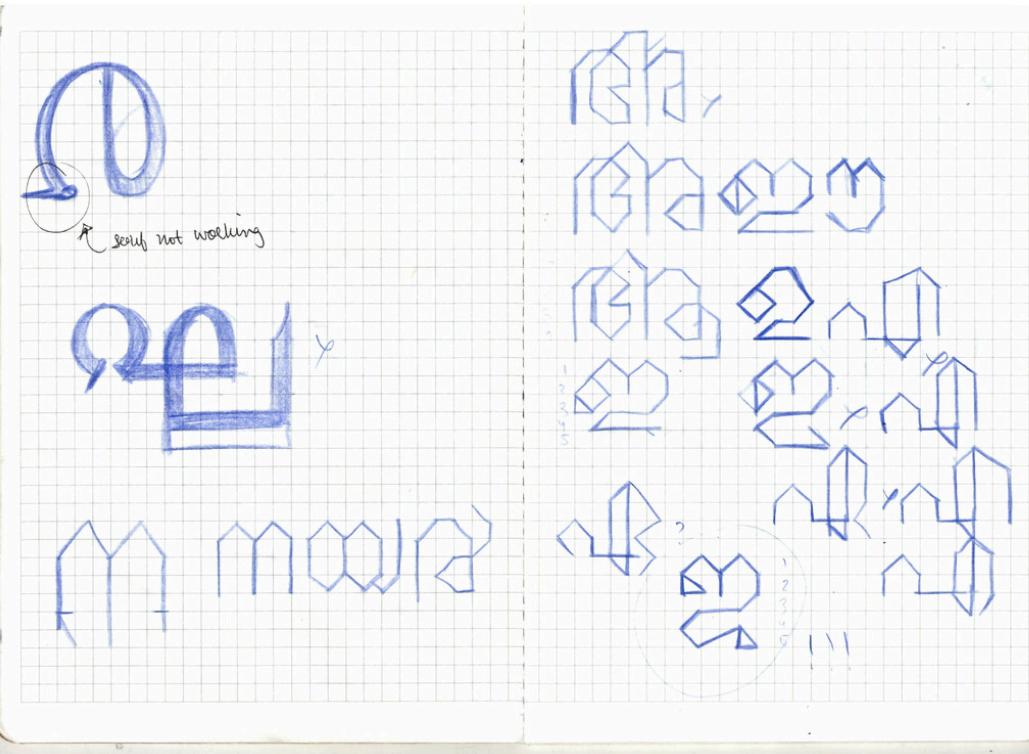
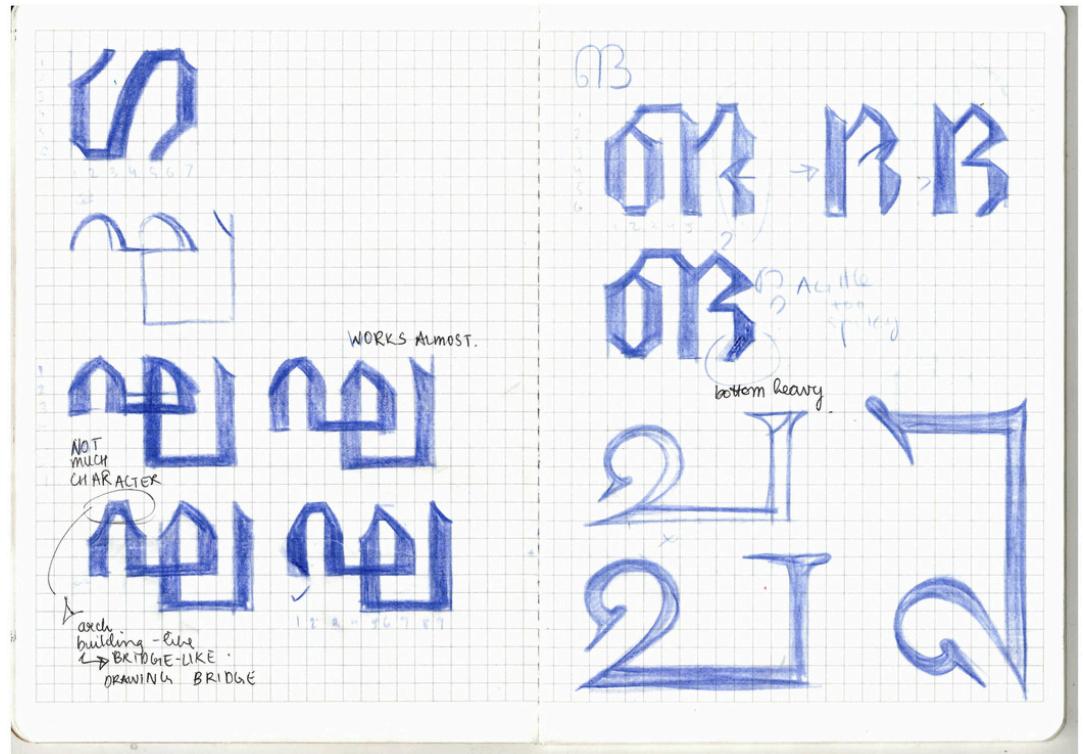
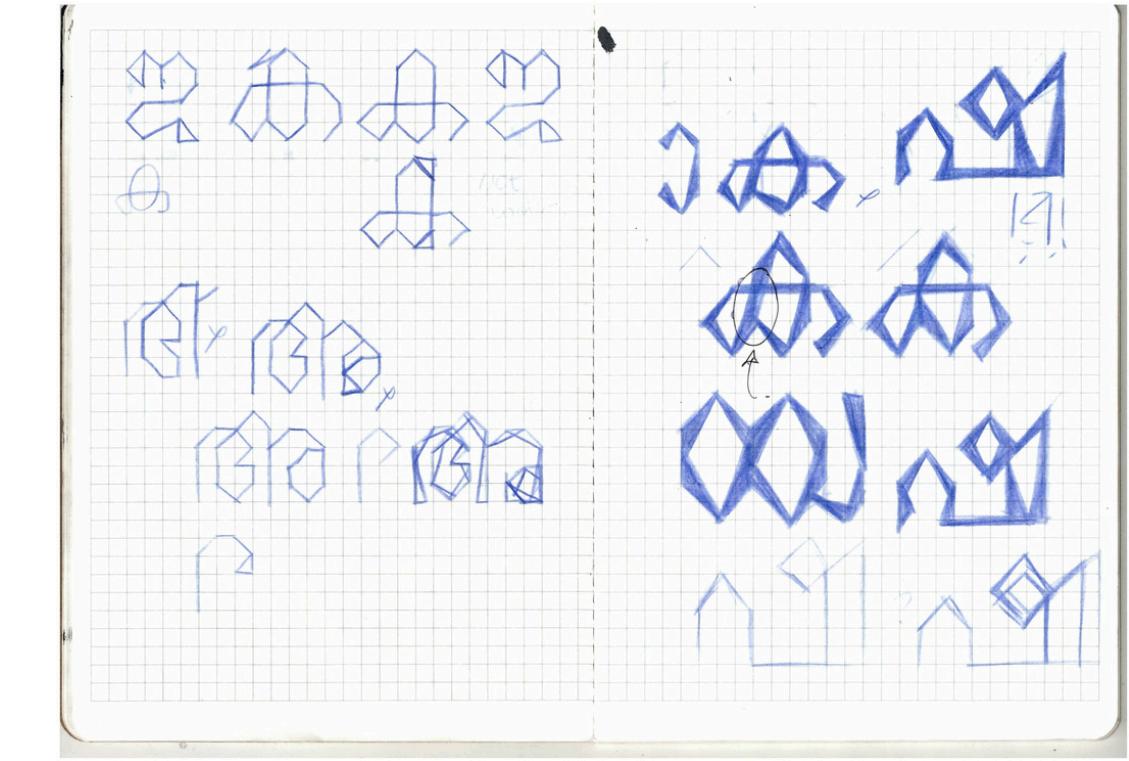
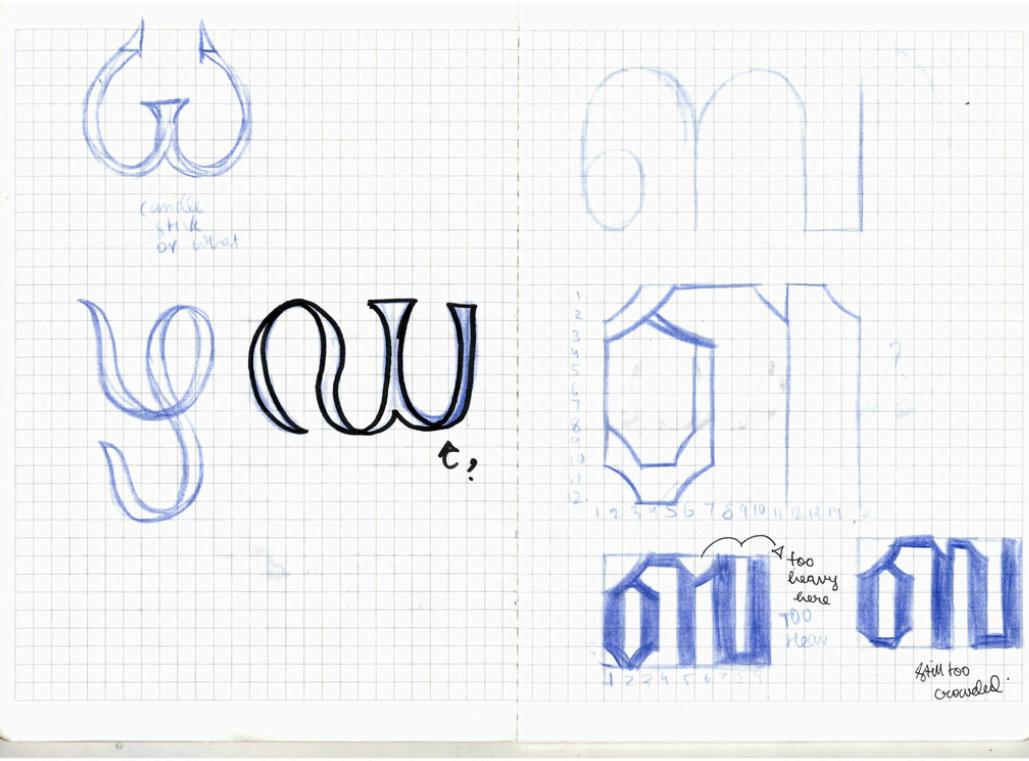
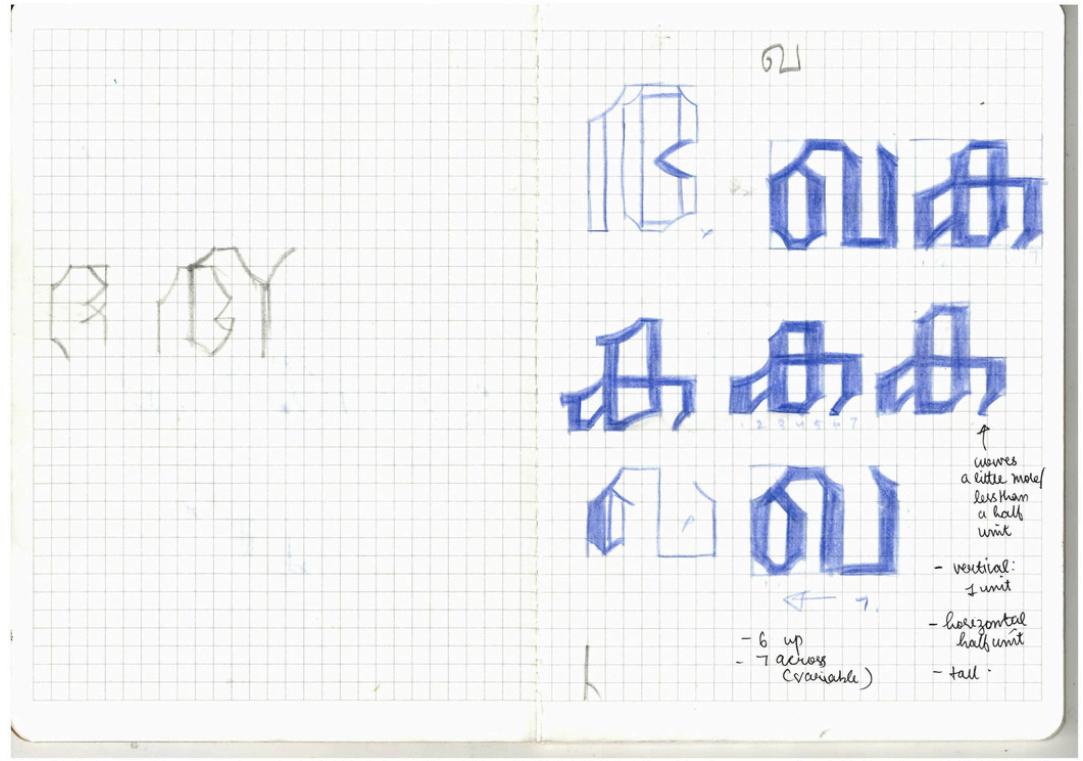


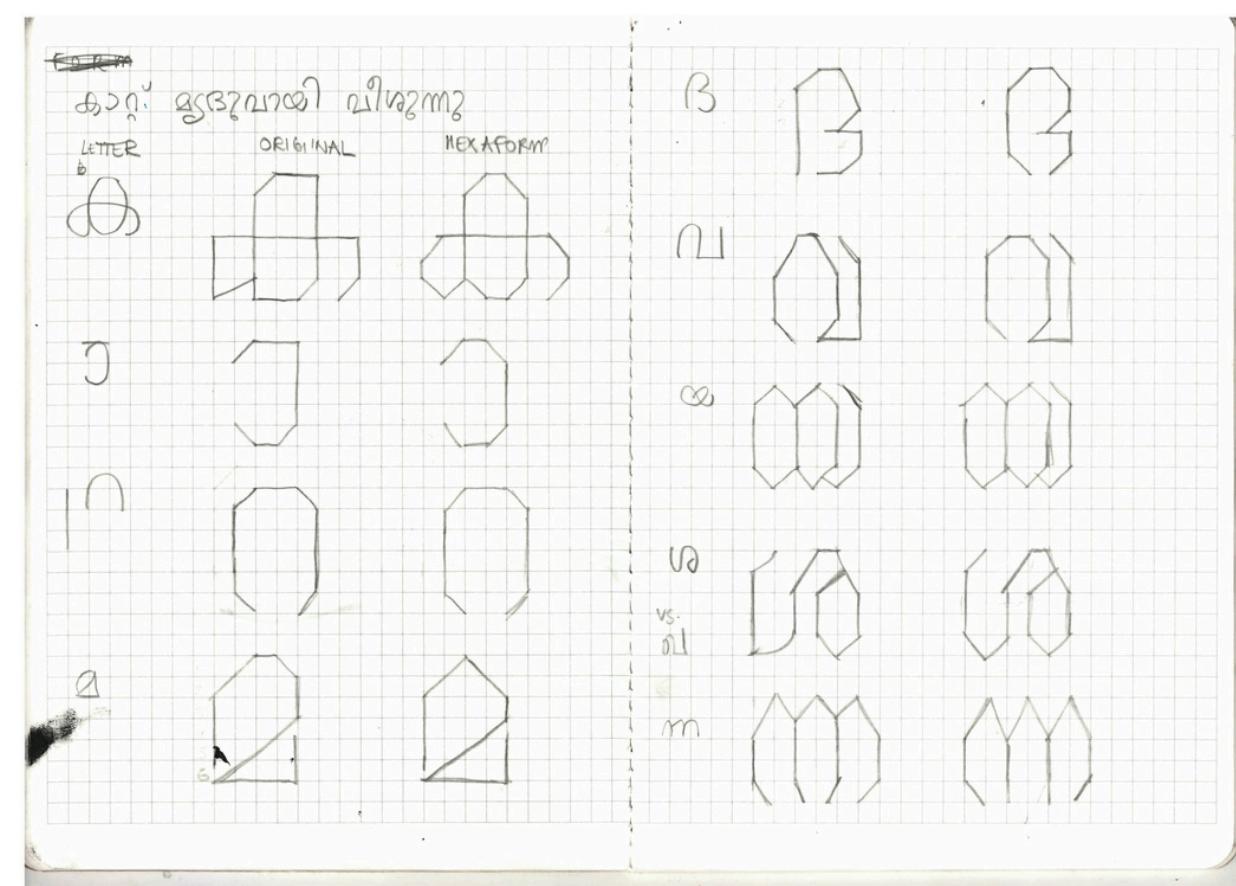
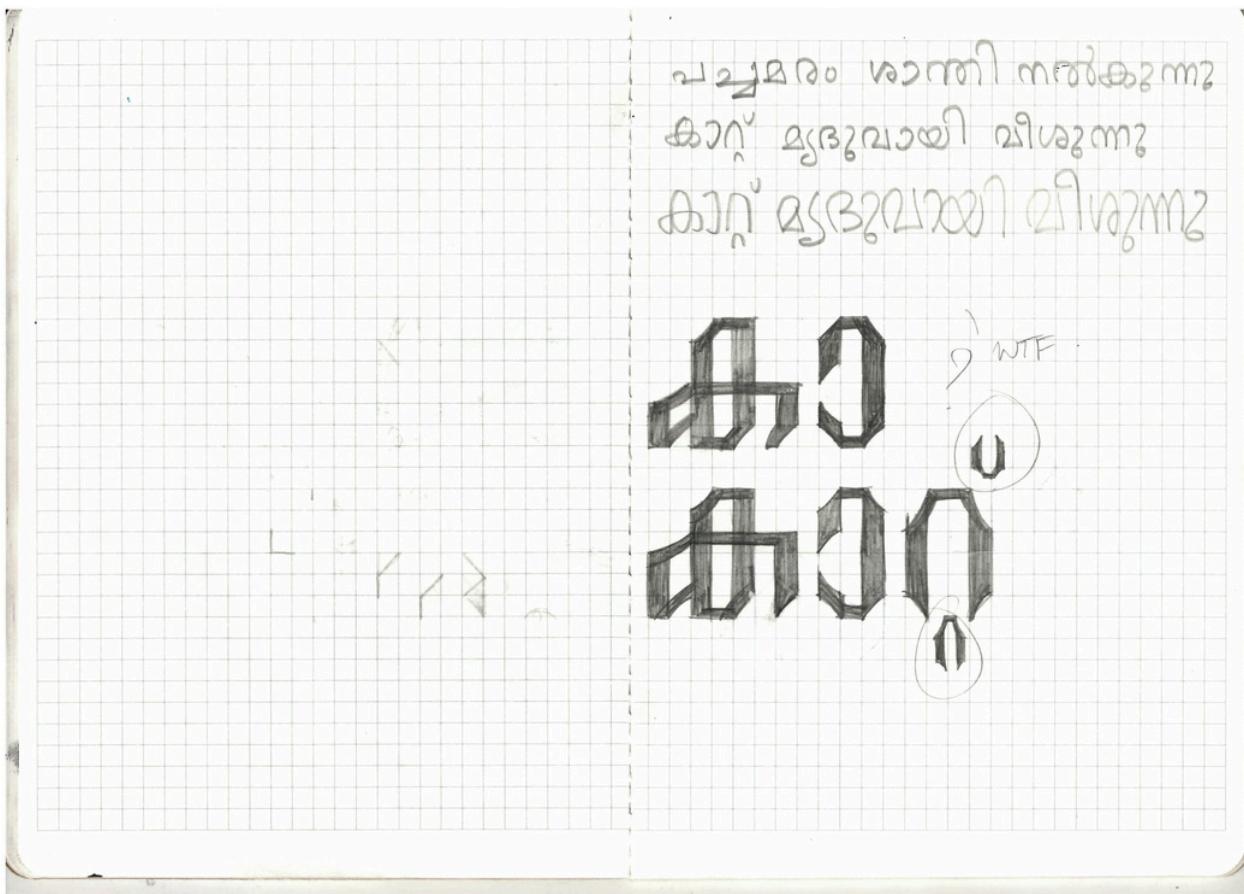
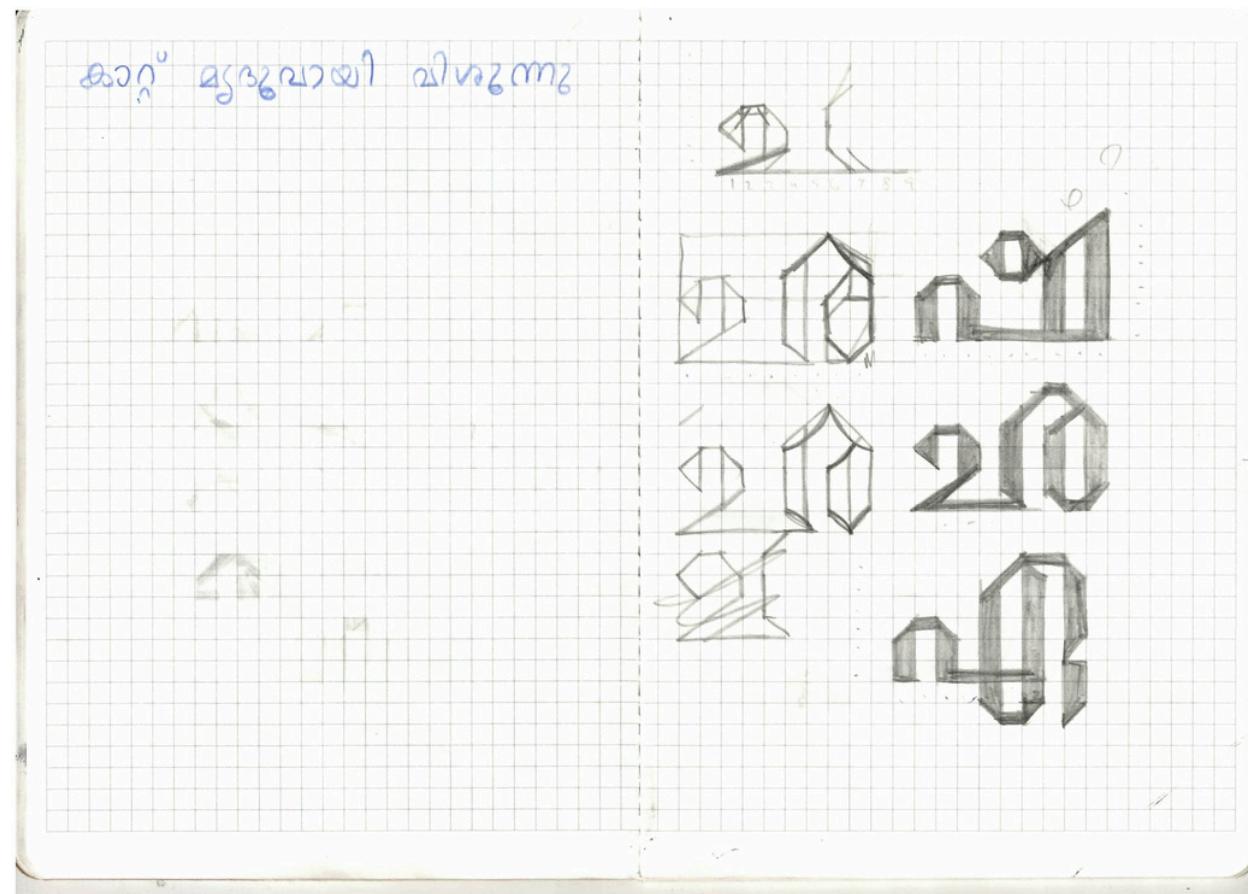
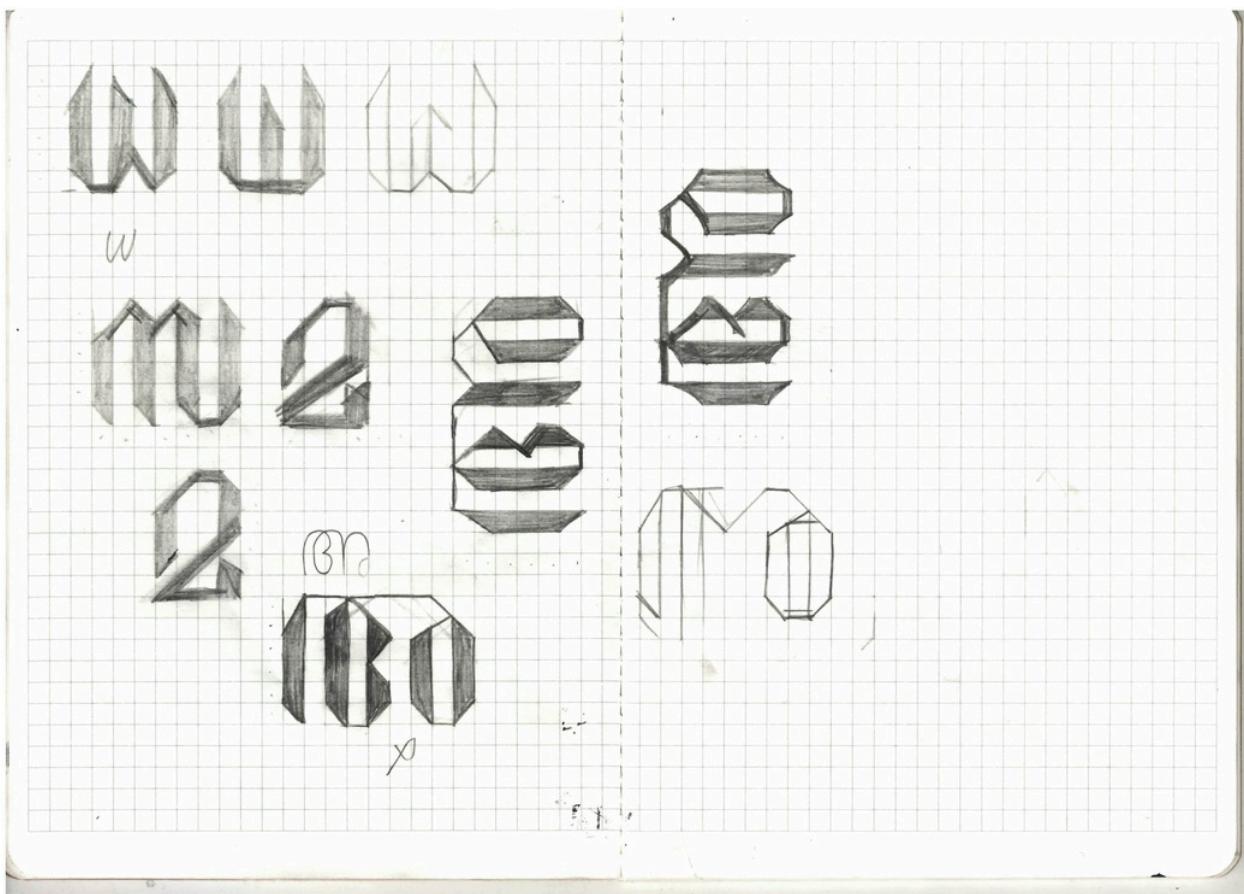
Assignment 7:

Creating your own typeface

Exploring the style of the typeface and different ways to write the same letter following a certain set of 'rules'

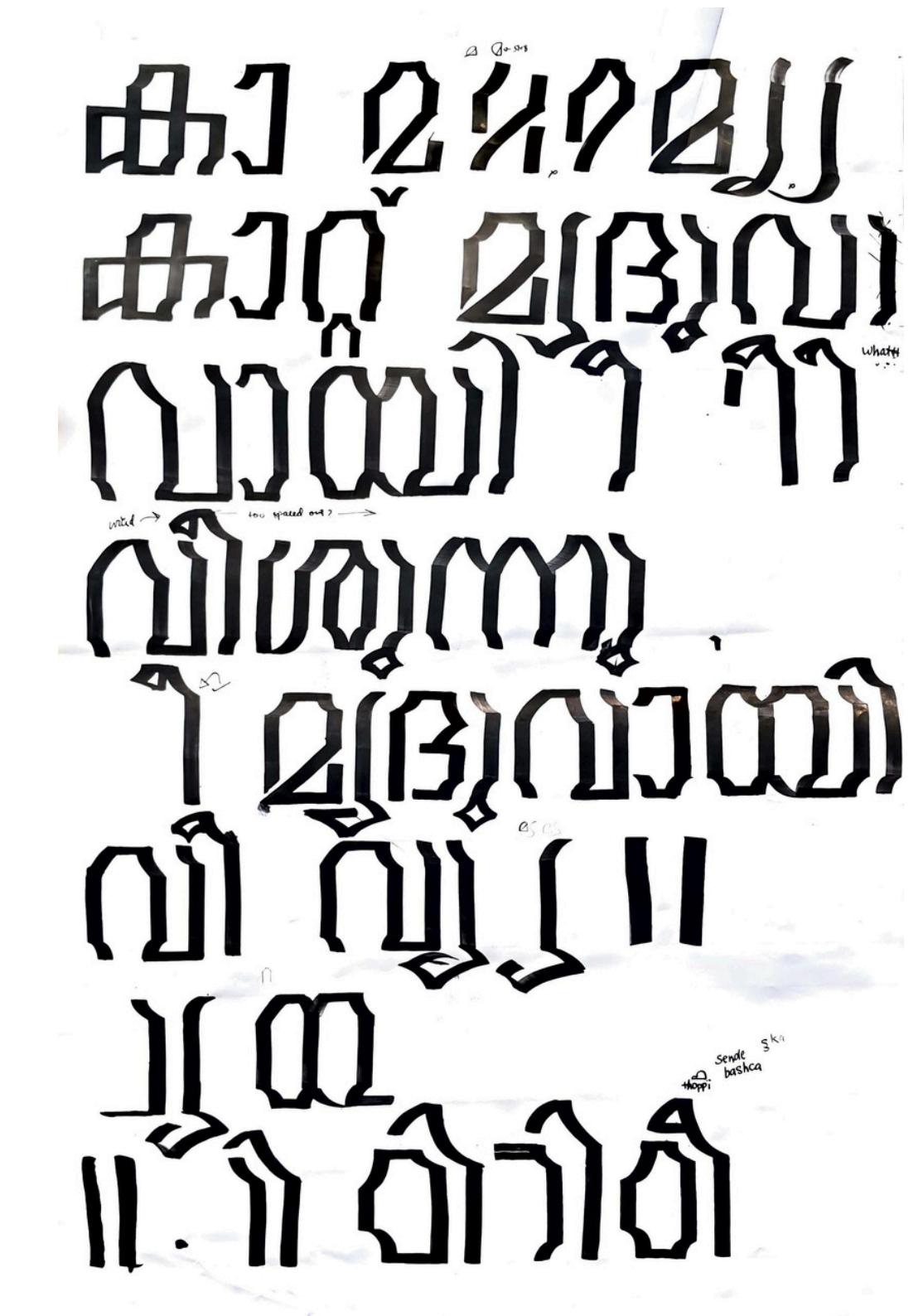
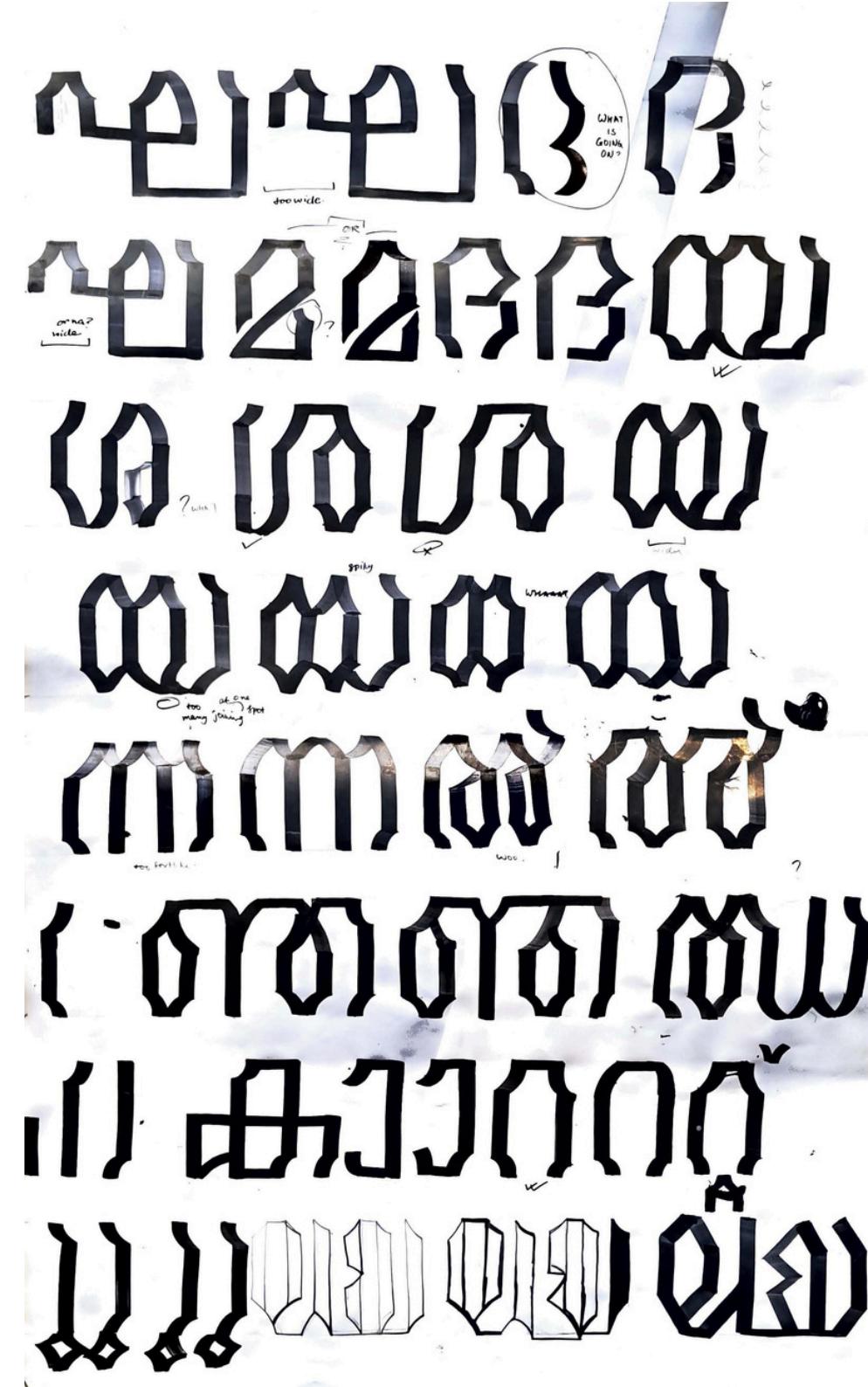
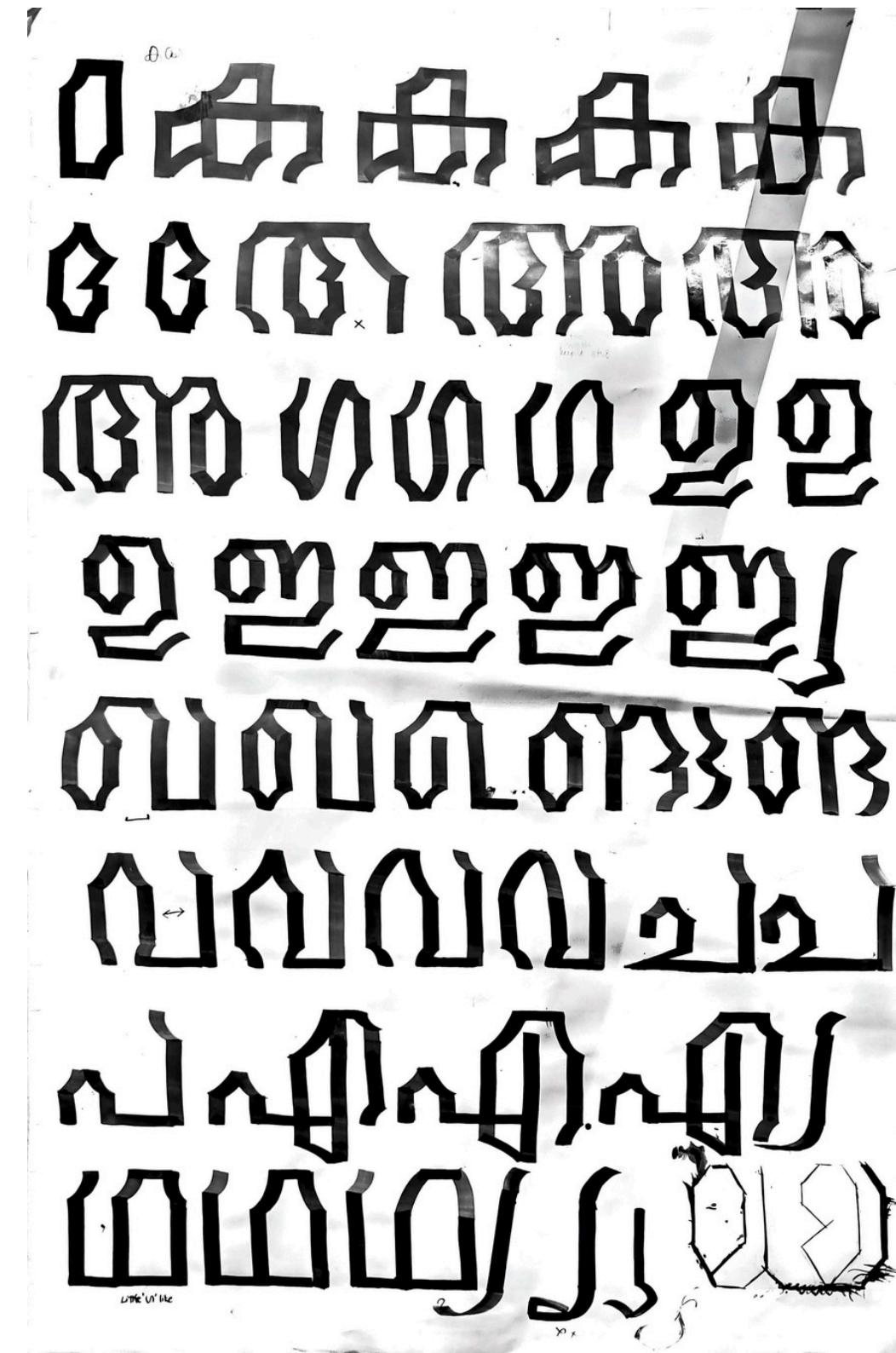






Trying to bring in some geometric logic to the typeface and deriving the skeletons by constructing the letterforms on a grid

Iterations on letterforms



Version one of the sentence drawn in ink on paper

കുട്ടിക്കാൾ മുമ്പുമുണ്ടായി
വീശം കൊണ്ട്

Feedback was given to make the stroke width thicker and to lengthen the aperture of the curves at the corners. Changes were also made to some letterforms to improve legibility, distinguish them from similar characters and to bring in cohesion to the style.

കുട്ടിക്കാൾ മുമ്പുമുണ്ടായി
വീശം കൊണ്ട്
കുട്ടിക്കാൾ മുമ്പുമുണ്ടായി
വീശം കൊണ്ട്

מִתְבָּאֵן

לְפָנֶיךָ

תַּשְׁמַר

Version two of the sentence redrawn with ink after incorporating the changes and feedback.

Certain inconsistencies may arise in the scan due to the buckling of paper in real life.

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ପ୍ରକାଶନକୁ

ବୁଦ୍ଧିମତ୍ତ୍ଵରେ

Digitization of typeface
in Fontlab. This is the
final version of the
sentence after many
rounds of tweaking and
refining.

Sentence was
typed in adobe
illustrator not including
the conjunct letterforms
designed

WATERFALL ONE (1) .

- Changes:
 - Star stroke weight: 1.5 x
 - Length of arches: 1.5 x
 - Increasing spaces in letters like (L), (V), (O), etc.
 - B. size.

- other issues before exporting:
 - ↳ resolve the \mathcal{A} & \mathcal{M} issues
 - ↳ overlapping white space must be resolved in the \mathcal{M} matrix
 - ask ~~the~~ faculty

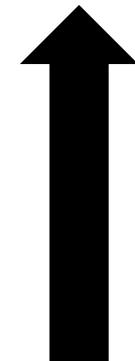
WATERFALL TWO C22

Waterfall version 1

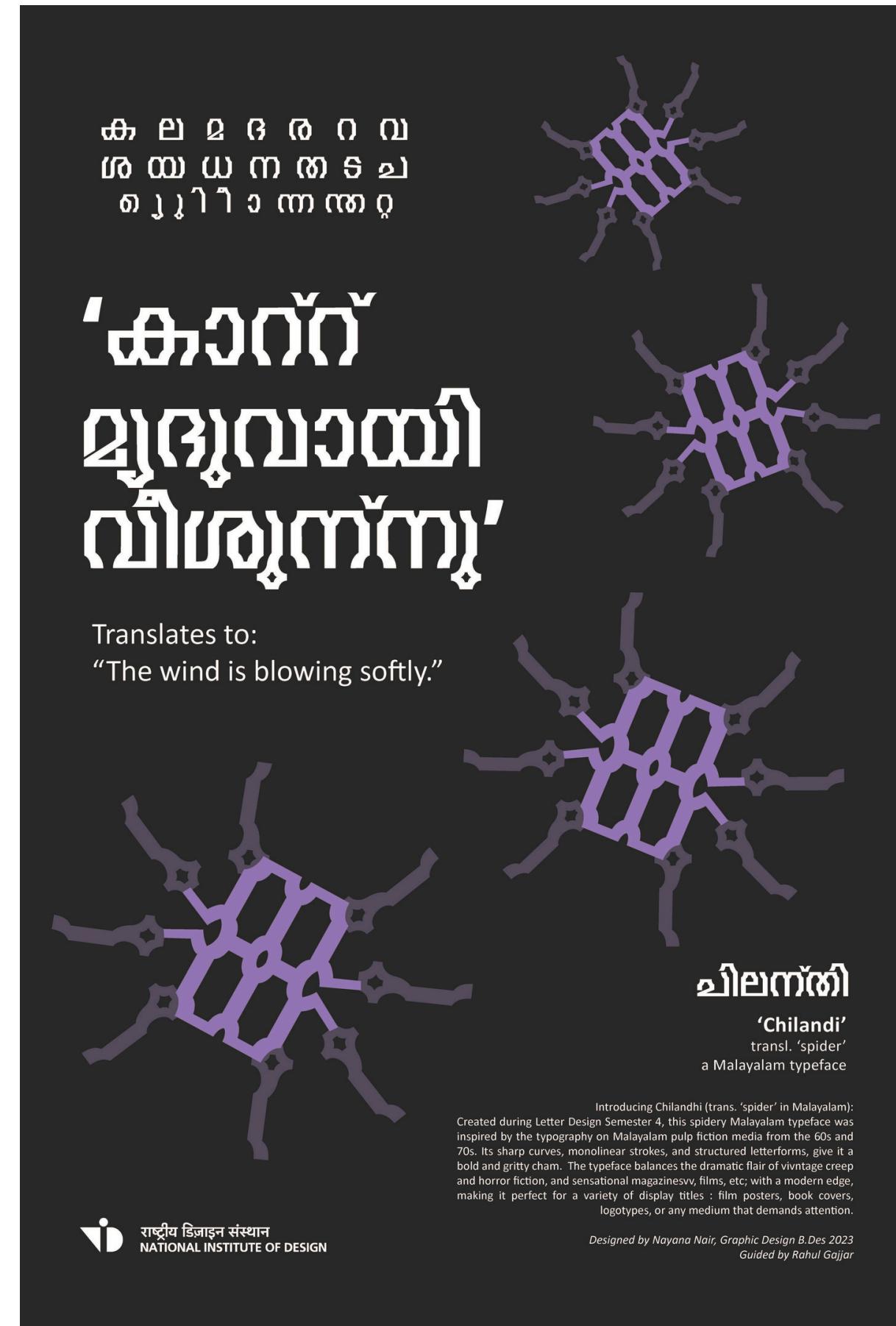
+ changes noted



Waterfall version 2



Variations of the final
poster for the typeface
design :



Thank You !