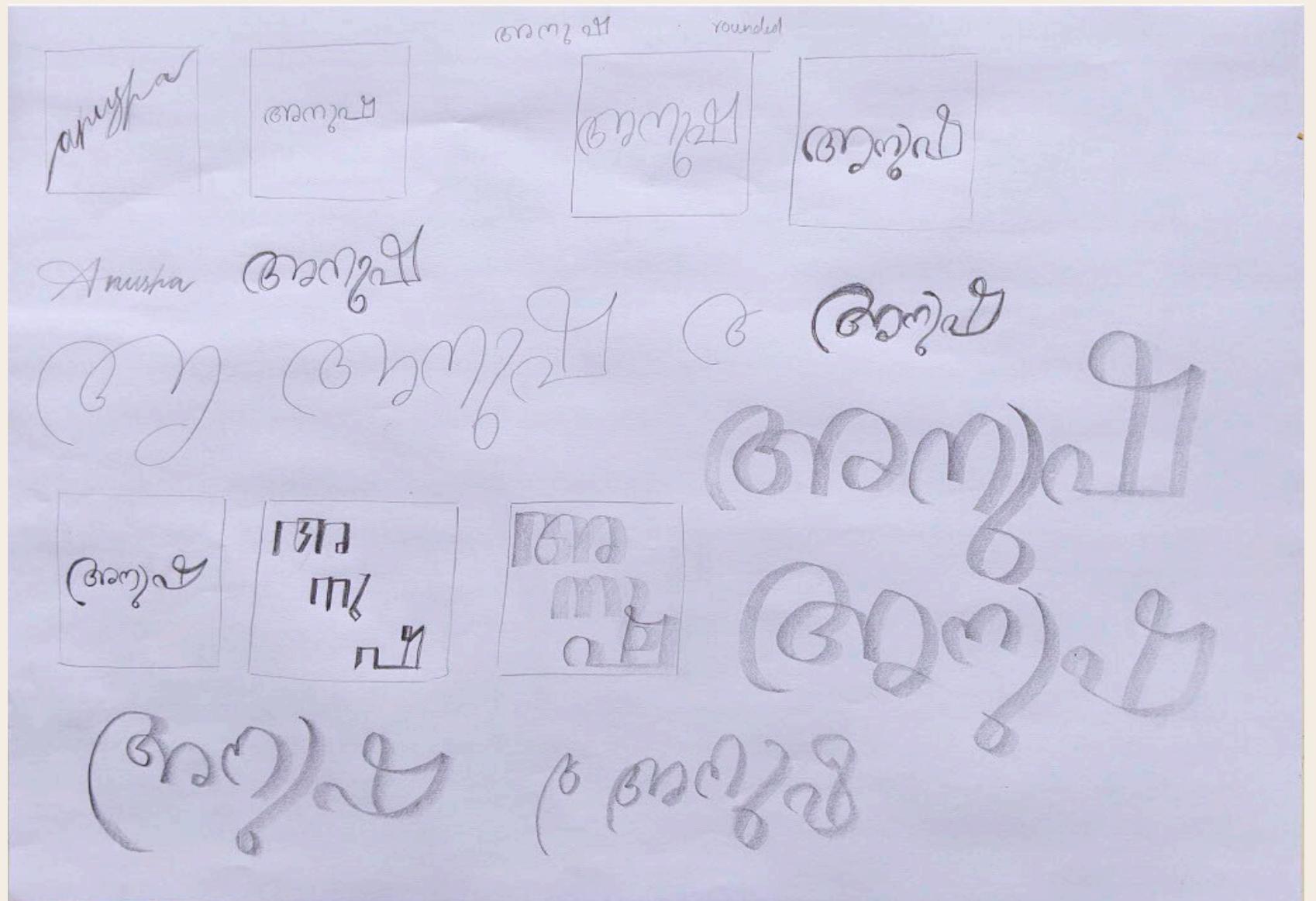


Letter Design

By Anusha Vinod

GD B.des 23

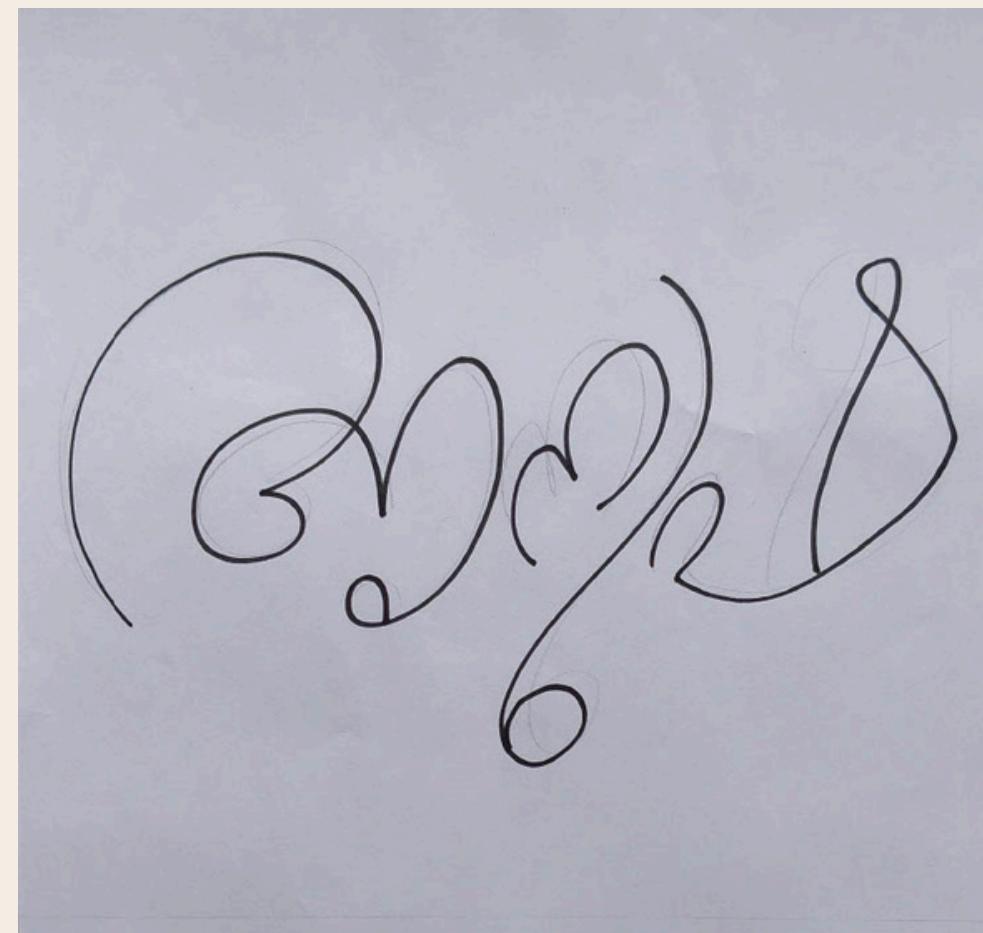
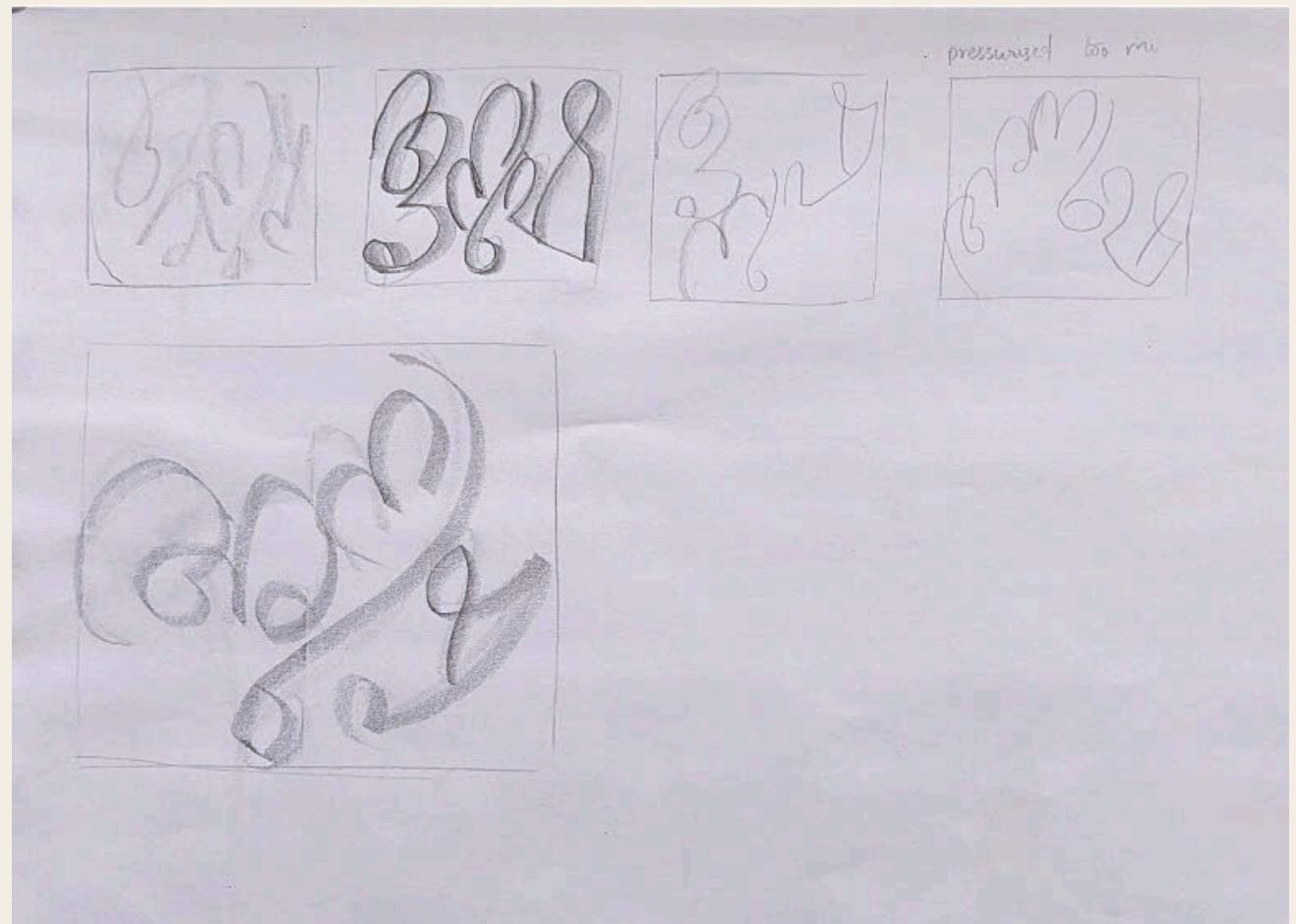
Guided by Rahul Gajjar



Assignment 1

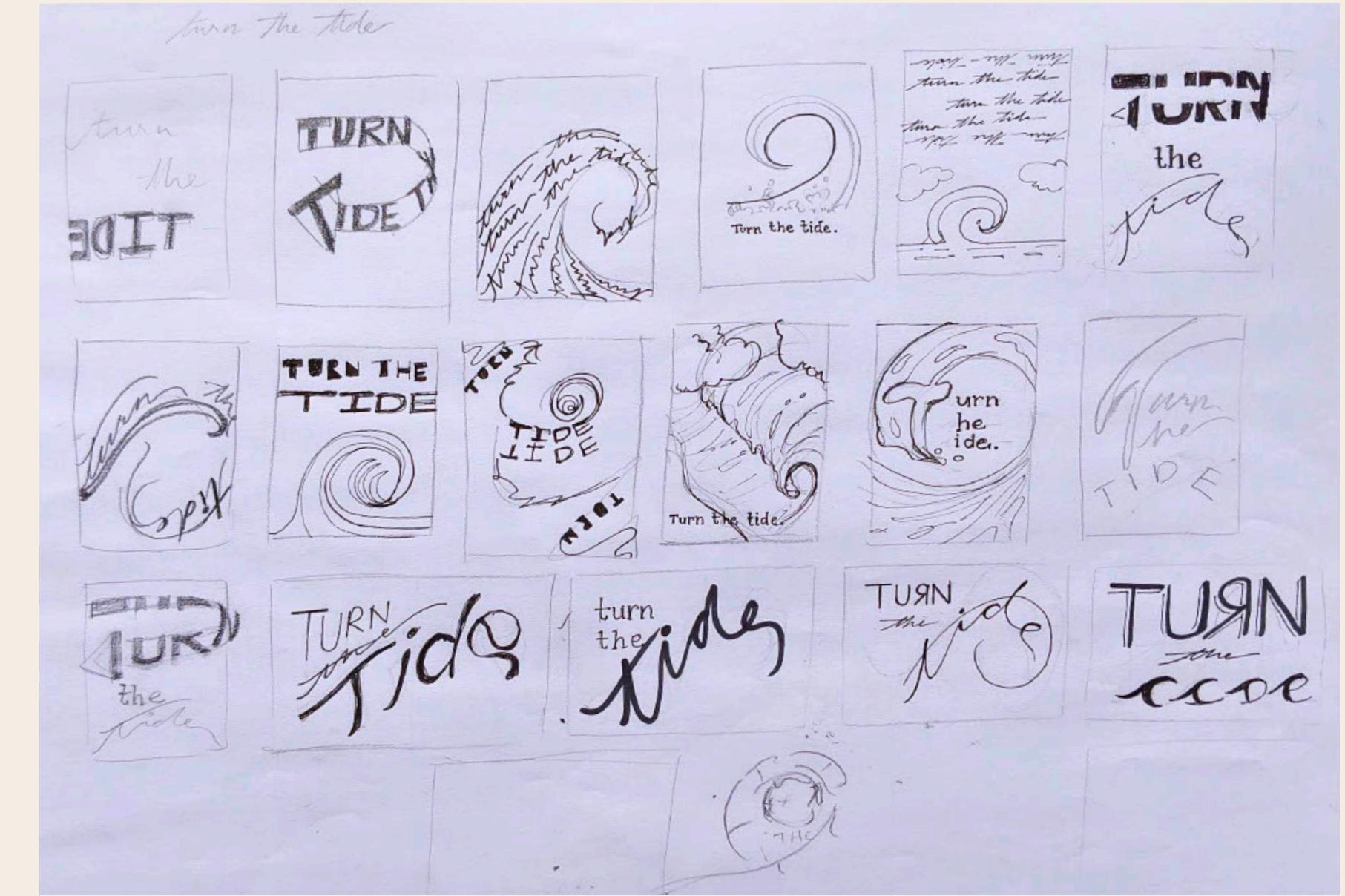
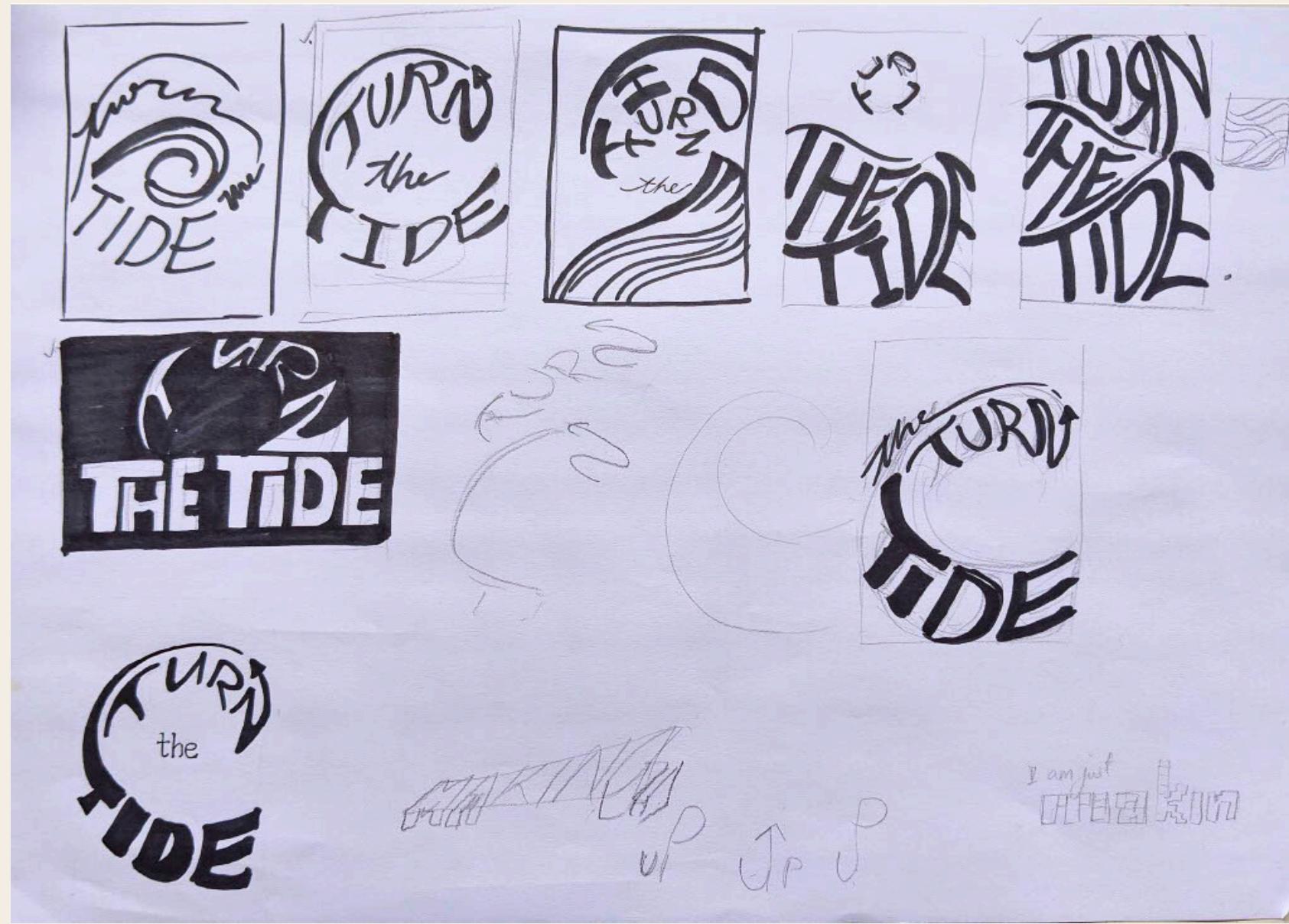
Writing our name in English or any regional language. The style should resemble your personality. Size - Square A3 Composition

Learnings - Understood how different weights and strokes bring out different emotions.





I aimed to create a typeface where the letters break free from the rigid baseline, adding a sense of movement and liveliness. By rounding all the corners, I wanted to convey a feeling of warmth and friendliness.



Assignment 2

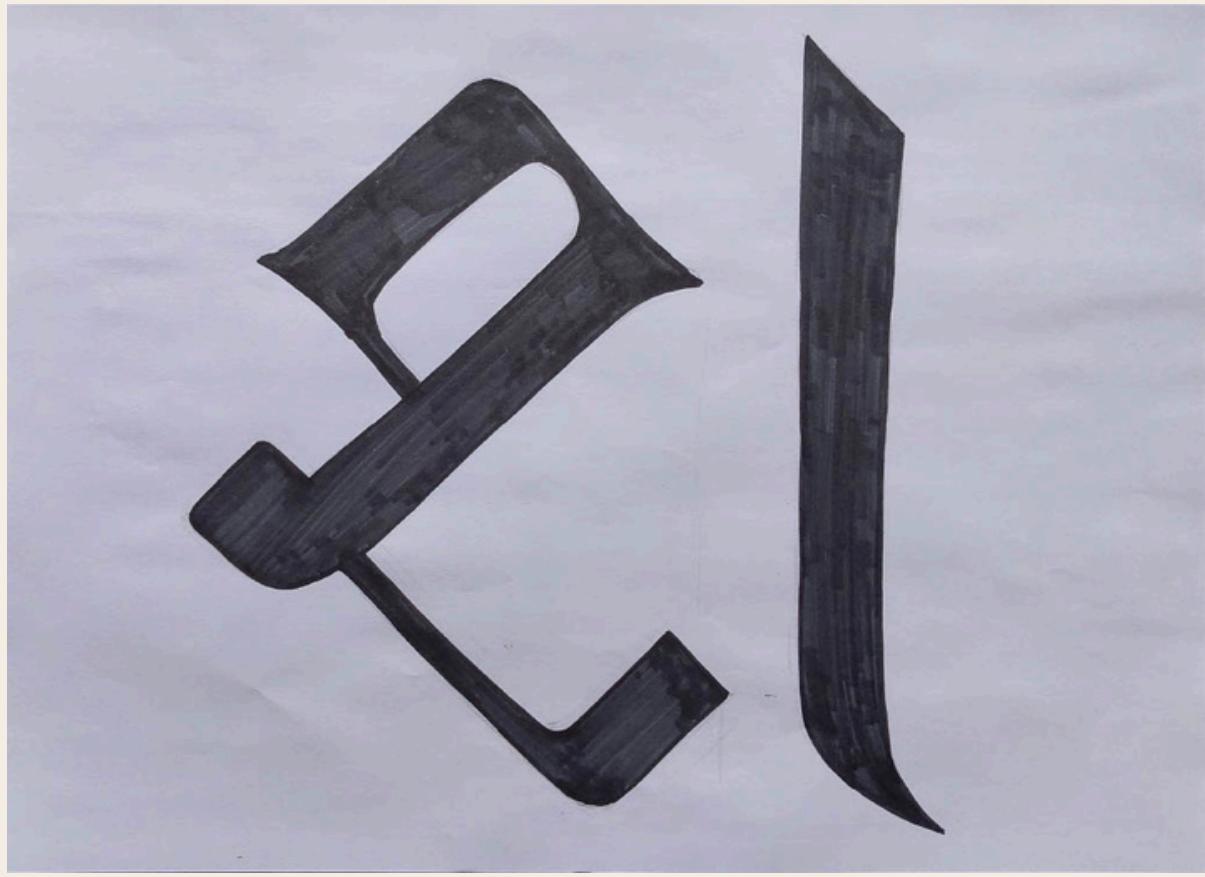
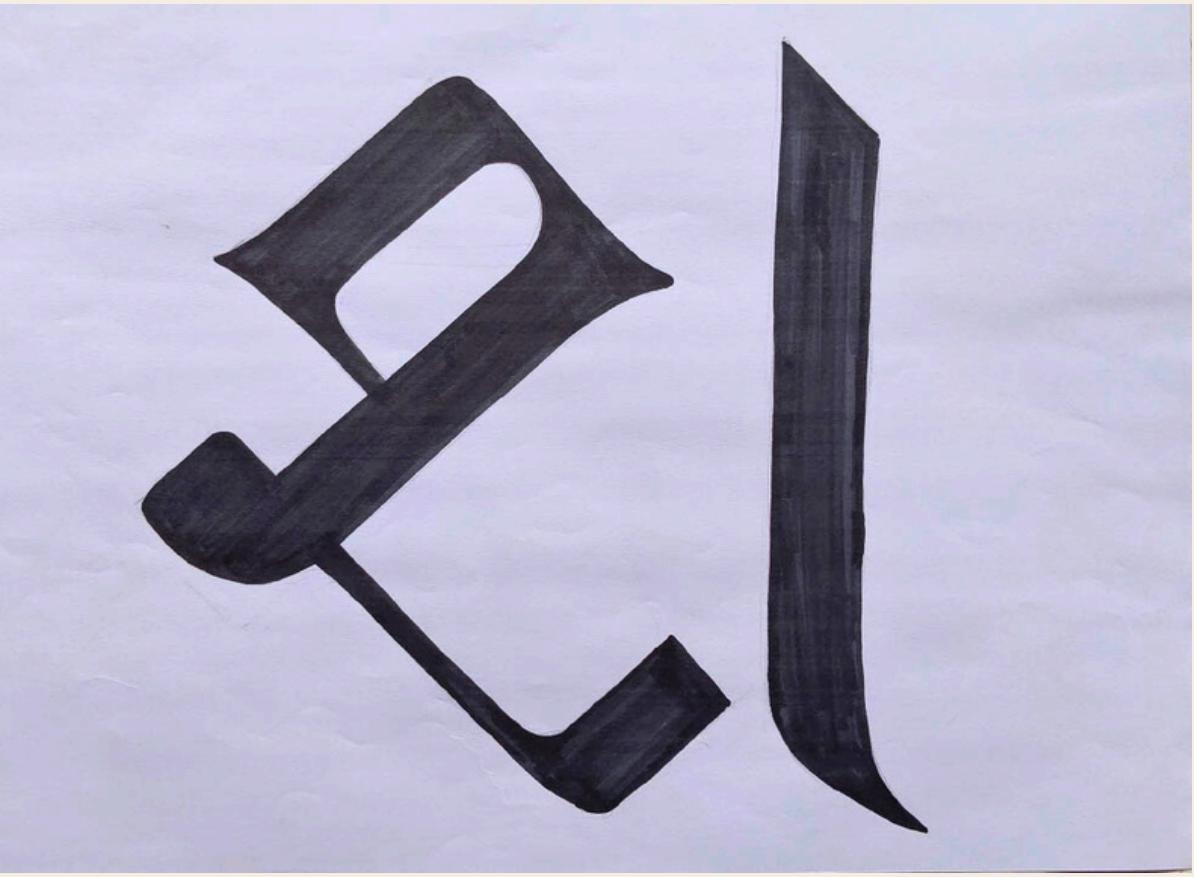
Expressive Typography Poster with a Chosen Quote.

Quote - 'Turn the Tide'

Learnings - This assignment challenged me to convey meaning purely through typography without relying on imagery. The phrase "Turn the Tide" naturally evokes a visual of waves, but avoiding direct representation pushed me to think more abstractly.



This process reinforced the importance of conceptual thinking in type design and how letterforms themselves can carry movement and emotion when treated thoughtfully.



Assignment 3

Editing Two Letters (Any Language) – Two A3 Sheets

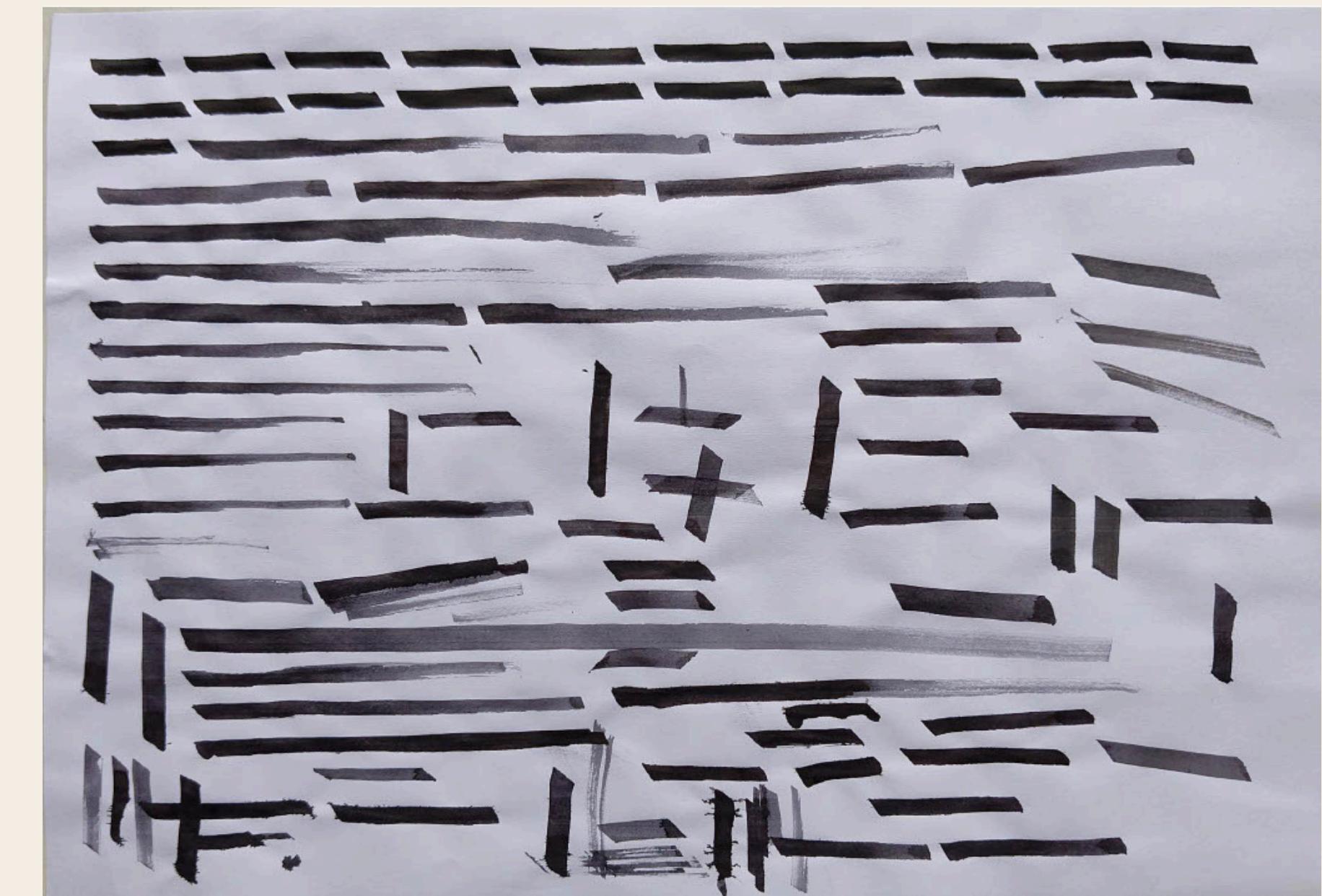
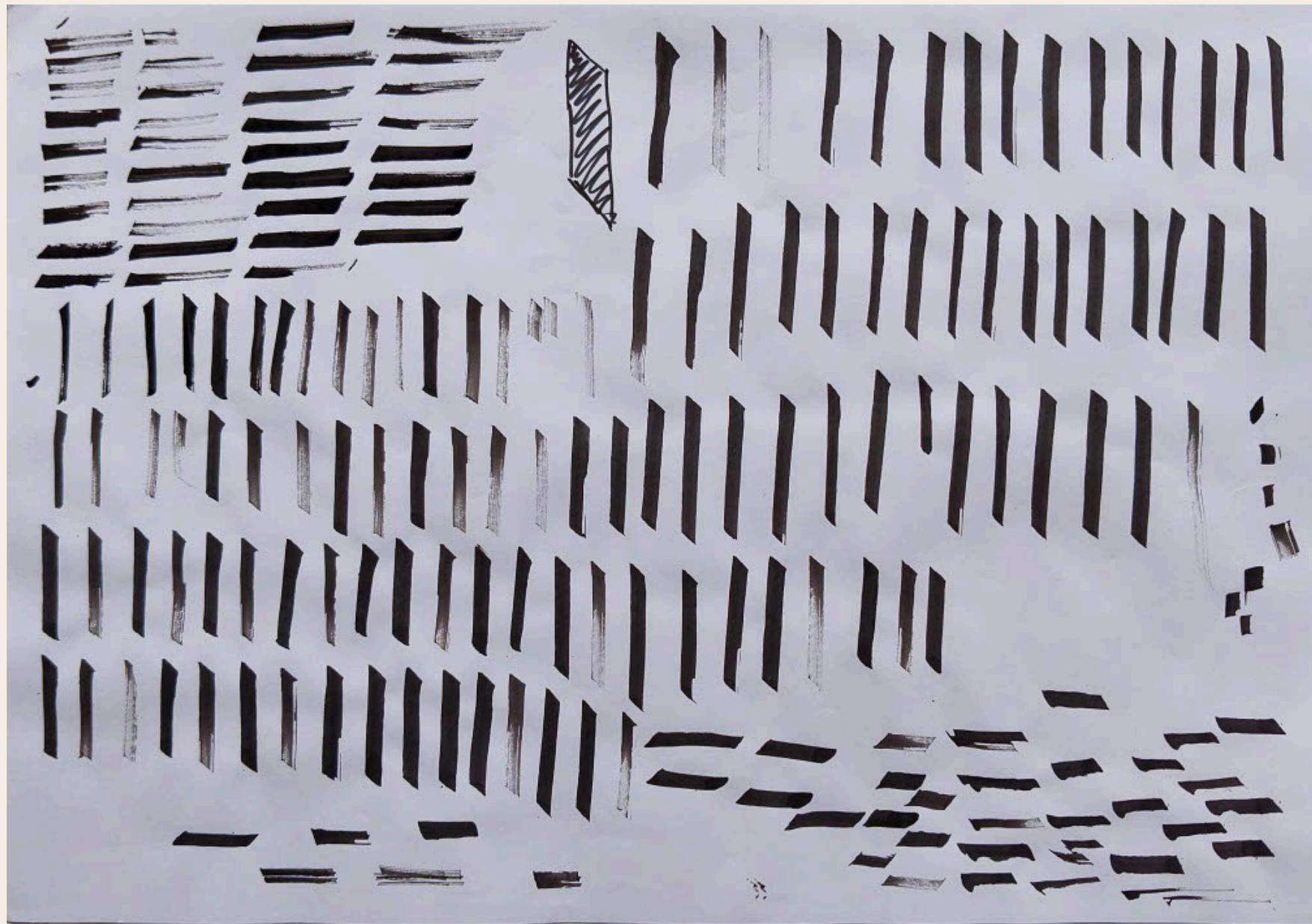
Gujarati - Letters chosen થ and શ

Learnings - This exercise pushed me to closely examine letterforms distinct characteristics and shared visual qualities. I learned how to strike a balance between consistency and individuality while maintaining a cohesive style.

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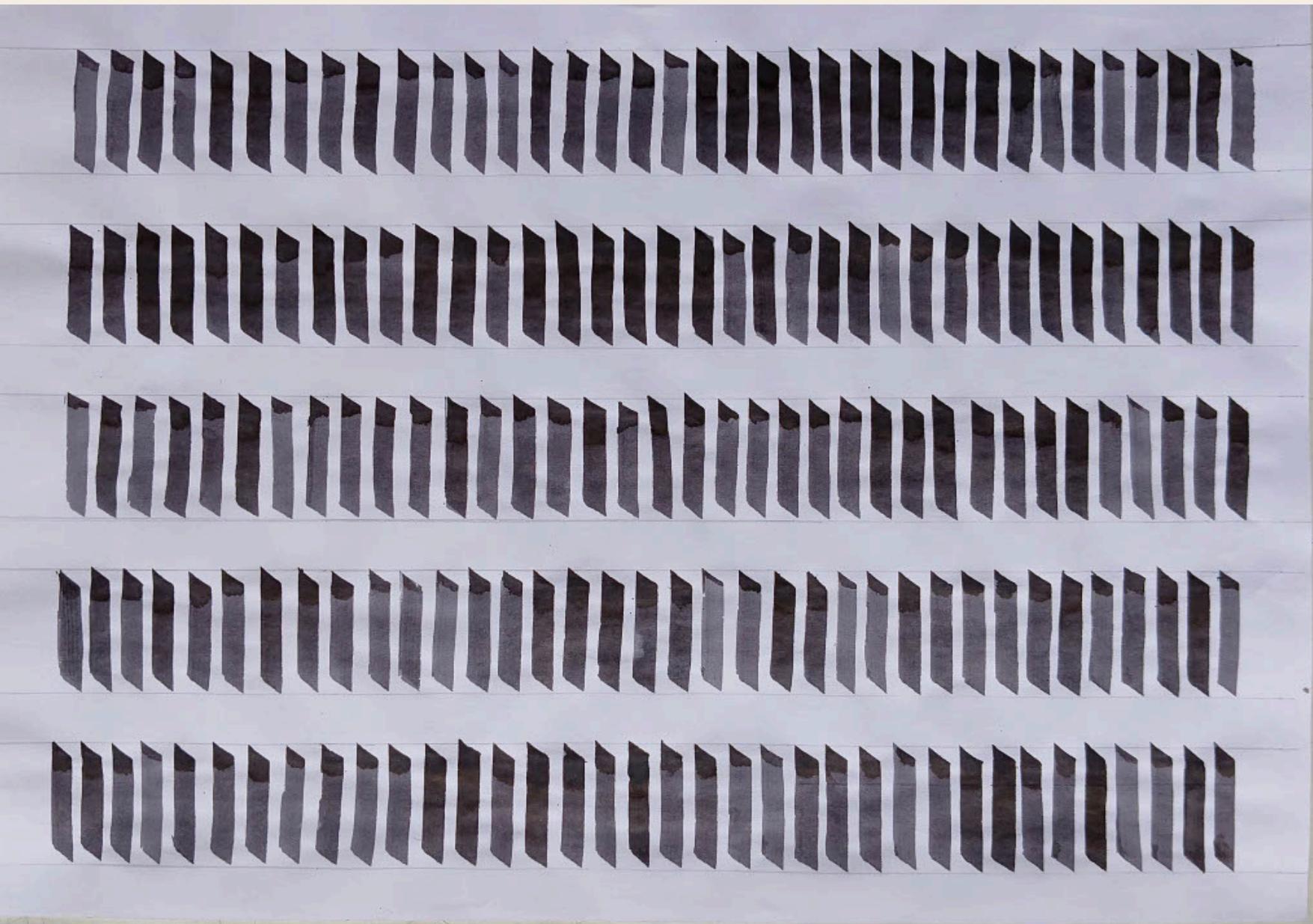
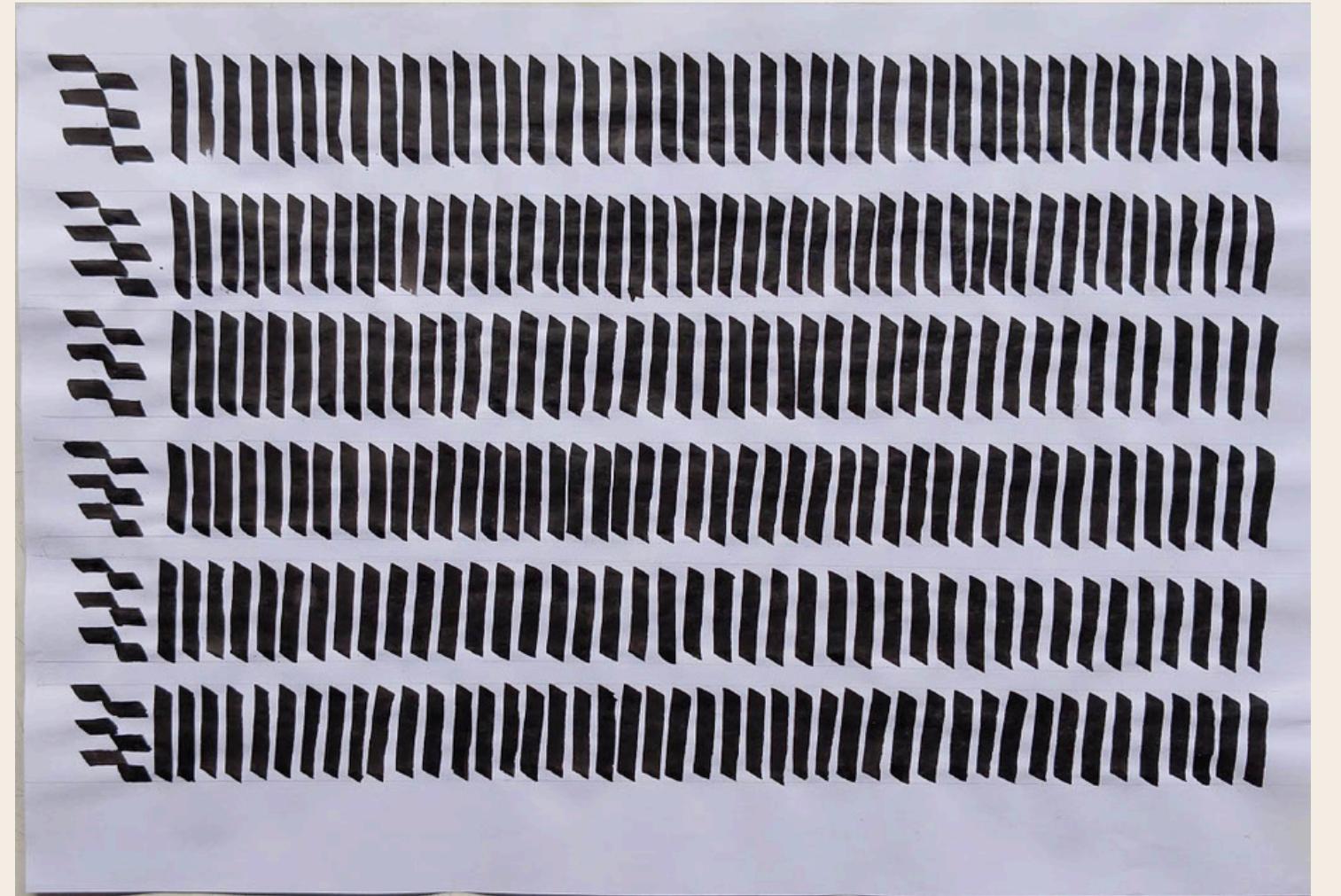
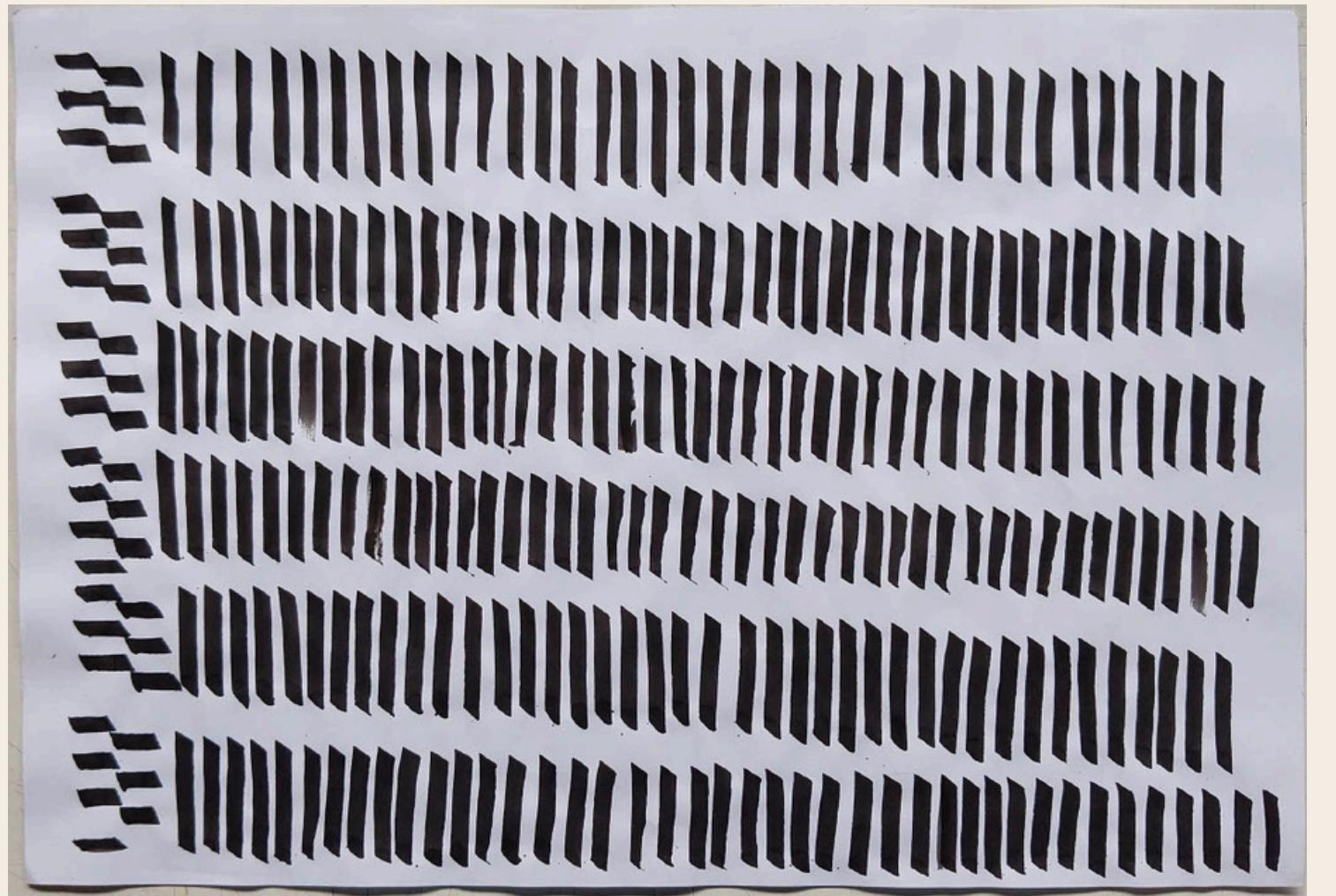
Through subtle adjustments to terminals, joineries, and modulation, I understood how even the smallest refinements can impact the overall harmony of a typeface.

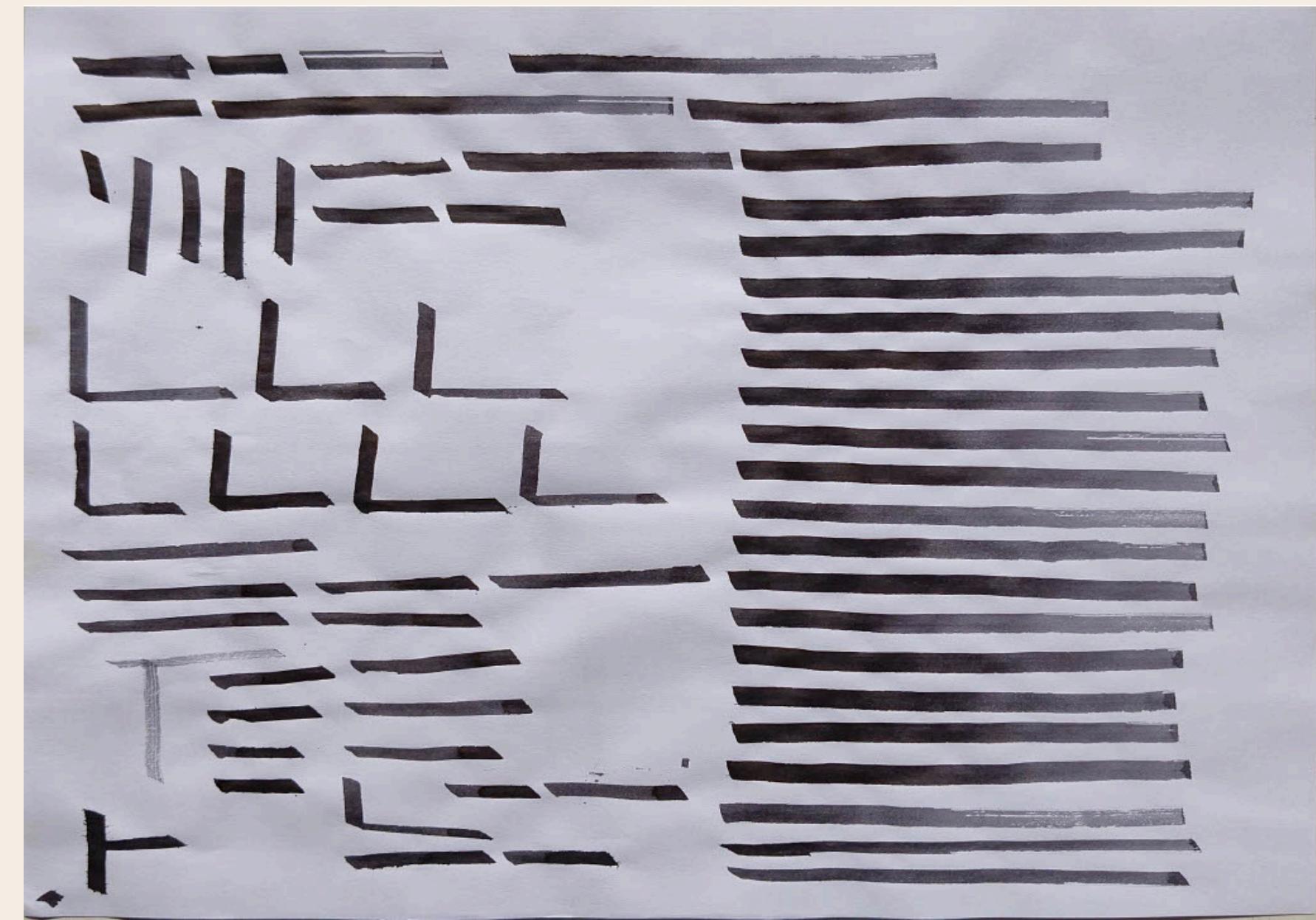
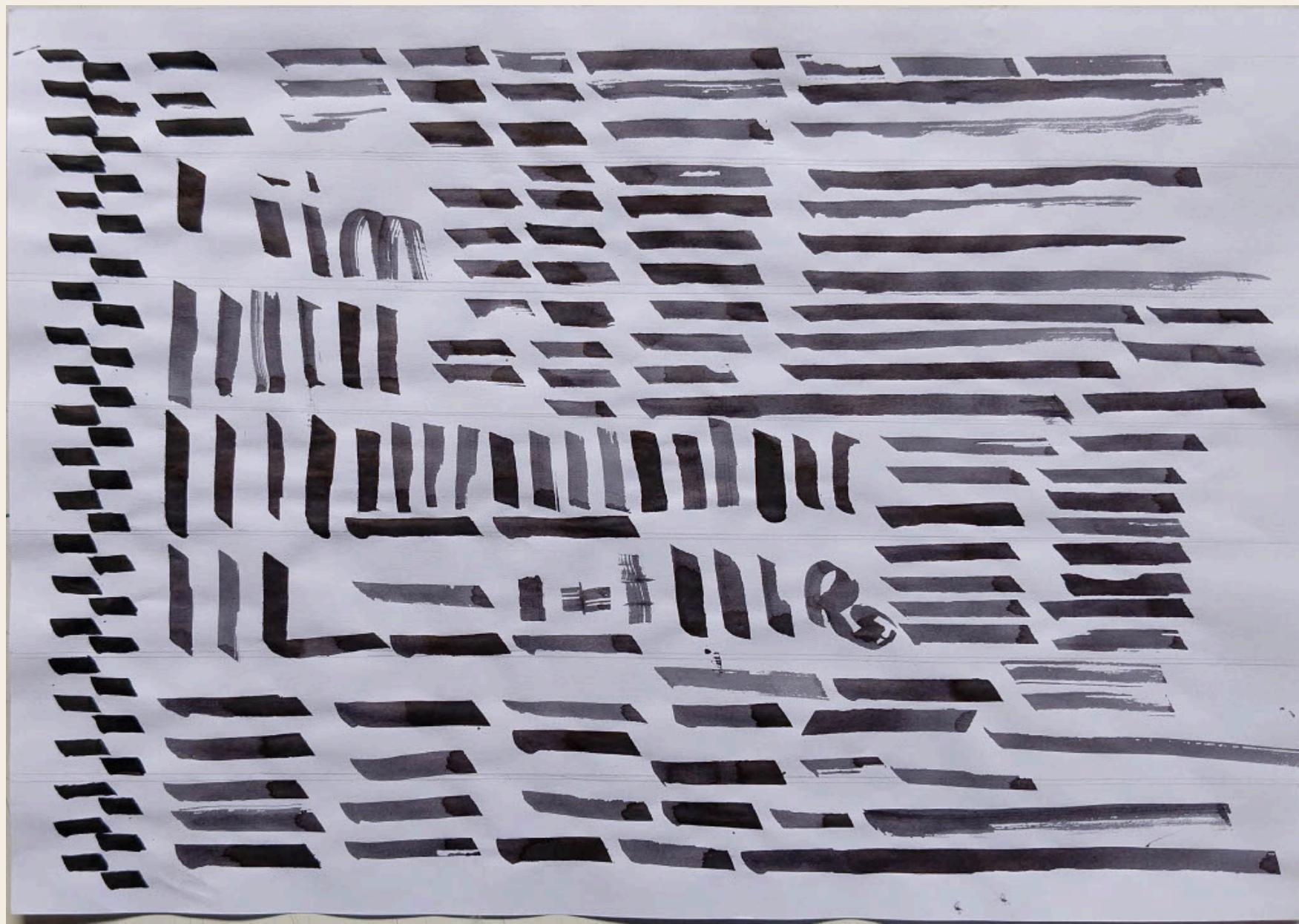


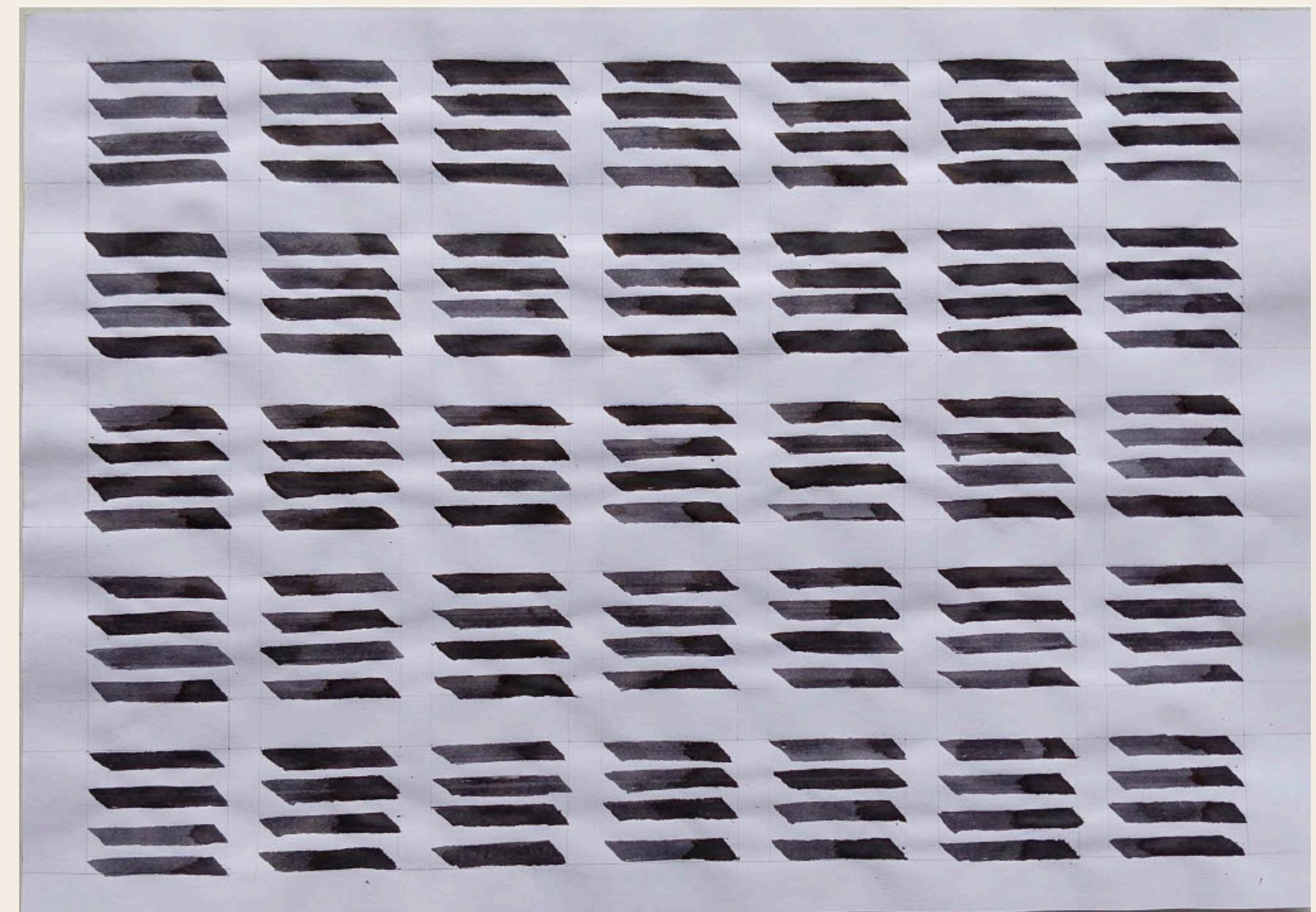
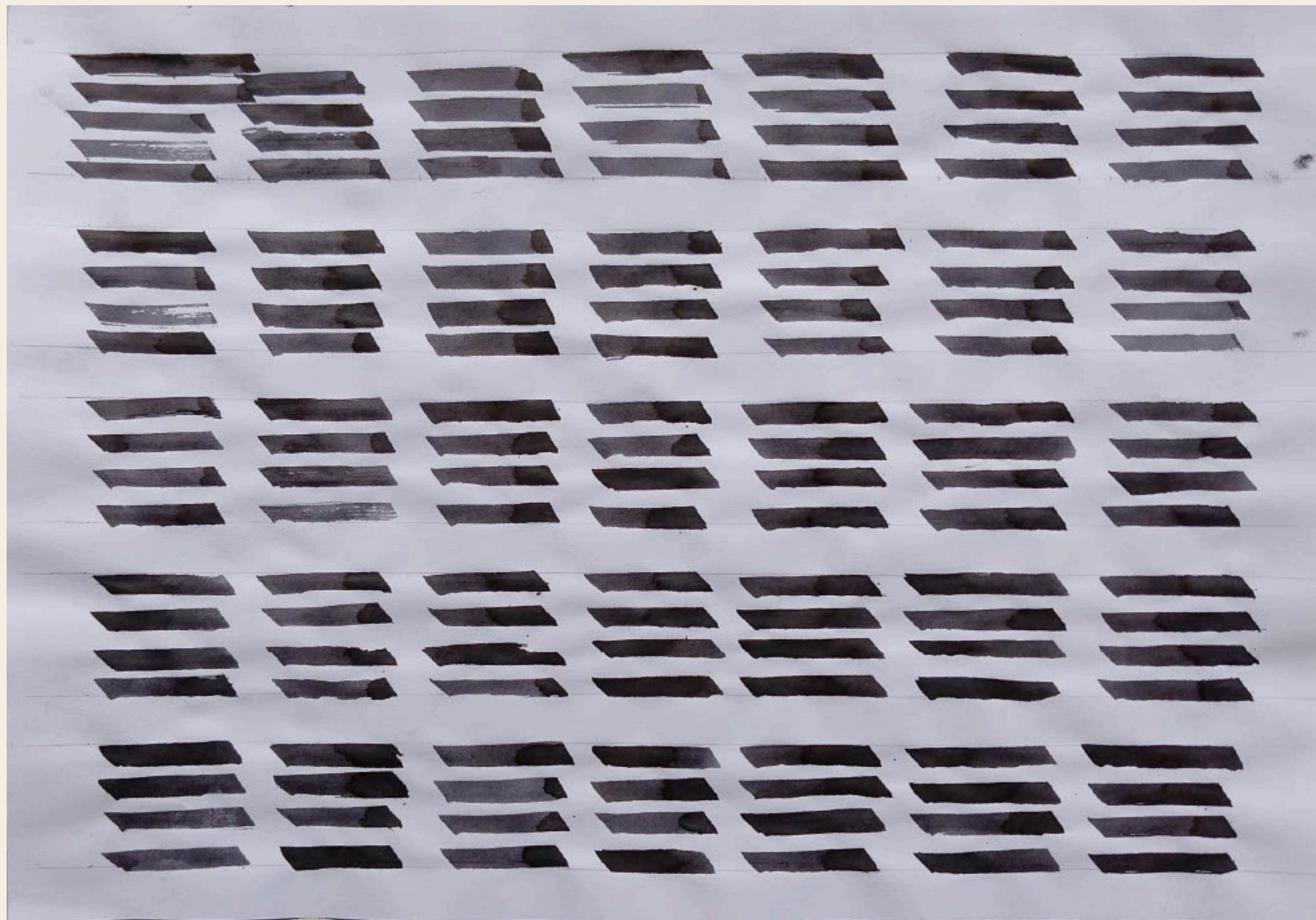
Assignment 4

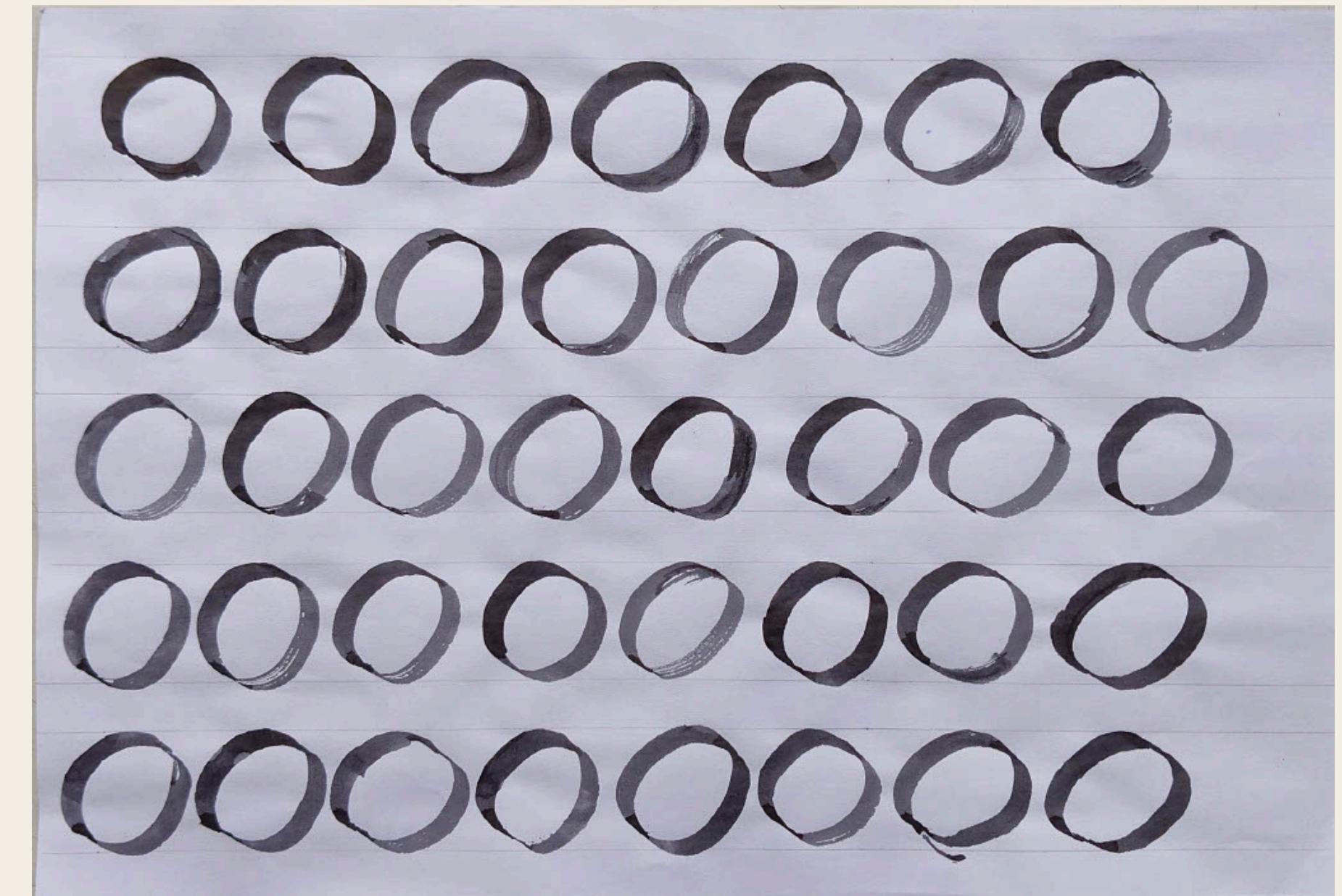
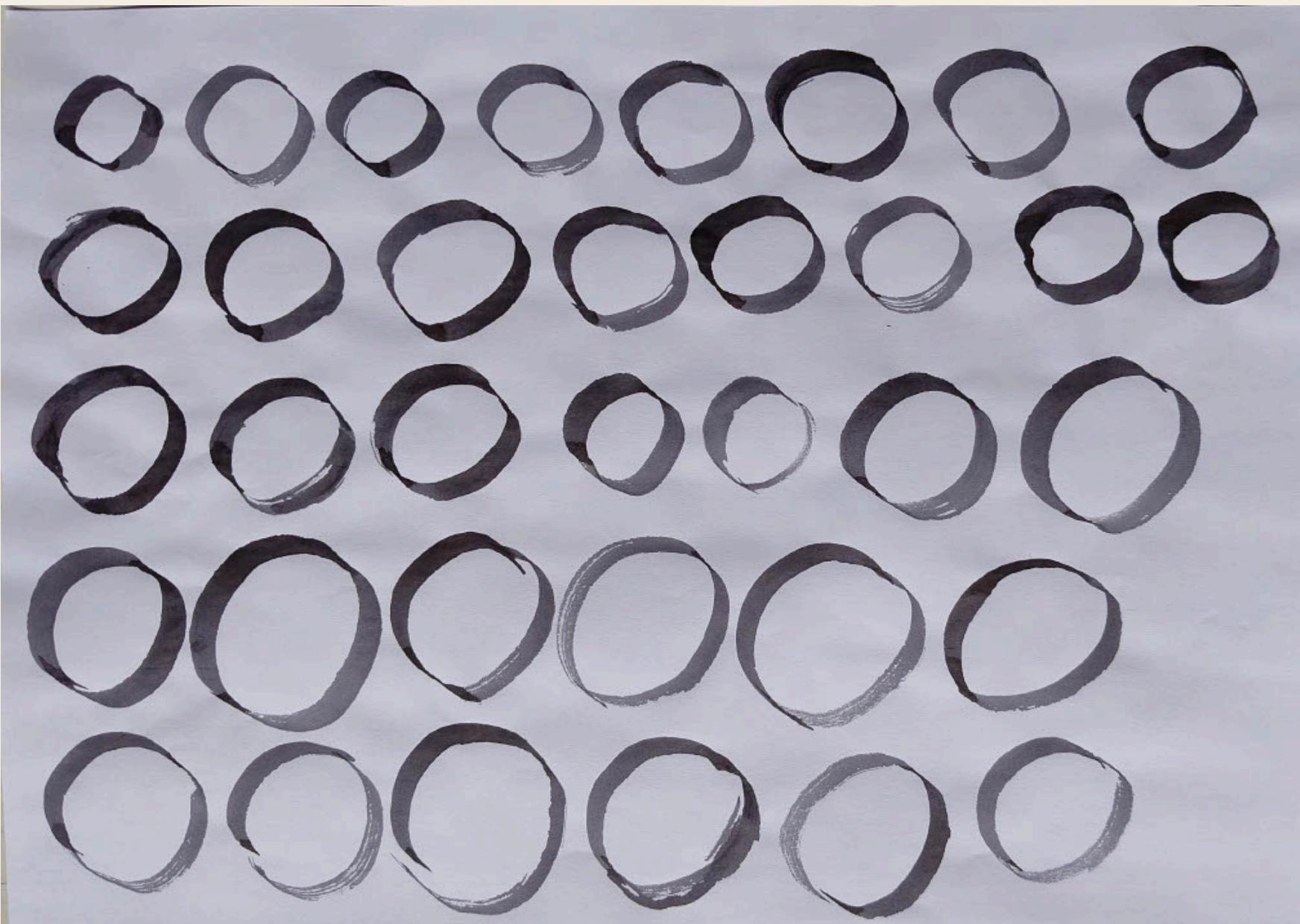
Basic Shape-Based Letterform Exploration (4 Sheets: Horizontal, Vertical, Circle, Large Circle)

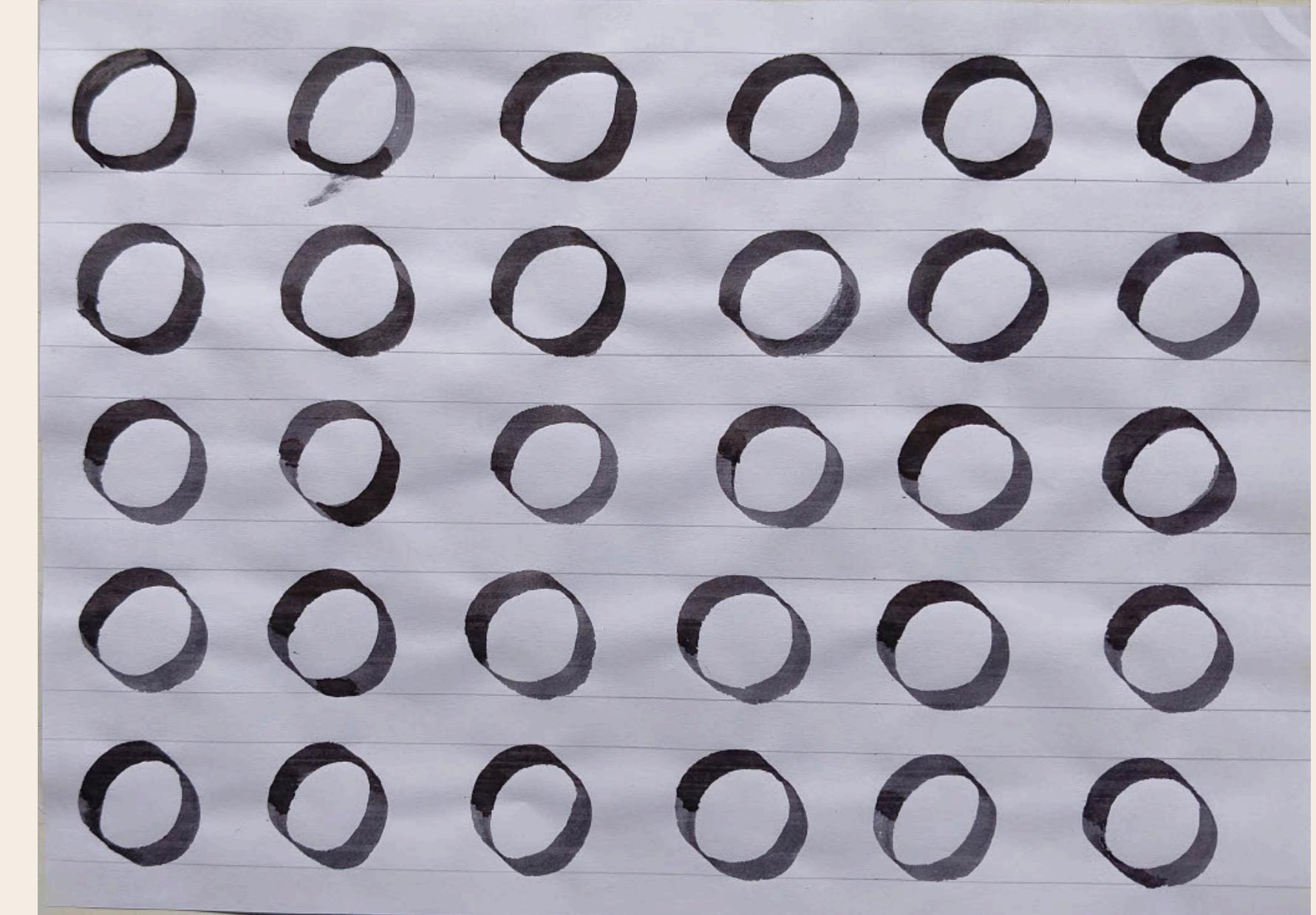
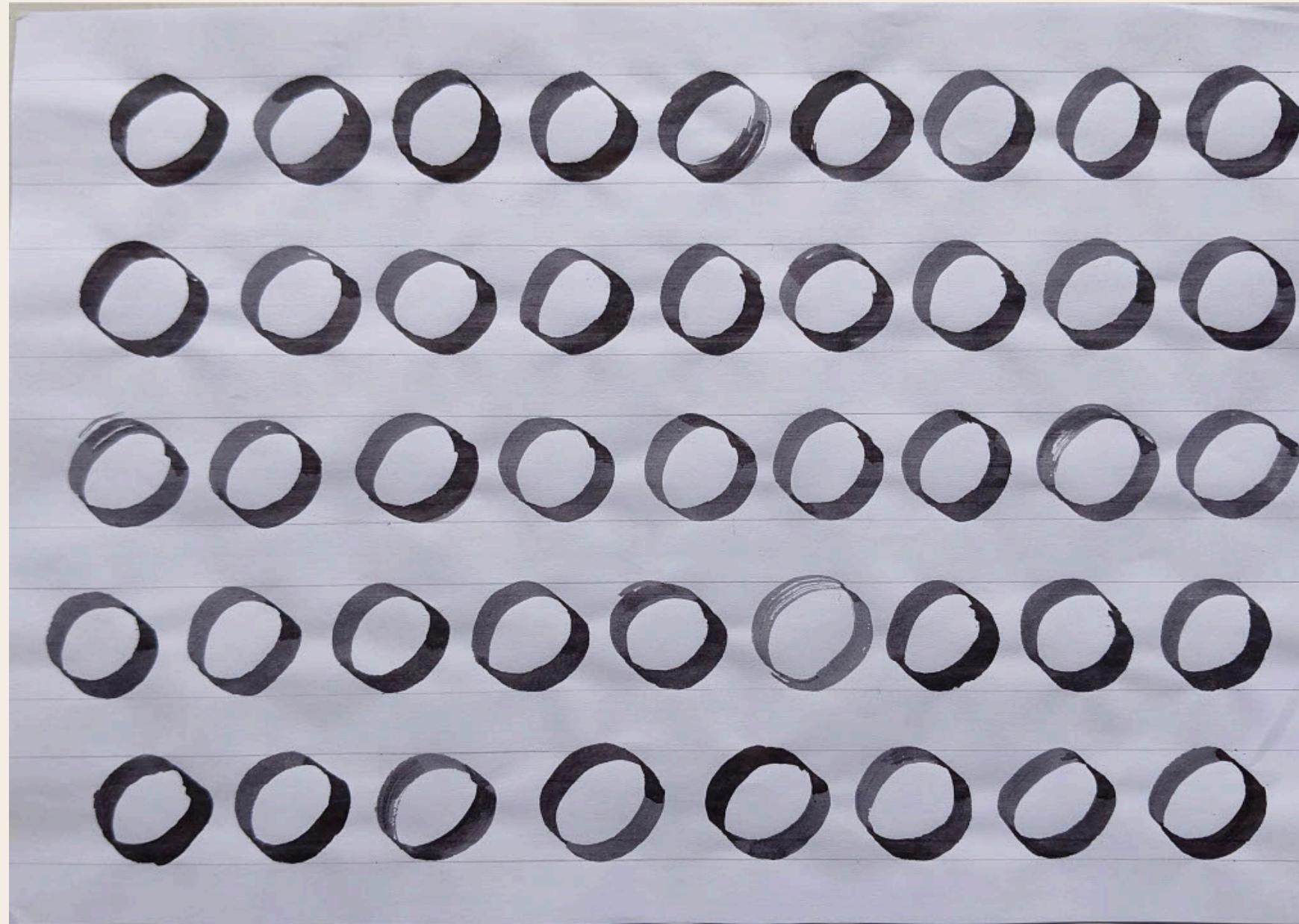
This assignment introduced me to using a reed pen for calligraphy. I learned how to properly hold the reed pen and develop control over its movement, while also understanding when to let the pen guide me.



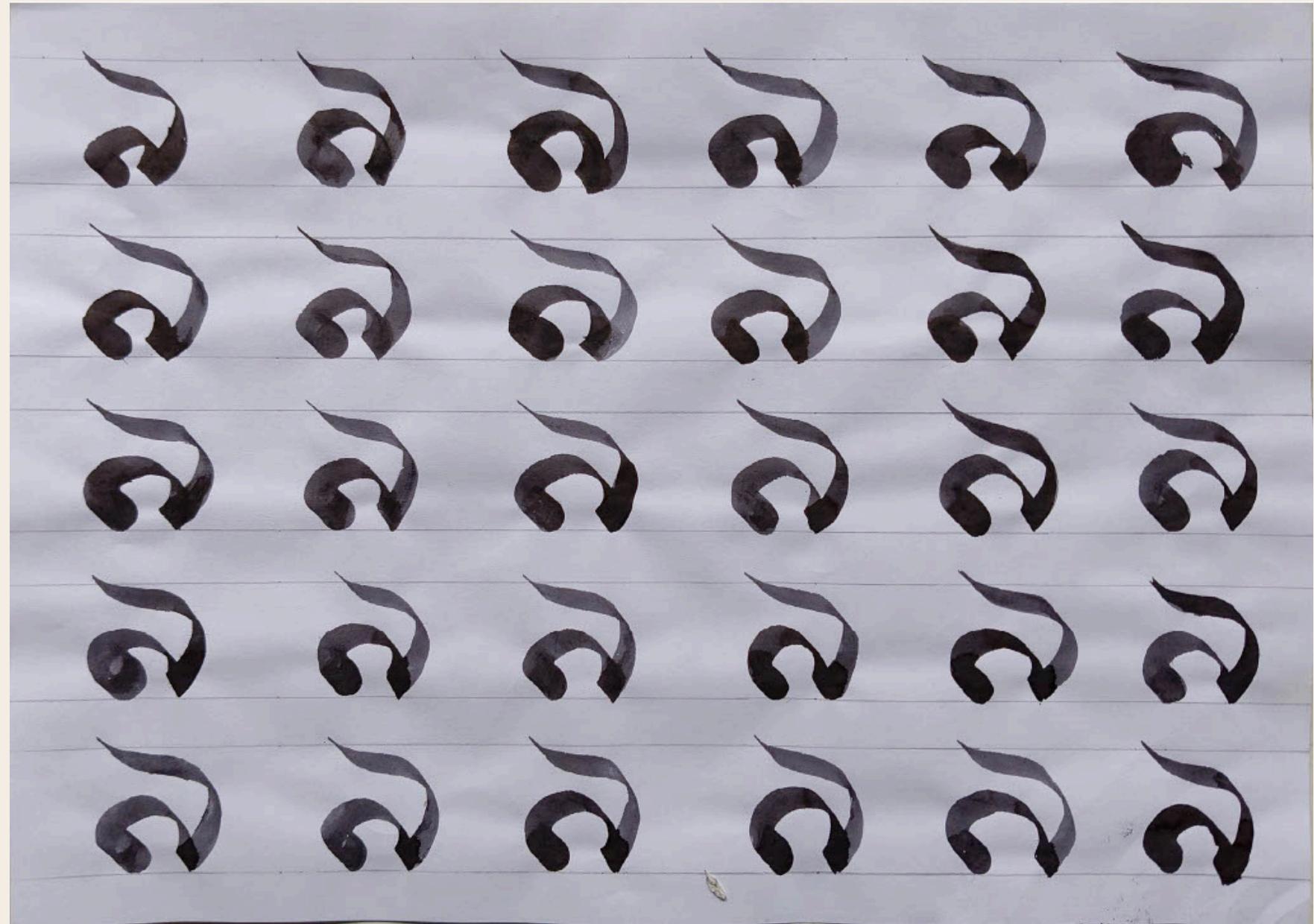
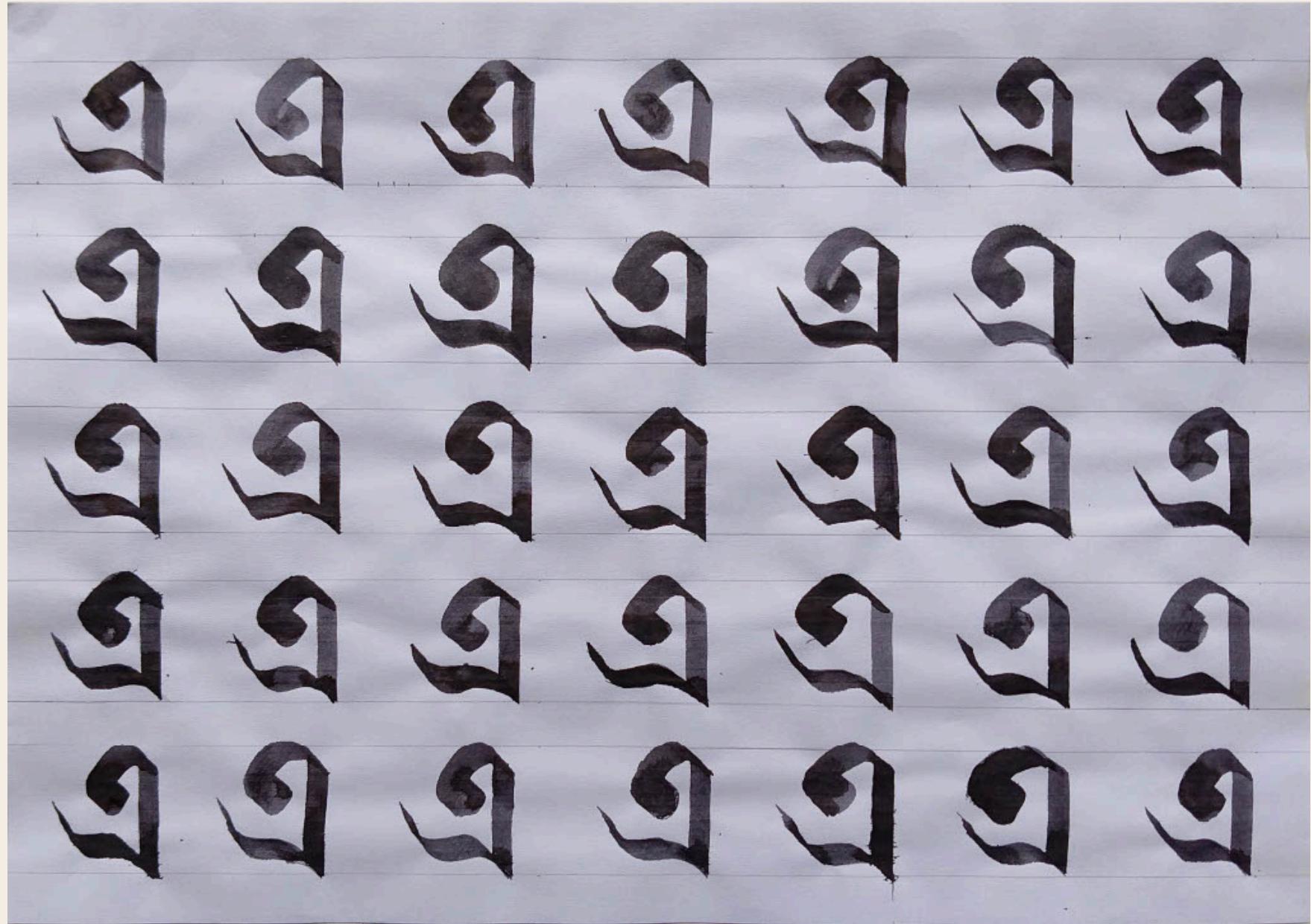








Through practice, I gained a sense of how pressure influences stroke weight, where to apply more or less force, and how to adjust my speed to maintain smooth, consistent curves. This exercise helped me build a deeper connection with the tool, reinforcing the importance of rhythm, flow, and precision in calligraphy.



Assignment 5

Calligraphy Practice for Bengali Root Letters

Learnings - I tried to replicate the original forms as accurately as possible, but it took time to develop the precision needed. Each attempt looked noticeably different from the last, showing how small variations in stroke pressure, angle, and movement can dramatically change the character's appearance.

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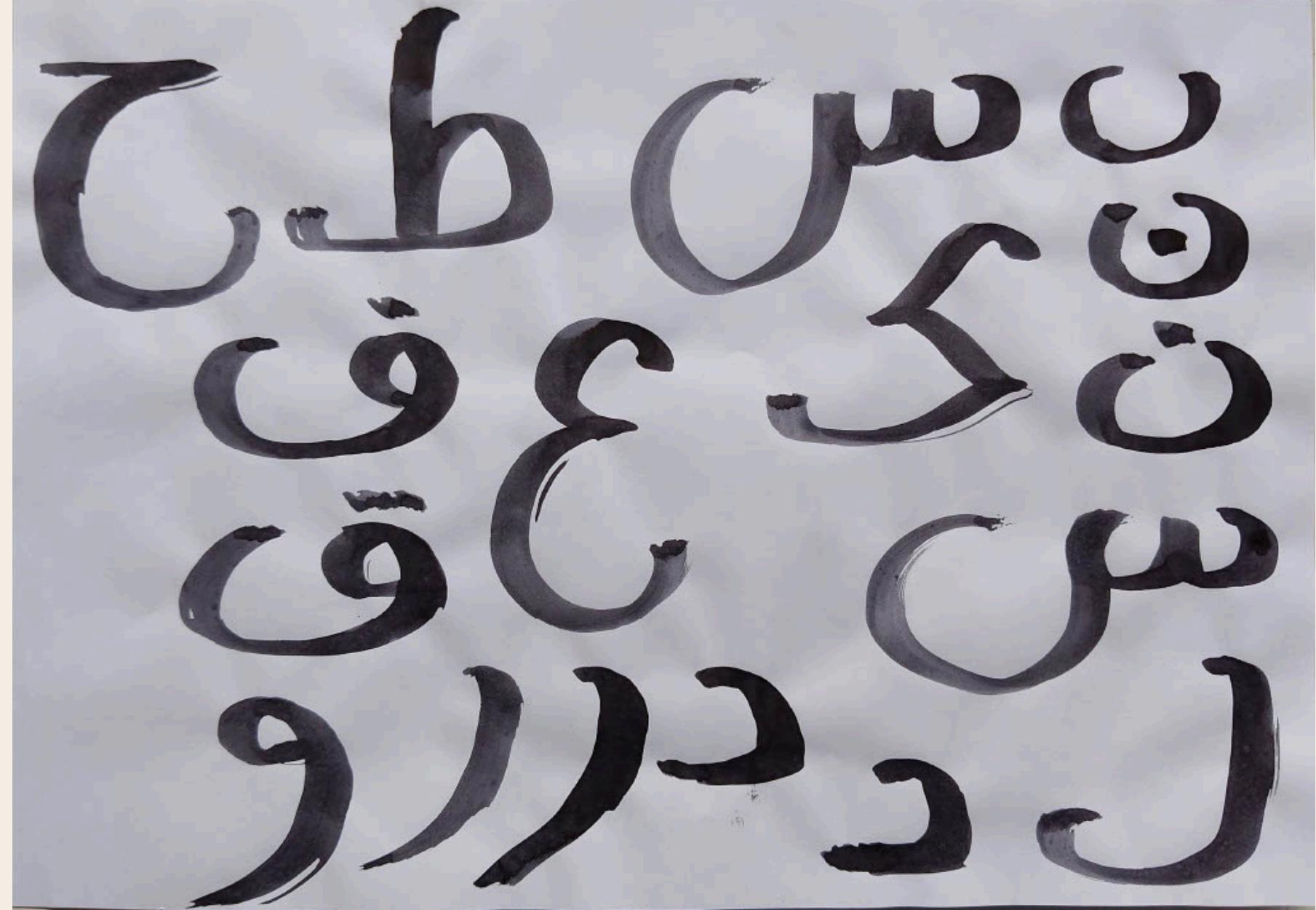
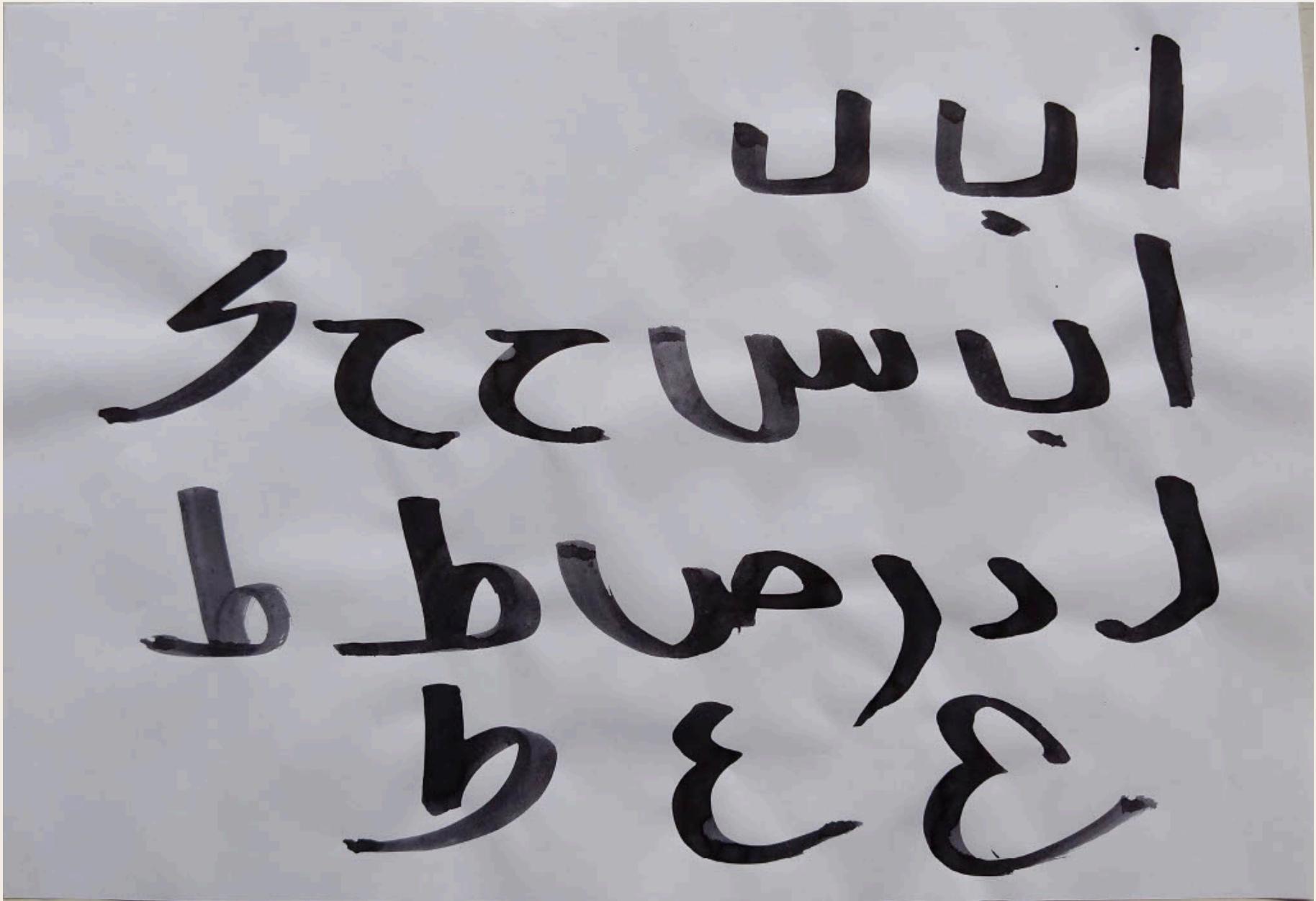
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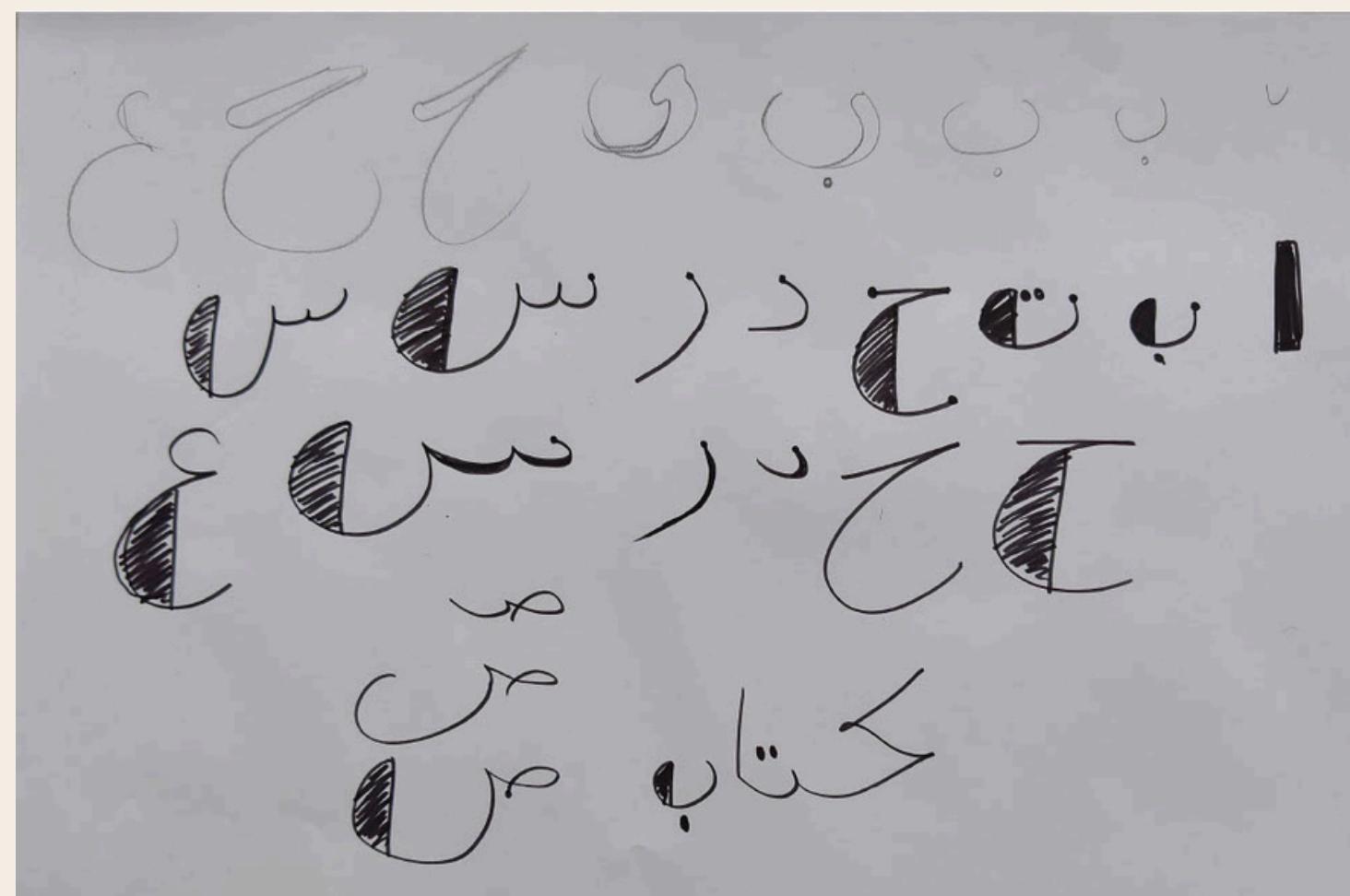
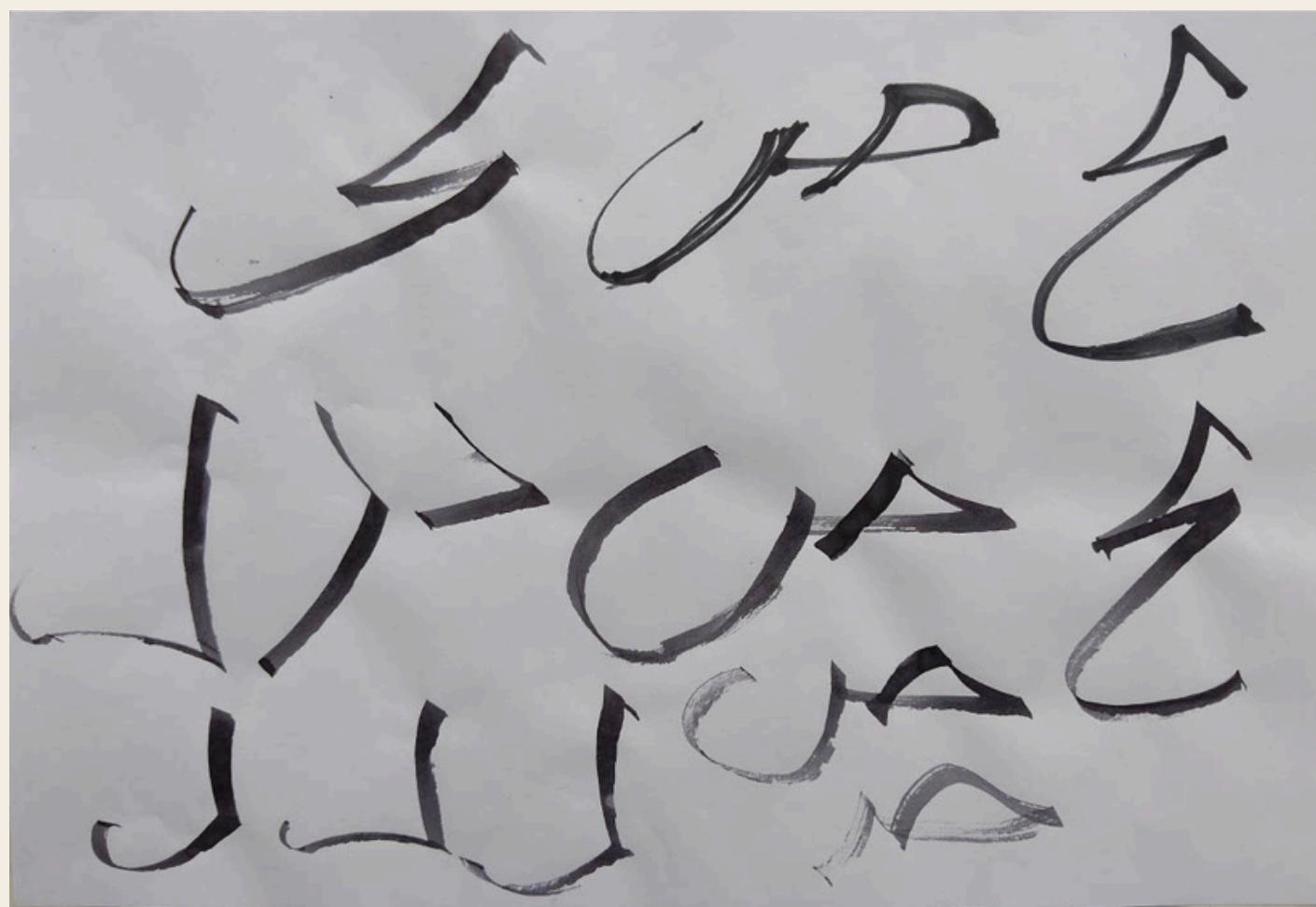
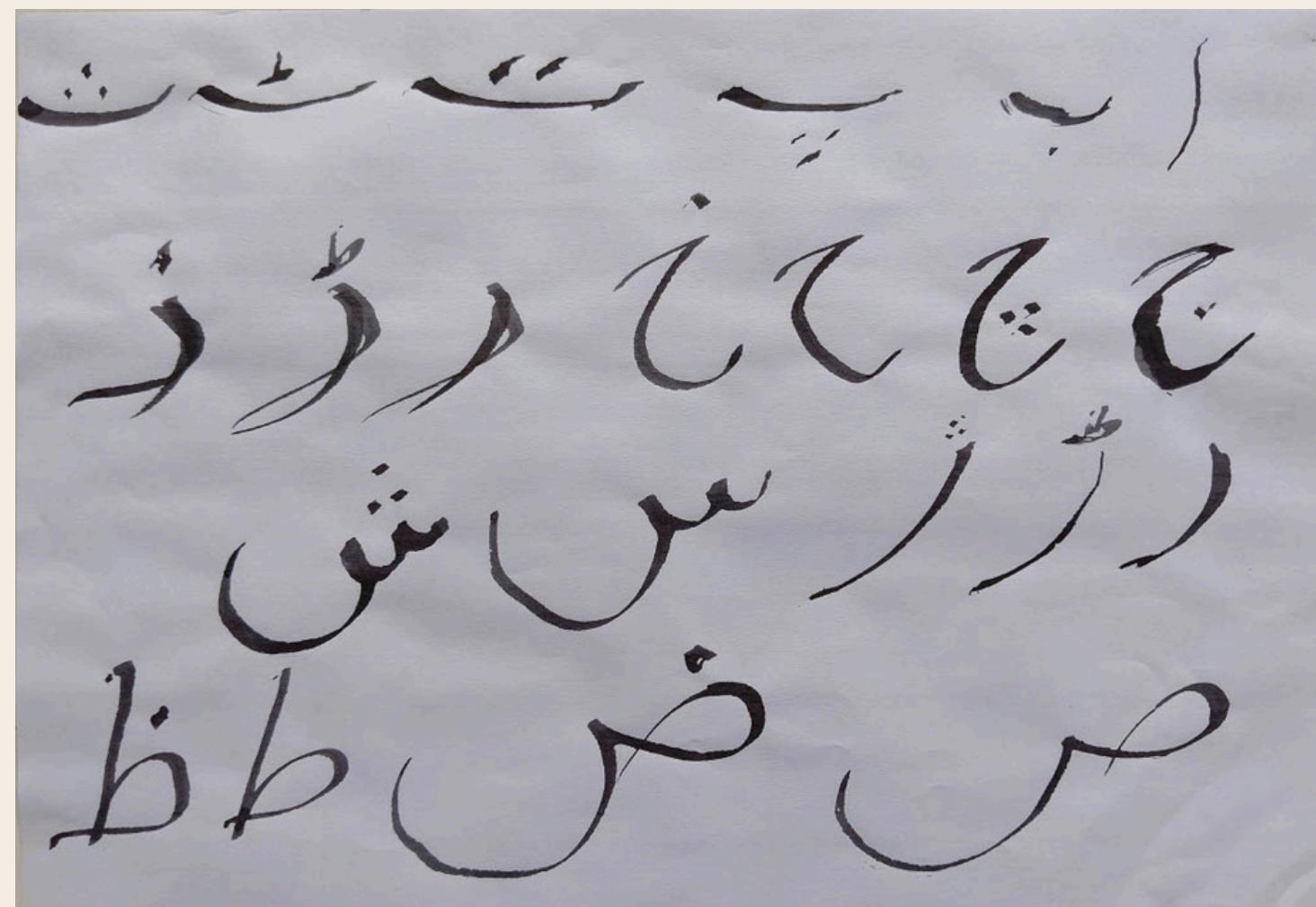
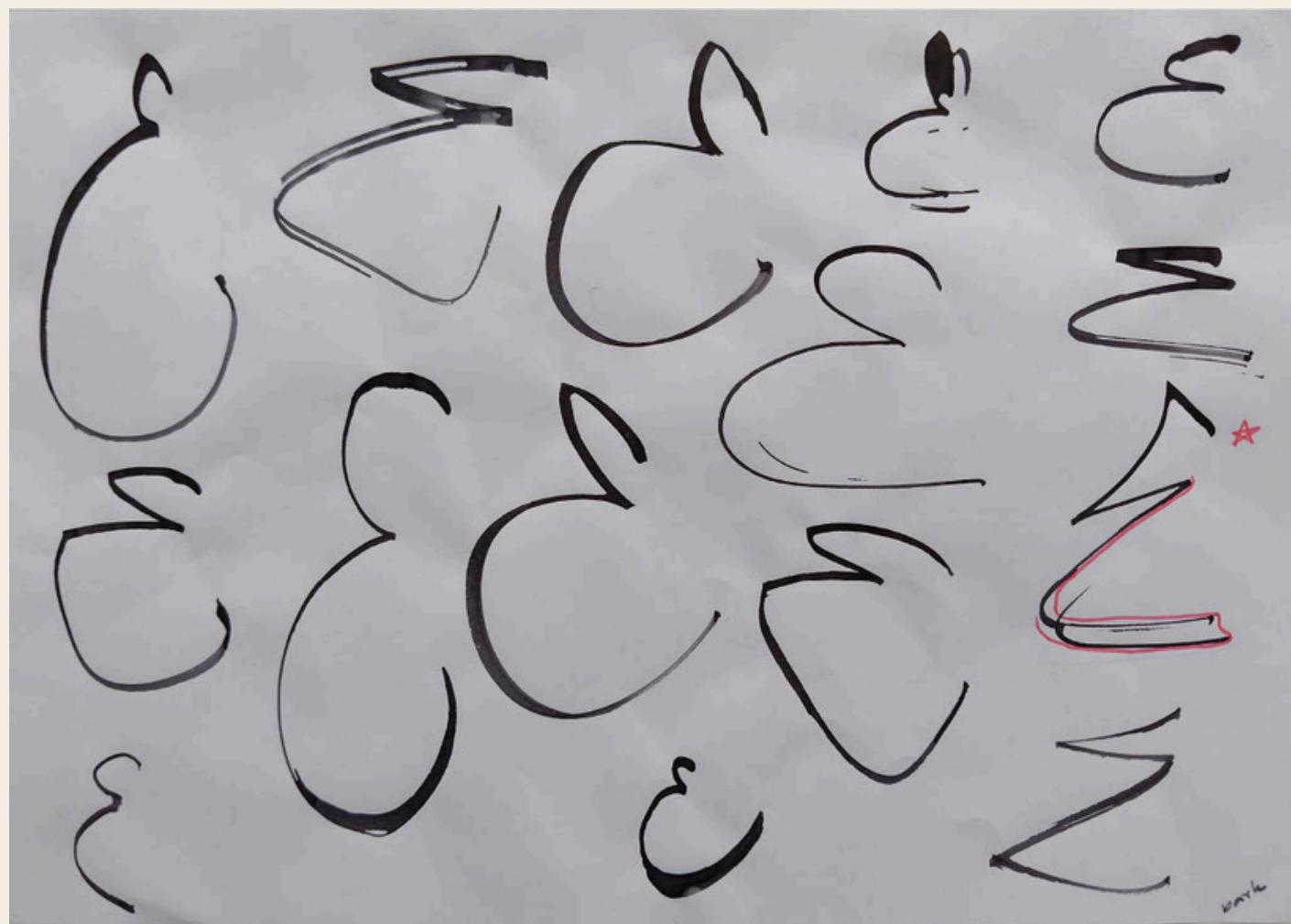
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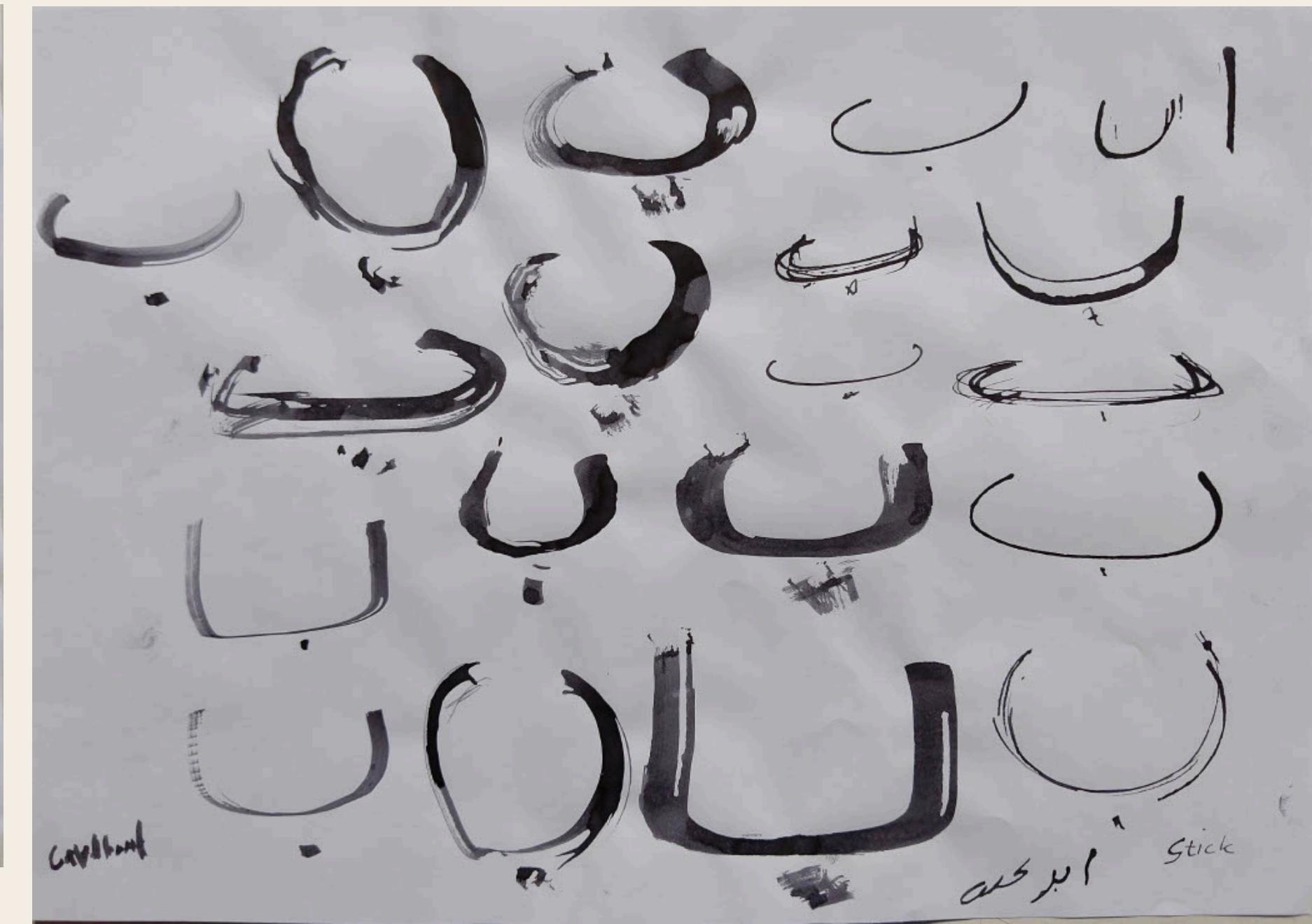
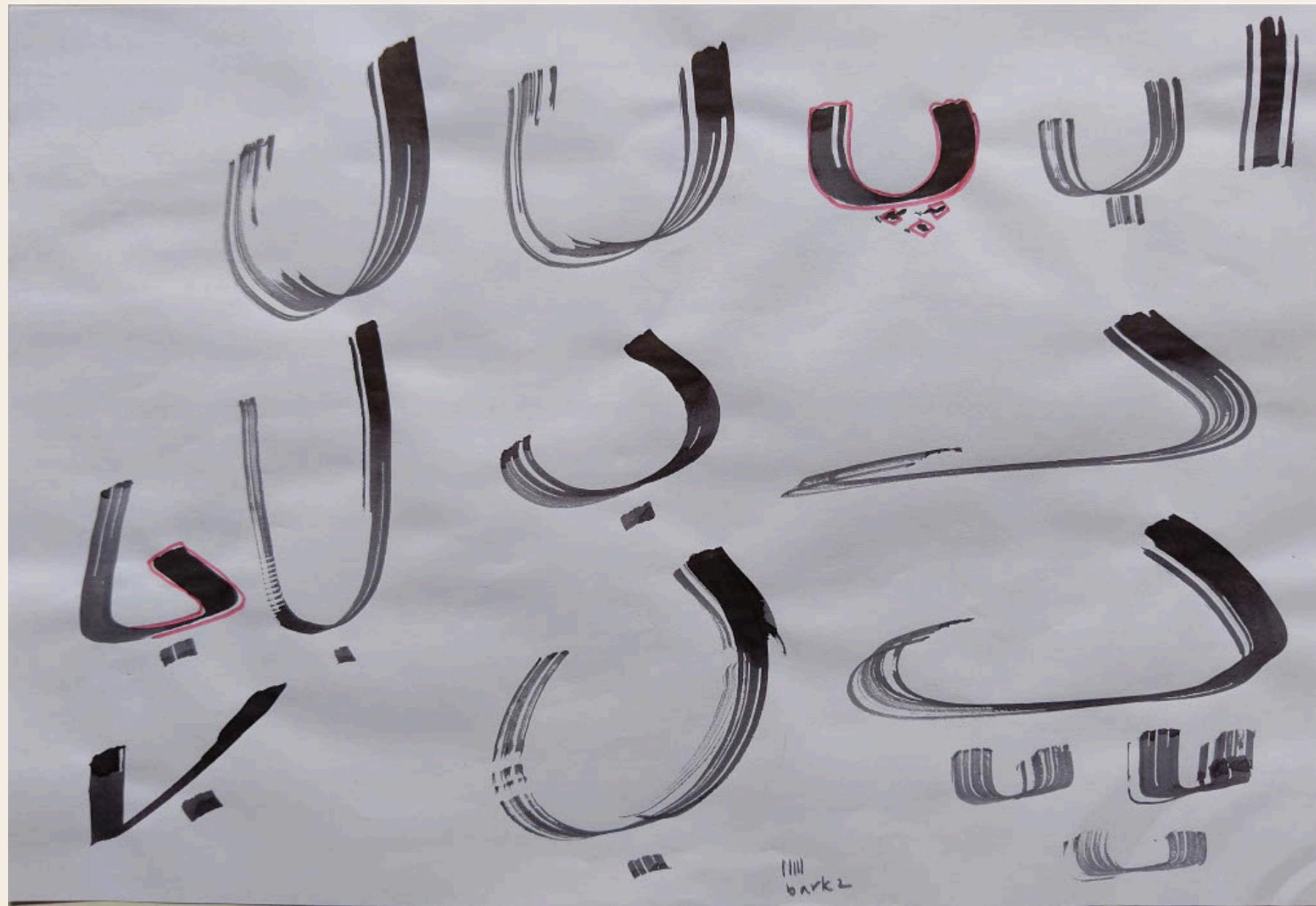


Assignment 6

Exploring Forms with Unusual Objects/Tools
(I chose Urdu as my language)

By using unconventional tools like bark, stems, stones, sticks, and cardboard, I tried experimenting with different angles and surfaces of these objects helped me understand how texture, pressure, and movement affect the shape and flow of strokes.
I tried exploring varying thickness, expanding and contracting the letterforms.

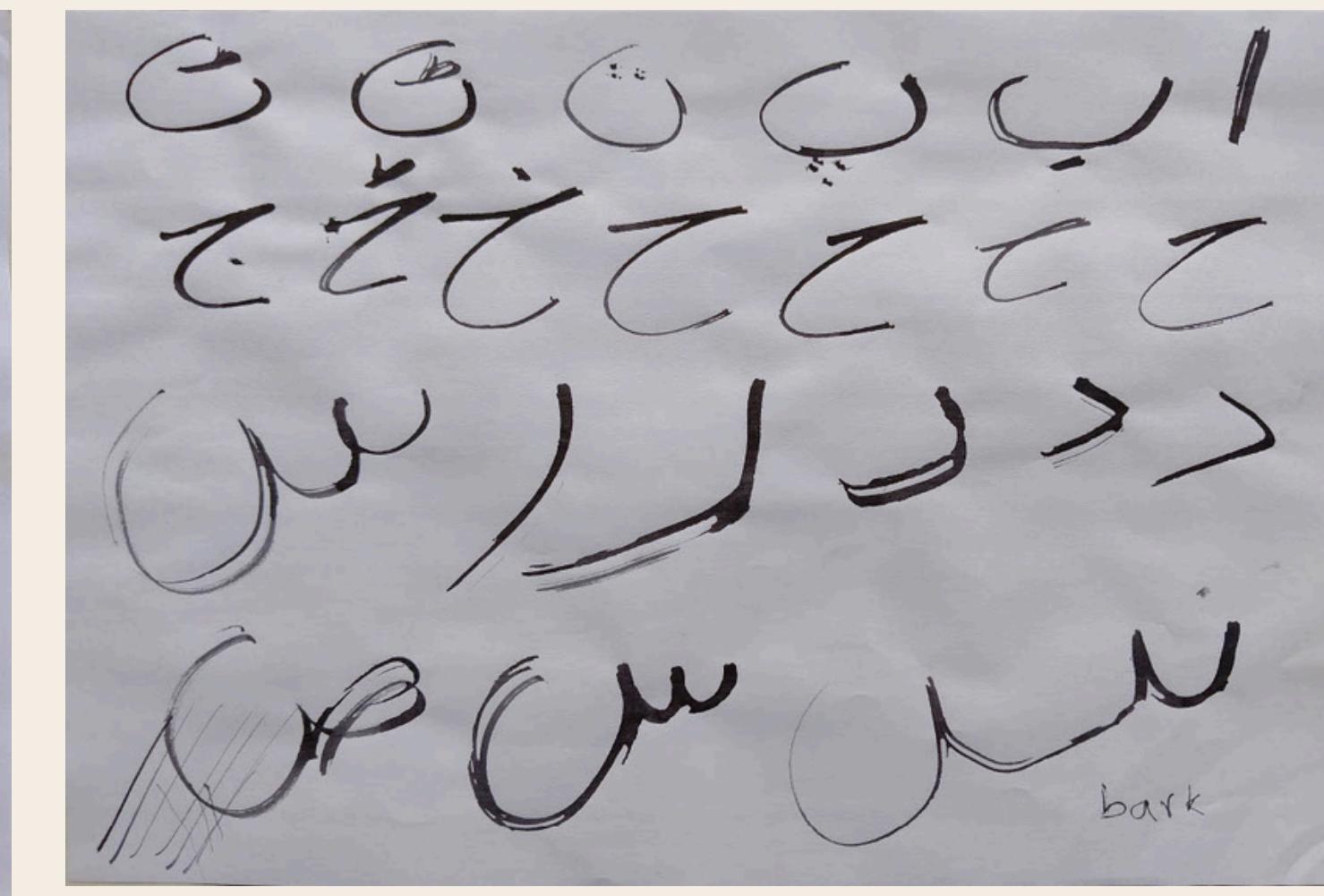
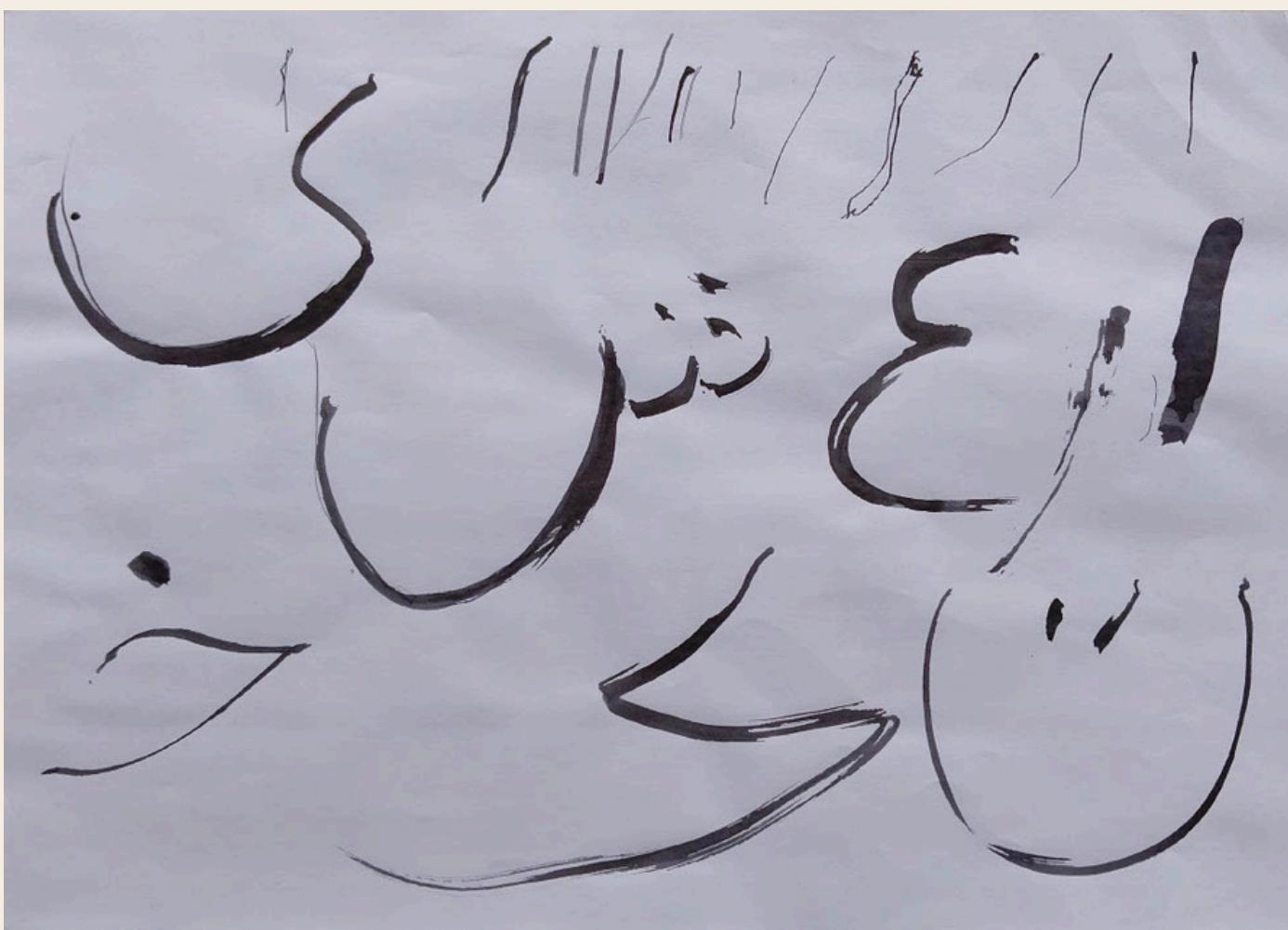
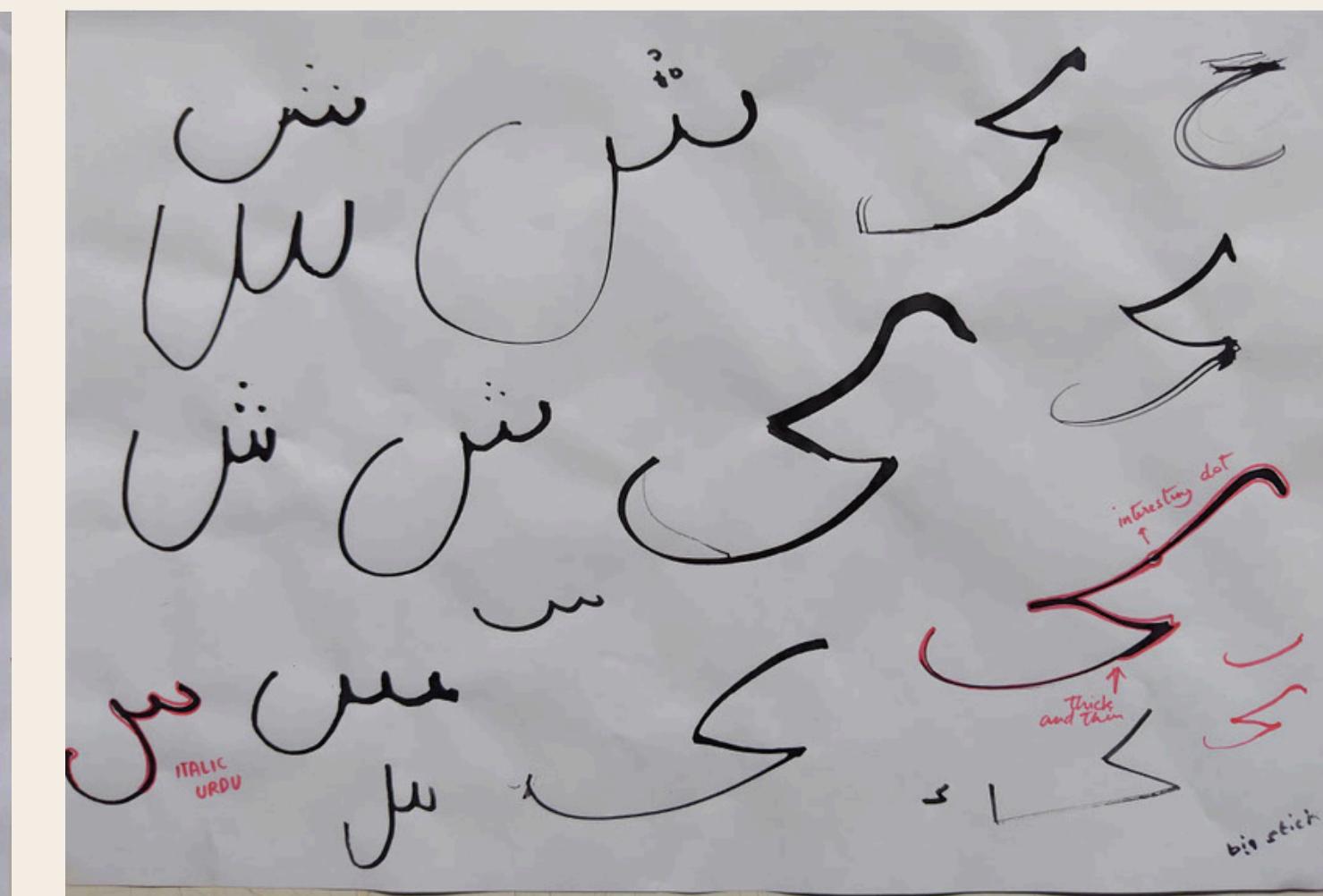
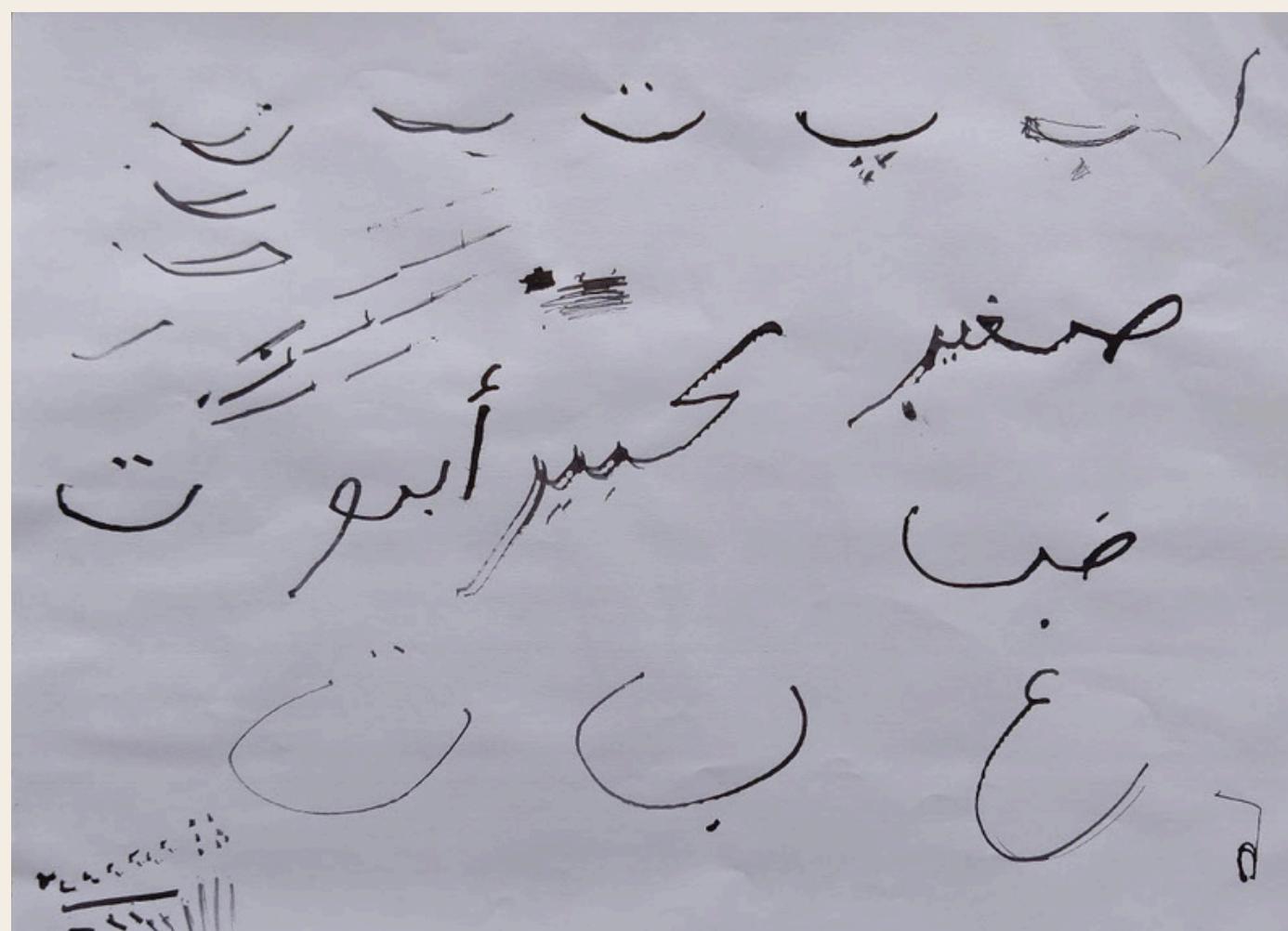




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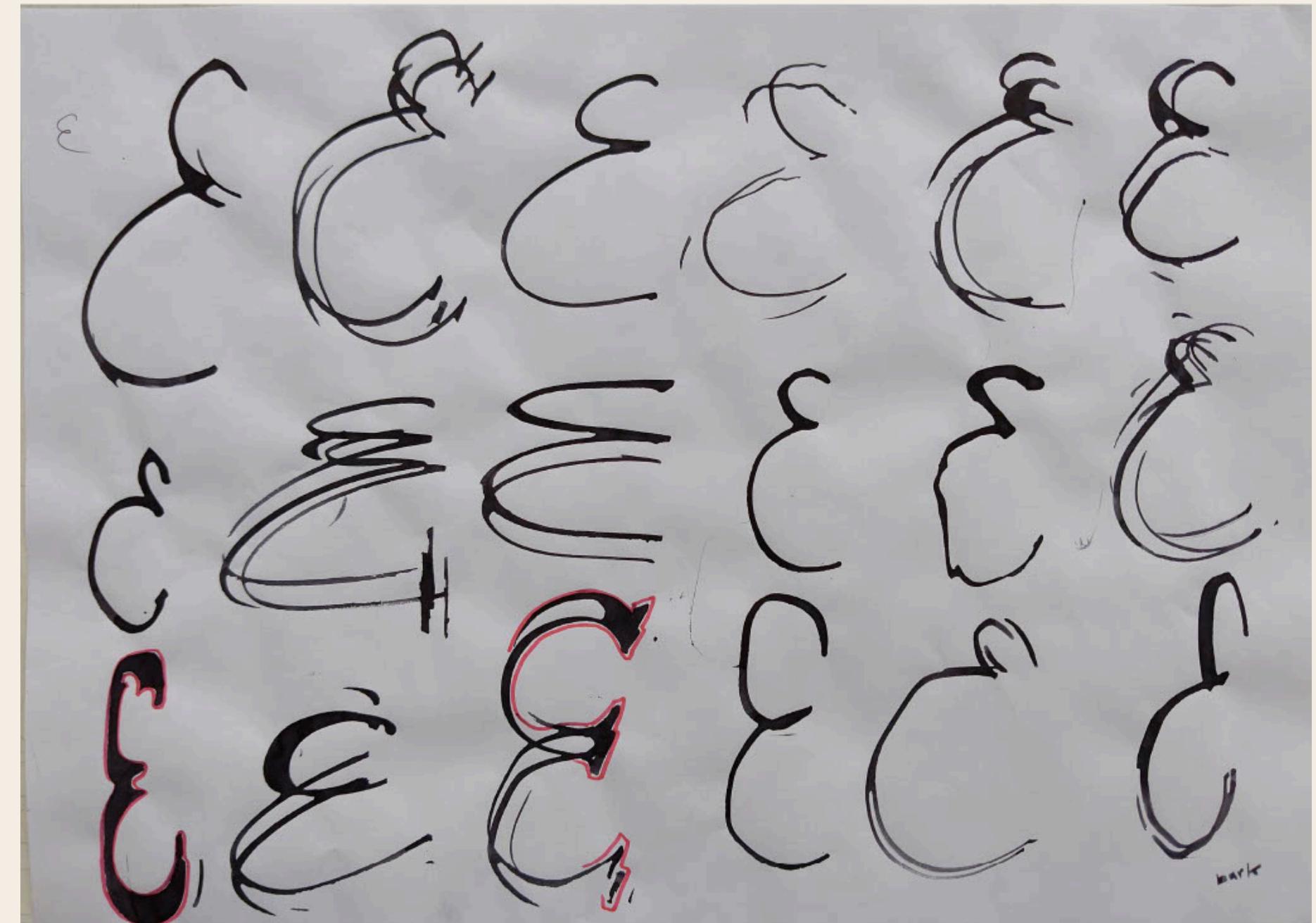
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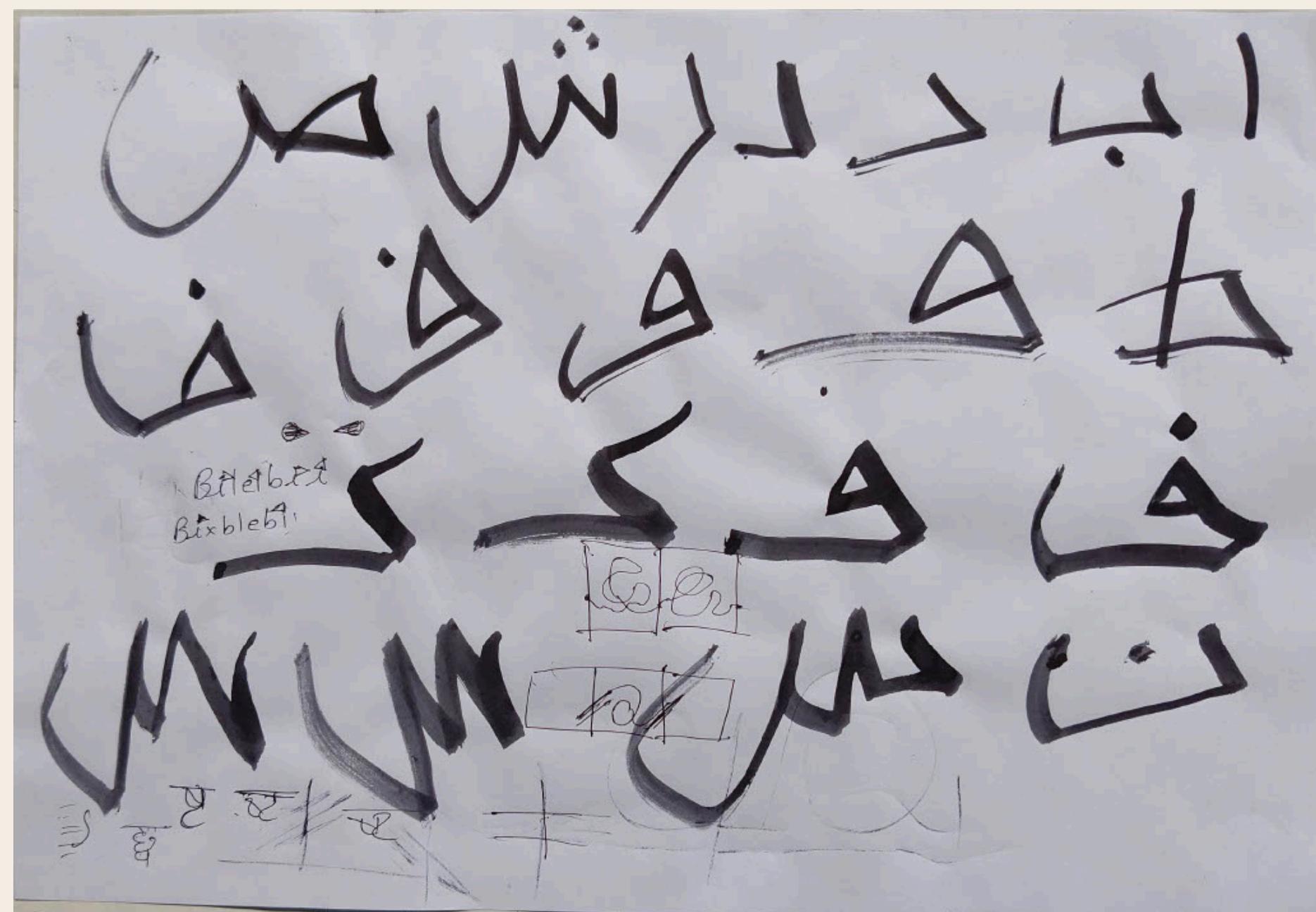
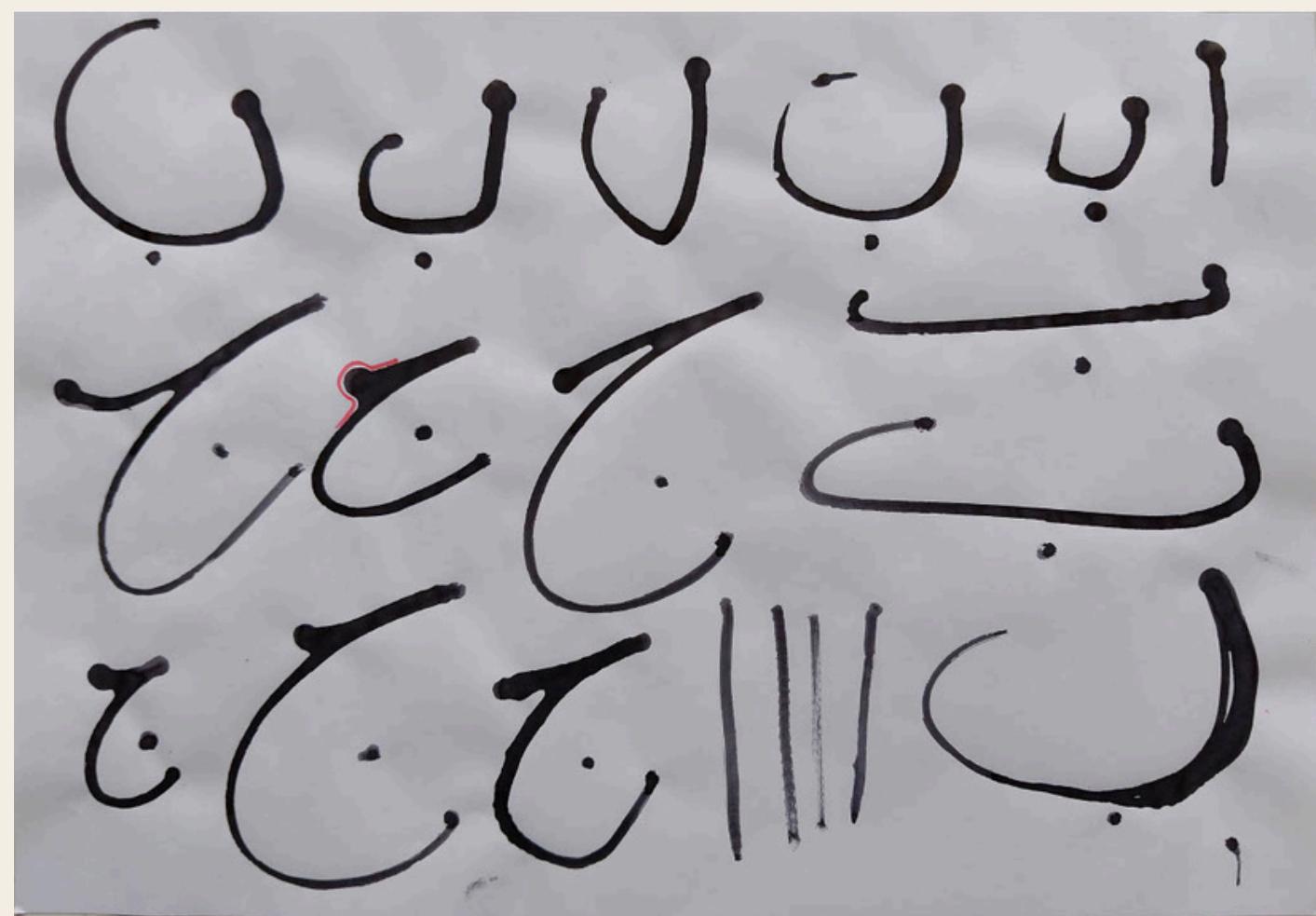
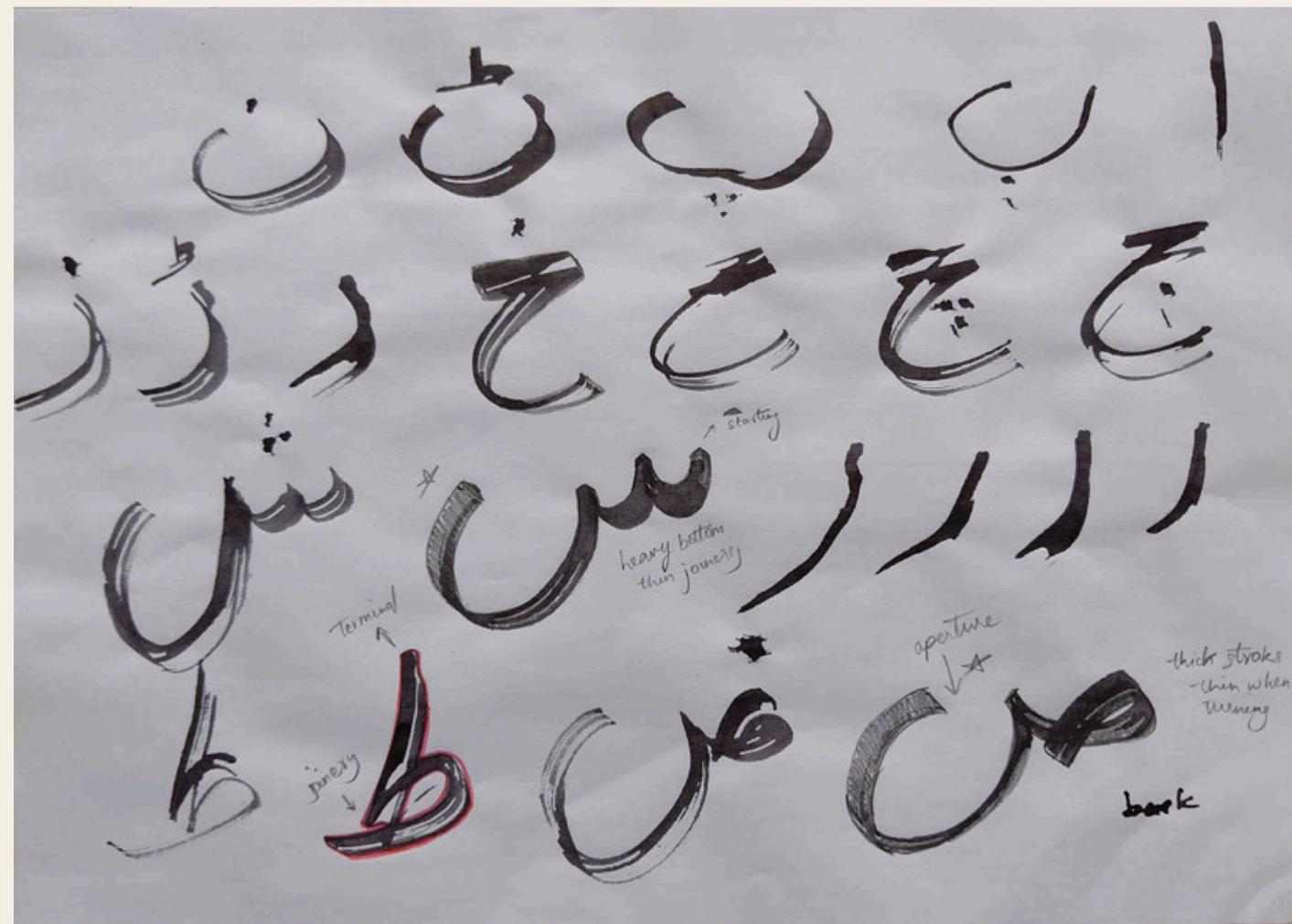
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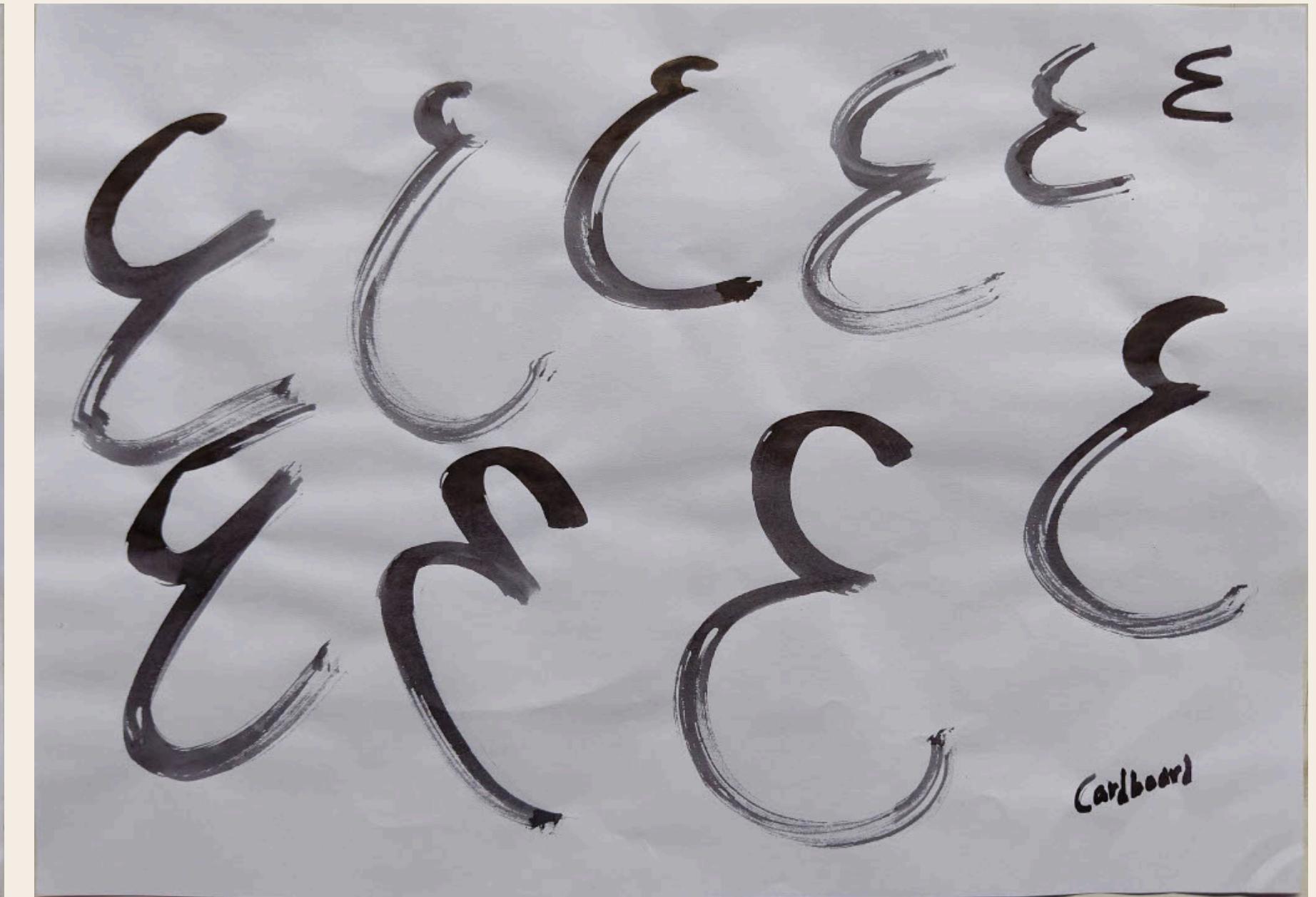
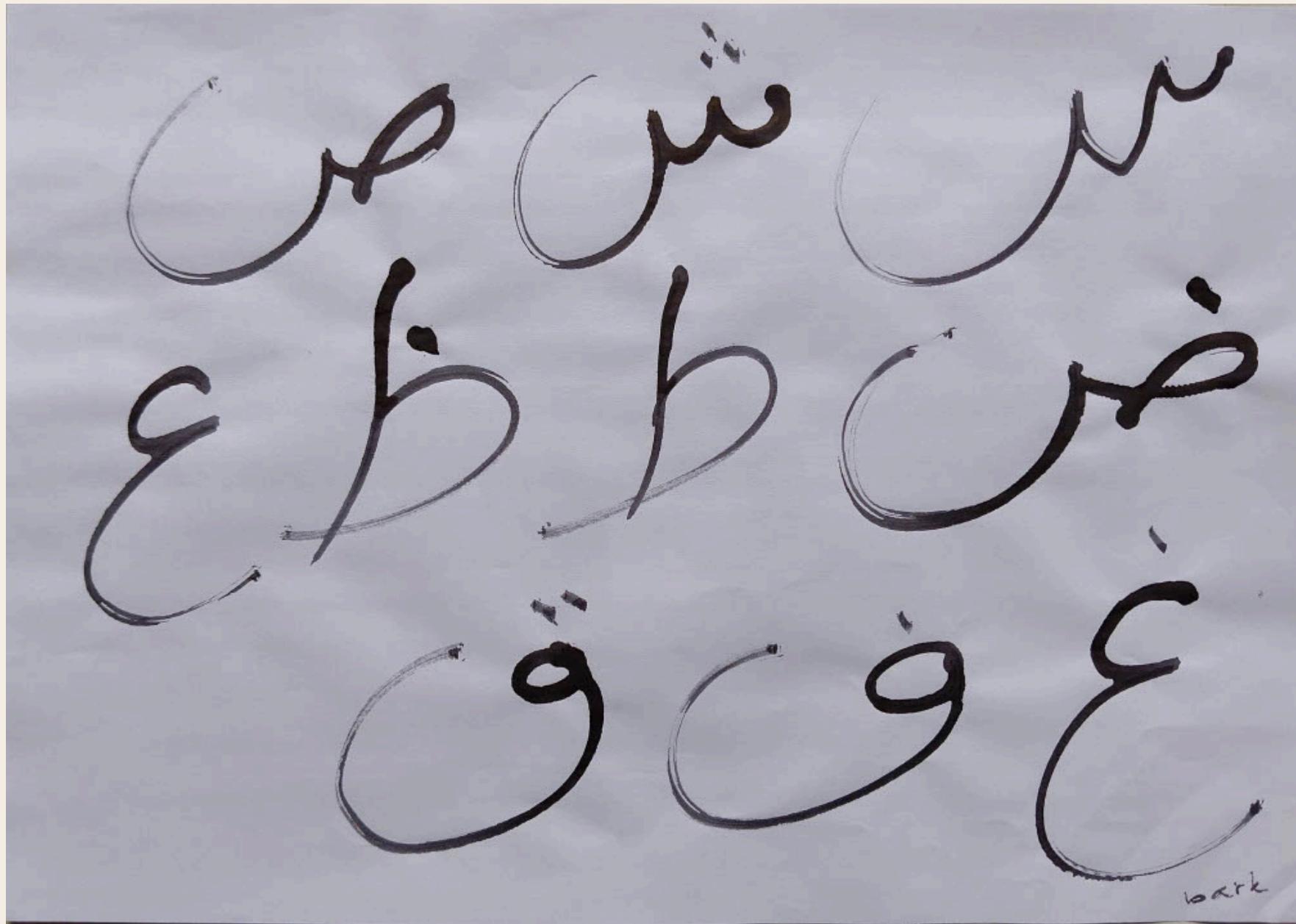


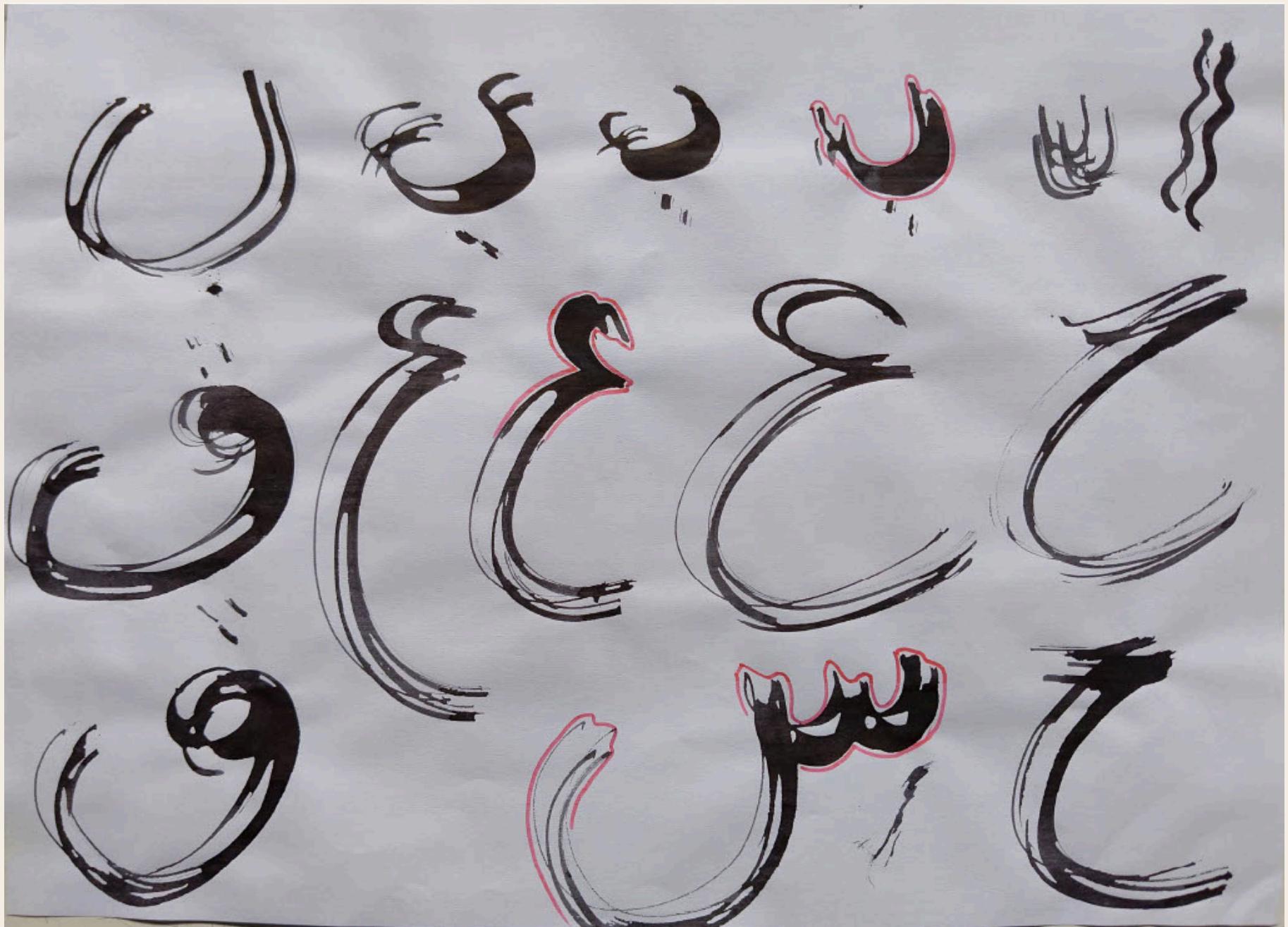
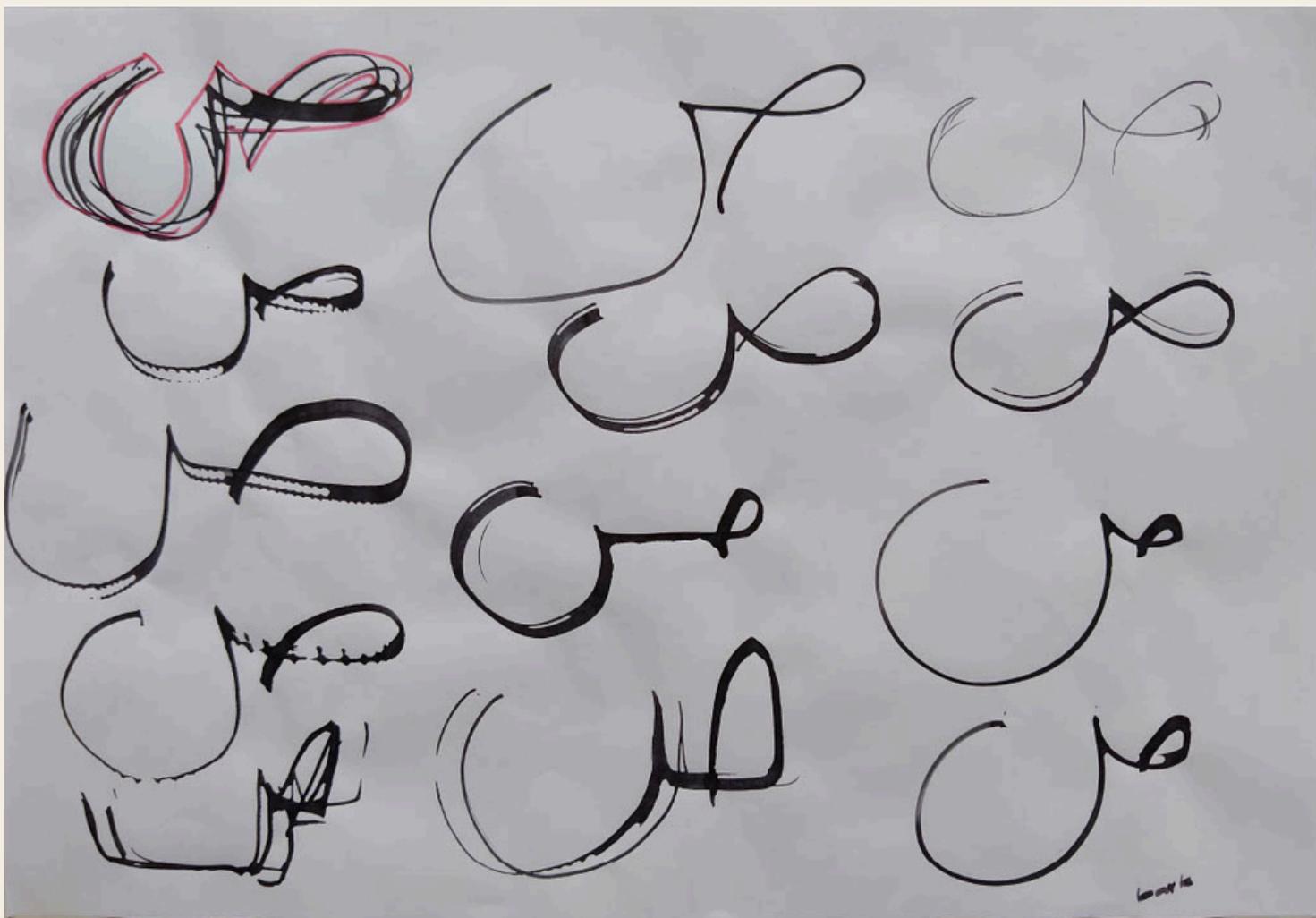
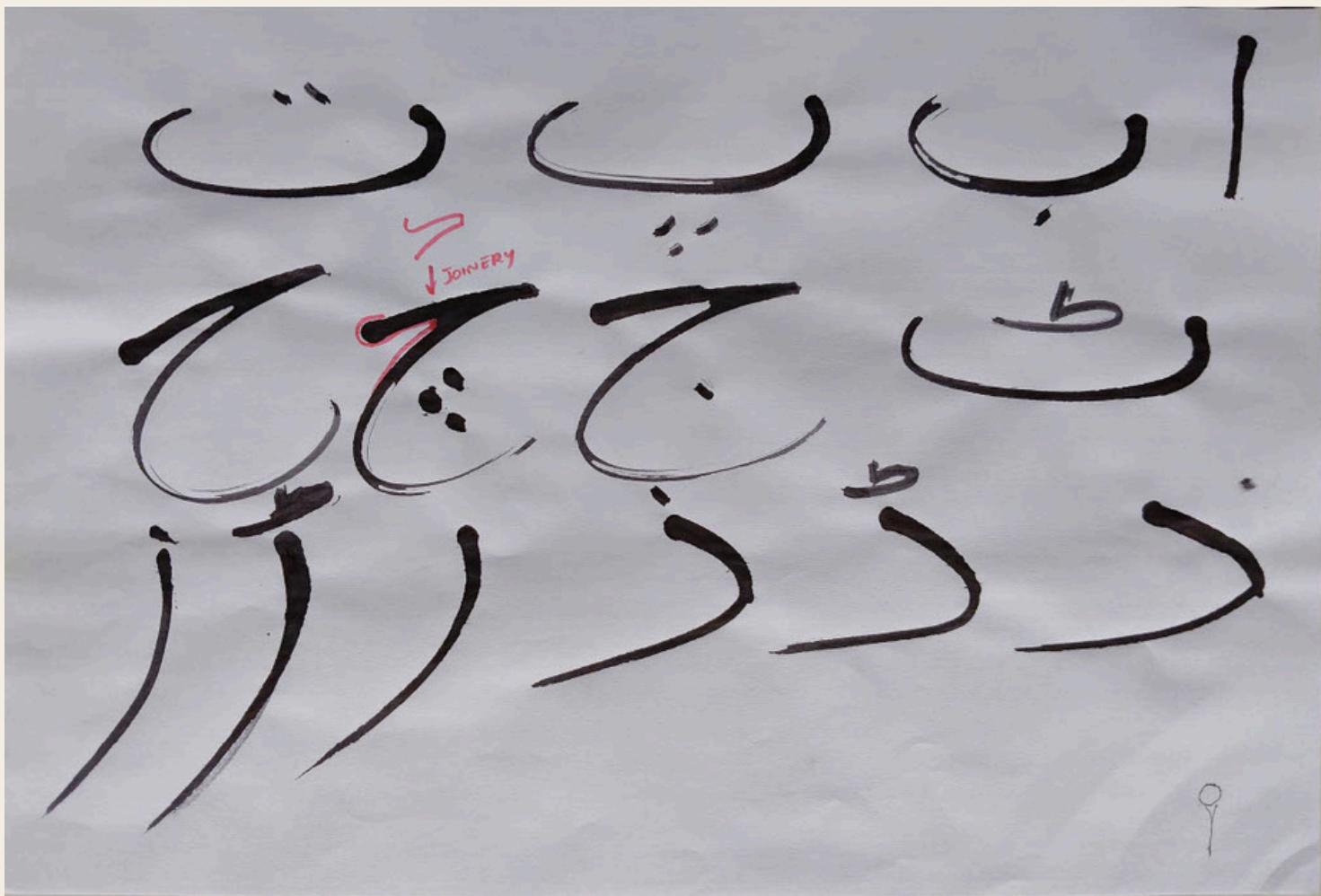
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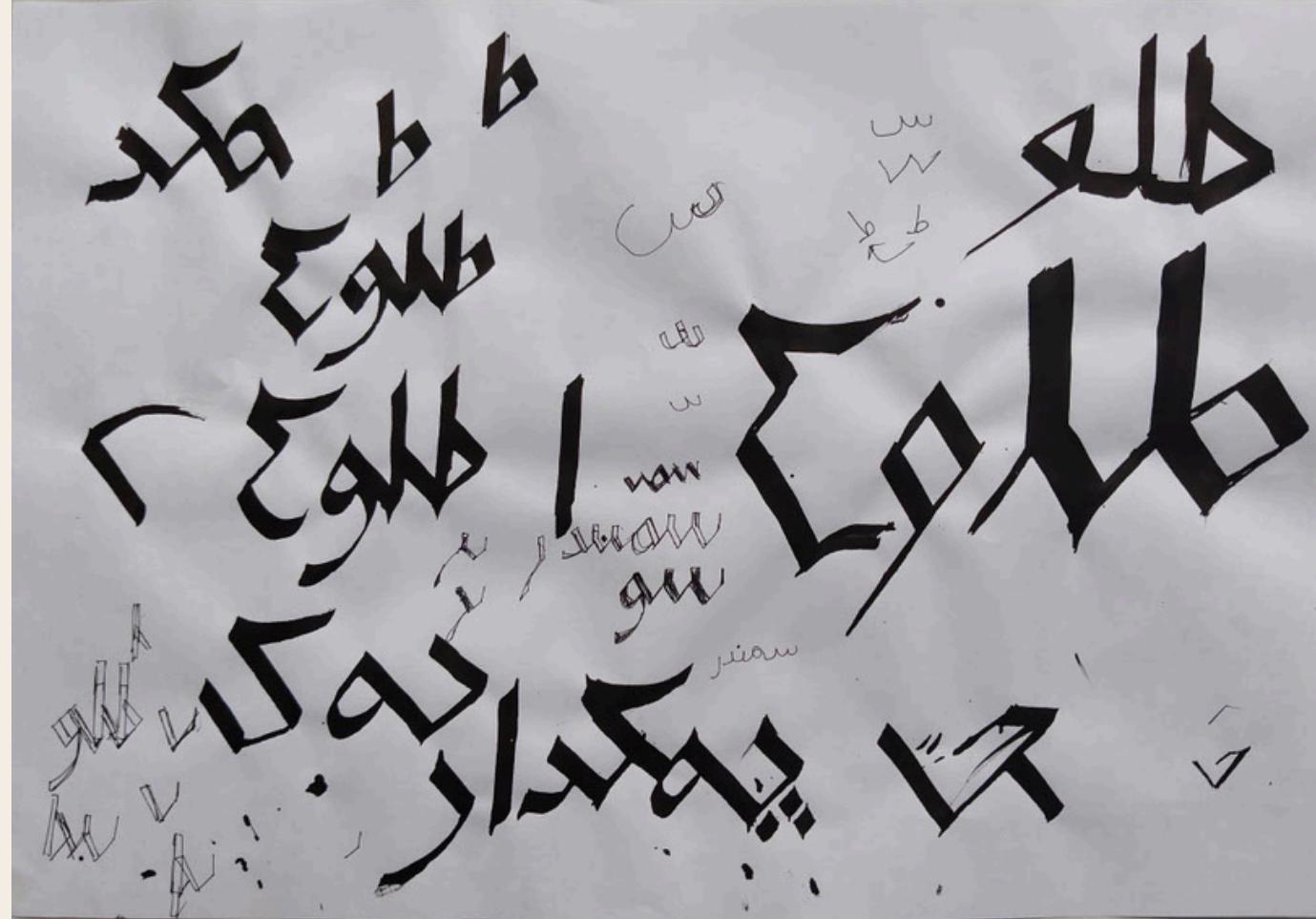
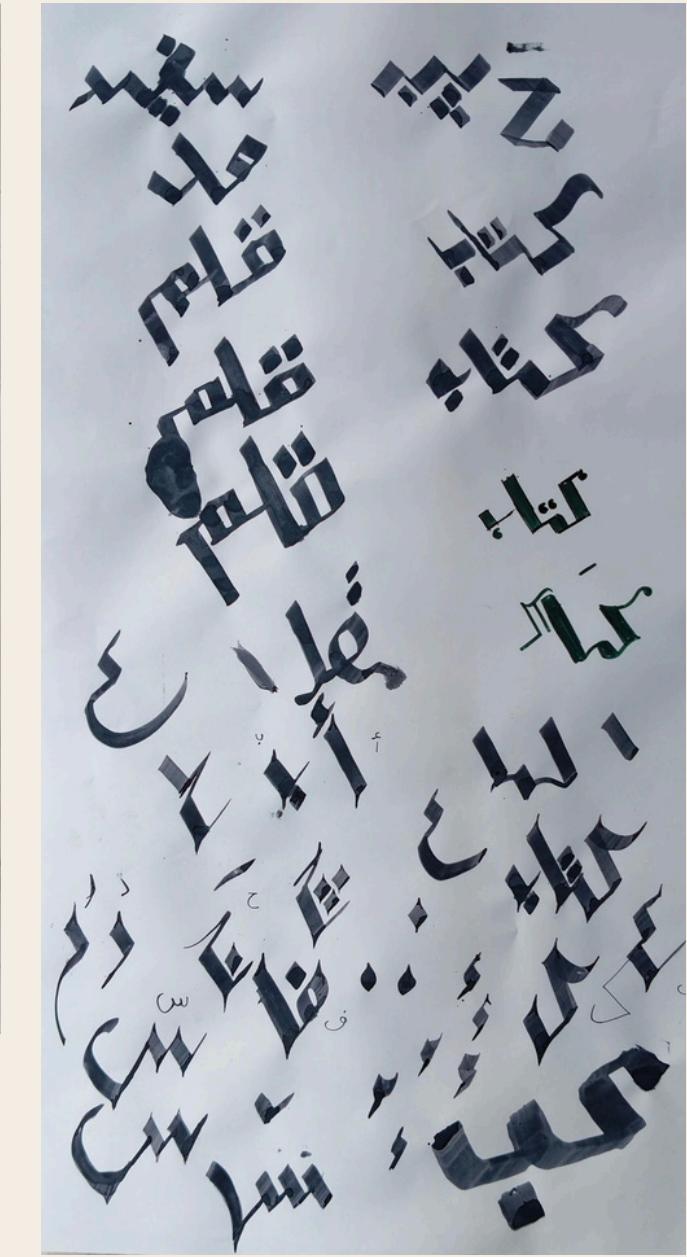
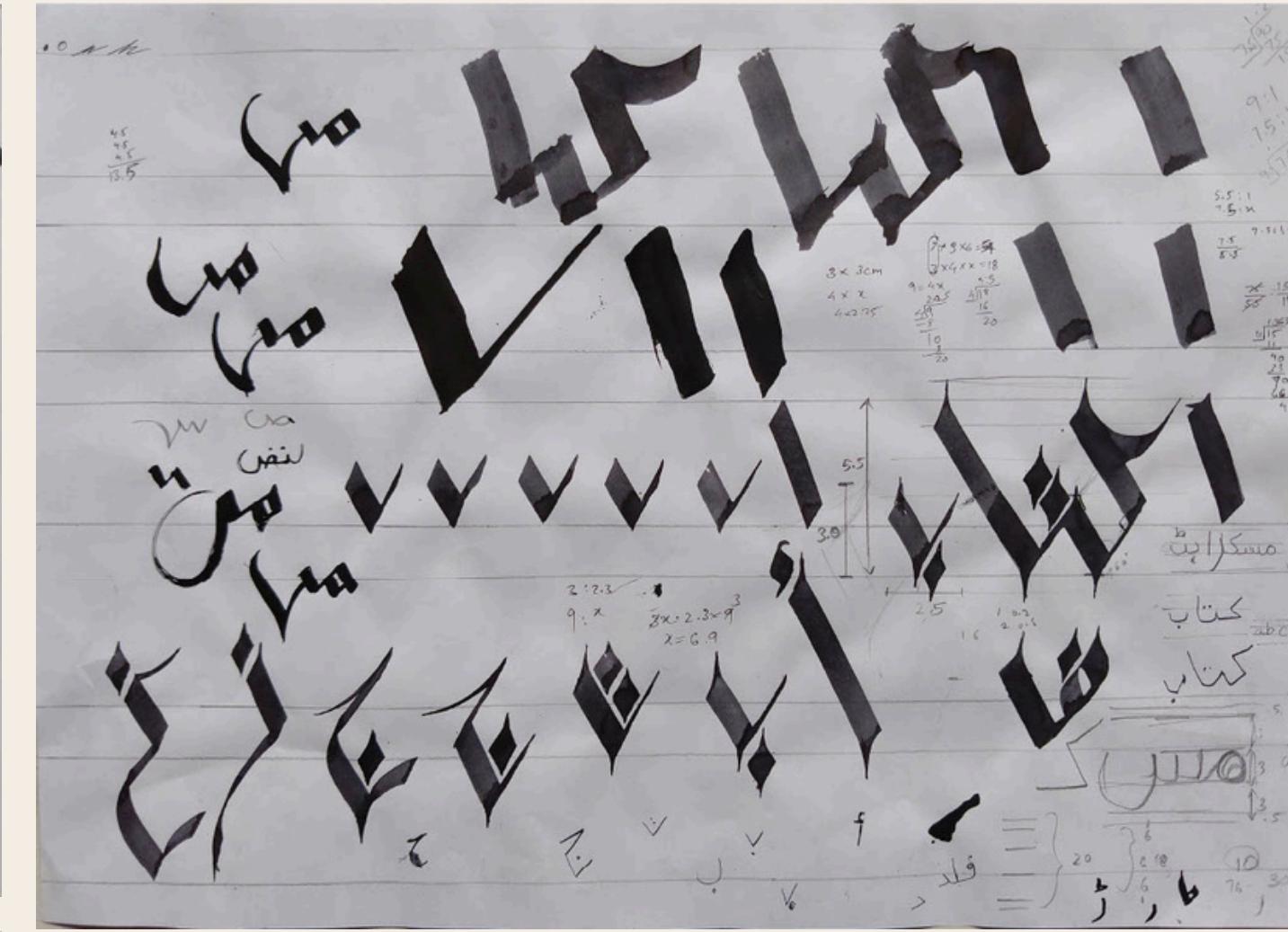
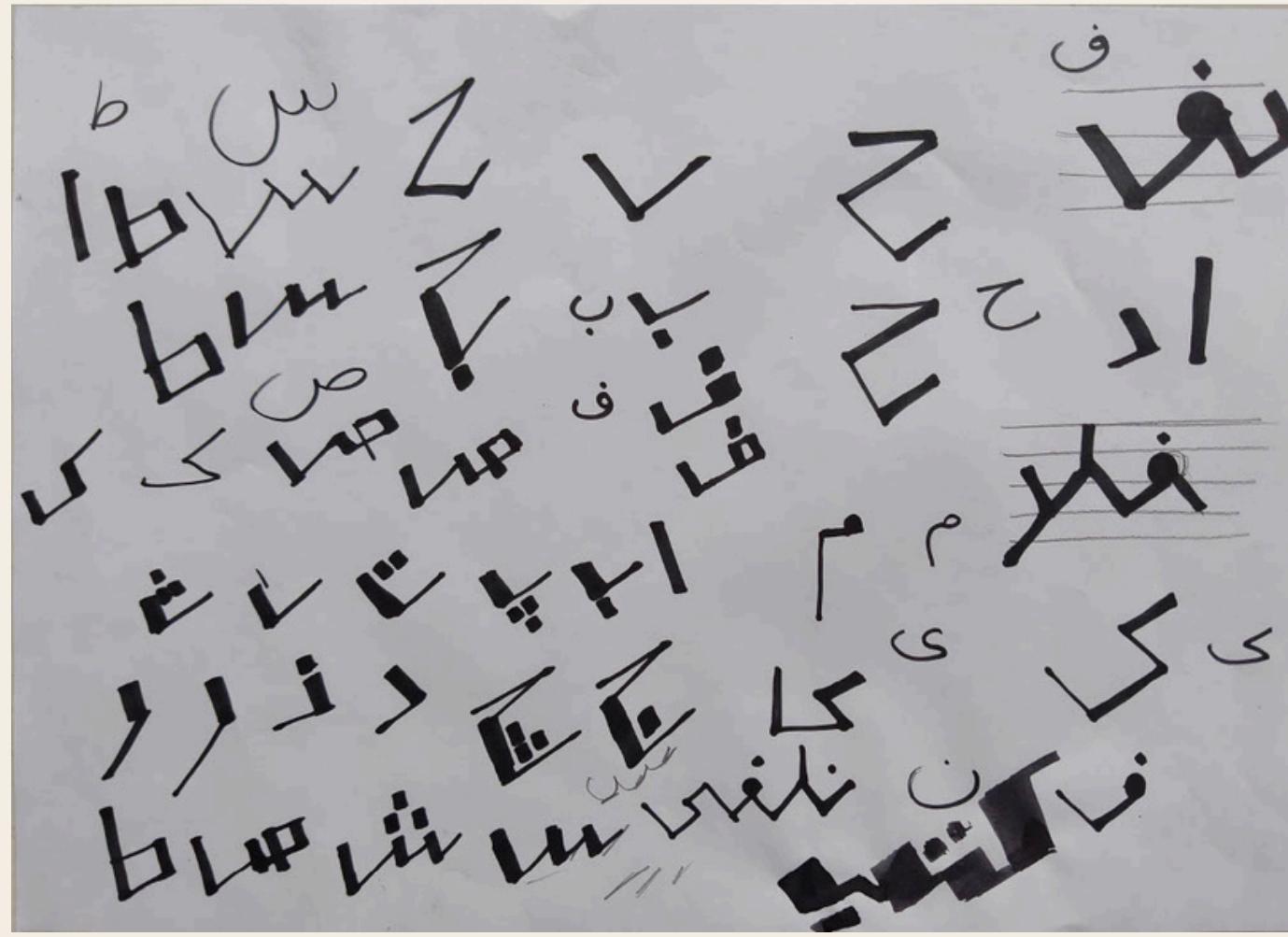
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Assignment 7

Creating our own typeface.

This made me appreciate every typeface to exist. I realized the pain and efforts it goes into making a typeface, from ideation to ensuring its functionality once digitized. Every stage of the process was a learning curve for me. Especially having taken up Urdu, each letter has around 2-4 forms. I aimed to create an Urdu typeface that was angled and geometric, which presented a unique struggle, given that Urdu's natural flow is rounded.

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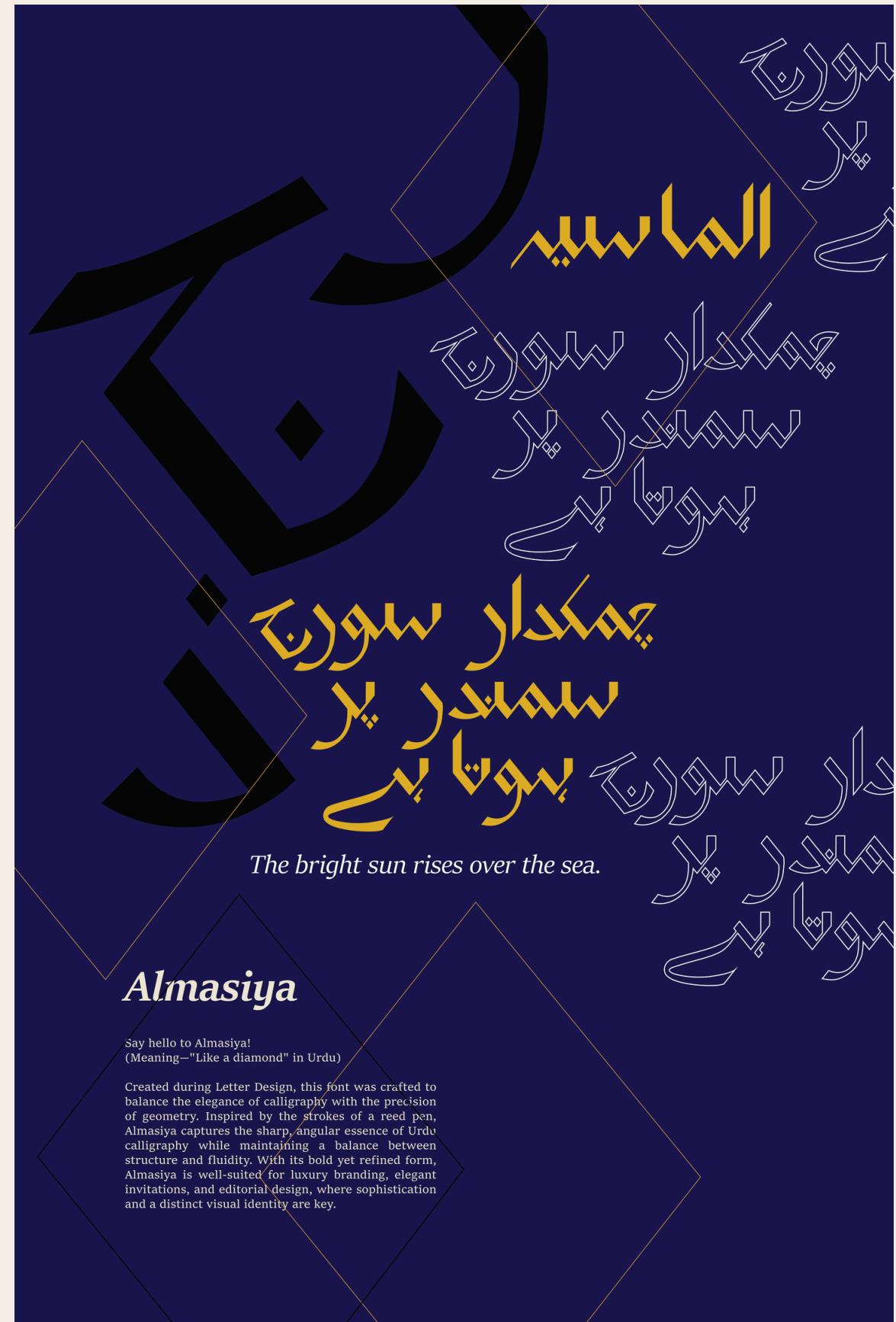
Regular

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Bold







Almasiya

Say hello to Almasiya!
(Meaning—"Like a diamond" in Urdu)

Created during Letter Design, this font was crafted to balance the elegance of calligraphy with the precision of geometry. Inspired by the strokes of a reed pen, Almasiya captures the sharp, angular essence of Urdu calligraphy while maintaining a balance between structure and fluidity. With its bold yet refined form, Almasiya is well-suited for luxury branding, elegant invitations, and editorial design, where sophistication and a distinct visual identity are key.

المسيا
The bright sun rises over the sea.



The bright sun rises over the sea.

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Designed by Anusha Vinod
GD UG 23'
Guided by Rahul Gajjar



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**Final design
for poster**

Thank you