

# LETTER DESIGN 2025

MADHULIKHA S M

Guided by Rahul Gajjar and Xavier D'Silva



## Assignment 1

I have written my name multiple times. For the first time I was consciously looking at how the letters can be designed and arranged in such a way that it reflects my personality and mood. I saw how much of an impact that has on my work. As an introvert, I am trying to break out of my shell and engage more with people, and I am finding happiness in that. This piece literally captures how happy I was on that day.

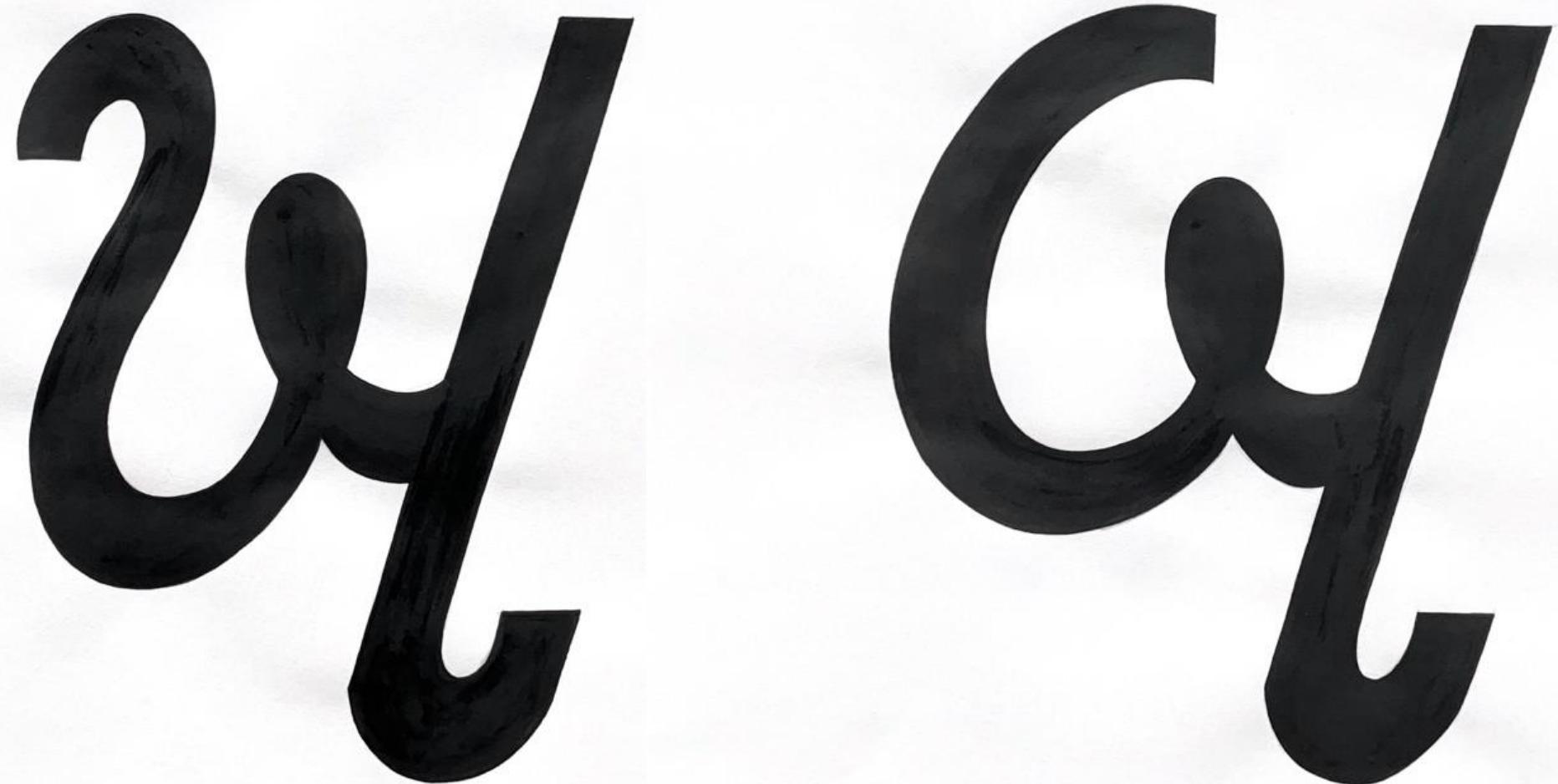
## Assignment 2

A poster made on the quote “I am just making it up as I go”.

Puzzle pieces that don't fit together are been forcefully put together by tearing and taping them, by erasing and redrawing on them. This is how I have showed making things up just as you go.

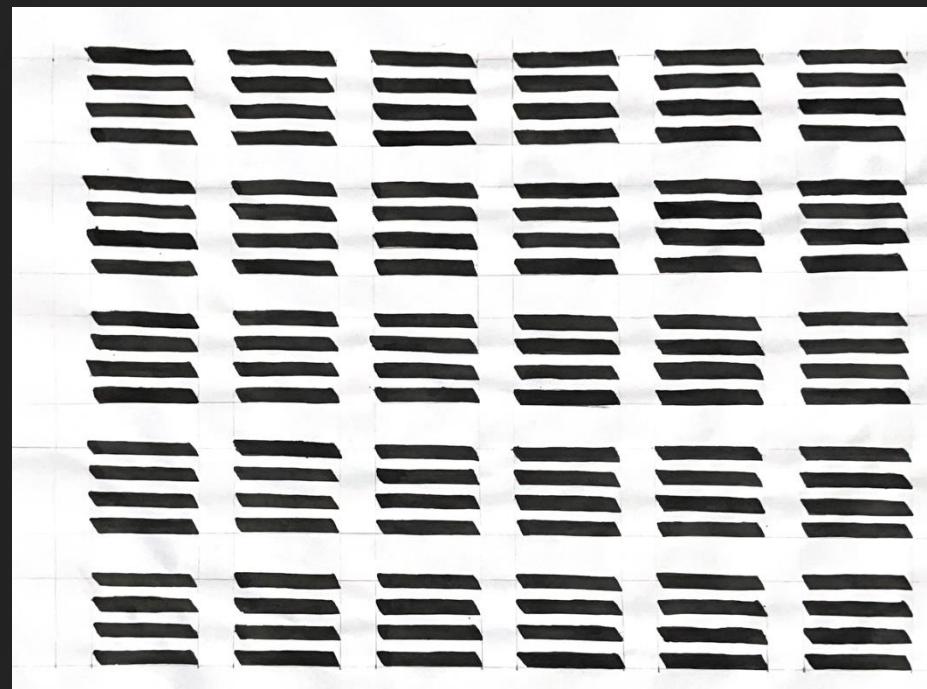
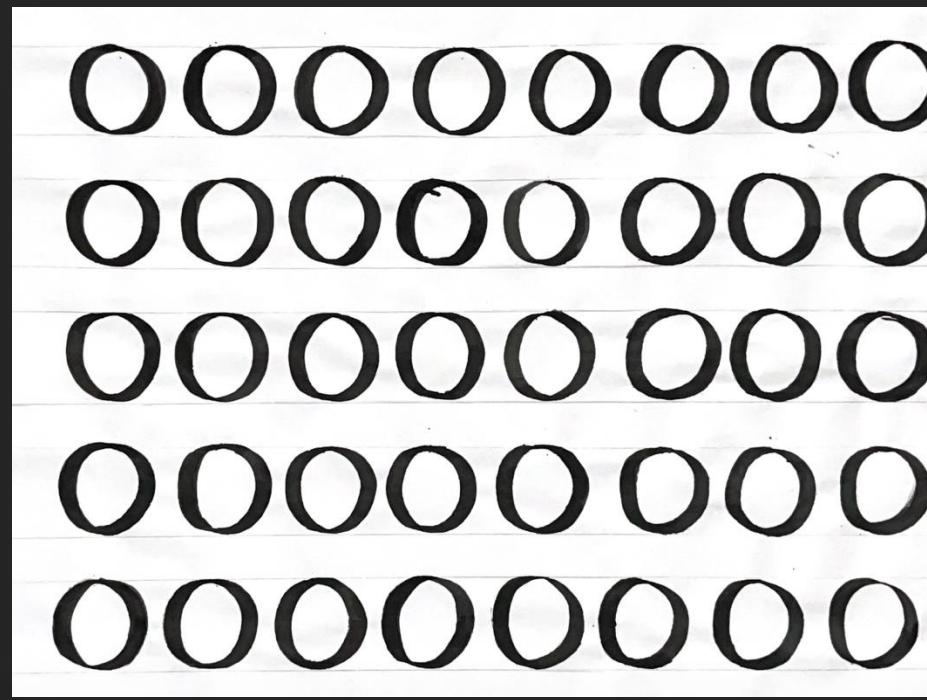
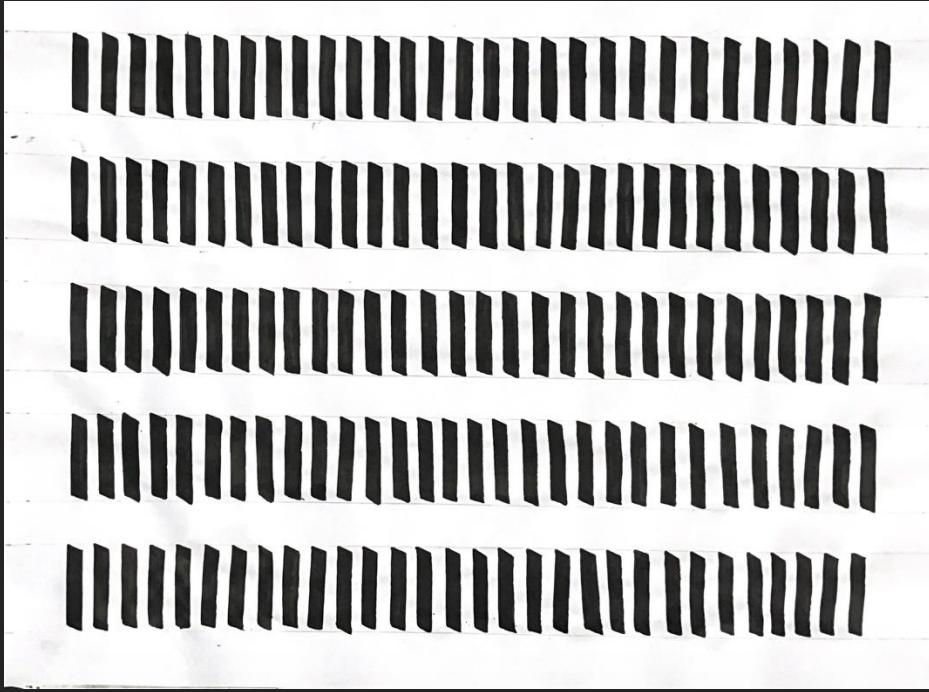
Through this assignment, I revised expressive typography concepts, focusing on conveying the quote's meaning, effective composition, visual hierarchy, and making a good poster.





## Assignment 3

Designing two letterforms having a similar form. I chose the Gujarati letters ખ kha and બ ba. I have made the letters italic, condensed, with a very little stroke contrast and horizontal terminals. I wanted to keep it simple, subtle. This assignment really taught me how even subtle changes can make such unique impactful letters.



## Assignment 4

Calligraphy practice

## Assignment 5

Practicing calligraphy with Gujarati root letters. Writing with a reed was very difficult, got better as the number of sheets increased. The control and consistency got better.

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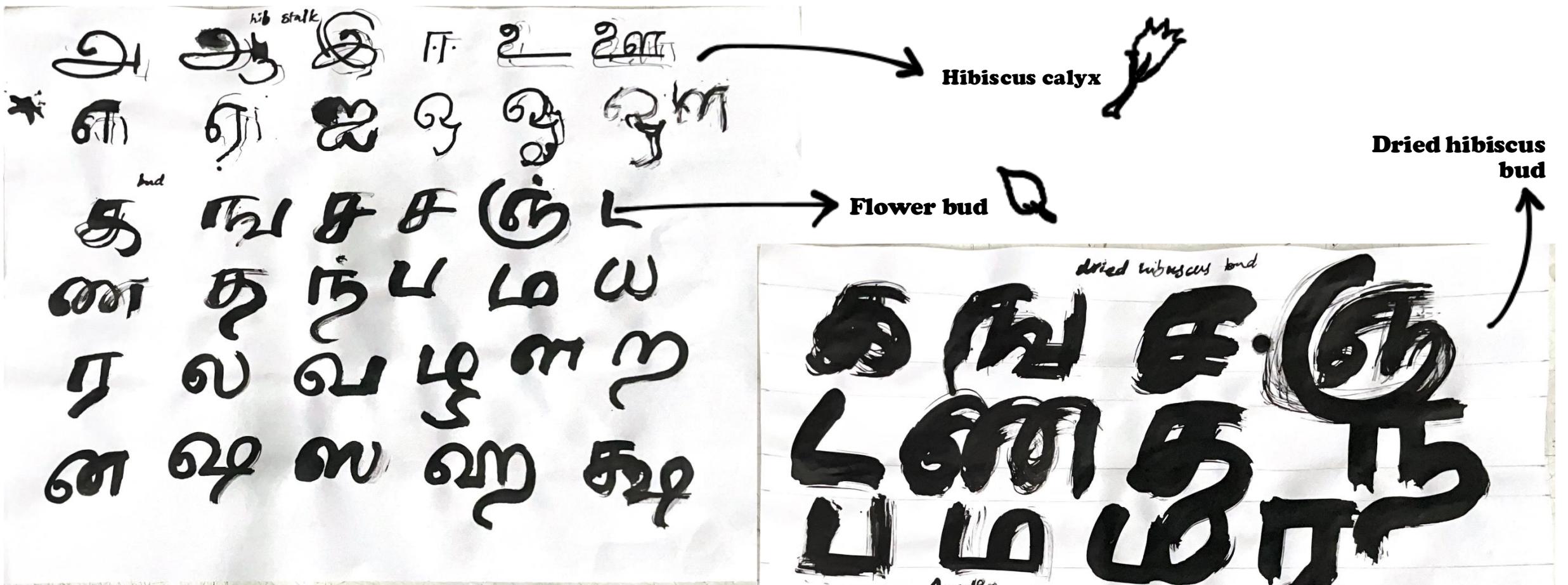
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## Assignment 6

Exploring writing with unconventional tools collected. I saw how different materials create such different letters when held at different angles and with varying pressure.

Branch piece



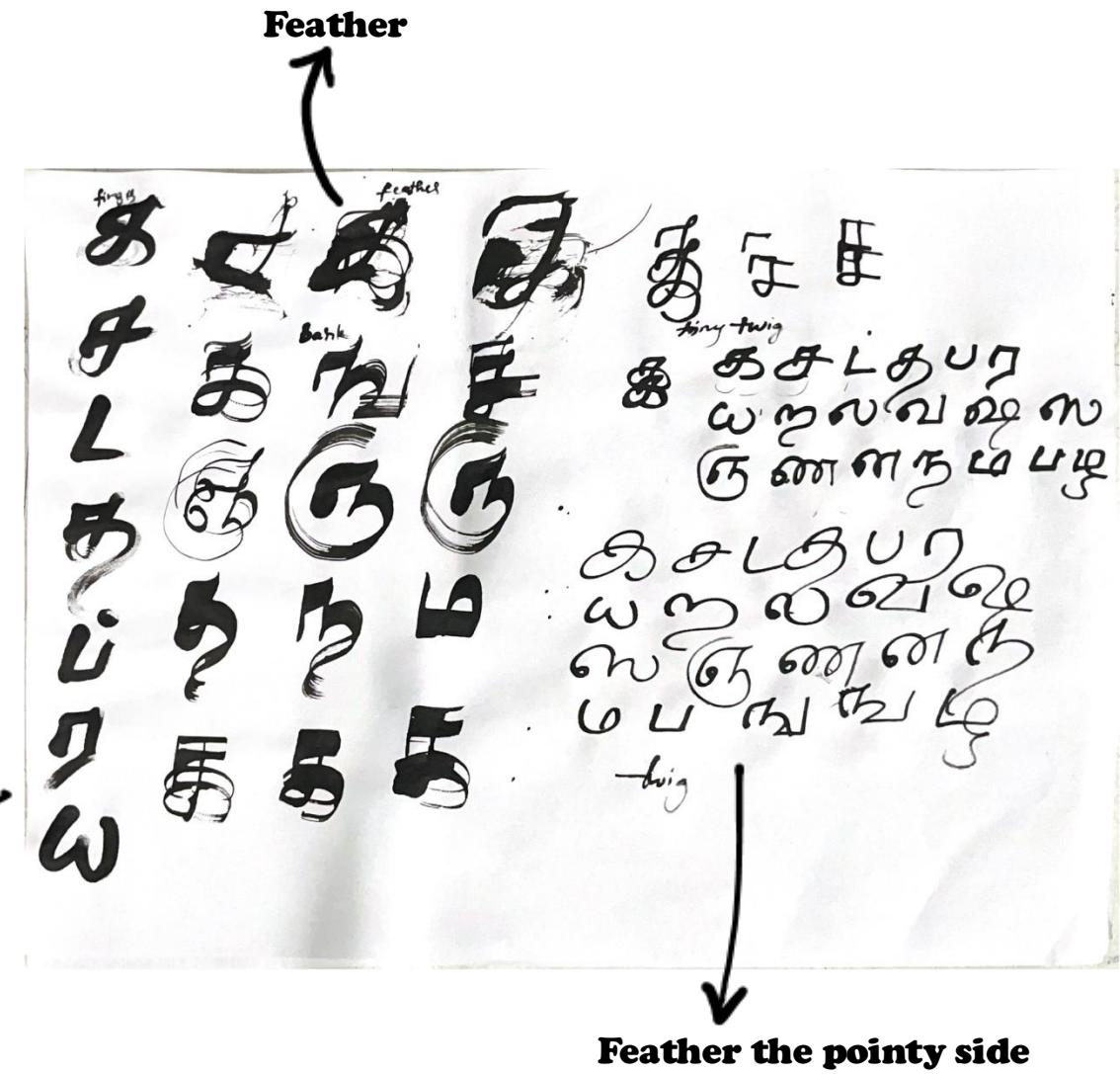
குசாந்தா  
யலவடிஸ்ரை  
குதமாரப்போ

கா-கா குழு

குசு கு கூ குத்துப்  
கா மு யு கு கு கு கு  
கோ கோ குத்துப்  
கா மு யு கு கு கு கு

Amaranthus





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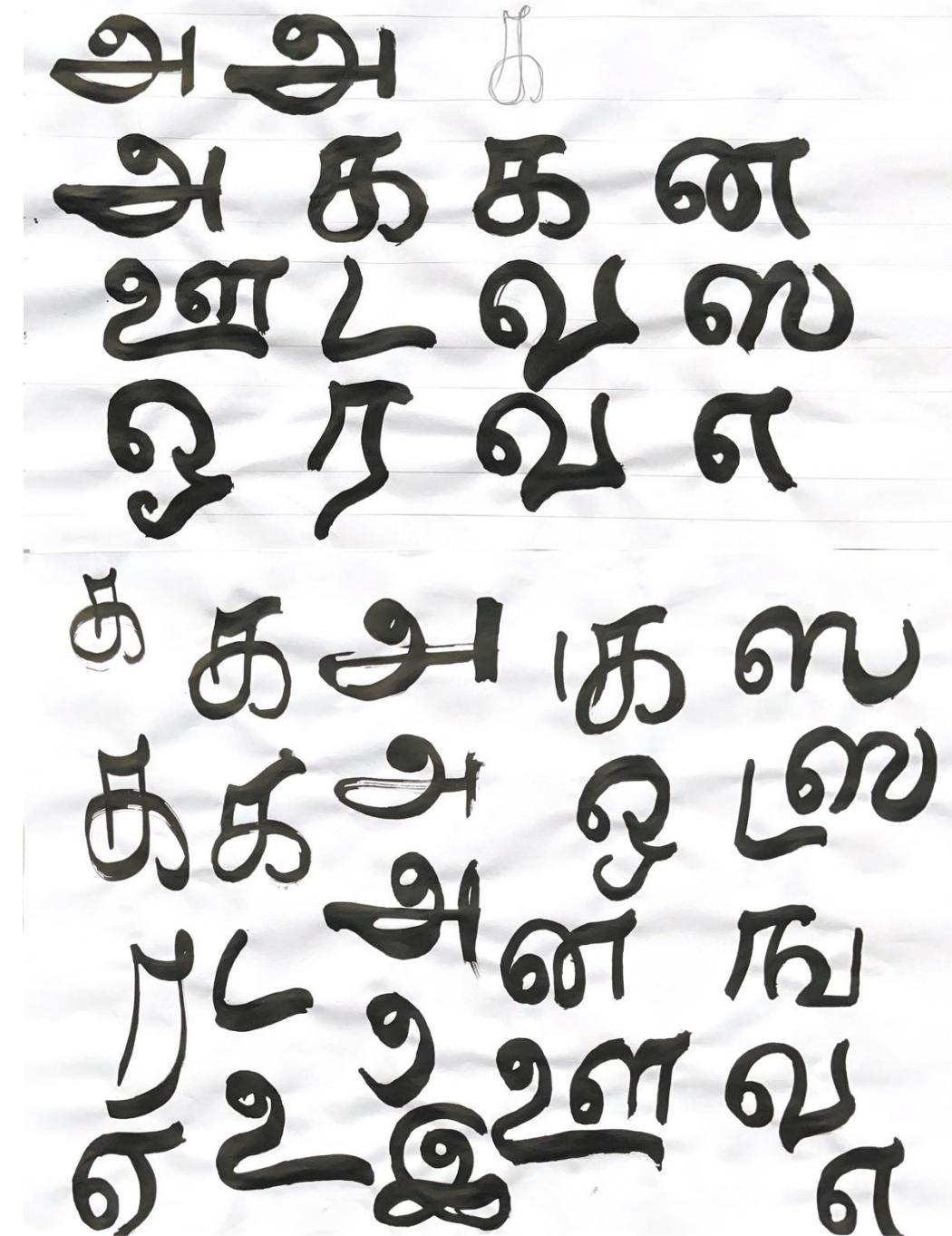
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வ க க க  
வ வ வ

அ ம  
க வ எ க  
த  
ஒ வ  
க  
வ வ  
உ வ



Selecting features for the typeface letters based on the explorations. I really wanted to try many styles but learned to hold myself back to avoid unnecessarily complicating the letters.



க க க க க ச ச ச ச  
ச ச ட ட ட ட ட ட ட  
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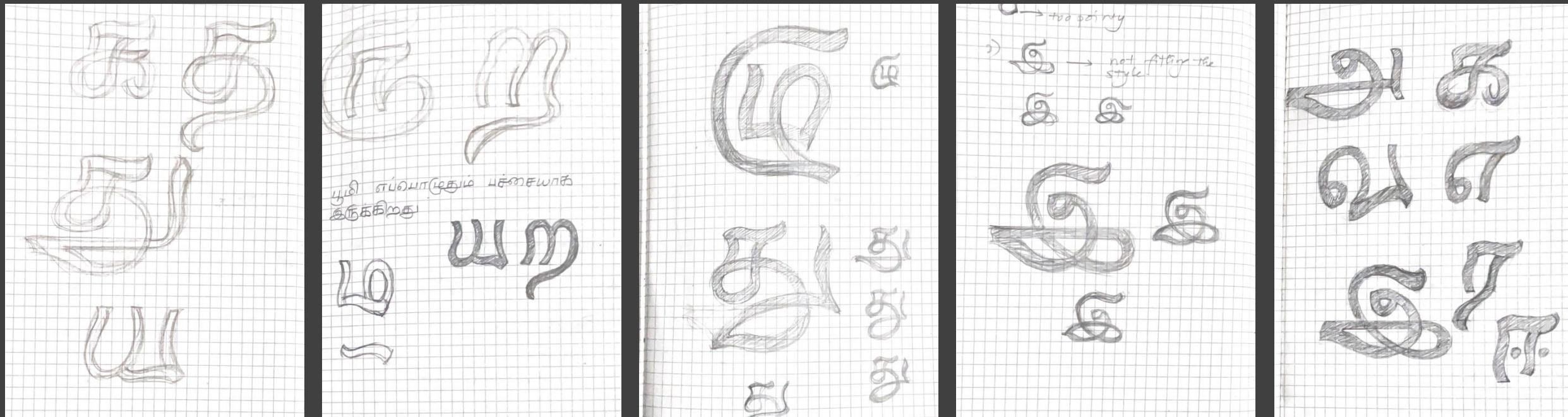
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ஐ ஐ ஐ ஐ ஐ ஐ

## Assignment 7

Trying variations to see what works the best. Changing the stroke direction, the stoke width and the negative space helped in creating visually balanced letters.

# Assignment 8

Designing and refining all the letters in the sentence I chose பூமி எப்பொழுதும் பச்சையாக இருக்கிறது



First draft of the sentence

Hand drawn on paper with ink.

Saw how some features were working in the sentence while some were not.

புமி  
எப்பொழுதும்  
பச்சையாக  
குருக்கிறது

பூமி  
எப்பொழுதும்

பச்சையாக

நடக்கிறது

Second draft

Done digitally on  
procreate.

Wanted to make sure  
that all the letters  
were consistent, and  
that the features were  
looking like they  
belong to the same  
typeface.

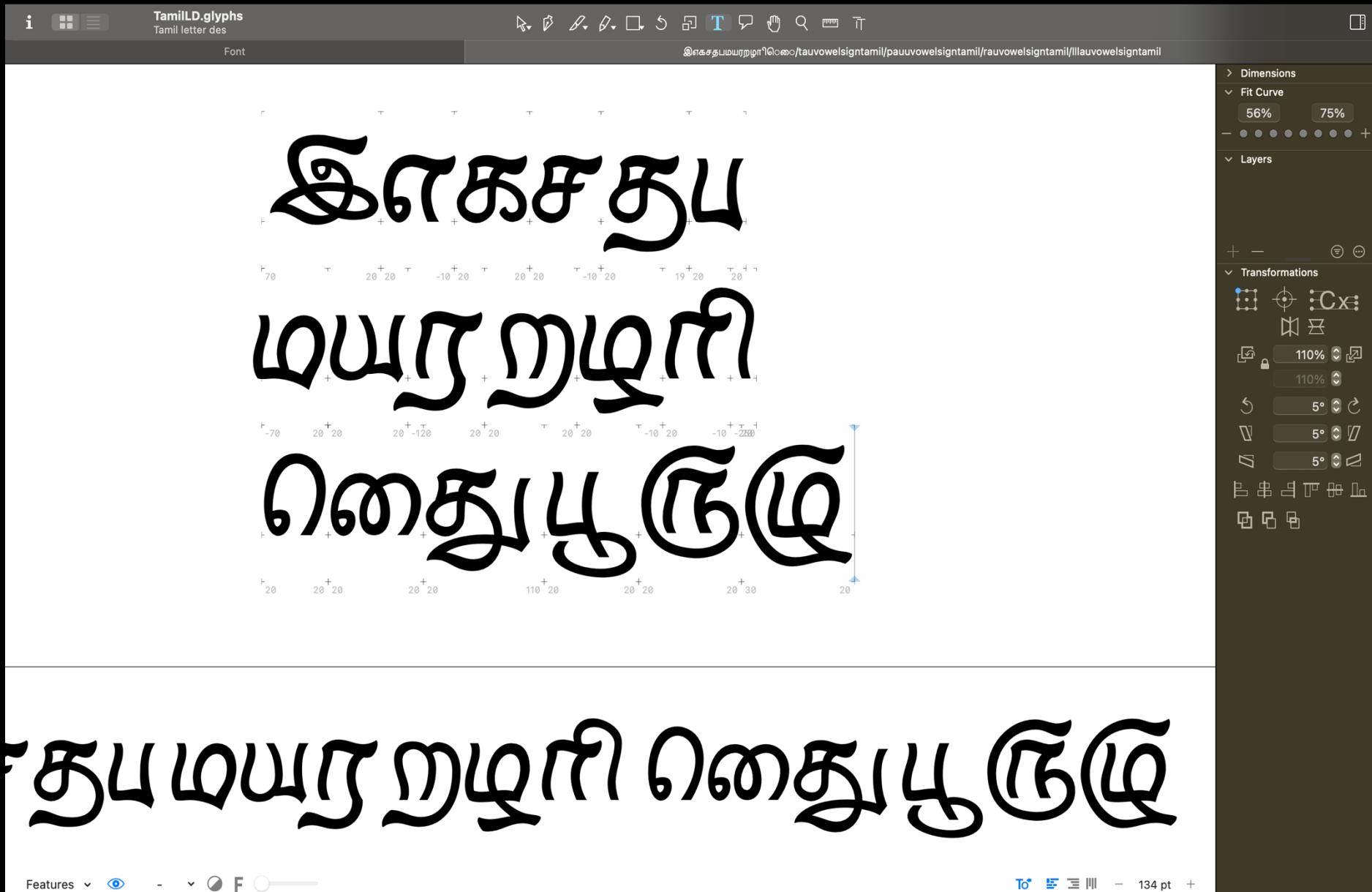
# Assignment 9

## Waterfall

After printing the waterfall, there were some curves and strokes that were not looking clean and consistent.

Some letters that initially looked good in the sentence now appeared odd in the typeface when surrounded by a different set of letters.

Some letters had to be corrected as they looked visually unbalanced.



Designing letters in glyphs

Learned a new software, learnt to design letters , add matras, adjust spacing, to export and use the font in different software.

பூமி  
எப்பொழுதும்  
பச்சையாக  
நடக்கிறது

# Assignment 10

Typeface poster

Say hello to Naanal!

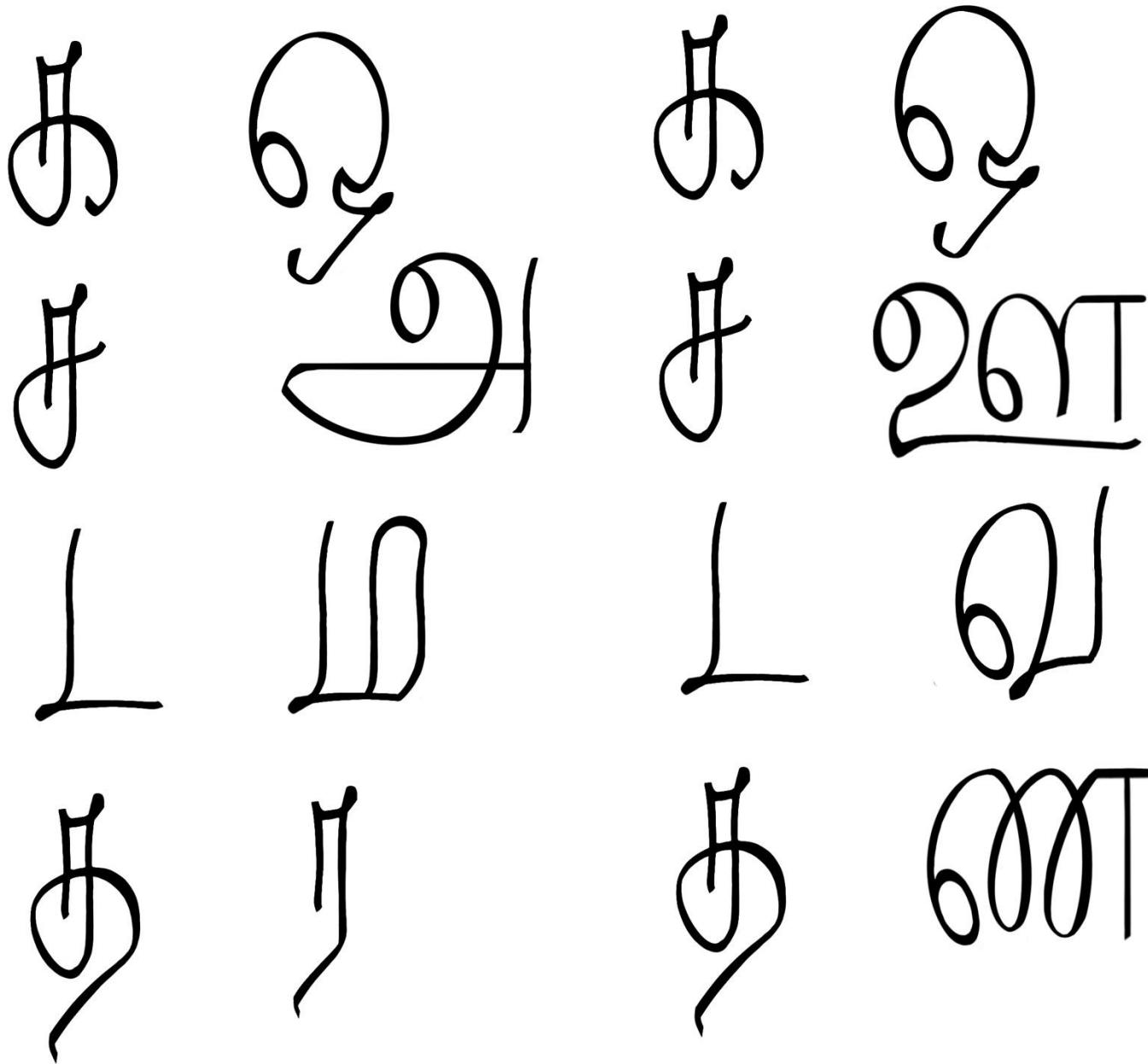
The Tamil word நானல் (Naanal) refers to reed or bamboo grass. The graceful swaying of reeds with the wind inspires the fluid curves and smooth lines in the typeface. Naanal holds poetic significance in Tamil literature, symbolizing humility, endurance, and harmony with nature. It is often used metaphorically to describe humble strength or quiet endurance.

Although slender and delicate in appearance, reeds are strong and resilient. Similarly, the typeface conveys strength through simplicity and subtlety, making a statement without being overwhelming.

Naanal could be well suited for children's books, branding, digital interfaces, apps and even for music albums or films promoting Tamil culture.

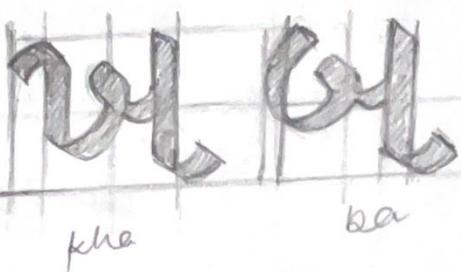


## Explorations



I was equally eager to try this style for the typeface.

## Letterform assignment



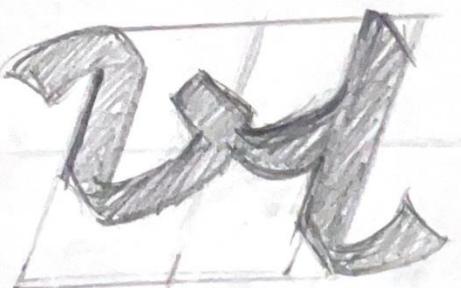
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Q

condensed? / expanded?

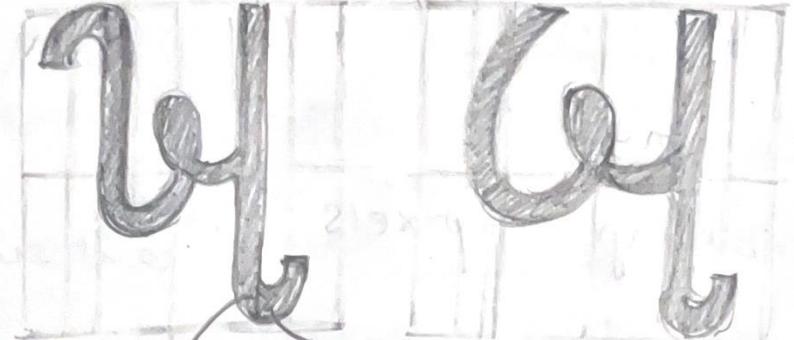
serif

italics

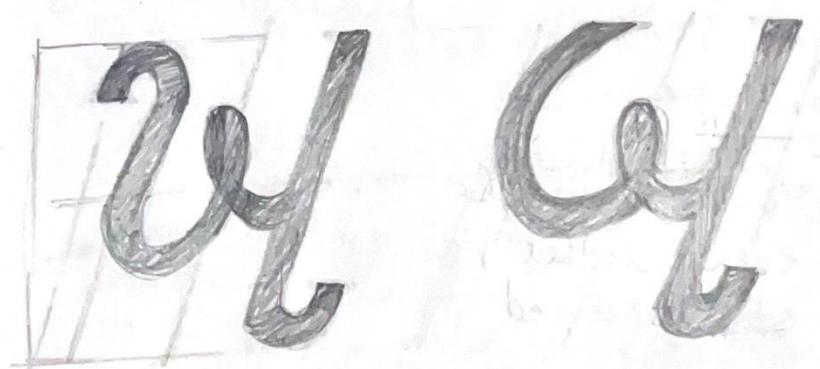
shadows



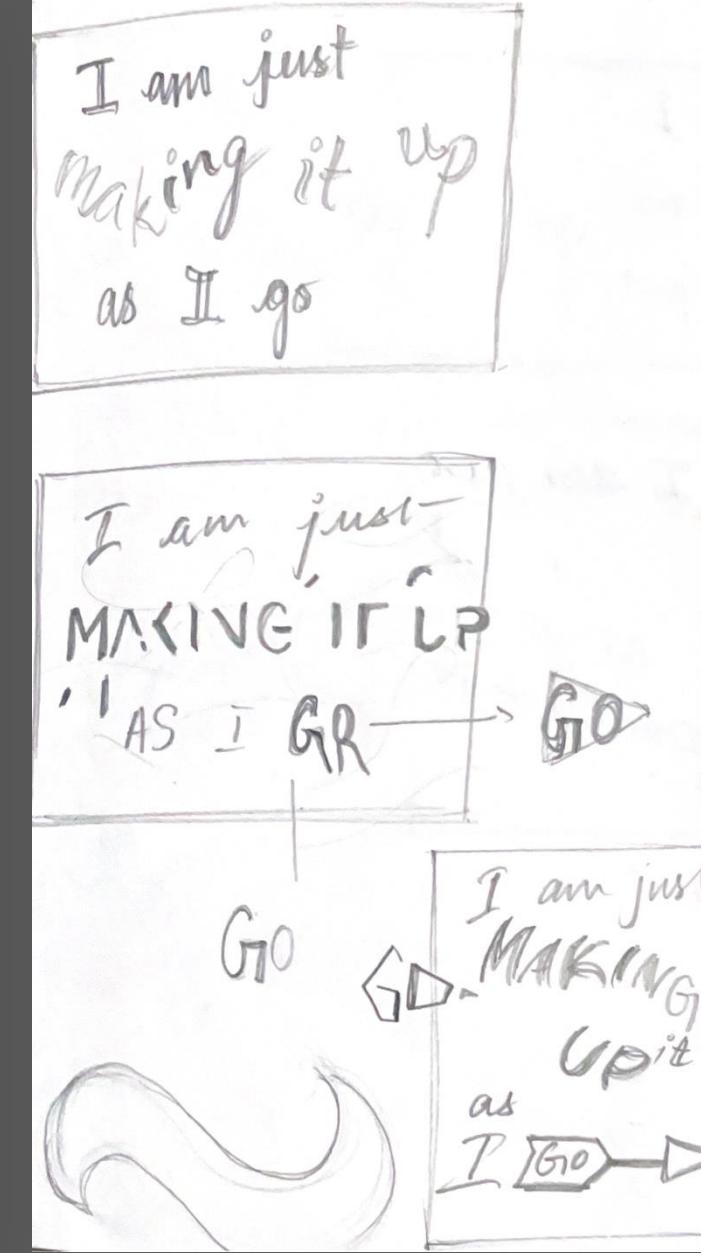
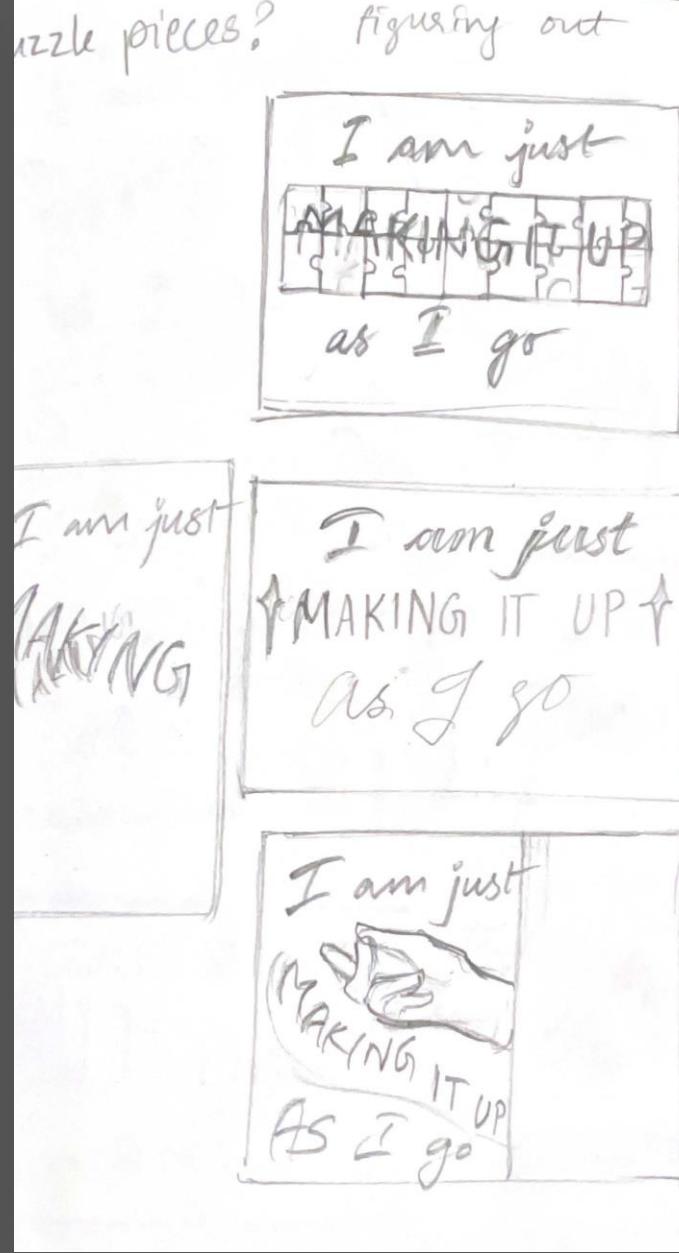
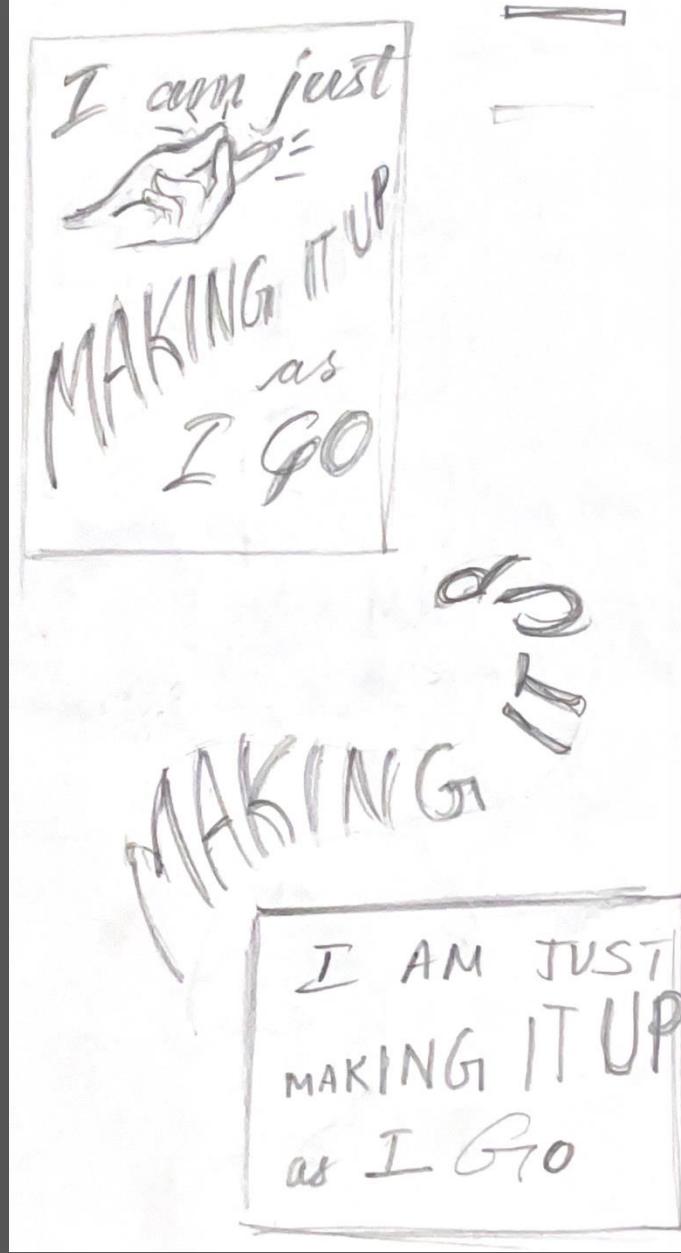
Axis  
Modulation  
terminal  
peculiar feature  
Aperture  
joineries



→ round edge  
equal line wide



H C



Quote  
assignment

மதுலிகா

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மதுலிகா  
மதுலிகா

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Name  
assignment

Quote  
assignment



Thank you