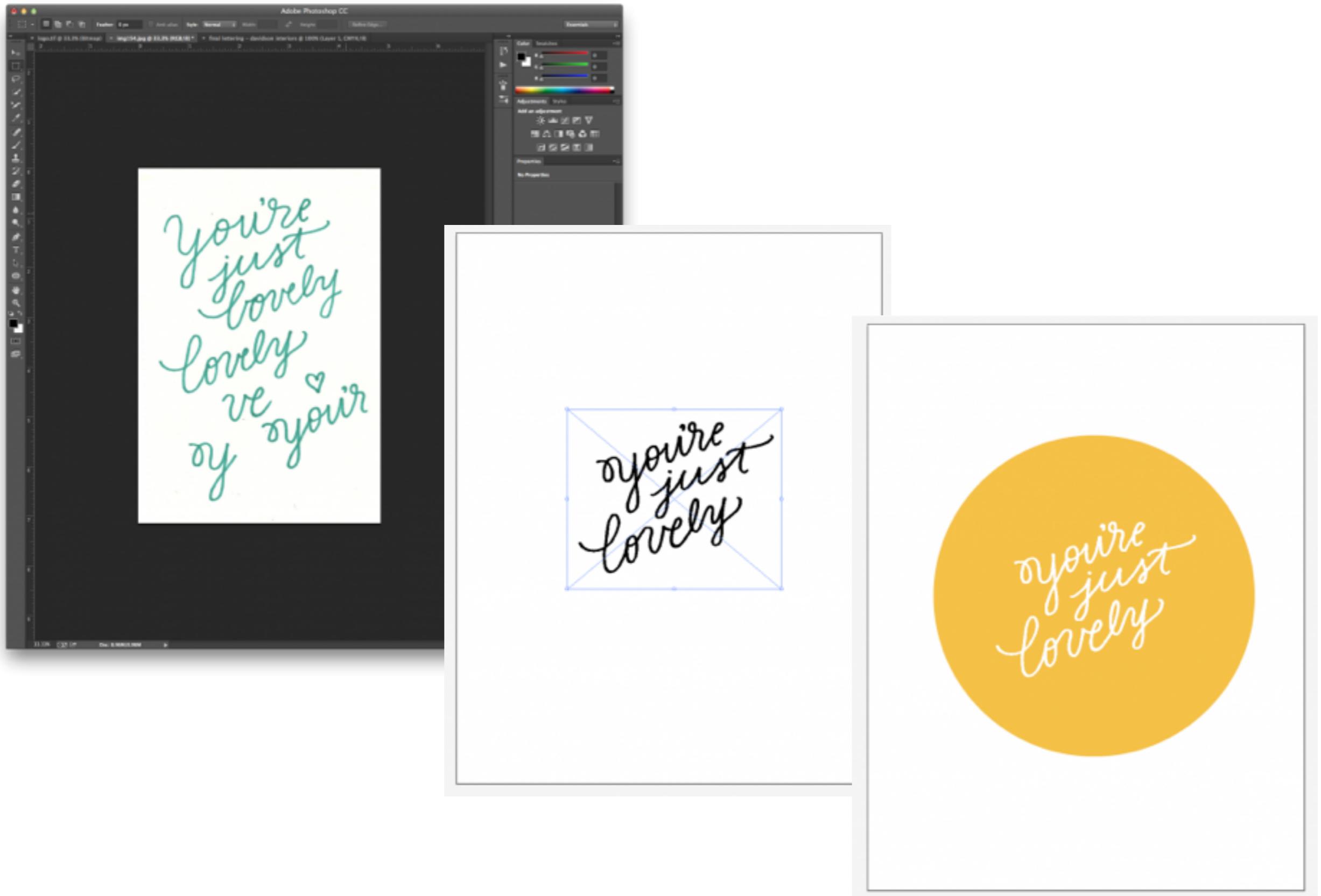


# Digital Lettering



What a lot of people consider digital lettering: scanning and Image Tracing your hand lettering

<http://gomedia.us/zine/tutorials/hand-lettering-tutorial-sketch-digital-design/>

We're actually going to focus on  
vectorizing letterforms by hand via pen tool

FOR YOUR EMMY® CONSIDERATION



Erik Marinovich  
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**AIR CANADA**  *Your world awaits.*

Erik Marinovich  
[erikmarinovich.com](http://erikmarinovich.com)

Pretty  
sharp  
feeling

JH

Jessica Hische  
[jessicahische.is](http://jessicahische.is)

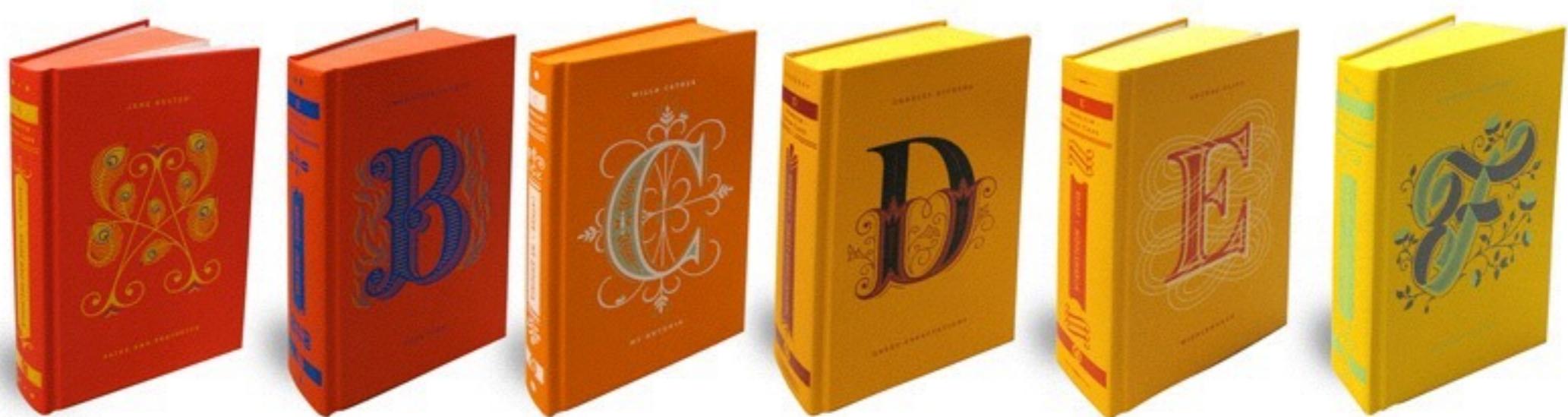
PartyNails

# Passion Projects

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Jessica Hische  
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Rachel's "All Better Now" Latte



To each their own latte  
[Starbucks.com/loveyourlatte](http://Starbucks.com/loveyourlatte)



Erin's "I So Deserve This" Latte



To each their own latte  
[Starbucks.com/loveyourlatte](http://Starbucks.com/loveyourlatte)

Jessica Hische  
[jessicahische.is](http://jessicahische.is)



Jessica's "Got My Groove Back" Latte



To each their own latte  
[Starbucks.com/loveyourlatte](http://Starbucks.com/loveyourlatte)



Mike's "That's More Like It" Latte



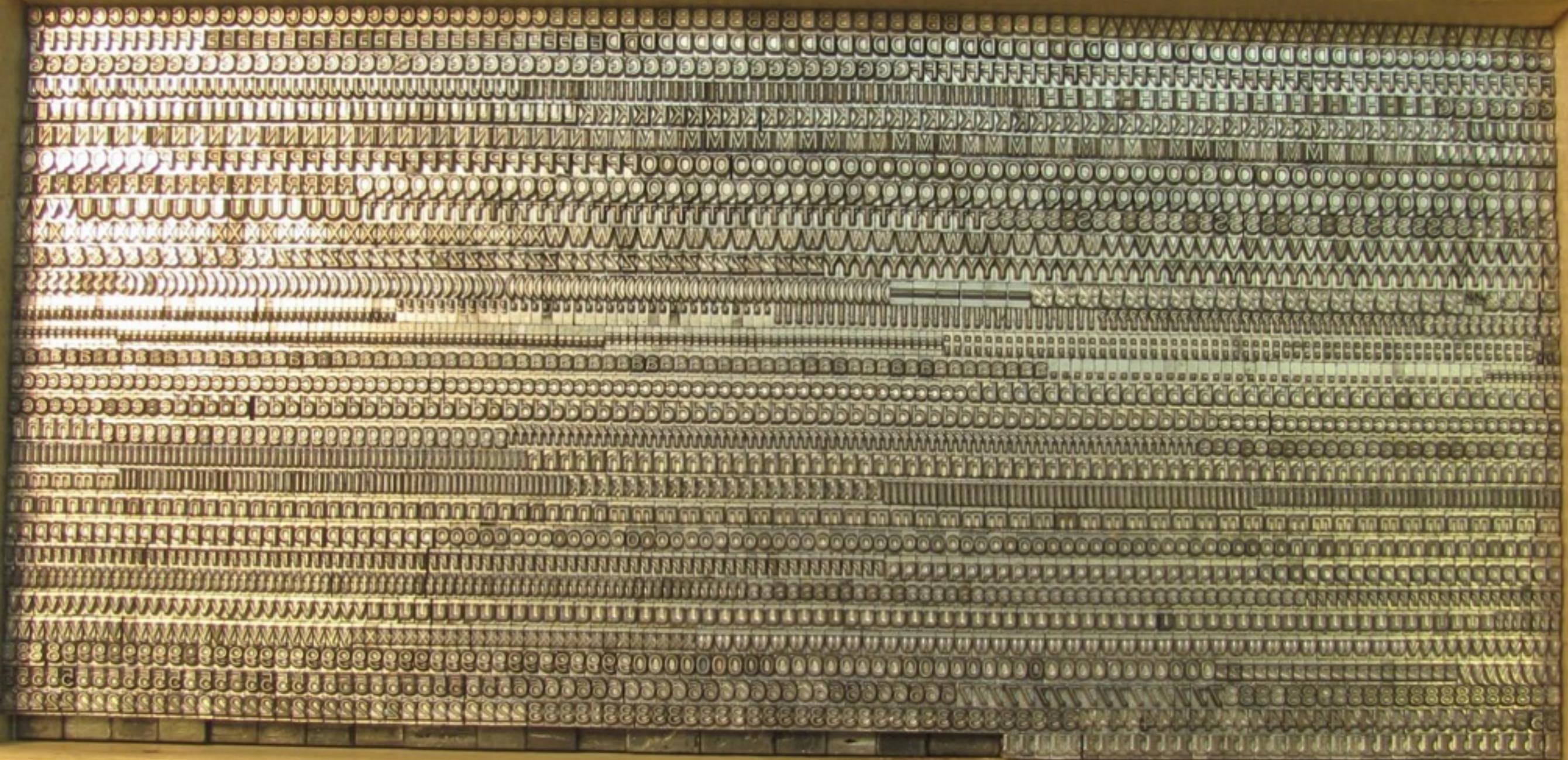
To each their own latte  
[Starbucks.com/loveyourlatte](http://Starbucks.com/loveyourlatte)

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Jessica Hische  
[jessicahische.is](http://jessicahische.is)

# Type Design

What fonts originally were like



Fonts are now **digital files** that contain letterforms.

Typefaces are the look of all characters in a font.

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A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Q	R	S	T	U	V	W	X	Y	Z	[	\	]	^	-	'
a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
q	r	s	t	u	v	w	x	y	z	{		}	~	Ä	Å
ç	É	Ñ	Ö	Ü	á	à	â	ä	ã	å	ç	é	è	ê	ë
í	ì	î	ï	ñ	ó	ò	ô	ö	õ	ú	ù	û	ü	†	°
ƒ	£	§	•	¶	ß	®	©	™	‘	’	≠	Æ	Ø	∞	±
≤	≥	¥	µ	∂	Σ	Π	π	∫	ª	º	Ω	æ	ø	ı	ı
¬	√	f	≈	Δ	«	»	...	À	Ã	Õ	Œ	œ	-	—	“
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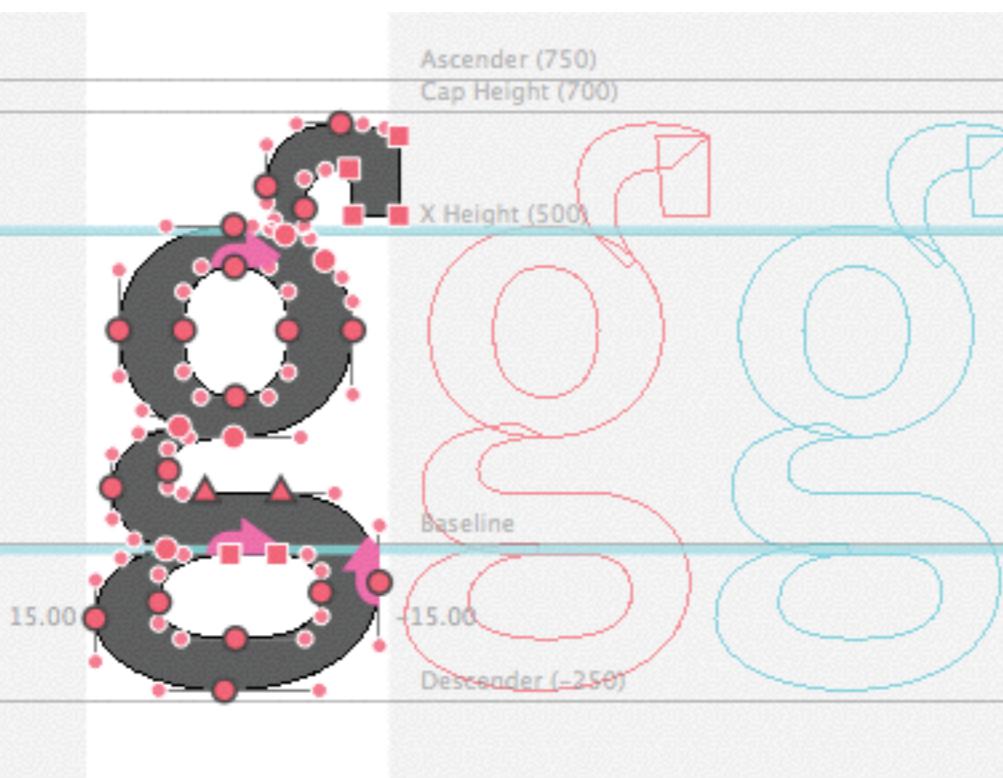
**Helvetica Light**  
**Helvetica Regular**  
**Helvetica Bold**

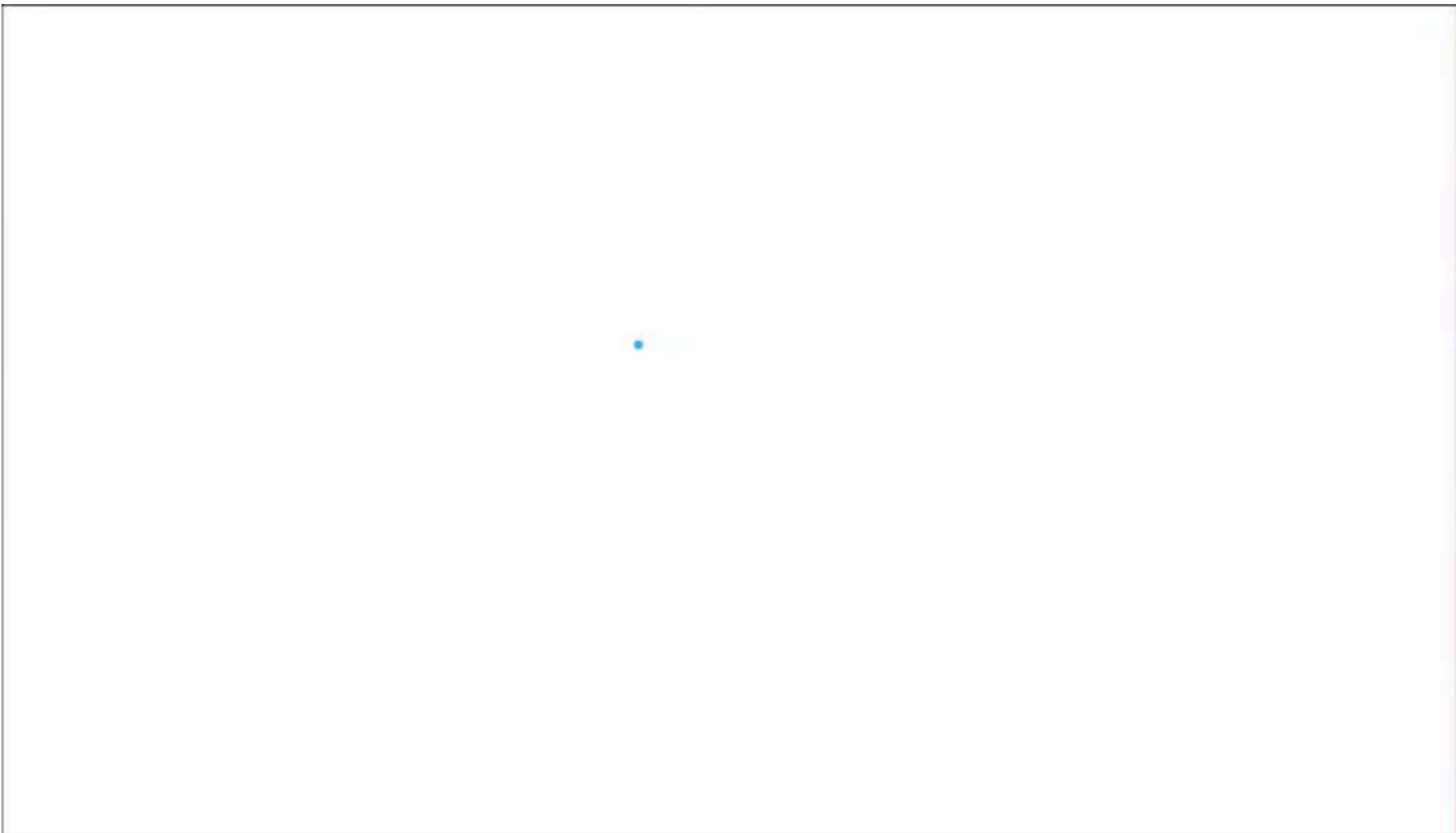
Helvetica is a **typeface**.  
It is a **font-family** which is made up of **fonts**.  
A **font** is a specific size and weight of a **typeface**.

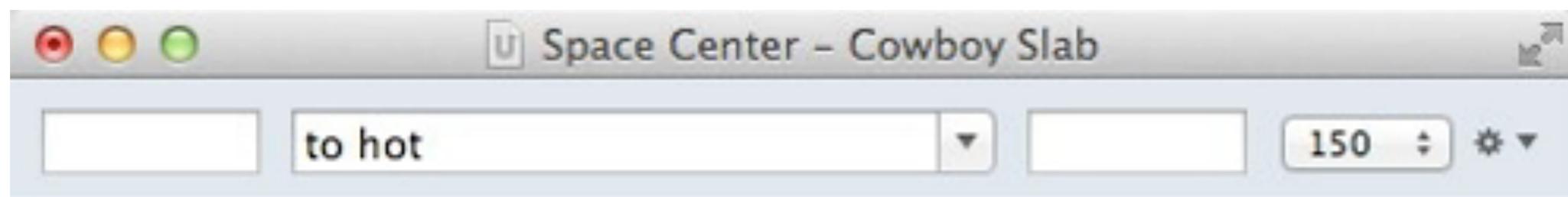
# Glyphs App



# RoboFont







to hot



	t	o	space	h	o	t	
Width	404	540	306	640	540	404	
Left	4	35		30	35	4	
Right	63	35		20	35	63	

# *Moonrise Kingdom*®

*Written by Wes Anderson & Roman Coppola*

*Directed by Wes Anderson*



*Written by*  
*Wes Anderson*  
*&*  
*Roman Coppola*

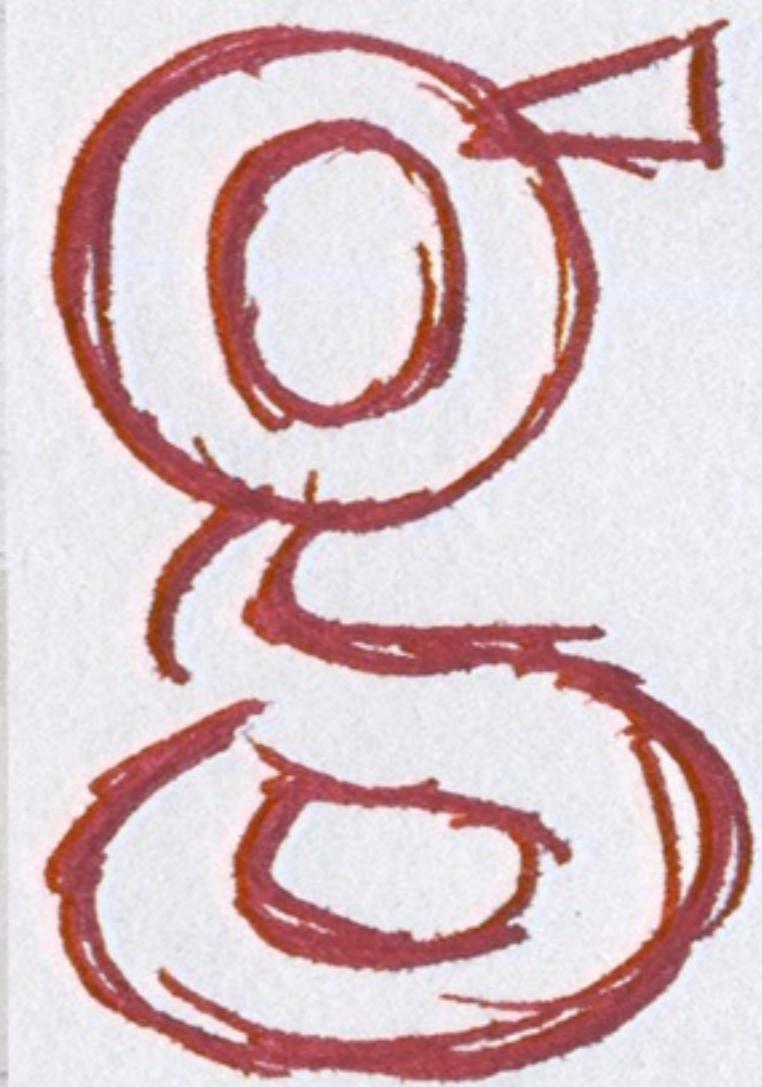
A B C D E F G H  
I J K L M N O  
P Q R S T U V  
W X Y Z

a b c d e f g h i j k l m n o  
p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

# The Development of Balto

[https://typesupply.com/news/2013/9/the-development-of-  
balto](https://typesupply.com/news/2013/9/the-development-of-balto)

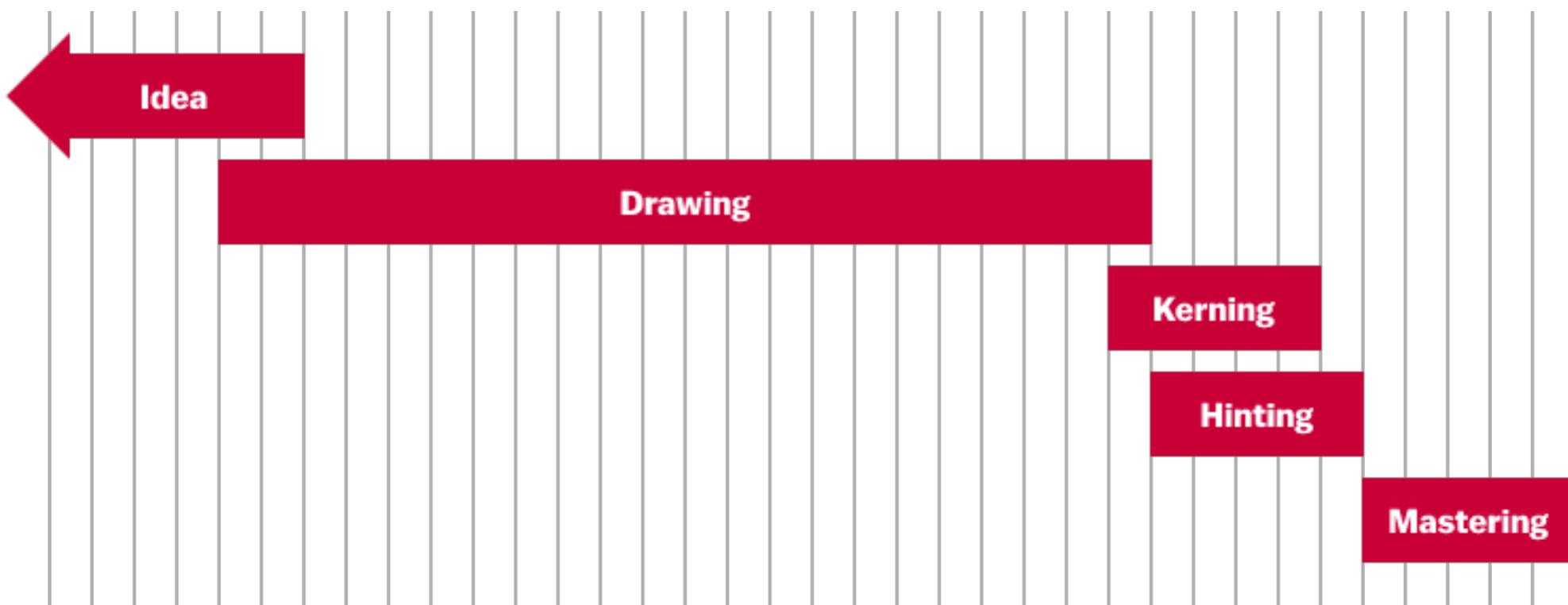


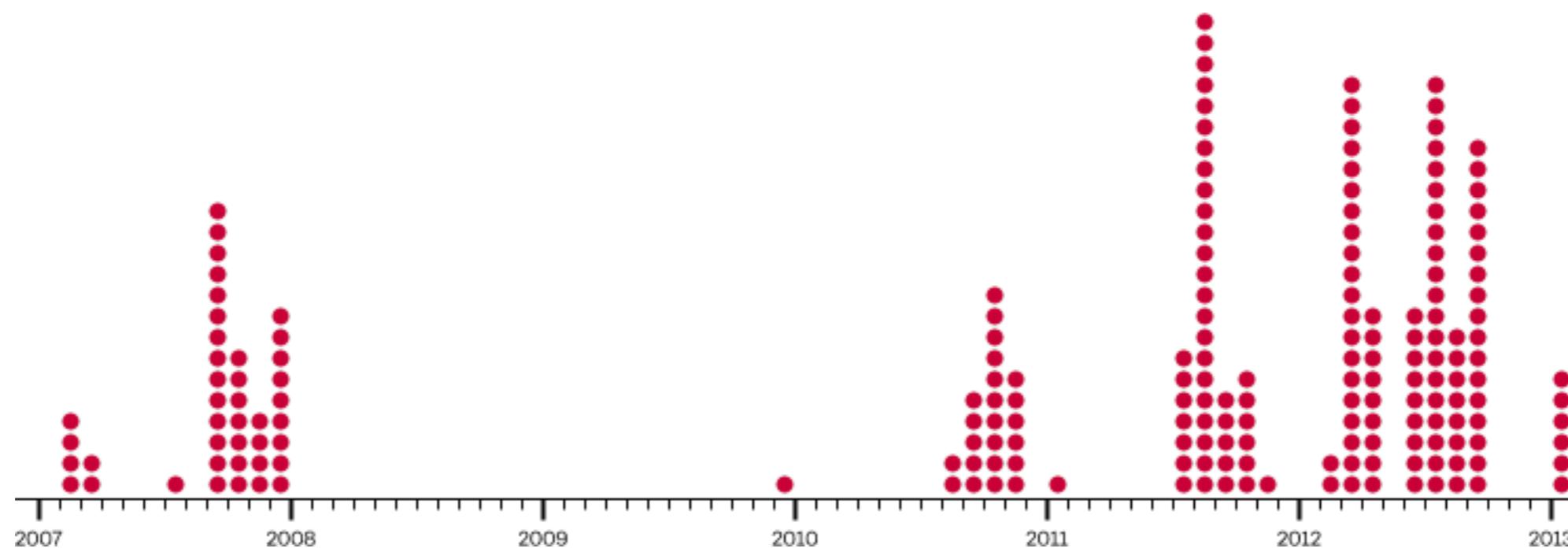
HAMBURGEFONTSIV

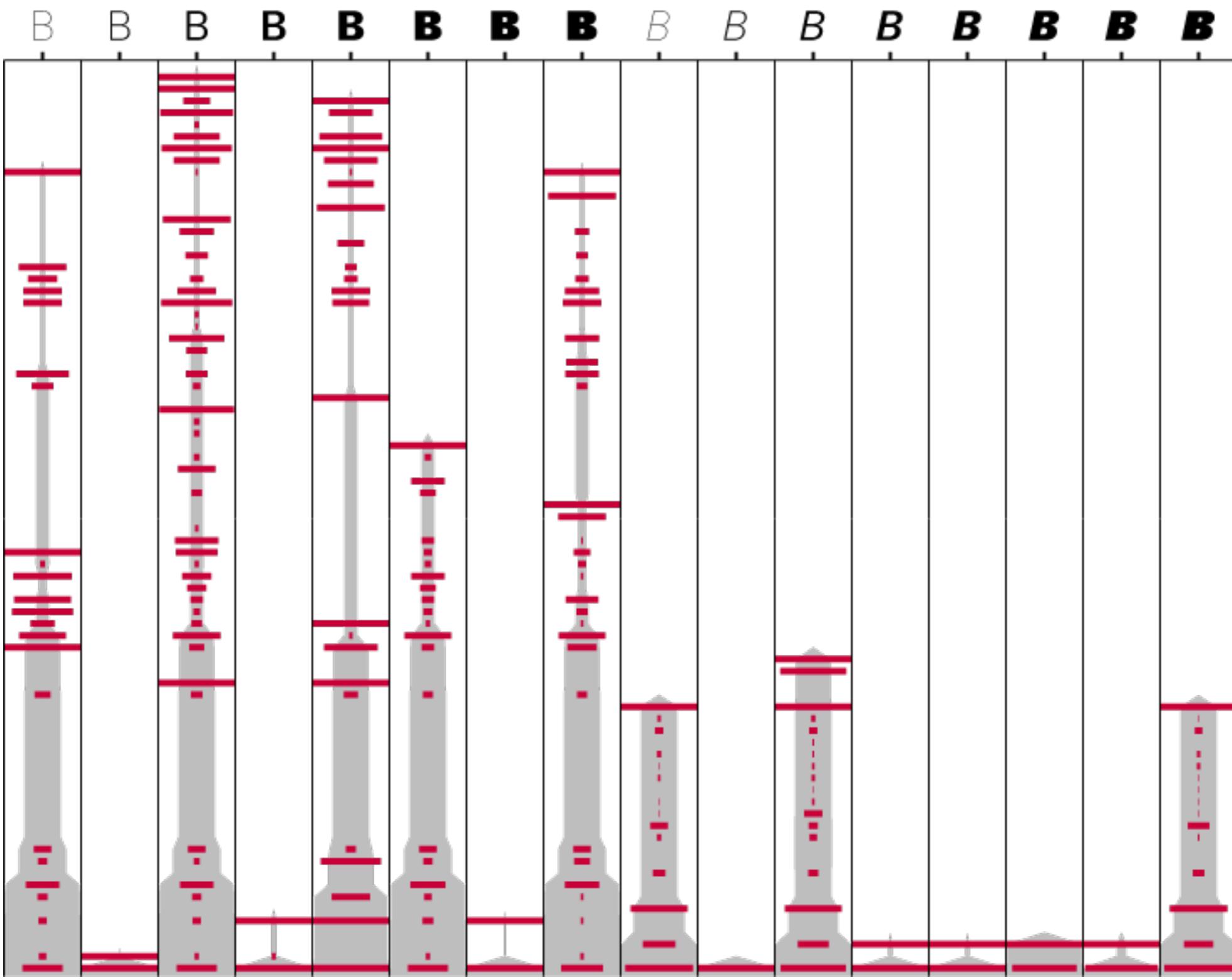
HAMBURGEFONTSIV

hamburgefontsiv

hamburgefontsiv







official weights

SSSSSSSSSS SSSSSSSSS  
SSSSSSSSSS SSSSSSSSS

linear interpolation between Thin and Ultra

bn bn

s s s s s s s

s s s s s s

# GRSabegs

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Æ Ð Ø Þ H  
Ł Ñ œ Ł a b c d e f g h i j k l m n o p q r s t u v w x y z á  
º ß æ ð ø þ ð h t ñ œ t 0 1 2 3 4 5 6 7 8 9 \_ - - - ( ) [ ] {  
} # % %œ ' " ' " , " < > « » \* † ‡ . , : ; ... ! ¡ ? ¿ / \ |  
! @ & § ¶ · • + - ± ÷ × = < > ≤ ≥ ≈ ≠ \$ ¢ £ ¥ ¤ € ^ ~ ó ò ö  
ó ö ö ö ö ö ö ö © ® ™ ° ® ö ™ ö ö ö ö ö ö ö ö ö ö ö ö ö ö  
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The image consists of three vertically stacked sections, each featuring a different letter formed by multiple layers of orange tape or ribbon.

- Top section:** Shows the letters 'a', 'e', and 'g'. The 'a' is a simple curve. The 'e' has a horizontal bar across its middle. The 'g' is highly detailed, showing a spiral construction with a small tail at the top right.
- Middle section:** Shows the letters 'M' and 'S'. The 'M' is formed by two vertical strips with diagonal cross-tapes. The 'S' is a single continuous loop with a small tail at the bottom left.
- Bottom section:** Shows the letters 'S' and 'W'. Both are formed by thick vertical strips with diagonal cross-tapes, creating a bold, geometric appearance.

in  
co  
gr  
e  
P  
ros

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hamburgefontsiv

hamburgefontsiv

# on Legibility

Shape openness

aC

aC

Intercharacter spacing

d n c o

d n c o

Form ambiguity

g 9

g 9

Proportion

0 0

0 0

→ departures

→ departures

→ departures

→ departures