

Visual Design Study

Hanna Chen
6.1040
Fall 2025



Typography - Handwriting/Fancy Fonts

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (!@#\$%^&*~'@' ?,:)

Penultimate

The spirit is willing but the flesh is weak
SCHADENFREUDE
3964 Elm Street and 1370 Rt. 21

Fonts are the visual representation of text. They give style and design. Serif fonts like Times New Roman are traditional, while sans-serif fonts like Arial are modern. Monospace fonts have equal width for all characters. The right font can greatly affect readability and legibility.

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Font: Crafty Girls

- smaller x-height, hard to read when small
- lots of curves, pleasing to eye when readable

COOKIES

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
' " # \$ % & ' () * + , - . / : ;

abcdefghijklmnopqrstuvwxyz

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Font: Architect's Daughter

- slightly larger x-height, easier to read when small
- less curves, more harsh lines
- tilted right, italics may be confusing to distinguish

Cookies font

- closer to typed letter shapes, good letter height to width ratio
- easy to read while maintaining aesthetic

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The left hand does not know what the right hand is doing.

Font: Indie Flower

- slightly larger x-height, easier to read when small
- median roundness of crafty girls/architect's daughter

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

Gloria Hallelujah

The quick brown fox jumps over the lazy dog
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 (!@#\$%^&*~'@' ?,:)

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3964 Elm Street and 1370 Rt. 21
<https://fonts-online.ru> info@fonts-online.ru

Font: Gloria Hallelujah

- slightly larger x-height, easier to read when small
- similar to architect's daughter, less angular
- tilted left

Bubble letters

- good for titles
- not good for everything, hard to read (height same as width)
- adds to aesthetic

#CC9CD9 #E8C4F2 #B6D0F2 #D5E5F2 #F2E6CE

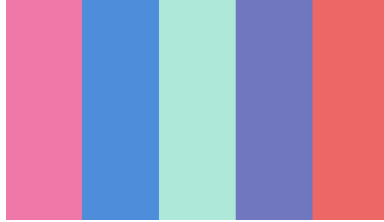


Color - Cool Tones & Pastel

#EDC9F2 #EEDCF2 #6DCCF2 #5CE3F2 #50F2F2



#D98FB8 #F285E0 #6C91D9 #F2D3AC #F29B88



#F279A6

#3B8FD9

#A9E7D8

#6B78BE

#F26666

#F2B3D1 #D97EB9 #30B1BF #E6949C #F29B88