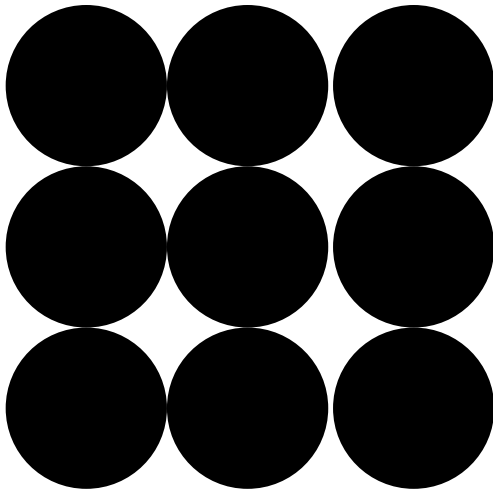


Project #1

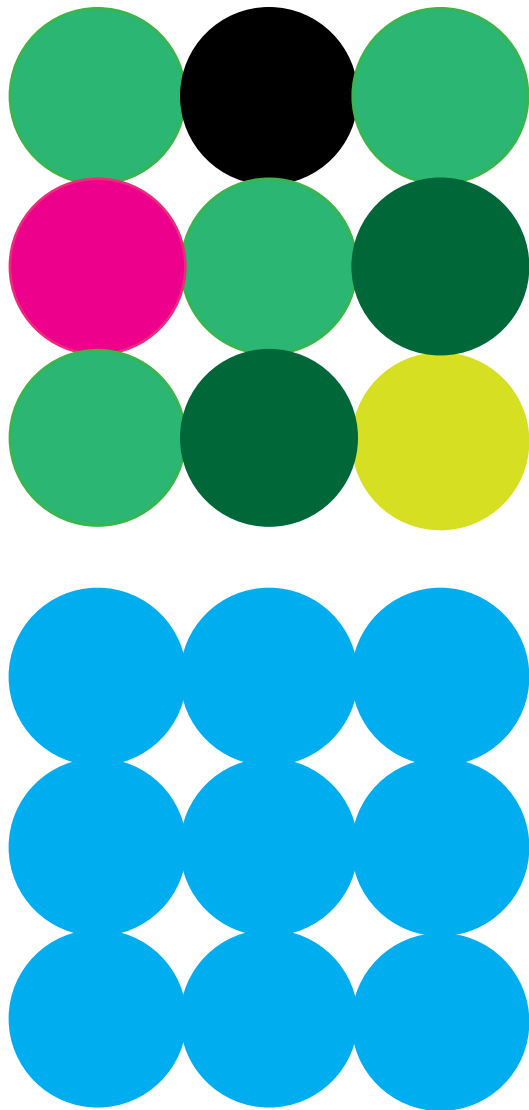
Taylor Hill

I chose my seed because of its simple, yet intriguing shape along with the presence of negative space which creates a pattern.

The Seed

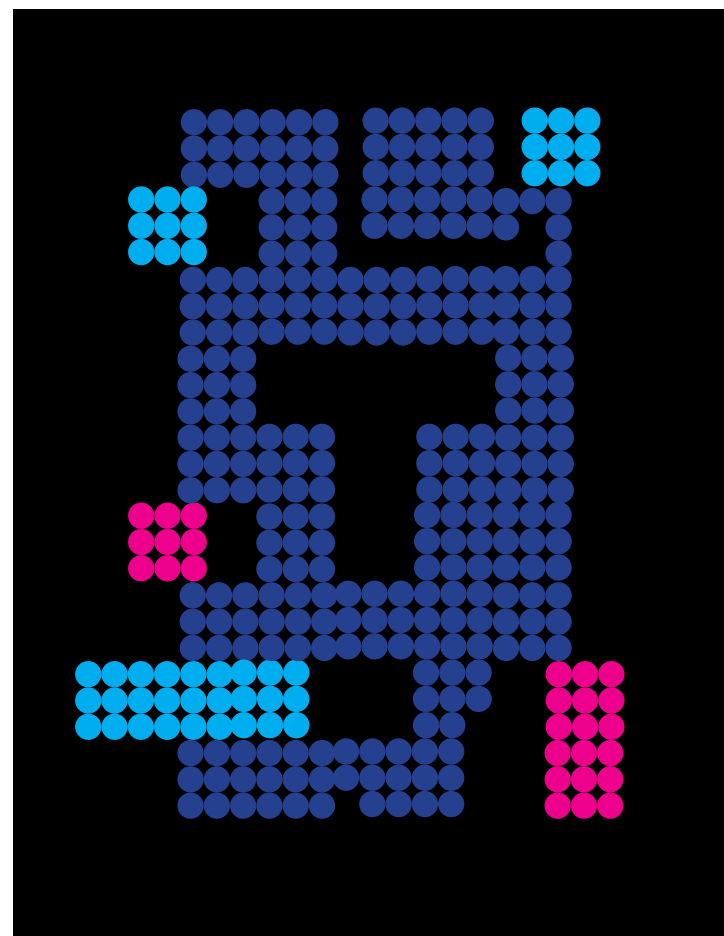


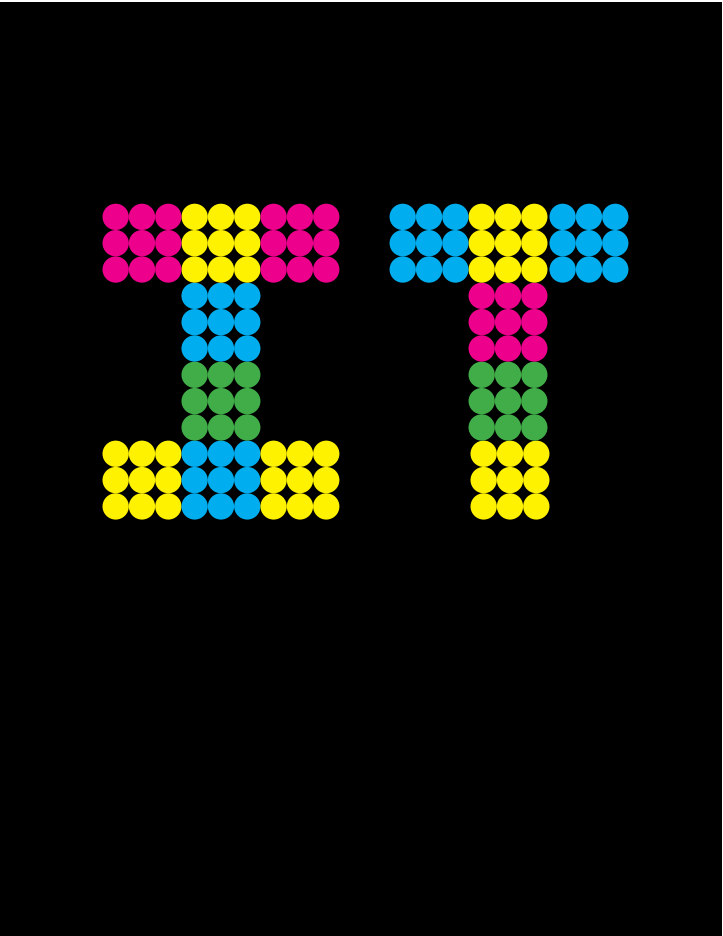
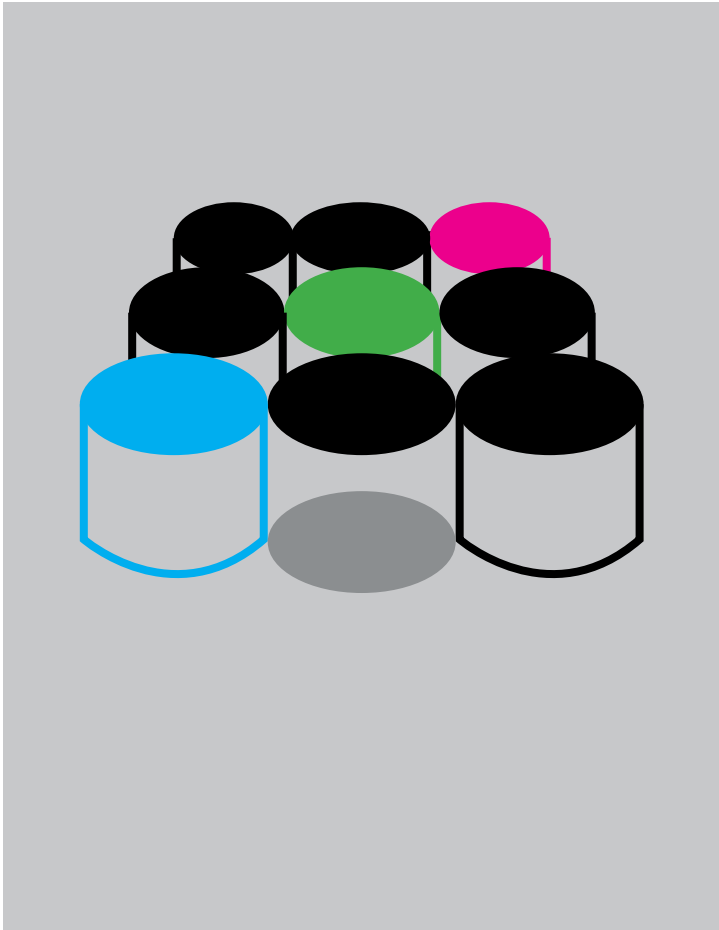
I distilled my seed into a morsel by adding a simple color treatment to it by pairing a group of colors with one or two obscure colors (neon pink and yellow-green), alternately using one color for all six dots.

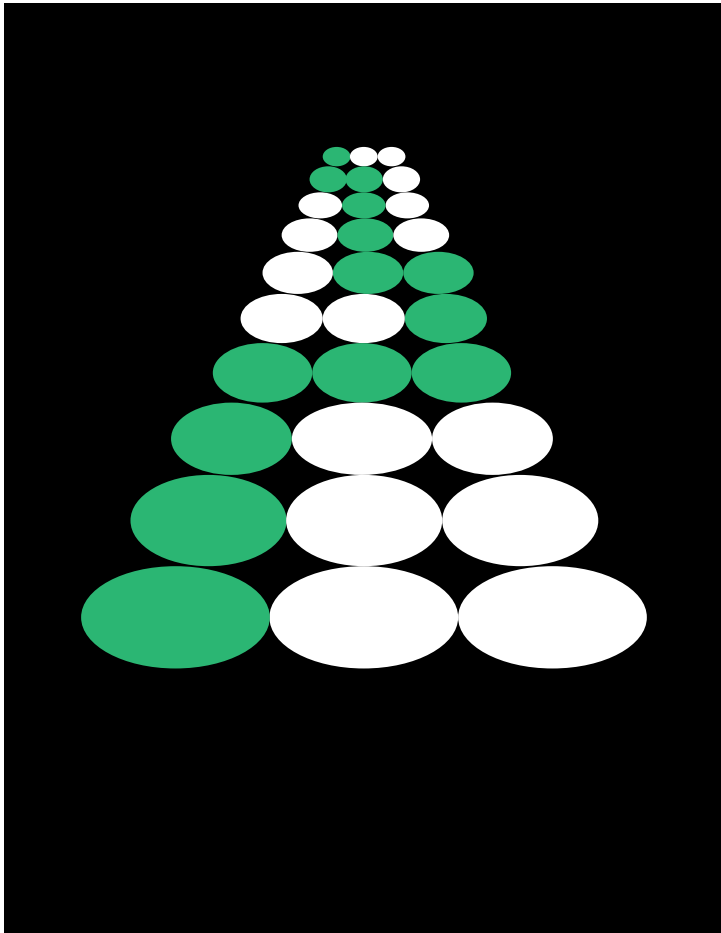


I really wanted to explore the idea of dimension and color to these blocks, eventually exploring what I could “build” in a two dimensional world, which made me think of video games, especially the original Nintendo Entertainment System (NES).

MM
MM
TMMLOA







1. I kept seeing the reoccurrence of typeface and letterforms in my work.

2. The aesthetic was reminiscent of the old games that I had earlier thought of.

3. I decided to recreate the labels of old NES cartridges with a typeface made of my “blocks”.

I decided to make a typeface that was indicative of the 1980's era, including the bright neon colors that were so popular in then. I used the "blocks", or the dots to create this typeface using the website "www.fontstruct.com". I eventually was able to design the entire alphabet (all caps, some lowercase), numbers, and even punctuation using this software.



Leftovers

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 1 2 3 . , :

! ? \$

