

TOMARIK DISPLAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

NOVE

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Bubblegum Pop Vanilla

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The alphabet is full of interesting personalities and traits. I want this viewing experience to be fun and educational since my audience are 3-8 year olds. Since young children typically start learning the letters with capital letters, I chose a playful and bold font where the letters are easily recognized.

The alphabet soup narrative will be based on characteristics, connected iconic objects, or the shapes of the letters themselves.

A - bold, celebrity, flashy, haughty
B - airhead, floats by the bubbles, gets second by pure luck
C - curvy & clumsy, clunkily rolls around
D - heavy set, balanced, sturdy
E - super reliable well-rounded most perfect, spot light
F - mischievous, peeks into frame, gets bumped in by G
G - clumsy but well-intentioned
H - fierce 'giant' cuz it has strong pillars and its symmetrical
I - preppy/prideful; very useful
J - fancy
K - 'quiet' strong; does not stand out
L - personality kinda like K but sleepier and softer; transitions from K into L

M - competitive with N
N - competitive with M, clash together
O - comes out of M/N fight with transition; starts small in back and then gets bigger + combo with P
P - play with P/O combo to make Q;
Q - big and fun; use negative space; snorlax
R - sharp/fast and hard
S - curvy and sassy, twirls
T - reliable; confident; friendly gym bro
U - kind, slow; gets chopped to make V
V - snobby; sharp; mean
W - wise and old; mirrored off of V
X - edgy and young; bottom of x combines to make Y (weird transition: maybe blocks moving together/pixel by pixel)
Y - quirky/weird; kinda giggles
Z - small and shy