

36 Days of Type

Final Submittal:



Problem: Create a total of 36 letterforms. Each letterform needs to be unique but also part of a set of containing 36 total letters and numbers.



Solution: The process was started by creating 6 versions of 4 different letterforms and then submitted to a peer review.

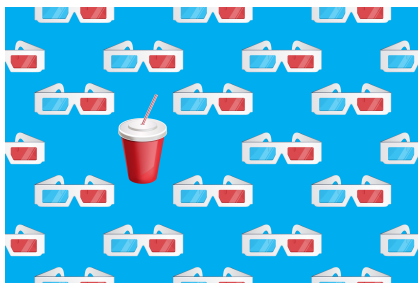
Column 2 - “3D Inflated” letterforms were preferred by the group.



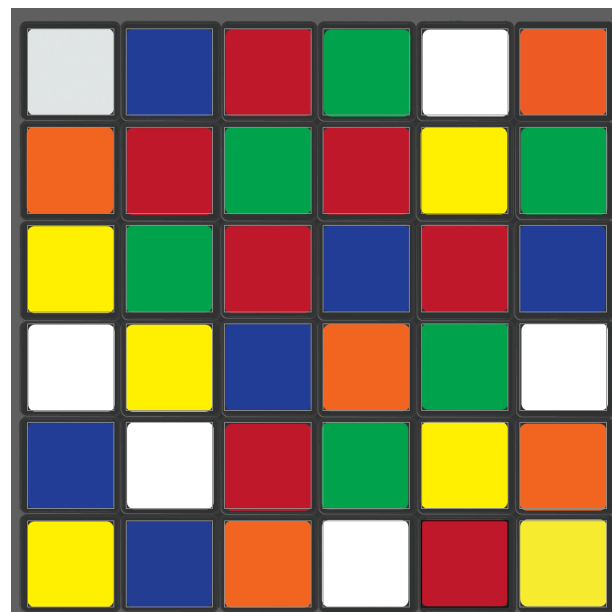
Taking the letters and numbers I had already created into account, the design became “Letterforms Born from 1980’s Nostalgia”. But since the idea was to create the letterforms all different, I needed a way to tie them together into one cohesive piece of work. To do so, I created a Rubik’s Cube “grid” in Illustrator and made each colored square its own artboard. I then started downloading stock photos and patterns from Adobe Stock to start the process.

Eventually, I ran into issues when trying to make 3D letters from a pattern and/or image so I had to begin importing the images into Adobe Substance 3D to create .sbsar files so that I could wrap the lettering in patterns/images while still using the 3D filter tool.

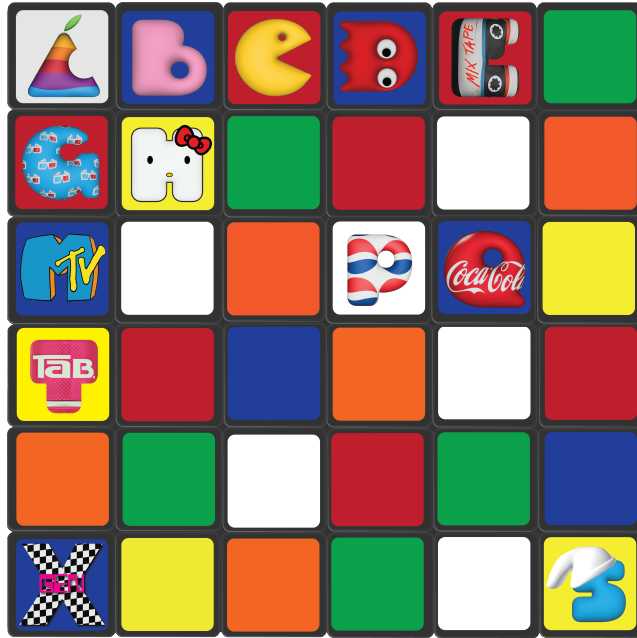
The Substance 3D software presented a slight learning curve, but ultimately I was able to use the program to create the files needed to create a “3D clipping mask” for the project. For example, this is an Adobe Stock image transformed into an .sbsar that I used to wrap the letter “G”.



Here is the Rubik's Cube grid I created in Illustrator to hold the letterforms:



After the grid was created, the process consisted of creating letterforms that came to mind in no particular order:



The following are an example of some letterforms that didn't make the final cut:



Throughout the entire process, it was a very fun (and nostalgic) project to work on.