

Project 2:

36 Days of Type

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MAT 210

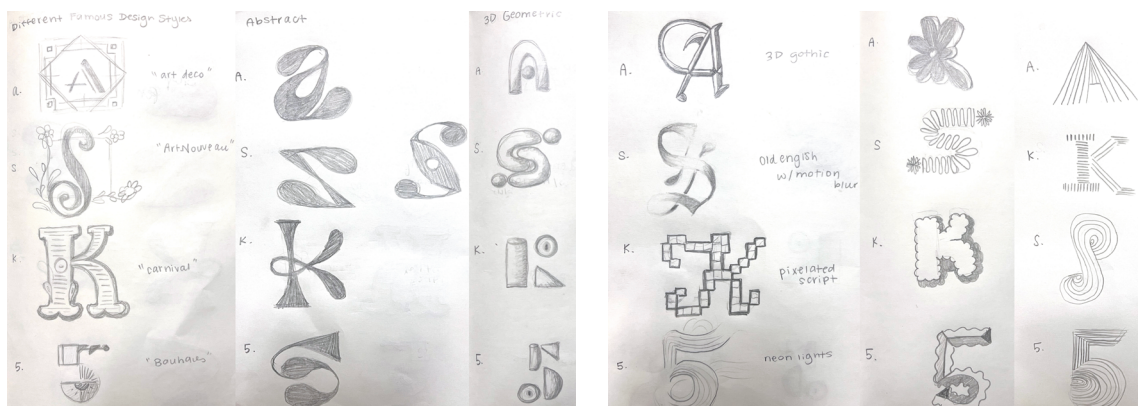
Spring 2024

Project Goals & Solutions

The goals for this project were to create a unique typeface in which each letterform employs a different technique to achieve the look of “volume” and “dimension”. Since every letter is distinct in design it is important to maintain a level of cohesion when they are all displayed together in a grid.

To mimic the appearance of volume in a two dimensional space I used different techniques in both Illustrator and Photoshop. Some of the letterforms were created using the 3D features of Photoshop and Illustrator and others were simple vectors and lineart that were manipulated to give the look of dimension. To ensure all of the letters had at least a similar look and feel, I reused some of the colors and line weights throughout various designs.



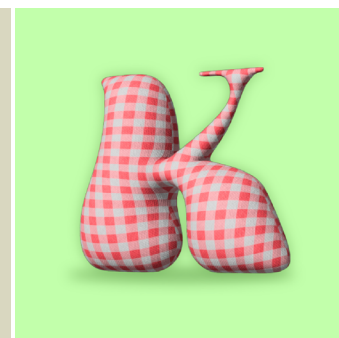
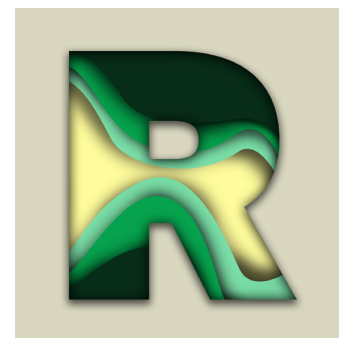
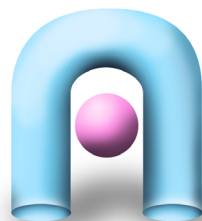


Step One: Sketch various ideas for potential themes for my custom typeface to submit for a peer review. After a discussion with my peers I decided to combine all of my ideas to be able to showcase different techniques and styles.

Some of my original ideas were historical design styles, abstract, 3D geometric, classic fonts turned modern, and groovy retro.

Step Two: Each week I submitted several digital iterations of my sketches to discuss what was or wasn't working with my class. As the project developed and I began to better understand my own aesthetic preferences, some designs were scrapped or altered.

Here are some designs that didn't make the cut.



Step Three: Combine all of my finished files into a single 6x6 grid that consists of 36 artboards (1080px X 1080px) in Illustrator. Once all of the designs were contextualized I changed several background and letter colors to match each other so that the project made sense as a whole. Several letters also had to be resized so that the scale of each letter was similar.