

Typeface

The Art of Letters

Materials

Paper
Pencil
Eraser
Black Pen
Coloring Tools
(colored pencils, crayons, etc.)
Ruler (optional)

Typography is the design and appearance of written letters to create an impression on the viewer. Using typography and your name you will design your own personal font to describe your personality.



1 Get Warmed Up!

Write your name in each of these typeface styles:

- ① **Sans Serif:** Sick letters with no feet

Your Name

- ② **Serif:** Stick letters with feet.
(Everywhere a straight line ends, add a foot.)

Your Name

- ③ **Script:** Curly letters.

Your Name

2 Brainstorm



What do you want your typeface to say about you?
What is your style? What is your personality?
Colorful, bold, experimental, simple, quirky, etc.

Other things to consider...

Will you use CAPITAL LETTERS or lowercase letters or a combination of both? Are the letters tall or short? Are the letters big or small? How big are the spaces between the letters?

Think about how you will place the letters of your name on the page. Do you want to center them on the page horizontally? Do you want to make it vertical? Do you want to scatter the letters or make them diagonal?

3 Draw Your Name as a Decorative Typeface!

Sketch out stick letters of where you'd like to see the letters of your name. This is called the **skeleton**. Use a pencil.



Option 1: Block letters

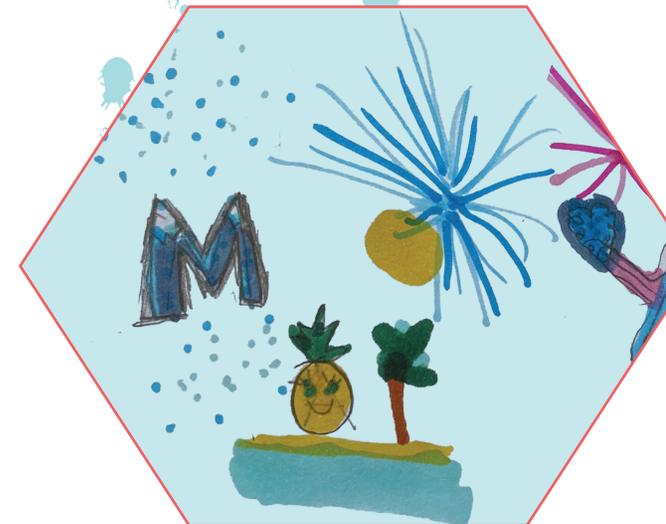
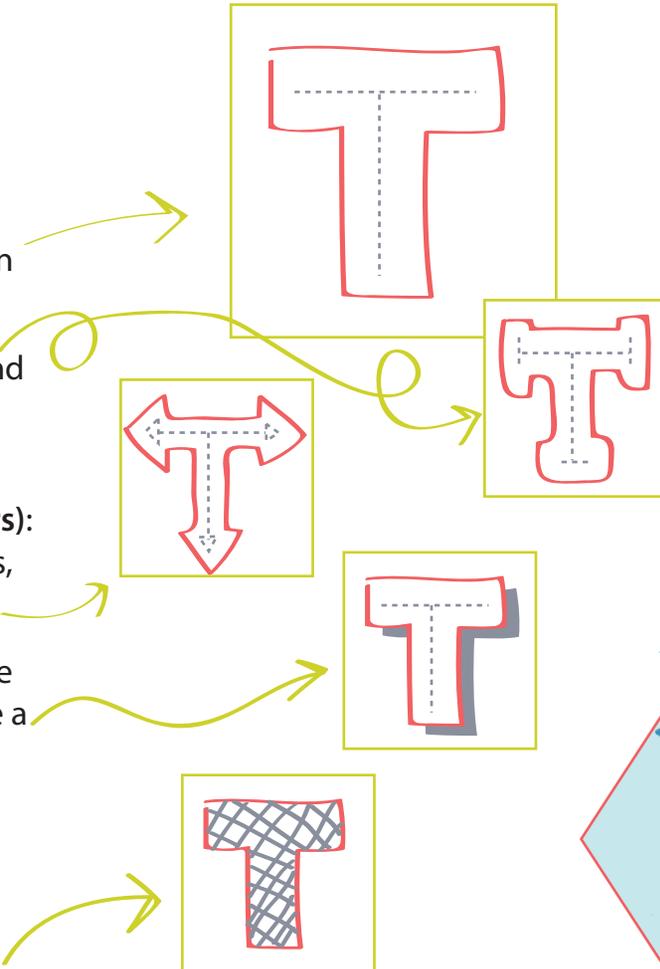
Trace a hard edge all around the stick letter, then erase the skeleton centers

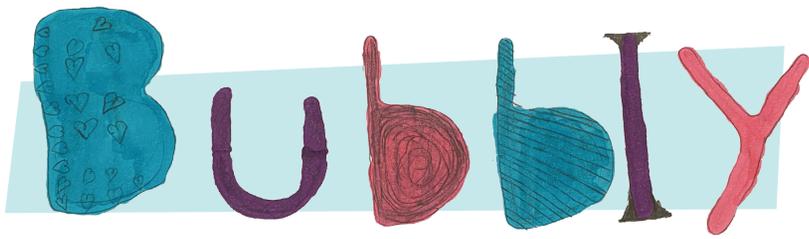
Block with Serif: Draw a block letter, add feet and connect with the edge with a half circle, erase unnecessary lines, trace the letter.

Block with Shapes (horns/wings/triangles/stars): Draw a block letter, add shapes on to end points, erase unnecessary lines, trace the letter.

Block with Shadow: Draw a block letter, imagine the sun is coming from one direction and create a dark strip on the opposite side of the letter. Do this for each piece of the letter, erase skeleton, trace the letter.

Block Pattern (cross hatch): Draw a block letter, erase unnecessary lines, add a crosshatch, trace exterior line.





Option 2: Bubble letters

Draw a smooth, rounded racetrack all around stick letter, then erase the skeleton centers.

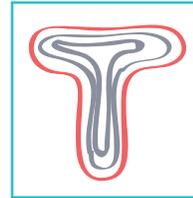
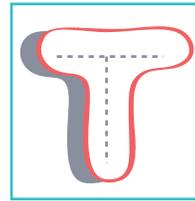
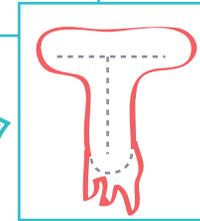
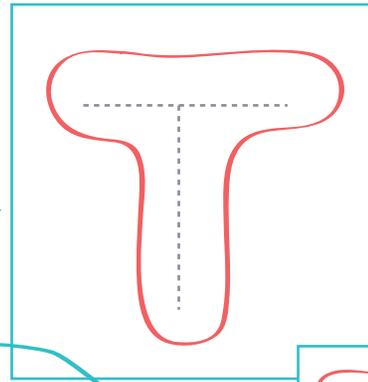
Bubble with Shapes (drips): Draw a bubble letter, add shapes on to parts of the bubble, erase the unnecessary lines, trace the letter.

Bubble with Shadow: Draw a bubble letter, find midpoint and draw a thick line shadow on the left side of each piece, erase unnecessary lines, trace the letter.

Bubble Pattern: Draw a bubble letter, add in-line stripes. Trace the lines.

Outline and color!

Trace your lines and outline in black ink. Erase any remaining pencil lines. And finally add lots of color!



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Watch the how-to video!

Get more typography tips and info at:
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