Name: David Leon

Date: 16/02/2022

Class: Design & Typography
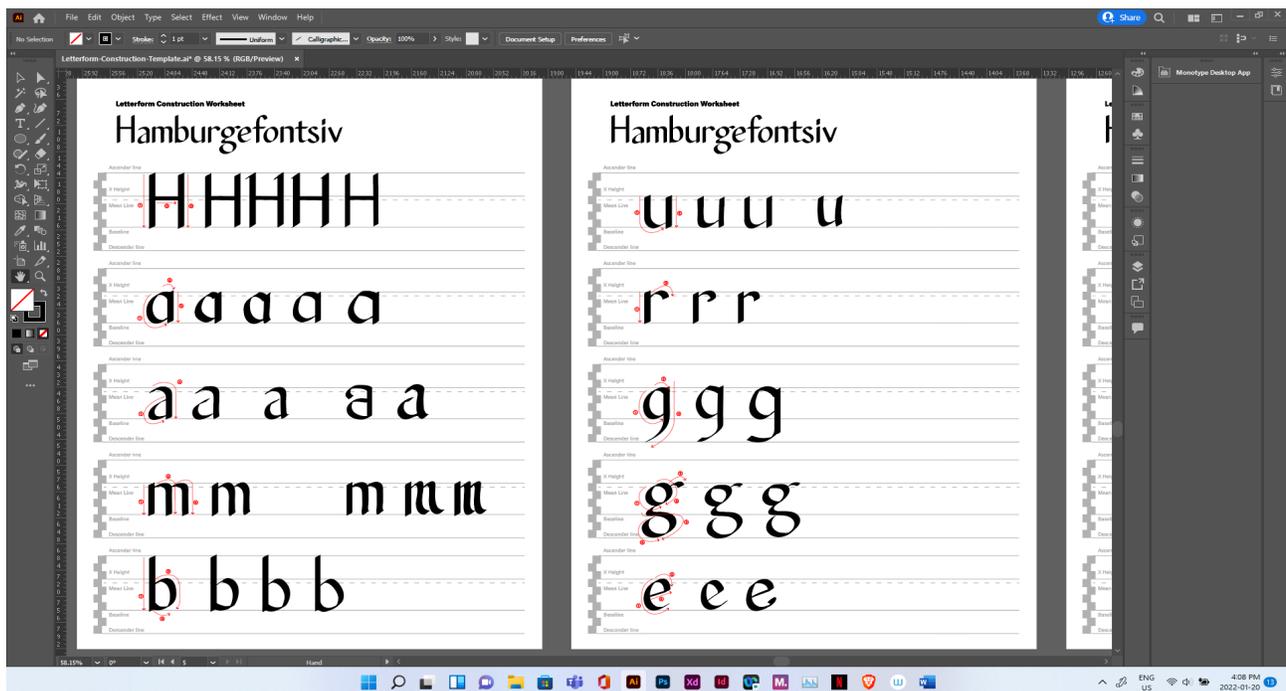
Professor: Edward Naus

<div align="center">

Typography Process

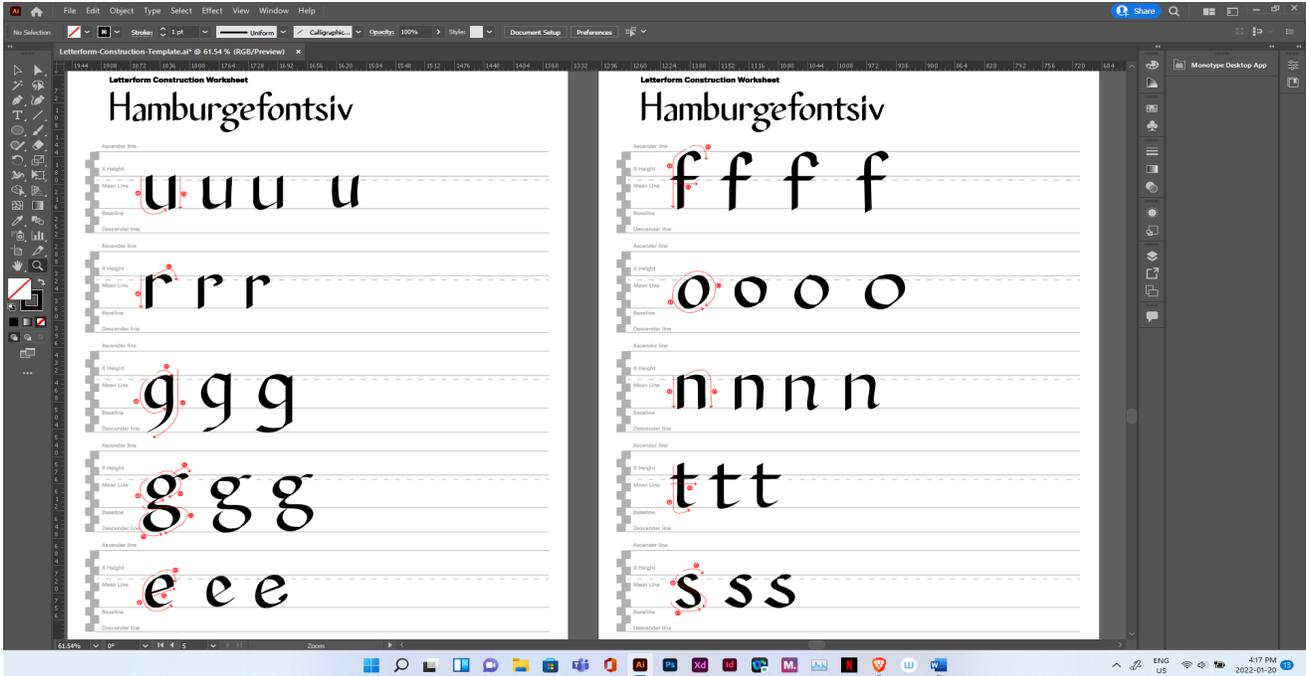</div>

1st Stage Construction

In the first Stage of the process, I start to sketch some of the letters.
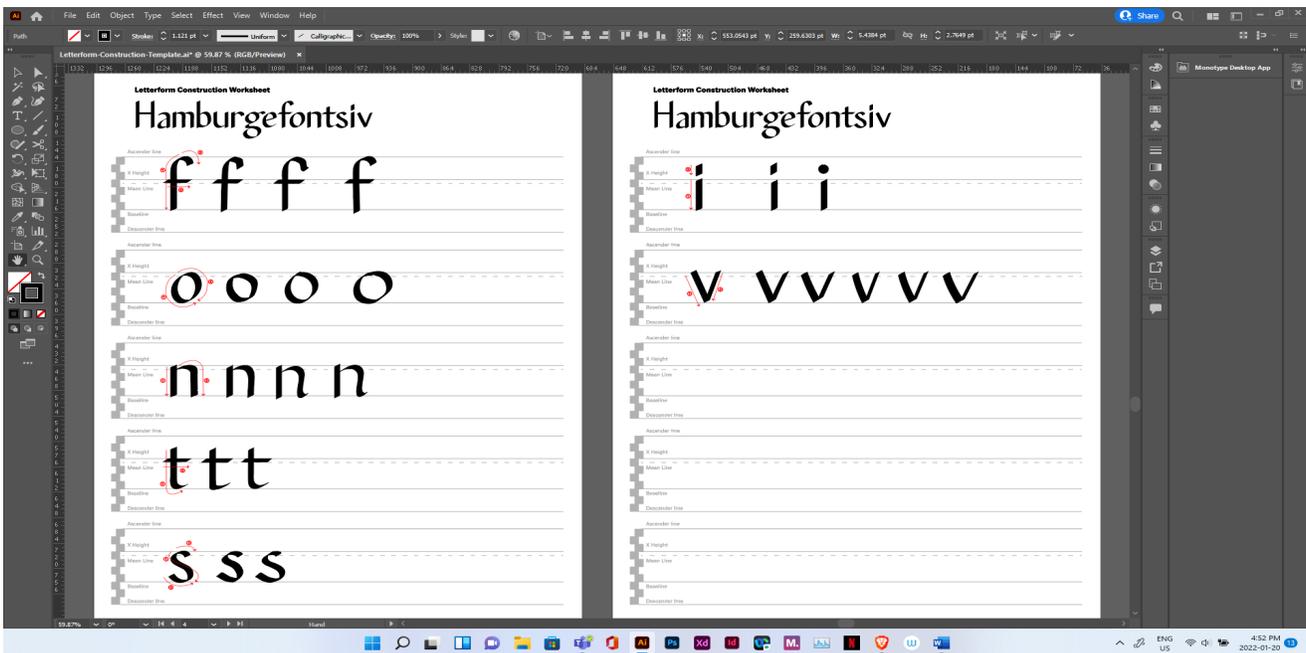

Trying to at the first stance follow the example of the teacher but, later I decide to try to give to my sketches a different style, with different modifications:

- I (Tried to) make the terminal in the 2- Story "a", more rounded.

- The last "H" is my intent to do a Helvetica "H" with a thin Stem and Spine.

- The "r" shoulders are thin at the beginning and converging into a much thicker terminal.

- With the 2-story "g" I tried to simulate a similar shoulder – Terminal as the example. Although, I tried something different with the link and the loop, making a much more pronounced loop and closing the link at the end.

- I started the "M" as the example, but then I tried to slightly curve the end of the stem trying to end with a curved tail, but at the end I choosed to change the arcs instead.

- I stick with the example of the 1-story "g" but, I tried also to do it with more defined and wider lines.
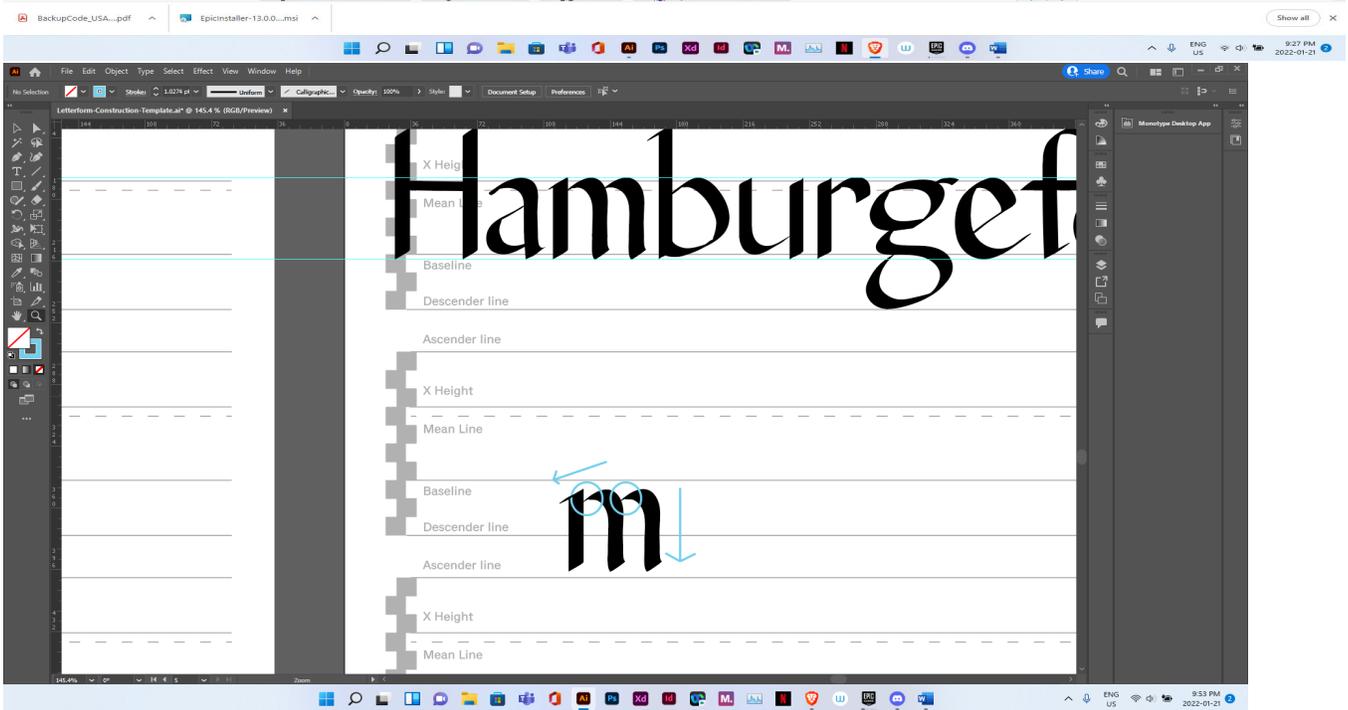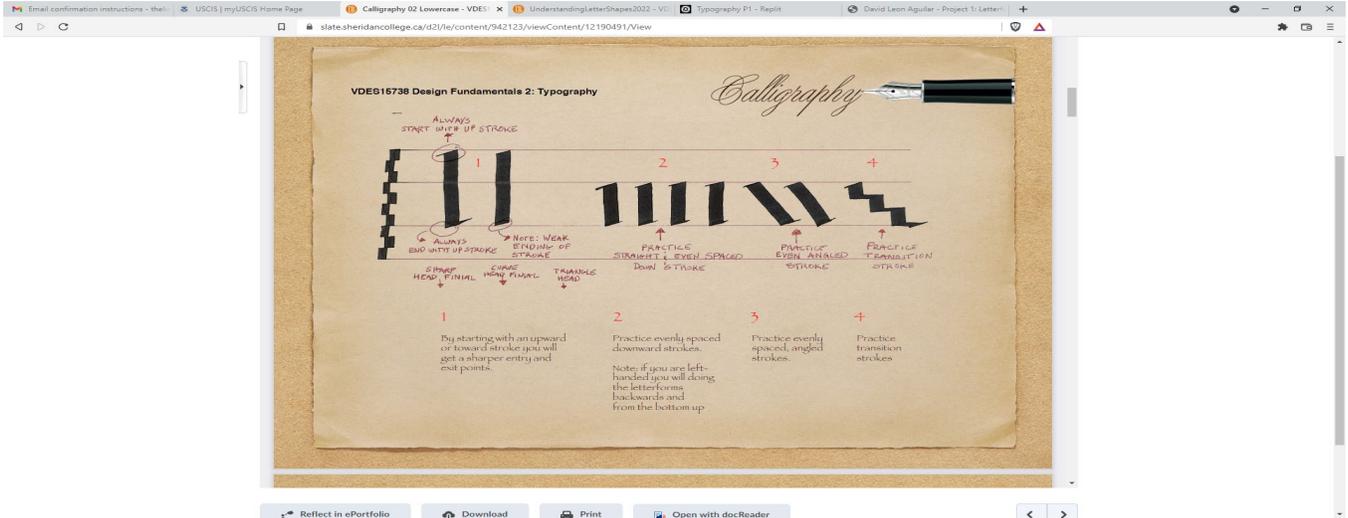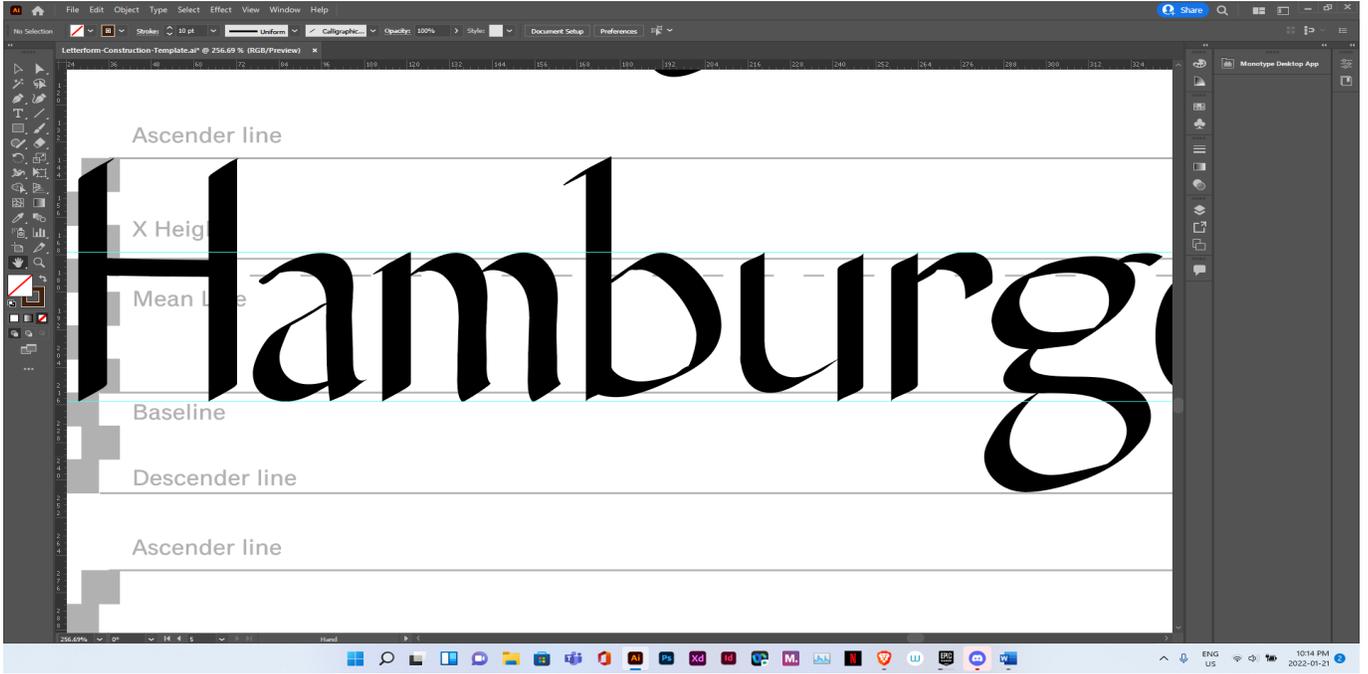
- With the "f" I stick to the plan maintaining the height of the ascender equal to the height of the example making just slight changes in the terminal.

- In the "O" I followed the exampled making the axis of the "O" slightly turn to the left and tried to make wider the "O" by expanding the counter space.

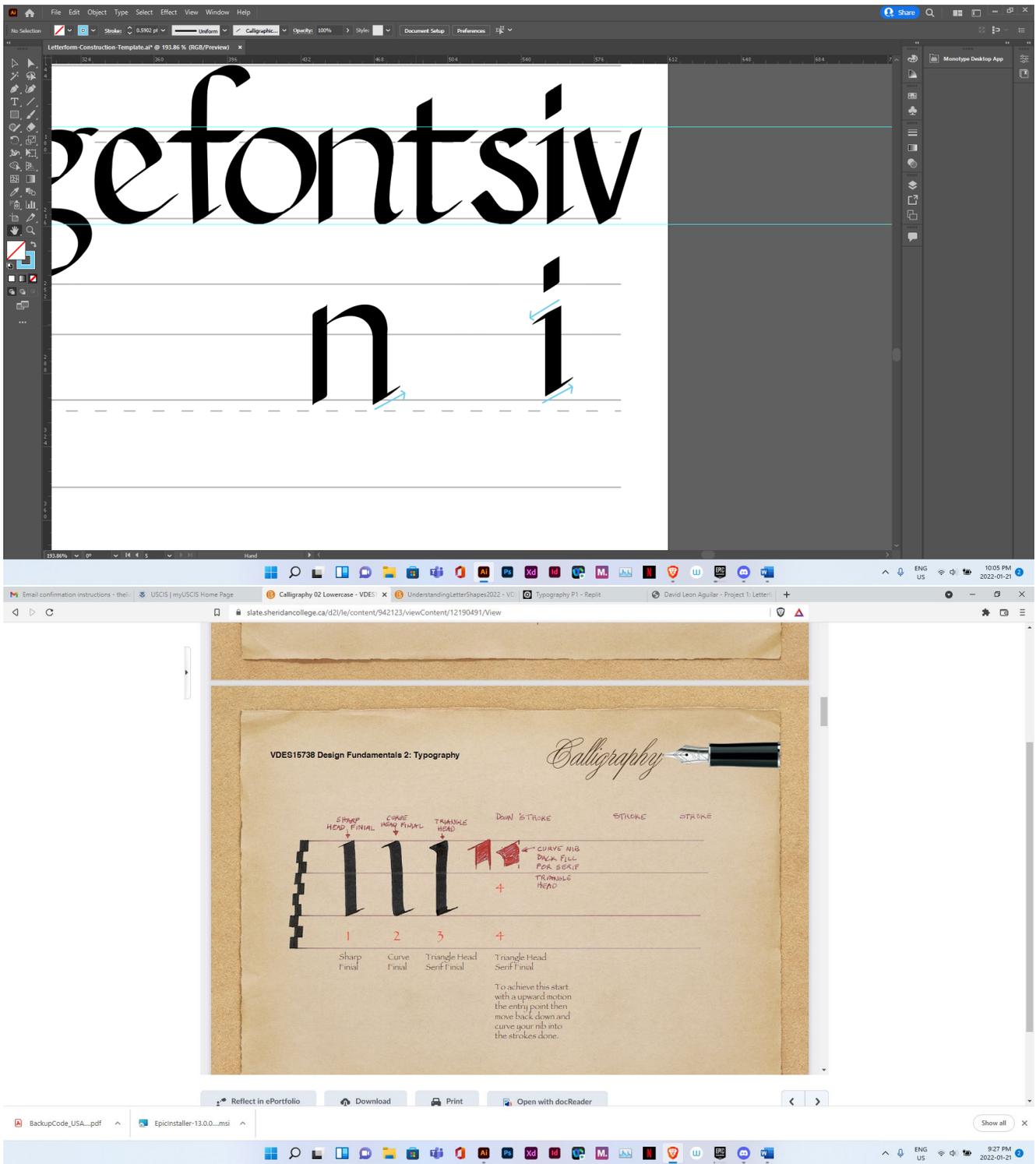- For the "n" I tried to make the line after the shoulder with a little curve and at the end.

2nd Stage Refinement

In this stage, I gather the best sketches of all, and following the different calligraphy teachings made some arrangements:

- In the "M" I improve the form of the Descender line, eliminating the weak ending of the spur. Simulating a Serif-final.

- I reinvented the "I" make the beginning and final of the spur as a serif, I closed the gap between the point and the stem.

- The "N" I leave the curvy style of the stem after the shoulder, but I eliminate the weak point by making again the ending of spur as a Serif.

- I put some guidelines to set the curve forms and the stem in the same line, setting a new beginning and end to the letters.

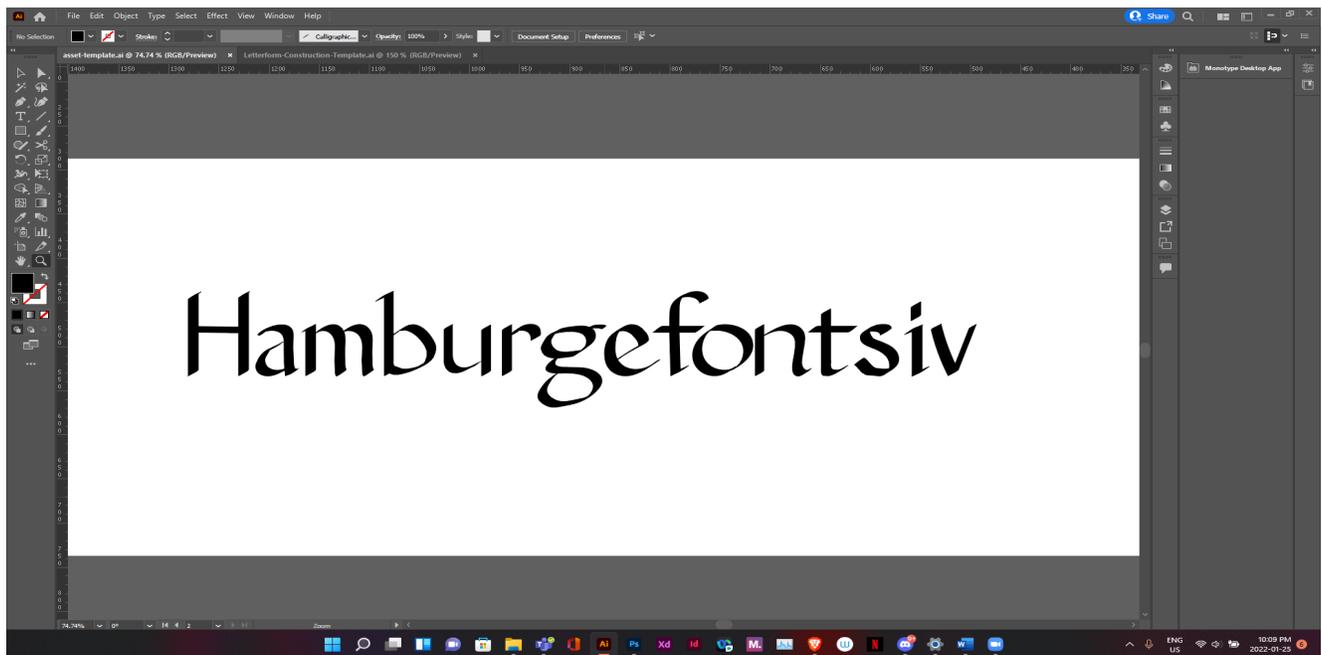- I corrected the spacing between the letters and re draw the "g" and "o".

VDES15738 Design Fundamentals 2: Typography

Calligraphy

ALWAYS
START WITH UP STROKE

1   2   3   4

ALWAYS
END WITH UP STROKE

NOTE: WEAK
ENDING OF
STROKE

PRACTICE
STRAIGHT & EVEN SPACED
DOWN STROKE

PRACTICE
EVEN ANGLED
STROKE

PRACTICE
TRANSITION
STROKE

SHARP
HEAD FINIAL

CURVE
HEAD FINIAL

TRIANGLE
HEAD

1
By starting with an upward
or toward stroke you will
get a sharper entry and
exit points.

2
Practice evenly spaced
downward strokes.

Note: if you are left-
handed you will doing
the letterforms
backwards and
from the bottom up

3
Practice evenly
spaced, angled
strokes.

4
Practice
transition
strokes

Reflect in ePortfolio   Download   Print   Open with docReader

---

Letterform-Construction-Template.ai* @ 145.4 % (RGB/Preview)

X Height

Mean Line

Baseline

Descender line

Ascender line

X Height

Mean Line

Baseline

Descender line

Ascender line

X Height

Mean Line

Hamburgef

m

Screenshot 1 (Illustrator workspace):

No Selection   Stroke: 10 pt   Uniform   Calligraphic...   Opacity: 100%   Style: Document Setup   Preferences

File Edit Object Type Select Effect View Window Help   Share

Letterform-Construction-Template.ai @ 256.69 % (RGB/Preview)

Ascender line

X Heig

Mean Line

Hamburg

Baseline

Descender line

Ascender line

Screenshot 2 (Illustrator workspace):

File Edit Object Type Select Effect View Window Help   Share

Letterform-Construction-Template.ai* @ 99.65 % (RGB/Preview)

No Selection   Stroke: 1.121 pt   Uniform   Calligraphic...   Opacity: 100%   Style: Document Setup   Preferences

Letterform Construction Worksheet

Hamburgefontsiv

Ascender line

X Heig

Mean

Hamburgefontsiv

Baseline

Descender line

Ascender line

X Height

Mean Line

Baseline

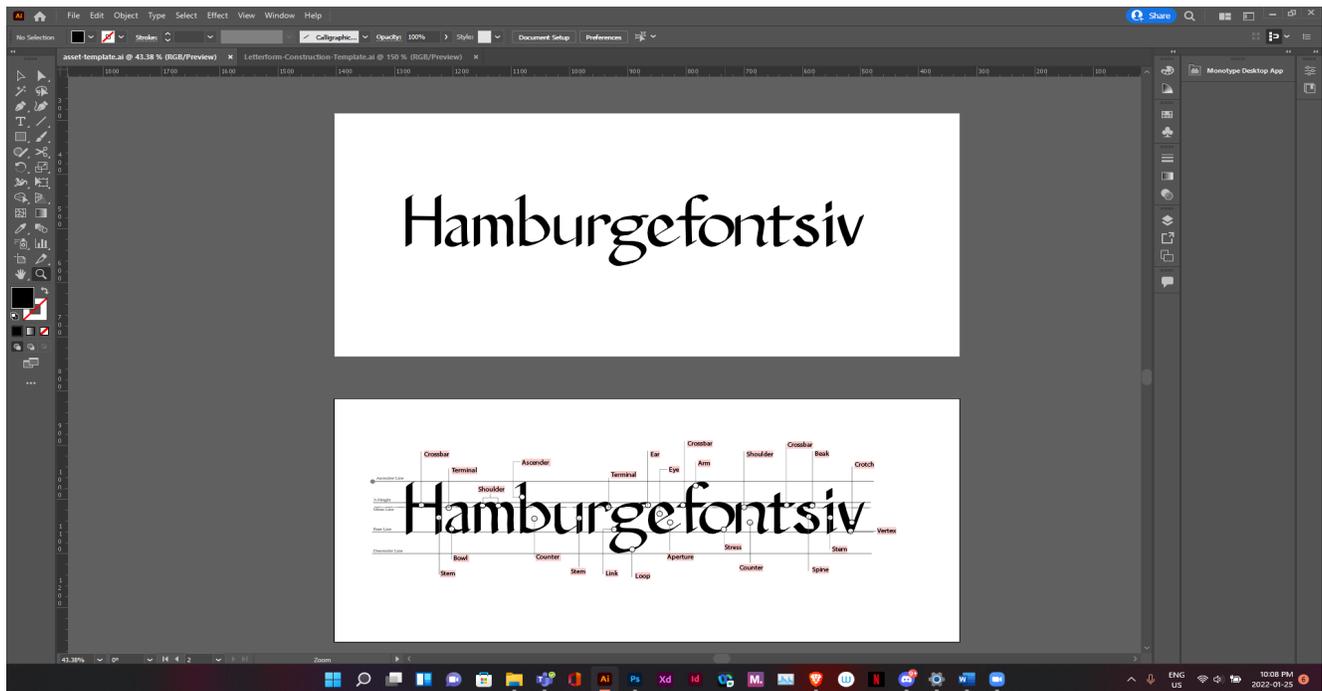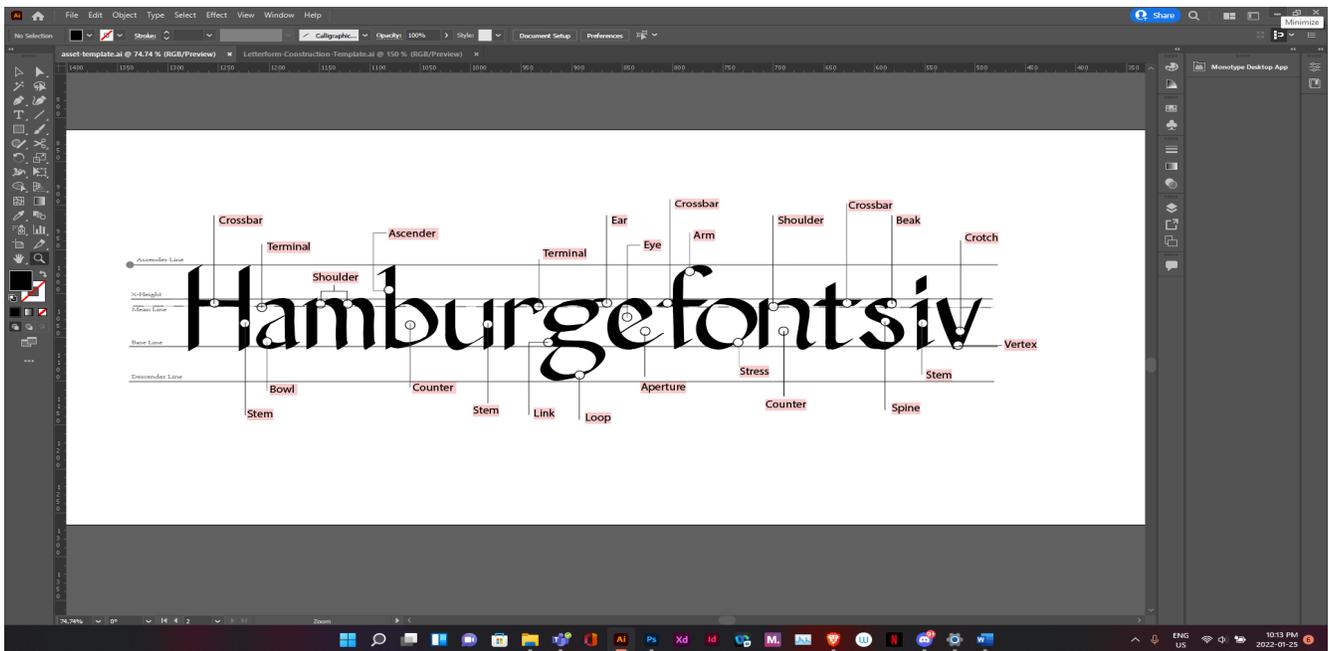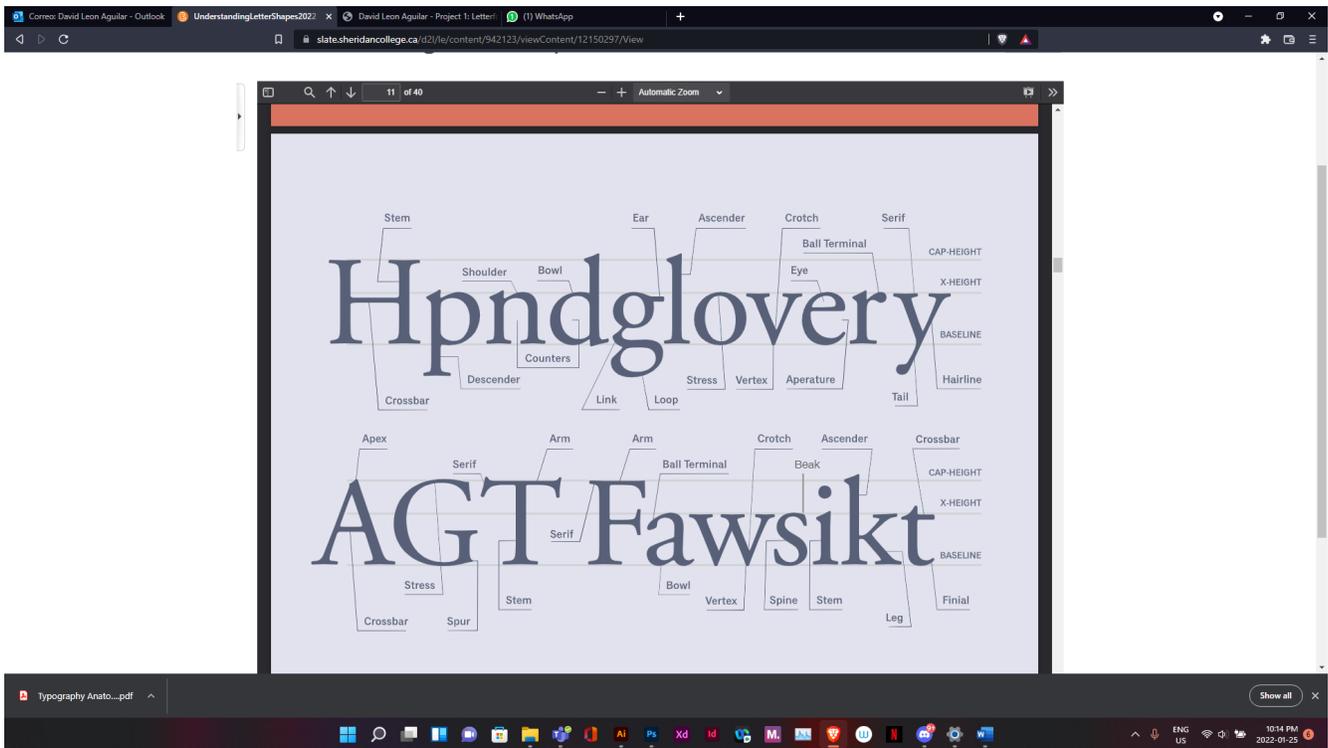Descender line

Ascender line

X Height

Mean Line

3ʳᵈ Stage Final Construction & Classification

In this final stage, first I copied my "Hamburgefontsiv" creation, and I exported to the "assets. ia" document. Then I began to fix and put my construction in the place of the example.

Then I did the same for the "anatomy" one and I started to label the parts of the different letters using as a reference the example given in SLATE, Here's the result:

4ᵗʰ Stage Paragraph construction

In this stage I centered my efforts to improve the legibility, for my font-type, I went with 'Bitter' Sans-Serif, with around 84 characters per line, (over the 64 recommended) , I think is my best text setting, I use text-align bottom to correct the overshoot of the first letter S at the beginning if my first paragraph,

and I used https://css-tricks.com/snippets/html/glyphs/ to correct the glyphs (em & en dashes) in my text.

Paragraph Settings:

```
/* ************
Change thePARAGRAPH HERE
************ */

#theparagraph {
    width: 75%;
}

#theparagraph p {
    font-family: Bitter, serif;
    font-size: 1.13rem;
    line-height: 1.75rem;
    letter-spacing: inherit;
    column-width: 75%;
}

p:first-child::first-letter{
    font-size: 2.5rem;
    vertical-align: text-bottom;
}
```

First Letter:

Before:

Sam Siatta was deep in a tequila haze, so staggeringly drunk that he would later say he retained no memory of the crime he was beginning to commit.
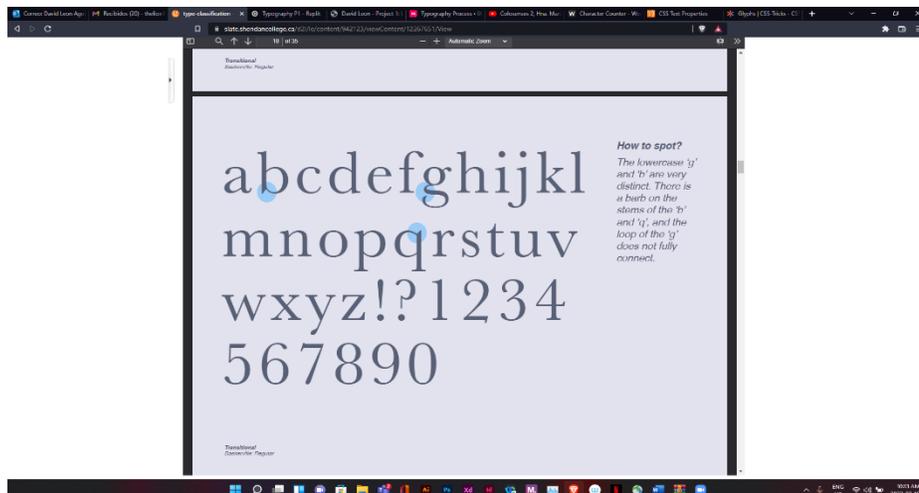
After:

Sam Siatta was deep in a tequila haze, so staggeringly drunk that he would later say he retained no memory of the crime he was beginning to commit.
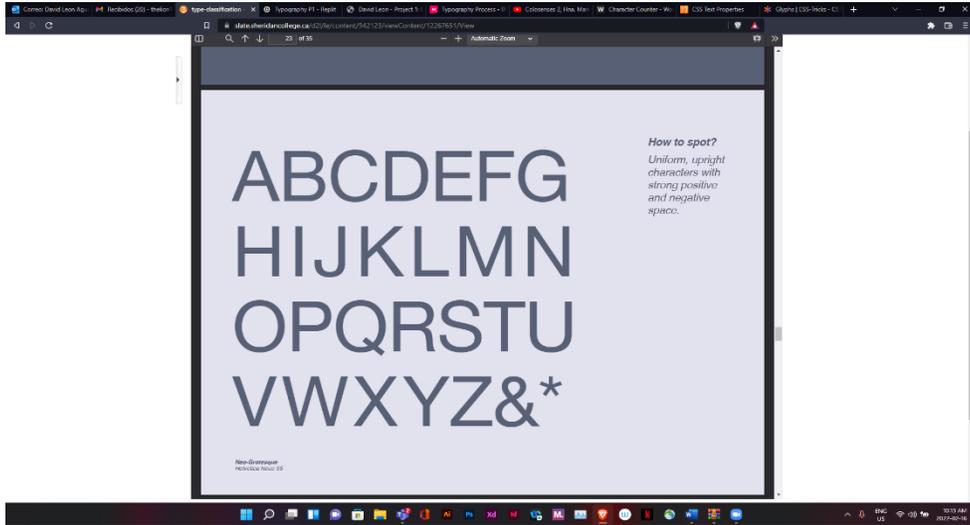
5th Stage Classification

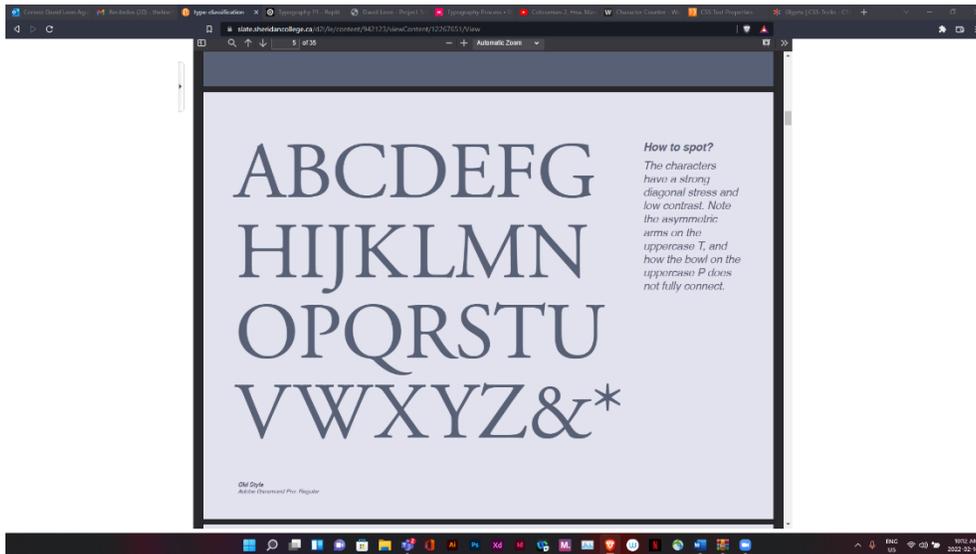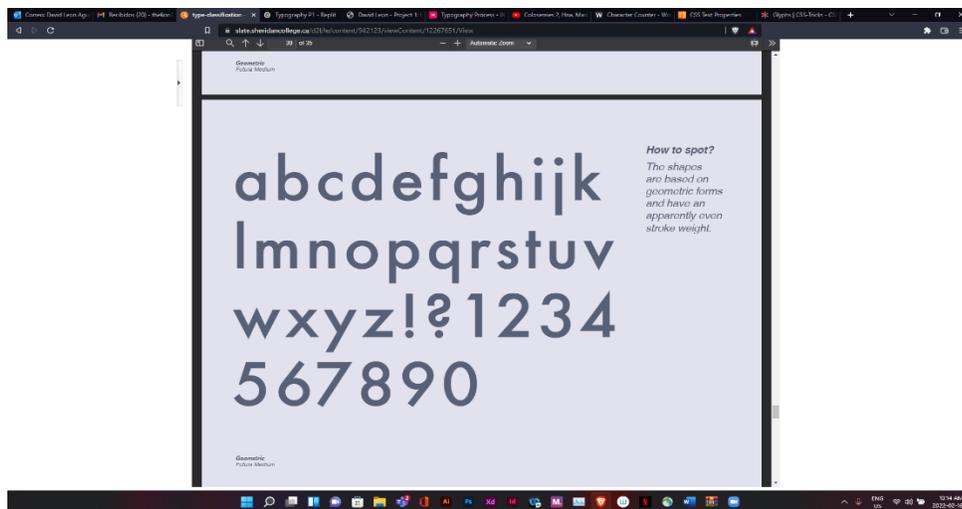In this stage I use the presentation as a guide to help me in the classification of my letters

'h'

'S'

'R'

'o'

References:

Useful Websites:

https://css-tricks.com/snippets/html/glyphs/

https://www.elated.com/css-text-properties/

https://wordcounter.net/character-count