

TYPOGRAPHIC

Five thumbnails using symmetry: similar or identical design elements balanced across horizontal or vertical axes.

Asymmetrical balance: visual equilibrium using dissimilar position/interaction of design elements

Alignment: relationships between design elements based upon placing so that they line up.

Intervals: design elements have same amount of negative space between them, creating rhythm.

Contrast in scale: differences in size between shapes creates drama.

A 5x5 grid of dotted lines, intended for creating five thumbnails for each of the five typographic principles listed on the left. The grid consists of five vertical and five horizontal dotted lines, creating a 4x4 grid of squares with an additional column on the far left and a row at the bottom.

TYPOGRAPHIC

Contrast in value · relationships between design elements using changes in tonality (b&w)

Contrast in weight · relationships between design elements using changes in thickness or visual mass

Contrast in form · relationships between design elements using changes in typeface

Strongest five · refine and redraw the strongest five sketches from series 1-8 (each from a different principle)

Reversal · redraw your strongest, reversing the positive/negative relationships. Note which, if any, become stronger with value reversal.

HAND LETTERED

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A 5x5 grid of dotted lines, intended for drawing five thumbnails for each design principle listed on the left. The grid consists of five vertical and five horizontal dotted lines, creating a 5x5 array of squares.

HAND LETTERED

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Strongest five · refine and redraw the strongest five sketches from series 1-8 (each from a different principle)

Reversal · redraw your strongest, reversing the positive/negative relationships. Note which, if any, become stronger with value reversal.

Redraw 5 strongest **TYPOGRAPHIC** thumbnails, adjusted to create a 50/50 figure-ground relationship

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Final **TYPOGRAPHIC** design



Redraw 5 strongest **HAND LETTERED** thumbnails, adjusted to create a 50/50 figure-ground relationship

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Final **HAND LETTERED** design

