



E.03 Lettermarks

Design creates form that conveys meaning. Each form composed is a sign that communicates a message. From Paul Rand to Chermayeff and Geismar, from Michael Bierut to Jessica Hische, designers strive to touch our hearts and minds through the visual image.

In this meaning-making process, logos and identity systems make use of custom letters to speak to their audiences. In this assignment, you will design a letter and a number to be used on a poster. Both designs need to communicate one of these 4 concepts:

1. Interlocked
2. Deconstructed
3. Textured
4. Layered

Steps:

1. Investigate several letter and number designs
2. Make a mood board with the best **20 images** (upload it to drive when ready)
3. Sketch a number of different ideas, use tracing paper and grid paper methods practiced in class
4. Develop the best designs on the computer
5. Refine designs using a grid
6. Prepare for print/presentation of the poster

poster size: 40 x 60cm

inspiration: [36daysoftype](#)

Project due: March 9th