

## Unit 39: Typefaces & Letterforms - Kiril Vyukhin - Design Report

In this assignment, I was tasked with recreating two different fonts and the alphabet to show - with a material of choice. I began by analysing each letter of a Serif font. Copying each letter of the alphabet both uppercase and lowercase. Measuring each letter to replicate it as closely as I can by hand. This was followed up by selecting a Serif font which I measured and worked out the placement for my work. In this, I put my first and second name along with the font name and the year it was created. To research further into the different fonts and typefaces, I went outside and took photographs of different signs, logos and such to collect a collage of different typefaces. I then began experimenting with different materials ranging from hot chocolate powder to string - each used to replicate a font I found on the internet. These could be sans serif, serif or even handwritings fonts which each have different styles. To further my understanding of typefaces, I analysed each letter and how each of them is made up, exploring things such as the "counter", "bowl", "stem" and "stress" to create a letter of the alphabet in a font. Using this knowledge - I chose two fonts. The first font I chose was a Serif font named "Chapaza". I created the alphabet with 'barley'. As this was a Serif font, I had to make sure each letter I created had the 'extended parts' which make the font specifically a Serif. I created each letter with barley on paper, and built up the entire alphabet letter by letter - both uppercase and lowercase - along with the numbers. Once I had created them all, the final step was to create one image which contained them all - without the background. Using Adobe Photoshop, I was able to create the image by removing the background and then playing with the brightness and other settings to make sure all the letters looked as closely the same as possible. I then followed the same process to recreate the font "COCOGOOSE" which was Sans Serif font. This means that there are no extended parts on each letter. This time I used raisins but other than that, the process was very similar. Using Adobe Photoshop, I was able to create the final image of both the uppercase, lowercase and numbers into one image. I believe my final two creations answer the brief, I was able to recreate both the Serif and Sans Serif fonts closely using the two materials which was a difficult and long process. I am especially proud of the use of barley and the font "Chapaza" - out of the two fonts - as I was able to recreate the extended parts well in each letter to show the Serif parts. However, if I was able to have more time, I would've improved on the use of Photoshop when putting all the letters together. This is because some of the letters are seen as lighter in some areas whereas others are not.