PUCD 2025 Core Studio Typography (Section K)
Mondays and Thursdays 9:00 – 11:40am, Room 200
jarrettfuller.com/type

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PROJECT 1: CROPPED LETTERFORMS

A typeface is made of a collection of individual characters. These characters – consisting of letters, numerals, punctuation marks, and symbols – though retain familiar shapes, feature unique characteristics across different typefaces. We think we know the shapes of letters — what a lowercase 'a' looks like or a capital 'W', for example – yet the differences from typeface to typeface can vary dramatically. For the first project, we will explore these differences by looking closerly at anatomy and shapes of individual letterforms. We will study the differences between the classification of typefaces (serif, san serif, monospaced, slab serif, etc) as well as the parts of the letter (counter, stem, x-height, counter, etc). By cropping, resizing, and experimenting with the orientation of letterforms, create a visually interesting composition using the letters from your first and last name.

Process

1. Using InDesign, open a new 11''x11'' document. Set a .5'' margin on all sides.

2. In the document, create a 4x4 square grid. Set each square to a fill of black and use each square for a letter in your name.

3. Select a typeface from your computer. Within each square, change the scale, orientation, and weight for each of the letters in your name.

4. Consider the composite of each individual square as well as the entire grid.

Learning Objectives

- Learn letterform anatomy
- Understand general InDesign tools
- Learn and use typographic terminology
- Understand the basics of file saving/prep/export
- Begin to consider the priniciples of layout, composition, and space.

Grading

- Process and experimentation
- Final composition
- Critique participation

Example