

1.

Can you create your very own font with everyday materials?

In this assignment you will create a handmade font. In order to understand the nature of the medium that you select for creating this font you must explore it in every way possible.

'Is it possible to cut? Or bend? Does it stack, or can you simply arrange it?'

According to what you learn about the medium create a font; it could be thick or thin, long or short, small and cursive etc. For eg: A rope could be used to create a cursive font as it is linear and connected in nature, but bricks on the other hand, would create a more heavy looking font, as they could be simply arranged or stacked.

You could refer to books or existing examples on the web, but the idea is to have fun, and work playfully to create something unthought-of.

- **Medium** - Any material/object, or a combination of them.
- **Time** - 2 days.
- **Aim** - To create a completely handmade font from A-Z.
- **Process** - Using a huge white paper/sheet as a background, arrange the objects to create each letter individually. Capture this using a camera from the top angle. This shooting can be done in open spaces/daylight or even indoors in a photo studio.
- **Goal** - Have fun! And be crazy. Share your work. Discuss it as well.
- **Learning** - An understanding of the medium, composing and shooting a photograph of the artwork, and understand of proportions, negative/positive spaces while creating the form of a letter.

The goal of the assignment is to stimulate a different way of looking at things around us. Learning how to use their different qualities effectively in communication design. Some of the mediums might be tricky to work with and are purposefully challenging and some are easy to work with but all students should nonetheless attempt to use them effectively to create an interesting set of letters.

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