# MODULAR TYPEFACE & TYPOGRAPHICSPECIMEN

Assignment #4

VALENTINA VIDALI

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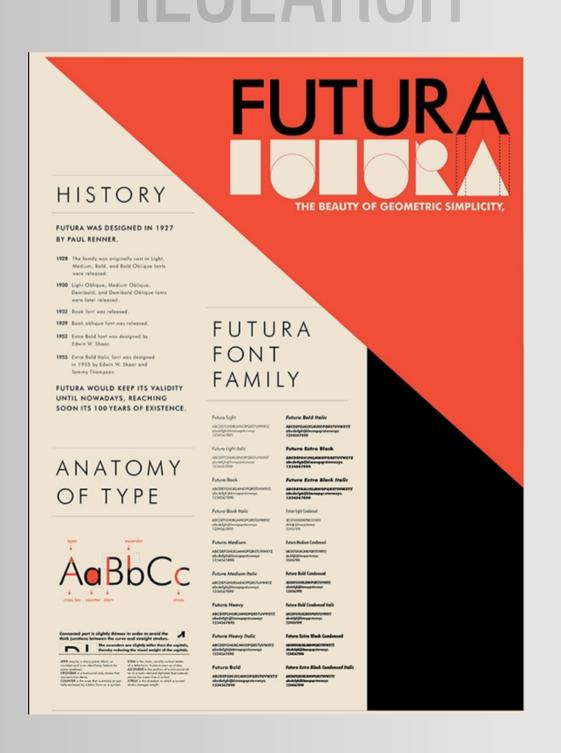
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## OPENING THOUGHTS

This assignment has been very fun, although sketching 100 different letters was a tedious process I'm definitely happy with the outcome and the modular typefaces I was able to create. I feel inspired to create more and even publish some online if I have the time, there are so many typefaces availible and only more and more continue to get made everyday

# What is a typographic specimen? How are type designers representing their work online? What makes you want to use a certain font?

#### RESEARCH

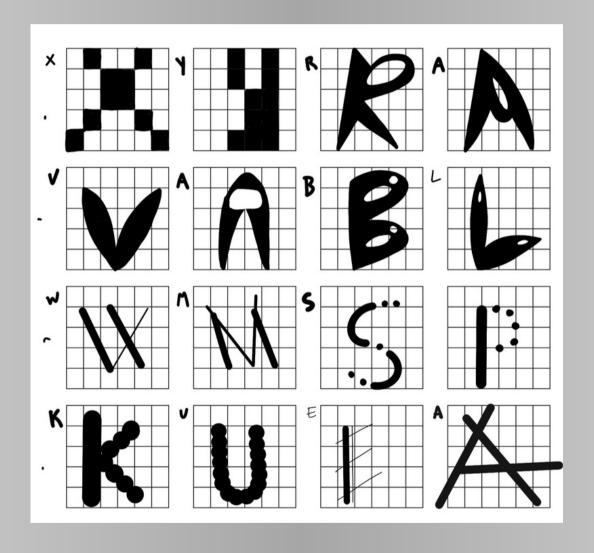


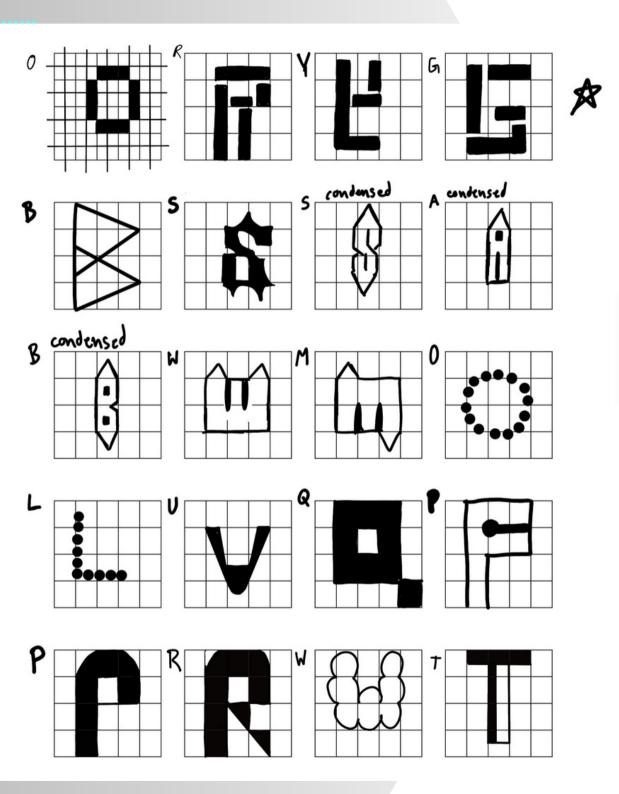
A typographic specimen is often in the form of pamphlet or document and contains a certain typeface showing it's various families, designs and use.

Type designer display their work online using specimen documents and posters. These typefaces are also able to be purchased and showcased in a way that displays how they can be used as well.

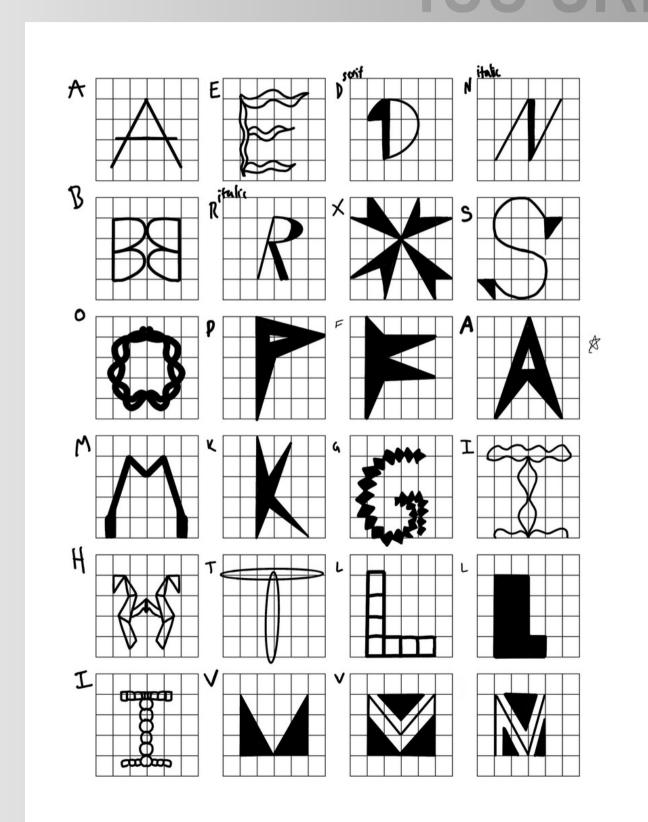
Personally it depends what I'm using the font for, im generally attracted to more basic shape fonts and find those the easiest to use in my personal work

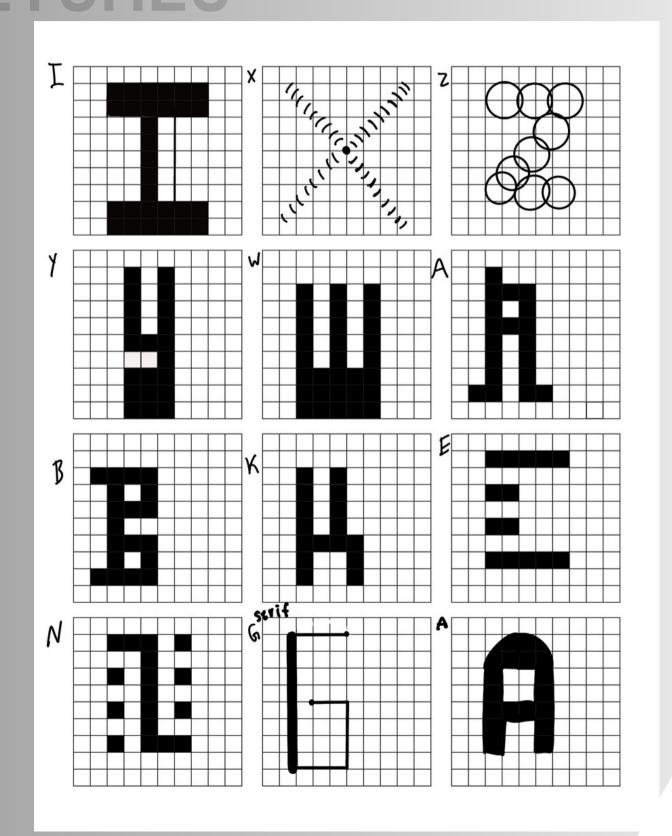
# 100 SKETCHES 100 SKETCHES





#### 100 SKETCHES





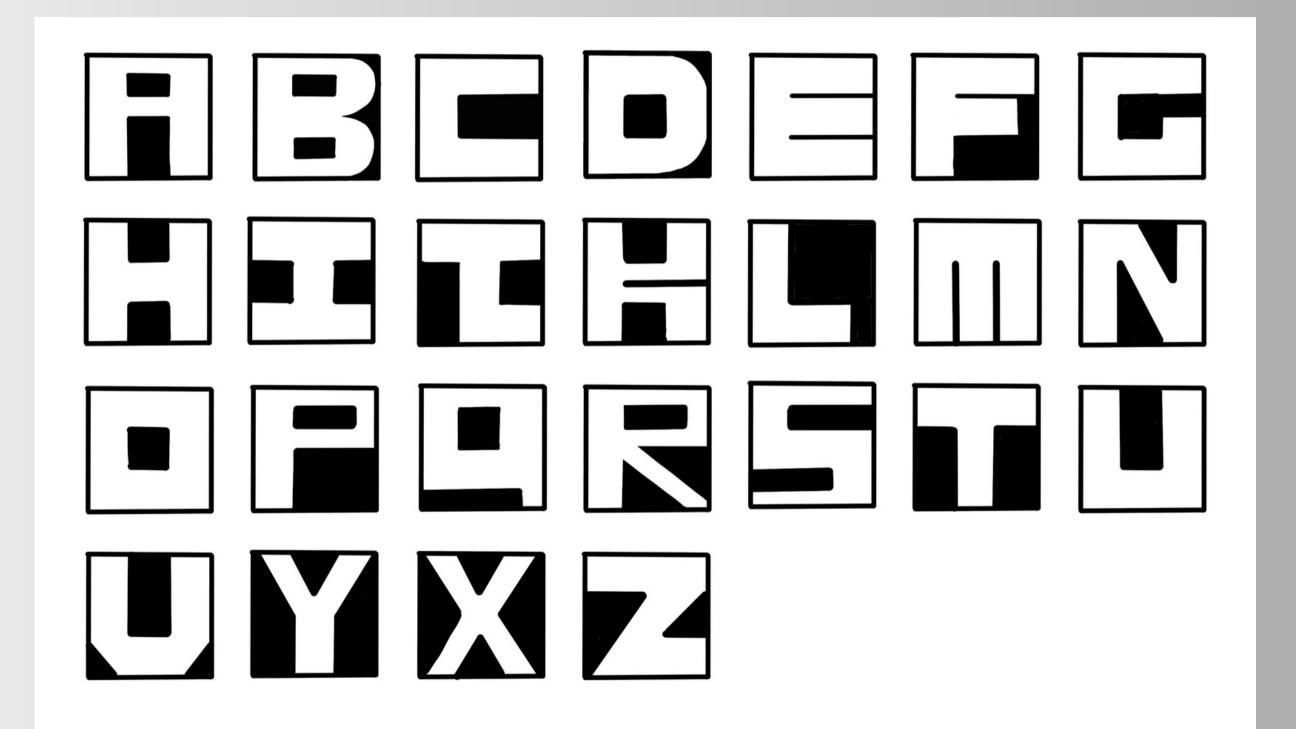
#### CHOSEN 3 CHOSEN 3

I'm very happy with how this font came out. I feel like some of the letters are a little questionable but it's still legible and readable in my opinion

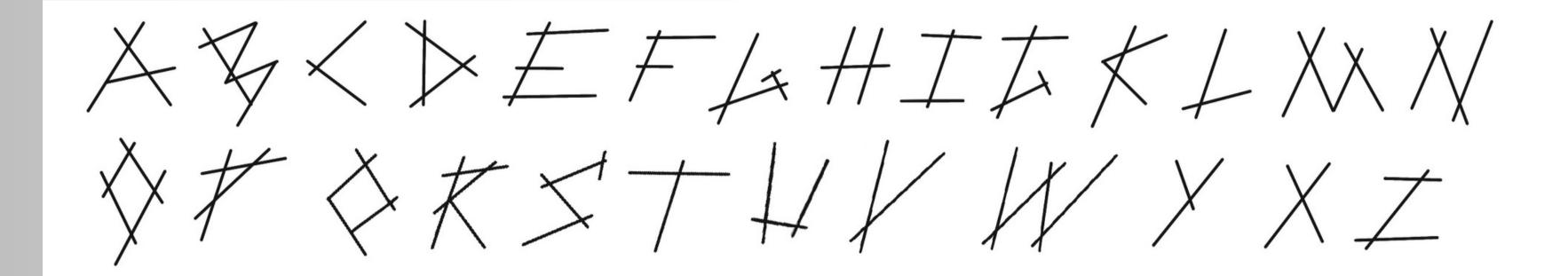
# AACOEFGHTCRC MIOPARSTOUM YXZ

# CHOSEN 3

I really like this font its something I've often doodled before so it was fun to see it come to life in its entirety

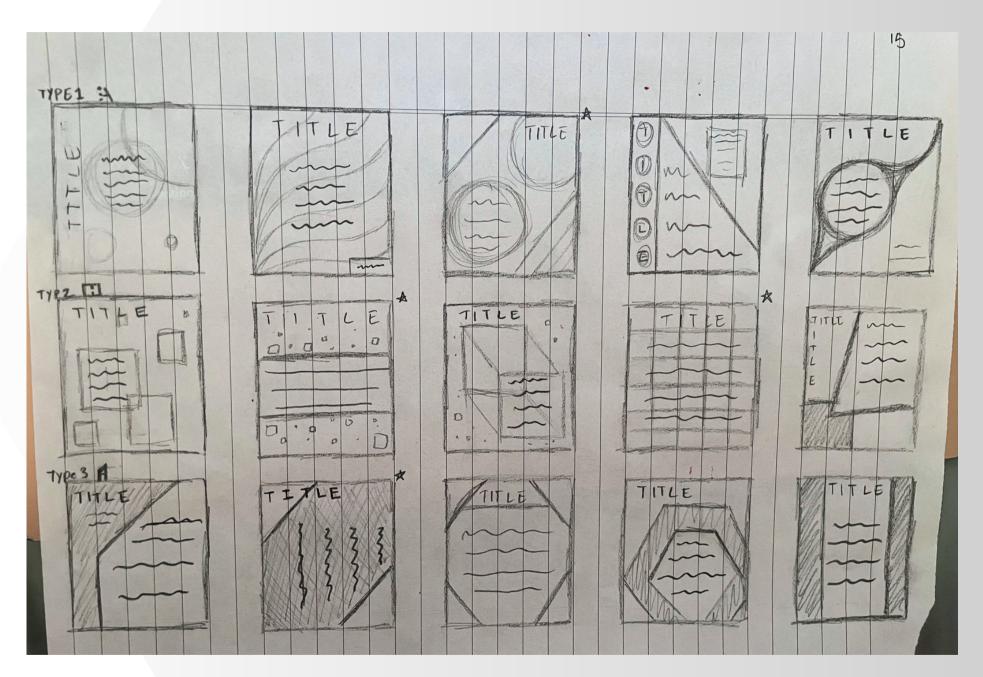


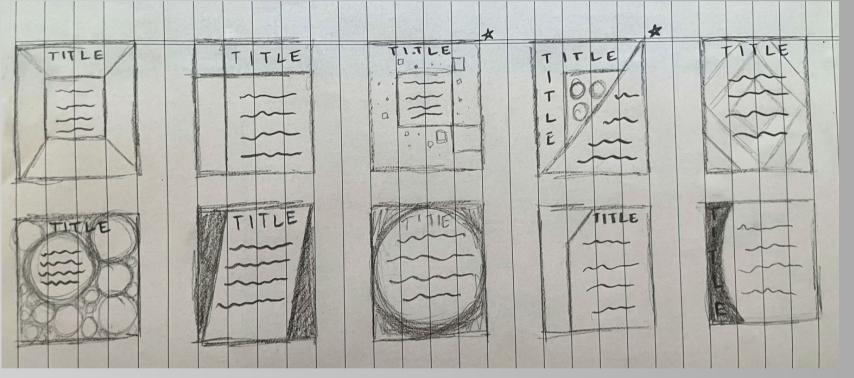
#### CHOSEN 3



This typeface was easier to construct and felt less meticulous and more natural and free-flowing, even though it just consists of lines.

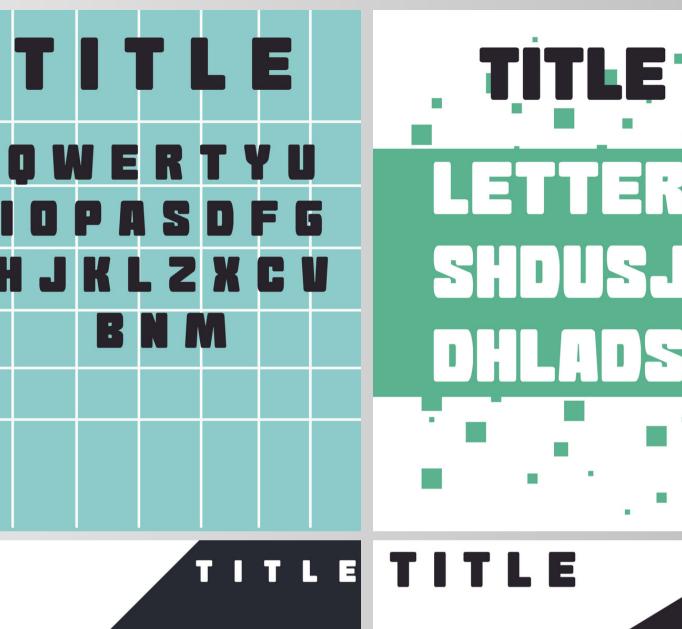
I personally like this typeface and can see its potential.

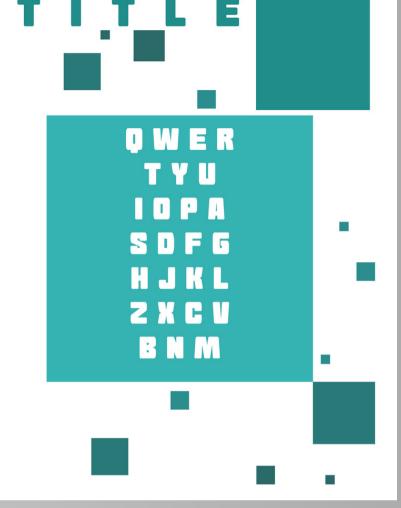




# SPECIMEN SKETCHES SPECIMEN SKETCHES

#### 6 DIGITAL 6 DIGITAL





OWER TYU IOPA SOFG HJKL ZXCU BNM





# FINAL TYPEFACE FINAL TYPEFACE

Overall I'm really happy with how my final modular typeface turned out, editing it was also fun because once I had determined the structure it was easy.



#### FINAL SPECIMEN POSTER

I wanted my poster design to reflect the structure of my modular typeface so I created these shapes that reflected that as well. at first, I wanted to go with a clean black-and-white look but I realized some color really made it pop and look a lot better.



### REFLECTION

Overall this assignment was super fun and my favorite one we've done so far. This project has definitely inspired me to create more of my own typefaces as a graphic designer and I'm excited to include this work in my portfolio. I really enjoyed creating the specimen poster as well, I feel like it really made my typeface come to life.