MY NAME IS…

Typography is important for designers and something beginning designers often neglect. Learning to see typography graphically is a great way to embrace it.

Specifications:

- Black and White, add color only after creating the design in black and white. Add color sparingly and only to help convey your concept. (Such as red for anger or love).

- Use your name, part of your name or a nickname.

- Consider the typeface style, letter spacing and use of Upper or Lower case letters for expressing your concept.

- Compose in your square but don't be afraid to break it if it goes with your concept.

- Consider both hand drawing and Adobe Illustrator techniques.

- Try not to be too literal, get creative, research the term, be expressive.

Medium: Pencil, Pen or Adobe Illustrator

Limitations: All solutions must utilize at least 90% typography

Instructions:
Use the Illustrator files provided and hand draw or create solutions in Illustrator that effectively illustrate the concept provided. Be expressive with the type. Use typefaces or type styles that will express the concept given.