

Lettering Techniques

Modular



Drop Caps



Assignment The Making of Letters

Fabricated

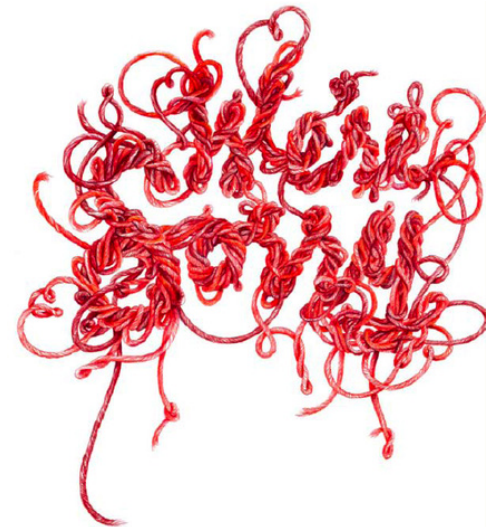
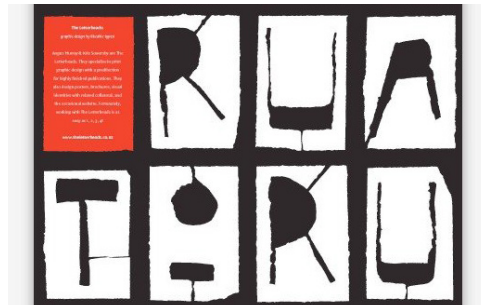


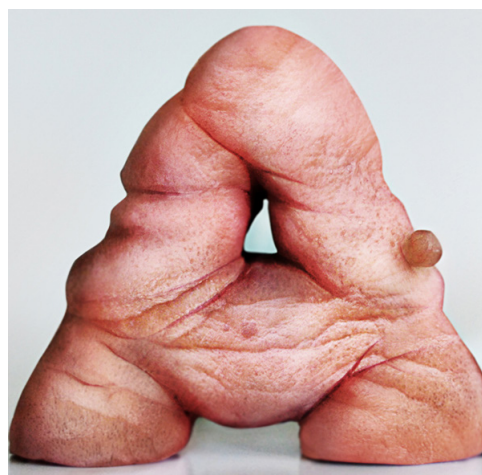
Photo Grid



Mutation

Dead History Bold

!#\$%&()*+,.0
123456789?"
"@ABCDEFGH
IJKLMNOP
QRSTUVWXYZ
[]abcdefghijklmnopqrstuvwxyz
{}£¢•



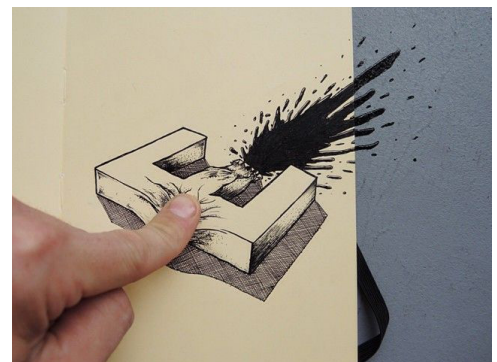
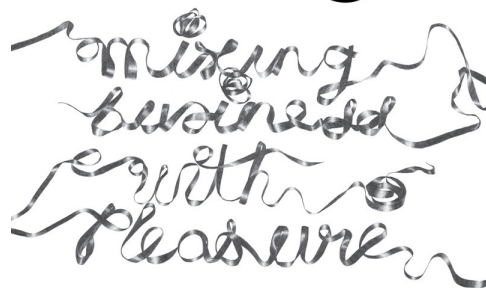
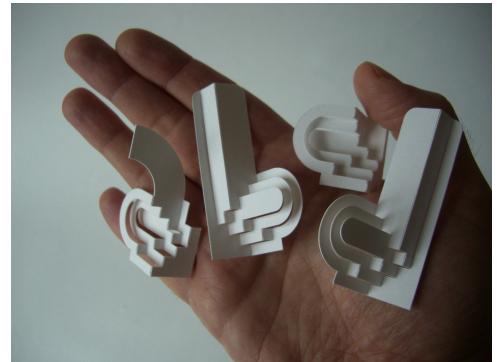
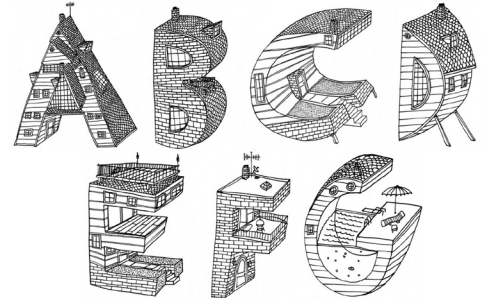
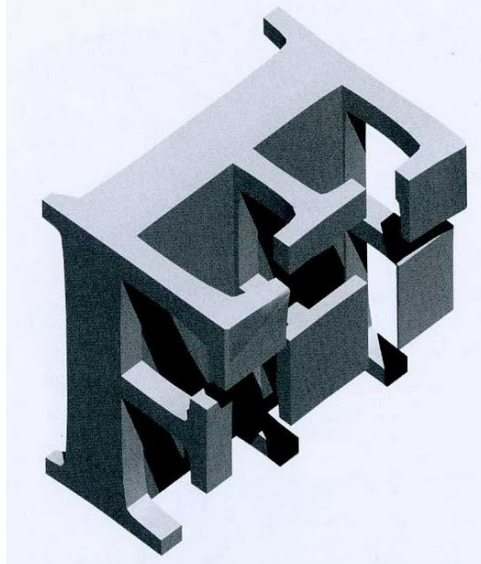
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Negative Space
Priority



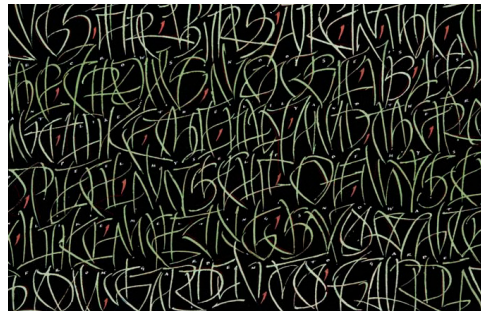
Assignment The Making of Letters

3D



Context-
Dependent

4ING
FASHION
FASHION



prozac was an experiment to make a universal alphabet with as few shapes as possible. After much work we managed to convey the whole font using just six shapes which are clipped or rotated. The new prozac comes from the aesthetic of the font. It looks like it was designed by someone in a 'utopian' environment, where everyone would be equal. It is a relationship between the simplicity of the letters and the complexity of the meaning conveyed through words.

a comment on the power of language = the idea that certain words are so powerful that they are almost physically painful. They are also great indicators of the social structure: some words lose their offensive nature, others become unspeakable.

IS A COMMENT ON THE POWER OF LANGUAGE = THE WORDS ARE SO POWERFUL THAT THEY ARE ALMOST PHYSICALLY PAINFUL. THEY ARE ALSO GREAT INDICATORS OF THE SOCIAL STRUCTURE: SOME WORDS LOSE THEIR OFFENSIVE NATURE, OTHERS BECOME UNSPEAKABLE.

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