

**TYPOGRAPHY:** The arrangement of letters (type) involves selecting a font type (type face) and the size of the font. Graphic Designers, Urban Artists, Comic Book Artists and Typographers also take the following into consideration:

**Kerning** - The adjustment of spacing between two specific characters. The letter spacing in a word can sometimes add meaning to a word or create interest.

# LOVE

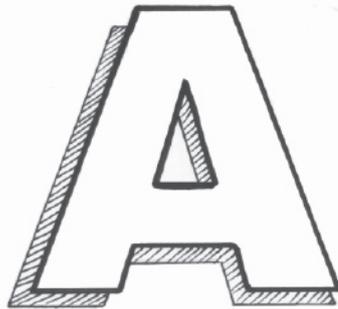
In this example, the kerning (spacing) between the letters (characters) O and V is so tight, the letters appear connected, reflecting the meaning of the word, love.

Urban Artists make strong use of kerning and colour in their typography, creating works of art from letters.

**Depth Effects** - They also use various techniques to give their lettering depth or 3D effects. There are 3 main techniques to make your word 'pop off' the page.

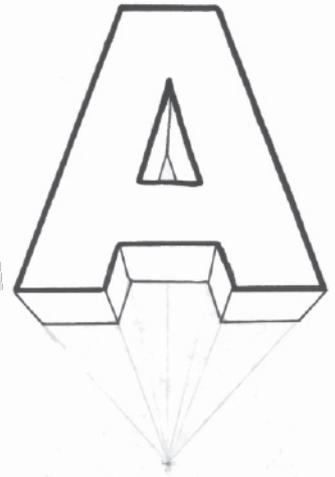
### Drop Shadow -

This gives the appearance that the letters are hovering above the surface.



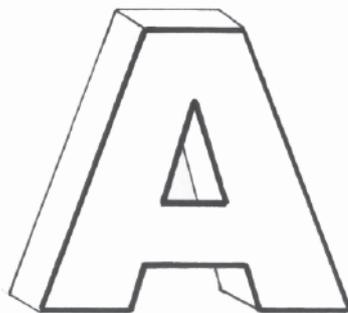
### Vanishing Point -

This method uses a 'vanishing point' to create the shape of the 3D. If you followed all the edges of the 3D they would all disappear to one central point.



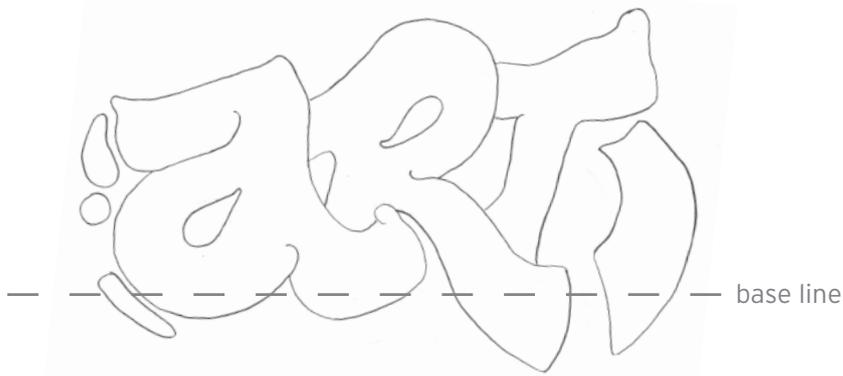
### 3D -

This method has all 3D edges coming off the surface of the letter on the same angle, at the same depth.



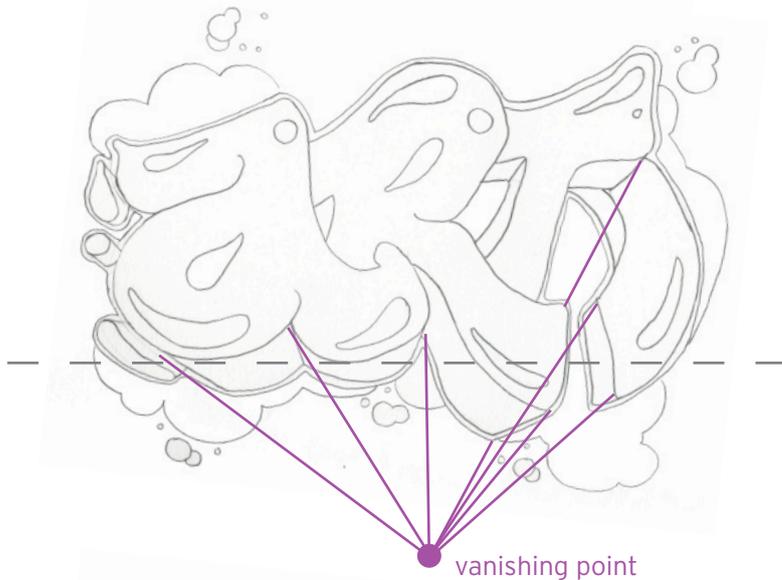
### - Your Task -

Create an artwork using the letters of your name for the cover page of your folder, practicing the vanishing point method to create depth. Consider the spacing (kerning) of your letters, patterns and colours. You might also add some illustrations of images that represent your interests and likes.



**Step One** - On your page, in landscape layout, draw a very light line where you want your letters to sit. This is called the base line. Calculate how many letters are in your name along with how wide you want them and mark this out.

Note: Some letters are wider than others so take this into consideration. Consider the Kerning of your letters.



**Step Two** - Mark out a vanishing point on the page either above or below your lettering. Using a ruler draw very light lines from each corner of your letters to the vanishing point. This will help you achieve accurate angles for the 3D shadowing of your letters. Then choose the depth of your 3D (how much you want it to appear to be 'popping off' the page), and make all of your 3D sections the same width.

Once you have done this add patterns and shapes to your artwork, and add a simple background.



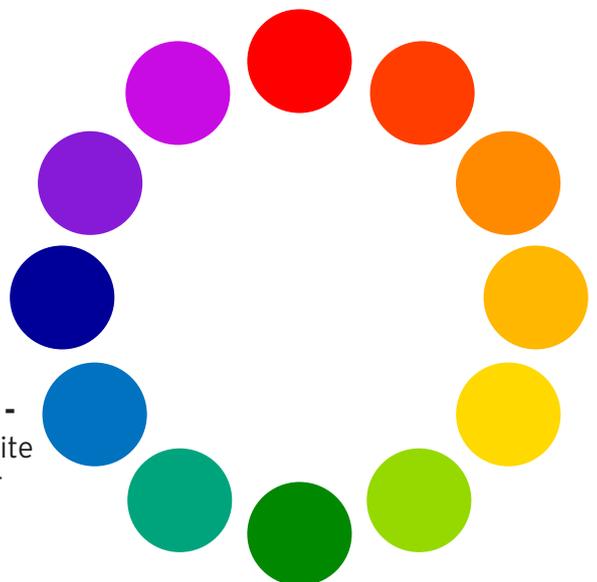
**Step Three** - Add colour to your artwork. Refer to the colour wheel below to aid you in making colour selections. The shadow for the letters is usually a darker, analogous colour to the letter or a darker shade of the letter. To make your artwork stand out use a key line and select a complementary or dissimilar colour.



**Key Line** - Refers to the second line outside the outline.

**Analogous Colour** - Colours which are next to each other on the colour wheel.

**Complementary Colour** - Colours which are opposite each other on the colour wheel.



Materials used: HB Pencil, Ruler, Ironlak Striker Set, Ironlak Fineliner.

ABC

DEF

GHI

JKL

MNO