

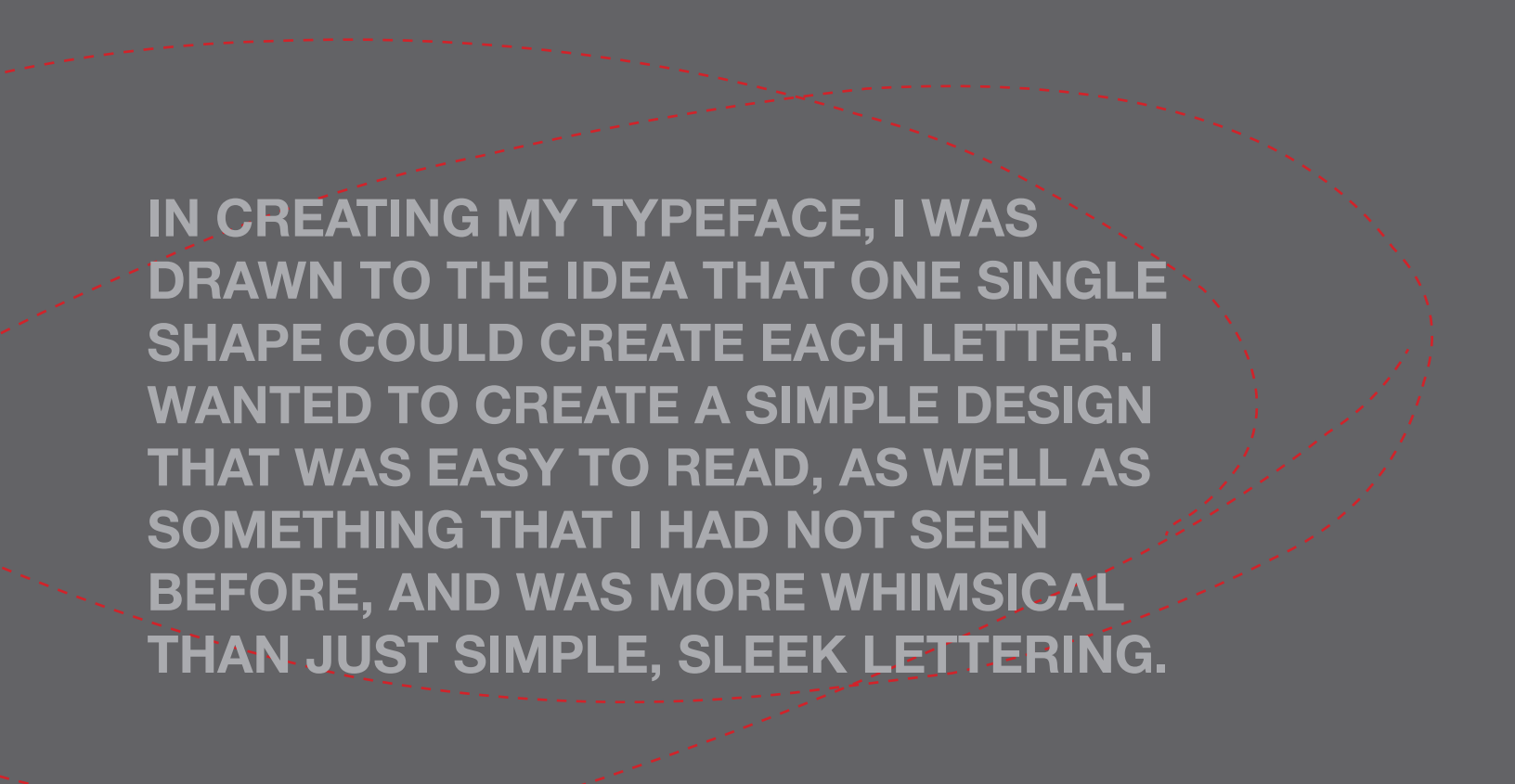
The background is a dark gray color. It features several wavy, dashed lines in red and white that sweep across the page from left to right, creating a sense of movement and depth. The lines are of varying lengths and curves, some starting near the top and others near the bottom.

TYPEFACE PROPOSAL

NATALIE VIZZINA

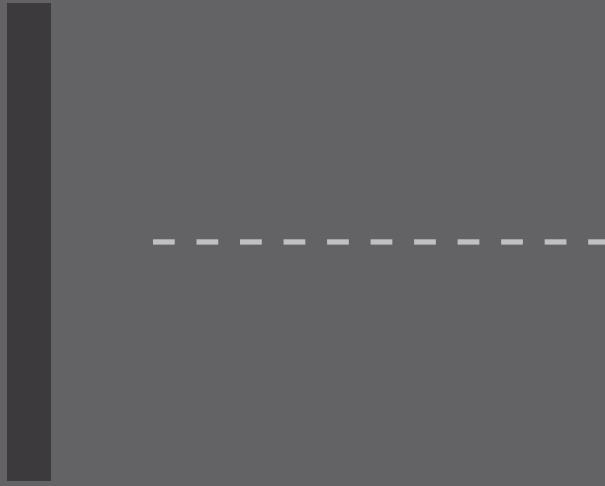
ART 314

4.22.21

A red dashed line graphic that starts at the top left, curves around the text, and ends at the bottom left.

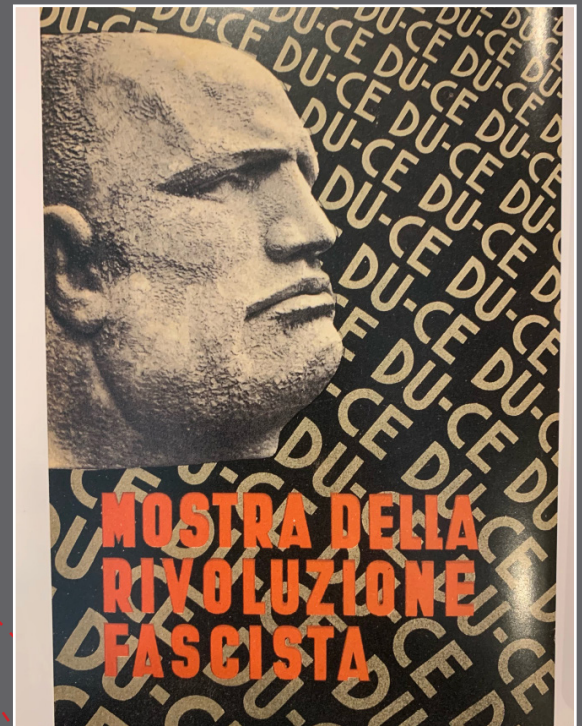
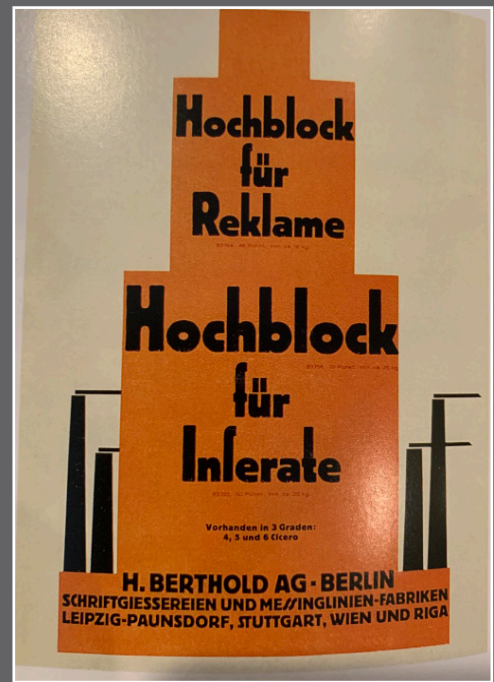
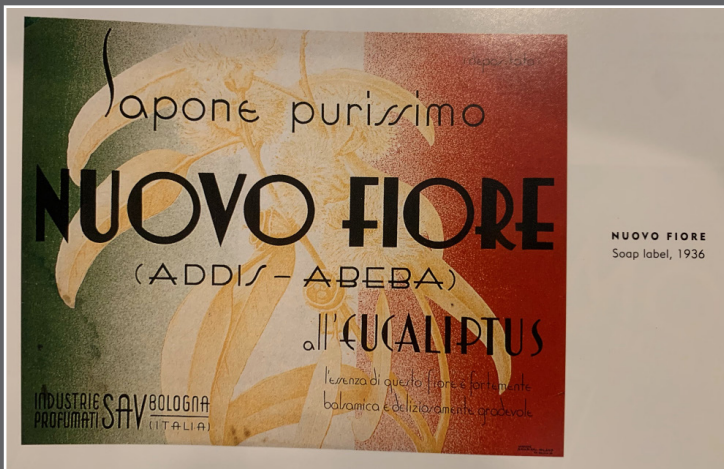
IN CREATING MY TYPEFACE, I WAS DRAWN TO THE IDEA THAT ONE SINGLE SHAPE COULD CREATE EACH LETTER. I WANTED TO CREATE A SIMPLE DESIGN THAT WAS EASY TO READ, AS WELL AS SOMETHING THAT I HAD NOT SEEN BEFORE, AND WAS MORE WHIMSICAL THAN JUST SIMPLE, SLEEK LETTERING.

DESIGN INTENT

A vertical black bar on the left side of the page, and a horizontal dashed line below it.

I WAS INSPIRED BY THIS SIMPLE RECTANGLE SHAPE THAT COULD BE LAYERED AND CURVED TO FORM THE SHAPE OF EACH LETTER. I FELT THAT IT UNIFIED EACH LETTER TO FORM ONE COHESIVE TYPEFACE.

EXISTING TYPEFACE

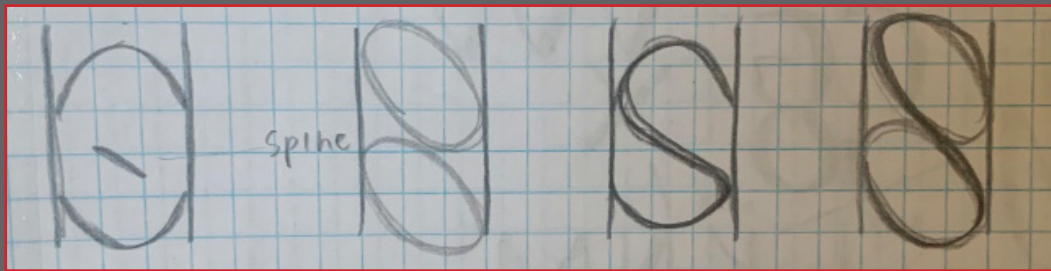


I HAVE A DESIGN BOOK THAT FOCUSES ON EURO DECO DESIGN OF THE EARLY 20TH CENTURY. I WAS LOOKING THROUGH IT TO FIND INSPIRATION, AND WAS DRAWN TO THE THESE ELONGATED, SIMPLE FONTS. THEY ARE BOLD, UNIQUE HEADLINES, WHILE STILL BEING EASY TO READ, BUT I WANTED THE FONT TO BE WHAT STANDS OUT, INSTEAD OF RELYING ON THINGS LIKE COLOR AND DESIGN AROUND THE TYPE.

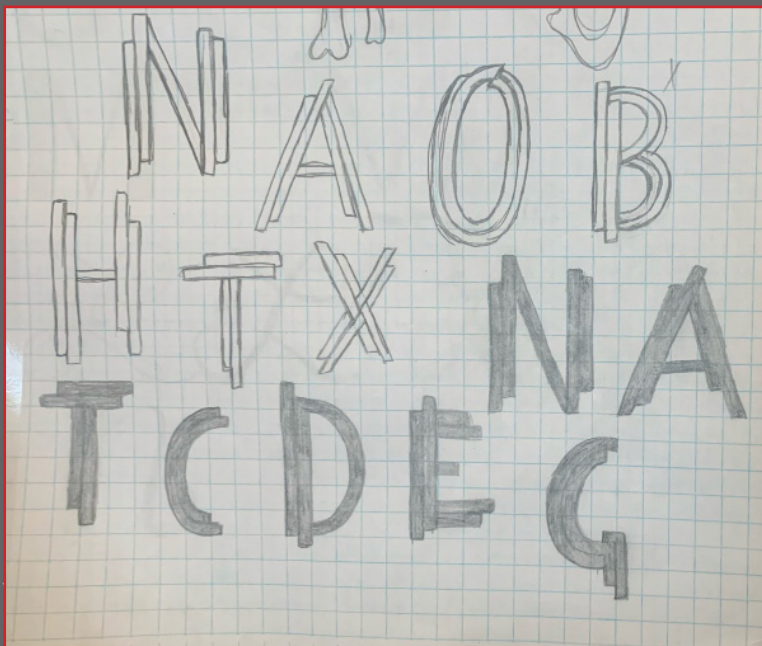
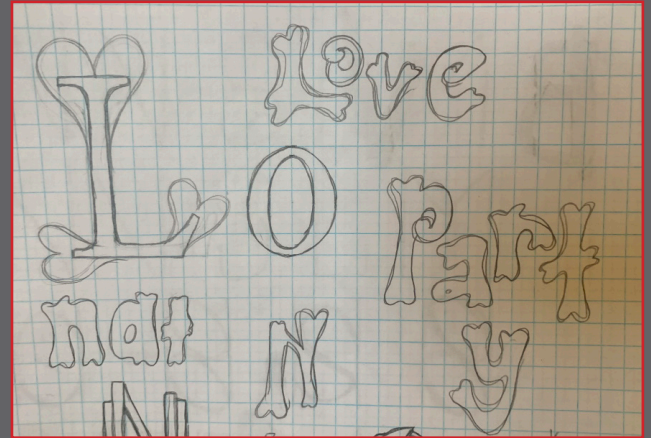
THE TYPEFACE I HAVE CREATED IS CALLED **SKYSCRAPER**. THE TITLE COMES FROM THE FOUNDATION OF EACH OF THE LETTERS, BEING A SINGLE ELONGATED RECTANGLE, MUCH LIKE THAT OF A SKYSCRAPER BUILDING. THE RECTANGLES ARE PLACED ASYMMETRICALLY, TO LOOK AS THOUGH THEY WERE RANDOMLY PLACED TO FORM THE SHAPE OF THE LETTER.

ABOUT TYPEFACE

I BELIEVE THIS FONT WORKS BEST AS THE HEADLINE OF A PAGE, POSTER, WEBSITE, ETC., SOMEWHERE AROUND 72 PT. I THINK IT IS LESS SUITED FOR BODY TYPE DUE TO THE ASYMMETRY OF EACH LETTER. THE SMALLER THE FONT IS, THE HARDER IT MIGHT BE TO READ. THIS FONT ALSO ONLY COMES IN ALL-CAPS, SO THAT IT'S ABLE TO MAINTAIN ITS VERTICALITY.



I HAD ORIGINALLY STARTED OUT WITH A COMPLETELY DIFFERENT DESIGN, BUT FELT THAT I WAS MORE DRAWN TO A SLEEKER, STREAMLINED DESIGN.



MY FIRST SKETCHES OF SKYSCRAPER WERE ORIGINALLY JUST OUTLINES OF THE RECTANGULAR SHAPE, BUT I ENDED UP DECIDING HAVING THE LETTERS FILLED IN WOULD BE A MORE SUCCESSFUL DESIGN.

SKETCHES/ ROUGHS

SKYSCRAPER

A B C D E F

G H I J K L

M N O P Q R

S T U V W

X Y Z