



exercise 4: figure: combination

the next exercise is less concerned with figure/ground ambiguity and, instead, focuses on the figure itself. in letterform combination, the idea is to combine two or more characters and punctuation into a new character. this is deceptively difficult and requires some of the same thinking that guided your first two projects. you will need to look for natural points of connection and similarities of form. It is also important to keep the forms compact... almost like developing a 27th letter for the alphabet.

design problem

this problem is all about the figure and how to combine letterforms in harmonies that create a new and unique character. while obvious traces of the original will remain, it is less essential that a viewer be able to recognize it.

parameters

- > you may use a maximum of three letterforms or punctuation, but each must be used in combination to create a new identity
- > the characters may be rotated or flipped, but cannot otherwise be manipulated
- > the figure should fit in the middle of our standard 6x6 space with large margins
- > please complete 5 of these

considerations

> think about the construction and form of letters. they conform to a fairly rigid system of limited variations and a heavy emphasis on consistency. while you are creating a unique character, you should still be aware of the intention of letterform design.

due at the beginning of class tuesday 09/22