

Typeface Design Booklet

The Step by Step Journey of creating the Typeface: *Chromatic*

CHROMATIC
A B C
a b c

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Brief

The science fiction writer Isaac Asimov is in need of a new typeface design for their book covers. The covers need a typeface that projects the sci-fi theme objective, as the current typefaces are a bit boring and need a bit more styling, but also keeping the sci-fi theme alive. A typeface with boxy lettering, smooth and sharp corners/edges, and y2k style is desired for the typeface style. However, it can not be too detailed, as the book covers are already detailed enough and it would clutter the cover. Importantly it must be legible as a display typeface. It needs to be an attractive and consistent typeface design that engages a unisex audience of sci-fi readers, with a target age of 13-25 years old.

Research

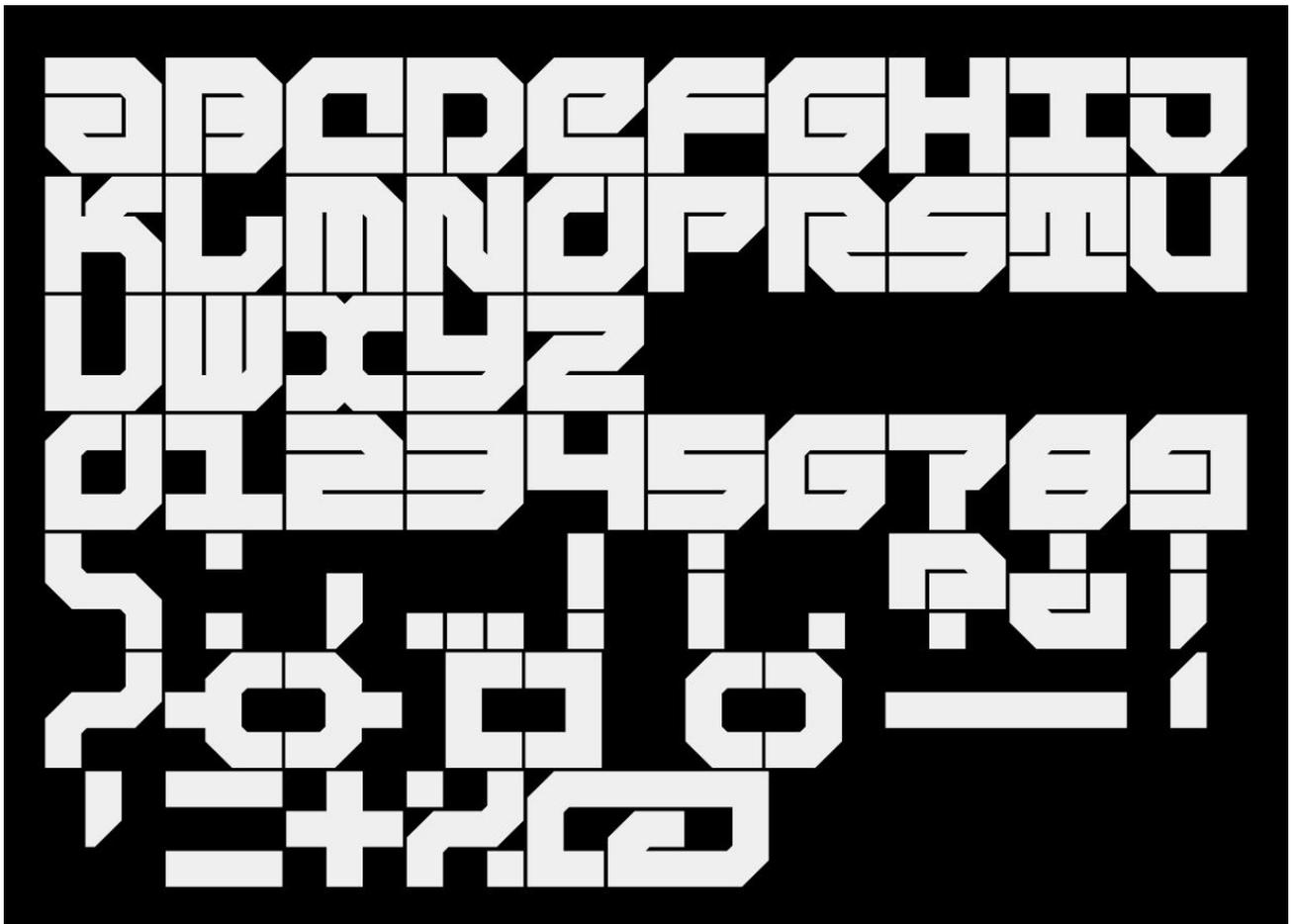


What I like about this typeface is the curved edges and sharp corners of each lettering. It has a geometric characteristic, with the construction of each letter being made up of multiple shapes to create the little letter details and openness. I like the consistency, keeping each letter within a specific dimension to keep neatness. This typeface is only applicable for titles and other similar usages, however it would not suit long sentences, as it would be too eye-straining to read. However, this does not matter as the supposed usage of the briefs typeface is for a book cover title.

A A A B B B C C D D E E F F
G H I J J K L M M N O
P Q R R S S S T U V
U V W X X Y Y Z

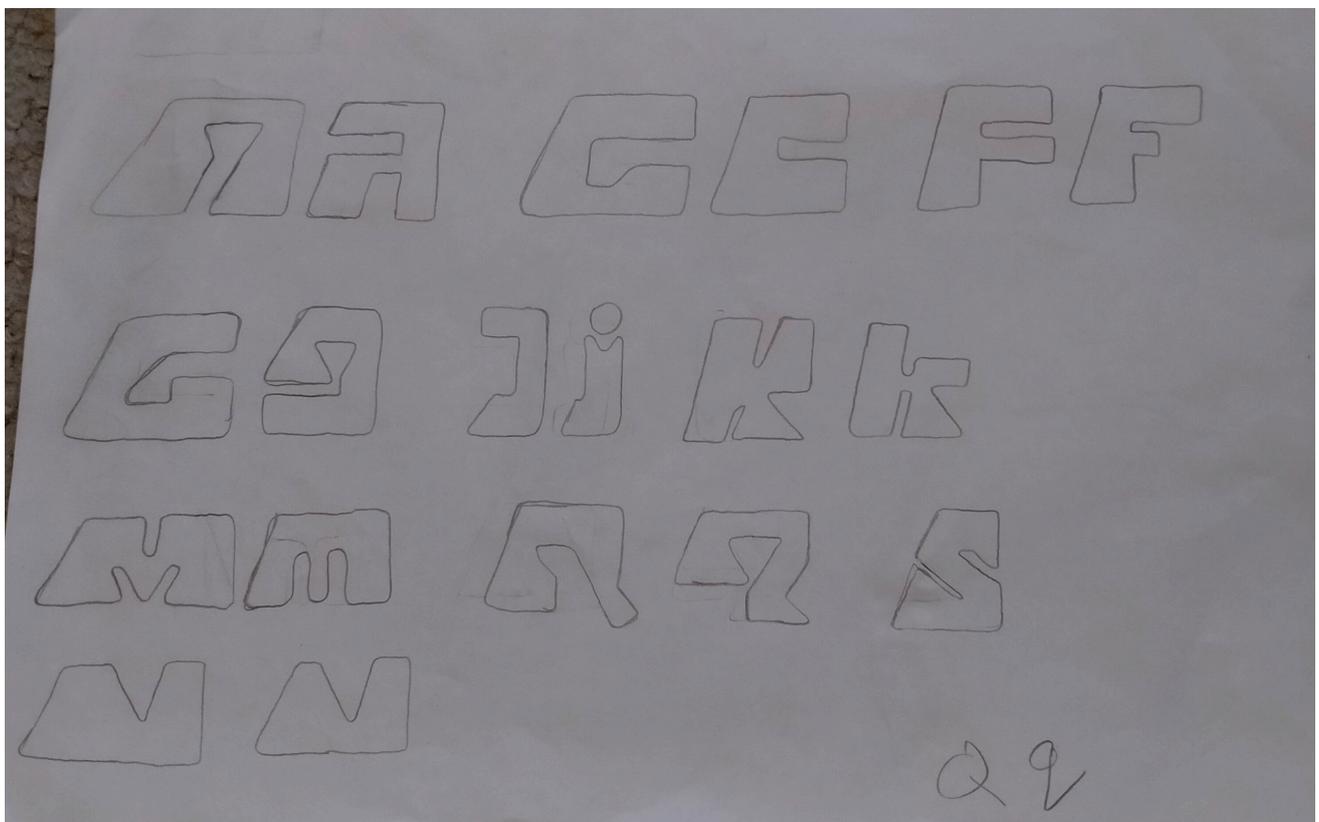
a b c d e f g h i j k l m n
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
& * @ \$ # ! ? → • %

What I like about this typeface is the addition of both uppercase and lowercase alphabets. I also like the sleek thick to thin characteristic of the typeface. The thick to thin characteristic has a delicate sense of feel and also gives a futuristic aura, great for sci-fictions. Futuristic typefaces tend to have an aerodynamic or architectural feel and the above typeface gives this sense; for example, the uppercase 'B' has structural beams in the middle, and also the upper and lowercase 'W' and 'V' having an aerodynamic feel. This typeface is applicable for small amounts of text, such as titles, which is perfect for the typeface that is going to be developed.

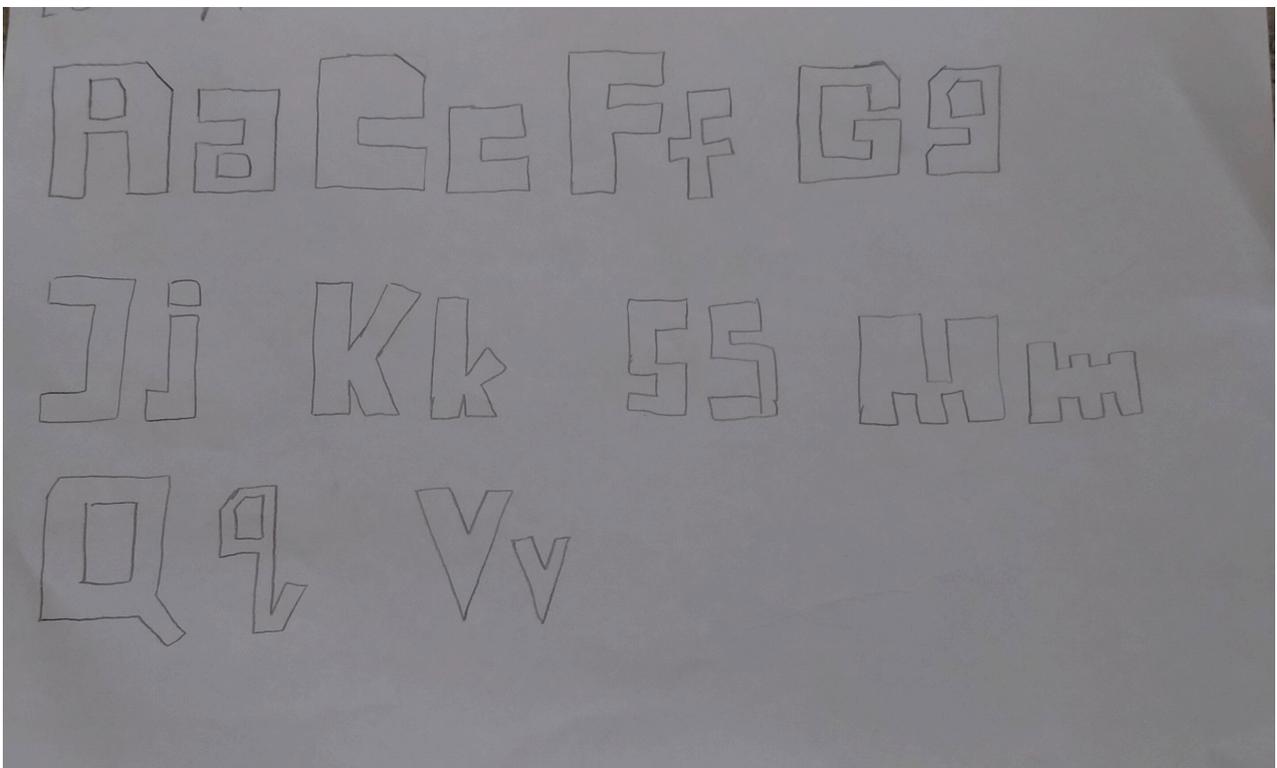


What I like about this typeface is its geometric style, letter consistency, simplicity, and futuristic style. The typeface gives a space vibe which is relevant and suitable to the specific book genre and sci-fi theme. The typeface keeps to a consistent formula, keeping a consistent size and style for all letters and numbers, as well as the intricate symbols. A major downside to this typeface would be all the intricate symbols, as they seem a bit hard to identify.

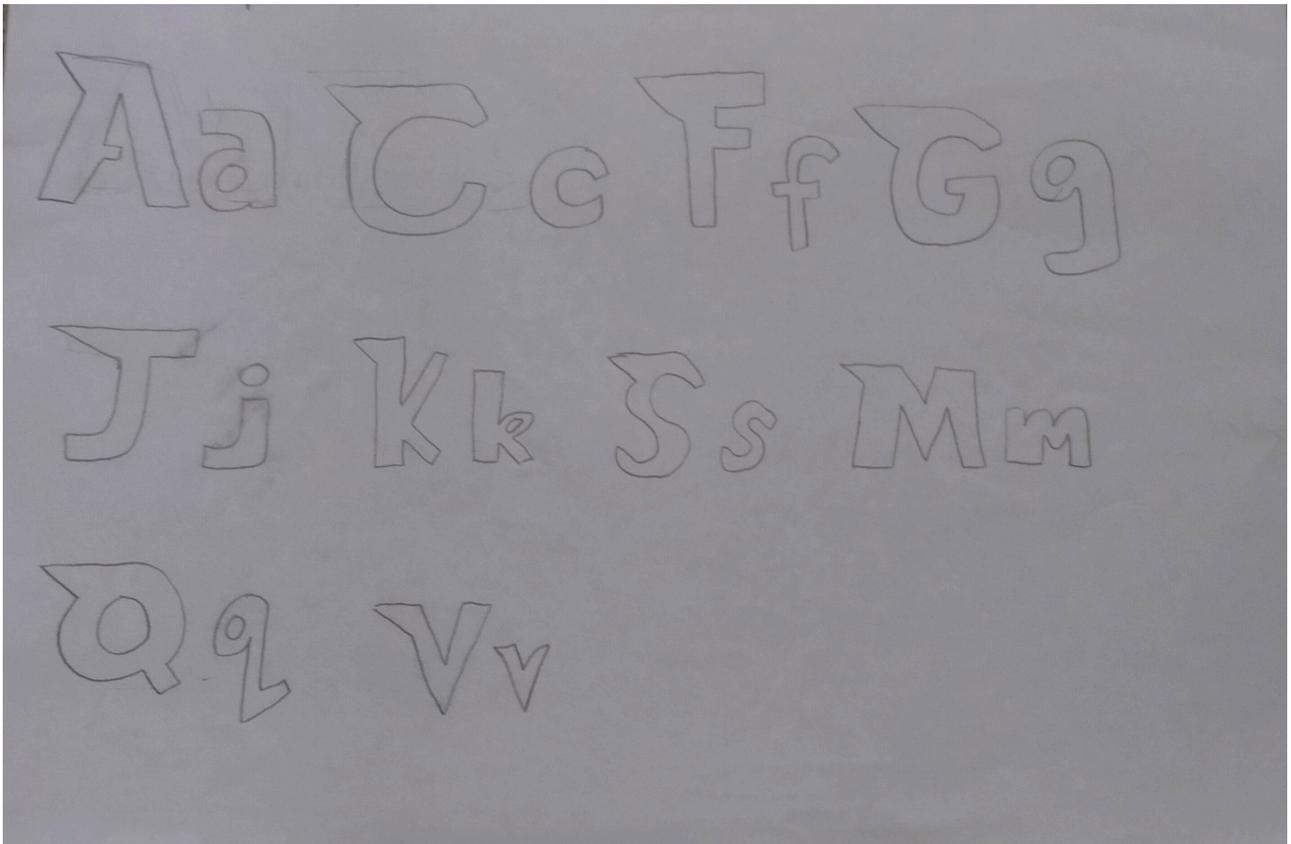
Concepts



This is first typeface concept. It consists the conventions of the average sci-fi typeface, consisting of a geometric and aerodynamic design, keeping a consistent style throughout the selected letters. This typeface would be for display purposes, e.g. titles and small amounts of text, as it is chunky and big to be a font you would type sentences with. This design has high hopes for being selected for further development, as it fits the specifications of the brief quite well. However, some downsides for this concept is the lowercase letters are very similar to the uppercase in the sense of having a slanted left side. If this typeface concept gets selected, designing better lowercase letters is going to be an important step in development.

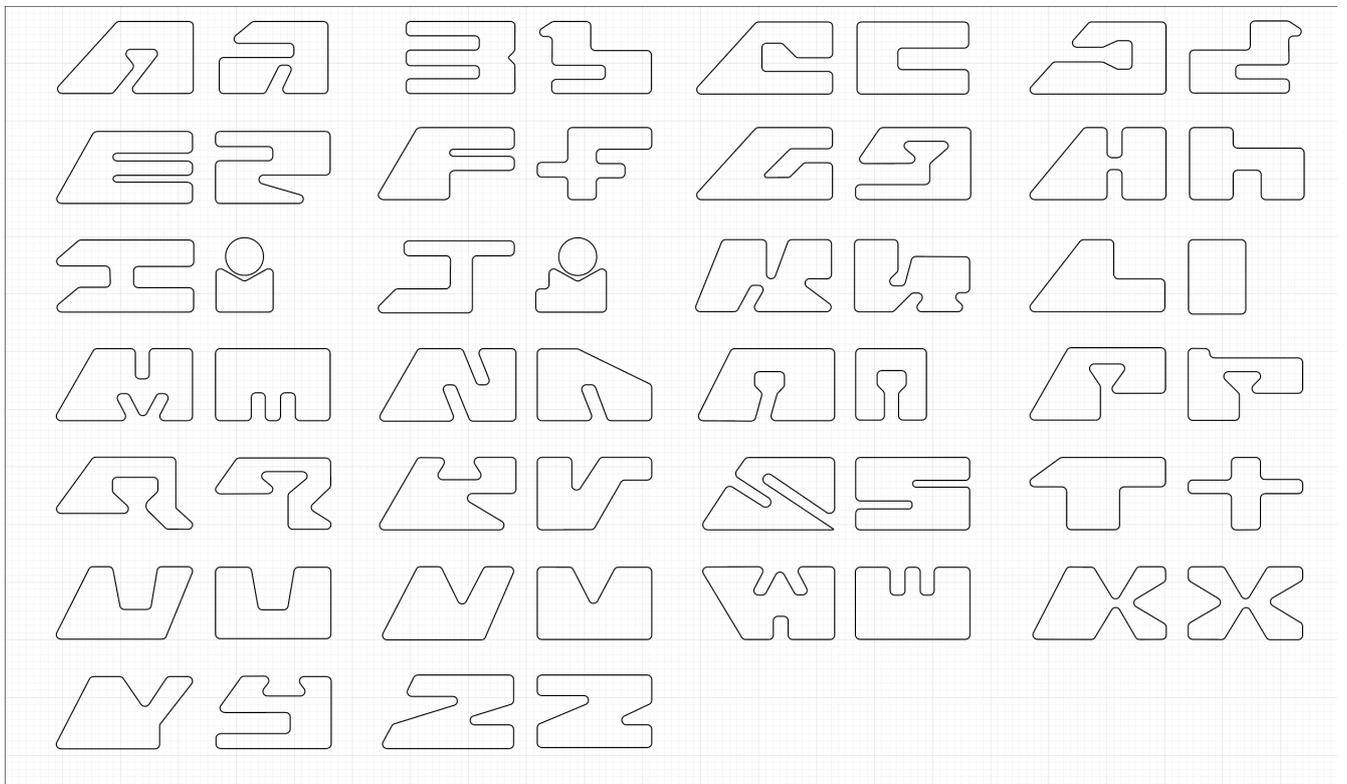


This is the second typeface concept. The design is very geometrical based, hence the sharp edges and sides. This fits a futuristic sci-fi typeface genre, as a lot of spacey sci-fi fonts you see are very geometric as well. Also it does not fit the brief specification all the way, as it needs to have smooth edges. In this case, a major flaw to this font is the unoriginality or it being not original enough, therefore, I have low hopes for this being selected for further development.

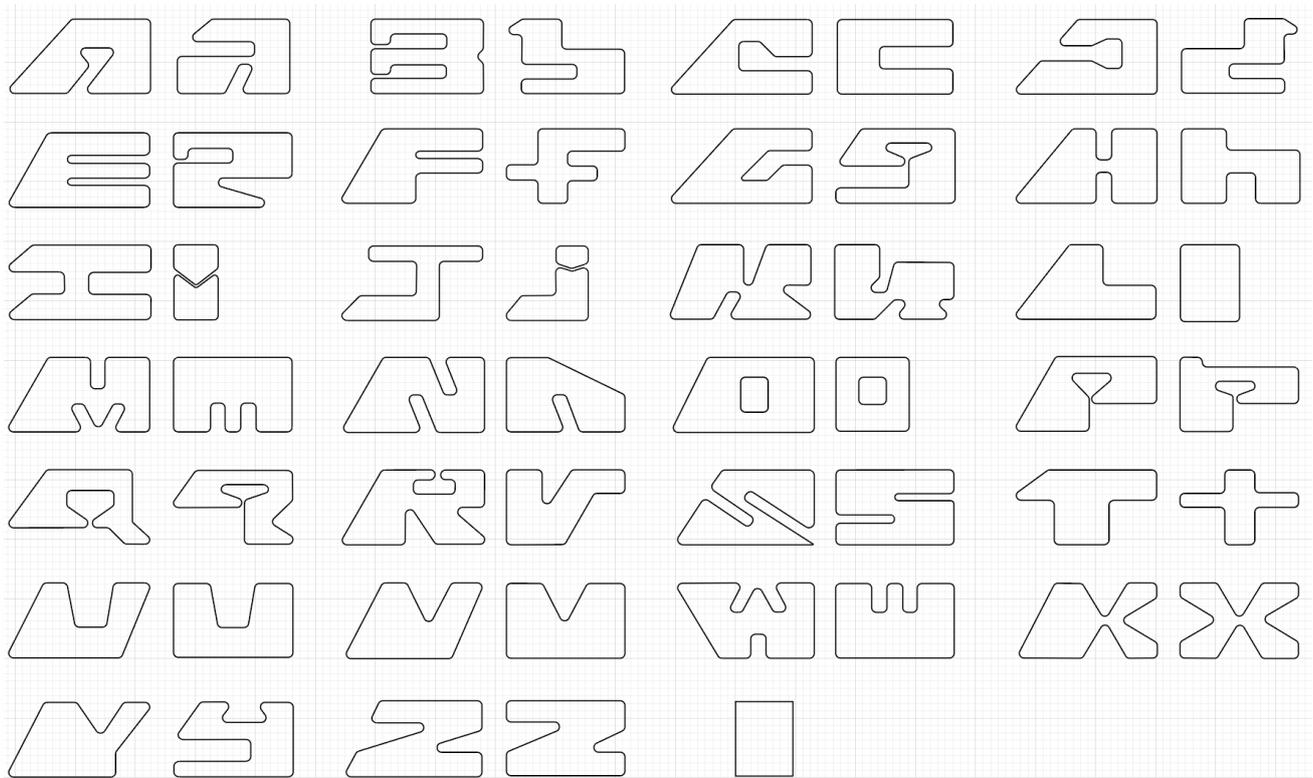


This is the third typeface concept. The design looks like a regular bold typeface, but has the added feature of an aerodynamic "wing" on the top left of each letter. This typeface is the weakest out of all three concepts, as it is too basic for the target design and in that case it will most likely not be further developed.

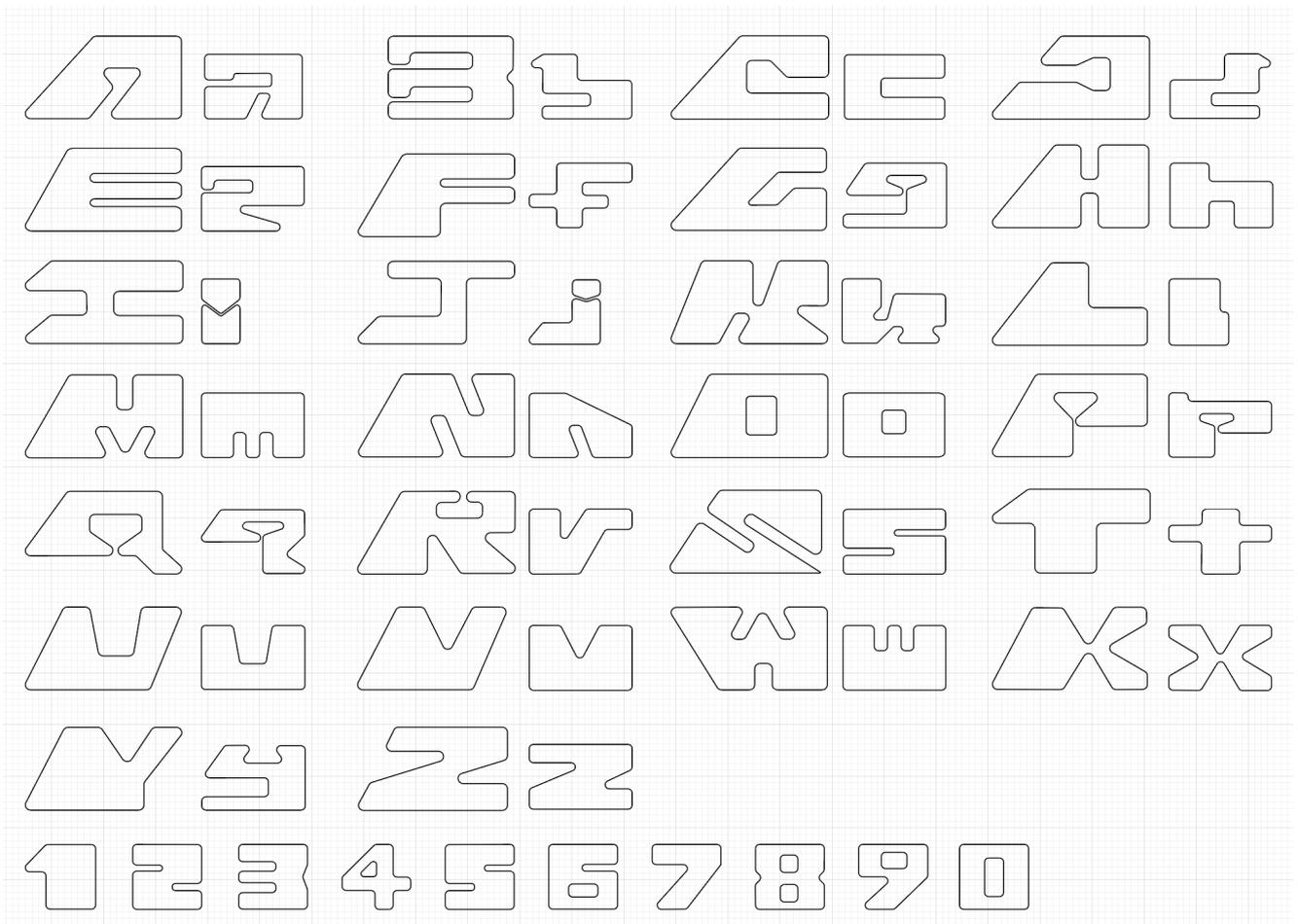
Development



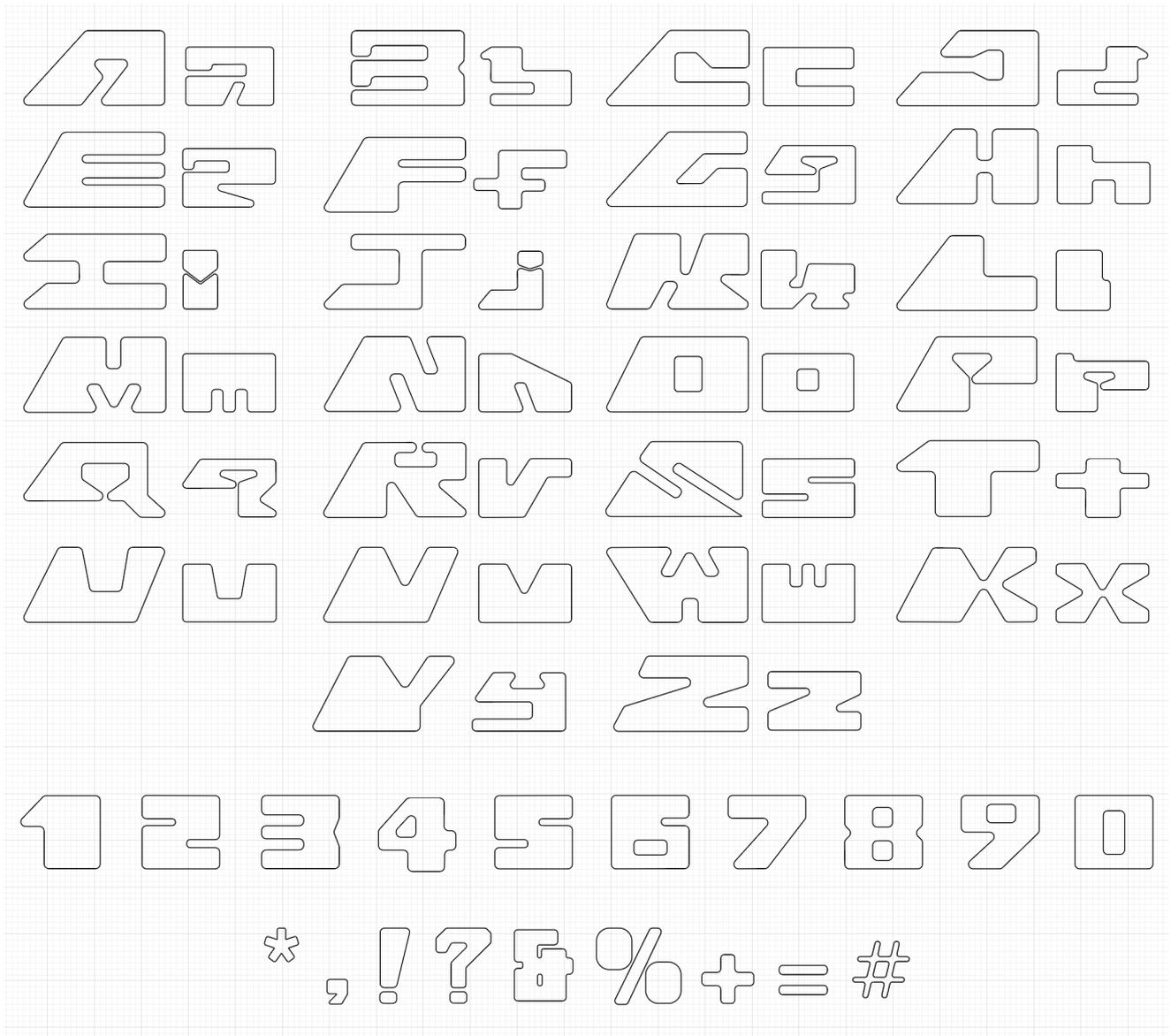
The initial development of all the letters of the alphabet for the typeface. The main goal for this stage was to get all the letters initially completed for further development, as this was the easiest way. I kept a consistent formula for the style. There are a few letters that need further tweaking and development, specifically the counters and eyes of the letters, e.g. 'O', 'Q', 'B', and importantly redesigning the lowercase 'i' and 'j'.



This stage of development consisted of completing the previous specifications for the letters. The difference from the initial stage is that the letters 'O', 'P', 'Q', 'R', 'B', 'G' and 'e' have now got more enclosed counters and eyes. Another new thing is the lowercase 'i' and 'j' have now got more formulated tittle and overall shape, keeping the typeface consistent.



This stage of development introduced some numbers. They keep the typeface consistency. However, some further tweeking needs to be done for the number '4', as it is looking a little thin compared to the '1'. Another thing to tweek is the size of the numbers, as they are a bit small when put next to the uppercase letters. Other than that, whats left to do is just adding some intricate symbols, e.g. '?' and '%'.



This is the final stage of development. Some new things and specifications have been completed and added from the previous stage. Firstly, some symbols have been added to further display the fonts capabilities. Secondly, The lowercase 'a' has been changed, as it didn't fit consistently with the other lowercase letters. Finally, the size of the numbers have been tweaked for better consistency with the letters.

Finished Design

Aa Bb Cc Dd

Ee Ff Gg Hh

Ii Jj Kk Ll

Mm Nn Oo Pp

Qq Rr Ss Tt

Vv Ww Xx

Yy Zz

1234567890

* , ! ? & % + = #

Evaluation

My typeface, called Chromatic, incorporates a sci-fi style with futuristic elements that includes slanted edges, geometric shape and boldness. It is intended for display purposes only, such as mastheads on a magazine or book cover. Unlike popular and more established typefaces that have sci-fi-esc styles or are used in such ways, such as Bank Gothic, Microgramma and Orbitron, my typeface incorporates a more focused and exclusive attention towards a sci-fi and y2k theme.

Orbitron is a rounded corner and geometric sans-serif typeface that comes in different weights and is intended for display purposes. This typeface is similar in some aspects to my typeface, but my typeface holds only one weight and has very dissonant aesthetics such as slanted sides on uppercase letters and unique letter shapes. Also in terms of "display", Orbitron has more versatility than my typeface, as Orbitron can be used for sentences, while mine is only really suitable for mastheads and others alike.

My typeface is large compared to these established typefaces, as it is very bold and geometric, holding a lot of weight to accompany the consistent shape of the letters, explaining the wideness of the letters. This contrasts with a lot of fonts, as they are commonly seen with thinner font-weights, for example Bank Gothic, although it is accompanied by different font-weights, they do not size-up or match the thickness compared to my typeface. My typeface has a consistent usage of rounded corners and straights/slanted edges. This is another prominent aspect of my typeface that is comparable towards a lot of fonts, for example Microgramma. This established typeface does have rounded corners and does not have slanted edges, making my typeface compared to this unique.

In some fashion, my typeface can be seen as an unprofessional or playful typeface when compared to the examples. This is a defining term that provides a suitable application for book covers, making my typeface worthy. This was the intended use of the typeface for the books by the author Isaac Asimov that wrote many sci-fi classics suitable for children and young adults.