

HEADSTART
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Graphic Design

Visual Arts

A Level Graphic Design

Summer homework



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RICHARD HUISH COLLEGE

Searching for letters

Typefaces are everywhere we look, on signs, packaging, labelling, books, newspapers, magazines, TV... each has a distinctive look and style that Graphic Designers select to communicate feeling; for example, handwritten typefaces are often used extensively in big supermarkets like Tesco, Sainsbury's and Morrisons because they add a feeling of authenticity to their stores, changing how they are perceived, making people feel that the offers in-store are genuine value.

There are thousands of typefaces to choose from and selecting the right one that is fit for purpose and adds meaning to the message, is a daunting task and requires careful consideration and critical judgment.

Your summer homework is intended to get you to look at typefaces in a different way and consider how a letter can appear and feel differently depending on the typeface it is designed in.

The challenge

Choose a single letter (or number) and using any camera or phone, seek out and photograph 20+ different versions of it.

Your photos must be accessible on the first day of college. This maybe saved in your email, on a memory stick, saved on your phone or on a PowerPoint.

Suggestions to get you started

Get out and about! On your holidays take a trip to your local town or city and look for signage; shop signs; road signs; pub signs and also consider everyday things such as car number plates and manhole covers. Also, consider other less obvious places such as churches, memorials and harbours.

Most importantly, get close to the letters with your camera, avoid 'having to zoom in' later, after the image was taken.

Happy holidays!

