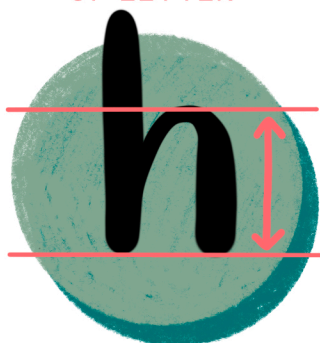# LETTERING COMPOSITION & Layouts

WORKBOOK

LETTER ANATOMY CHEAT SHEET

X HEIGHT
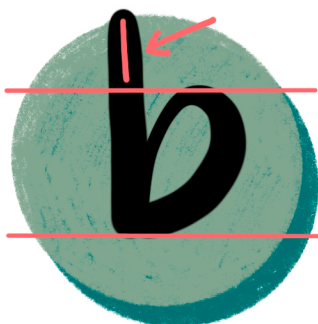*HEIGHT OF MAIN BODY OF LETTER*

ASCENDER
LINES EXTENDING ABOVE X HEIGHT
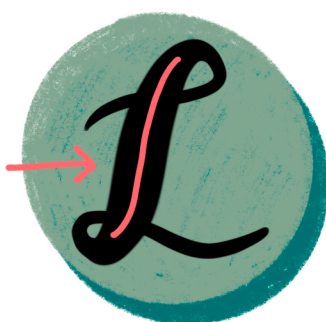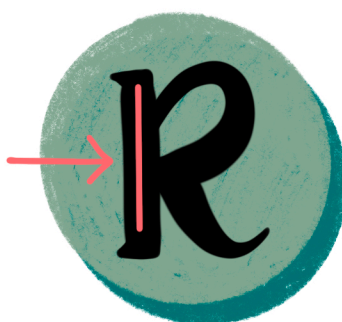
DESCENDER
LINES EXTENDING BELOW BASELINE
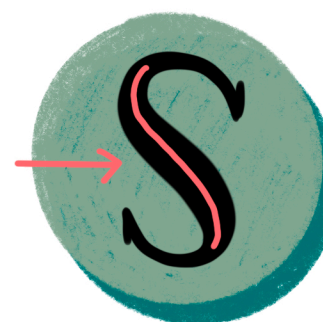
STROKE
ANY LINEAR ELEMENT

STEM
MAIN VERTICAL STROKE

SPINE
MAIN CURVED STROKE

CROSSBAR
STROKE CONNECTING TWO STEMS

LEG
SHORT DOWNWARD STROKE

ARM
STROKE NOT CONNECTED TO STEM ON ONE SIDE

FOXSY

QUOTE BANK

EVERYTHING YOU'VE EVER WANTED IS ON THE OTHER SIDE OF FEAR.

THE FUTURE BELONGS TO THOSE WHO BELIEVE IN THE BEAUTY OF THEIR DREAMS.

THE MEANING OF LIFE IS TO FIND YOUR GIFT. THE PURPOSE OF LIFE IS TO GIVE IT AWAY.

EMPATHY WITHOUT BOUNDARIES IS JUST SELF DISTRUCTION.

SEE THE MAGIC IN EVERY LITTLE EXQUISITE THING.

ONLY YOU GET TO DEFINE YOURSELF.

WHAT YOU ALLOW IS WHAT WILL CONTINUE.

YOU'RE PROBABLY DOING BETTER THAN YOU THINK.

IT'S PRODUCTIVE TO REST.

DO SMALL THINGS WITH GREAT LOVE.

THE BEST IS YET TO COME.

YOU ONLY FAIL WHEN YOU STOP TRYING.

YOU CAN'T DISCOVER NEW OCEANS UNLESS YOU HAVE THE COURAGE TO LOSE SIGHT OF THE SHORE.

YOU ARE ALL KINDS OF AMAZING.

CREATE WHATEVER LIGHTS YOUR FIRE.

BE STRONGER THAN YOUR EXCUSES.

TO LIVE A CREATIVE LIFE, WE MUST LOSE OUR FEAR OF BEING WRONG.

LIFE IS TOO SHORT TO WEAR BORING CLOTHES.

HOW STRANGE IT IS TO BE ANYTHING AT ALL.
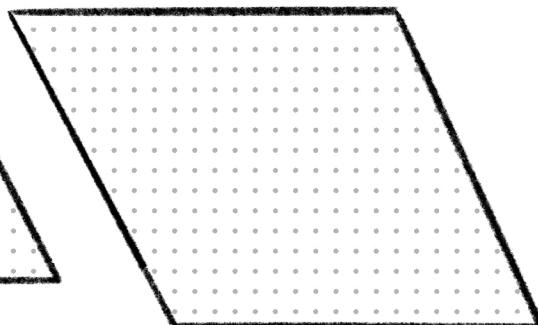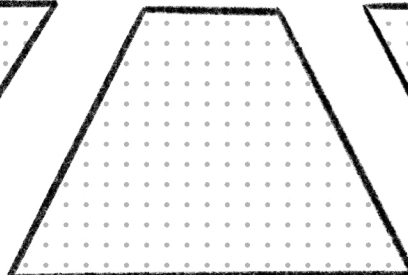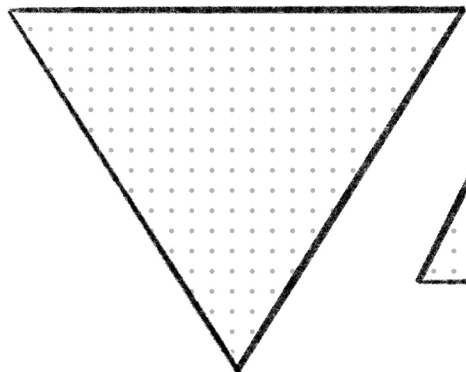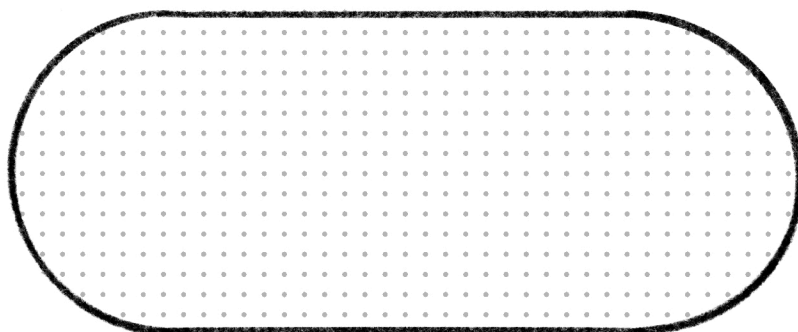
A SMOOTH SEA NEVER MADE A SKILLED SAILOR.

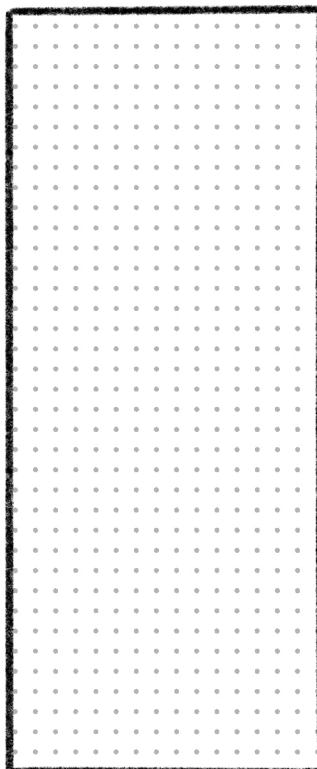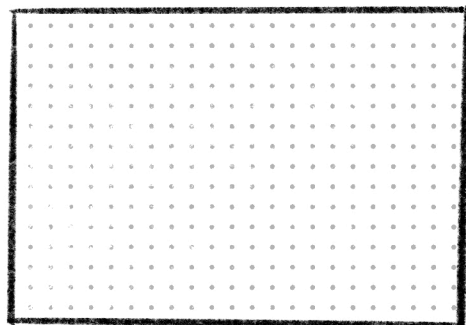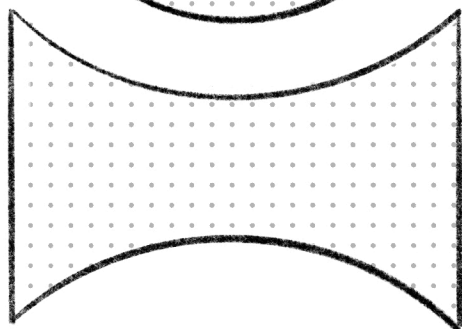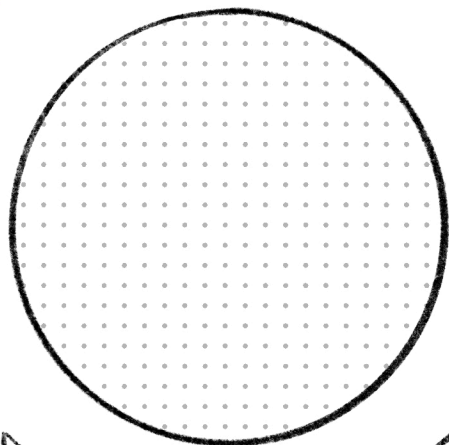I AM ALWAYS DOING WHAT I CANNOT DO YET IN ORDER TO LEARN HOW TO DO IT.

YOU CANNOT STOP THE WAVES BUT YOU CAN LEARN TO SURF.

FOXSY

SHAPES

TRY LETTERING WORDS AND PHRASES
INTO THE SHAPES BELOW.
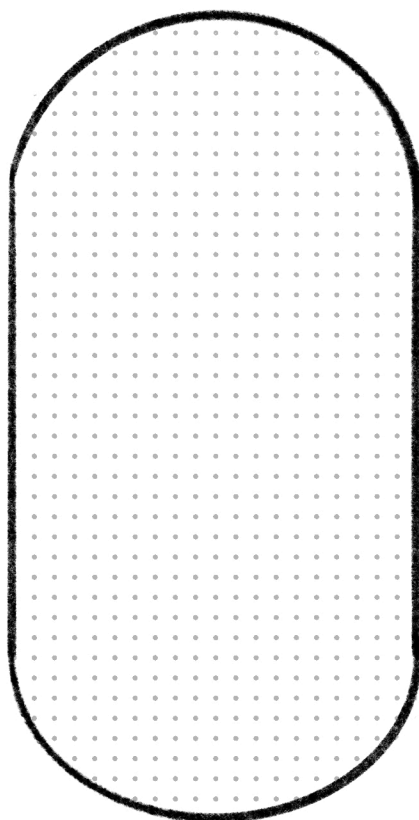
FOXSY

KERNING

MECHANICAL SPACING

UNIVERSE

SPACING IS EQUAL

OPTICAL SPACING

UNIVERSE

SPACING IS VARIED FOR VISUAL BALANCE
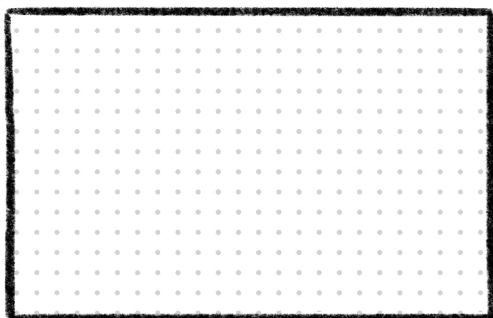
OO

ROUND ROUND

SMALL
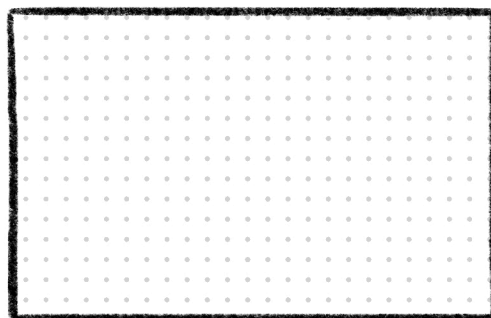
HO

STRAIGHT ROUND

MEDIUM

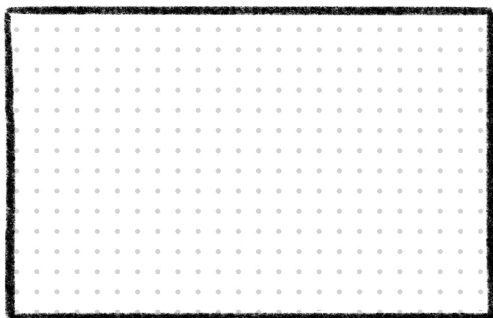**NI**

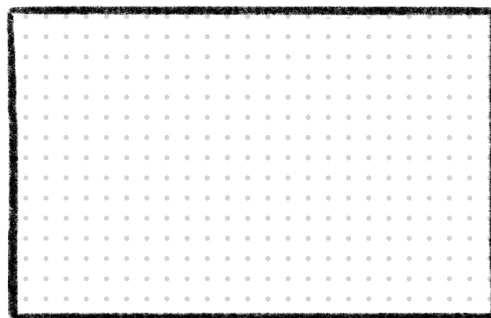**STRAIGHT STRAIGHT**

LARGE

PRACTICE!

THOSE

GROOVY

FUNKY

HIPPOS

FOXSY

ALIGNMENT

LEFT ALIGNMENT

I'M PRETTY SURE
I SEIZED THE
WRONG DAY

RIGHT ALIGNMENT

I'M PRETTY
SURE I SEIZED
THE WRONG DAY

CENTER ALIGNMENT

I'M PRETTY SURE
I SEIZED THE
WRONG DAY

JUSTIFIED ALIGNMENT

I'M PRETTY
SURE I SEIZED
THE WRONG DAY

WRITE ONE PHRASE IN EACH ALIGNMENT

PRACTICE!

LEFT ALIGNMENT

RIGHT ALIGNMENT

CENTER ALIGNMENT

JUSTIFIED ALIGNMENT

FOXSY

VISUAL HIERARCHY

LET'S DECONSTRUCT A PHRASE → *THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT.*

1. CIRCLE PRIMARY WORDS.

THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT.

2. UNDERLINE SECONDARY WORDS TWICE.

THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT.

3. UNDERLINE TERTIARY WORDS ONCE.

THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT.

PRACTICE!

TRY DECONSTRUCTING THESE PHRASES TO IDENTIFY WORD HIERARCHY

BETTER AN "OOPS" THAN A "WHAT IF?"

I'M NOT PROCRASTINATING, I'M DOING SIDE QUESTS

BE A VOICE, NOT AN ECHO

EVERY ARTIST WAS ONCE AN AMATEUR

FOXSY

VISUAL HIERARCHY

USE **Contrast** FOR *visual hierarchy*

WAYS TO ADD CONTRAST:

COLOR   SIZE   PLACEMENT
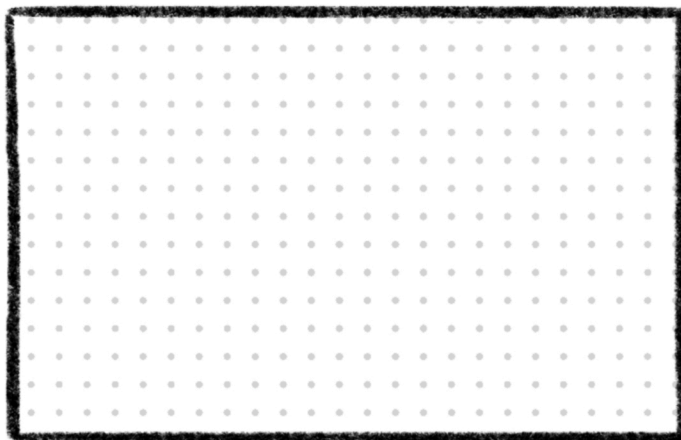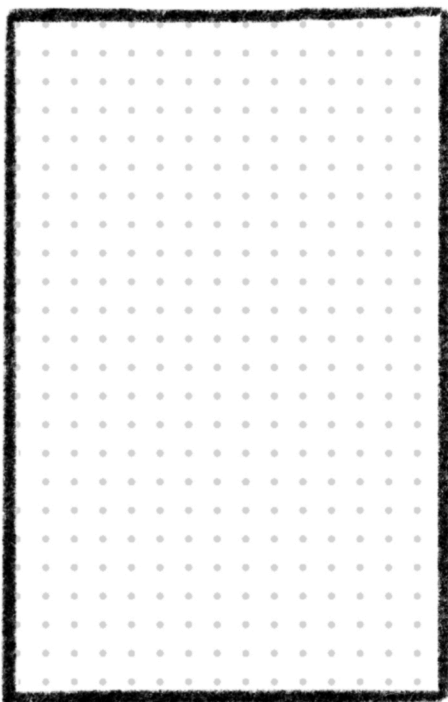
SHAPE   DIFFERENT STYLES

PRACTICE!

USE A FEW QUOTES FROM THE PREVIOUS PAGE AND
PRACTICE ADDING CONTRAST TO THE IMPORTANT WORDS.

FOXSY

ADJUSTING LETTERS

HEIGHT

short medium tall

ADJUST THE WORD TO BE SHORT AND TALL

PRACTICE!

hello

WEIGHT

light medium heavy

ADJUST THE WORD TO BE LIGHT AND HEAVY

PRACTICE!

hello

ADJUSTING LETTERS

SLANT

upright *leaning forward*

ADJUST THE WORD TO DIFFERENT LEVELS OF SLANT

hello

hello

hello

hello

hello

FOXSY
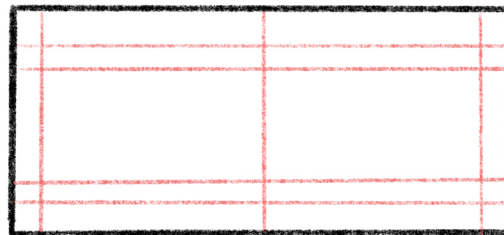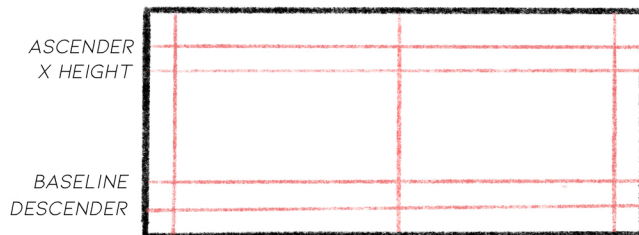
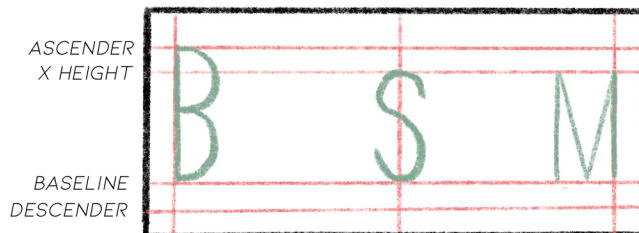# CENTERING WORDS

1. FIND THE CENTER LETTER(S) OF YOUR WORD.

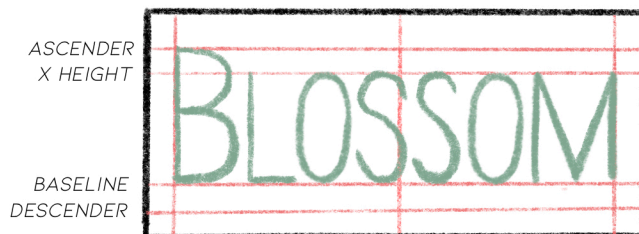**BLOSSOM**
1 2 3 4 5 6 7

FLOWER
1 2 3 4 5 6

2. FIND THE CENTER OF YOUR SPACE & ADD GUIDELINES.

ASCENDER
X HEIGHT

BASELINE
DESCENDER

3. PENCIL FIRST, LAST, & CENTER LETTER(S) IN POSITION.

ASCENDER
X HEIGHT

B   S   M   F   ow   r

BASELINE
DESCENDER

4. PENCIL IN REMAINING LETTERS & ADJUST UNTIL IT LOOKS RIGHT.

ASCENDER
X HEIGHT

BLOSSOM   FLOWER

BASELINE
DESCENDER

ASCENDER
X HEIGHT

BLOSSOM   Flower

BASELINE
DESCENDER

NOTE: LETTERS HAVE DIFFERENT WIDTHS, SO YOUR CENTER LETTER(S) MIGHT NEED TO MOVE OFF THE CENTER LINE TO LOOK OPTICALLY CORRECT.
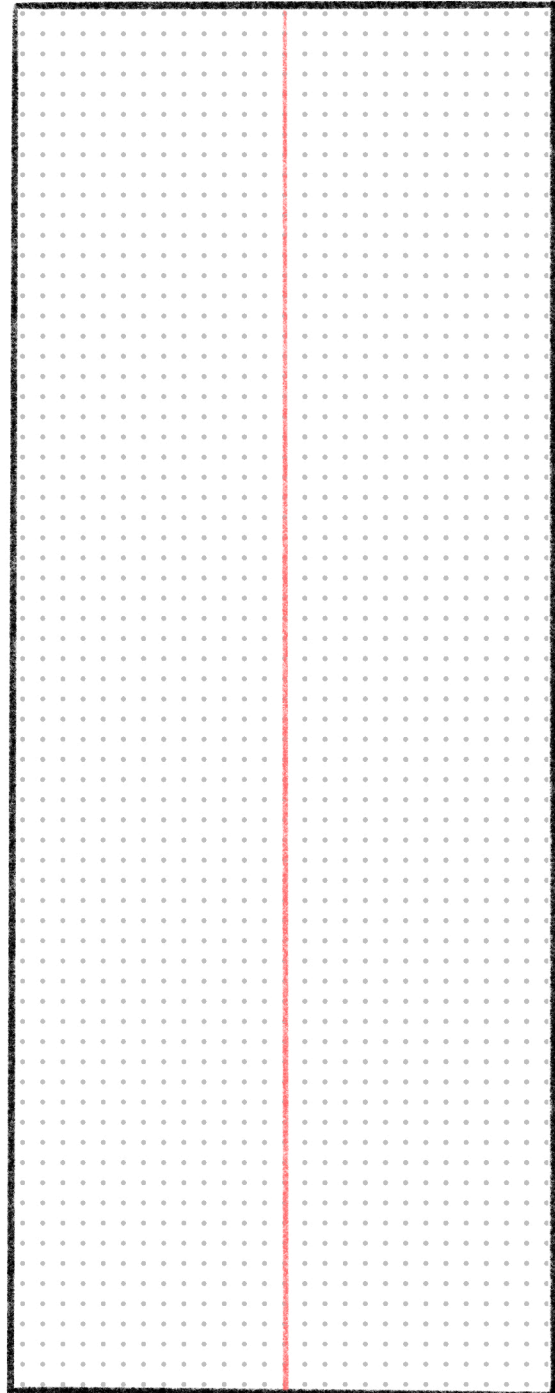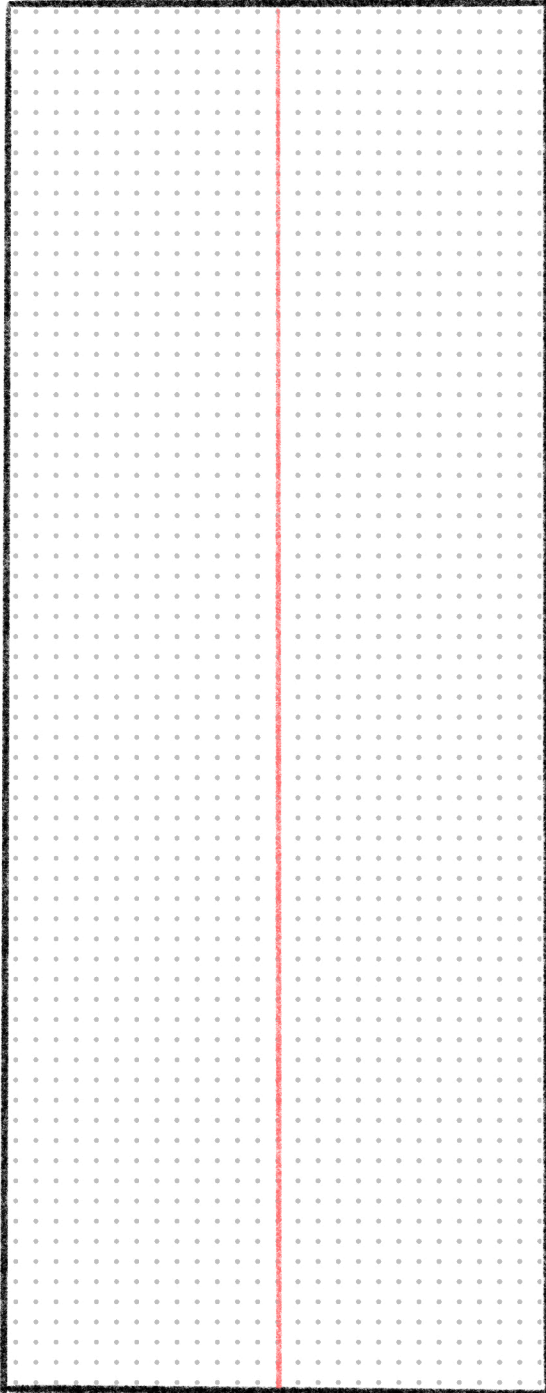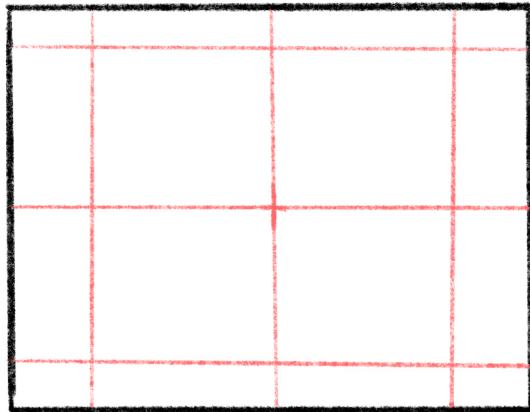
F O X S Y

CENTERING WORDS

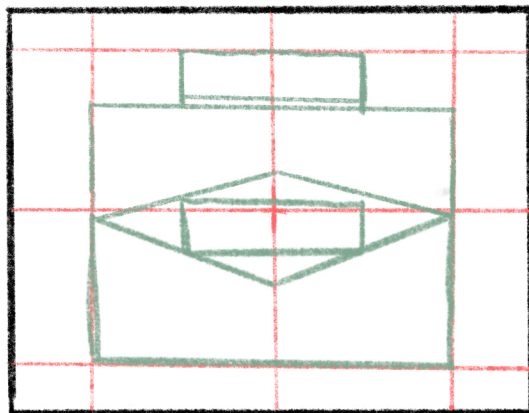TRY CENTERING WORDS BELOW.

FOXSY

CENTERING PHRASES

1. DECIDE ON THE HIERARCHY OF THE PHRASE.

I'M NOT WEIRD, I'M LIMITED EDITION.

2. FIND THE CENTER OF YOUR SPACE & DRAW ANY HELPFUL GUIDELINES.

3. SKETCH A ROUGH THUMBNAIL OF YOUR COMPOSITION WITH CENTERED SHAPES. LIGHTLY SKETCH SHAPES INTO THE SPACE.

i'm not
weird
I'm
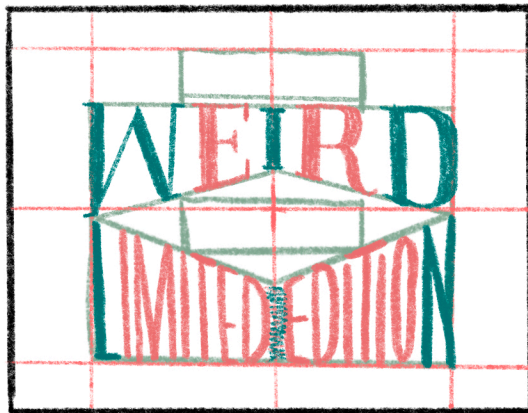limited edition

FOXSY

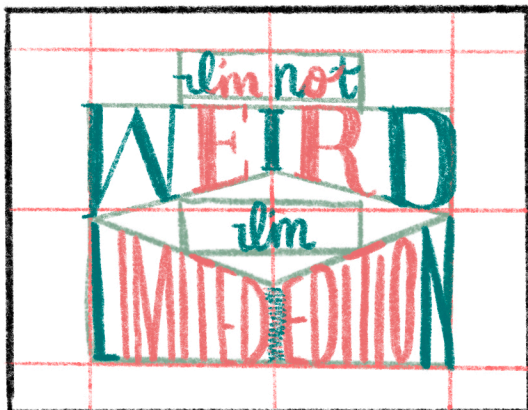# CENTERING PHRASES

4. COUNT THE NUMBER OF CHARACTERS (SPACES INCLUDED) IN EACH LINE. FIND THE CENTER OF EACH LINE.

<div align="center">

I'M NOT 6

WEIRD, 5

I'M 2

LIMITED EDITION 15

</div>

5. SKETCH IN THE MOST IMPORTANT WORDS FIRST, USING THE SAME TECHNIQUE OF PENCILING IN FIRST, MIDDLE, AND FINAL LETTERS AS GUIDES.

6. PENCIL IN REMAINING WORDS.
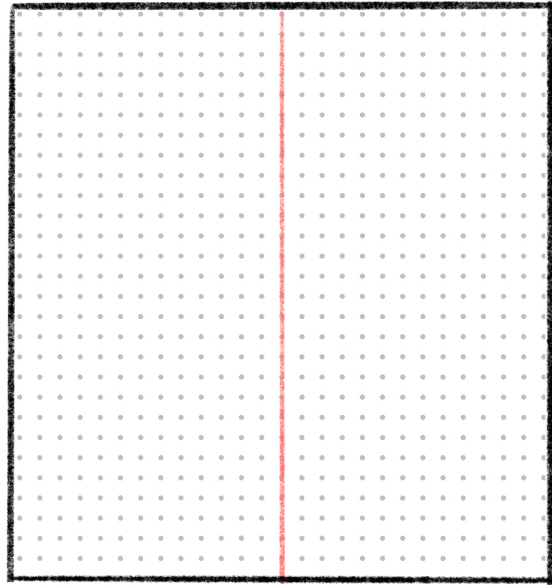

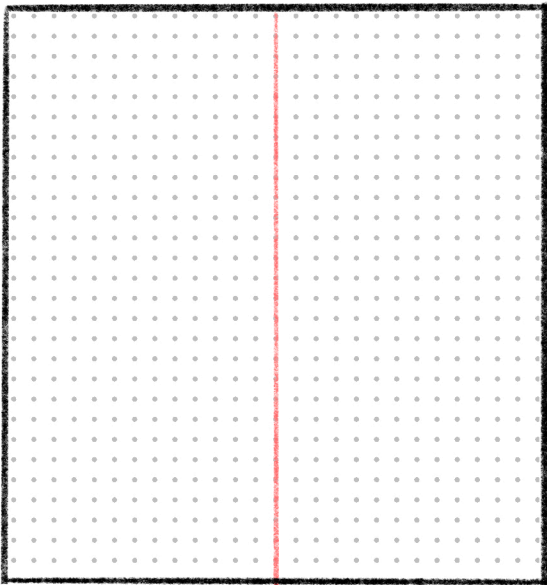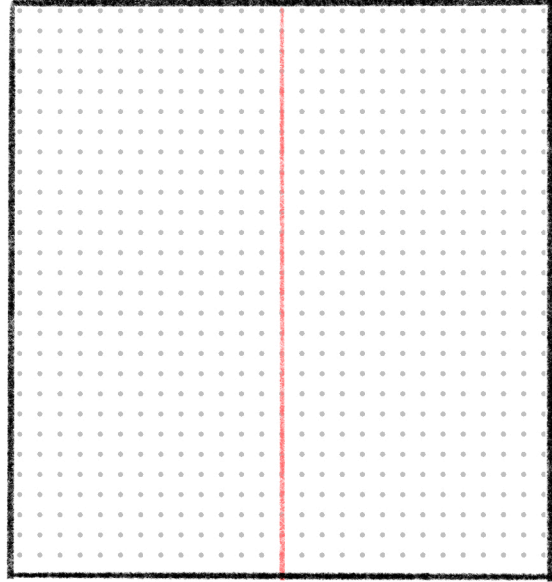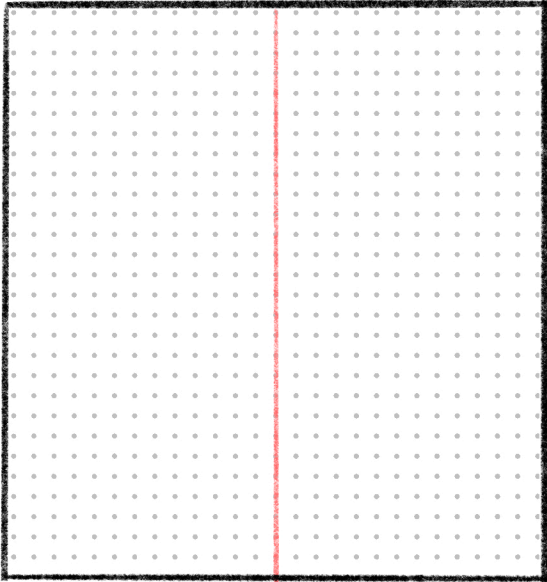7. ADJUST SPACING UNTIL IT LOOKS RIGHT AND INK IT!

<div align="center">

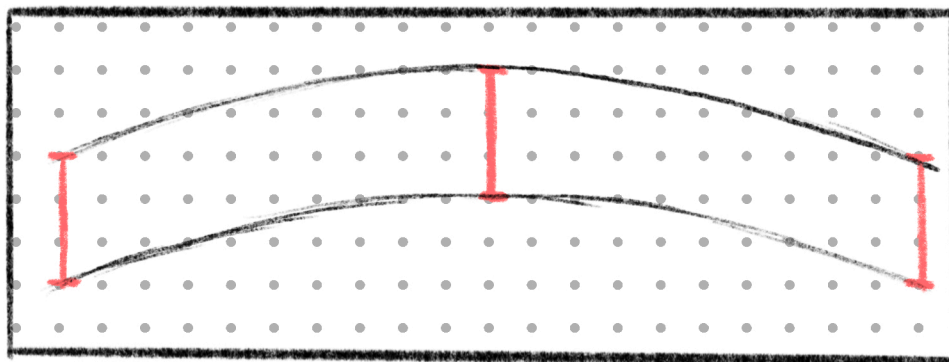F O X S Y

</div>

CENTERING PHRASES

TRY CENTERING PHRASES FROM THE
QUOTE BANK BELOW.

FOXSY
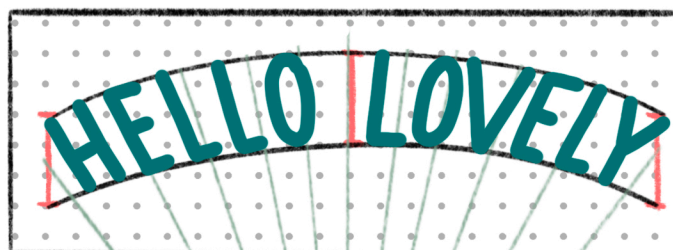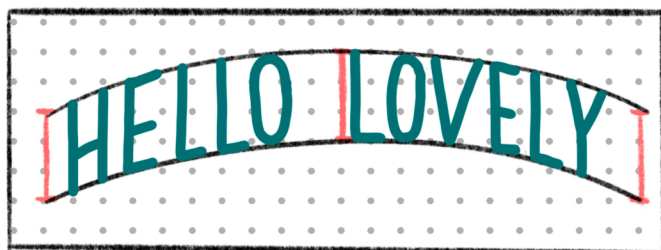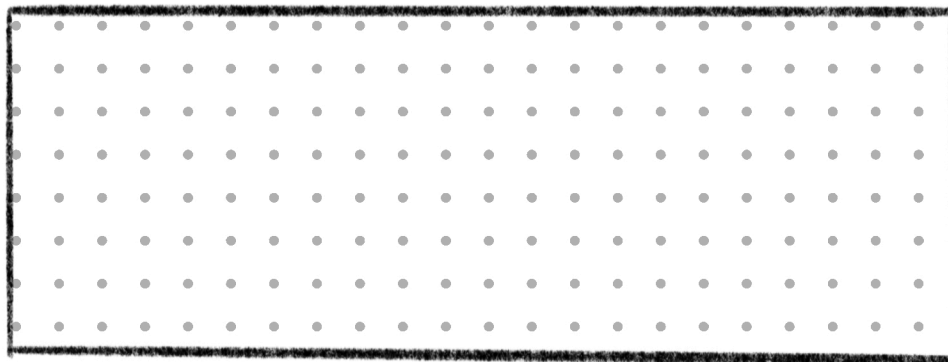
CURVING

YOU CAN RELIABLE DRAW CURVES BY USING THE SAME HEIGHT LINE
AND SKETCHING CURVED LINES BETWEEN THEM.

CREATE SOME CURVES.

YOU CAN EITHER LETTER UPRIGHT LIKE THIS...

OR YOU CAN CHOOSE A POINT TO CREATE
RADIATING LINES TO CREATE AN ANGLED LOOK.

FOXSY

COMPOSE YOUR OWN

PRACTICE! PICK A PHRASE AND GO THROUGH THE
FULL COMPOSITION PROCESS.

BREAK DOWN HEIRARCHY

THUMBNAIL

COMPOSE

FOXSY