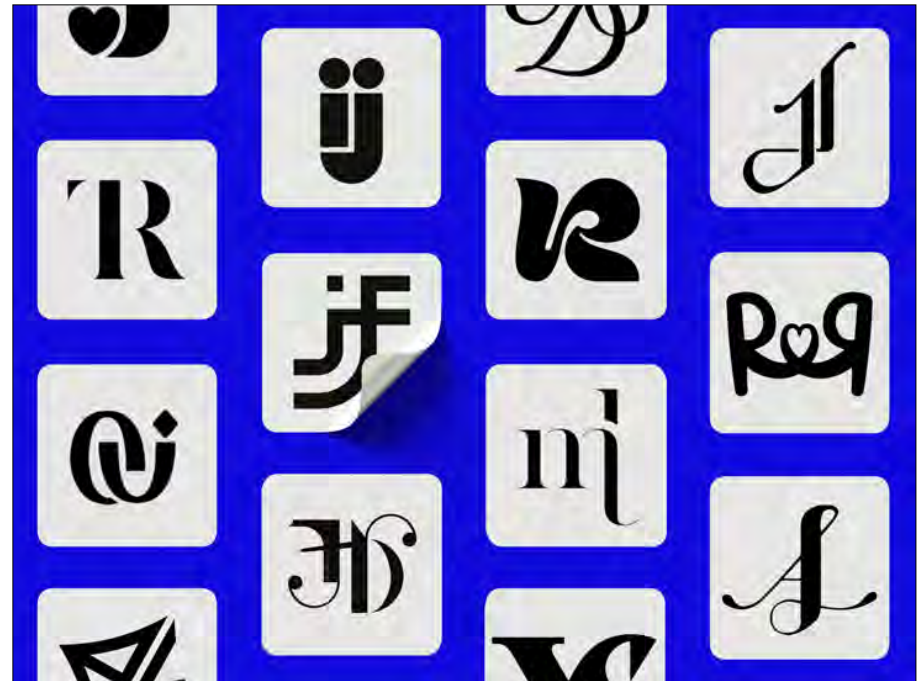


ART IMMERSION 2023

LOGOTYPE STICKER WORKSHOP

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GRFX-2303 TYPOGRAPHY & LAYOUT



LOGOTYPE STICKER WORKSHOP

Students will use a combination of 2 or more letters to create individual **logotype monogram stickers**.

This project explores typography, hand-lettering, and the fundamentals of logos.



SHAPE + SPACE

Typography, like all design, is about space as much as shape. The interaction **between**, **around**, and **within** letterforms is as important as the letterforms themselves.

Then the **solid grouping of forms** that appears when this skill is applied is also an excellent introduction to creating logos.





STEP 1: WARMING UP

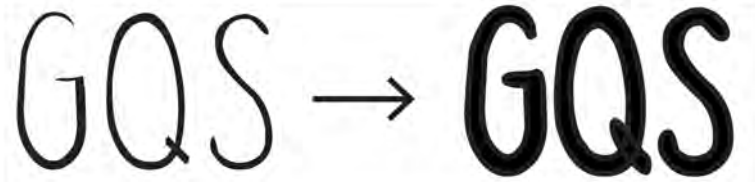
Quickly write alphabet(s) in your usual handwriting on plain white paper.

Maybe make some letters in cursive or all caps or more vertical.



1:00

STEP 1: WARMING UP



Now take your initials and concentrate on these. If your lines are thin, THICKEN them.



STEP 2: MAKE THINGS "FIT"

5:00

Take shapes apart that make the letters.

Move forms around so things fit together.

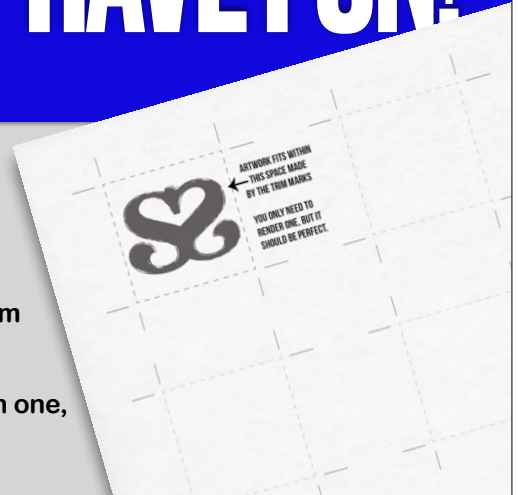
See how far you can push this without losing the readability of the letters.

Humans can usually figure out how shapes suggest letters...so have fun!

WORK + HAVE FUN!

5:00

- Begin to finalize ideas.
- Talk to fellow students.
- Do not be stuck to a form if it isn't working.
- If you are quick to finish one, create another!



PICK YOUR BEST

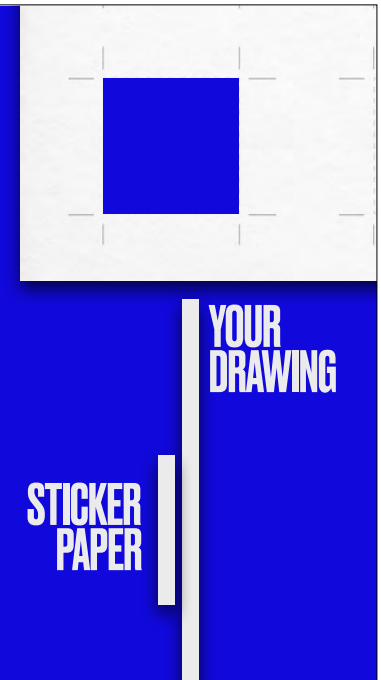


STEP 3: SET UP TRANSFER

Arrange the sticker exactly to the square you will be tracing.

Make sure the B (Back) is NOT touching the drawing paper.

In other words, the front of the sticker (no mark) is what will receive the transfer, not the back.



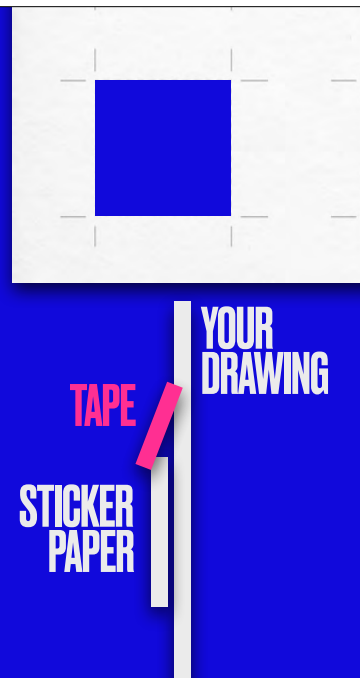
STEP 3: SET UP TRANSFER

Tape the **BACK** (marked B) to the paper.

Do not put any tape on the front side of the sticker.

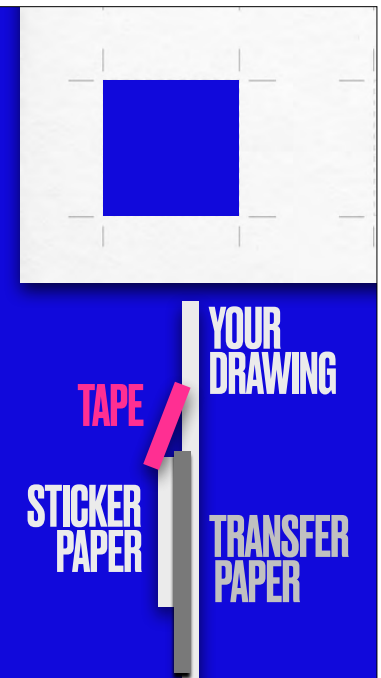
Can't see? Hold it up to the light and line things up.

Take your time with this!



STEP 3: SET UP TRANSFER

Place a sheet of carbon transfer paper between front of sticker paper and back of your drawing paper.



STEP 4: TRANSFER WORK

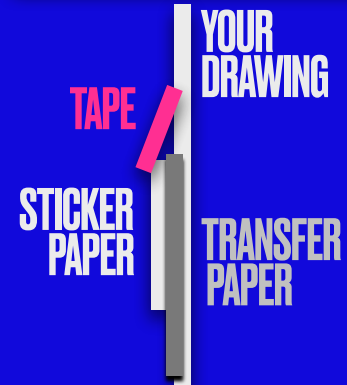
With a pen or very sharp pencil, CAREFULLY trace your logotype monogram.

You only need to trace the outside lines.

You do not need to color in the shapes.

ANY pressure will transfer a permanent mark.

Take your time!



FINAL STEP: FINISH THE STICKER

Using a permanent black marker, carefully retrace the transfer marks and color in your mark!

Be careful not to smudge the marker before it's dry. This will take anywhere from 5-15 minutes.

