

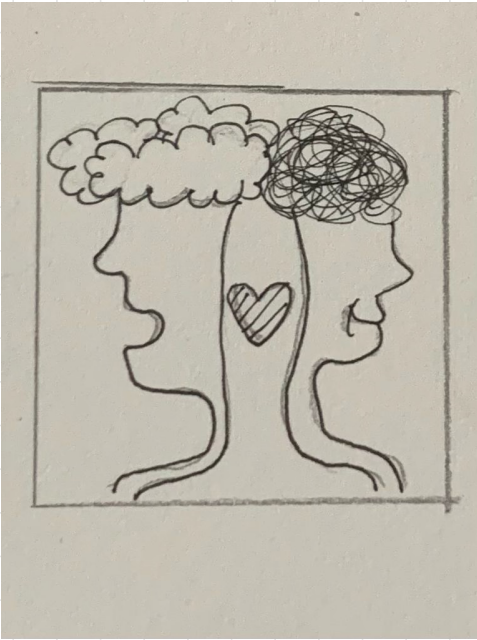
Creating font
using my personal
essence

Design Process Book

- Sneha Krishnan

Taking inspiration from my
persona card & qualities

* Taking 2 positive qualities
and 1 negative quality to even out



* In this persona
card, both (+) & (-)
are depicted.

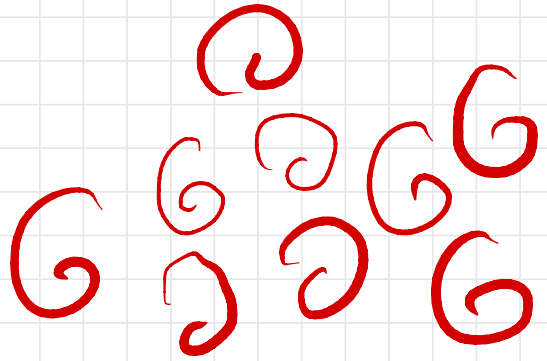
① Dreamer (+)

② Enthusiastic
(+)

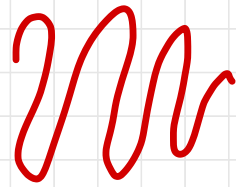
③ Dynamic
(-)

Giving a illustration / doodle to the three chosen qualities

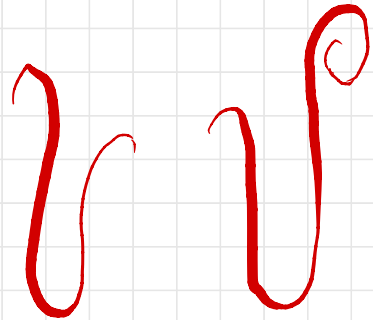
① Dreamed
(+) (curl at the end of the letter)



② Enthusiastic
(+) (variety in terms of anatomy of type face)



③ Dynamic
(-) (varying in thick and thin)



A B C D E F

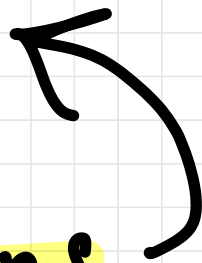
A B C D E F

a b c d e f

g h i j

S

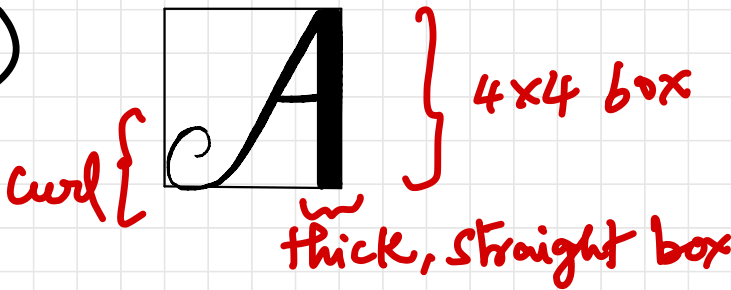
Explorations



Typeface anatomy

changing thickness

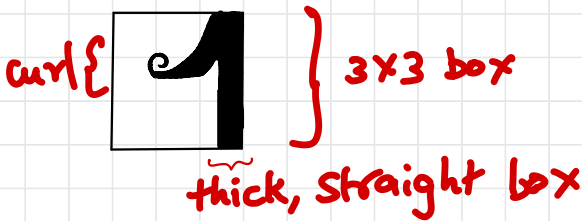
①



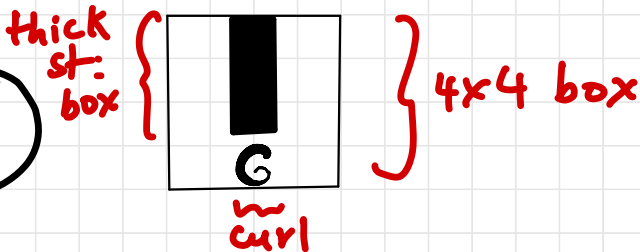
②



③



④



A

G

B

b

C

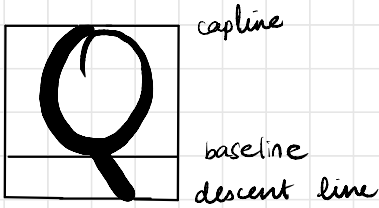
C

D

d

Exploration with glyphs.

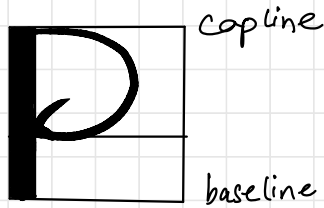
Descent Line of Q



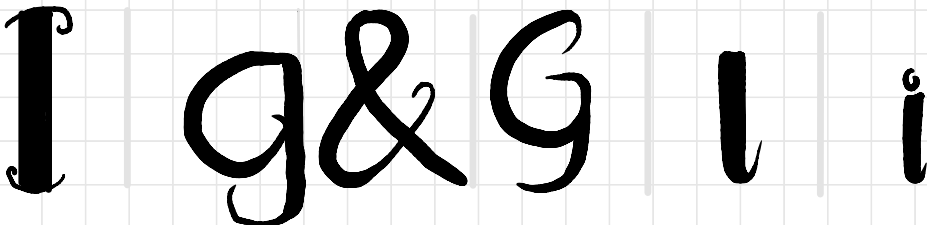
Kern between A X V



p: Baseline & descentline



Understanding space distribution



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 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 1 2 3 4 5 6
7 8 9 0 . ! ? ,
: ; / & ()

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

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

1 2 3 4 5 6

7 8 9 0

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