Invent Your Own Typeface

Typefaces are generally thought of as lists of "fonts" we select from and use. As Ellen Lupton shows, in Thinking With Type, each typeface has a history, designers, and specific purposes.

Your job in this assignment is to create a typeface with its own history and purpose. Create all twenty-six letters (capital or lowercase; do both only if you choose) and present your typeface on a website.

(If you want to create an electronic bitmapped font, read more at sites such as: http://www.mccannas.com/type/typehow.htm.)

Your typeface can be "set" in any material. If you create it electronically it should be easy to present online; if you create it some other way, you will need to present your typeface in images.

Your typeface should be displayed on a website

    mytype/index.html

along with a description and rationale. (As always, place all images in a separate /images directory.) Your site should incorporate fluency in all html and css elements covered in class to date.

I suggest you consider some or all of these questions in developing your rationale: What does your typeface accomplish that is not accomplished by the typefaces you regularly use? Why is your typeface the way that it is? What does your typeface say (about type, writing, literacy, technology, culture, etc.)? What problems does your typeface pose to users?