

Lettering

Letters can be... Or...

BIG

SMALL

They can be...

THICK

Or...

THIN

They can be...

long

Or...

SHORT

Letters can be...

IN CAPITAL LETTERS

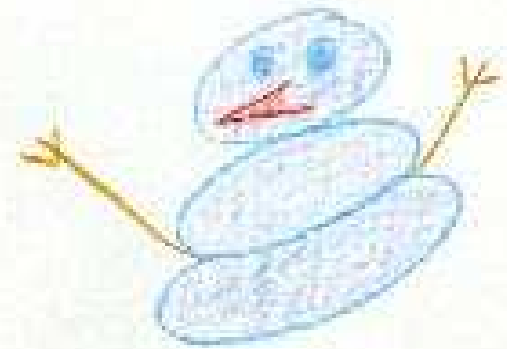
lower case letters

Or...

mixinG cAPITaL aNd

LoWer CaSE LEttErS

Merry



Christmas

Mum

Dad

And

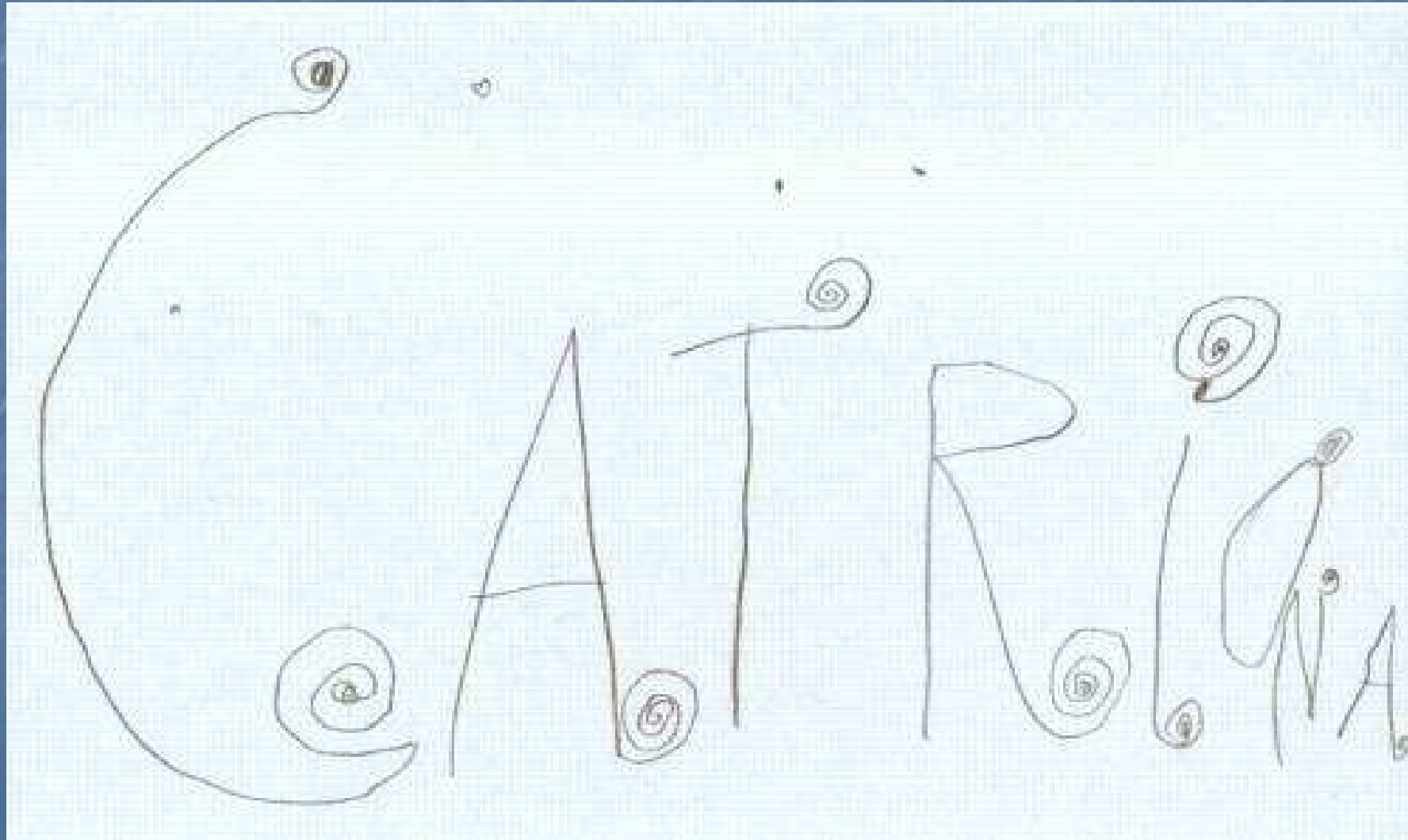
They can be...

BLACK

WHITE

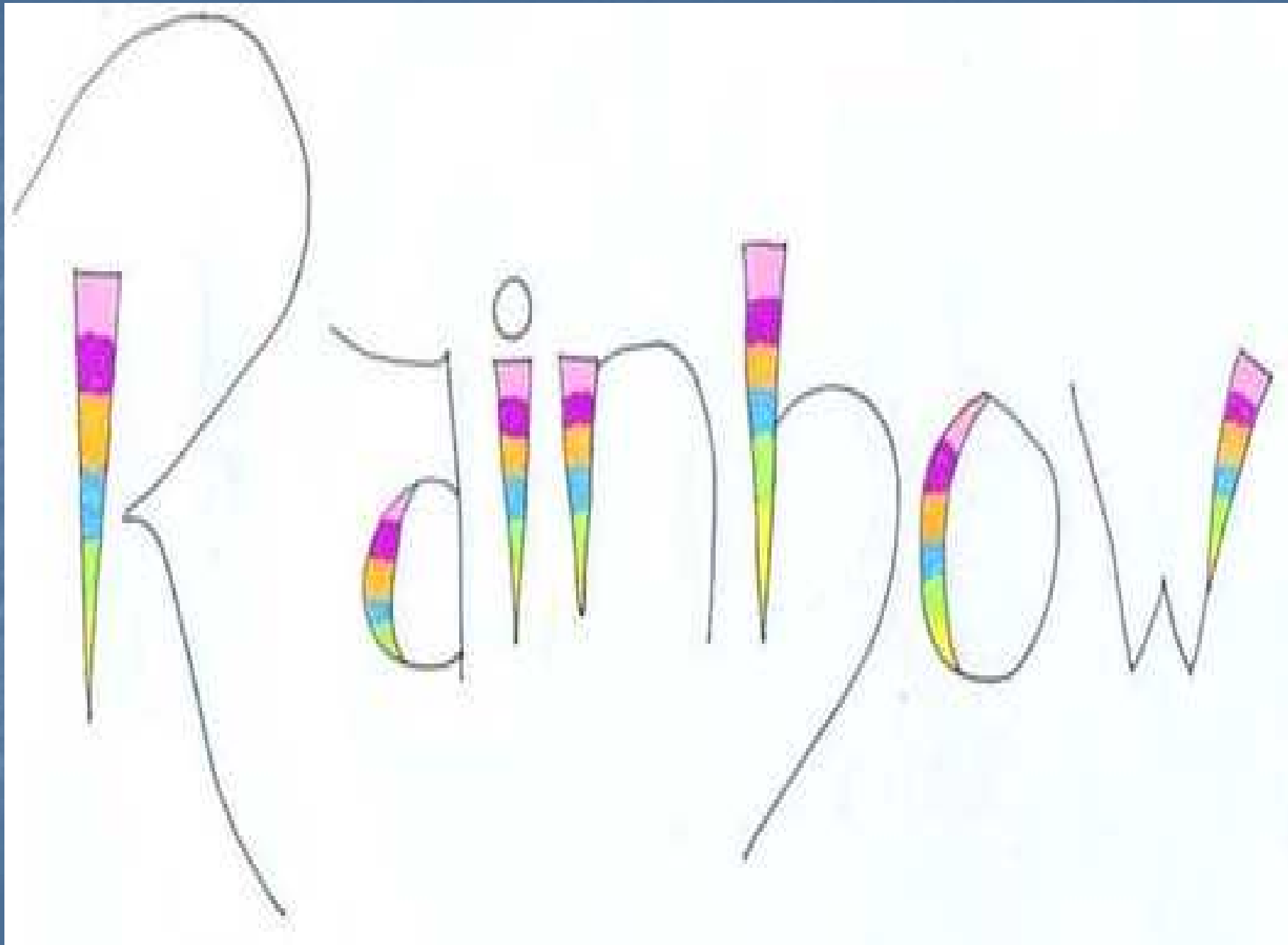
In colour

Some can be single line



Some can be BOLD





They can have
SPOTS or DOTS



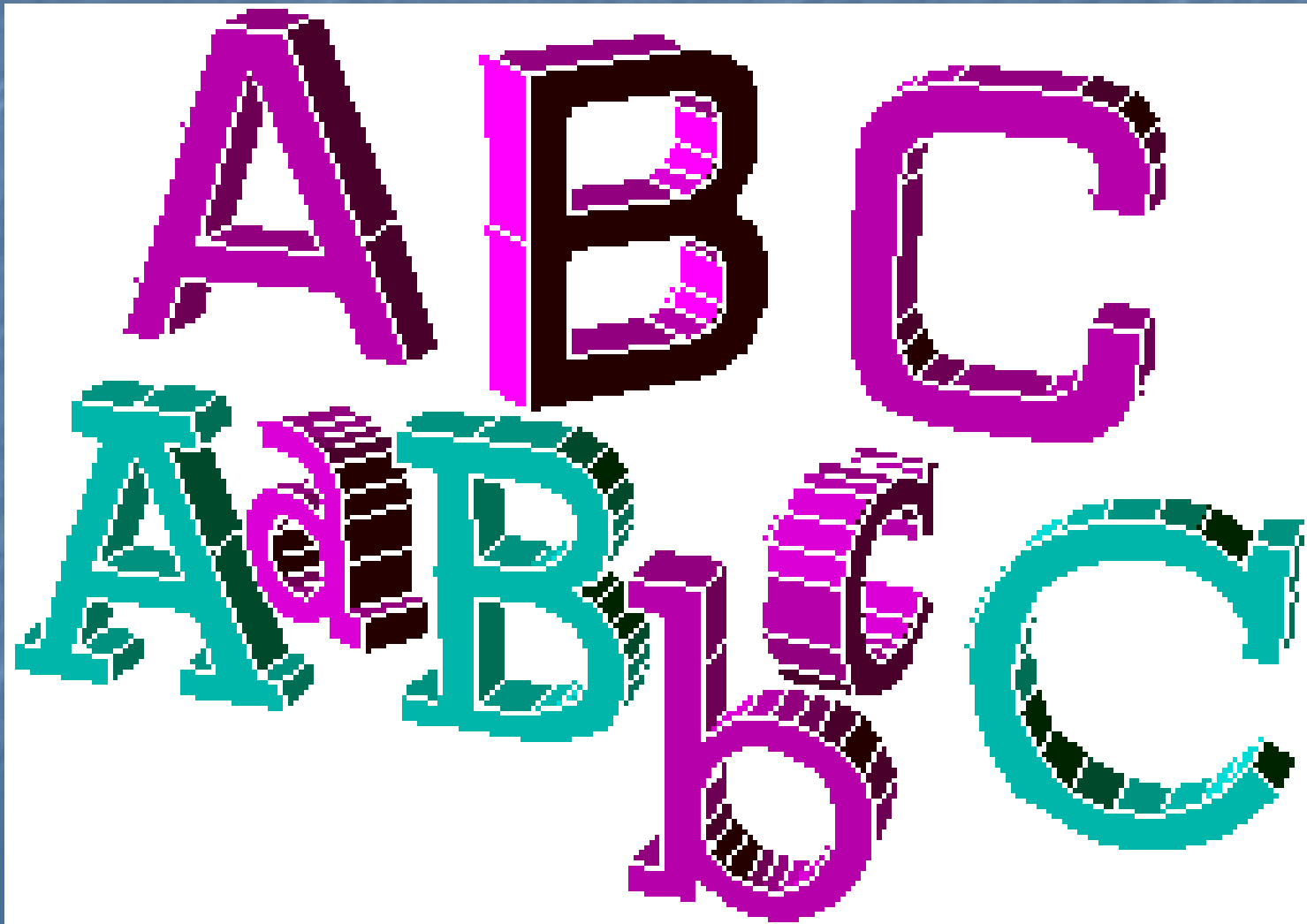
They can have
SPOTS or DOTS



They can have
STRIPES



They can be
in 3-D



They can be made of
different materials

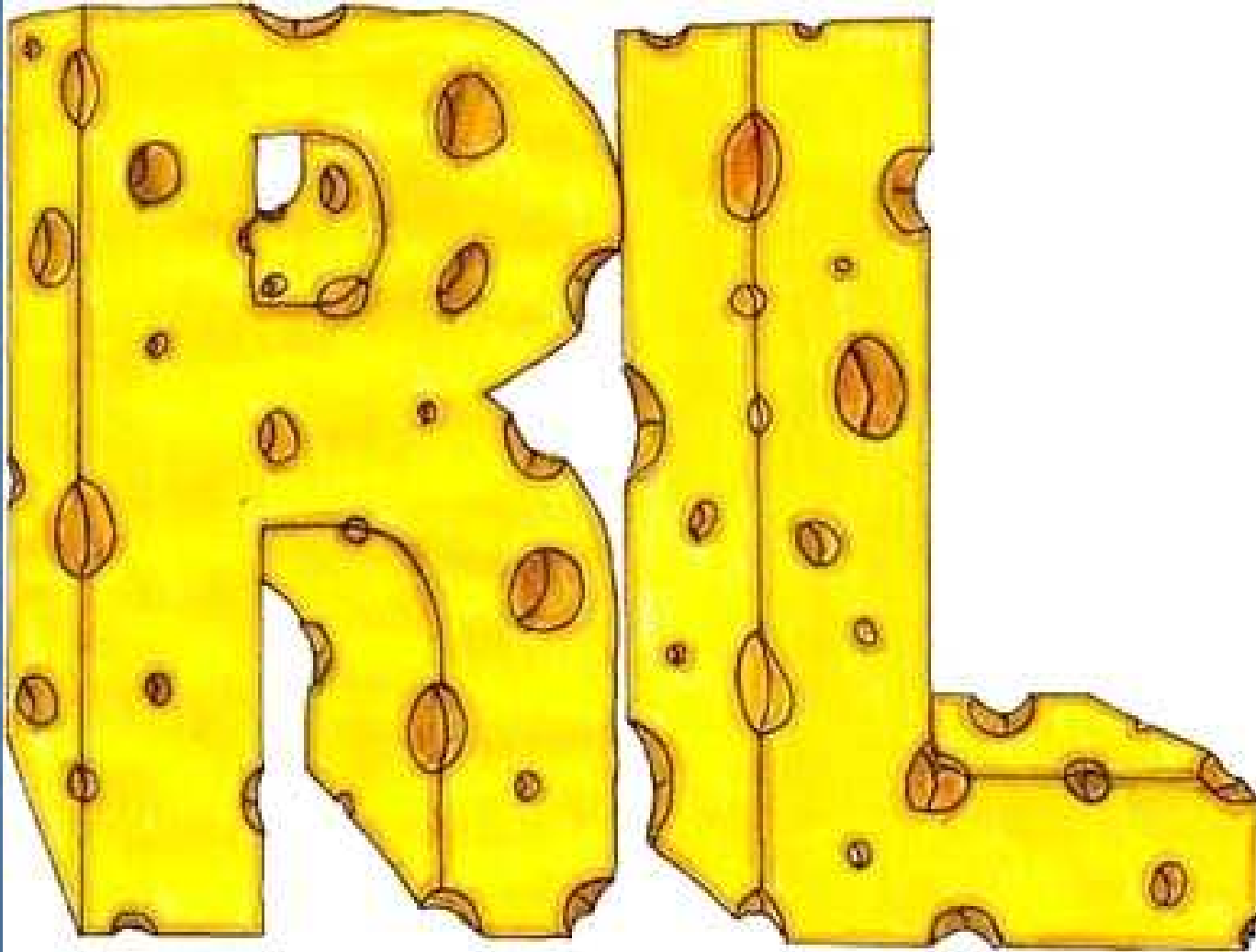
They can be made of WOOD



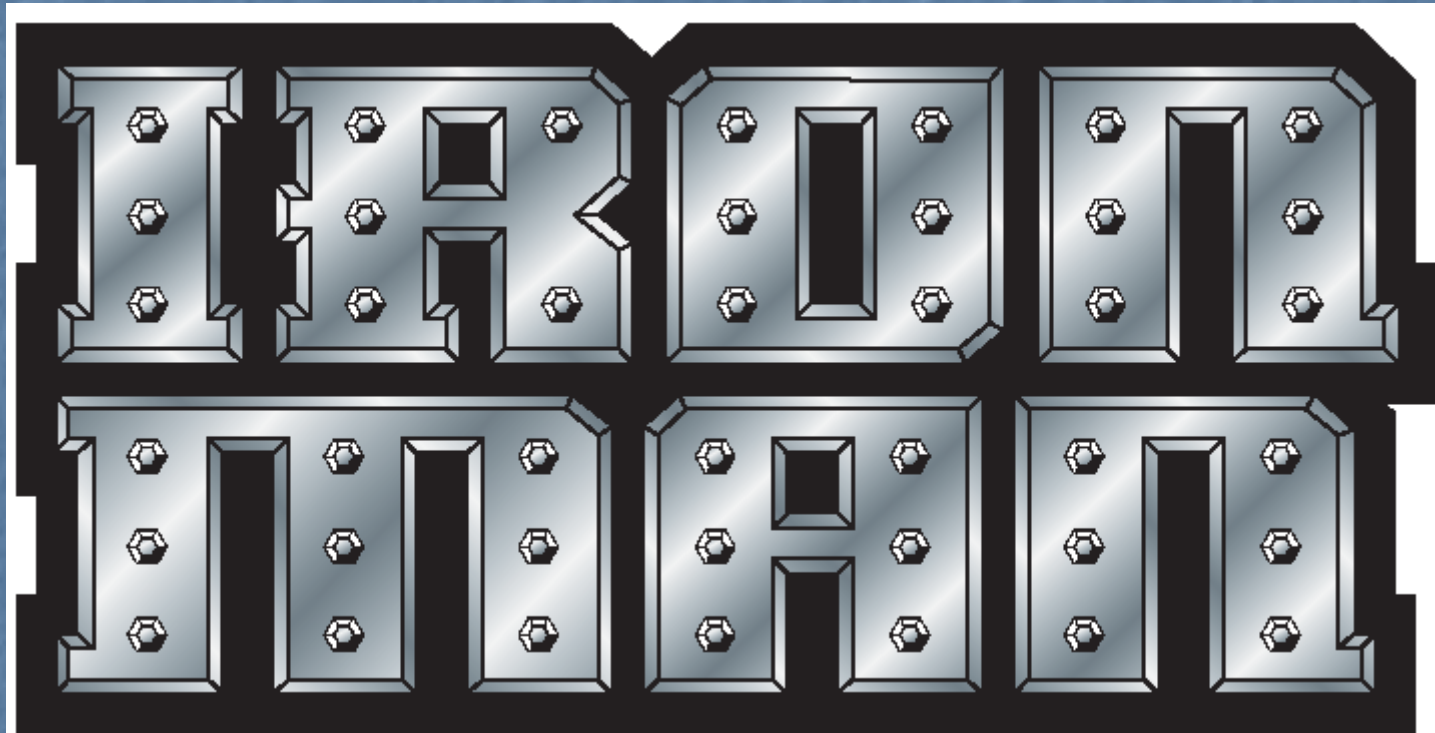
They can be made of
GLASS



They can be made of
CHEESE



They can be made of
IRON

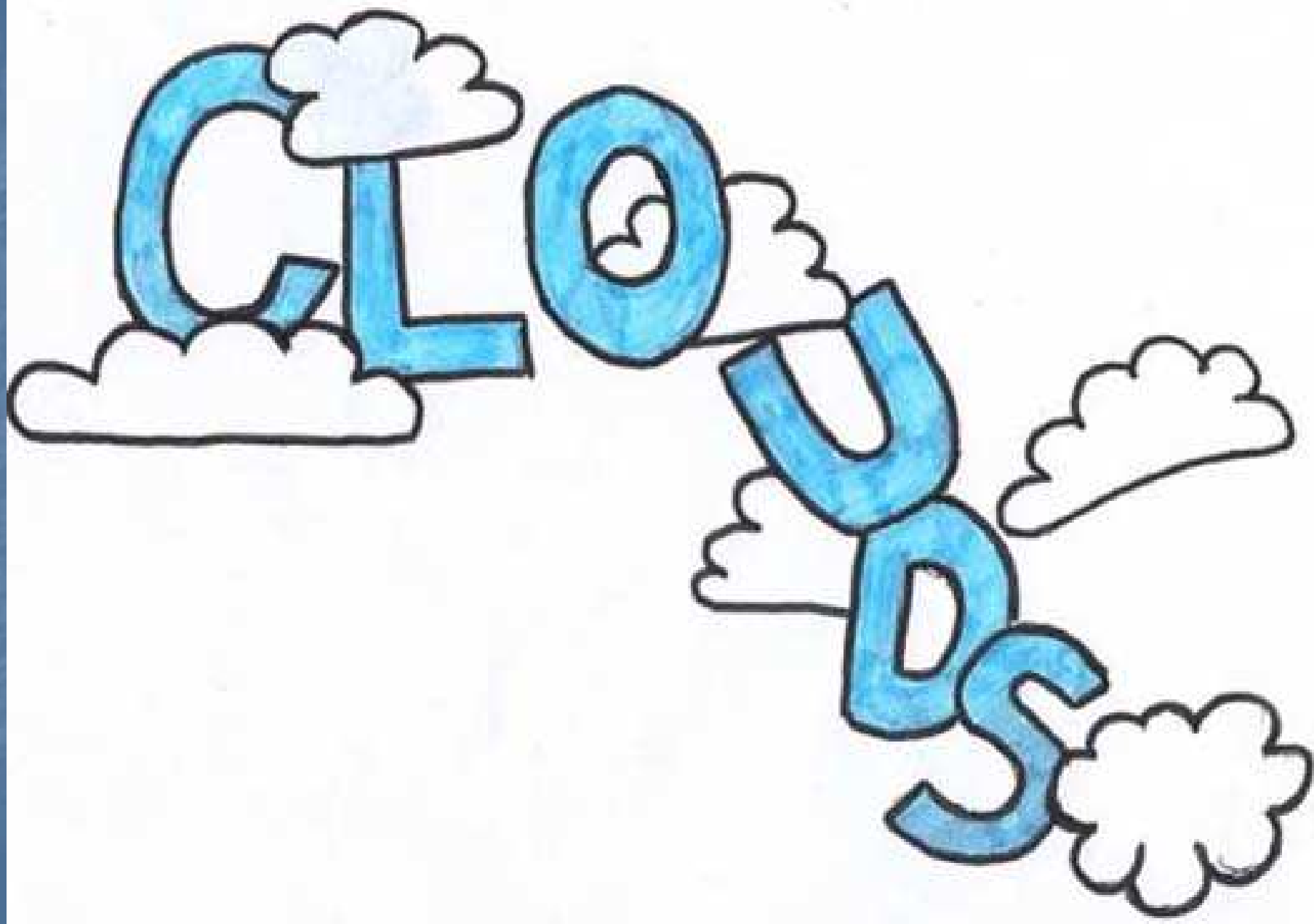


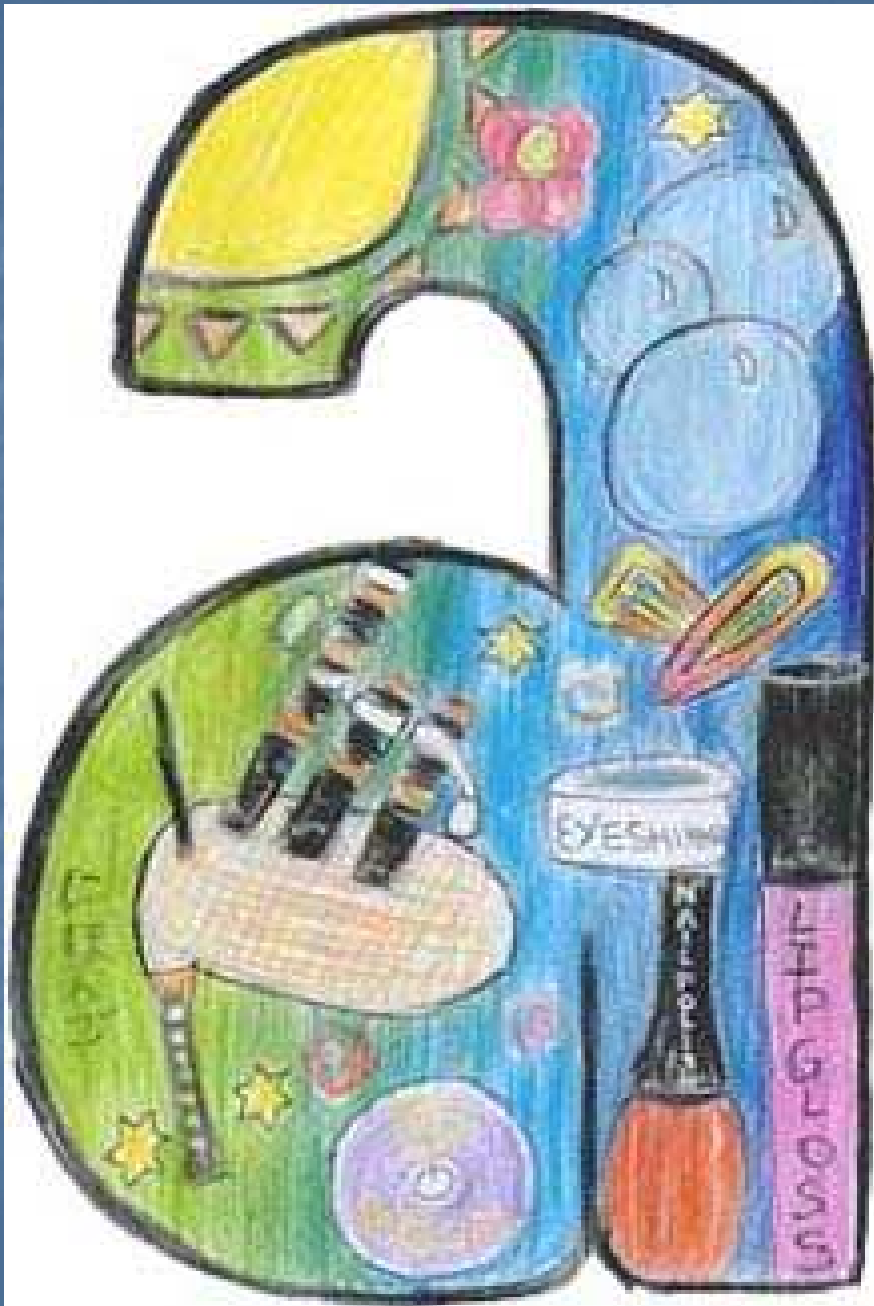


Can you
think of
other
materials?

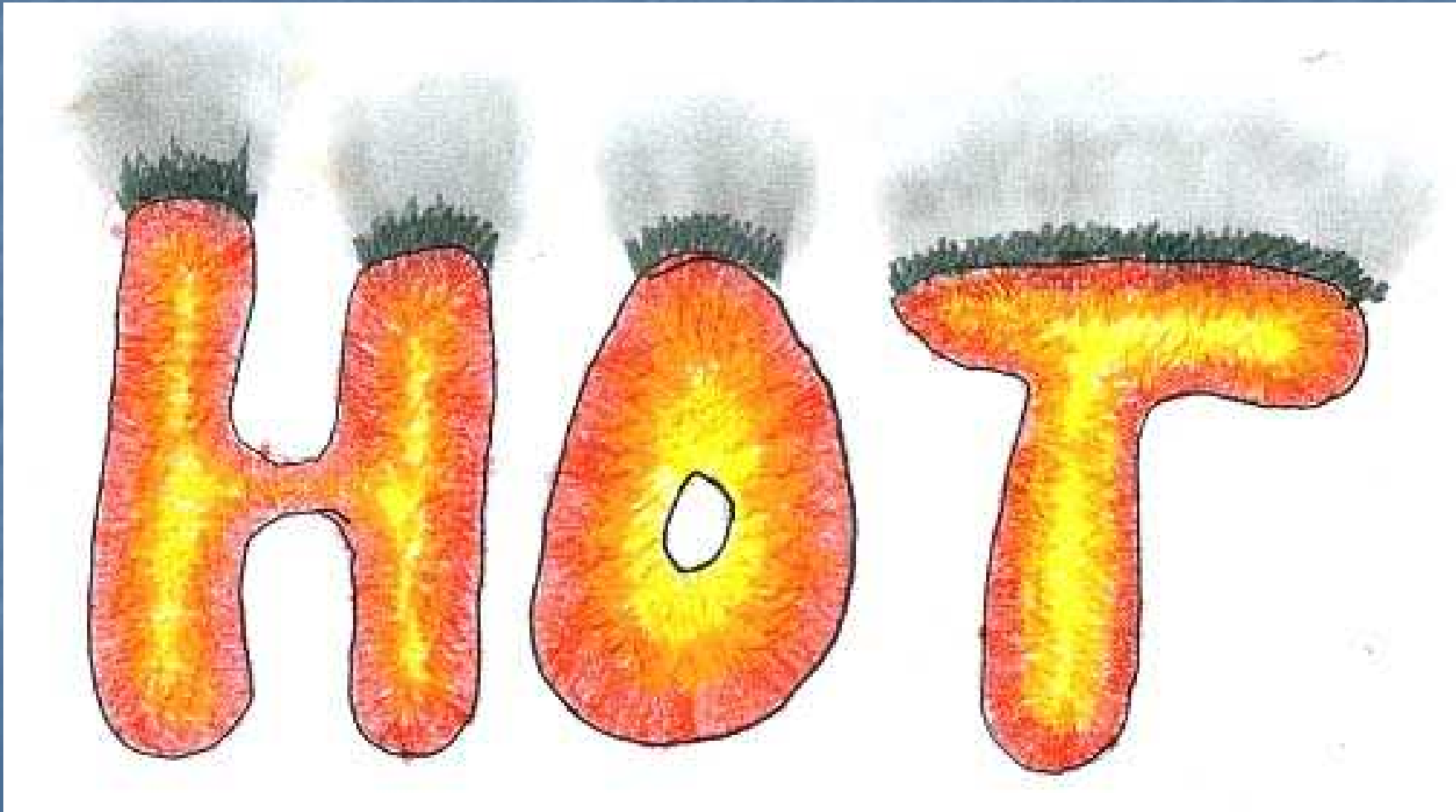


Some titles can add small pictures





They can be drawn to convey meaning



Sometimes an idea can be done in different ways

IDEA



IDEA

ID

IDEA

IDEA

What's the difference?



Why do they modify the logos?



Which one do you prefer?

1



2



Which one do you prefer?

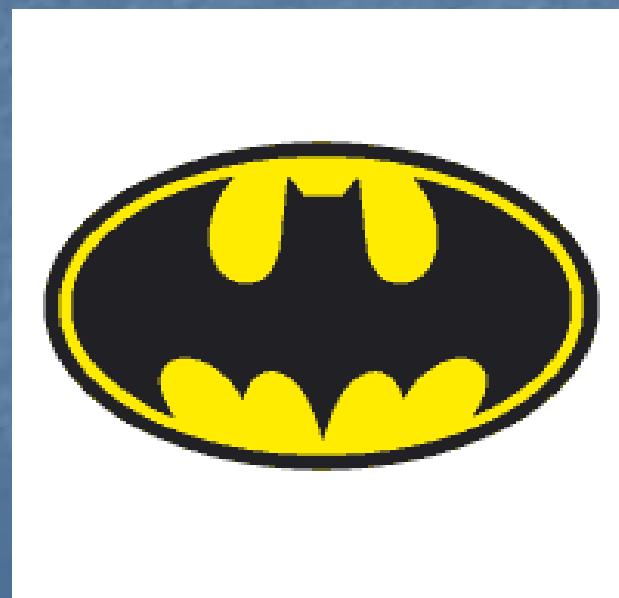
1



2



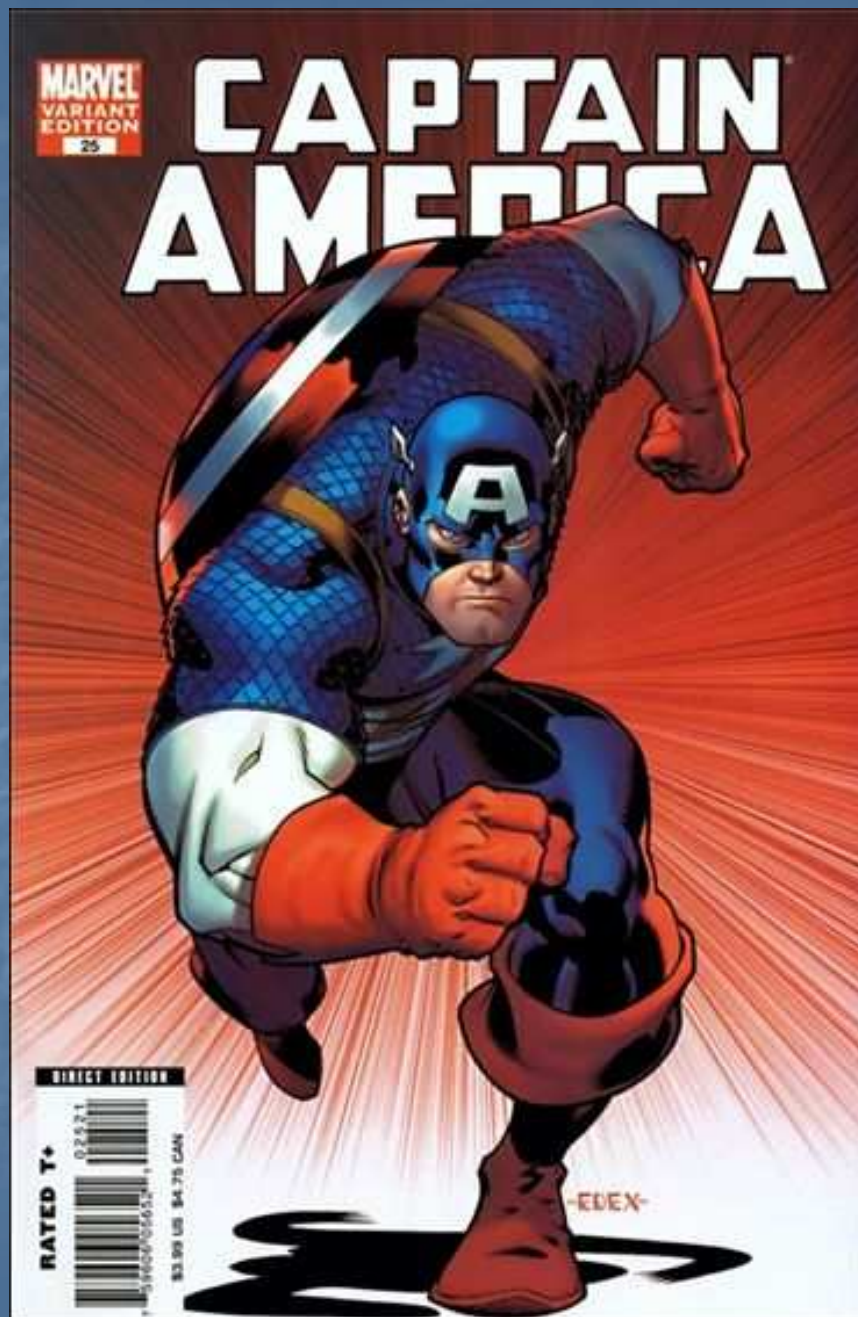
Sometimes a logo makes
easier to identify a
product or a character

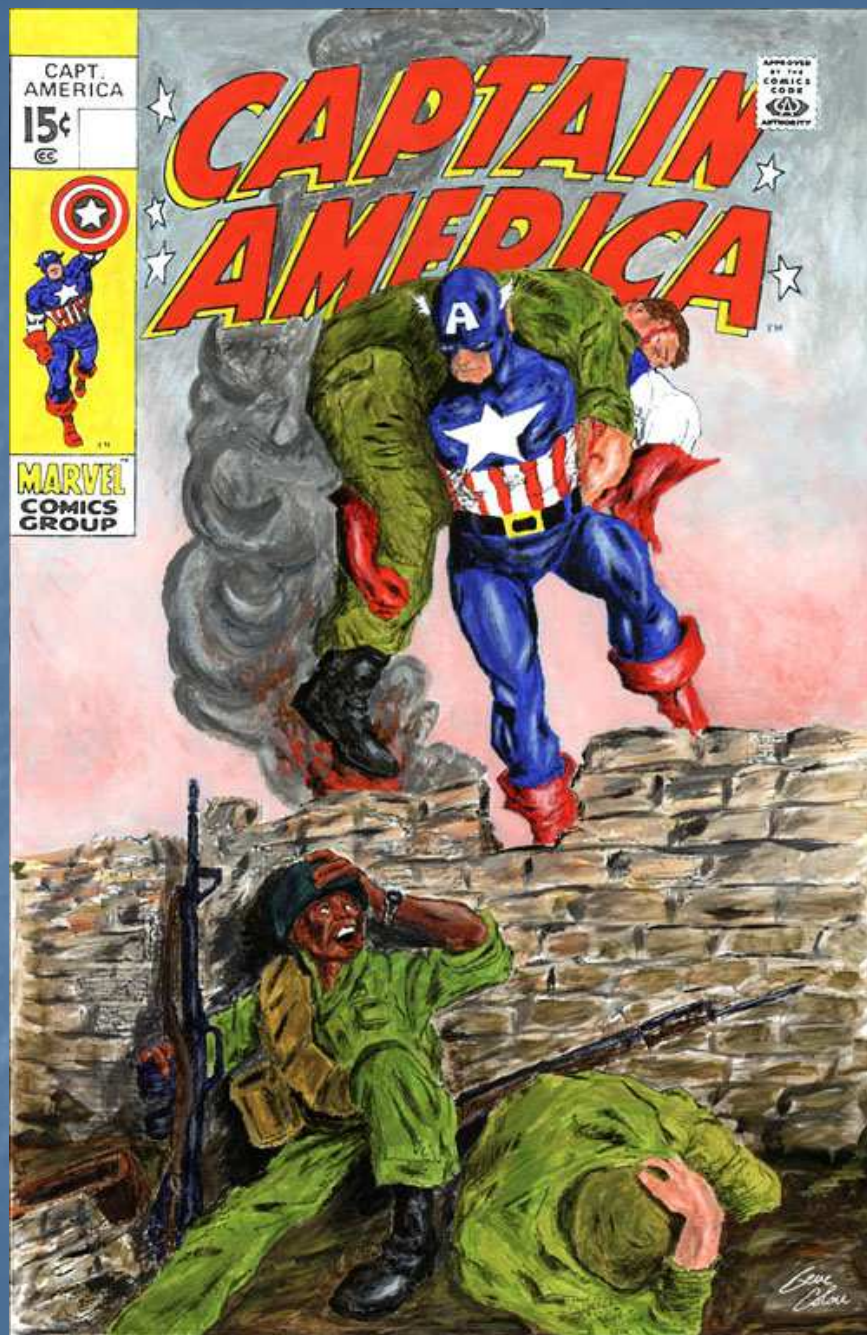




DAREDEVIL









CAPTAIN AMERICA



Who does this logo belong to?





Which one do you think is older?

1



2



Which one
do you think
is newer?

1



Which one
do you think
is older?

2



3



Remember:

- Letters can be drawn in many different ways.
- The way you draw a title affects the **MEANING.**