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Neighborhood Letterforms

STUDENT STUDIO BRIEF • your idea, your decisions

Name: _____ Class: _____

Your challenge

Design an original alphabet fragment inspired by observed local forms. Make three early ideas before selecting a direction. Give the viewer evidence of your intention and revise after critique.

Big question: What makes letters feel connected to a place without copying its signage?

What a strong artwork will show

- The final artwork solves this problem: Design an original alphabet fragment inspired by observed local forms.
- Artwork includes five coordinated letterforms and a corrected legibility issue.
- Process evidence shows three different options before selection.
- Visual decisions demonstrate letter anatomy and support the intended audience.
- Feedback results in at least one visible revision that the student can explain.

My investigation

What do I notice in my references or in the world around me?

Whose experience or viewpoint does this idea reflect?

What do I still need to learn, verify or ask permission to use?

Generate before you decide

Try 3 different possibilities. Each should change the subject, arrangement, medium, viewpoint or message.

IDEA 1	IDEA 2	IDEA 3

My plan

My audience is _____ . My most important visual choice is _____ .

I chose idea # ____ because:

Critique → revision

A peer noticed:

The change I made was:

Reflect with evidence

What do you want the viewer to notice first?

What changed between your first plan and final work?

Which part would you improve next, and how would you know it worked?

My next studio goal: I will improve _____ by _____. I will know when _____ is visible.