

Phonetics in graphic design the sound of typography

First day

Learning the phonetics and typolinguistics in graphic design. The phonetics of the native country – being native speakers and also the English language. Understanding the alphabet as notation tool in daily life society. The importance of phonetics – the use of typography on a studio based project practice.

Second day

Drawing and developing forms absorbing sound elements in to graphic alphabetic structures. Crafts approach. Turning in to software and make the first consolidation of letter shapes. Process definition: theoretical to empirical – cross-fertilization approach. Individual project from briefing to process development.

Third day

Developing and crafting (eventually using an existing typeface font). Written on the wall final board. Rounded table. Reflection. Final individual assessment. Desired output: producing functional linguistic graphic shapes with clear use of phonetic sounds.

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