Project 2 | Monogram and Stationery
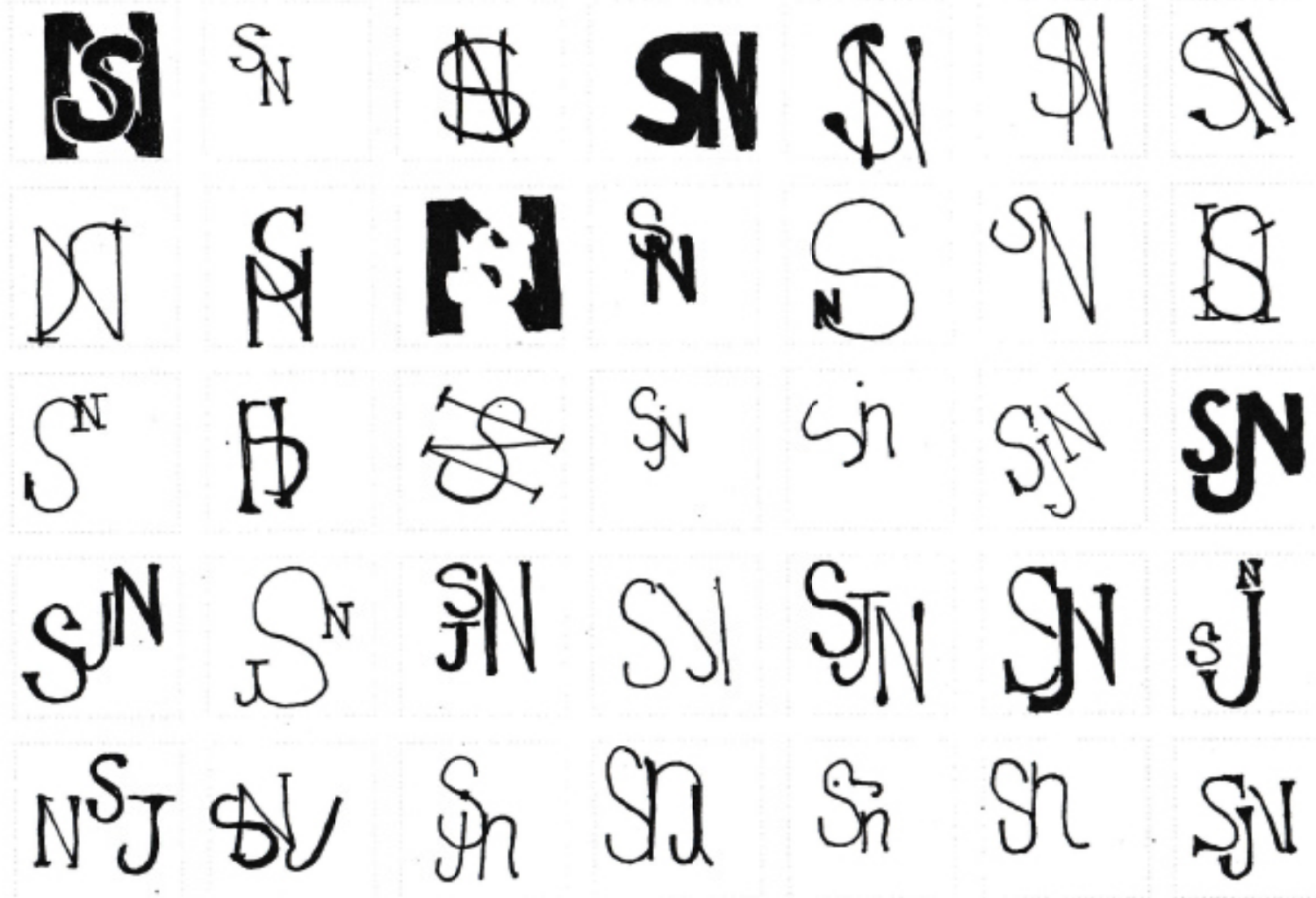
Introduction

In this project we will explore the limits to making monograms and incorporating them with our own made stationery to better explore the ways of designing in a professional setting. I am excited to explore what possibilities are out there when creating a professional and useful stationery and explore what typography goes well with other fonts and sizes.

(Paste process blog post here)

Here are the sketches that I did for the assignment! I tried to keep it simple because my pens like to bleed through the page and I was trying hard to not make a mess with smearing. I know that there are some lettering that can be refined and I am hoping to do that with the digital sketches that we have to do next week. Personally I do like simple and straight lines because they make the fonts easy to read and you can sometimes be a little more creative. I do like several of the sketches that I did above and know now where I can make improvements.

I like how there were some that I connected with my initials that made the lettering stand out a little more and some of the serifs that I used helped make the lettering seem to give it a little more character. I started with just two of my initials for about half the page when I realized I could add my third initial into the project and with that it made it feel a little more fun and I was able to be a little more creative. I think it was hard to use my initials because they dont seem to blend very well with the other letters. I think if I were to do this again I would use a different marker and maybe try for bolder lettering to give the lines more support but overall I am happy with how it turned out.

(Paste process blog post here)

These monograms I designed came from some motivation and inspiration of the drawing sketches that we did before. I did however redo some of them to my liking. I think using different fonts was fun but also difficult because of the fact that you have to incorporate the letters arranged in a way that they can tell something about you and I am not so good about do that with my letters.

I stayed away from all script because I feel like it doesn't flow with my kind of lifestyle. I feel like it would be too artsy or elegant which at times I could be but it doesnt quite reflect my style of life. I mainly used san serif fonts because it is a lot easier to line up with the other letters and not only that but they are fun to overlap and easy to read which shows that I am a pretty easy person if you can base your thoughts on the fonts that I chose with my lifestyle.

I thought this was a fun but difficult assignment because of the many ways you can rearrange your letters to tell a little bit about yourself. I think it is difficult too to select a specific font that would best describe what the letters are conveying about a topic or choice. Overall I think this was a great step to providing more insight on typography based on monograms.

(Paste process blog post here)

I was thinking about the ways that I could make improvements in my project with monograms and what I came up with was different movements, different angles, and different colors. I think the biggest improvement change was with the colors because I feel that black is too original and not very interesting and then on top of that I really like how changing the angle of some of the letters make it a little more appealing and kind of wish I created more of them.

I feel like this project was great for when we decide to design logos and characters for businesses if we need to in the future. I was really pleased with the some of the color choices because they are more bright and fun which describes me best with my own character. I think that if I could do this project over I would make more variations with colors and probably choose a much thicker font and maybe use my middle initial.

I think for my final proofs I would have to say that I would choose any of the color variations that didnt have the black lettering. My favorite one that I did was the green angled monogram because it feels like it is resting in a diamond form and is unique to the rest of them. If you know my personality I like being crazy and different from people around me and enjoy that kind of style.

Thick

Thin

Simple

Complex

Spaced Out

Spaced Together

Process

I decided that I was going to keep the designs simple and try to relate simplicity with how the monograms go with the pages. I first decided make the layouts and then pick which monogram I should adapt to the page and the I would layout objects. I found the rectangle bar to be the best looking most of the time and then try to distort it so that it would blend well. I would then think of ways to make the monogram standout like a logo. Type was difficult to make go well with the rest of the page and I tried to avoid mixing close font together and so I decided that I would use serif font with sans serif and by doing so create some contrast.

What I learned...

I learned that it takes a good amount of time to design stationery and know what goes well together to create contrast and different emotions. I noticed that colors also help to make things, such as the monogram, stand out. I found it important to look at the typography of the monograms and use font related to it and also add font that compliments it in order to create the contrast that makes the letters stand out like hierarchy over others. I think if I were to do this project over I would play around with more effects and try out different colors but I am very pleased on how the green stationery went along with the last one.

Letter
Monogram
Name
Address
Phone Number
Web address

Card
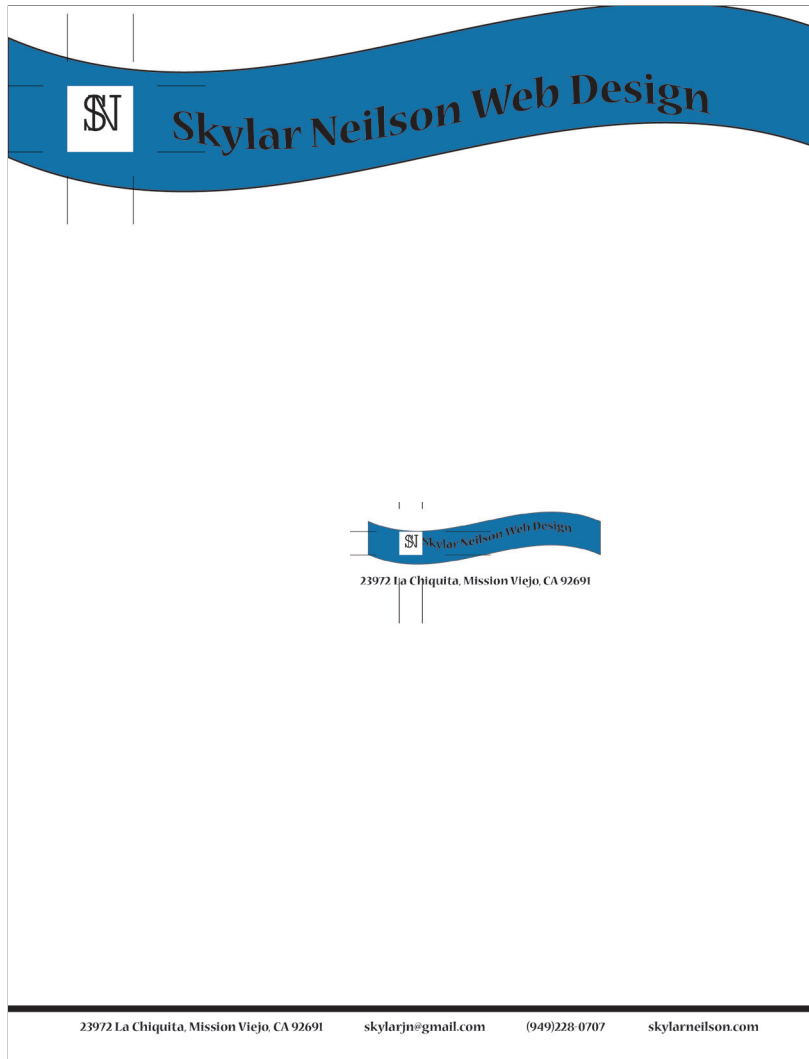Monogram
Name
Title
email
Address
Phone Number
Web address

Envelope
Monogram
Name
Address

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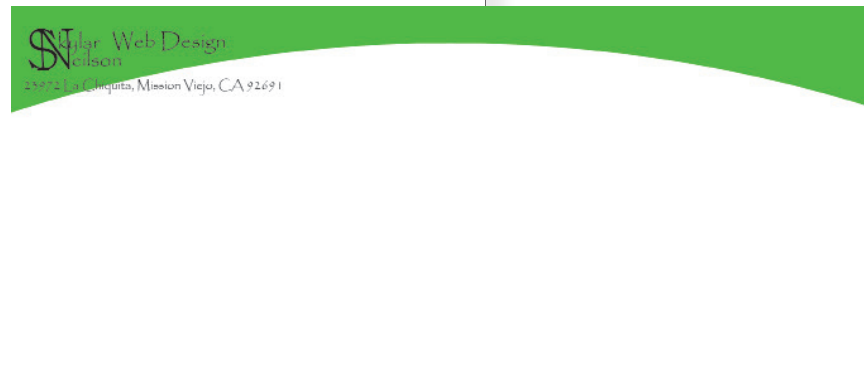
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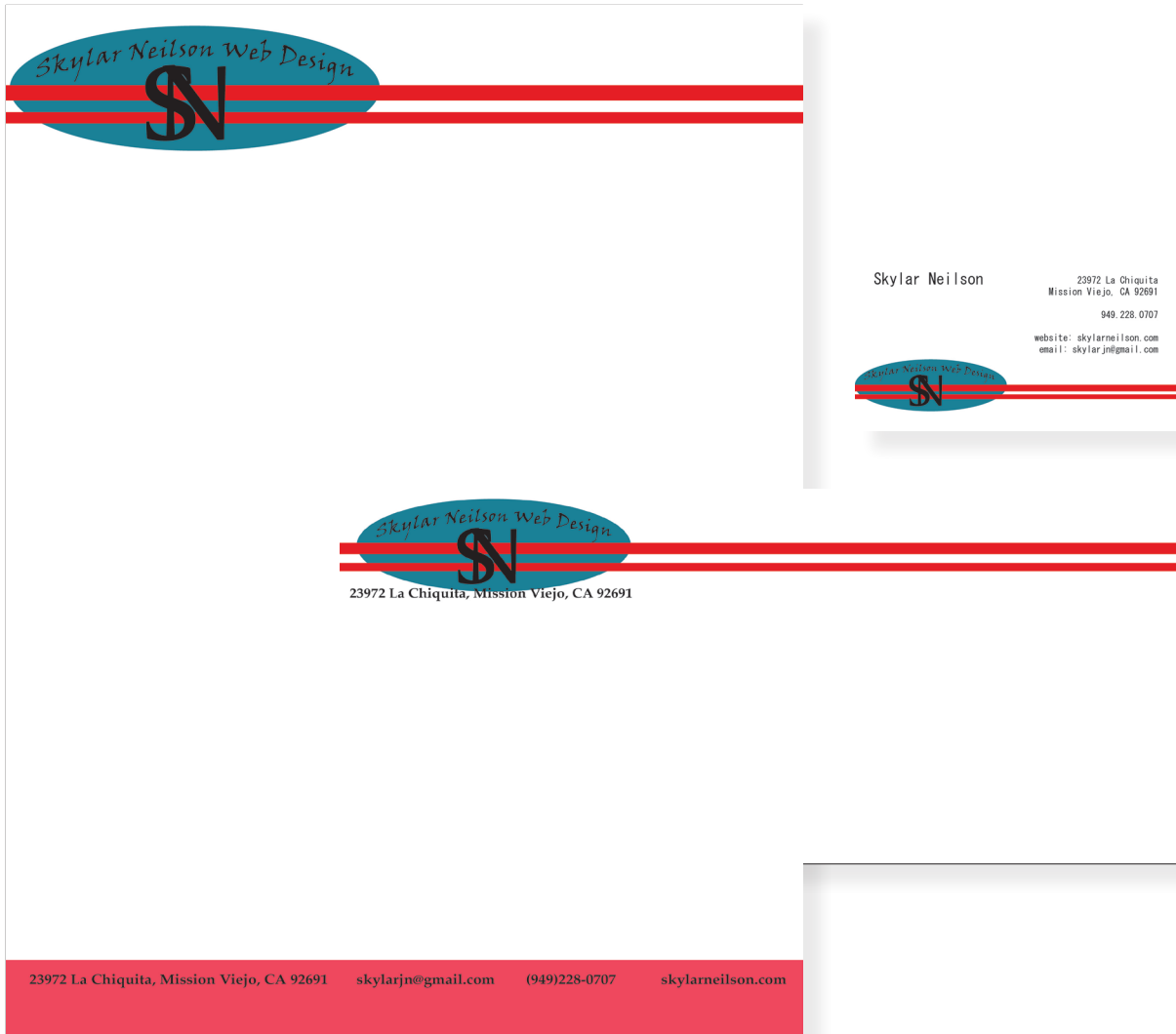23972 La Chiquita, Mission Viejo, CA 92691   skylarjn@gmail.com   (949)228-0707   skylarneilson.com
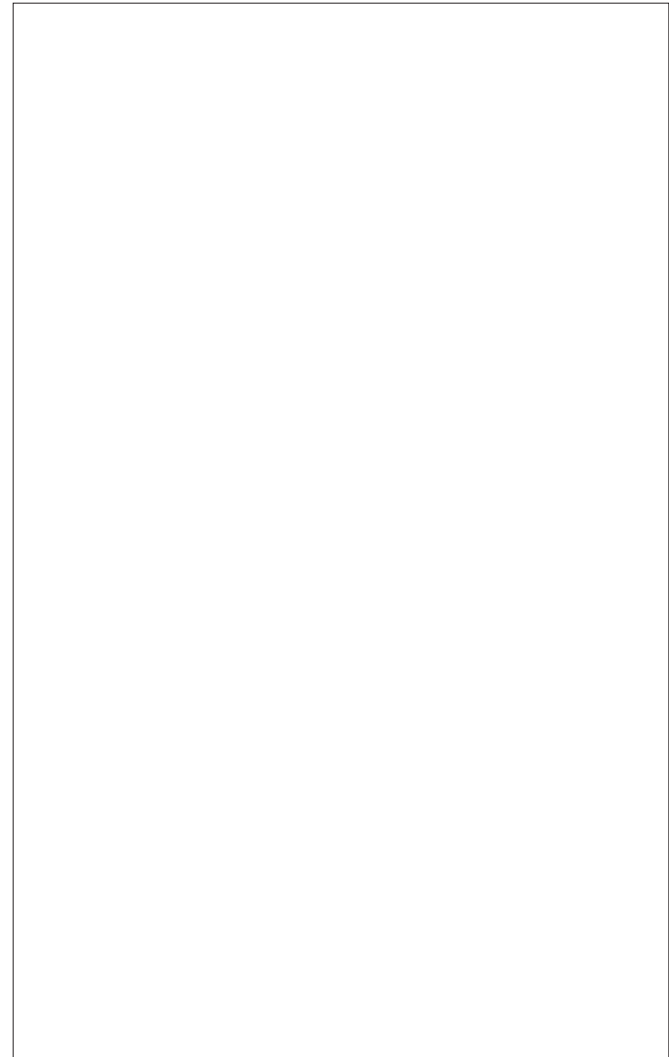
My refinements explained

Above are my refinements of the stationery that I created for this project with my monogram and information. I decided to go with this monogram because of the way the letters are positioned, I was able to add my name to them in the stationery and make it look like a design for my web design business I would like to get into later down the road. I really like how I made the positioning of the monogram with the title combined. I decided to go with the color light green because it has a simple feel to design. The letters for the monogram also describe my character in life because the letters have serifs that aren't straight and ordinary but they are slanted and fun. I chose this font for the words and everything else because it had a nice contrast and it was easy to read, it wasnt a script font and it also blended nicely with the monogram.

Process

When I was doing my refinements I was thinking of ways to change the layouts and designs and I tried to change several things such as the font and the sizing along with positioning of the elements. I decided to mess around with the monogram positioning with some of the title and mixed it so that it would fit well together. I also positioned everything with the thoughts of how this all would look as a real stationery used for a company. I may even use this stationery for my own purposes if I decide to open a business.

What I Learned

I learned that little changes in the writings and fonts can help a monogram blend into a title and make it look professionally done. When things are tied together with a purpose it can make it feel professional.

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Conclusion and Final

I made a few major changes to get my stationery in order with the fonts that I decided to use along with the design and layout of the monogram. I feel like I have kept it clean and neat compared to the last few attempts and I like how it came out. I tried several different options and this seemed to please me the most. I decided to use Times New Roman along with a sans serif to make some contrast between the fonts and make it easily readable.

The Process through the entire stationery and everything was tough because I wasnt exactly getting anything right. I feel with this new refinement and do overs I have successfully completed a design that I think businesses could actually use and implore. For one it is very simple and readable and the second is that it looks professional. I like how the design came out with the use of shapes because what it is trying to show is that there is a building process with the business it is trying to convey. I feel that with the shapes of the rectangles and the circle close to the monogram that you can get the feel that business is a building block of work to be finished. My monogram was made simple to be read and it shows a symbol of money meaning that you wont be cheated when it comes to the business of building a website.

I think this project is good for exploring ways for stationery in a business setting and it has the potential to save us lots of money when it comes to trying to start our own businesses. We can look professional and use resources to build clientel and help be in a more involved in a growing business opportunity.

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