



Laura Worthington & Debi Sementelli | ADOBE MAX 2020

# *Sexy Scripts and Display Divas*

## A Look at Font Creation

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### Presentation Notes

#### **CUSTOMER**

1. Who are you selling to?
2. What are their needs?
3. What are their pain points?
4. What is currently available to them?
5. Is this market oversaturated?
6. What can you bring that is different and unique?

#### **CONCEPT**

1. Decide what you want the font to look like. How would you describe it?
2. Create an inspiration board with both words and pictures to help you fine tune the look.

### Fontself

website | Fontself's Typocracy catalog | Discount code *available till November 1st 2020*: **MAX20**

### Lettering Supplies

John Neal Bookseller | Paper & Ink Arts

### Online Resources

Connected Scripts Webinar | *Laura Worthington*

Excellent overview of methods and best practices | James T. Edmonson of OH no Type

An interactive site that shows and tests your skills on drawing vector outlines

Information on how the screens of digital devices render vector outlines

How to create a font, along with info about drawing outlines: Part One | Part Two