

THE BETTER LETTERS IN 15 CHALLENGE

WEEK 4 | DAY 2 | LETTERS

CELEBRATE YOUR JOURNEY

Let's put it all together and create a final layout for our phrase!

There are a few options for your final piece:

- 1) You can create one final lettering of the phrase in the "after" section of your tracker
- 2) You can create the final lettering of your phrase on the tracker AND create a separate layout using different design elements on a separate piece of paper.
- 3) If you haven't been using the tracker, create your piece on a separate piece of paper

It's up to you how you'd like to do it!

If you go for option 2, don't spend too much time on the tracker portion.

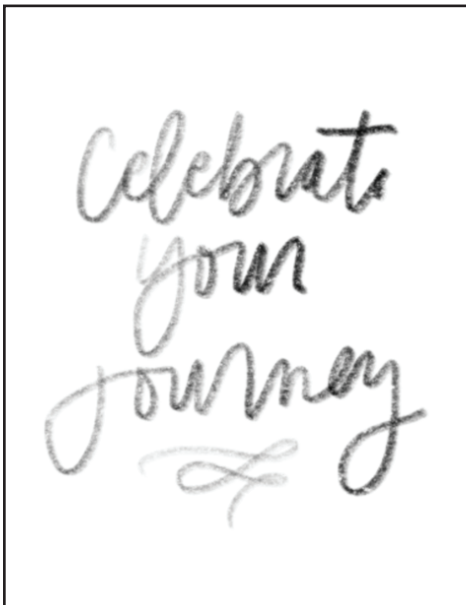
First, we'll decide on the placement, alignment, style, and size of each word for our final layout. We'll do this by creating quick rough thumbnail sketches of different layouts. The purpose of this exercise is to try out various layout options then pick one for your final piece. This rough thumbnail will also serve as a reference point once you begin lettering your final piece.

I have provided a template of rectangles for each thumbnail or you may draw your own rectangle/square on a blank piece of paper. These boxes represent mini pieces of paper so that you don't have to go through a bunch of paper making these rough sketches!

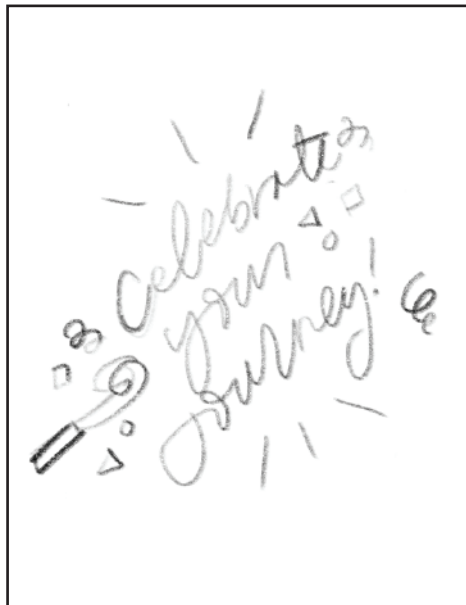
Using a pencil or pen, fill the box in with a very quick sketch of the phrase. These are very simple and are meant to give us an overall visual of placement, size, etc. Don't worry about making thick/thin strokes or the lettering being perfect at all. Usually my sketches are very light and monoline (no thickness variation).

Below are a few examples:

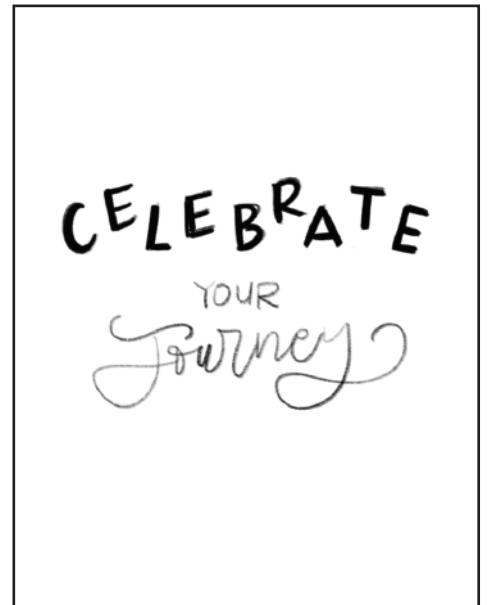
Centering the phrase and adding a flourish detail to it



A diagonal layout with drawn elements added



Incorporating print fonts and making the script brush lettering more decorative



Fill in the boxes below with thumbnail sketches of layout ideas. If you need more boxes, you can print out the next page which includes extra box templates.
Try to come up with as many ideas as you can!

For inspiration, head over to [Pinterest.com](https://www.pinterest.com). Try searching for “typography quotes” “calligraphy quotes” and/or “lettering quotes”.

You can get creative with this and play around with different ideas! Try mixing different sizes, mixing calligraphy with print, repeating the phrase, using up all the space, curving your lettering, adding a banner or floral border, etc.
Have fun with it!

