

# THE BETTER LETTERS IN 15 CHALLENGE

## WEEK 4 | DAY 2 | LAYOUT

### TRUST YOUR CREATIVITY

Today we will begin laying out the entire phrase.  
This includes deciding the placement, alignment, style, and size of each word.

We'll begin by creating quick and 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. This box represents the surface you will be lettering on with the edges representing the edge of your paper.

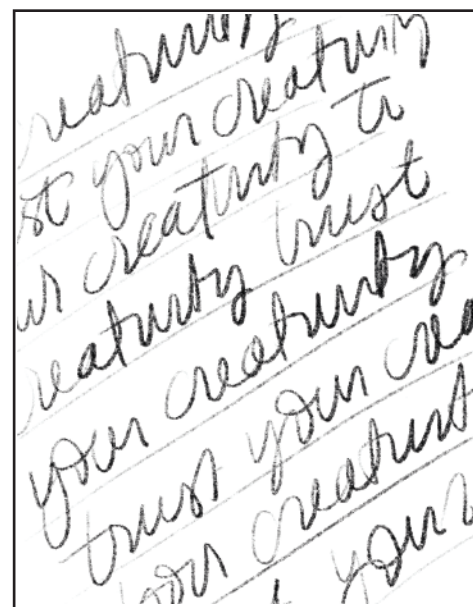
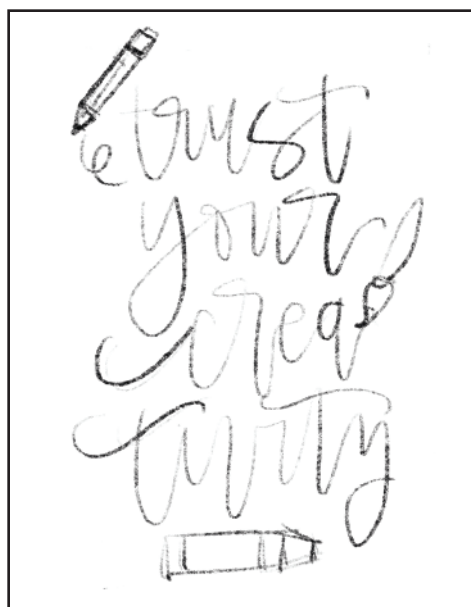
Using a pencil or pen, fill the box in with a very quick sketch of the phrase. These are very simple and are meant to give us an overall visual of placement, size, etc. Don't worry about making thick/thin strokes or the lettering being perfect at all. Usually my sketches are very light and monoline (no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

Below are a few examples.

*If you feel stuck, head over to [Pinterest.com](https://www.pinterest.com) and search for "typography quotes" for lots of inspiration and ideas.*

From left to right:

- 1) Text filling up the entire paper, splitting up "creativity", drawings along the edges
- 2) Mixing print fonts with calligraphy, adding a banner, centered on paper
- 3) All calligraphy, at an angle, repeating and using all the space



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 6 blank boxes or draw your own. Try to come up with as many ideas as you can!

One of the challenges of this phrase is that “creativity” is a much longer word than “trust” and “your”--but use this as an opportunity to try something different.

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, add a banner, add a floral border, etc. Have fun with it!

