

# The Essence of Hand Lettering in the Design Industry

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**Keywords:** Essence, Hand Lettering, Design Industry.

**Abstract:** In the Design Industry, there are some important elements which has an attractiveness, word is one of that. Being designer has a wide range of competitors and that's why to stand out it needs something different that the product will attract the attention of the customers. Nowadays, hand lettering is commonly use in the Design Industry. Hand lettering is the art of drawing letters when a word or phrase is being an aesthetic artwork. Hand lettering has its own characteristic that cannot be copied by others because it's customizable, it can be created expressively. Otherwise people will always appreciate things that manually made. Also, decorative of the letters can give the feeling of pleasure and impression too. Hand lettering is full of knowledge, and talent. Moreover, hand lettering can suit the image of the brand that represents the personality of the company. This study use qualitative methods using descriptive analysis with direct observation method strategies, the data collection through an interview with designer and customers, observation and focus group discussion. The result of this study is lettering give a unique characteristic design but not be the only one factor that can increase public interest, it is also supported by design trends which always rotate in every generation. Hand lettering is an effective way to design unique, aesthetic and for recognizable brand to build strong brand identity.

## 1 INTRODUCTION

The development of communication between humans is inseparable from writing. In 3100 BC, before the discovery of letters, the Egyptians were pioneers who used the language of images or called pictographs. They use it as a communication tool for civilization in the past. The emergence of written language shows that there is a journey of human civilization in order to achieve a perfect life in terms of communication. Communication that is easily understood and has been agreed upon by humans themselves. By going through various processes and new discoveries, letters start from black letter, digital letters to the emergence of the art of drawing letters or called hand-lettering. Briefly, hand lettering is the art of drawing letters, modifying the shape of the letters according to creativity, without changing the basics. Apart from the final results that can be digitized, hand lettering is a hand-made manual work. Today, the use of hand lettering is a trend in the world of design or industry. Evidenced by the many products such as shirts, hats, notebooks and other industrial material apply hand lettering on the surface. Even, in the interior of the cafe, there are many hand lettering that apply as the

decoration. The hand letterers have succeeded in making clients interested in their hand lettering works. In terms of visuals, the shapes are mixed, the thickness of letters ranging from thin to thick, font sizes ranging from short to high, letter-writing patterns with appropriate compositions, good layout proportions, are considered in the manufacturing process to become a final hand lettering works.

The industrial revolution that took place in 1760 to 1840 in England had a strong impact on social and economic life. The discovery of the steam engine by James Watt in 1780 encouraged the creation of increasingly rapid and dynamic industrial movements. The increasing population growth of urban society coupled with the increasing purchasing power of the community is a source of inspiration and stimulant in every effort to improve the quality of technology. Graphic design plays an important role in the marketing activities of products produced by various factories and industries. the execution of images or signs is transformed into more abstract visual forms.

## 2 DISCUSSION

### 2.1 The Definition of Design Industry

Design generally refers to the results of study, thought, creation and creativity, as well as execution of problem solving related to unitary functions and aesthetics. Innovation through design work are a marker of an era that grows into an expression of lifestyle, representation of social classes in society, and take part as a solution to a variety of problems related to efforts to improve the quality of human life.

Design is a field of skills and knowledge derived from human experience that involves an attitude of appreciation and in terms of environmental adaptation on the basis of spiritual needs, meanings, values and objectives of a man-made object. Then the definition of Industry itself is an activity of processing raw materials that are modified or processed in such a way and can be mass produced by adding certain values in the form of aesthetic values and function values intended to increase profits.

So, the definition of Design Industry itself is a field of skills that originates from human experience by involving an attitude of appreciation and having a specific goal that is manifested in a modified raw material processing and can be mass produced in 2-dimensional or 3-dimensional forms with aesthetic values and function values to increase profits.

### 2.2 The Definition of Hand Lettering

Hand lettering is the art of drawing letters where the shape can be customized so that it contains its own aesthetics. Hand lettering can be incorporate in a wide range of design , creating strong visual effects that full of knowledge and talents. Hand lettering is usually made using a pencil, pen brush or paint. The kind of fonts that used in hand lettering such us serif, sanserif, script, and decorative. Serif is one of the font styles with small lines that stick to the end of each stroke. serif is an approved font and is often referred to as roman typeface. This typeface exudes traditional and classic nuances. san serif is a font style with no small lines attached at the end of each stroke. The script is a font style that comes from scratches that flow and are often created from handwriting. decorative is a letter form that was previously designed in a particular aesthetic so that it makes it look deliberately decorated to look beautiful. There are also hand letters that are digitized so that they become a font. The application of hand lettering can be applied in various kinds of media, ranging from paper, wood or photographs through digital

processes. In fact, many use it as a brand logo because it can be more adaptive to the product character of a brand. Hand lettering have some factor that important, is that readability, composition, and color. Although hand lettering can be done in the form of handwriting or digital media, in essence hand lettering is a handwritten work.

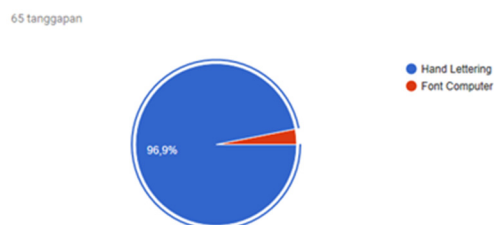
### 2.3 The Essence of Hand Lettering in The Design Industry

Essence comes from the Latin language *Essentia*, *esse* which means 'exist'. Essence is the most important aspect or element contained in an object. Essence can be interpreted as a characteristic, which is the core that must be possessed by an object.

Letters have the potential to explain the atmosphere implied in a verbal communication poured through visual abstraction. Basically letters have energy that can activate eye movements. This energy can be utilized positively if in its use it is always considered aesthetic rules, the convenience of its readability and the interaction of letters to space and the visual elements around it.

The letter holds an important role in communication. The use of custom letter styles or hand lettering has proven to hold high points both in the world of design to the world of industry. Viewed from the shape, hand lettering has a distinctive aesthetic that describes the character of the brand owner. From the visual side, hand lettering has eye-catching properties. The form that can be more customized is the right alternative to show the identity of a brand. Even in industrial products, the application of hand lettering to mugs, lunch boxes and bottled drinks is the main attraction for consumers. Supported by human desires and lifestyles that constantly increasing.

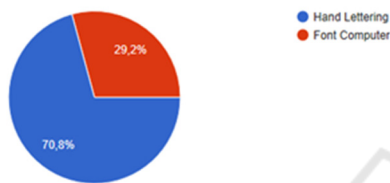
From the surveys that have been conducted, the data obtained are as follows: Data samples were obtained from surveys and interviews. Which do you prefer? Hand lettering or Font Computer?



From our survey, 96% of respondents prefer hand lettering. They assume that hand lettering has

aesthetic value because the manufacturing process is manual and mostly with taste so that it can express the expression using hand lettering. Hand Lettering is considered to have its own aesthetic side because it uses hand so that it can bring up ideas and characteristics from the maker. Hand lettering is also able to create unlimited creativity so that it can express all ideas and be created in any form and can be easily modified. The strokes made by each person will be different, that's what makes hand lettering not easy to imitate so that it has its own aesthetic value. When used in the world of Design Industry, which do you prefer?

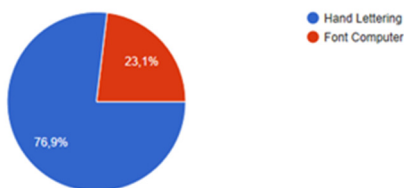
65 tanggapan



As many as 70% of respondents considered that hand lettering for industry was considered capable to displaying something new and fresh. In addition, the visual form of hand lettering has a more natural and varied aesthetic value. The shape can be explored as desired, so people can decorate it freely with many choices. The decorative of the hand lettering can give the feeling of pleasure and impression. Meanwhile, 29.2% of respondents chose computer fonts because they were considered more instant and minimalist shape.

When used in graphic design, which do you prefer?

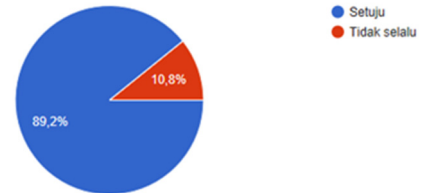
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As many as 76.9% of the respondents we took from ordinary people chose hand lettering to be used in graphic design because hand lettering was considered more flexible and could be applied to all media. Although hand lettering has different characteristics from each hand, but hand lettering is considered more flexible to adjust the message to be conveyed through the stroke of the hand. As many as 23.1% of respondents who chose computer fonts considered that computer fonts were neat and symmetrical when

applied in the graphics world. When applied in a logo, computer fonts can be easily remembered and are suitable for simple design principles in order to convey messages more effectively. Visually, hand lettering is adaptive and eye-catching. Do you agree with the statement?

65 tanggapan



As many as 89.2% of respondents agreed that hand lettering is adaptive because the shape can adjust to what is desired. It's Eye-catching, because it is seen from a unique and varied visual form. While the rest, assume that hand lettering is not always an option, because it also adapts to the context. For example, in the application of logotype agencies they prioritize formal fonts rather than hand lettering.

### 3 CONCLUSION

The conclusion that can be obtained is that hand lettering has its own aesthetic value in a design. Everyone has different tastes in choosing letters. Some people assume that hand lettering is eye catching, attractive, beautiful and expressive. While others prefer font computer because it is simple and formal. In the Industrial World, hand lettering has advantages because it is more flexible and can be applied to all media. Even though hand lettering has different characteristics from each maker, but hand lettering is considered flexible to adjust the message that want to convey through the hand scratches. In addition, hand lettering is not easy to imitate so that it can maintain its independence. This is one of the important factors to survive in an industry that has many competitors.

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