



NOOOGA FONT

TYPE DESIGN

PROJECT DESCRIPTION

Chattanooga, TN is my hometown, and, after learning more about the history of type design in a previous class, the notion of representing something, in this case, a city, through type was a challenge I wanted to try and tackle. Chattanooga is an old town, founded in 1839, it has gone through quite a few historical phases. From being once dubbed the "dirtiest city in America," to becoming the first American city to have gigabit speed internet.

I chose to focus on Chattanooga's notable monuments and landscape when creating my typeface. After narrowing down my list of inspirations, I ended up with the Walnut Street Bridge and the Tennessee River as my main building blocks. The Walnut Street Bridge is incredibly important to the city, it is our oldest pedestrian bridge and connects the two sides of the city that are separated by the river. It is an iconic part of the Chattanooga landscape and represents the history of the city while also retaining its functionality in the modern era, making it the perfect subject to base my typeface on.

The stem of Nooga Font is based on the actual beams of the bridge. The ears of the typeface are based on the decorative L brackets that connect those beams together. Glyphs/characters with bowls are based on the ornamental benches that line the sides of the bridge's walking path. Finally, the use of water, based on the TN River, fills gaps and empty spaces as a serif, that helps bring movement to the rest of the rigid, industrial font, characteristic of the innovation that Chattanooga promotes and produces.

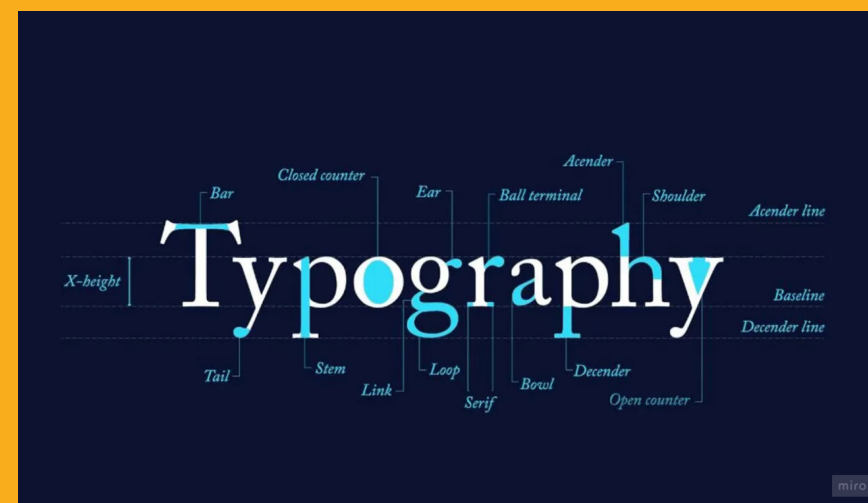
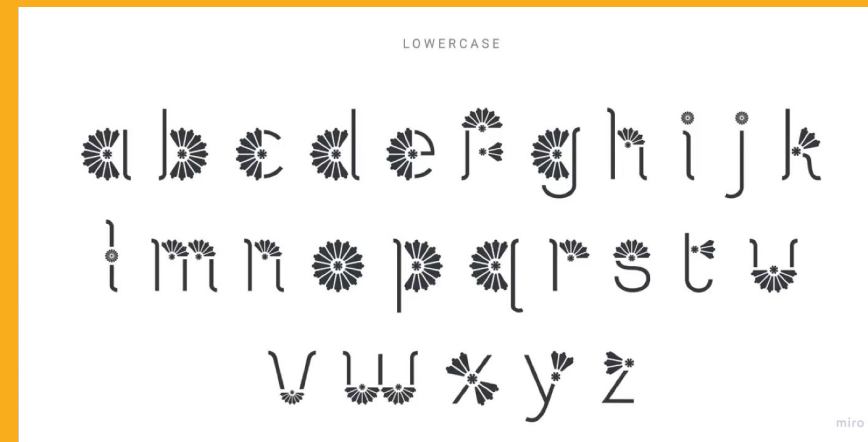
This typeface is decorative, meaning its use case is slightly limited, but making it decorative allowed for more freedom in its construction. Additionally, it should be noted that Chattanooga was also the first city in America to have its own typeface, which made creating my own a bit more challenging, as I wanted to make sure that they could be used together. The supporting font that you see throughout the work (Gaspar) shown here is a font that is similar to Chattanooga's typeface (ChaType is not publicly available anymore) and shows how they would be used together.

RESEARCH

My research came in the form of type study. I examined typefaces that I already knew about and sought out other decorative type that I thought would be helpful in the development of my own typeface. I readthrough articles based on the different parts of type and watched video tutorials in order to help determine the best process for my type development. Finally, I used my own knowledge and the opinions of my family and friends back home to determine exactly what elements from Chattanooga I should use to best represent the city.

| Process |
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| Resources <ol style="list-style-type: none">1. <i>Designing Type</i> by Karen Cheng2. <i>Type Tricks: Your Personal Guide to Type Design</i> by Sofie Beler3. <i>Designing Fonts: An Introduction to Professional Type Design</i> (ed. Thames and Hudson)4. <i>How to create typefaces: From sketch to screen</i> by Cristóbal Henestrosa, Laura Meseguer, Jose Scaglione |
| Determine the task of the font: what does the font represent, what is it's goal? |
| What style of font: serif, sans serif, slab |
| Where and how will it be used: online, print, advertisements, purely presentation? |
| Create strict deadlines |
| Gather visual examples, use these as a ballpark for your own font family |
| Determine the character set - finalize the amount of characters that you will create to make the process easier |
| Sketch - determine the visual shape of the font before committing, draw some characters to get a better understanding |
| Draw the character set |
| Once finished with the character set work on the spacing of the characters |
| Work on the "Mastering" of the characters - checking and editing of contours, components, diacritics, and other elements of a font |
| Work on Hinting - visual marking of a font for small sizes |
| Software <ol style="list-style-type: none">1. Glyphs2. FontLab3. RoboFont4. FontForge5. Fontographer |

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| Chattanooga was the first city in the US to have their own typeface. |
| This would mean that my design would be in competition with the one that already exists and is used by the city. |
| The typeface is CHAtype, and it incorporates many elements of the city while maintaining a modern/useable aesthetic. It was not made as an art piece, so my type would be different in that regard. |
| Chattanooga |
| Chattanooga |
| Chattanooga |
| Chattanooga |
| Chattanooga |
| If I were to do the walnut street bridge, the main aspect of the font would come from the construction of the bridge itself, i.e. the spokes and geometric parts of the bridge. I could also reference historical moments that took place on the bridge itself. |
| The aquarium would center around it's unique appearance, mainly the pyramid nature of the buildings. It is a major landmark within the city, so basing the typeface around it would be an interesting way to go. |
| 9th street is what is now Chattanooga's MLK. It used to be the center for jazz within the city, and is where Bessie Smith got her start as a singer. It holds important historical significance within the Black community as well as the history of music not only in this country but the world over. |
| The river cuts right through the heart of the city. Many events take place on or near the river. Riverbend, the national rowing competition, etc. The river is a core part of the infrastructure of the city, as many businesses operate around it, it would be an interesting challenge to represent "river" rather than just "water." |
| The mountains of chattanooga are another area that can be explored. Perhaps the letterforms themselves create the notion of a mountain range when put together in word format. This theme is more limiting and has less flair than the others. |

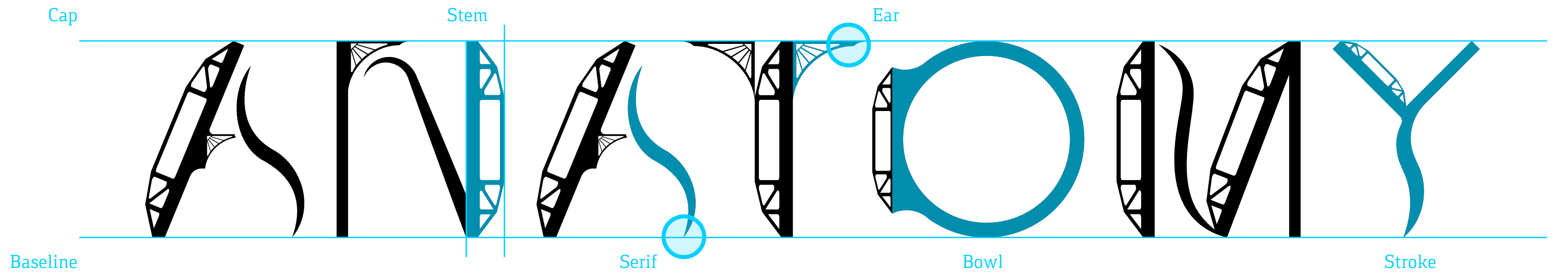


NOOGA FONT FAMILY

A B C D E F G H I

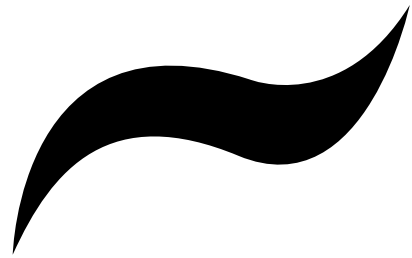
J K L M N O P Q R

S T U V W X Y Z



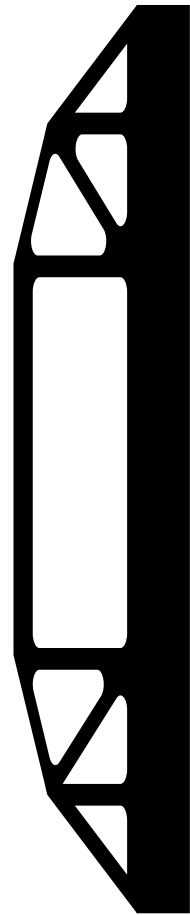
Water based Serif

used to fill in empty spaces



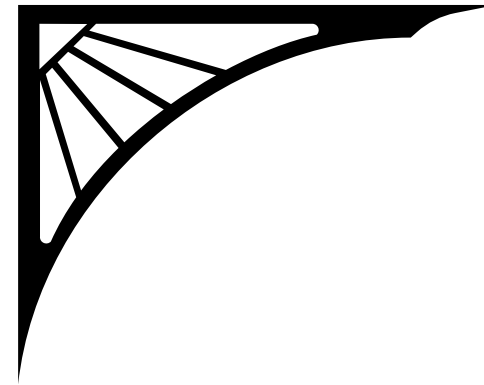
Stem

based on the historic Walnut Street Bridge



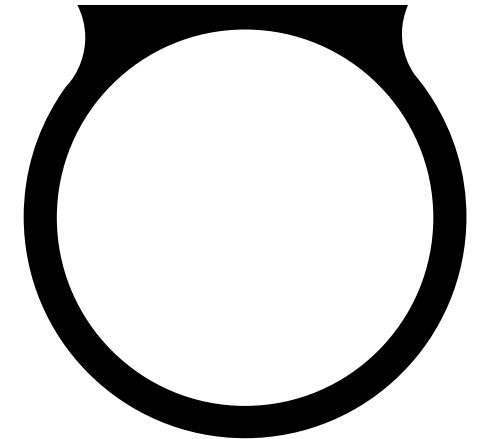
Ear

based on the metal flourishes that connect parts of the Walnut Street Bridge



Complete Circle

based on the benches on the Walnut Street Bridge

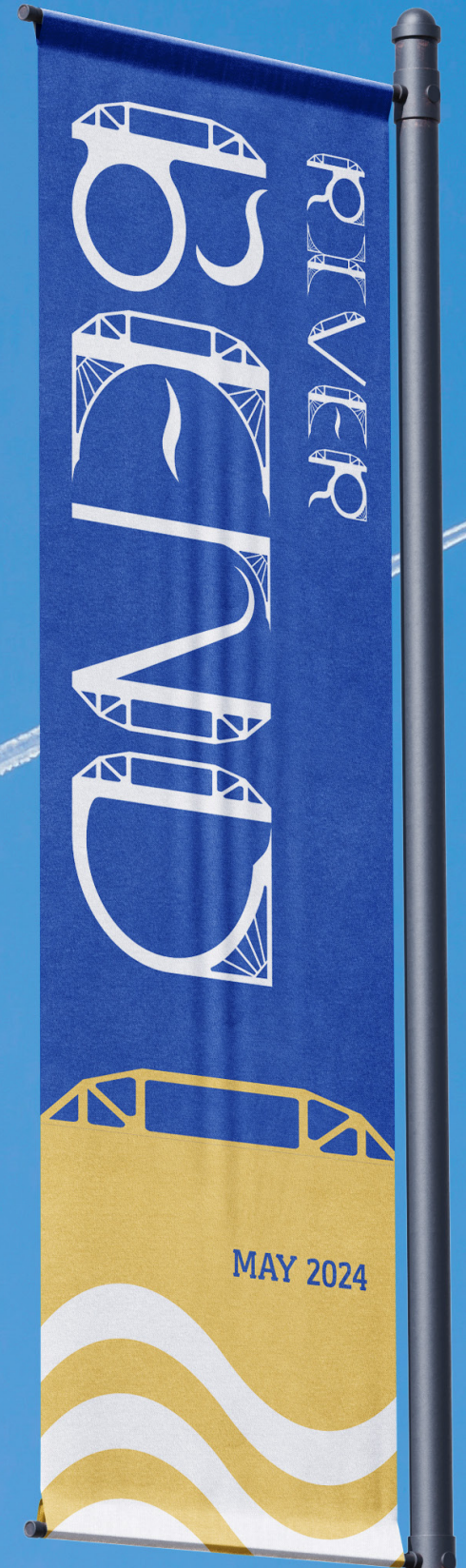




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RIVER

MAY 2024





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BEND**
CHATTANOOGA'S ORIGINAL MUSIC FESTIVAL

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BEND

BEND

BEND

