

The Art Of The Ambigram
with Nikita Prokhorov

rotator

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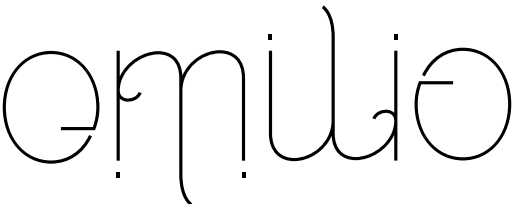
WARMUP EXERCISE

Take any of the natural ambigrams below and **draw them in as many different styles as you can come up with.**
Focus on maintaining the readability and legibility.

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EXERCISE 1

Take the basic structure of the ambigram below and **draw it in as many different styles as you can come up with.**
Focus on maintaining the readability and legibility.

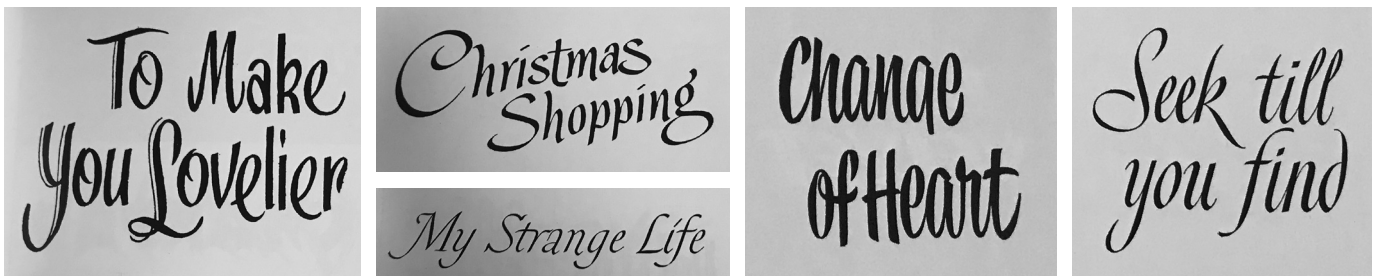


EXERCISE 2

Take the basic structure of the ambigram from Exercise 1 and draw it in one of the provided styles below.

Focus on maintaining the readability and legibility. If you want to try a different word, go for it!

Style 1



Style 2



Style 3



Style 4



Tips and tricks

Below are several suggestions for creating a successful ambigram.

TIP #1

Study conventional typefaces and writing styles.

Conventional typefaces follow a strict set of rules and typographic principles. At their core, ambigrams follow traditional rules and principles of typography as well. It's important to understand those principles before you start manipulating letters.

TIP #2

Keep your first ambigrams short and simple.

Make a simple ambigram completely readable and legible. That's a great start.

TIP #3

Context is vital when figuring out letter combinations.

Legibility and readability are two important factors when judging the success of an ambigram. They can only be judged accurately when you see all the elements of an ambigram working (or not working) together. The letter combinations should always be developed in context of the entire word.

TIP #4

Sketch, sketch, sketch, and sketch some more.

Sketching is important not only to develop the basic foundational structure of an ambigram, but to develop and refine the proper typographic style on paper before going to the computer. The more refined your sketch is, the easier it is to recreate digitally.

TIP #5

Try to stay away from using existing typefaces to create ambigrams.

Existing typefaces follow a strict set of guidelines. Those guidelines are constraining when you need to manipulate the letters within the aesthetic of a typeface. If you use existing typefaces, stick to monoweight or nearly monoweight typefaces.

TIP #6

Form follows function.

Let the design process guide your aesthetics, not vice versa. Don't lock yourself into an aesthetic style early on. Let the design process drive your end result, and be willing to abandon a particular aesthetic if it is not working.

TIP #7

Start with simple linear sketches.

Create the basic foundational structure first, then develop a specific typographic style.

TIP #8

Consider alternate typographic solutions.

When you study conventional typefaces and writing styles, you start to understand how each letter can be written in multiple ways. If a letter or letter combination doesn't work well in a certain style, explore other ways to write or combine the letters.

TIP #9

Be consistent...as much as you can.

Maintain consistency with uppercase/lowercase use, lettering style, and proportions. It will make your ambigrams more legible and readable. But there are times you may need to mix cases - if so, be consistent with the typographic style.

TIP #10

Avoid unnecessary embellishments.

Most of the time, the extra elements hamper clarity. Make the ambigrams work well without any textures, swashes, or decorative elements.