

## PROJECT INFORMATION

Thank you for your interest in this project!  
The research will form the basis for a Master's degree in Graphic Design. In my research I would like to explore how lettering is used in the Walthamstow area.

Best wishes,  
Anna Robinette  
[hello@stoweframework.co.uk](mailto:hello@stoweframework.co.uk)

## YOU WILL NEED

- A camera on a phone or digital camera
- Clothes and shoes for the weather
- A sense of adventure!

If you know someone else who you know would enjoy this project, please share it with them! Feel free to complete with a friend or family member.

## TREASURE HUNT

The Treasure Hunt asks you to search for and take photos of pieces of lettering in E17. It will probably take between 1–2hrs, but remember, you do not need to finish it all at once!

## TIPS ON TAKING PHOTOS

- Take a photo of just the lettering
- Look up to the sky and down to the ground
- Don't include people in your photos!

## DIRECTIONS

- STEP 1: Complete the Treasure Hunt
- STEP 2: Number the photos according to the list (i.e. "#1, A handwritten piece of lettering" is "01.jpg").
- STEP 3A: Email your forms and photos to me at [hello@stoweframework.co.uk](mailto:hello@stoweframework.co.uk)

## TREASURE

Feel free to interpret these as you like.

- 01 A handwritten piece of lettering
- 02 A piece of street art or graffiti
- 03 A ticket
- 04 Lettering found on the ground
- 05 A road sign (for example, Dove Road)
- 06 Lettering advertising food
- 07 Lettering showing you a price
- 08 Lettering that looks 3D
- 09 Lettering designed to be read by a child
- 10 A protest poster, sign, or billboard
- 11 Lettering in capital letters LIKE THIS
- 12 Lettering that has faded away
- 13 Lettering that says Walthamstow
- 14 Lettering that says the name of the building, for example 'City Hall'
- 15 Lettering that points you to a location

Take a photo of some text that makes you feel...

- 16 Welcomed
- 17 Included
- 18 Joyful
- 19 Isolated
- 20 Uninspired

THANK YOU!

You can check the project at the website  
[www.stoweframework.co.uk](http://www.stoweframework.co.uk)