

Emma Valle

Graduation Year: 2026

Major: Design (Graphic)

Minors: Marketing, Mass Communication

Hometown: Bloomsbury, NJ

Faculty Advisor: Jenny Kowalski

Written Words: An Exploration into Hand Lettering

Hand-written words are purposeful. They are created with great intention and meaning. I have always felt connected to words, and see an overwhelming importance in language and communication. As a music lover, I have always admired the way that artists are able to inspire emotion in others, and I enjoy nothing more than experiencing this first hand. This project studies how the meaning received through song lyrics can be effectively translated to visual communication with the use of hand-lettering.

The words on these posters come from six songs, all highlighting different human experiences. All the lyrics I chose are ones that stopped me in my tracks while listening. At one point or another in my life, I have felt the same hope, pain, and inspiration that is embodied in these lyrics. The beauty of music is the ability to relate to individuals, and help them recall these emotions in a way that is relevant to their lives. I hope that with this project, these hand-lettered pieces can help achieve the same feat.

I began production analog, using pencil and paper to understand initial layouts and lyrics. I then experimented with Procreate and Adobe Illustrator to explore these pieces in a digital space.

Website Bio:

Emma Valle '26 is a Design major with minors in Marketing and Mass Communication. Her project *Written Words: An Exploration into Hand Lettering* focuses on the emotional impact of song lyrics when drawn and displayed visually. Emma is originally from Bloomsbury, NJ. Her advisor is Jenny Kowalski.

Label Information:

6 Labels, one under each of the posters giving credit to the artists/bands

Swim Between Trees

flipturn

Growing/Dying

The Backseat Lover

Snowbank Blues

The Backseat Lovers

Paradise

Briston Maroney

Cigarettes

Coastal Club

Real Love Baby

Father John Misty

Artist Interview

- What does your artwork look like? What is it made of (medium)
 - My work was first created analog, translated to digital, and printed in large scale posters, as well as small scale sheets.
- Why do you make it?
 - I have always felt connected to words, and see an overwhelming importance in language and communication. The goal of this project is to study how audio communication can be translated to visual communication while still conveying the same sentiment as the original music.
- What is the content (what is it about)?
 - The posters come from 5/6 songs all highlighting different human experiences. At one point or another, I have felt these emotions, but the experiences are able to be broadly interpreted and applied to different experiences for each individual.
- What are the intended questions in your artwork that you hope to answer?
 - ...
 - “Inspiring the next generation of artist” Giving the daydreamers of our world hope, hope that is magic.
- Do you have an intended audience?
 - My intended audience for this work is introspective adults who find importance in reflecting on their life experiences, and are able to...

Notes:

Nothing i love more than being able to call myself a creative

I have always found comfort and solace in words

In another life, English and Psych

This project lets me explore that

Music lover

Draft:

I am a designer who loves to experiment in every element of creativity possible. I have pursued knowledge and experience in illustration, hand lettering, branding, animation and UX/UI design. Always a curious person, I have grown up looking for ways to practice creative problem solving, and I have found that through my time studying design at Lehigh University.