Graphic Design II:
Taking to Typography to the Next Level
April 7, 2020

Learning Target:
Students Will Build Off Their Understanding of Typography
Use and Importance in Graphic Design

Let's Get Started:

a.   Think of the types of fonts we have already explored and looked at in graphic design.
b.   Now, let's think about it in terms of designing with technology and tools we have learned previously.
c.   List some tools, filters, or effects that you could on the typography to go to the next level.

Review: Key Terminology For This Lesson

Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed. ... The term **typography** is also applied to the style, arrangement, and appearance of the letters, numbers, and symbols created by the process.

[Typography Rules and Terms Every Graphic Designer Needs to Know](#)

[More Thorough List or Terms and Description](#)

The Importance of Typography in Graphic Design

Graphic designs are meant to show your brand in a visually engaging manner. They need to be extremely reader friendly. This makes the purpose of typography indispensable for a design. Typography is an art. It makes the letters come to life in your design. It has a great impact on how your design is received by people. It is as important or sometimes more important than the color and graphics used. It solidifies your brand image. It combines the both art and science to give the best effect to your designs. Here are some reasons why you should never overlook on the goodness of typography.

1. Speak to the viewer - A good typography accentuates your graphic designs. It gives them the ability to evoke the right emotion. It has been proved that typographical choices have a great influence on the audience.

2. Reduces visual fatigue - The most desirable outcome you expect from your design is to make people impressed with it. Typography helps you achieve that. Appropriate font selection and mastery in typography will make your message more legible and easy to grasp.

3. Adds value to your design - Good typography adds value to your design. It makes your content more readable and shareable. People give preference to designs with better typography. And unique font styles and rendering gives an impressive uniqueness to your designs and elevates their value.

4. Delivers the message with clarity - Good design has to give the best first impression. It should be able to boost your credibility and trustworthiness. This will be a far dream if your message gets lost in intricate decorations. Paying attention to typographical best practices and standards will save you from deadly mistakes.

5. Bad typography can cause bad losses - Mismatching font style and brand image can cause confusion. Improper letter spacing and alignment can frustrate the user. A good typography can do great things for your design. But bad typography can ruin the entire graphic design. This is because people identify your idea as a combination of all design elements. Bad typography can make your design useless in conveying the message.

Typography Indicates Mood and Purpose

As crazy as it sounds, typography is key in creating the mood and purpose of a graphic design.

Different fonts are used to get different moods and messages along. We will explore this over the next few pages.

What can we do with fonts to take it up even another level.

Taking Typography to the Next Level

Check out the link above (in the page title).

Scroll through some of the different options:
1. Did any of the speak to you? Get your attention?
2. How could you use it in a graphic design?
3. What type of product or design would it work best in?
4. What type of mood does it get across.

Think about fonts and effects from Illustrator and other design platforms we have uses, what other things could you do to text to get a message, purpose or mood across.

What kind of things might you do to the text and what would you use it for?

Recognizing The Use and Type of Typography

Go back to the designs and typography examined in the starting up section. Now that you know a little bit more about the purposes and use of typography, please answer these questions about the original designs.
1. What is the overall design you are looking at? What is it for?
2. Do you feel the font meets/works with the design?
3. Can you identify (from the examples on previous pages) what type of font is used or the font family it is from?
4. What kind of mood or purpose do you feel the typography is trying to exude?
5. Do you feel the design gets its purpose across correctly?

Extra Practice: Putting Typography to the Test

Since we most likely do not have access to professional design software, I would like you to do this by hand. You can illustrate and also add color/ texture, etc. to get the point across.

Think of three descriptive words. (Hot, Funny, Crazy, any words you might want to use)

Draw/write out these words on a piece of paper but do it in your own way. Have the words/typography come across. I want the look of the word to display the mood/description of the word.

Do this to all three words. Feel free to keep going. Try more words. Have a little fun with it.

Resources/Other Important Articles on the Subject

[Award-Winning Graphic Designs](#)

[More Graphic Design Examples](#)

[More Reason Why Typography is Important to a Graphic Designer](#)