Elective Virtual Learning

7th & 8th Grade Multimedia
Communicating Information Through Multimedia
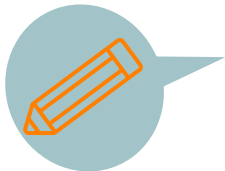## May 18, 2020

7th & 8th Grade Multimedia Tech
Lesson: May 18, 2020

Objective/Learning Target:
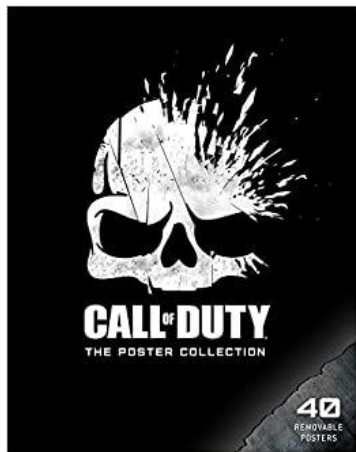Understanding Typefaces & Fonts

Warm Ups

QUICK WRITE

Study the posters below...What make each one unique? How does the written type communicate the theme of the poster? Is it meant to inspire, show a theme, or some other message.

Write a few of your first thoughts.

Lesson/Background

In earlier lessons we learn that having a "brand" or graphic identity that can communicate who we are or who a company is. Which posters had an identity?

If you answered FIFA, Call of Duty & Stranger Things, you are right. However, in these posters, the typography is important. It is also important in the other 3 posters on the previous slide. Do they look different to you now? Go back and take a look.

Visuals & graphics is powerful in communicating a message and this include typefaces & fonts? We will talk about the difference in these 2 things on the next slide.

For now let's learn about the history of Typography to understand how what we look at today came about.
Also note the cool stop-motion & animation technique the video uses!

History of Typography

Lesson/Practice

Who knew typography came about so long ago? It has really influenced how we use Typefaces & Fonts today & so what is the difference between these 2 words?

Typeface is…

the collective name of a family of related fonts (such as Times New Roman, Ariel, Party LET, etc.)

Fonts are…

a reference to the weights, widths, and styles that constitute a typeface (such as Regular, Italic, Bold, etc.). Not all typefaces consist of multiple fonts however.

Fonts are really a lot like people!" They come in different shapes and sizes, have personality and purpose, have "body" parts, and even belong to families! There are 2 basic types of families as you learned in the video: Serif & Sans Serif. There are also families of Slab Serif, Script & Displays. Why do you think there are Display Fonts?

Study the following 2 slides to learn how each is constructed and the anatomy of a FONT.

Practice

FONT FUN

Fonts are a lot like people! They come in all different shapes and sizes, have names, personalities and can be part of a family of fonts! Here are some of the basic distinguishing features of fonts, and how we begin to categorize them.

Sans Serif

sans (meaning without) serif fonts do not have anything on the ends of the letters

Serif

serif fonts contain 'serifs' on the ends of the letters

Script

script fonts are in cursive lettering

Slab Serif

slab serif fonts contain 'serifs' that are flat, without any curve

DISPLAY

display fonts are the crazy ones that don't have to fit any restrictions! they are great for headlines, but hard to read in a paragraph.

Assessment:

Now test your Font SKILLS with these!

TEST your FONT Skills!

Turn in your sheet & I will check it for youQ

Questions
?

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Extend your Learning

Can you find out what font family I have done these slides in?

Check out What the Font? And see if you can find the font family.