Elective Virtual Learning

7th & 8th Grade Multimedia

Communicating Information Through Multimedia

May 19, 2020

7th & 8th Grade Multimedia Tech
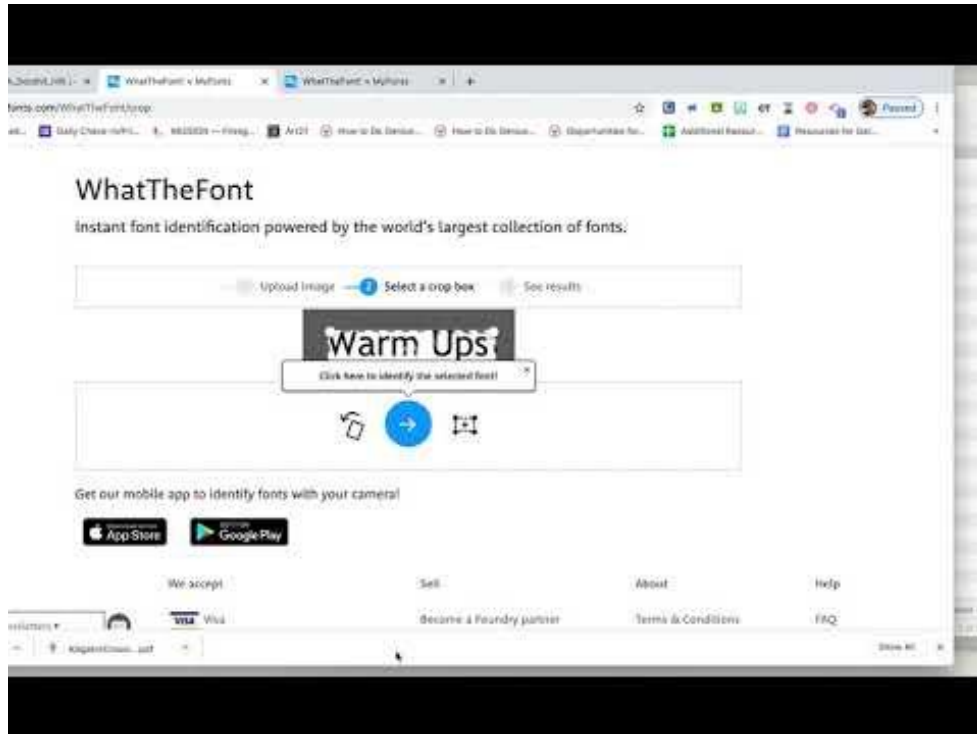Lesson: May 19, 2020

Objective/Learning Target:
Understanding Typefaces & Fonts

Warm Ups

Did you figure it out?

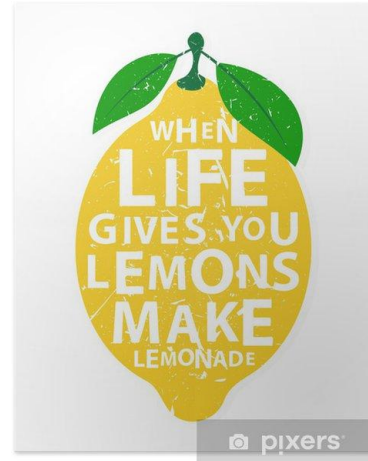Did you try to find out the font family or typeface I use for these slides?

Here's how....

Now try it for yourself: What the Font?

Lesson/Background

Another type of font family that came of of the modern has really become a subset of the Script typeface and font family is Handwritten typefaces. Basically, anything that looks like it may have been written by hand, from fancy cursive to messy block letters, is a handwritten font.

Look at these examples

you were MADE to be awesome.
– Kid President

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*GET FREE GIFT WITH EVERY PURCHASE

smart is something you become, not something you are.

WHEN LIFE GIVES YOU LEMONS MAKE LEMONADE
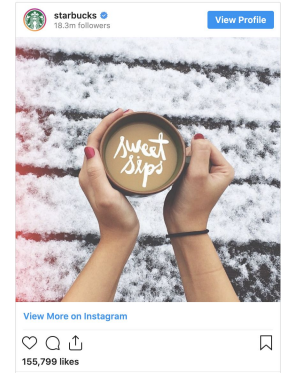
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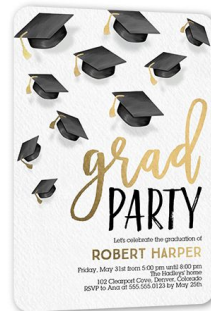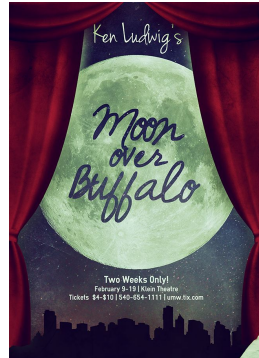

THE FINAL RECKONING
COMING SOON

Lesson/Practice

Handwritten Fonts or Typefaces while considered modern were around a lot more than they are now. Something called Responsive Design has moved them away from some websites because they do not scale well form a larger device to a smaller one. Wbe builders today have to think about using fonts for a variety of sized devices, so another thing you must think of when using a font.

> *Before choosing a handwritten font, think about how the design will be used, and who it's meant to appeal to. They can be very effective for conveying both elegance and quirkiness, depending on how they're applied.*

However, 4 BIG areas where you will see big use of Handwritten fonts/typeface are Personal Logos, Social Media, Clothing and Print Layouts (such as, invitations, posters or book/mag covers). Below are some samples. Now you look up your favorite games, logos, social media posts, etc. What kind of fonts or typefaces are used?
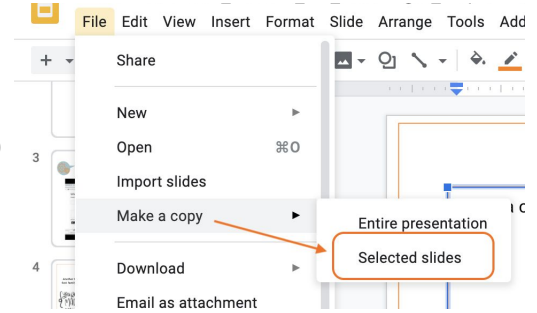
Practice

Make a copy of this slide or the entire presentation by going to file>Make a copy>selected slides.

Find 5 examples of use of a handwritten font using at least 4 of these categories: Invitation, Instagram, Movie Poster, Album Cover, Video Game cover/logo, Clothing, Greeting Card, Inspirational Poster, Website, Book Cover.

(Take a screenshot & paste them below--feel free to delete the text box and help image to the right.)

1?

2?

3?

4?

5?

Assessment:

Turn in your slide & I will check it for you!

Extend your Learning

What is the deal with **Comic Sans?**

Did you know most good designers are careful about what fonts they use?

Comic Sans is one of those most designers hate…but why?

How could one little typeface cause such angst?

Take a look at the creator of this typeface and how it all started.

Why People Hate Comic Sans

Questions?

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