Elective Virtual Learning

7th & 8th Grade Multimedia

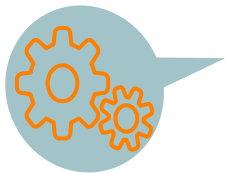## Communicating Information Through Multimedia

May 20, 2020

7th & 8th Grade Multimedia Tech
Lesson: May 20, 2020

Objective/Learning Target:
Understanding How Typefaces & Fonts are Created

Warm Ups

Review what typeface, type & font?
Feel free to check them out in <u>What the Font?</u> Hint: *They are all fonts found in Google Slides!*

Typeface Name	Type (serif, sans serif, slab, display, handwritten or script)	Font Family?(Bold, Italics, Wide, etc.)

Six Grumpy Wizards Make Toxic Brew

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Lesson/Background

We have learn a lot about fonts & typefaces, so how are all of these created?
We know lettering styles have been around forever and the creation of many lettering style each have their own part in history, but the digital age brought about new ways to create typefaces and families of fonts.

This new typography changed all aspects of design, where the readability of digital fonts depends so much on how it is displayed. In what may seem like a long time to you but a relatively short time in history we went from having to figure out typesetting on typewriters to computers to a wide array of personal devices. These things made it increasingly easier to create typefaces for a wider range of people and purposes. Still, because it is digital. Typeface must be able to be replicated over and over with precision. They need to be able to be scalable and useful to a variety of purposes and for a variety of devices! That's the short of it but remember to be useable a font has to be consistent! So let's take a look at how *Foundries* create fonts.

How Fonts Are Made (Secrets & Insights)

Practice

Fonts have become so widely used today and we see a lot of free font websites today. These sometimes have glitches in them, but most are great to use. However, these fonts are typically only for your to use in personal work. You may have noticed on MyFont there were prices by each font.

{ *Graphic designers and companies that want to use a typeface or font family for branding, websites, print materials will need to use fonts that are licensed for their needs. Yes, fonts are created by people and if they professionally develop fonts, they are copyrighted and you must pay depending on your needs for a particular font.* }

But today. you can even create a font using your own handwriting! There are sites out there that will do this. You can create a basic one for free on a site called Calligraphr. Basic letters & numbers can be created and downloaded for free with an account, but today you will create your own 'typfeface" just on paper using the basic template.

If you send me the template, I will be happy to download and share the font with you if you have a personal computer that would upload that font. (For example, you would not be able to upload a font on your school chromebook). Today's practice is just about the process of how a designer would begin to create their own typeface.

Download the Template HERE
then try to write each letter and number in your natural or favorite style handwriting!
Check out the Calligraphr website to see how it works and examples!

Assessment:
Send me your template & I will upload & download your font for your to see or have!

Extend your Learning
If you looked at the Calligraphr website at all or are using a program such as Adobe Photoshop or Illustrator you may have seen the word Ligatures, which can also be included in font packages.

Check out this video to find out what Ligatures are and how they are used.

LIGATURES! What are they and how do we use them.

Questions
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