



Elective Virtual Learning

7th & 8th Grade Multimedia

Communicating Information Through Multimedia

May 21, 2020



7th & 8th Grade Multimedia Tech
Lesson: May 21, 2020

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

Warm Ups

Review: Ligature or not a ligature?

If you did not watch the extended learning video check it out here [Ligatures](#)

Two of the sample sentence below use Ligatures...Can you identify each and tell which ones have ligatures?
Tell the Typeface name too!

Always Try Your Best

Always Try Your Best

Always Try Your Best

Always Try Your Best

Always Try Your Best

Typeface Name (from what the font)	Yes Ligatures	No Ligatures

Lesson/Background

In your last lesson you learned that Fonts have become widely used and that the many free websites out there may have good fonts or sometimes have glitches in them.

This is because people who are just learning to create fonts, people just exploring font creation or non-professionals are creating those fonts and the care and time is not taken to make these fonts the quality of a font you would pay for.

Explore some free font website and compare them to font Foundry websites or designers websites to buy fonts.

Free Sites:

[DaFont](#)

[Font Squirrel](#)

[Font Space](#)

[1001 Fonts](#)

[Google Fonts](#)

Foundries & Designers:

[My Fonts](#)

[The Designers Foundry](#)

[Latinotype](#)

[FontFabric](#)

[FontSmith](#)

Note what the differences are in the sites, in the licensing, and how the types themselves look.

What is the average cost of purchasing a font?
What paying for a font what are choices in the license? (i.e. for the web or print, etc.) Is there a difference?

Practice

What you you create if you could design your own font?

So what if your were creating a font to show your own brand, whether just understanding type, creating a typeface to use only by you or to explore becoming a type designer. As technology has developed so has font design but competition is high and costs to learn and create fonts can be a barrier. Professional font design programs are very complex, and/or quite expensive. **Glyphr Studio** is streamlined and made for font design hobbyists... and it's free!

Quick Facts About Font Designer Jobs

Job Title: *Font Designers aka Typeface Creator aka Font Developer*

Office: *Computer Based*

Description: *Design and develop fonts*

Education: *Art or Graphic Design Degree*

Necessary Skills: *Eye for detail, Design & Software skills*

Potential Employers: *Foundries, Software Companies, Businesses, Freelance*

Pay: *\$35,000 to \$62,000 per year*

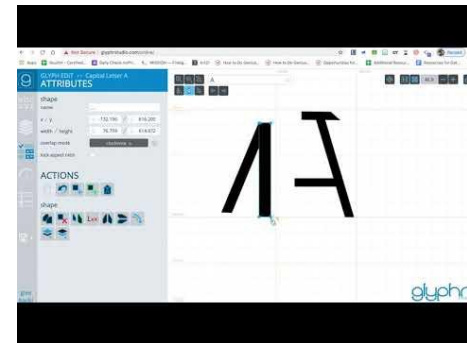
Watch the short video below to get started & see an example

Then head out to

[Glyphr Studio](#)

to get started

You can also read the tutorial from Glyphr on this page: [Print Tutorial](#)



Assessment:

Show your progress in making your type to a family member. Feel free to send a screen shot or a download of your font so far to me and I will send back some comments!

Extend your Learning

Learn more about Font or Type Design

Font Design



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