Elective Virtual Learning

7th & 8th Grade Multimedia

Communicating Information Through Multimedia

May 22, 2020

7th & 8th Grade Multimedia Tech
Lesson: May 22, 2020

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

Warm Ups

QUICK WRITE: Try to describe how the following sample are the same or different. Use words such as Serif, Sans Serif, Ligatures, Bold, Italics, Slanted, Display, Script, Hand-drawn, Outline, Condensed, Size, Weight (Feel Free to use What the Font)

CAN YOU GO FASTER? Easy?

Is Amantic a real word?

IS it ULTRA

I like to play fair.

Love Audio?

Red Lobster has seafood.

Lesson/Background

In your last exploration you may have learned that Fonts can be expensive! You may have also noticed that expensive fonts also come with licensing to be able to use in a wider range of projects. Companies must follow laws and rules in creating design and be responsible just like companies have to follow rules for other things.

No one would question purchasing software from a company like Apple or Microsoft or the latest upgrade for digital equipment. If you think about how much time a typeface designer spent creating any typeface, you would appreciate paying for this service. Think of thing like those apps on your devices, those app companies do not get those fonts for free. They are either paying for them or hiring someone to develop typeface and fonts for them.

Here is a little Licensing 101 from a digital typesetting and typeface design company: Monotype

Font Licensing 101

Practice

For your FInal Practice You have choices!

BUT
Promise to share with me what you create! Anything YOU create is worth sharing!

Go back to your favorite (or easiest) Application and try to create something of your chooising.

- Some typography in Vectr?
- An entire Font collection in Glyphr?
- A poster of a subject that interests you?
- A website that you would share with your friends, family, or others.
- Collaborate with someone else in your grade/class to create a student voice piece in Spark, or other video, podcast or media you like to use. Share it with your school!
- A memories of 2020 video, podcast or poster that can be shared with your middle school

These are all just suggestions or ideas. What are your ideas for creating a more communicative world through multimedia and technology? What will you create this WEEK?

Assessment:

PLEASE share any or all of your creations! You've made throughout the past few weeks

All of your teachers would love to share!

Creativity brings happiness to others and is meant to be seen and not hidden!

Extend your learning

Sharing can be a great learning experience for you and for ME!

What are areas you would express your creativity in?

What are your favorite multimedia apps or applications that you use that I may not know about?

Share you thoughts, experiences and digital multimedia

Questions?

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