

TYPOGRAPHY & GRAPHICS

Font Emotions

Overview

GOAL: Use a font and digital picture to create graphics representing emotions.

Measurable Learner Objectives	Crosswalk to Show-Me Standards	Instructional Activities	Assessment
Manipulate graphics (resizing, cropping, scaling, rotating). E2	CA3, 2.7	In teams of two, take digital pictures (3 or more of each person) representing emotions or feelings. Use a font which has been downloaded and installed or create your own font to portray each picture/emotion. Insert the photo into a word processing program. The picture should be sized and have a border with the font on the picture to describe the emotion/picture. Each team must submit a total of three pictures/emotions with an appropriate font.	Use the <i>Font Emotions</i> assessment to evaluate appropriateness, attractiveness, and/or completeness on downloading and installing or creating fonts; using fonts to represent pictorial emotions; manipulating graphics/pictures; using a digital camera; measuring fonts; printing, trimming and labeling pictures; and answering questions about fonts.
Create files from a digital camera. E5	CA3, 2.7		
Manage a font library. D2	CA1, 1.5		
Create a text block. C1	CA1, 2.1		
Measure type in points, picas, inches, and centimeters. D1	CA1, 1.5		
Manage electronic files. A9	CA3.1, 1.8		

Activity originally developed by Jeff Cochran, Columbia Career Center; adapted and used with his permission.

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Font Emotions Teaching Points

Overview

Fonts convey meaning in the business world; and they have personalities by the size, face, and style that may be used. They are often used by designers to communicate feelings, ideas, and concepts. This assignment is to combine the use of digital photography and an appropriate font to display emotions or feelings.

Content Review

Review and/or demonstrate the following as needed:

1. Representing emotions with font styles, faces, sizes, etc.
2. Measuring fonts (e.g., 72 points = 1", 36 points = ½ ", 18 points = ¼", etc.)
3. Using the digital camera and using pictures
4. Inserting and using graphics in a word processing document
5. Maneuvering text

Activity Preparation

Brainstorm various emotions that persons show on their faces.

Discuss fonts and how they make persons feel and/or think and how fonts show emotions.

Match fonts to expressions and/or emotions.

Demonstrate how fonts can be created and downloaded. Discuss copyright issues and uses of fonts that are free versus those that have a fee.

Discuss and/or demonstrate the measurement of fonts and related terminology e.g., points, serif, sans serif, x-height, etc.

Demonstrate the manipulation of graphics in a word processing document: sizing, alignment, cropping, etc.

Practice the use of digital cameras and photo manipulation.

Resources

Supplies needed for the activity:

Digital camera

Internet access
Word processing software
Paper
Computer
Printer

Web sites (and/or key words to use for search):

Font sites:

<http://www.fontsnthings.com>

<http://www.acidfonts.com>

<http://www.fontfreak.com>

<http://www.fonts.com>

<http://www.fonts.ontheweb.com>

Key words: *free fonts, emotions, font*

Books, articles, and other resources:

Botello, C. (2004). *Adobe Premiere 6.5 – Design professional*. Boston, MA: Thomson Course Technology.

Botello, C. (2004). *Adobe InDesign 2*. Boston, MA: Thomson Course Technology.

Botello, C. (2003). *Adobe Illustrator 10 – Design professional*. Boston, MA: Thomson Course Technology.

Proot, K. (2003). *Adobe PageMaker 7.0 – Illustrated*. Boston, MA: Thomson Course Technology.

Solomon, A. W. (2004). *Introduction to multimedia*. Columbus, OH: Glencoe (McGraw-Hill).

Weinmann, E., & Lourekas, P. (2003). *Illustrator 10 for Windows and Macintosh: Visual quickstart guide, student edition*. Berkeley, CA: Peachpit Press (Pearson Education).

Weixel, S., Weixel, F., Morse, C., & Morse, B. (2004). *Graphics and animation basics*. Boston, MA: Thomson Course Technology.

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Questions

Answer the following questions about fonts from <http://www.fontsnthings.com/faq.html>.

1. Does <http://www.fontsnthings.com> have a single downloadable file containing every font on the site?
2. What is wrong when you install the font? When you type, do you see “boxes” or nothing?
3. How can you make your own fonts?

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Font Emotions Assignment

Activity Preparation and Assignment

Use a digital camera and take three or more pictures of each person in the team of various emotions. Select or create fonts that represent each emotional expression. Create a folder named *Type and Camera* for all your files.

1. In teams of two, use a digital camera to take at least three pictures of each team member demonstrating different emotions/feelings.
2. Download and install or create fonts to be used to name each of the photos or each emotion being portrayed.
3. Insert the photos into a word processing program and manipulate each picture using the following directions:
 - a. Proportionately size each photo to approximately 3 x 3 inches.
 - b. Put a 6 point border around each picture.
 - c. Use a text box with no fill and no border.
 - d. The font size should be about $\frac{3}{4}$ inch, which should be placed attractively on the corresponding emotional photo.
 - e. Adjust the top and bottom margins so that all photos fit and are balanced on one page.
4. Submit a total of three photos/emotions. Each person on the team must be in at least one photo. Print to black-and-white printer and trim photos.
5. On the back of each photo, write the names of the team members and the name of the font used.
6. Submit a print screen of the folder *Type and Camera* showing all files.
7. Key your answers to the three questions and submit them to your teacher.

Resources

Web sites (and/or key words to use for search):

<http://www.fontsnthings.com>

<http://www.acidfonts.com>

<http://www.fonts.ontheweb.com>

<http://www.fontfreak.com>

Key words: *font, emotions, free fonts*

Student _____

Due Date _____

Date Submitted _____

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Assessment

Directions:

Evaluate each on a scale of 4 (high) to 0 (low or not completed) on how successful, attractive, and/or appropriate each was completed.

Criteria	4	3	2	1	0
Downloading/Installing or Creating Fonts (4)					
Font (4) Resized to ¾ inch					
Pictures (4) Inserted into word processor					
Pictures (4) Resized 3 x 3					
Borders (4) Changed on pictures					
Textbox (4) Used, no fill or line					
Font (4) Used to portray emotion					
Digital Camera (4) Used properly					
Printed, Trimmed, and Labeled (4)					
Documents (4) Submitted print screen and other documents					
Question Responses (4 points each)					
1					
2					
3					
Subtotal					
				Total Points =	