

TYPOGRAPHY & GRAPHICS

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.