PROJECT #1

Getting to Know Fonts and Typestyles

OBJECTIVE:

To become familiar with different fonts and typestyles

PROJECT OVERVIEW:

The variety of documents we see each day—from advertisements and flyers to business cards and brochures—would be pretty bland if it were not for the many different fonts (also referred to as typefaces) and typestyles created by typography designers. There are fonts that express a playful, fun approach, while others are more elegant and conservative in appearance. The trick for the desktop publisher is to choose the appropriate fonts that match the criteria of your layout. In this activity, you will examine various fonts and typestyles and understand why selecting the right font style is important to effectively convey a message in a document.

GET TO KNOW WHAT YOU'RE DESIGNING:

By definition, a font (also referred to as a typeface) is a complete assortment of typed characters set in one particular style. A few of the most commonly used fonts are Times New Roman, Arial, and Helvetica. A typestyle is a particular change in appearance applied to font sets. Commonly used typestyles include bold, italic, underline, and strikethrough. When designing any document, your number one priority is getting your message across. It is important to use the right font for the right situation. The number one mistake used by inexperienced designers is using either too many fonts or the wrong fonts altogether. This activity will give you practice in matching the right style of font to a series of text provided.

STRATEGIES AND DESIGN TIPS TO FOLLOW:

1. When it comes to fonts, here's the cardinal rule: Use no more than three (though preferably two) fonts in a given document. Typically, one font is used for headlines and headings, and a second for body text. Too many different fonts on a page make it look sloppy, difficult to read, and unprofessional.

2. People connect the font style used with the meaning of the text. When choosing fonts, always keep the target audience in mind.

3. Fonts are generally separated into two categories: serif and sans serif. **Serif fonts** contain short crosshairs placed at unconnected strokes (Times Roman is a good example). **Sans serif fonts** contain no crosshairs (Arial is a good example). In this activity, try using fonts from each category to better understand the distinction.

4. When it comes to applying typestyles to text, less is more. Apply typestyles only when you need a part of a sentence or a headline to "stand out." Imagine if this entire book were set in bold print!

5. Obtain some samples of magazines, newspapers, and other professionally designed documents. Study the fonts used throughout the advertisements, articles, and other sections. The more you study the work of professional designers, the better you will become at using the right fonts and typestyles.

INSTRUCTIONS:

1. Using your desktop publishing software, create a new document.

2. Save the file as **"Font Exercise"** to the "Publish It!" folder.

3. Set up your document using the "Page Setup Instructions" provided on the next page.

4. Complete the "Content and Design Steps to Follow" provided below.

5. Proofread your work carefully for accuracy, design, and format.

6. Resave the file.

7. Print a copy of the document.

CONTENT AND DESIGN STEPS TO FOLLOW:

1. Type each of the words or phrases provided below in separate text boxes on your page:

MTV	The Stock Market Crashes
Happy Birthday!	Desktop Publishing Class
Dave Matthews Band	The Gap
Global Warming	Horror Show
You're Fired!	NEW!
Happy Mother's Day	Out of This Galaxy
Comic Book	New York Times
American Idol	Poster Headline

2. Place each text box randomly around the page (keeping them within the page margins).

3. Select each word or phrase in the list and change its font, typestyle (bold, italic, underline, etc.), and point size. Try to select fonts that, when viewed on screen or on paper, coordinate well with the meaning of each word or phrase in the list.

4. Go to Step 5 in the "Instructions" provided above.

Project #1: Getting To Know Fonts and Typestyles *(continued)*

PAGE SETUP INSTRUCTIONS:

# of pages:	1
Dimensions:	8.5 x 11 inches
Margins:	1 inch on all sides
Orientation:	Portrait

8.5"

Place the contents of the
font exercise here

11"

Publish It!