

# Graphic Design Basics: Typography

**Media Type:** Hybrid (Video Segment with Microsoft® PowerPoint® Presentation Segments)

**Duration:** 14 min/55 slides

**Goal:** This presentation aims to explore the use of typography in design.

**Description:** The presentation begins with an exploration of typography basics to establish an understanding of design vocabulary having to do with typography. Then the presentation explains the types of typefaces and various considerations which must be made to use these typefaces. The presentation ends with the typography tools used in graphic design programs.

## Objectives:

1. To apply principles of typography as they relate to layout and page composition in order to appropriately use various forms of type when designing layouts.
2. To employ typography tools to manipulate text within layouts such as threading and flowing text frames.
3. To investigate the use of typography as an expressive form such as using text as an image or combining type and images into a cohesive form.
4. To apply typography to a design.
5. To explain attributes and characteristics of various type styles and their uses (e.g. X-height, serif, spacing).

## Horizontal Alignment

Core-Subject Area	Foundation Concept	Basic Understanding
Math	<i>Application of Mathematical Technology</i>	<ul style="list-style-type: none"><li>• Design software</li><li>• Classification/organization skills</li></ul>
Language Arts	<i>Analysis of Text &amp; Information</i>	<ul style="list-style-type: none"><li>• Creative thinking</li><li>• Expression of thoughts and ideas</li><li>• Creating visual representations</li></ul>
	<i>Technology Applications in Literature</i>	<ul style="list-style-type: none"><li>• Utilizing document processing software</li><li>• Utilizing presentation processing software</li></ul>


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## Lesson Plan

Student and Teacher Notes are available to print in outline format. You can access these documents under the “Printable Resources” section. If student licenses have been purchased, an interactive version of the Student Notes is available in the “Interactive Activities” section. If printing the full PowerPoint® is desired, you may download the file and print the handouts as needed.

Hand out or have students access the *Action Plan*. The *Action Plan* provides a list of tasks for students to perform to complete the lesson.

 **Video**  
7 min.


**Class 1:** Begin class by passing out the *Graphic Design Basics: Typography Vocabulary Handout* and *Worksheet* for students to reference during the presentation. Show the *Type Basics* video segment and administer the corresponding *Assessment*. Distribute the *Typography Samples Project* and assign as homework.

 **Video**  
7 min.


**Class 2:** Remind students to continue using the *Vocabulary Handout* and *Worksheet*. Pass out the *Anatomy of a Letter Student Handout* and review with students. Show the *Types of Typefaces* video segment and administer the corresponding *Assessment*.

**Class 3:** Have students begin the *Decorative Typography Activity*.

**Class 4:** Allow students to continue to work on the *Decorative Typography Activity*. Collect the *Activity* at the end of the class period.

 **Slides**  
1-19

**Class 5:** Remind students to continue using the *Vocabulary Handout* as reference material. Show slides 1 to 19 of the *Designing with Type PowerPoint*®. Have students begin the *Typographic Logo Activity*.

 **Slides**  
20-38

**Class 6:** Remind students to continue using the *Vocabulary Handout* as reference material. Show slides 20 to 38 of the *Designing with Type PowerPoint*®. Allow students to continue working on the *Typography Logo Activity*.

**Class 7:** Remind students to continue using the *Vocabulary Handout* as reference material. Show slides 39 to 55 of the *Designing with Type PowerPoint*®. Students should complete the corresponding *Assessment*. Allow students to continue to work on the *Typography Logo Activity*.

**Class 8:** Assign the *Magazine Spread Project* and allow students to work.

**Class 9:** Lead a class discussion so students can share their findings from the *Typography Samples Project* with the class. Students should continue working on the *Magazine Spread Project*.

**Class 10:** Students should continue working on their *Projects*. Students should turn in their *Typography Logo Activity* before the end of class.

**Class 11:** Distribute the *Graphic Design Basics: Typography Final Assessment* and allow time for students to complete it. Students should turn in their *Projects* before the end of class.

## Lesson Links

### Butterick's Practical Typography

- [www.practicaltypography.com](http://www.practicaltypography.com)

### Hoefler & Co.

- [www.typography.com](http://www.typography.com)

### Fonts.com

- [www.fonts.com](http://www.fonts.com)

## Career & Technical Student Organizations

### Business Professionals of America

- Graphic Design Promotion

### Future Business Leaders of America

- Digital Design & Promotion

### Skills USA

- Advertising Design
- Graphic Communications
- Pin Design
- T-Shirt Design

### Technology Student Association

- Desktop Publishing
- Promotional Graphics

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## Career Connections

Using the *Career Connections Activity*, allow students to explore the various careers associated with this lesson. See the *Activity* for more details. *If student licenses have been purchased:* Students will select the interviews to watch based on your directions. *If only a teacher license is purchased:* Show students all the career interviews and instruct them to only complete the interview form for the required number of interviews.

- iCEV50470, Brian Johns, Graphic Artist/Designer, Kenyon & Associates, Architects
- iCEV50331, Daniel Hutchinson, Graphic Designer, International Justice Mission
- iCEV50408, Mirhee Kim, Graphic Designer, Converse Marketing



## Lab Activities

### Decorative Typography

#### Directions:

Students will be given a word and will need to design a decorative typeface which represents the word. See the *Teacher Instruction Sheet* for more information.

### Typographic Logos

#### Directions:

Students will be given a variety of typefaces and must create logos for companies which best embodies the cultural and social associations with the typeface.



## Projects

### Typography Samples

#### Directions:

Students will collect samples of typography they enjoy and will reflect on what they admire about the samples.

### Magazine Spread

#### Directions:

Students will be creating a magazine spread using an articles they have pre-approved by you. They must include images, two typefaces and two different instances of alignment. See the *Project* sheet for more information.