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4.1 Typography Rational

The embodiment of hope differs from person to person. Despite this there is the underlying understanding of what hope is - a wish, desire, ambition, a chance. With this in mind two different type fonts were chosen for “On the Pulse of the Morning-”. The base font is the more handwritten style script ‘Segoe Script’ which helps to keep the reader grounded, feel at home, and connects with the image of family and country in the poem. Directly representing hope is the ‘Trajan Color’ font with its three dimensional characters. This adds dimension and emphasis to the words in said font alongside contrast with the Segoe Script. Trajan Color is bold, large, and captivating, much like hope in a time of despair. These same words have been enlarged to show a new poem, although this is a creative liberty on my end, the font could be changed to emphasize more of the keywords rather than a personalized poem in the poem.

A call-to-action is something that motivates, catches your attention, and pays tribute to the calling. For the Hurricane Relief Fund a multitude of font sizes were chosen to emphasize key points of the poster, that being the fundraiser name, time and date, use of proceeds, activities and rewards in that order. The Impact font is used for the name of the fundraiser and the use of proceeds as these two elements are the most important aspects of the poster, come to the fundraiser happy hour - all our proceeds are to help the hurricane relief. The other chosen font is ‘Adorn Copperplate’ with its all capitalized letters helps to establish urgency and a need to act, as if someone were screaming on a stool about the contents of the poster.