

Typography - psychological connotations (Graded discussion)

Due: Saturday, 16 July 2022, 11:59 AM

In the digital world, typography communicates the tone of voice, personality, age, gender, and overall mood of the user, client, and product. It is much more than just choosing beautiful fonts and is a vital component of user interface design. Good typography forms a strong visual hierarchy and graphic balance and sets the overall tone of your product design.

Consider the following two images and your newfound understanding of psychology as it applies to typography. Through these lenses, discuss the connotations the typefaces convey.

Answer these questions in your response:

1. What are the characteristics of the font?
2. Are the psychological connotations deliberate or unintended? Why do you think that?



image 1



image 2

Once done, share your answers by creating a new discussion link through the "**Add a new discussion topic**" button; and/or please feel free to comment to your fellow classmate's posts.

Caution: Moodle will automatically log you out after 2 hours of inactivity. To avoid losing work in-progress due to inactivity, you may wish to first draft and save your forum posting in another program (e.g. MS Word file, Google Doc), prior to copy/pasting your comments into eClass.

Image 1 - I think the typography used for the Please Keep the Door Closed sign is one that leads to people not really taking it seriously. The fact that so many exclamation points were used in the sign really shows that the font chosen does not support or convey the message effectively, in my opinion. A sign that looks like this will be easily ignored. I believe that the psychological connotations of this typography were unintended mainly because they chose such a basic font and visual design that it appears very little thought went into making the sign and the message it conveys. I think the second sign in this image does have deliberate psychological connotations and those are that the message is serious, professional and simple.

Image 2 - I think the font and typography used in image 2 are quirky and convey a sense of uniqueness, whimsy and fun. To me it seems like borderline too much and maybe would have been better to have the Big Sur written the way it is and then have something a little simpler for the rest. Having the whole sign in that font looks a bit messy. I think it still works for that particular bakery, but it's pushing the limits in my opinion. I believe that the psychological connotations are deliberate here and I think it works. The message I get from it is that this is not your average bakery and you can expect to find something different and extraordinary here.

Image 1: Please Keep The Door Closed!!! Thank you!!!

The font in the first sign in Image 1 is capital letters with exclamations, trying to convey a strong emphasis on the message. It was unsuccessful in doing so due to the choice of font that doesn't support the message. Capital letters used in font come across as being shouted at, affecting the speed of noticing and reading the message. The font comic sans itself represents a relaxed mood. It was not the right choice for conveying a serious message and will be taken lightly. The psychological connotations are unintended in the first sign. It feels like being written within a short time frame and feels more rushed.

The second sign in Image 1- has successfully delivered the message. The font used is serious, professional and to the point. Psychological connotations are deliberate and were done after careful consideration to match the tone of the message.

For Image 2: Big Sur Bakery & Restaurant

The font used reflects a friendly mood. It is also harder to read with no flow of words with random upper and lower case letters. It reflects not to be taken seriously; there is no symmetry and balance, making it look messy. Psychological connotations are deliberate; Typography was designed to stand out and represent that this restaurant and bakery offers variety through the coloured sign.

Image 1: PLEASE KEEP THE DOOR CLOSED!!! THANK YOU

The comic sans font used in image 1 “PLEASE KEEP THE DOOR CLOSED !!! THANK YOU!!” does not provide actual visual inflection to the message since comic sans is usually used in a playful situation. Capital letters and exclamation are used to emphasize a sentence. Even though image 1 uses both capital letters and exclamation, it does not convey the intended message because of the poor choice of font.

In my opinion, the psychological connotations of this typography are unintended because choice of the font does not truly represent the main message.

The second sign in the first image: The choice of font is simple, straightforward and professional. The psychological connotations of this typography are deliberate and indicates sensibility and provides actual visual inflection of the message.

Image 2: Big Sur Bakery & Restaurant

The font used in Big Sur Bakery & Restaurant is mix of different fonts which looks like a decorative font. The typography is unique and stylised which have added personality to the business. However, due to uneven font size, random upper and lower case, and different colours, the reader has to emphasis more on mechanic of the reading which could have been more simplified. The psychological connotations of the typography are deliberate and indicated the restaurant is unique and has lot to offer in terms of their products and services.

Top: The first word that comes to mind here is amateur. The use of exclamation points and uppercase indicates that this is an important message, but the use of a casual font says otherwise. Comic Sans isn't a font that is taken seriously, and as such the message isn't taken seriously. It's likely the person that created this used a default font on their computer vs. putting real consideration into what is conveyed, so I would say this is unintentional.

Bottom: The first word that comes to mind here is straightforward. The font is easy to read, professional and in terms of personality, basic. I would say this is a deliberate choice of typography in creating this poster.

IMAGE #2

Quirky and eccentric are the characteristics of this sign, which promises the reader that there's a variety of interesting menu and over the counter items inside, unique things you may not normally find in a restaurant or bakery. This would be a deliberate choice that reflects the experience/service/products they have to offer.

Image 1:

I believe that the choice of Comic Sans makes the first poster seem less thought out and gives a distinct impression of unprofessionalism. It is considered to be an older font that is made for more fun and exciting messages. Considering that this sign is supposed to be for a warning, it isn't appropriate. It also makes the personality of the sign seem older.

The second sign in Image One seems much more professional. It is easy to read and to the point. I do find it funny that it is still in a Sans Font though. It looks more like the kind of font one would use for an email.

Image 2:

This is definitely a more Decorative font. It conveys that the bakery is eclectic, fun, and down to earth. I would also say that it does not look very professional though. I believe that the kerning needs to be more carefully put together. The sign is hard to read since its main objective is to attract customers. I believe that this could be a very good sign with a few small fixes to make the font more legible.