



Introduction

Typography is literally the art and study of fonts or print letters. Fonts come in various styles, spacing's, shapes, sizes or heights all giving a particular theme or tone to the message.

For example, Comic Sans is a cartoonish font that is suited to comic books or kids writing. However, many graphic artists or designers typically don't like this font because of its child-like qualities.

A script font has an elegant feel and is best suited to wedding invitations or formal events to create an opulent tone. However, these fonts can be difficult to read.

Helvetica is a designer favourite font that was invented in the 1950's that has a contemporary modern feel that has remained timeless. This is the font of choice for many corporations such as FedEx or American Airlines.

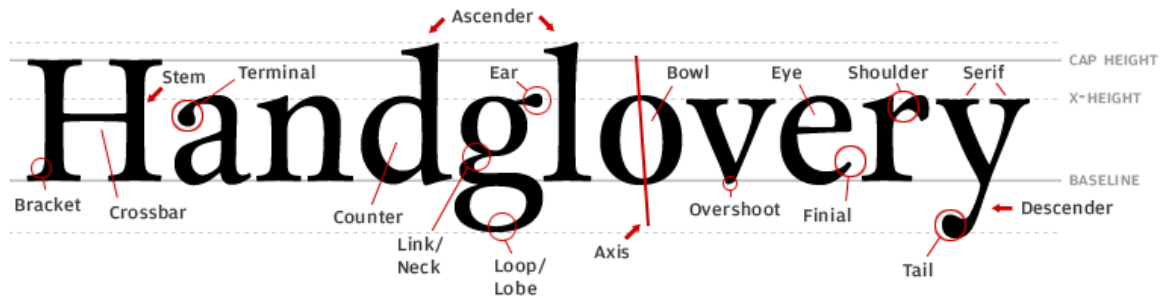
Spacing of font between letters is equally important as it can signal sophistication and avant-garde qualities.

A coloured font can be important for expressing feelings. A blood curdled red font can symbolize anger, death or love.

EDDY'S BONES PLANK Cracked
CREEPY Blur CHOCOLATE
COFFEE SACK FLOWER POWER
Cathedral GAUSS RUBBER STAMP
celtic SPIKE Beau Amaze
Borghs Cracked Southwestern
ELIZABETH Wright Bart BIG NIB
FANZEE Oak Ridge NEW YORK
Lauren DECO Parisian Crane
FATSO DEVON NATIVE
Catchup Expose Heidleberg
IRONWORK Asia TEMPLETT
Cocoa Billboard DAVIS
GREMLIN Brando EXPHEL

Overview of Fonts:

Your task is to go on a font scavenger. Using the glossary of terms and the visual example on the anatomy of font to help you better understand what you should be looking for.



Ascender

Any part in a lowercase letter that extends above the x-height, found for example in b, d, f, h, k, etc. Some types of ascenders have specific names.



Baseline

The imaginary line upon which the letters in a font appear to rest.



Bowl

The curved part of the character that encloses the circular or curved parts (counter) of some letters such as 'd', 'b', 'o', 'D', and 'B' is the bowl.

Bracket

The bracket is a curved or wedge-like connection between the stem and serif of some fonts. Not all serifs are bracketed serifs.

Crossbar

The (usually) horizontal stroke across the middle of uppercase 'A' and 'H' is a crossbar.

Counter

The enclosed or partially enclosed circular or curved negative space (white space) of some letters such as d, o, and s is the counter.

Descender

Any part in a lowercase letter that extends below the baseline, found for example in g, j, p, q, y, etc. Some types of descenders have specific names.

**Eye**

Much like a counter, the eye refers specifically to the enclosed space in a lowercase 'e'.

Serif

A style of font that contains a foot at the end of each stroke. Serif fonts are typically found in printed materials because increased readability.

Sans Serif

A style of font that does not contain a foot at the end of each stroke. Sans Serif literally means without foot. This font is often found online because it is perceived as easy on digital texts.

Terminal

The end (straight or curved) of any stroke that doesn't include a serif.

Activity:

Find fonts that best fit each of the descriptions below. You can search fonts by using ones installed on this computer or go to various free font sites such as <http://www.1001freefonts.com/> or <http://www.dafont.com/> and capture an image of each using the snipping tool. **You will require two different fonts for each type (cannot use the same font twice).** (20 marks)

- Fonts with really tall ascenders

Baroque Script

•

Reorda Script

•

- Fonts that do not line up with the baseline

Static Buzz

•

Dot Tricks

•

- Fonts with huge bowls

begok v15

•

VONIQUE 64

•

- Fonts with square brackets from the Serif family

MOORA LIGHT

•

Linux Libertine

•

- Fonts with non-straight or curved crossbars

JUNEGULL
ORGANO

•

- Font families that do not contain any descenders

VTKS STORM

•

THE LAST CAL

•

- Fonts with non-curved eyes

• square deal
• TOPO

- Fonts that are Sans Serif

• HEADING NOW
• Tommy

- Fonts that are Serif

• New York
• EDITION

- Fonts with rounded terminals

• ubuntu title

. Bouquet Font

Evaluation

The total activity is worth 20 marks with one mark for each correct font shown.