

Task A 12ADE

Typography visual factsheet

Present your findings in A4 format inside your clearfile

Make your answers as visually exciting as possible, using lots of digital skills in Illustrator and Photoshop.

1. What does “typography” mean?

2. Define the words in the **coloured** box - what do they **mean** in the **context** of **typography**?

Remember to make your answers visually interesting - SHOW what the words mean.

Font	Uppercase
Point	Lowercase
Kerning	Alignment
Ascender	X Height
Descender	Baseline

3. COPY THE FOLLOWING PHRASE:

A typeface refers to a specific design of an alphabet. Each typeface has a name for identification.

Many typefaces are designed in a variety of type styles.

Find and make examples for the following typestyles:

a. **italicised** b. **bold** c. **light** d. **condensed** e. **extended**

4. COPY THE FOLLOWING PHRASE:

If we combine all the styles and sizes of a given typeface we have a family of type.

Using type styles from within the same family gives a piece of typography unity.

Find visual examples of type from **two** different families

5. COPY THE FOLLOWING PHRASE:

All typefaces are based on three families or combinations of them.

Find visual examples of **serif**, **sans serif** and **script** typefaces

6. COPY THE INFORMATION BELOW INTO YOUR PRESENTATION:

Typefaces all create certain moods and associations in the viewer

- *Roman / serif fonts tend to be seen as more formal and traditional*

- *Certain types of script also can be seen as formal (like in a wedding invitation)*

- *Modern typefaces tend to be simplified, curved, streamlined and bold*

- *Typographers often use handwritten styles to create a more personal feel*

- *The idea of distorting and layering letters is quite new and a contemporary use of typography. A recent trend is for lettering to communicate their appearance rather than their content.*

Find examples of the following: traditional Roman, traditional script, a simple modern typeface, handwritten, Wild Western style, child-like, machine-like, street/graffiti, Circus style, 1950s American style, Gothic/medieval, 1960-70s style