



Typography 1 // Worksheet 1

Typecast

Like some Hollywood actors, some typefaces are “typecast”. From the look of a certain typeface, we may think of wedding invitations. Or going to the circus. Or Paris in the 1920s.

The typeface itself is part of the vernacular and, at times, can be used as visual shorthand to convey the subject’s mood or purpose. Don’t believe us? Try matching each character in this alphabet to the description on the left that best suits it.

Put your answers on this sheet using Acrobat or write on and scan this page and post before the end of the module in the Class Discussion topic provided for it in Module 1.

Sport
Horror
Nuptial
Circus
Art Nouveau
Heavy duty
Kinetic
Irish pub
Fashion magazine
Credit card
Asian restaurant
Wild West
Shipping crates
Manuscripts
Greek mythology
Journalism
Digital age
Disco
Kindergarten
Art Deco
Heavy metal
Road sign
Whimsical
Camping
