

ABCDEF GHIJKLMNOPQRSTUVWXYZ

Font Project

FP111 Trends And Concepts

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Objective:

Choosing the right font or typeface for a job can be an overwhelming task. To begin the selection process, it is critical to ask two important questions: what do I want my audience to take away from the design, and what visual means can I use to help do this? Every font or typeface has a different personality—some shout and others whisper. The challenge is to recognize their personality and make appropriate use of it in your portfolio and branding theme (design) for this project.

Requirements:

Select a typeface or font whose visual stylistic qualities best demonstrate your rational or emotional understanding of each of the following words.

Patriotic	Angry	Sophisticated	Financial
Retro	Friendly	Technical	Foreign
Weird	Villain	Fashionable	Frightened
Comic	Quickly	Tired	Heroic
Feminine	Masculine	Shy	Athletic

Process:

Choose one font or typeface for each word and set the work in that font or typeface. You can only use one font or typeface or type family; no two words can be in the same font or typeface.

For the font or typefaces that you have available on your computer and which every program you choose to use In-Design, set the word in caps, lowercase, or mixed case, whichever most effectively captures the chosen word. Set the words in a vertical, centered column using a font point between 14 and 28, making them all optically the same size (the actual point size might vary).

Hand in requirements:

Create an 8 1/2 x 11 In-Design document. Showcase the word and a one-sentence summary of why you choose that font or typeface. Your description should be in Arial font.

Note: When choosing your font or typeface for your catalogue keep in mind personality what the font is saying or projecting and it is consistent with your theme and branding of yourself.

Keep your font choices to 2 or 3 learn how to use them well

- Legible and readable
- Consistent
- Well spaced
- Even color and texture
- Properly spaced
- Do leave white space

In addition text vs. display text (display text is for titles and headings)

Due Date: