TYPE

TYPE is used heavily in graphic design. Viewers perceive type simultaneously as: *text to read*, *as a shape*, and as a *purely visual element* – where the letterforms themselves convey *meaning* and *feeling*.

Types of font:

* Serif - font that have short lines or serifs streaming from the upper and lower ends of the strokes of a letter.
* San Serif – fonts that do not have serifs. Typically these fonts have a more modern feel than serif fonts. They are used often in headlines or captions because they tend to stand out more than serif fonts.
* Display – These fonts tend to be very ornate and are typically used to “display” a product.
* Script  **-** These fonts are derived from calligraphy and are most commonly used to convey elegance and sophistication.

ASSIGNMENT

* Choose a word and **illustrate** that word using the characteristics of that word.
* Brainstorming –3 - 5 thumbnail sketches of words / designs, before you work on your final piece.

Your Finished piece MUST be full page in size, be a **polished** and finished piece, NOT a rough sketch.

Think!

How can you illustrate your type to give meaning to the word?

What characteristics can be used to show meaning?

Example