The style & purposeful arrangement of type or lettering

Neville Brody/Nick Poyner Clip from "Helvetica"

# SERIF vs. SANS SERIF

A serif is a semi-structural detail (dash) at the end of some strokes of the letter/symbol. The most common serif font is Times New Roman.

A sans-serif font does not have these extra strokes at the ends of each symbol. “Sans” comes from the French word without. San serif fonts are slightly easier to read.

AaBbCc

AaBbCc

# Script Fonts

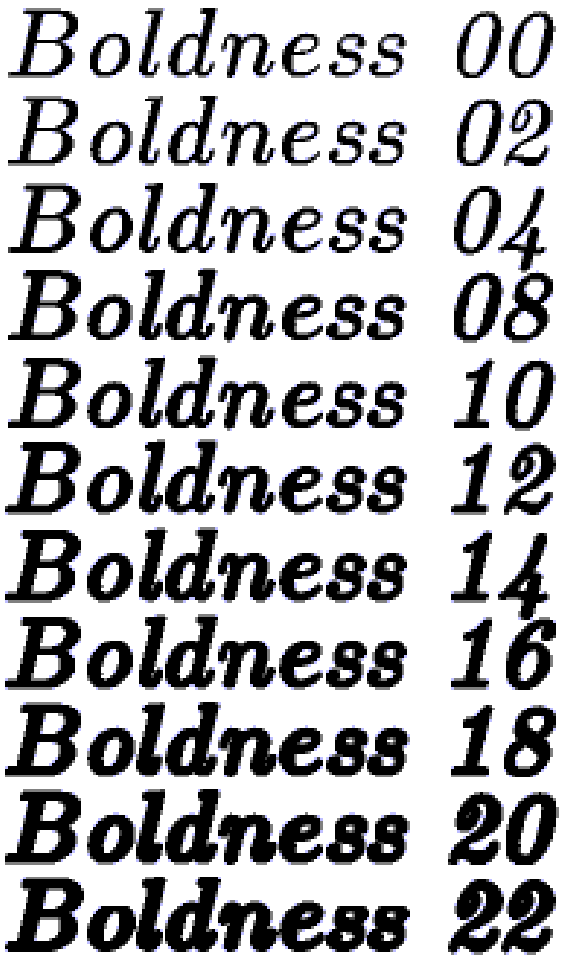
Typefaces that are based on the varied and fluid strokes created by traditional handwriting. Now they are organized into highly regular types.

EXAMPLES:

# BOLD Fonts

Bold typefaces emphasize words in a text by using a differently styled font from the rest. Many fonts have their own versions of bold (usually thicker lined type).

EXAMPLES:



# *Slant or Italic Fonts*

Italic typeface is a type of cursive slanted slightly to the right; it is based on traditional calligraphic handwriting. Italic fonts are used to exaggerate a specific idea, similar to bold typeface many fonts have their own version of italic.

EXAMPLES:

*Italic fonts are based on cursive writing.*

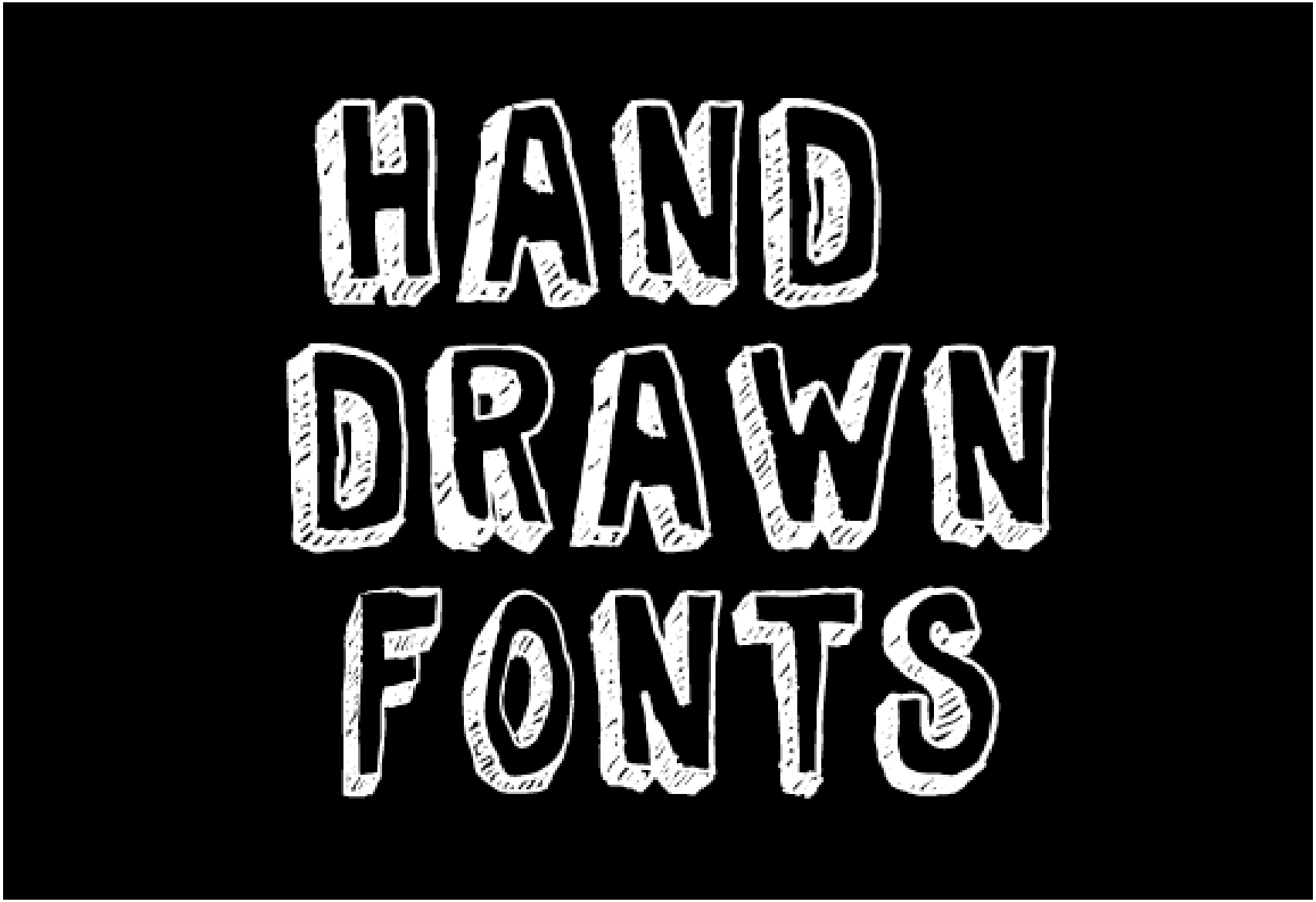
*Slanting a letter is not the same.*

Calibri

**Calibri Bold**

*Calibri Italic*

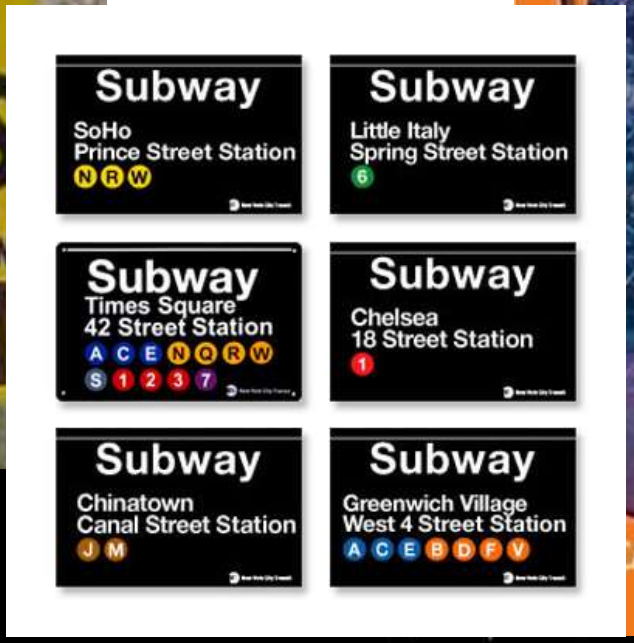
***Calibri Bold Italic***

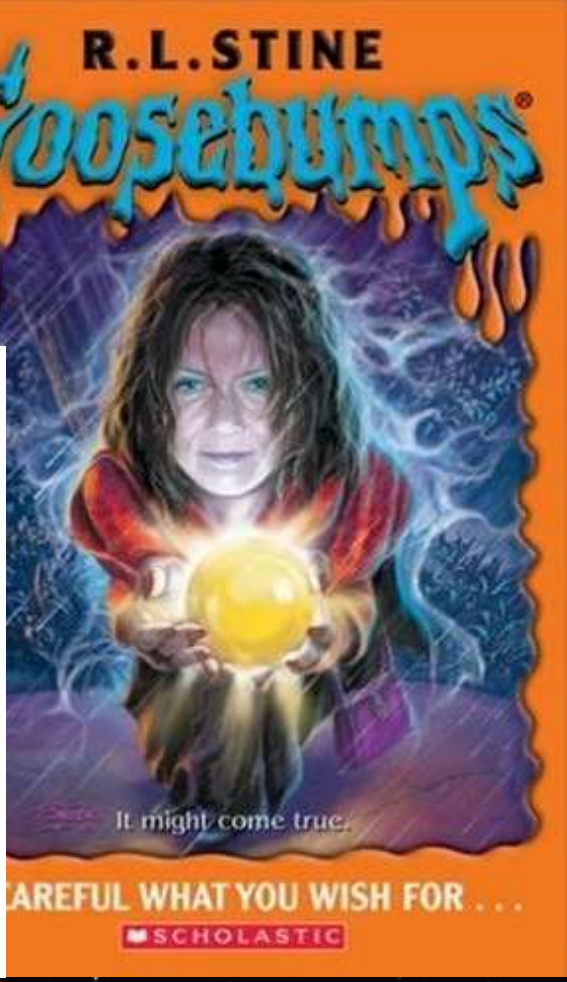



Handwritten fonts are usually unique in every letter.

DaFont

MTV
MUSIC TELEVISION®

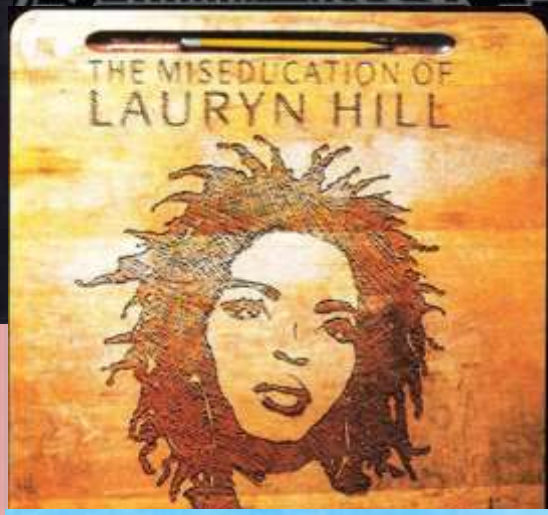


RANCID
...AND OUT COME THE WOLVES!

Devastatin' Dave
The Turntable Slave
ZIP
RAP
ZAP

AC/DC


THE MISEDUCATION OF
LAURYN HILL

FEMME FATALE
britney spears

Britney Spears
...baby one more time

LONELY HEARTS
BEATLES

# Websites to Check Out

[Manipulating Type]

[Type is Art]

[Graffiti Creator]

[Typography Magazine]

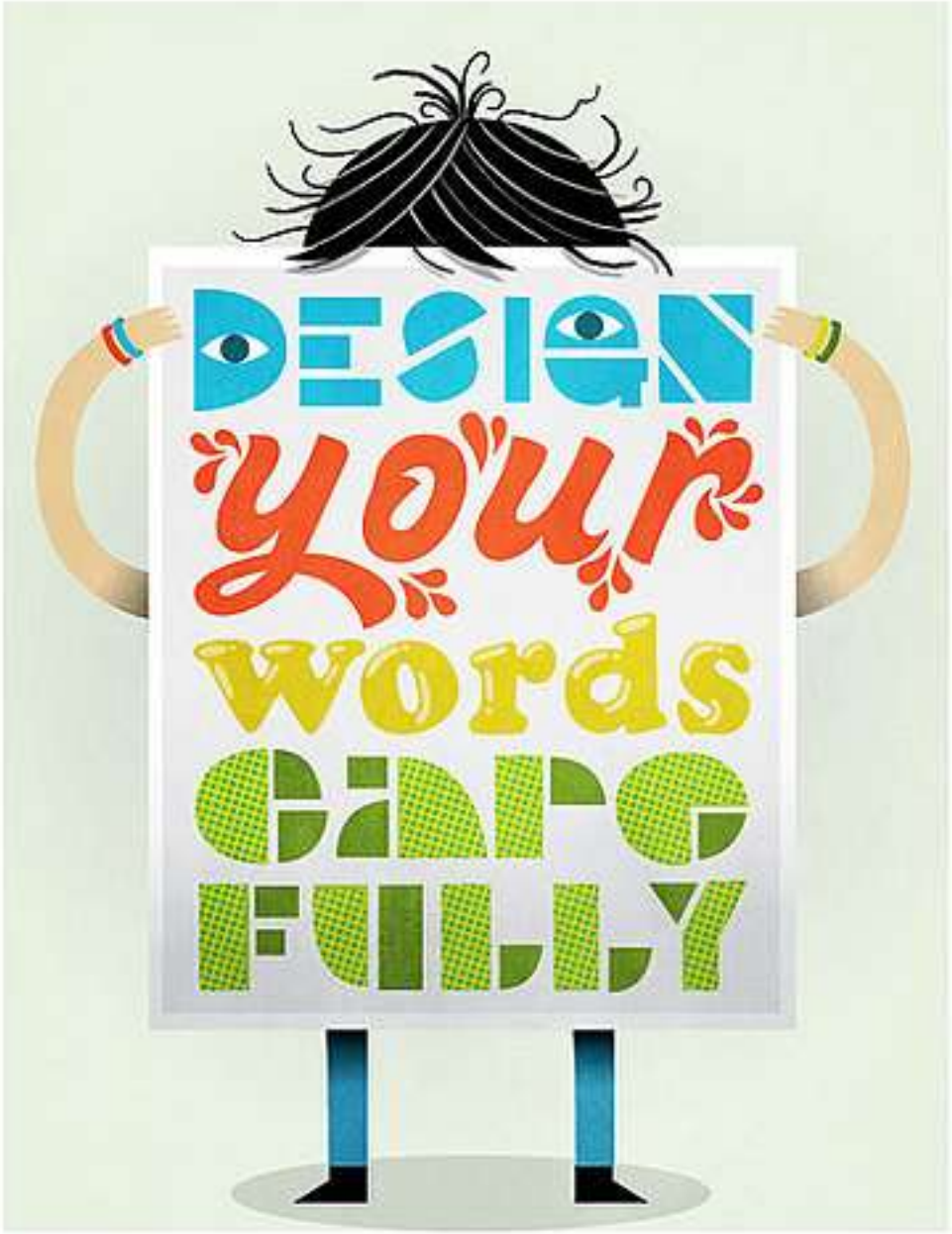
[Font Database]

[I love Typography]

[Typography Served]

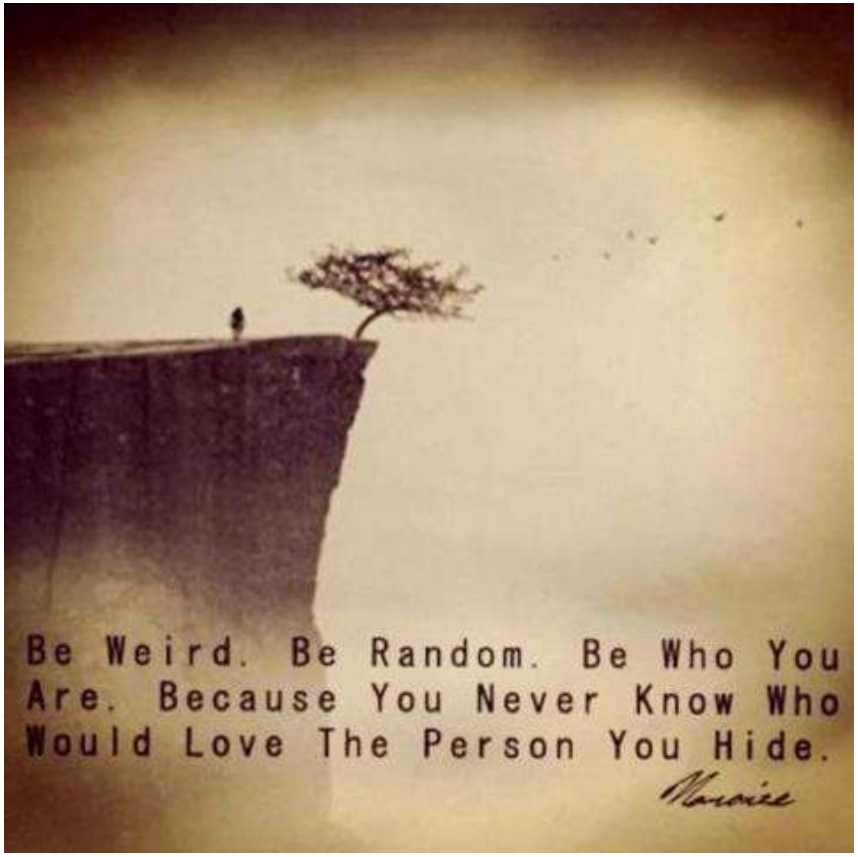
[Designing Type Projects]

LIFE IS A
GREAT
BIG CANVAS
throw all
THE PAINT
on it
YOU CAN
-DANNY KAYE


DESIGN
your
words
CAREFULLY

kindness is a language
that the deaf can hear
and the blind can see

- Mark Twain




IT'S NOT WHAT THE WORLD HOLDS FOR YOU
IT'S WHAT YOU BRING TO IT

ANNE SHIRLEY

Hand Lettering Tutorial

DON'T
JUST FLY
SOAR!

EXPECTATION
IS
THE
ROOT
OF
ALL
HEARTACHE
FD

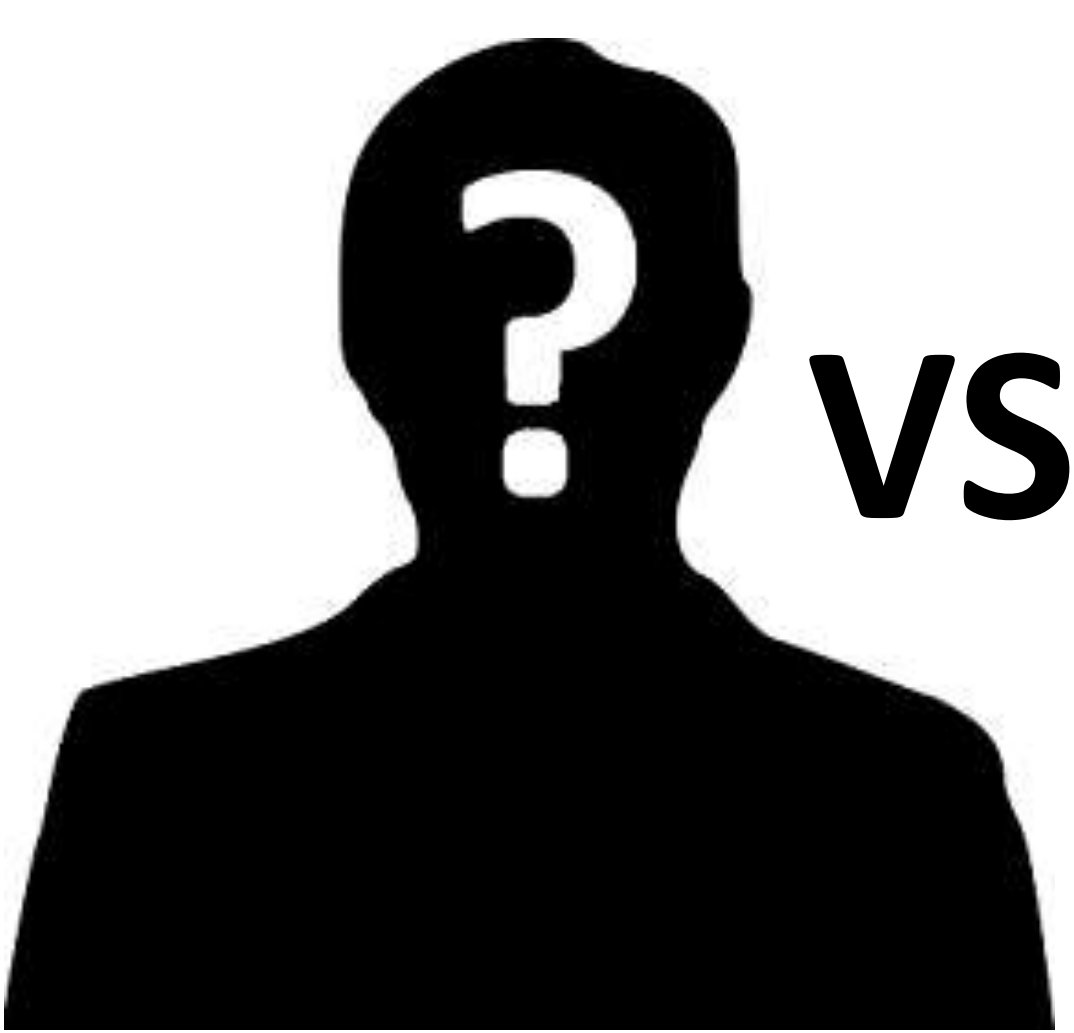
# ILLUMINATED MANUSCRIPTS

[Video]

[Article]

# SILHOUETTE

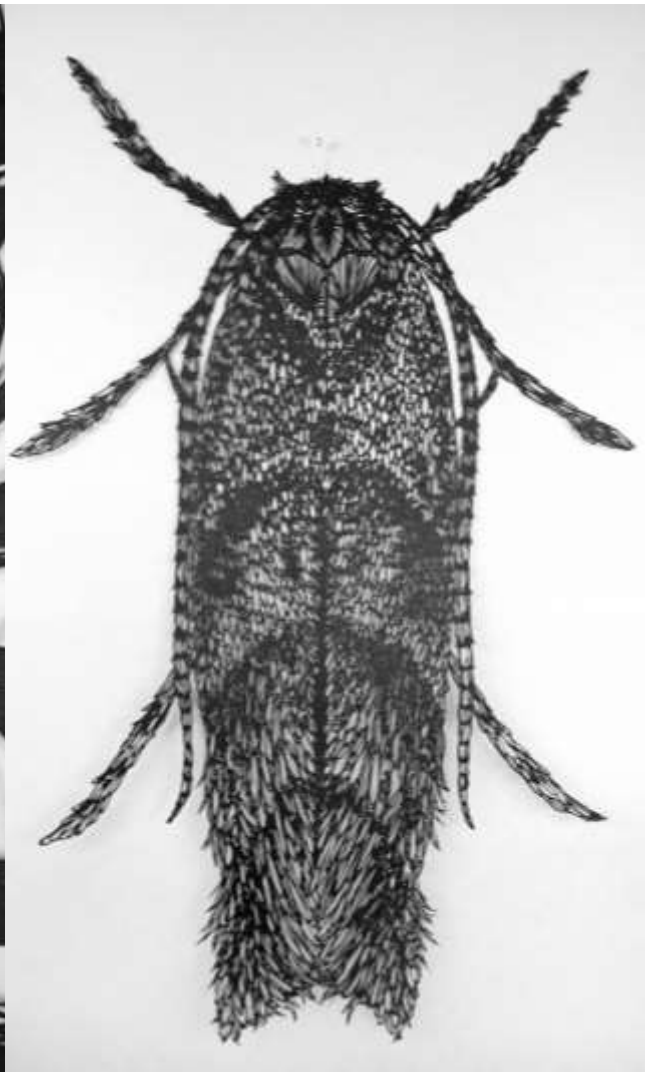
An image of a person, place or thing represented only with a solid shape using a single color, created using the item's outline.



**VS**

# HIRONI MONEYHUN

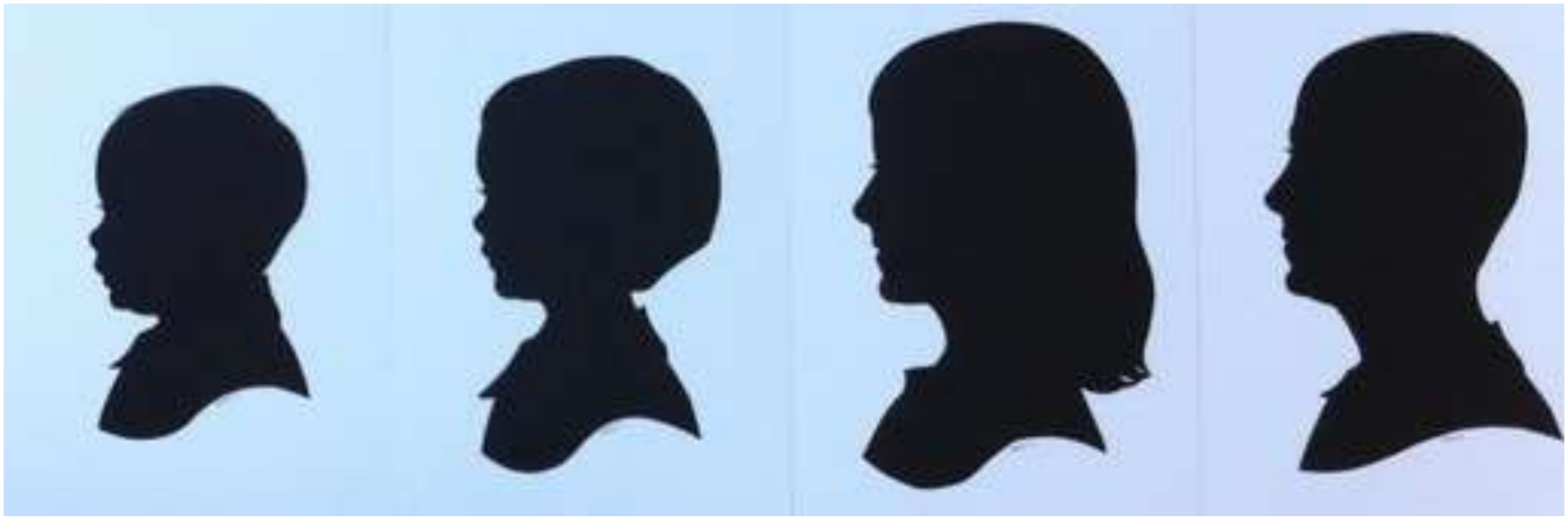
A cut-paper artist in the Japanese style known as Kiri-e



Website

Video

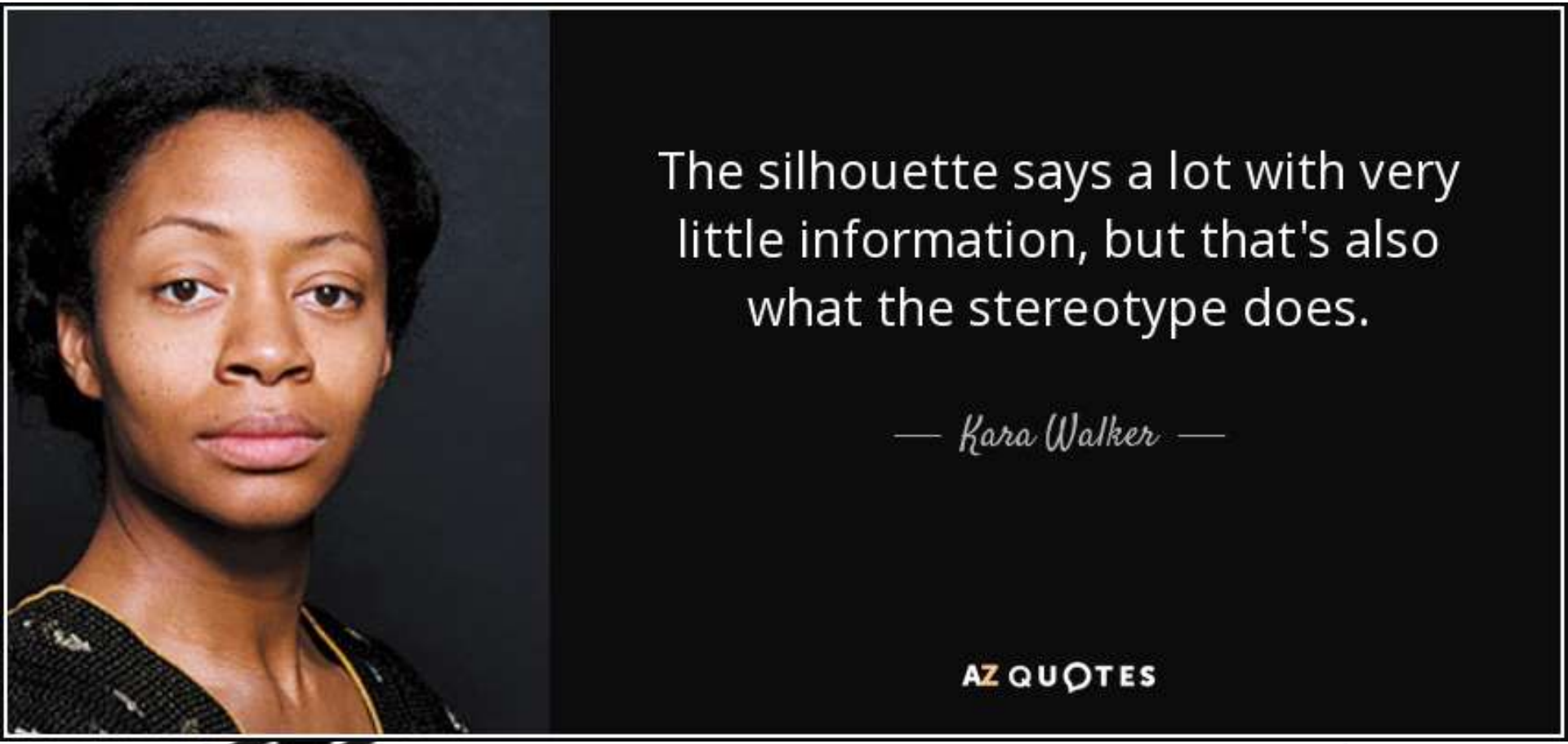
# KARL JOHNSON



Tutorial

Website

# KARA WALKER



Video

Website

"...AND REMEMBER, THE NEXT SCREAM
YOU HEAR MAY BE YOUR OWN !"

# THE BIRDS

STARRING:
ROD TAYLOR . JESSICA TANDY . SUZANNE PLESHETTE . TIPPI HEDREN
DIRECTED: ALFRED HITCHCOCK

"SEEING ISN'T ALWAYS BELIEVING"

# REAR WINDOW

STARRING:
JAMES STEWART . GRACE KELLY . WENDELL COREY . THELMA RITTER
DIRECTED: ALFRED HITCHCOCK

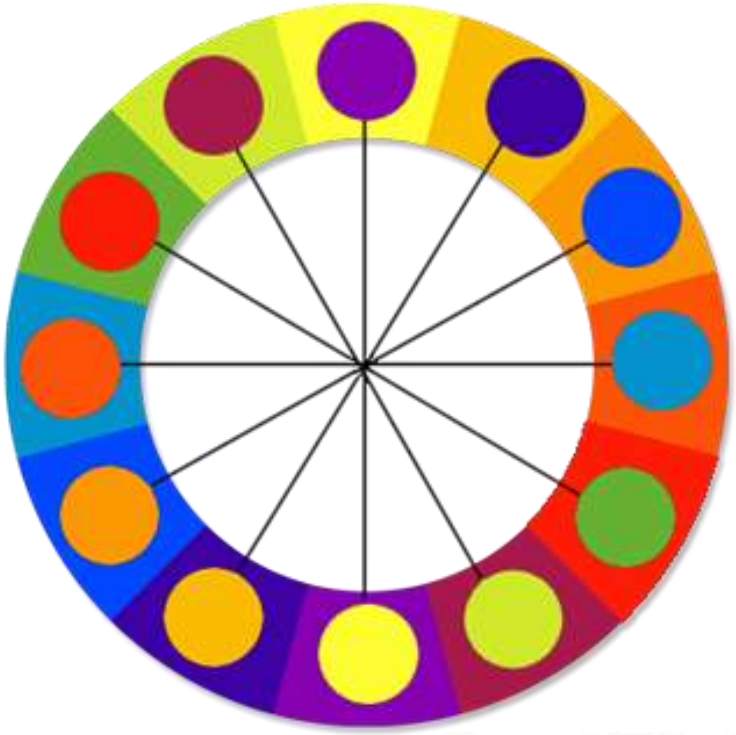
"WE ALL GO A LITTLE MAD SOMETIMES"

# PSYCHO

STARRING:
ANTHONY PERKINS . VERA MILES . JOHN GAVIN . JANET LEIGH
DIRECTED: ALFRED HITCHCOCK

a good idea
BECOMES A
great
idea
when
you LET it
OUT.
ABOLIDIA.COM

# EXAMPLES



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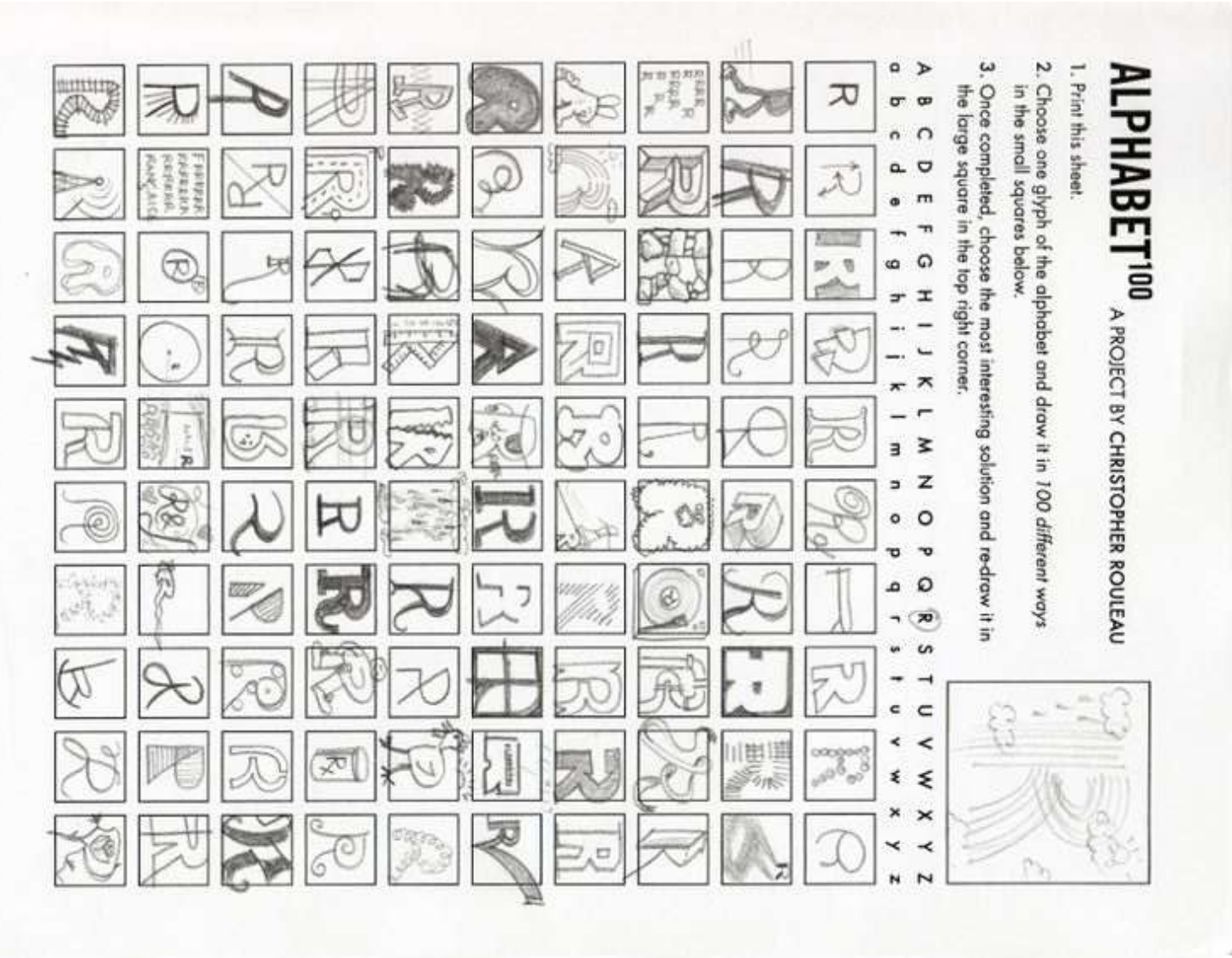
# CONTRAST

## Good High Contrasting Colors

## Poor Low Contrasting Colors

# TYPOGRAPHY PRACTICE

While you are waiting to trace and cut your silhouette…

Please complete this typogrpahy practice sheet to attempt different writing styles prior to the final product. This is a part of your final grade. I also expect you to practice writing the 6 word memoir on the back or on a separate paper.

Remember DAFONT is a great online resource for lettering styles