Typography

Typographic skills are essential for designers communicating using written language. Building a greater understanding of how to select and control typefaces to convey a message, create hierarchy and embellish design work.

In essence, typography is the art of arranging letters and text in a way that makes the copy legible, clear, and visually appealing to the reader. Typography involves font style, appearance, and structure, which aims to elicit certain emotions and convey specific messages. In short, typography is what brings the text to life. (stolen from here https://careerfoundry.com/en/blog/ui-design/beginners-guide-to-typography/)

https://creativemarket.com/blog/typography-rules

https://bookstack.chesterwhitwell.co.nz/books/typographic-classification-and-anatomy/

learning objectives

Level 4

- Describe and recognise major type classifications. (eg. Serif, Sans-Serif, Script, Display)
- Select and use combinations of type-faces in design work.
- Efficiently and effectively control typefaces in software. (Font and family, Size, alignment)
- Apply fundamental principles of design to the use of typography in design work.

Interactions, engagements and activities

Learner should be exposed to example of major type classification and be made aware of sub-categories. Encouraged to memorise major classification and be able to recall the names of type face that fall into them.

Activities that involve typeface identification and sorting are a great way to encourage memory.

Picking typefaces that resemble logos they know or associating them with a particular adjective. (eg. choose a type face that resembles strength)

Level 5

- Describe and recognise sub-categories of type classifications. (eg. Old style, Modern, Transitional, Grotesque, Geometric, Humanist)
- Use typographic terminology to describe typefaces and letterforms.
- Efficiently and effectively control typefaces in software to maintain consistency within and between documents. (Tracking, Kerning, Paragraph and Character styles). *(maybe move to Graphic Design)*
- Describe the effect on Readability and Legibility typographic choices have.

Students Will:

1. Should be confident following the Yoobee house rules for typography, selecting and controlling typographic elements in a piece of design work.
2. Be able to recognise and correct common typographic errors and be able to use type appropriately for a range of unique outcomes

Interactions, engagements and activities

Demonstration that show how to identify common typographic errors and how the occur.

Activities that require learners to Identify common typographic errors in existing documents, and allowing students time correct the errors.

Asking students to refer to the house rules before completing a document.

Level 6

- Describe historic influences on typography.
- Modify existing typefaces and construct new ones.
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Interactions, engagements and activities

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