



Science Hill High School

Career & Technical Education

Arts Communications Cluster

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DA&D II – Assignment 9

Title:

Typeface – Recognition and Characteristics

Body:

Knowing what the typeface is and how to use it in communications is vital in today's world. With all of the new media avenues we have in our society allows us to communicate in so many different ways.

Assignment:

1. Using the internet research trends in type design and ways they are being used.
2. Acquire examples of type classifications, styles, formats, and spacing from electronic magazines, publications – newspaper, advertisements, etc. (six minimum examples)
3. Compile your above research in a Microsoft Word document(s)
4. Create three logos utilizing the typefaces that you have researched. (Photoshop – save your work on the atvs share under a new folder labeled Typeface as a .gif or .jpg)