

TONZ DESIGNZ
VISUALLY COMMUNICATING

Intro

Hellooooooooooooo

Aims

Understanding ways fonts can be used

Looking at emotions of fonts

How companies use them

Objective

Share a resource Dafont.com

Research using the site

Discuss thoughts and feeling
of chosen fonts

What you will need

Pen, paper, colours if you have them
access to internet phone or tablet

Ice Breaker

Articulate two teams

Small Ice Breaker

To get the creative juices flowing

How many can you get right?

1 minute on the clock

2 volunteers

Some history of fonts?

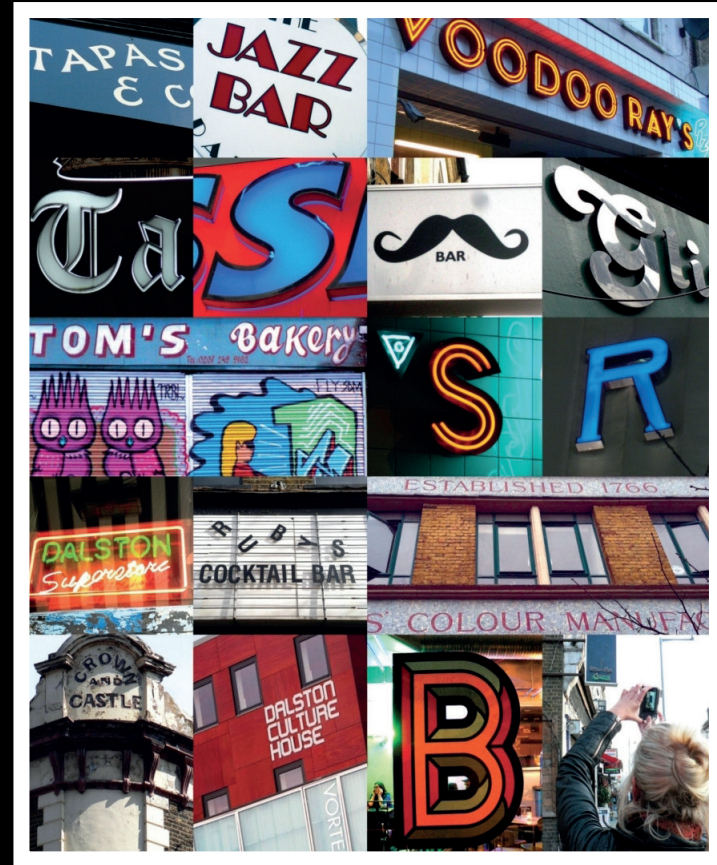
The first typeface was a Blackletter, used on the first printing press, in 1440.

This typeface design was created to mimic the calligraphic handwriting used by monks to hand-transcribe manuscripts prior to the invention of the printing press.

The oldest English font?

Blackletter, also known as the Old English, Gothic, or Fraktur was the first invented font in the world.

The style received recognition from many people due to its dramatic thick, and thin strokes.



Olde English

Categorized typefaces:

Serif

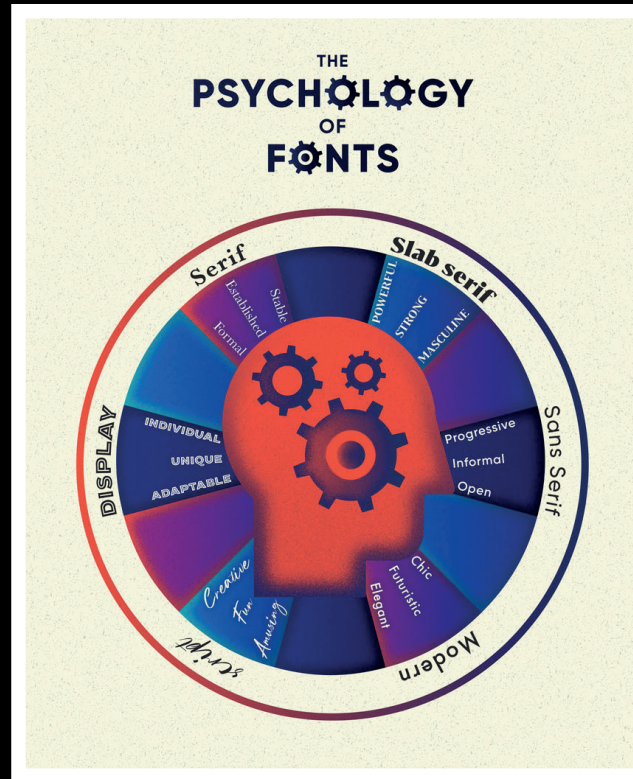
Slab serif

Sans serif

Script

Monospaced

Display



Serif (Minion Pro)

- Old Style (Adobe Jenson Pro)
- Transitional (ITC New Baskerville)
- Modern (Bodoni)

Slab Serif (Clarendon)

Sans serif (Myriad)

Script (Coronet)

Blackletter (Teutonic No. 1)

DISPLAY (LiquidCrystal)

Monospaced (Courier)

❖❖■✱⊙⊗▼
(Dingbat)
(ITC Zapf Dingbats)

Psychology of Fonts

Designers can manipulate the psychological responses of their viewers by making informed choices of a design such as colours and fonts.

Most businesses recognise the value of applying the psychology of fonts in marketing and brand design..

Fonts have emotions?

Different fonts have been proven to have astonishing effects on human psychology, with some powerful fonts even able to alter the taste of food or make people angry to the point of social revolution







Recap

Fonts is an important part of design it communicates the tone of a piece or artwork.

The **weight** **texture** **and shape**

of a font determines how we perceive the text and it plays a large part in getting a message across.

The task.....go to

www.dafont.com

Choose any 2 of these words
and illustrate by hand with a pens, pencils or colours.

Find fonts that fit theses emotions

In your own words we will share why

Happy

Peaceful

Sad

Shy

Angry

Confused

Any Questions?