

Unit 1: Graphic Design – Typography

Estimated time – (2) 45 minute class periods

LEARNING OBJECTIVE:

Students will be able to analyze and create various typographic designs, understanding the role of typography in graphic design.

ASSESSMENTS:

Students will submit a typographic poster that integrates learned concepts, demonstrating mastery of typography principles.

KEY POINTS:

- Definition of typography and its significance in graphic design.
- Different types of fonts (serif, sans-serif, display) and their appropriate usage.
- Importance of hierarchy, spacing, and alignment in design.
- Tools and software commonly used in typography (e.g., Adobe Illustrator, Canva).
- Common typographic mistakes and how to avoid them.

OPENING:

- Begin with a visual presentation of famous typographic designs.
<https://www.andacademy.com/resources/blog/graphic-design/best-typography-examples/>
- Ask students: “What emotions do different fonts evoke?” to engage discussion.
- Introduce the lesson with a brief overview of what typography entails and its impact on design.

INTRODUCTION TO NEW MATERIAL:

- **Typography** – Includes **6 min video**, and break down of video on the site
<https://edu.gcfglobal.org/en/beginning-graphic-design/typography/1/>
- Demonstrate how to identify different font types and their uses.
- Discuss hierarchy in typography with examples, showing how it guides the viewer’s eye.
- Anticipate the misconception that any font can be used for any purpose; clarify that context and audience matter.

INDEPENDENT PRACTICE:

- Have students work in pairs to create a digital or printed poster on Typography DO's and DON'Ts.
- **OR PURCHASE** this worksheet <https://www.teacherspayteachers.com/Product/Typography-Scavenger-Hunt-Worksheet-11181349> for **\$2.00**. Scavenger Hunt around school examining fonts used and answering questions.

CLOSING:

- Conduct a quick "Gallery Walk" where students display their posters.
- Have students provide peer feedback using a structured format (e.g., "I like...", "I wonder...").

EXTENSION ACTIVITY:

- Students who finish early can explore advanced typography techniques, such as kinetic typography or 3D text effects, and create a short animation using these techniques.

HOMEWORK:

- Research a famous typographer and write a short report on their style and contributions to the field of design.

STANDARDS ALIGNED:

- PA Standard 9.1.12.A - Demonstrate an understanding of the elements of art and design.
- PA Standard 9.4.12.A - Analyze and evaluate the effectiveness of visual communication.
- PA Standard 9.2.12.B - Analyze and interpret works of art in relation to history and culture.