

Type Designer

Vocabulary

Directions: Go to <http://www.webgalactic.com/styleguide/typography.html> to find the definitions for the following vocabulary words.

Typeface –

Font -

Ascenders -

Descenders -

x-height –

Cap Height -

Typography – The Designer

You are a designer with a Typography Firm and a client has asked you to design an alphabet centered around the definition of one word. That one word would be one that you would choose. Like the DOT project, you would choose a descriptive or action word.

The client would like to see what one letter would look like before you begin with the entire project. That letter would be the first letter of the word that you choose.

Example: You choose the word Fuzzy. The client would like to see what the letter F might look like.

Here is a list of descriptive words to choose from.

Tangled	shaggy	metallic	freezing	scaled	burning
Prickly	shiny	shaggy	spiky	bumpy	iridescent

Directions:

1. Choose one of the above descriptive words.
2. In the boxes at the bottom of the page, design/create four different ideas for the first letter of the word that you chose. (Example – If you chose Fluffy - You would create four different designs for the letter “F”).
3. Please be sure to include Ascenders, Descenders, x-height letters and Cap Letters.
4. Design the letter to look like the word that you chose. Fluffy could look like a cloud or a cotton ball, etc.
5. Choose one of your designs and write out the entire word (on the last piece of paper) using the same characteristics as the design that you chose. All of the letters would look like they come from the same alphabet(Font).
6. Add color to enhance the design.



