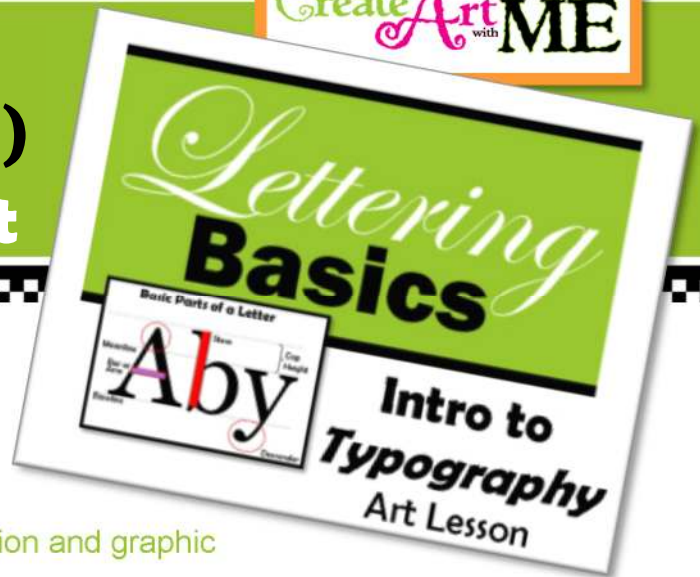


# Intro to Typography – Lettering Basics (Lesson 1)

## Lesson Plan & Worksheet



**Lesson Plan:** Intro to Typography – Lettering Basics (Lesson 1)

Typography and graphic design lettering styles play a major role in the area of visual communication and graphic design.

### Day 1

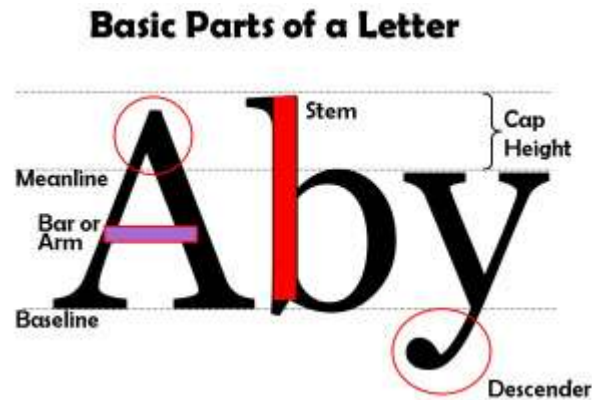
**IO:** Learn the basics of letter formation. Learn and identify parts of a letter (anatomy of a letter). Understand that text style is important part of visual communication and that formats are varied to convey different messages.

### Delivery: The Language of Lettering

- **Typography** is the design and use of typefaces as a means of communication.
- Typography began with the first printing press-the Gutenberg, but really has its roots in hand-lettering (Calligraphy, Illuminated text, etc.).
- Lettering or typography is a **very important part of visual communication**. Fonts can communicate strength, power, emotion and personality. Think of some company logos that are just a typeface (Coke, Fender, Canon, etc.) What color are they? What does the construction of the typeface communicate about the company?
- **Parts of a Letter:**
  - **Basic list: Letter Anatomy by Eric Miller -excellent information!**
    - **Baseline:** the invisible bottom line on which characters sit.
    - **Meanline:** the middle line that is at the top of most lowercase letters such as “o,” “p” and “r.” It is also at the curve of letters like “h.”
    - **Cap Height:** the distance from the baseline to the top of uppercase letters like “B” and “H.”
    - **Ascender:** The part of a character that extends above the meanline.



- **Descender:** The part of a character that extends below the baseline, such as the bottom stroke of a “g.”
- **Stem:** The stem is often the main “body” of a letter. The vertical line of a “B” and the primary diagonal line of a “V”.
- **Crossbar or Arms:** Bars are horizontal or diagonal lines of a letter, also known as arms, and are open on at least one side. “E” or “T”



## Serifs, Cases & Styles of Lettering

1. **Serifs:** Fonts are often divided into serif and sans serif.
  1. **Serif** fonts are distinguishable by the extra decorative line (style endings) at the ends of the character (examples of serif fonts are Times Roman and Georgia )
  2. **Sans serif** do not have the extra decorative lines. (examples of sans serif fonts are Arial and Impact )
2. There are **3 “cases”** in lettering: **UPPER, lower** and **Mixed**
3. **4 Main Styles of Lettering:**
  - **Roman Style**, a “thick and thin” letter, often has thickness in different stem places. It usually has “serifs” on each stem end.



4. **Poster Style**, bold or general, is very popular and easy to read. It has even thickness in all directions and may or may not have serif endings.



**Aharoni**  
**Berlin Sans**  
**Arial Black**  
**Eras Bold**  
**Impact**

### **Poster Style**

Bold or general, is very popular and easy to read. It has **even thickness** in all directions.

*May or may not have serif endings.*

5. **Script** is a “connected” letter style, can be thick and thin or even thickness. It usually is “italic” or slanted. It is a very graceful, decorative style.

*Brush Script*  
*Edwardian Script*  
*French Script*  
*Harlow*  
*Lucida Handwriting*  
*Mistral*  
*Vladimir Script*

### Script Style

is a “connected” letter style that looks like handwriting, can be thick and thin or even thickness.

**It usually is “italic” or slanted.** It is a very graceful, decorative style.

6. **Unusual or “trademark”** text styles are unique and creative. They can be created for specific company logos and are usually copyright protected.

*Coca-Cola*

*Fender*

**Canon**

**Chiller**  
**Jokerman**

### Unusual or

### **“trademark”**

text styles are unique and creative.

They can be created for specific **company logos** and are usually copyright protected.

**Activity:** Typography Lettering Basics Worksheet

Name \_\_\_\_\_ Class \_\_\_\_\_ Date \_\_\_\_\_

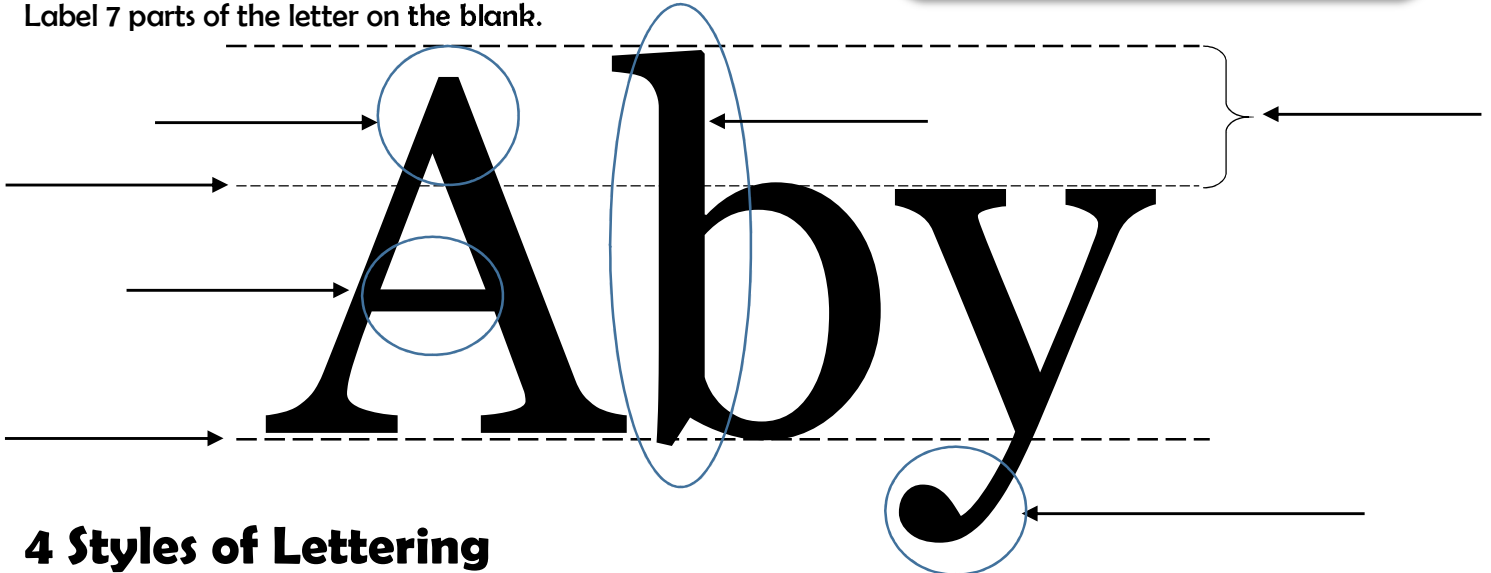
# Lettering Basics

## Basic Lettering Vocabulary

Ascender      Cap Height  
Descender      Baseline  
Stem      Meanline  
Bar or Arm

### Parts of a Letter

Label 7 parts of the letter on the blank.



### 4 Styles of Lettering

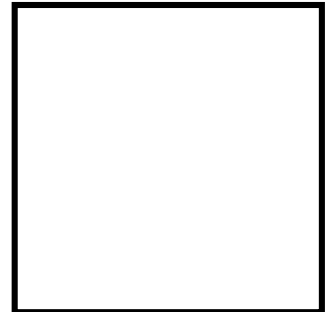
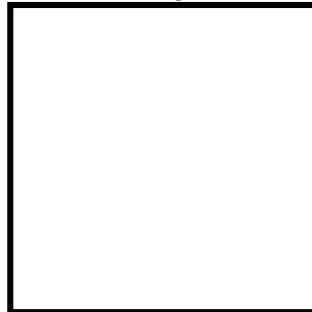
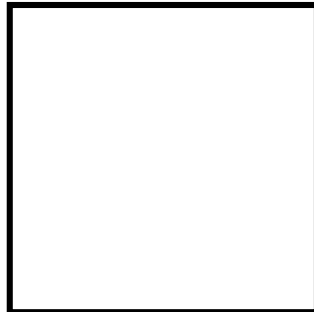
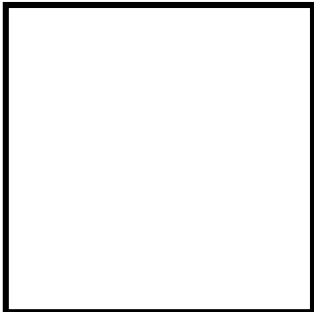
Find an example in a magazine of each type of style. Glue it in the box below the style.

**Roman Style**

**Poster Style**

*Script Style*

**Unusual Style**



### Design a Font

Choose what style of lettering you want to use as a basic structure for the font. Will it be serif or sans serif? Where will the meanline fall? Does a letter fall below the baseline? Draw two letters (one UPPPER & one lower case) and one number for your new font (you choice what letters and number). **BE CREATIVE!!**

