

# LESSON PLAN

## RANSOM NOTE

### Materials needed:

Newspapers and magazines, paper, scissors and glue

### Class Objectives:

Familiarize students with different fonts and letter shapes — and how they work together to create hierarchy and excitement.

### Connection to Course Goals:

Typography is a key ingredient in layout and design. This exercise will address parts of 7.4 and 7.9 in the Graphic Design program standards.

### Preliminary:

Find an example in the newspaper or magazine that has a particularly good font choice for a word or phrase. Explain why.

### Introduction:

Do you pay attention to the words and font choices around you? Look at a newspaper or magazine and identify contrasting fonts.

### Procedures:

Using printed materials and type examples you find, create a ransom note for something you have lost this week. Use several different examples of letters shapes and voice that you find appropriate for your word choices. Glue them to a sheet of 8.5" x 11" white paper. Create suitable drama for your note using the type selections.

### Conclusion:

Discuss why they chose the letter forms they did and what was the biggest challenge. Which part of the note is their favorite and why.

# LESSON PLAN

## B a Letter

### Materials needed:

Adobe Illustrator, fonts

### Class Objectives:

Familiarize students with different fonts and letter shapes

### Connection to Course Goals:

Typography is a key ingredient in layout and design. This exercise will address parts of 7.4 and 8.3 in the Graphic Design program standards.

### Introduction:

Are you fun and whimsical like a J or open minded like a C?

### Procedures:

Find one letter, just one, that you feel best suits YOU. Then pick the font that has the right voice for your letter.

This final letter should in some way be a reflection of you and/or your personality.

### Conclusion:

Discuss why they chose the letter and the font. What makes it "theirs"?

# LESSON PLAN

## FORMATING

### Materials needed:

InDesign

### Class Objectives:

Familiarize students with concordance, conflict and contrast in typography. Utilize proximity for layout and implement font selection for readability and legibility.

### Connection to Course Goals:

Typography is a key ingredient in layout and design. This exercise will address 7.4 and 8.8 in the Graphic Design program standards.

### Introduction:

Selecting fonts for appropriate audiences is critical to the success of the piece.

### Procedures:

Read the article on Emus. This will be published as an article in a magazine section on Animals in Australia.

Format this copy for interest and readability. No images. Make sure you pay attention to the details of good typography.

### Conclusion:

Did they choose a concordant layout or a contrasting layout?

Check the following: ellipses, alignment, word and letter spacing, quotation marks vs. inch marks,

# Emu

*From Wikipedia, the free encyclopedia*

The emu is the largest bird native to Australia and the only extant member of the genus *Dromaius*. It is the second-largest extant bird in the world by height, after its relative, the ostrich. There are three subspecies of emus in Australia. The emu is common over most of mainland Australia, although it avoids heavily populated areas, dense forest, and arid areas.

## About the Emu

The soft-feathered, brown, flightless birds reach up to 2 meters (6'6") in height — with long thin necks and legs. Emus can travel great distances at a fast, economical trot and, if necessary, can sprint at 31 mph. Their long legs allow them to take strides of up to 9'2". They are opportunistically nomadic and may travel long distances to find food. They feed on a variety of plants and insects ... but have been known to go for weeks without food. Emus ingest stones, glass shards and bits of metal to grind food in the digestive system. They drink infrequently, but take in copious fluids when the opportunity arises. Emus will sit in water and are also able to swim. They are curious birds who are known to follow and watch other animals and humans. Emus do not sleep continuously at night but in several short stints sitting down.

Emus use their strongly clawed feet as a defense mechanism. Their legs are among the strongest of any animal, allowing them to rip metal wire fences. They are endowed with good eyesight and hearing, which allows them to detect predators in the vicinity. The plumage varies regionally, matching the surrounding environment and improving its camouflage. The feather structure prevents heat from flowing into the skin, permitting Emus to be active during the midday heat.

Males and females are hard to distinguish visually, but can be differentiated by the types of loud sounds they emit by manipulating an inflatable neck sac. Emus breed in May and June and are not monogamous; fighting among females for a mate is common. Females can mate several times and lay several batches of eggs in one season. The animals put on weight before the breeding season, and the male does most of the incubation, losing significant weight during this time as he does not eat. The eggs hatch after around eight weeks, and the young are nurtured by their fathers. They reach full size after around six months, but can remain with their family until the next breeding season half a year later. Emus can live between 10 and 20 years in the wild and are predated by dingos, eagles and hawks. They can jump and kick to avoid dingos, but against eagles and hawks, they can only run and swerve.

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# LESSON PLAN

## INITIAL REACTION

### Materials needed:

Adobe Illustrator, fonts.

### Class Objectives:

Familiarize students with different fonts and letter shapes

### Connection to Course Goals:

Typography is a key ingredient in layout and design. This exercise will address parts of 7.4 and 8.3 in the Graphic Design program standards.

### Introduction:

Letters are quite artistic in shape and form. Different fonts have very different renditions of these letters. Exploring the details of typography can be enlightening.

### Procedures:

Type your initials in several fonts. Explore the details in the shapes of the letters. Place them in a square in such a way that the cropped image shows good use of space and balance. The letter does not have to be totally recognizable but should be obviously a letter form of some kind.

### Conclusion:

Discuss font choices and use of space and shape.



# LESSON PLAN

## MODIFIER

### Materials needed:

Adobe Illustrator, fonts.

### Class Objectives:

Familiarize students with different fonts and letter shapes

### Connection to Course Goals:

Typography is a key ingredient in layout and design. This exercise will address parts of 7.4 and 8.3 in the Graphic Design program standards.

### Introduction:

Letters are quite artistic in shape and form. They are still made of basic shapes and lines. Explore interesting ways to modify the same letter in different fonts by cutting pieces of the letters away and by adding pieces to them.

### Procedures:

Pull a letter from a scrabble bag.

Part A: Type your letter in 3 different fonts. Modify each one by cutting a pieces of the letter away. Make sure you can still tell what letter it is.

Part B: Type your letter in 3 different fonts. Modify each one by adding something to the letter. Make sure you can still tell what letter it is.

### Conclusion:

Discuss font choices and use of space and shape.



# LESSON PLAN

## WORD PICTURES

### Materials needed:

Adobe Illustrator

### Class Objectives:

Study lettershapes to create an image using only type.

### Connection to Course Goals:

Typography is a key ingredient in layout and design. This exercise will address parts of 7.4 and 7.9 in the Graphic Design program standards.

### Preliminary:

From the supplied list of words, choose five to look up the definitions.

### Procedures:

Selecting from the list below, use two of the words you defined to create an image that illustrates the word. Use only type.

#### VERB

alter

grab

hustle

qualify

torment

mobilize

#### NOUN

collection

growth

energy

knowledge

success

team

#### ADJECTIVE

loyal

ideal

hilarious

impossible

uninterested

tense