

Graphic Design- Visual Research Assignment #2 Typography

For every class assignment you will be assigned to do some visual research to actively seek out and locate examples that you find interesting and intriguing that you can learn from and also inspire your own creative process.

(Each font style and each question is worth 4 points with a total of 100)

Name _____ Period _____

For this assignment find 5 unique fonts online and Copy and paste them into this document (record where you found them)

Example 1:

Describe the font. Is it simple...complex....decorative....formal....fun.....easy to read.....? What about its design (line, shape, color) makes you think so?

WHERE would you imagine you would see this font? What would it be advertising or where might it be used appropriately? (i.e. as a newspaper heading, on an invitation to a wedding, as letterhead for legal stationary, on a funeral home, on a game package...etc.)

WHY would you find it in this type of document/setting?

Example 2:

Describe the font. Is it simple...complex....decorative....formal....fun.....easy to read.....? What about its design (line, shape, color) makes you think so?

WHERE would you imagine you would see this font? What would it be advertising or where might it be used appropriately? (i.e. as a newspaper heading, on an invitation to a wedding, as letterhead for legal stationary, on a funeral home, on a game package...etc.)

WHY would you find it in this type of document/setting?

Example 3:

Describe the font. Is it simple...complex....decorative....formal....fun.....easy to read.....? What about its design (line, shape, color) makes you think so?

WHERE would you imagine you would see this font? What would it be advertising or where might it be used appropriately? (i.e. as a newspaper heading, on an invitation to a wedding, as letterhead for legal stationary, on a funeral home, on a game package...etc.)

WHY would you find it in this type of document/setting?

Example 4:

Describe the font. Is it simple...complex....decorative....formal....fun.....easy to read.....? What about its design (line, shape, color) makes you think so?

WHERE would you imagine you would see this font? What would it be advertising or where might it be used appropriately? (i.e. as a newspaper heading, on an invitation to a wedding, as letterhead for legal stationary, on a funeral home, on a game package...etc.)

WHY would you find it in this type of document/setting?

Example 5:

Describe the font. Is it simple...complex....decorative....formal....fun.....easy to read.....? What about its design (line, shape, color) makes you think so?

WHERE would you imagine you would see this font? What would it be advertising or where might it be used appropriately? (i.e. as a newspaper heading, on an invitation to a wedding, as letterhead for legal stationary, on a funeral home, on a game package...etc.)

WHY would you find it in this type of document/setting?