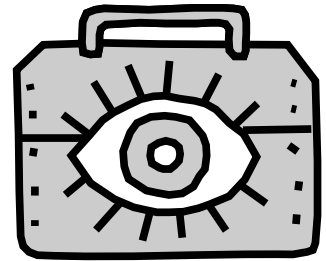


ACTIVITY:

You're My Type



FOCUS:

Communicating using typefaces

PURPOSE:

- To help participants become aware of the many styles of type
- To help participants understand how different type designs can be used to communicate different messages

MATERIALS:

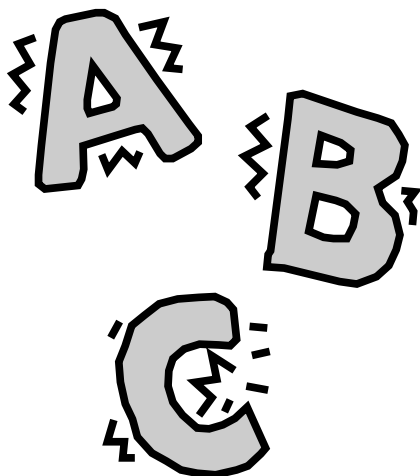
- Glue sticks
- Paper
- Rulers
- Pencils
- Scissors
- "Typeface Sample Sheet" handout (on pg. 92; one per person)
- "Type Terms and Tips" skill sheet (on pp. 62–63; one per person)

SETTING:

A room with work tables and chairs

TIME:

20–30 minutes



PROCEDURE:

1. Give each person a copy of the "Typeface Sample Sheet" handout. Explain that the sheet includes just a few of the thousands of typefaces that have been designed since the invention of printing with movable type (see the "Type Terms and Tips" skill sheet for more information).
2. Have the participants divide into two-person teams. Give them 3 minutes to introduce themselves to their partners by describing the types of activities they enjoy or by sharing other information about themselves.
3. After the partners have introduced themselves, tell them they'll be designing a monogram for their partners using a typeface that visually represents their partner's interests.
4. Pass out glue sticks, paper, rulers, pencils and scissors.
5. Share the following information with the participants:
Choose a typeface from the "Typeface Sample Sheet" that is the best match for what you learned about your partner from his or her introduction. Cut out the first letters of your partner's first, middle and last names in that typeface. Use a ruler and pencil to draw a light "baseline" on a sheet of paper that you can follow to align the initials. Paste the initials onto the paper. You could also hand-draw the lettering or enlarge some letters on a photocopier and trace them onto a paper.
6. When the teams are done, ask each person to introduce his or her partner using the nameplate he or she has designed.

TALKING IT OVER:

Ask the group the following questions:

1. Why did you select the typeface that you did?
2. Do you think you were able to "capture" some aspect of your partner's interests using the typeface you chose?

TRY THIS TOO:

People who design typefaces are called typographers. The study of type design is called typography. Information is available on these areas in the library under the broader topic of graphic design. Computer software has been developed that gives designers the ability to create new typefaces. If the group has access to a computer with drawing software, they may be interested in trying to create their own alphabet.