

MARGIN  
PT  
TYPOGRAPHY

BORDER  
CHARACTER

STYLE

FONT

PARAGRAPH

SN

eva

ELEMENTARY VISUAL ARTS

Park City Education Foundation • Kimball Art Center

LESSON

6

Typography

Graphic Design

Verbal Directions

PX  
INCH

SANS-SERIF

SPACE

PADDING

## LESSON OVERVIEW

Students will learn about Graphic Design, the profession and how designers use and create fonts by applying the elements of art and principles of design. Students will work with a single Roman letter, apply design elements and imagination to transform it into an image of a word.

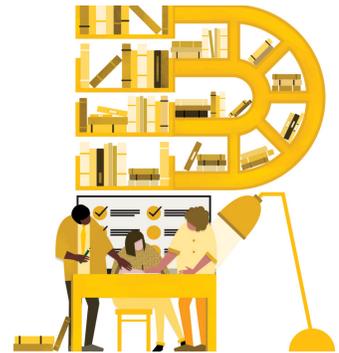
### INSTRUCTIONAL OBJECTIVES

- Understand the elements of art and principles of design.
- Learn about Graphic Design and Typography.
- Be able to discuss the message behind logos and fonts.
- Brainstorm word meanings and change a letter into a design to reflect a specific word or idea.

### SUPPLIES

- Samples of Typography
- Samples of Logos
- White Paper
- Pencils and Markers
- Color Pencils

## TYPOGRAPHY



Ancient cave paintings dating back to 20,000 B.C. are perhaps the first recorded written communication. However, formal writing is said to have been developed by the Sumerians at around 3,500 B.C. The Egyptians began incorporating symbols into their art and writings. It is Phoenicians who are credited with creating the very first alphabet and around 1000 B.C. In the Middle Ages many hand-written and well-illustrated manuscripts, with a wide range of writing styles were created. The development of moveable type and the printing press in the 15th century by Johannes Gutenberg was a turning point for the modern world—and, of course, modern typography. At this time, typography appeared everywhere. [Learn More.](#)



# LESSON PLAN

1. Introduce students to graphic design and typography. Look at the history of written symbols, words and how typography has evolved with technology. Graphic Design is a creative process that combines art and technology to communicate ideas. It can take the form of a poster, a logo, a magazine ad, an album cover, even an online commercial, etc. Graphic design is a form of visual communication. A designer uses images and typography to convey a message from a client to a particular audience. Ask students:

- Why is a graphic designer an artist?
- What are some examples of typography you see every day?

2. Look at a variety of popular logos. Take a closer look at the fonts, the negative and positive space and other design elements. Ask students:

- Do you recognize any of these logos? Why/How are they successful?
- What are the designers trying to communicate?

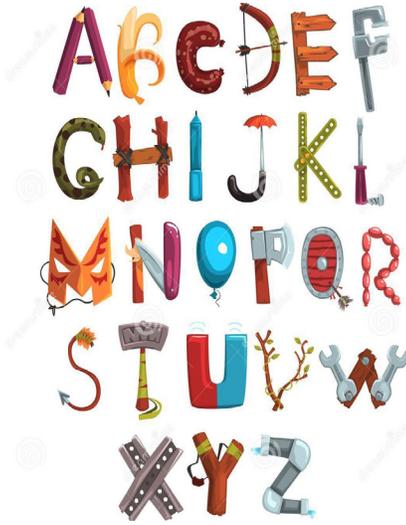
3. Continue looking at font and type focusing on showing students a variety of styles. Think about what the different styles communicate.

4. Students will choose a letter to work with. Have students write their letter on scratch paper in a simple font. Instruct students to look at the positive and negative space and the different shapes and lines that make up the letter. Ask students to think about words that start with that letter or sounds associated with that letter. Students can even cut up the letter into parts and rearrange it. The goal is to see something new and transform the letter into a new shape or image. Students can start brainstorming and sketching ideas on a scratch piece of paper.

5. On a final piece of paper students can enlarge their design idea and refine it using markers. Look at the finished designs and discuss with students how they re-imagined their letter to convey a message:

EVA+: Students will choose one letter of the alphabet and create a variety of styles and fonts using pencils and markers on paper.





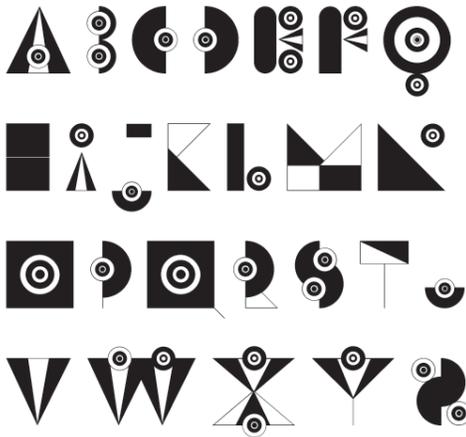
**KEY IDEAS THAT CONNECT TO VISUAL ARTS CORE CURRICULUM:**  
Based on Utah State Visual Arts Core Curriculum Requirements  
(2nd Grade)

VA:Cr2.3.2a:

Repurpose objects to make something new.

**STUDIO HABITS OF THE MIND**

Stretch & Explore: Learning to reach beyond one's capacities, to explore playfully without a preconceived plan, and to embrace the opportunity to learn from mistakes.



**ADDITIONAL REFERENCES**

Click on links to learn more.

- <http://www.historygraphicdesign.com/a-graphic-renaissance/printing-comes-to-europe/827-typography-2>
- <https://www.widewalls.ch/typography-history-art/>
- <https://www.youtube.com/watch?v=wOglkxAfJsk>
- ABseeing.com
- <http://theartelephant.com/the-alphabet-transformed-into-landscapes-part-1/>
- <https://www.printmag.com/typography/evolution-typography-history/>

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