

7

MINUTE
STARTER

DESIGN 4.5

Font Personality

OBJECTIVES

STEP 1 | LEARN

Students will understand that the look of a font visually communicates a message.

Note: Presenter has two ways to demonstrate this message. 1. Read Sandra Boynton's book, *Opposites*, to students, asking them to pay attention to how the font helps communicate the message. 2. Show students 4:47–7:00 of John Maeda's TEDtalk "How art, technology and design inform creative leaders," which can be found on www.ted.com.

STEP 2 | PRACTICE

Students will demonstrate their knowledge of font personality by participating in the following activity:

- » Each student will write down two opposing words to describe their personality. "Brave Coward," for instance.
- » After the adjectives have been chosen, students will select fonts from the Jostens Card included in the Yearbook Kit and in this lesson to represent each word.
- » Students will create a poster using the selected fonts. The poster will include their name in a neutral font, the descriptors in the appropriate decorative fonts and a subtitle in the same neutral font as their name. Example:

Lauren Logsdon is a
BRAVE coward.
She'll seek thrills until she sees a snake.

Students will complete the Font Personality exit ticket.

STEP 3 | USE

Students will hang their posters as a team-building exercise.

Students will use their knowledge of font personality by selecting and using appropriate fonts in design.



21ST CENTURY SKILLS

In this exercise, students think critically about how visuals communicate to a viewer. Designers, advertising and marketing executives use this knowledge on a daily basis as they create logos, ads and marketing pieces that speak to their viewers at little more than a glance.



COMMON CORE STATE STANDARDS

ELA-Literacy.L.9-12.1, CCRA.L.1

Demonstrate command of grammar and usage when speaking or writing.

ELA-Literacy.L.9-12.3, CCRA.L.3

Make effective language choices for meaning or style questions.



ISTE

ISTE STANDARDS

1A: Apply existing knowledge to generate new ideas.

2B: Communicate ideas effectively using a variety of media.

4B: Plan and manage activities to develop a solution or complete a project.

6B: Select and use applications effectively and productively.

Do you have an idea for a 7-Minute Starter? Email us at 7-Minutestarters@jostens.com

EXIT TICKET

Font Personality

What fonts did you select for your poster?

First word:

Second word:

Write at least one sentence per font that explains why you chose them:

I used the following 21st Century Skills in class today:

(Check as many as apply.)

- | | | |
|---|---|--|
| <input type="checkbox"/> Creativity and Innovation | <input type="checkbox"/> Technology Operations and Concepts | <input type="checkbox"/> Personal Productivity |
| <input type="checkbox"/> Communication and Collaboration | <input type="checkbox"/> Leadership | <input type="checkbox"/> Personal Responsibility |
| <input type="checkbox"/> Research and Information Fluency | <input type="checkbox"/> Ethics | <input type="checkbox"/> People Skills |
| <input type="checkbox"/> Critical Thinking, Problem Solving and Decision Making | <input type="checkbox"/> Accountability | <input type="checkbox"/> Self Direction |
| <input type="checkbox"/> Digital Citizenship | <input type="checkbox"/> Adaptability | <input type="checkbox"/> Social Responsibility |

Explanation of task or situation where a 21st Century Skill was used: