**Intro to Typography – Lettering Basics Lesson Plan (Lesson 1) By Michelle East www.createartwithme.com**

**Typography and graphic design lettering styles play a major role in the area of visual communication and graphic design.**

Lettering styles can communication emotion and personality, they can be very powerful! This is the first part of a two part lesson on lettering as an art form.

**IO:** Learn the basics of letter formation. Learn and identify parts of a letter (anatomy of a letter). Understand that text style is important part of visual communication and that formats are varied to convey different messages.

 **Day 1**

**Delivery: The Language of Lettering**

* **Typography** is the design and use of typefaces as a means of communication.
* Typography began with the first printing press-the Gutenberg, but really has its roots in hand-lettering (Calligraphy, Illuminated text, etc.).
* Lettering or typography is a **very important part of visual communication**. Fonts can communicate strength, power, emotion and personality. Think of some company logos that are just a typeface (Coke, Fender, Canon, etc.) What color are they? What does the construction of the typeface communicate about the company?
* **Parts of a Letter:**
	+ **Basic list:** [**Letter Anatomy by Eric Miller**](http://graphicdesign.about.com/od/typographyfonts/tp/letter_anatomy.htm) **-excellent information!**
		- **Baseline:** the invisible bottom line on which characters sit.
		- **Meanline:** the middle line that is at the top of most lowercase letters such as “o,” “p” and “r.” It is also at the curve of letters like “h.”
		- **Cap Height:** the distance from the baseline to the top of uppercase letters like “B” and “H.”
		- **Ascender:** The part of a character that extends above the meanline.
		- **Descender:** The part of a character that extends below the baseline, such as the bottom stroke of a “g.”
		- **Stem:** The stem is often the main “body” of a letter. The vertical line of a “B” and the primary diagonal line of a “V”.
		- **Crossbar or Arms:** Bars are horizontal or diagonal lines of a letter, also known as arms, and are open on at least one side. “E” or “T”



**Serifs, Cases & Styles of Lettering**

1. **Serifs**: Fonts are often divided into serif and sans serif.
	1. **Serif** fonts are distinguishable by the extra decorative line (style endings) at the ends of the character (examples of serif fonts are Times Roman and Georgia )
	2. **Sans serif** do not have the extra decorative lines. (examples of sans serif fonts are Arial and Impact )
2. There are **3 “cases” in lettering**: **UPPER, lower** and **Mixed**
3. **4 Main Styles of Lettering**:
* **Roman Style**, a “thick and thin” letter, often has thickness in different stem places. It usually has “serifs” on each stem end.
* **Poster Style**, bold or general, is very popular and easy to read. It has even thickness in all directions and may or may not have serif endings.
* **Script** is a “connected” letter style, can be thick and thin or even thickness. It usually is “italic” or slanted. It is a very graceful, decorative style.
* **Unusual or “trademark”** text styles are unique and creative. They can be created for specific company logos and are usually copyright protected.













