

The background is a dark gradient with numerous white-outlined bubbles of various sizes scattered across it. The bubbles are most concentrated in the top-left and bottom-right corners, with a few smaller ones in the center. The overall aesthetic is clean and modern.

TYPOGRAPHY

ART 1

SENICK

WHAT IS TYPOGRAPHY?

- THE DESIGN AND USE OF TYPEFACES AS A MEANS OF COMMUNICATION
- BEGAN WITH THE FIRST PRINTING PRESS –THE GUTENBERG- BUT REALLY HAS IT'S ROOTS IN HAND LETTERING
- AN IMPORTANT PART OF VISUAL COMMUNICATION
 - **STRENGTH**, POWER, *EMOTION*, AND *PERSONALITY*

WHERE CAN YOU FIND IT?

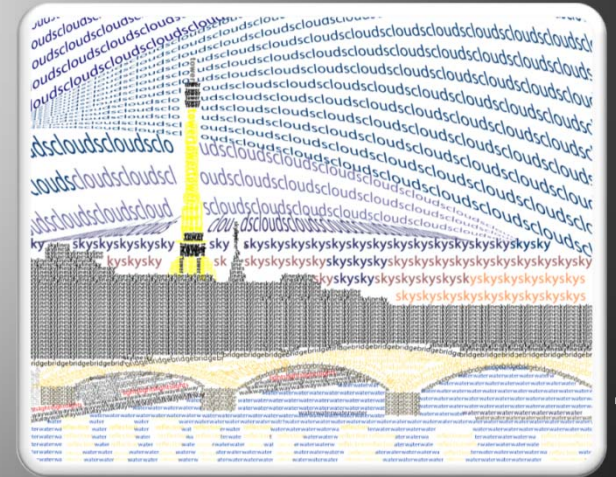
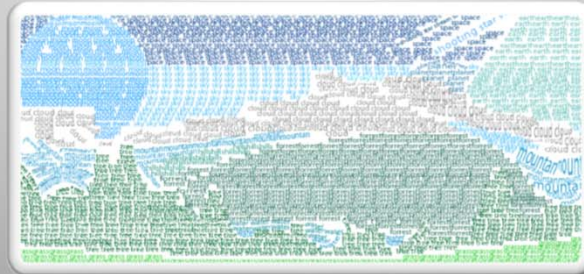
- LITERALLY, EVERYWHERE!
- LOGOS
- BILLBOARDS
- COMMERCIALS
- SIGNS
- ADVERTISEMENTS
- BOOKS



I'M STILL CONFUSED...

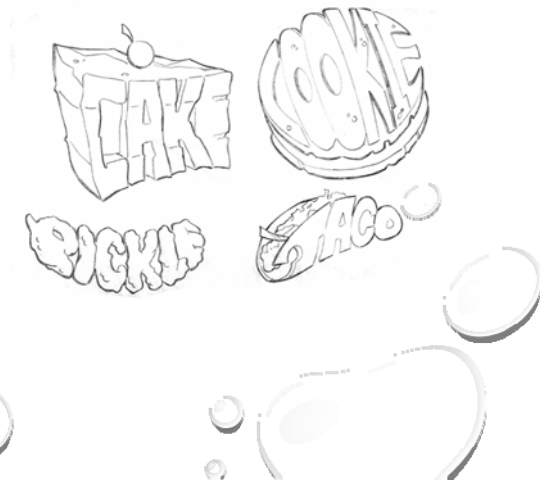
- TYPOGRAPHY IS THE WAY YOU TYPE OR WRITE SOMETHING
- WHAT FONT DID YOU USE?
- EACH PERSON WRITES IN THEIR OWN SIGNATURE FONT STYLE





TYPOGRAPHY CAN BE USED
TO CREATE ENTIRE IMAGES

TYPOGRAPHY CAN
BE USED TO CREATE A
SINGLE IMAGE





FIRST THING FIRST...

- SPEND TIME THINKING ABOUT YOUR FONTS
- DO THE ACTIVITY PROVIDED

- FORMATIVE GRADE DUE AT THE END OF CLASS

IN THIS PROJECT...

- YOU WILL BE CREATING AN OBJECT OUT OF THE NAME OF THE OBJECT.
- YES, YOU MAY USE AN ANIMAL

- FIRST, YOU'RE CHOOSING 4 ITEMS TO SKETCH
- BEGIN BY DRAWING THE CONTOUR LINE OF THE OBJECT
- FILL THE OBJECT WITH THE LETTERS THAT MAKE UP THE OBJECT STARTING IN THE MIDDLE
- ADD COLOR

The slide features a dark grey background with a gradient. White decorative elements, including circles and arcs of varying sizes, are scattered around the edges. The text is centered in a clean, white, sans-serif font.

FOR THE REMAINDER OF THIS CLASS...

- CHOOSE MINIMUM OF 4 OBJECTS
- SKETCH THE OBJECTS OUT AND ADD COLOR
- CHOOSE ONE FOR YOUR FINAL DESIGN

EXAMPLES

