

# Graphic Design 4 Non Majors

Assignment 5:

## Which Typeface Fits?

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Choosing the right typeface for a job can be an overwhelming task. To begin the selection process, it is critical to ask two important questions: what do I want my audience to take away from the design, and what visual means can I use to help do this? Every typeface has a different personality—some shout and others whisper. The challenge is to recognize their personality and make appropriate use of it in your design.

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**Assignment:** Select a typeface whose visual stylistic qualities best demonstrate your rational or emotional understanding of each of the following words:

Patriotic	Sophisticated	Cartoon	Tired
Frightened	Athletic	Foreign	Heroic
Angry	Calm	Friendly	Villain
Shy	Quickly	Technical	Feminine
Joyous	Financial	Weird	Masculine

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**Process:**     **Step 1:**

Choose one typeface for each word, and set the word in that typeface. Set the word in caps, lowercase, or mixed case, whichever most effectively captures the chosen word. You can only use one typeface or type family; no two words can be in the same typeface. Choose the typefaces from your personal library, as well as from font foundaries and distributors that have font try-out features on their web site by making a screen shot of your selection.

**Step 2:**

Arrange them in a vertical, centered column, between 36 and 48 point, making them all optically the same size (the actual point size may vary).

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**Specifications:** • Four 8.5 x 11" black and white printouts (4 words per page)

