



workshop

lesson ideas for the year 9-12 design class

Type Workshop introduces students to the structure of type. Students will learn how each letterform has different characteristics that can be defined.

1. Anatomy of Type

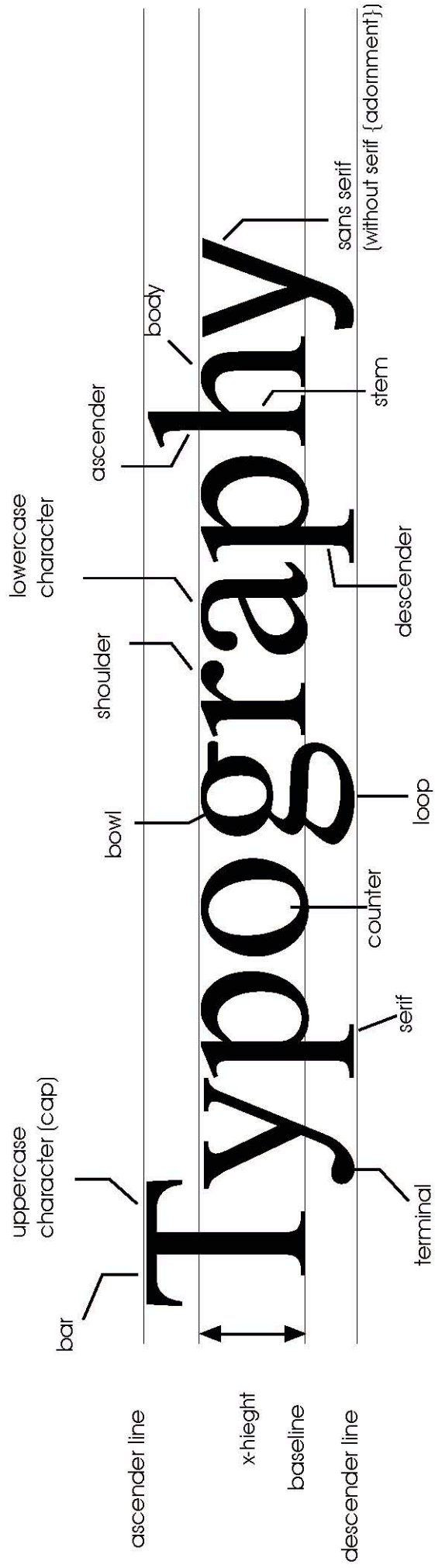
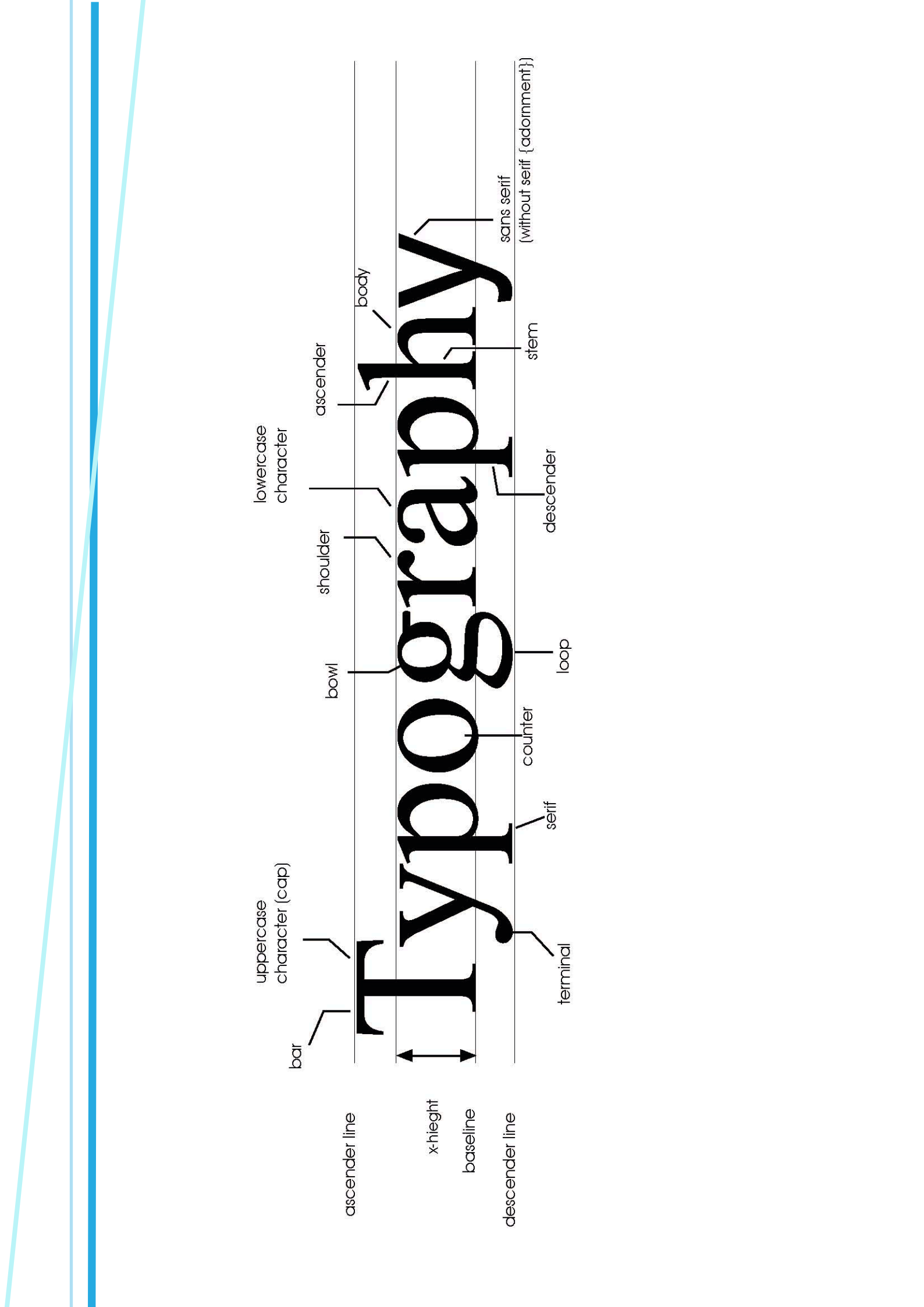
This exercise/test introduces the typographic terms and tests knowledge.

2. Create an information Type poster

This exercise can be completed freehand or digitally depending on the level of skill. Students will create an information poster that clearly illustrates 3 typographic terms in a visually appealing way.

3. Typographic poster to print

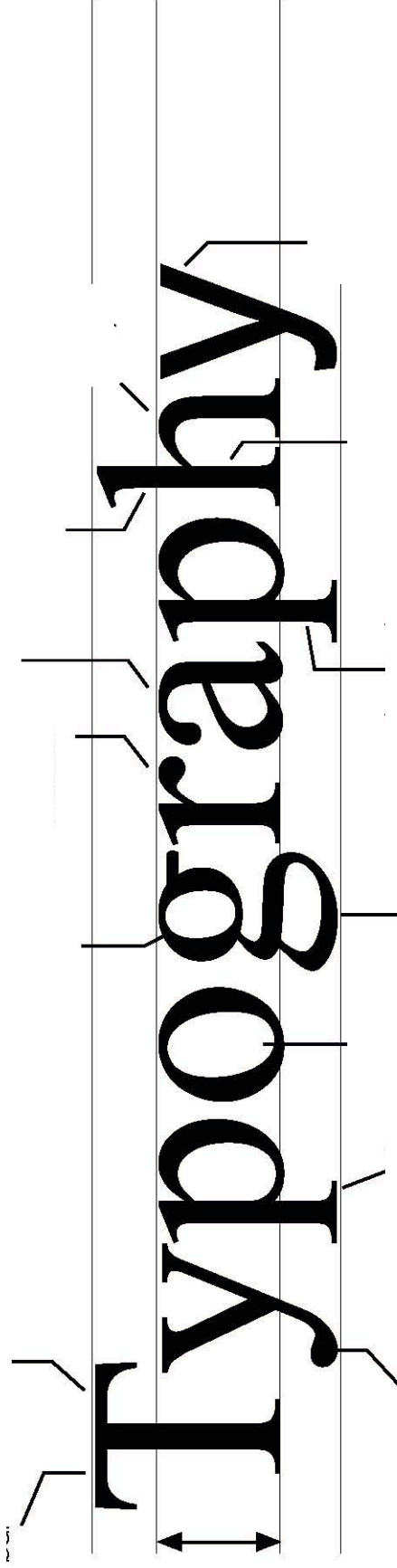
The typographic poster can be printed A4 and distributed to students to assist with learning, or printed A3 or A2 and placed on the design classroom wall.



Anatomy of Type Test

Discuss and study the anatomy of type poster that includes typographic terms and the anatomy of type poster included at the end of this resource. You may like to consider how the anatomy of type makes references to the human anatomy - the eye, ear, neck.

Discuss the descriptive qualities of each term and then turn the page over and complete the Anatomy of Type test by filling in the missing terms.



Ascender - The lowercase character stroke which extends above the x-height.

Bar - The horizontal stroke on the characters 'A' 'H' 'T' 'e' 'f' 't'.

Baseline - The imaginary horizontal line to which the body or main component of characters are aligned.

Bowl - The curved stroke which surrounds a counter.

Counter - The empty space inside the body stroke.

Loop - The bottom part of the lowercase roman 'g'.

Sans serif - From the French meaning 'without serif'. A typeface which has no serifs. Sans serif typefaces are typically uniform in stroke width.

Serif - Tapered corners on the ends of the main stroke. Serifs originated with the chiseled guides made by ancient stonecutters as they lettered monuments. Some serif designs may also be traced back to characteristics of hand calligraphy.

Shoulder - The part of a curved stroke coming from the stem.

Stem - A stroke which is vertical or diagonal.

Terminal - The end of a stroke which does not terminate in a serif.

x-height - The height of the body, minus ascenders and descenders, which is equal to the height of the lowercase 'x'.

Ascender -

Bar -

Baseline -

Bowl -

Counter -

Loop -

Sans serif -

Serif -

Shoulder -

Stem -

Terminal -

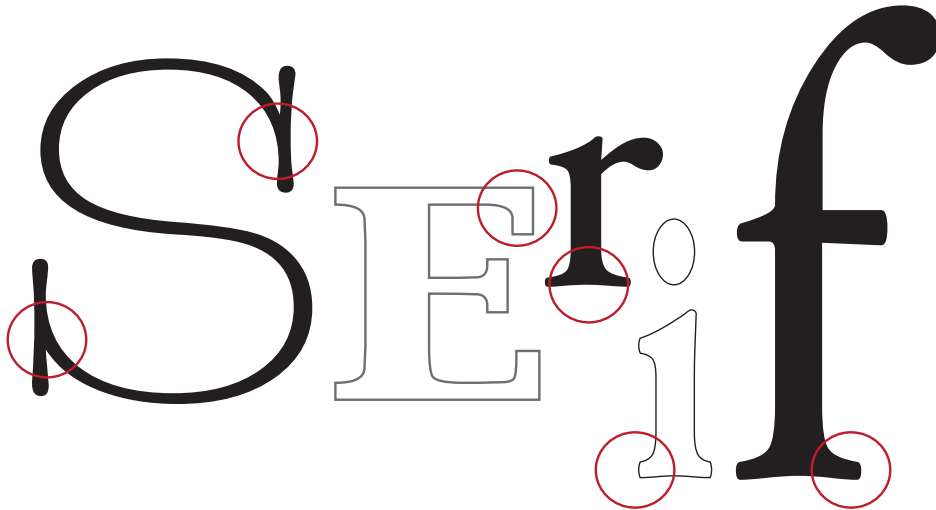
x-height -

Exercise

You are required to design an information sheet explaining the anatomy of type to someone new to the subject. The main object of the sheet is to convey the terms and corresponding parts of the letters as clearly as possible, in a visually interesting way.

- Show 3 terms on the information sheet, such as cap height, descender and baseline or serif, x-height and ear. Each of the 3 terms is required to have its own space on the information sheet, that is clearly defined by a title. Further detailed information can be included to assist with defining the chosen typographic term.
- Research 'type information posters' and select 4 examples that you find interesting.
- Develop thumbnail sketches that demonstrate a range of options for the type characteristics, to be presented on an information sheet. Consider which 3 characteristics of type anatomy you plan to present.
- Consider the layout of the information. You should use a consistent layout so that the 3 areas of information are clearly different characteristics, but linked through design.
- Consider the design principles such as balance, cropping, hierarchy, contrast, pattern - repetition and figure/ground.

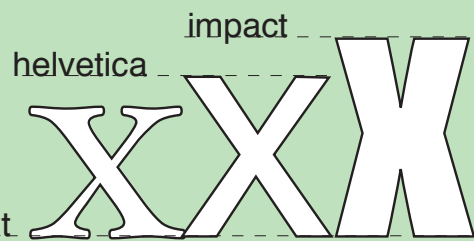
serif



small decorative lines added to the end of a letterform's stem and stroke to improve readability by leading the eye along a line of type

x-height

As a general rule, x-height is the height of the body of lowercase letters of a typeface, excluding the ascenders and descenders



baseline

the imaginary horizontal line upon which the majority of characters in a typeface sit



Type Anatomy Poster to Print

Type anatomy

TERMINAL	LEG	LOOP	LINK

SERIF	SPIKE	BASELINE	CROSS STROKE

DESCENDER	EAR	EYE	HAIRLINE

CAP LINE	BEAK	BOWL	BRACKET

COUNTER	CROSSBAR	ARM	X-HEIGHT

ASCENDER	SPUR	STEM	STROKE	TAIL