

TYPOGRAPHY AND GRAPHIC STYLES OF WRITING

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TYPOGRAPHY AND GRAPHIC STYLES OF WRITING

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**CLICK THE LINK BUTTON - FOR FREE,
DETAILED MOBILE APPS FOR GRAPHICS**



INTRODUCTION TO GRAPHIC STYLES OF WRITING

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Styles of writing are very important when presenting a graphical piece of work. Artistic styles can change a simple presentation into one that is remembered. Often it is only the title that needs to be graphical with all the rest of the text in a plain and simple style. The style applied to a word, should in some way reflect the feel or sound of the word.

The word FLAME is written twice, the first is a plain text and the second is in a style that reflects the word itself.

Tap the images for information / an exercise

FLAME 

Tap the blue button for the next
slide / page.



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INTRODUCTION TO GRAPHIC STYLES OF WRITING

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The word 'loud' is drawn to appear as if the letters are getting larger, or louder from left to right. What do you think of the colour scheme? Would you choose a different colour scheme? Write down your thoughts on the word river and the style of graphics that has been selected.

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TYPOGRAPHY – THE BASICS

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The style below is quite plain. However, each letter is composed of distinct parts.

Tap the image for information / an exercise



EXERCISE: On the printing sample below, can you identify font / lettering characteristics such as 'serifs'?

Tap the image for information / an exercise

THE

ROLLING STONES

Tap the blue button for the next slide / page.



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TYPOGRAPHY – THE BASICS

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A variety of 'serif' shapes can be applied to letters. Four of the most common are shown below.

Tap the images for information / an exercise

SLAB BRACKETED



FULL BRACKETED



By V.Ryan

HAIRLINE



SLAB



The space between letters is sometimes adjusted to make words visually more effective. When the space between individual letters is adjusted this is called 'kerning'. Look at the example shown below.

Tap the images for information / an exercise

EXAMPLE OF SANSERIF
LETTERING - NO SERIFS.
By V.Ryan

Deep Purple

KERNING
APPLIED

Deep Purple

KERNING
NOT APPLIED

Tap the blue button for the next
slide / page.



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TYPOGRAPHY – THE BASICS

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Line spacing is the space / gap between each consecutive line of text. The normal setting for most word processing software is single space. This means that each line of text is separated by an invisible space equal to the height of normal text.

Tap the image for information / an exercise

SINGLE LINE SPACING:

DEEP PURPLE - THE WHO - BLACK SABBATH - THE ROLLING STONES - ACDC

AEROSMITH - UFO - DEADRINGER - RAINBOW - BAD COMPANY - THIN LIZZY

Double line spacing is where the space between each line is equivalent to two lines.

Tap the image for information / an exercise

DOUBLE LINE SPACING:

DEEP PURPLE - THE WHO - BLACK SABBATH - THE ROLLING STONES - ACDC

AEROSMITH - UFO - DEADRINGER - RAINBOW - BAD COMPANY - THIN LIZZY

**Tap the link
button** for an
exercise



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slide / page.



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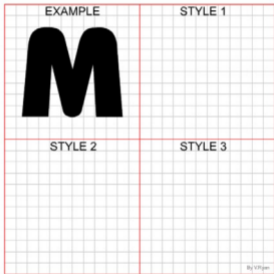


TYPOGRAPHY – THE BASICS

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The grid seen below is to be used to develop a style letter suitable for a music CD ROM. An example of a simple style is also seen. Draw three more styles you consider to be appropriate for a music CD ROM.

Tap the images for the exercise



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EXERCISES AND EXAMPLES

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The aim of this style is to develop a font that gives the feeling of lazy days in the sun, with a soft drink to quench thirst due to the heat and to invoke memories of relaxation in the sunshine

Tap the images for the full exercise

SUN



Tap the blue button for the next slide / page.



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EXERCISES AND EXAMPLES

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Many people remember going to the seaside during their holidays and swimming in the sea. The aim of this style of writing is to invoke these memories with the use of appropriate images and colour.

Tap the images for the full exercise



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EXERCISES AND EXAMPLES

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People have fixed in their minds, an image of the typical desert island. Usually this means palm trees, sea and a small but noticeable sandy island. The writing style below makes use of this image for the word 'sun'.

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SUN



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EXERCISES AND EXAMPLES

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This style has been developed to reflect the heat of the sun. Each letter is slowly melting. The sun has been added as an image and each letter is coloured / shaded blue to reflect melting ice.

Tap the images for the full exercise

SUN



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EXERCISES AND EXAMPLES

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Complete the word 'SUN', printing in **BLOCK CAPITALS** (same style of writing), using the guidelines.

Tap the images for the full exercise



SAMPLE ANSWER



Tap the blue button for the next slide / page.



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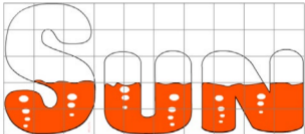
EXERCISES AND EXAMPLES

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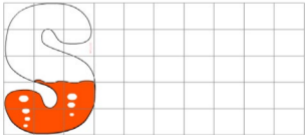
Complete the writing style shown below, using the grid as a guide. Include colour and detail

Tap the images for the full exercise

SAMPLE



YOUR COPY



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A STYLE OF WRITING SUGGESTING MOVEMENT / ENERGY

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A style of writing can suggest an image / feeling or atmosphere. Designers and advertisers are very careful to select styles that produce the right image for their product. For example, a sports drink container is likely to have a font that suggests strength and movement.

Tap the images for the full exercise

SPEED

SPEED

Tap the blue button for the next
slide / page.



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WRITING STYLES - EMERGENCY SYMBOLS

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Tap the images for information / an exercise

(EMERGENCY)

EMERGENCY 

Emergency 
By V.Ryan

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ENERGY – WRITING STYLE

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STYLE OF WRITING - PERFUMED PRODUCT

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PERFUME

FRAGRANCE

Tap the blue button for the next
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STYLES OF WRITING - FIREWORK SAFETY

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Tap the images for information / an exercise

I

START

+



ADD SHAPES/IMAGES

=



FINISH

Y

START

+



ADD SHAPES/IMAGES

=



FINISH

C

START

+

ADD SHAPES/IMAGES

=

FINISH

F

START

+

ADD SHAPES/IMAGES

=

FINISH

5

START

+

ADD SHAPES/IMAGES

=

FINISH

Tap the blue button for the next
slide / page.



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STYLES OF WRITING - FIREWORK SAFETY

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Tap the images for the full exercise



EXAMPLE DECORATIVE WRITING STYLE / FONT



Tap the blue button for the next
slide / page.



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WRITING STYLE FOR A CHARITY

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Tap the images for the full exercise

MUMS AND
CHILDREN



NURSING
CARE

FEED THE
WORLD

Tap the blue button for the next
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STYLE FOR A CHILD'S CLOCK

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Tap the images for the full exercise

1

START

+



=



FINISH

2

START

+

ADD SHAPES/IMAGES

=

FINISH

3

START

+

ADD SHAPES/IMAGES

=

FINISH

4

START

+

ADD SHAPES/IMAGES

=

FINISH

5

START

+

ADD SHAPES/IMAGES

=

FINISH

Tap the blue button for the next
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FRUITY SNACKS – WRITING STYLE

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Tap the images for the full exercise



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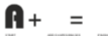
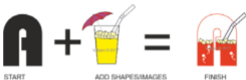
Tap the red button to return to the Contents page



PARTY STYLE

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Tap the images for the full exercise



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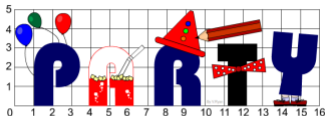
Tap the red button to return to the Contents page



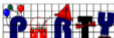
PARTY STYLE

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Tap the images for the full exercise

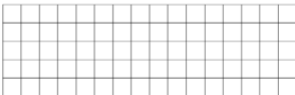


SCALING OF IMAGES / TEXT - CHILDREN'S PARTY THEME



The word 'Party' has been drawn by hand by a skilled graphic designer. It was originally designed for the cover of a small wallet. However, it has been decided to enlarge the text/images so that it can be used on a poster.

1. Complete the increase in scale by drawing the text/images in the enlarged grid seen below.
2. Add appropriate colour and shade.



This technique is used widely by graphic designers. Do you consider it as an effective graphics technique? Explain your answer.

By V.Ryan

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WRITING STYLES – A CHILD'S NURSERY

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STYLES OF WRITING - WILDLIFE

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Tap the images for the full exercise

i

START

+



=



FINISH

Y

START

+



=



FINISH

C

START

+



=



FINISH

F

START

+



=



FINISH

5

START

+



=



FINISH

Tap the blue button for the next
slide / page.



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IMAGES AND TEXTURES - WILDLIFE

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Tap the images for the full exercise

PLAIN WRITING STYLE

WILDLIFE

EXAMPLE DECORATIVE WRITING STYLE /
FONT



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