



Name \_\_\_\_\_

Date \_\_\_\_\_

Period \_\_\_\_\_

# Assignment: Typography's Effect

**Point Value (25 points) 1 Point Each, 5 Points Color and Movement**

Using the terms below create a document at 8.5 x 11, setup to be used for print (remember your color modes). **Describe each term by utilizing typefaces** that will help deliver an appropriate message, also think about how you can use the **type to move the viewers eye across the page**. Show me that you understand how we as designers **can apply typographic fundamentals** as I spot check your work.

When I have checked your work and you have finished describing each term please **SAVE YOUR DOCUMENT AS A PDF** and place in the designated folder. You may then work on additional projects we have already begun or do additional research about typography.

## Terms to Describe:

1. Wide
2. Thin
3. Fast
4. Tall
5. Short
6. Big
7. Smart
8. Clean
9. Artistic
10. Hard
11. Soft
12. Tech
13. Far
14. Tight
15. Creative
16. Large
17. Design
18. Awful
19. Clumsy
20. Elegant

## REMEMBER refer to :

[www.mrparkerstypography.weebly.com](http://www.mrparkerstypography.weebly.com),  
for Strand reminders and terminology.

## Example

