

# DIGITAL & GRAPHIC DESIGN

## DESIGN YOUR OWN TYPEFACE, FONT PROJECT



# LOOSE BLOCK

BY WHITNEY PANETTA

Loose block is a fun, artistic style typeface intended for use as a headline, subheadline, or simple text blocks. It is most legible at a larger size. This font is perfect to add a playful, unique style to a design.

THE QUICK BROWN  
FOX JUMPS OVER  
THE LAZY DOG

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnop  
opqrstuvwxyz

## DESIGN YOUR OWN FONT

ILLUSTRATOR + GLYPH

STEP ONE:  
-Start your typeface design by sketching out ideas.  
-Use the practice paper with guidelines to decide what height, ascender, descenders, and similar you want. Use a ruler to add additional lines to your guide as needed. This step will help you layout your guides for your digital design.



## USING THE PAINTERBRUSH TOOL

STEP ONE:  
-Click the PAINTERBRUSH TOOL.  
-Change the color, stroke size, and basic options in the top toolbar.  
-Try decorative brushes by going to



## DESIGN BOARD

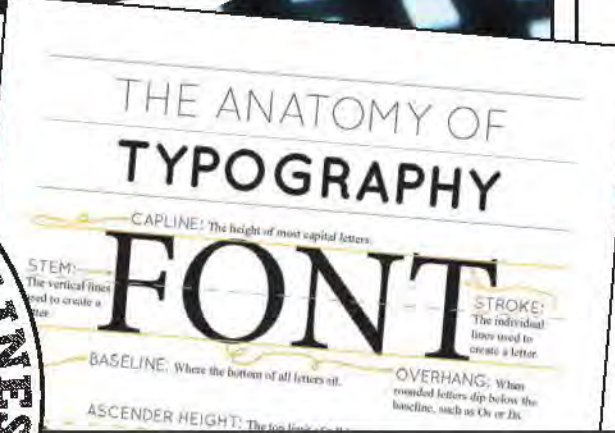
You will submit your final typeface design through a design board. If you were a designer, this is how you pitch your design to your client. This can be submitted digitally or printed and displayed. Create a document set to 9"x12". You can use Adobe Illustrator, Photoshop, Canva, whichever program you are most comfortable with.

### STICKER CRITIQUE INSTRUCTIONS

Place at least one sticker at every work of art. You can place up to 3 stickers at one design. The sticker should be placed based on the corresponding color and response you have to the design. Only one purple sticker can be placed.



Favorite overall typeface



# DESIGN A TYPEFACE:

USE THE PROGRAMS ADOBE ILLUSTRATOR, ADOBE PHOTOSHOP, & FREE ONLINE PROGRAM, GLYPHER STUDIO



# FONT DESIGN PROJECT



This lesson pack is geared towards middle & high school students.



**No Photoshop, Illustrator, or Glypher Studio experience required! Learn with your students.**



National art standards included for each grade level.



This has everything you need to teach this project!



# DIGITAL DESIGN

The pack includes:



Lesson plan



2 PowerPoint presentations



Research activity



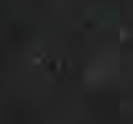
Sketchbook and planning activities



2 Project guides



Anatomy of a font activity, poster



Critique, critique activity, checklist, rubric

## TYPEFACE DESIGN PROJECT CHECKLIST

- Typeface research completed.
- At least 3 font idea sketches completed.
- Practice sheets filled out.
- Drawn typeface was cleaned up on Photoshop.
- Illustrator was used to create or convert vector letters.
- Vector letters were uploaded and set in Glyph Studio.
- Typeface was installed on computer.
- Final edits and adjustments were made as needed.
- The final typeface is displayed on a design board.
- A brief explanation of the typeface is included.
- The quick brown fox... statement is included.

## TYPEFACE RUBRIC

Name: \_\_\_\_\_

Category	Possible Points	Comments	Score
A typeface was designed using Adobe Illustrator and Glyph Studio. Uppercase and lowercase versions are included. The typeface functions as a standard typeface using a variety of computer programs.	30		
The typeface has consistent spacing, x-height, ascenders, and descenders. The typeface is legible.	20		
The typeface was designed with thought and consideration to all elements	10		
The design board is well laid out and enhances the typeface. An explanation, quick brown fox sentence, upper and lowercase alphabets are included	10		
Craftsmanship	10		
Creativity	10		



# LESSON PLAN & TEACHER NOTES:

- BIG IDEA
  - ESSENTIAL QUESTIONS,
  - US NATIONAL STANDARDS
  - STEP-BY-STEP INSTRUCTIONS
  - TEACHING TIPS
- & MORE!

## DESIGN A TYPEFACE TYPOGRAPHY

### BIG IDEA:

- Typography

### ESSENTIAL QUESTIONS:

- What is typography?
- What is typography vs. typeface vs. typeface?
- How can you create a unique typeface?

### OBJECTIVES: Students will...

- Discuss typography and styles of typeface
- Learn about the history of typography
- Find examples of various typefaces
- Brainstorm ideas for a unique typeface
- Create a typeface design
- Participate in a class critique

### STANDARD Middle School MEDIA ARTS

- 6<sup>th</sup> grade
- 6<sup>th</sup> grade
- 6<sup>th</sup> Grade

- Go through examples of serif, sans serif, and decorative typefaces.
  - Break down the anatomy of a typeface.
  - Outline the project.
  - Pass out the typography research sheet.
    - Have students look at typefaces and styles they like.
    - Have them select various typefaces to break down.
  - Pass out the typography sketchbook assignment.
    - Have students play around with typeface ideas for the rest of class.
  - Have students clean up the last five minutes of class.
- DAY 2: Typeface Design Development
- Have students continue to work on their research sheets and sketchbook activity.
  - Meet with students one on one to discuss their idea. Help them further develop their ideas or come up with ideas.
  - When students are ready, pass out the typeface practice sheet.
    - They will use this sheet to write out their entire alphabet, one uppercase, one lowercase.
    - They need to write clearly and neatly. They will use this to scan into the computer and digitize their typeface.
- TIP: they can write letters multiple times as needed to compare once the
- minutes of class.





# TYPOGRAPHY

INSPIRATION RESEARCH

Find inspiration for your typeface design by deciding what style you like best. Research typefaces, pick 3 styles to critically look at. Select your favorite style to answer additional questions.

## YOUR TYPEFACE PREFERENCES:

1. How would you describe your style? Maximalist? Minimalist? What adjectives would you use?

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2. When looking at typefaces, do you tend to prefer serif, sans serif, or decorative? Why?

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3. When reading text, which style do you prefer? Serif, sans serif, or decorative? Why?

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4. Do you have a current favorite typeface? If so, share the name and describe it.

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Look at a variety of typefaces. Select 3 to discuss below.

Look at typeface options in Microsoft Word, PowerPoint, or similar. Also check websites such as [dafont.com](http://dafont.com).

## SERIF TYPEFACE:

5. Select a serif typeface. Write the name of the typeface and describe it.

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7. Type the sentence: "A quick brown fox jumps over a lazy dog." Is it easy to read? Why/why not?

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## SANS SERIF TYPEFACE:

8. Select a sans serif typeface. Write the name of the typeface and describe it.

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9. What about this typeface appeals to you?

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10. Type the sentence: "A quick brown fox jumps over a lazy dog." Is it easy to read? Why/why not?

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## DECORATIVE TYPEFACE:

11. Select a decorative typeface. Write the name of the typeface and describe it.

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12. What about this typeface appeals to you?

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## PRACTICE:

Write out the entire alphabet in your font style. Write a set of uppercase letters and a set of lower case letters. TIP: Use a ruler to draw a line to mark the top of the x; make sure all other lowercase letters hit the x-height. We will scan these letters in the computer to digitize them. Keep it neat!

## SKETCHBOOK ASSIGNMENT

Start by sketching out different typeface and font style ideas in your sketchbook.

1. Try your handwriting first, can you clean it up and turn it into a typeface?
2. Try out serif, sans serif, and decorative options.
3. Write your letters using this sentence:

The quick brown fox jumps over a lazy dog

4. Don't forget to test out upper and lowercase letters.
5. When you settle on one style, write out the entire alphabet on the practice sheet.
6. You can always go back to the drawing board if you are having trouble with letters.

# 3 ACTIVITIES:

RESEARCH ACTIVITY, SKETCHBOOK ASSIGNMENT,  
TYPEFACE PLANNING SHEET



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**STEP ONE:**  
 -Start your typeface design by sketching out ideas.  
 -Use the practice paper with guidelines to decide what height, ascender, descenders, and similar you want. Use a ruler to add additional lines to your guide as needed. This step will help you layout your guides for your digital design.



**STEP TWO:**  
 -Open Adobe Illustrator.  
 -Set your document size to 1000x1000 pixels.  
 -Make sure PIXELS is selected as the format.  
 -Click CREATE.  
 -When your document opens click VIEW from the top menu, RULERS-SHOW RULERS.

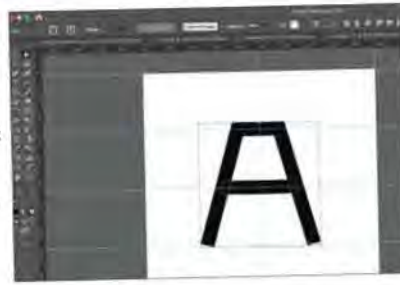


**STEP THREE:**  
 -Set up your guides to help keep your letters consistent.  
 -Using the SELECTION TOOL in the left toolbar click on the ruler and drag toward the artboard.  
 -A turquoise line will appear, drag it to the edge of the artboard.

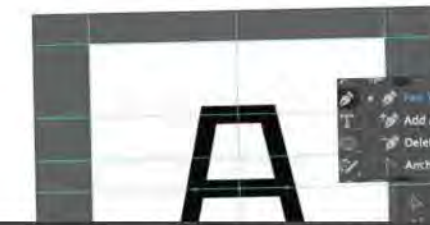


## USING THE PEN TOOL

**STEP ONE:**  
 -When your guides are set, start creating your letters.  
 -You can use shapes, the pen tool, or the paintbrush tool to create your letters.  
 -To create a letter using the pen tool, click the PEN TOOL in the left toolbar.  
 -Click on the artboard to drop a point, drag your mouse to create a line, click to drop another point, or node.  
 -Click ESC to release the pen tool.



**STEP TWO:**  
 -If your lines are filled with color between them check FILL/STROKE colors in the left toolbar.  
 -Click the lines using the SELECTION TOOL. Set the FILL color to empty. Click the FILL box, then the white box with the slash in it below the FILL/STROKE boxes.  
 -Set the STROKE color to black.  
 -To change the color double click the STROKE box and select a color from the window that pops up.  
 -To make the lines thicker change the stroke weight in the STROKE PANEL in the top toolbar.



**STEP THREE:**  
 -Play with the PEN TOOL to add to your shape.  
 -Click to drop a node, move your cursor to create a line such as the center of a capital A.  
 -Click and hold the triangle on the PEN TOOL to pop out additional options. You can add, delete, and edit nodes.

## USING GLYPH STUDIO

**STEP TWELVE:**  
 -Go to [glyphstudio.com/online/](http://glyphstudio.com/online/)  
 -Name your font.  
 -Click START A NEW FONT FROM SCRATCH.



**STEP THIRTEEN:**  
 -Click the uppercase A box to open up the form to upload your first letter.  
 -Drag and drop your uppercase letter A to the artboard.  
 -Hover over the dot on the edge of the letter, click and drag to expand the letter or make it smaller.  
 -Line it up with the corner of the BASELINE and LEFT SIDE markers.

**STEP FOURTEEN:**  
 -Use the guides on the artboard to set the height and width.  
 -When you move onto your lower case letters, look at the X-HEIGHT. I chose to go one box above the X-HEIGHT, how do you want your letters to line up?  
 -When you finish setting a letter, click another letter box to upload the next one.



**STEP FIFTEEN:**  
 -If you unclick your letter, go to the SHAPES panel in the left toolbar.



# 2 PROJECT GUIDES:

STEP-BY-STEP INSTRUCTIONS ON CONVERTING A HAND DRAWN TYPEFACE, & A DIGITALLY DESIGNED TYPEFACE, **12 PAGES**



# A FOCUS ON THE ELEMENTS & PRINCIPLES OF DESIGN



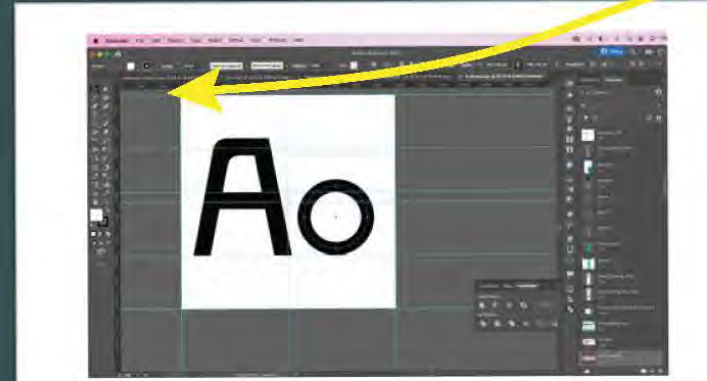
# PRESENTATION 1:

INTRODUCTION, STEPS, AND OVERVIEW

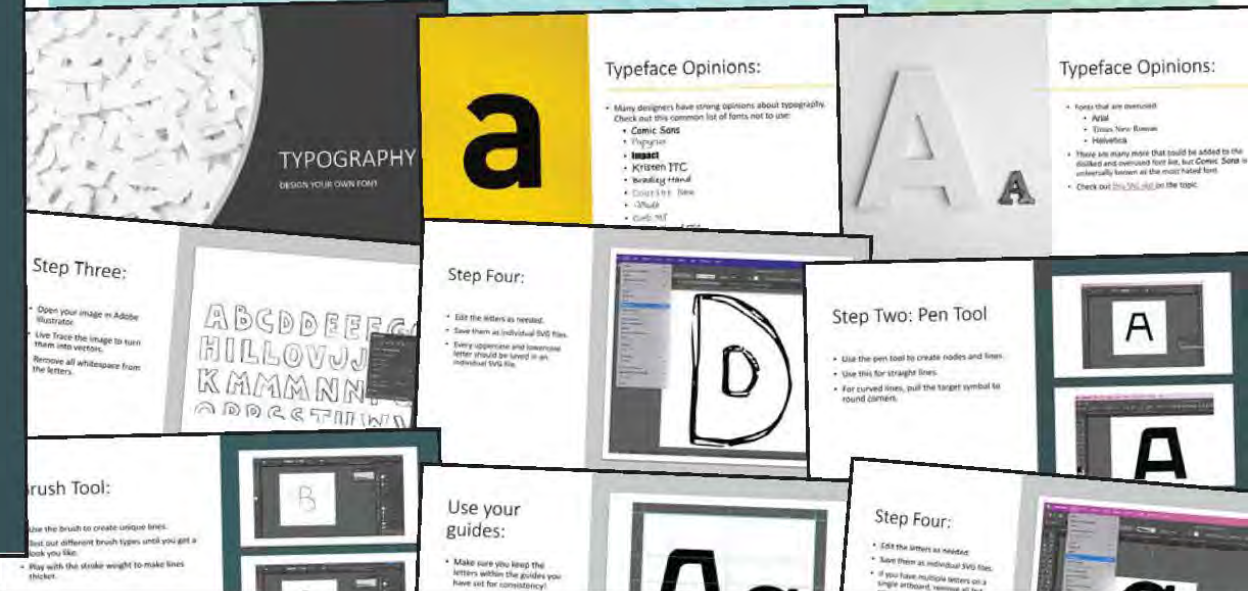


## Shape Tool:

- Use shapes such as ellipses or rectangles to construct shapes.
- Use the pen tool in conjunction with these to create lines.
- Try the curvature tool for curved lines.



# STEP BY STEP INSTRUCTIONS WITH VISUALS & TEXT



# PRESENTATION 2: STEP BY STEP INSTRUCTIONS, PROJECT DETAILS, & MORE



# DESIGN BOARD

You will submit your final typeface design through a design board. If you were a designer, this is how you pitch your design to your client. This can be submitted digitally or printed and displayed. Create a document set to 9"x12"  
You can use Adobe Illustrator, Photoshop, Canva, whichever program you are most comfortable with. The following must be included on your design board:

**NAME OF FONT:**  
Think about your typeface and what name can reflect the style of it.

**YOUR NAME:**

**FONT DESCRIPTION:**  
Adjectives you would use to describe the font style, the best way it can be used (is it legible enough for a body typeface? Is it best only for headlines?) What

**AESTHETIC DETAILS:**  
Add color, images, and similar to create an aesthetically pleasing design board. Use shapes and lines to divide the information into sections. Make your typeface title the largest font size.  
**THE QUICK BROWN FOX:**  
Write this full phrase in uppercase, lowercase, or a

## THE ANATOMY OF TYPOGRAPHY

# FONT

**CAPLINE:** The height of most capital letters.

**STEM:** The vertical lines used to create a letter.

**STROKE:** The individual lines used to create a letter.

**BASELINE:** Where the bottom of all letters sit.

**OVERHANG:** When rounded letters dip below the baseline, such as Os or Bs.

**ASCENDER HEIGHT:** The top limit of tall lowercase letters, such as the k.

**X-HEIGHT:** The height of most lowercase letters, especially the x.

**DESCENDER HEIGHT:** The bottom limit of descending strokes, such p or y.

**SERIF:** A font with serifs, or small strokes or extensions, at the end of long strokes.

# Type xk

**PRACTICE:**  
Play with designing your own font below.  
You must include ascender letters, such as k, and descender letters, such as y, p, and an x. Use a ruler to draw a line to mark the top of the x, make sure all other lowercase letters hit the x-height. Write lowercase and uppercase letters.

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# DESIGN REFERENCES:

## ANATOMY OF TYPOGRAPHY HANDOUT & POSTER DESIGN BOARD HOW TO GUIDE



Name: \_\_\_\_\_

## TYPEFACE CRITIQUE

Carefully look at each design, then answer the following questions:

1. Which design caught your attention first? Why?

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2. Which typeface is the most creative? Describe it.

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3. Which typeface has the best visual connection between the uppercase and lowercase letters? What makes it successful?

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4. Which typeface looks the cleanest? Describe it.

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5. Which typeface has the most surprising element? What is it?

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Name: \_\_\_\_\_

7. Which typeface has the most consistent x-height? Which letters align best?

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8. Which typeface has the best descenders? Describe them.

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9. Which design board is the most aesthetically pleasing? Describe it.

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10. What can you learn from your peers' work that you could apply to your own?

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11. Do you think your final typeface and design board are successful? Why or why not?

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## STICKER CRITIQUE INSTRUCTIONS

Place at least one sticker at every work of art. You can place up to 3 stickers at one design. The sticker should be placed based on the corresponding color and response you have to the design. Only one purple sticker can be placed.



Favorite overall typeface



Creative design

Name: \_\_\_\_\_

7. Which design best reflects the three adjectives? What are the adjectives? How do the visuals reflect them?

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8. Which design has the best layout in the pages? What makes them successful?

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# WRAPPING UP:

## CRITIQUE REFLECTION & ACTIVITY, CHECKLIST, & RUBRIC



# TEACHERS LOVE THESE DIGITAL DESIGN PRODUCTS:



"What an awesome resource. My Digital Design students thoroughly enjoyed the lessons we have completed so far. I plan to continue to use this purchase for years to come. The lessons are very engaging and keeps students' attention throughout class. Thanks so much!"



"Loved the lessons and the students were super engaged! This resource was awesome, complete and straightforward."



**ART & DIGITAL DESIGN**  
8 ELEMENTS OF DESIGN HANDOUTS

FRONT & BACK WORKSHEETS WITH ACTIVITIES & DIGITAL FILL IN OPTIONS

LOOK BETWEEN THE LINES BY WHITNEY PANETTA

# LOOKING FOR MORE?

Grab an easy to plug in early finisher or emergency sub-plan activities like this pack of elements of design worksheets.

**INTRO TO DESIGN**  
FULL SEMESTER CURRICULUM, 9 PROJECTS

INTRO TO DIGITAL DESIGN: ADOBE EXPRESS, PHOTOSHOP, ILLUSTRATOR, INDESIGN, & MORE

LOOK BETWEEN THE LINES BY WHITNEY PANETTA

Save money by getting a full semester of design based projects. This pack uses Adobe Illustrator, Photoshop, and InDesign. Check it out here.



# LOOK BETWEEN THE LINES

## BY WHITNEY PANETTA



I'm Whitney, a former art teacher turned art curriculum developer. I now focus on designing art lessons, resources, & full curriculums for elementary, middle, high school art teachers, homeschool parents, & general art enthusiasts.

I am so glad to still be connected to the world of art education and I love seeing my resources "in the wild" all over the globe. Reach out anytime with questions or comments at [whitneywpanetta@gmail.com](mailto:whitneywpanetta@gmail.com).