

## **Warm-Up (Sketchbook)**

**Write (5 minutes):**

The Annunaki are a race of advanced beings who may or may not have visited Earth almost 500,000 years ago. Describe the first encounter between our ancestors and these space travelers. Who initiates the encounter? How did they communicate? What is their reason for visiting Earth and how can they help us? Is this meeting friendly or aggressive? What do they look like? Be creative and get specific.

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### **Draw (5 minutes):**

2 symbols.

1 for "Peace".

1 for "War".

Think about symbols being a universal language.

## **AGENDA**

- Project Reflection (15/20 minutes)
- Typography Intro
- Activity

# **PROJECT REFLECTION**

(15/20 minutes)

**TYPOGRAPHY!**

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order

## VOCAB TO KEEP CLOSE!

**kerning:** Adjusting the letterspacing between certain letters to make them appear better fitted together

**leading:** The space between lines of type

**tracking:** sometimes called letterspacing, refers to a consistent degree of increase (or sometimes decrease) of space between letters to affect density in a line or block of text.  
Letter-spacing should **not** be confused with kerning.

**hierarchy:** refers to presenting the content in a way that visually conveys where to look, and in what sequence.  
The styling and placement of all elements – both type and images – should guide the viewer through the content in order of importance.

## VOCAB TO KEEP CLOSE! PT 2

**bold** : the type is darker or heavier than normal

*italic*: based on calligraphic handwriting, the type often slants to the right

**serif**: is a small line attached to the end of a stroke in a letter or symbol.  
A typeface with serifs is called a serif typeface

**sans-serif**: A typeface without serifs is called sans-serif or sans serif, from the French *sans*, meaning "without".



Watch with a partner and **take notes in your sketchbook.**

<https://www.youtube.com/watch?v=sByzHoiYFX0>

## LEGIBILITY vs READABILITY

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**readability** : the ease with which the eye can absorb text and move along

- Good typography, or more *readable* type, encourages a **desire** to read the text
- Readability usually means more appealing and interesting type

**Legibility**

**Good design is about effective  
communication, not decoration at the  
expense of legibility.**

**Legibility**



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Readability

## **PRACTICE**

For the remainder of the period, you will be drawing 3 styles of letters – a single word to be exact.

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**“But why????? Why, Patrick why?????”**

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**“But why????? Why, Patrick why?????”**

Practice drawing letterforms will:

- Sharpen your lettering skills
- Develop your hand control
- Familiarize movements
- Help you to understand **glyphs** (an individual character or symbol within an agreed set of symbols, intended to represent a readable character for the purposes of writing)

Helvetica  
(modern sans-serif)

Adobe Caslon  
(old-style serif)

Cloister Black  
(old-English style typeface)

Handgloves

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# Lettering Practice Sample w/ Specs + Vocab

