

## **Common Core Lesson: Exploring Typography**

**Grade Level:** 4th - 8th grade

**Subject:** Language Arts, Visual Arts

**Objective:** Students will be able to define typography, understand its importance in visual communication, identify different elements of typography, and create their own typographic designs.

### **Common Core Standards:**

CCSS.ELA-LITERACY.RI.4.1: Refer to details and examples in a text when explaining what the text says explicitly and when drawing inferences from the text.

CCSS.ELA-LITERACY.W.5.2: Write informative/explanatory texts to examine a topic and convey ideas, concepts, and information clearly.

CCSS.ELA-LITERACY.SL.6.1: Engage effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on grade 6 topics, texts, and issues, building on others' ideas and expressing their own clearly.

### **Materials:**

Visual examples of different typographic styles (printed or displayed digitally)

Chart paper or whiteboard

Writing materials

Art supplies (optional)

### **Procedure:**

#### **Introduction (10 minutes)**

Begin by asking students if they have ever noticed how words are designed differently in books, websites, or signs.

Explain that typography is the art and technique of arranging type to make text visually appealing and easy to read.

Show visual examples of different typographic styles and ask students to share their initial thoughts and observations.

### **Reading and Discussion (15 minutes)**

Provide a brief reading passage or present key information about typography.

Recommended books or articles are below.

Have students read the passage individually or in pairs and highlight important details about typography.

Facilitate a class discussion, asking students to share what they have learned and any questions they may have.

### **Elements of Typography (20 minutes)**

Create a chart on the board or chart paper with the following elements of typography: font style, size, spacing, alignment, and emphasis.

Explain each element and provide visual examples to illustrate the concept.

Engage students in a collaborative discussion, asking them to identify examples of each element in different texts or designs.

### **Typography Exploration (20 minutes)**

Distribute writing materials and ask students to choose a word or short phrase to experiment with typography.

Instruct students to explore different font styles, sizes, spacing, alignment, and emphasis to create visually appealing typographic designs.

Encourage students to be creative and think about the mood or message they want to convey through their design.

### **Sharing and Reflection (15 minutes)**

Invite students to share their typographic designs with the class.

Facilitate a supportive discussion where students can discuss the choices they made and the effects of typography on the overall design and message.

### **Optional Art Activity (20 minutes)**

If time allows and art supplies are available, allow students to transfer their typographic designs onto paper or create digital designs using computer software.

Students can enhance their designs with additional artistic elements, such as color or illustrations, to further communicate their message.

### **Culminating Discussion (10 minutes)**

Wrap up the lesson by discussing the importance of typography in effective communication and visual design.

Encourage students to reflect on how they can apply their knowledge of typography in their own writing and design projects.

### **Resources:**

Book: "Typography for Kids" by Sarah Prineas - This book is a beginner's guide to typography, tailored for young readers. It introduces the basics of typography, explains its importance in communication, and explores different typographic elements like fonts, spacing, and layout. It also includes fun and interactive activities for creating typographic designs.

Book: "Just My Type: A Book About Fonts" by Simon Garfield (Adapted for Young Readers)- Adapted from the original book for a younger audience, this version provides a captivating exploration of fonts and typography. It explains the role of typography in everyday life, from books to advertisements, and offers insights into different fonts and their histories. While more suitable for middle school students, it offers valuable knowledge about typography.

Book: "The Art of Typography: Learn the Craft of Lettering" by Tony Seddon and Luke Herriott - This book is designed for budding typographers and graphic designers. It delves into the world of typography, covering topics like font selection, spacing, and creating typographic compositions. While it may be more suitable for older students in the 6th to 8th grade range, it provides comprehensive information on the subject.

**Extensions:**

Analyze and discuss typographic choices in real-world examples, such as advertisements, book covers, or websites.

Research famous typographers and their contributions to the field.

Explore the historical evolution of typography and discuss how it has changed over time.

Note: The lesson duration can be adjusted based on the depth of discussions and the inclusion of the optional art activity.