Lesson Plan: Typography
Grade level: 6-12

Duration: 4-6 class periods (45-60 min. each)
Media Type: Crayola markers, pencil, Sharpie markers
Subject Integration: Language Arts
Objective: To create an artwork including letters / font.

Assessment:
Rubric:
4-Standards are exceeded
3-Standards are met
2-Standards may be met at a very low quality or with some exceptions
1-Standards are not met
0-

Vocabulary:
Visual Arts Elements/Principles:

color	shape	line	texture	balance	unity	proportion	form
value	space	contrast	emphasis	movement	pattern	rhythm	

Materials and Procedure:

Day 1:
Share Making It Up North video with students about Duluth artist Janelle Miller.
Discuss the meaning of typography (the style and appearance of printed matter).
https://makingit.wdse.org/watch/warrior-printress-janelle-turner-miller-letterpress-tradition (5:14)

Discuss font / lettering and how businesses and corporations use different fonts to sell products, as well as fonts / lettering being used to, for example, sell clothing, etc.   Talk about the tools Janelle uses to create her artwork.

Have students sketch ideas of letters, words, interesting fonts. Share handouts of a variety of different types of lettering.

Day 2: Hand out paper for students to design their name in an interesting and easy to read font of their own design. Use several mediums to complete this lesson (colored pencil and marker and paint?) for students to experience.

Day 3-6: Student spend time creating their typography artwork.

Discussion Questions:

When viewing samples of font artwork, ask students, "What do you see?" "What do you notice?" "How does font express emotion?" "Why do businesses use certain fonts for advertising their products? Do they make this a conscious choice?" "Which fonts do you like best/least? Why or why not?" "What else do you notice about font?

Resources:

Just My Type: A Book About Fonts Hardcover-September 1, 2011
by Simon Garfield

Thinking with Type: A Critical Guide for Designers, Writers, Editors, Students by by Ellen Lupton

*How to Use Graphic Design to Sell Things, Explain Things, Make Things Look Better, Make People Laugh, Make People Cry, and (Every Once in a While) Change the World Hardcover –
November 3, 2015* by Micheal Bierut

https://www.toastysduluth.com/downtown-menu (font website)

https://www.shutterstock.com/search/font (font website)

http://www.1001fonts.com/ (font website)

National Standards for Visual Arts:

VA:Cr1.2.6a : Formulate an artistic investigation of personally relevant content for creating art.

VA:Cr1.2.IIa: Choose from a range of materials and methods of traditional and contemporary artistic practices to plan works of art and design.