Art 143

Digital Design & Publishing

Goal:
• To understand the implied "voice" conveyed in different typefaces
• To practice basic typesetting in InDesign

Tools/techniques:
Type Tool
Text Frame
Character Styles
Selection tool
Page set-up

Conversation

How do you choose what fonts to use when you design something?

One thing to consider is that different fonts have different "voices." In other words, if you read something written in a decorative script it will carry a different meaning than if it is written in a very large bold sans serif in all caps.

Below are 2 conversations taken from a book on relationships. Choose 2 fonts, one for each voice. Do not break the voices into separate lines, run it all into a paragraph. Make 2 pages in your document, one for each conversation.

You can change size, style, and placement if you want in order to create emphasis, but watch out making too many changes or it will look like there are more than 2 people talking.

Consider placement on the page too.

Conversation #1:
I feel shut out. I'd really like to know why.
But I'm not shutting you out.
But I still feel shut out.
Well, that's your problem. I'm not shutting you out.
Yes you are.
No, I'm not.
Yes you are.
I don't want to talk about it anymore.

Conversation #2:
What's the matter?
Nothing.
Come on, what's going on?
You're just going to get mad, so forget it.
I won't get mad; Just tell me what's the matter.
We're late again.
You're upset because we're a little late?
I told you you'd get mad.
I'm not mad.
I can't talk to you when you're mad. We'll talk when you calm down.
I am calm!