Art Lesson Plan * Traci Cromer

Title: Typography as Art

Class: Media Arts * 8th Grade

Class Time * Date(s):
3rd Block * February 23-27

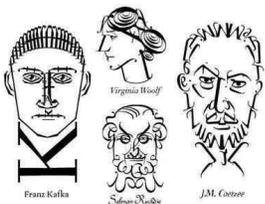### SC C&C Ready Visual Arts Proficiency Standards

Creating	*Presenting*
MA.CR.NH.2.1	MA.P.NH.3.1
Responding	*Connecting*
MA.R.NH.4	MA.C.NH.6.1

Learning Targets:
*I can change the meaning of a media artwork using different elements or principles.
*I can examine how audience response varies depending on how media artwork is presented.
*I can identify the messages and purposes, in my media artworks and the work of others.
*I can show how ideas connect media arts and fine arts by creating a media presentation.

Essential Questions:
*What is typography?
*What is the difference in a font and typeface?
*Can typography be used in a work of Media Art to convey more than content?
*What emotions can be conveyed through your font choice?
*Who are some artists famous for their Typographical Art?

Engage:
*Videos: Beginning Graphic Design: Typography, What is Typography? (Definition for Beginners), Typeface vs Font - What's the Difference?
*Introduce artwork of Roberto de Vicq de Cumptich; Deniz Akerman
*Share & discuss examples of Typefaces and the emotions their lines and shapes can convey in a Media Artwork.

Explore:
*How can we be inspired by Typography Artists to create our own artwork out of a singular typeface?
*Which style of type will convey the emotion we want in our artwork?
*How can we use the Line, Contrast, and Positive/Negative Space to create our desired Shapes?
*Materials: Computer, Mouse, Adobe Illustrator Software, Sketchbook, Pencil

Explain:
Vocabulary
Typography: the art or process of setting, arranging, or designing type.
Typeface: a particular design of type. Typefaces are the design of a single group of fonts. For example, Ariel is a typeface.
Font: a complete set of characters that share the same typeface, size, and styling. Ariel Narrow is a font.
Other Vocabulary: Serif, Sans Serif, Script, Bold, Narrow
*Review concepts of Line, Shape, Positive/Negative Space, Contrast, and Balance
*This lesson will involve Cooperative Learning, as the students will work in small groups to determine how their font choices change viewer response.

Elaborate:
*Students will create their own artwork inspired by Typography Artists Roberto de Vicq de Cumptich and Deniz Akerman.
*Students will begin with a reference photo of their choice (image must be approved) of a famous person.
*Once photo is chosen and approved, students will break into small groups to sketch and discuss which type style will convey their desired emotional response.
*Teacher-led lesson on how to create text and convert text to outlines in Adobe Illustrator.
*Students will choose two fonts for their image and reconvene in their small group to make their final font choice.
*Students will begin creating their Typography Art - teacher will rotate and help students individually.

Evaluate:
*Students will check in after famous person and reference photos are chosen.
*Students will complete 2 roundtable peer discussions.
*Artwork will be compiled in a Digital Gallery Walk PPT and presented to class upon completion.

Differentiation:
Standards may be reassessed to Novice Mid or Intermediate Low depending on the student's previous experience and comfort with assignment. Option for drawing the typography if computer experience is causing difficulty.