

Media Language

Font and Typeface

Learning Point: Fonts and Typeface

Font and typeface are terms used to refer to different types of lettering: the **font group**, e.g. Arial, Times New Roman, Comic Sans and the **case** of the lettering. e.g CAPS, **bold**, *italic*, lowercase, SMALL CASE

Font design generally fall into 4 categories.

Serif Fonts

Sans Serif Fonts

Slab Fonts

Script Fonts

Each is used by designers to convey different emotions and achieve different design effects.

Serif Fonts

Serifs are the small feet at the end of a stroke on a letter.

They are easy to read and are often used in the body of a text.

Sans Serif Fonts

"Sans" comes from the French "without", and that is exactly what this category is - typefaces without serifs.

Slab Serif

**Slab Serif is easily identified
because of its chunky look.**

Script Fonts

*Script fonts resemble handwriting
and are fluid and elegant.*

What personality does each font type convey?

Serif

Traditional

Sophisticated

Reliable

Practical

Formal

Sans Serif

Modern

Clean

Objective

Sensible

Slab Serif

Bold

Contemporary

Strong

Solid

**Attention
Grabbing**

Script

Elegant

Classic

Formal

Sophisticated

Stylish

Different Cases

CAPITALISATION

CAPS ARE USED WHEN YOU WANT TO SHOUT OUT AN IMPORTANT MESSAGE. THEY ARE OFTEN USED IN NEWSPAPER HEADLINES FOR THE MAIN STORY

Sentence Case

Sentence case is cleaner, grammatically correct and improves readability. It is used when there is a lot of text to read.

Title Case

Title Case Should Be Used, As The Name Suggests, For Titles/Subtitles. It Shows That The Text Is Important But Not As Important As ALL CAPS

Italic and **bold** are often used to **draw attention** to a particular piece of text. In design, **bold** text appears more **aggressive**, *italics* is *softer*.