

Font & Mood

Principles of Publication Design

TODAY

*We will learn the
functions of type, how
to combine fonts and
purposes of each type.*

*I will create an example of
a readable, contrasting
font combination that fits
a mood.*

ON YOUR OWN

*What does this font say?
Separately, does the
combination of fonts work
well together?*

Why or why not?

EXAMPLE
text

ON YOUR OWN

“Example text”

*It is readable with some effort
because they capitalize a whole
word in a script font.*

*The combination works
because there is lots of contrast
(if they fix the all caps issue).*

EXAMPLE
text

YOU SHOULD HAVE LEARNED

1. *There are* **four major font categories: serif, sans serif, novelty and script.**
2. **Font shape drives mood.**
3. *Text* **must be readable.**
4. *Combine two fonts by* **changing at least two elements significantly of the second font, plus** *the second font's size by a significant amount.*