



FONT AS A CHARACTER

Meets and Exceeds Florida State Standards

- 03.00 Demonstrate an understanding of type design
- 03.01 Define typographic terms (e.g., leading, kerning).
- 03.02 Identify and select typographic applications.
- 03.03 Explain specification of type and copy fitting.
- 03.04 Identify and select typographic styles.
- 03.05 Define basic letter structures.
- 03.06 Demonstrate mixing of families of type.
- 03.07 Identify and select lettering styles.



Plot: The most distinguishing factor of any font is its characters. Hidden beneath these characters, each typeface also has character—its own unique characteristics. When used correctly, typefaces often speak to us more powerfully than the words that are written with them. Use Adobe Illustrator or Photoshop to create a recognizable or popular character from film, literature, music, animation or the like. It needs to be composed entirely of the font you choose and use color halftones. This is a great piece for your portfolio.

Project Examples:

<http://www.behance.net/gallery/MFA-Superhero-Typographic-Classifications/4570399>

<https://gunaxin.com/typographic-superheroes>

PRE-PRODUCTION

- Who are you going to create an image of?
- What font or typeface would be most appropriate and speaks to your characters design?
- Incorporate half-tones. Figure out how they're made.
[Making Halftones in Photoshop](#) *Step By Step
[Making Halftones in Illustrator](#) *Video

How to apply Color Halftone

- Choose an area
 - Assign to colors – one to foreground, one to background
 - In Photoshop menu, go to **FILTERS – PIXELATE – COLOR HALFTONE**. Set your radius accordingly
 - Change your blending mode to **OVERLAY**. Adjust your opacity.
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- Your final should be set up exactly like the examples in the link above.
 - What elements are needed?
 - A Frame.
 - A background with fonts, numbers & symbols used in the design
 - The font and its description as it relates to your character. Look close at how the description of the font relates to each.

PRODUCTION

- Create your project in either Illustrator or Adobe Photoshop (300 dpi) **8 ½" x 11"**
Make a time to go over your finals with Mr. Juul or during a critique and make any suggested changes before it's finalized and uploaded.

POST-PRODUCTION

- When Finished, **SAVE A COPY** as a JPEG. 300dpi resolution 8.5" x 11"
Upload this version to Focus or the Class In Box title **FONT CHARACTER.**

3 points. Breakdown.

- Only fonts were used
- Creativity & use of fonts
- Character is recognizable.
- Turned in on time and to specifications asked for (ex: they look like the examples)

Grading Rubric – 3 points

An **A** grade will look like: 3 points

Your attention to detail is self evident. You followed the outline exactly as explained. You incorporated original thoughts and ideas. The artwork is personal, of your choice and of professional standards you set. You followed Pre-Production – Production and Post Productions instructions.

A **B** grade will look like: 2.5 points

Your attention to detail is evident in parts of your final. You followed the outline mostly as explained. You incorporated some original thoughts and ideas. Your idea and artwork is of professional standards, but has some room for revisions. Your letter may contain a few typos.

A **C** grade will look like: 2 points

Your attention to detail is evident in some of your final. You followed the outline mostly as explained, but are missing one or more key elements asked for. You incorporated a few original thoughts and ideas. The artwork is of minimal professional standards, has some room for improvements and revisions and should be corrected before mailing. Your letter has spelling and punctuation errors that should also be looked at before mailing.

A **D** grade will look like: 1 points

Your attention to detail is evident in almost no part your final. You did not follow the outline as explained, and are missing more than one key elements asked for. There is no thought given to originality. It's minimal or even too much. The artwork is not of professional standards yet and should be corrected if giving this to a client. Your letter has spelling and usage issues. Maybe does not make much sense.

An **F** grade will mean: 0 points

The project is either not turned in, incomplete and there was no attention paid to the instructions provided. There is no thought given to originality. The artwork is not of professional standards. The idea most likely should have been abandoned in favor of another approach.