

This Week's Focus: Typography

Beyond just being a medium to convey words, typography is a design element. Different fonts have unique shapes and sizes and voices. Yes, fonts have a personality. Don't believe me? Check out [this video from College Humor](#) to see more.

THE LESSON: THE SIX-WORD STORY

For this assignment, I first teach students some basic InDesign tools; notably, those include the selection tool, the line tool, the shape tool and the text tool. Then, students come up with a six-word "story" that describes who they are in some way. From there, using InDesign, students turn their story into a unique design. It's not as simple as just typing up the sentence and then hitting "submit." Rather, students should look at each of those six words as unique design elements. What fonts have the correct "voice" for their story? Some fonts "shout" and some "whisper." Some fonts are serious and others are silly. What kinds of shapes do those words create? How might those shapes fit together to create a cohesive design? What happens if they use all caps or all lowercase letters? What if they turn words sideways? What colors should they use to convey the sentiment of their story? [Here are some examples](#) my students have created over the years to get you started. Ultimately, the assignment helps build students' confidence before completing bigger assignments.

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Digging in to typography

Description

This is day two of a four-week unit plan that helps students learn the basic terminology, functions and foundations of design. Topics covered include typography, color, grids, formatting, spacing, measurements and modular design.

Objectives

- Students will identify the four basic categories of type.
- Students will learn definitions of design terms.
- Students will know how to format type using common design language.
- Students will know the basic concepts of color application, purpose and use.
- Students will learn and practice how to place, size and format headlines and body copy using Adobe InDesign.
- Students will learn and practice how to use the various tools and functions of Adobe InDesign that are critical to layout presentation.

The link

The link to the full lesson is [HERE](#). NOTE: This lesson is available free to **everyone** during the dates listed at the top of this page. Want to have access all the time? If you're not a member yet, consider joining JEA today for access to all of the resources.



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Bell Ringer

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EAT YOUR HEADLINES, SERVED FIVE WAYS

Instructions:

- Have students select a headline from your existing publication or a headline from the most recent story they've written.
- Rewrite the headline in five different ways, each emphasizing an active voice.
- Focus on varying the structure, tone and word choice to create distinct versions while maintaining the original news angle.

Example:

Original Headline:

City Council Passes New Environmental Policy

Rewrites:

- *New Environmental Policy Gets Green Light from City Council*
- *City Council Enacts Progressive Environmental Policy*
- *City Council Approves Groundbreaking Environmental Measures*
- *Landslide Victory: City Council Adopts Revolutionary Environmental Policy*
- *City Council Drives Change with Bold Environmental Policy Approval*



LESSON TIP:

Pay attention to verbs; aim for strong, descriptive action words to engage readers. You can assign this bell ringer as an individual assignment or challenge the students in groups.

You've Got Style

Suggestions from Cindy*

BUSES OR BUSSES

One of these means kisses. If you're talking transportation, don't double the "s."

ZIP CODE

Use all-caps in ZIP for Zone Improvement Plan, but always lowercase the word code.

There are no commas in a ZIP code, and no comma between the state name and the ZIP code in an address.

* Style pro Cindy Horchem, CJE, is a retired adviser and the current JEA business and projects coordinator