

# MOVIE FONTS

(Type Tells Tales)

You would never use *COMIC SANS* for a serious essay right? The font that you choose in any situation or any form of design says a lot about the content that you are including.

By **design** I mean that we design everything that we present to the world. We choose the way our essays look for example. We choose the font, font size, spacing, where you put your name, whether or not you underline the title. These are all design decisions.

This exercise will get you thinking about the way that fonts add depth and complexity to the words that we write and read everyday. Take a look at the examples of movie genres below and see if you agree:



Choose three movies genres from the following list:

- Action
- A Period Drama
- Fantasy
- Romance
- Western
- Science Fiction
- Comedy
- Horror
- Fantasy
- Children's movie

- For each of the three genres you chose, decide on a movie within that genre that might be your favourite.

For example:

- Western – 3:10 to Yuma
- Science Fictions – Total Recall
- Romance – The Notebook

## PROCESS

- Open a document in WORD or Photoshop (8.5" x 11" 300 dpi) for each of the movies you chose. Make it landscape or horizontal format.
- Type out the name of the movie in large font. (probably 100pt or larger)
- And choose a font that is appropriate for that genre to type it in. experiment and try a bunch until you find one that really works
- Underneath the name of the movie type the name of the genre in a smaller font size. You can either use the same font or choose a neutral font for this. Make sure to include the name of the font you used in your explanation.
- Under the movie title and genre write a brief description of why you chose the font you chose. This should be between 10 and 40 words,
- Finally, at the bottom of the document type the name of the movie again but in a font that doesn't work at all. It should be almost the opposite of the font you chose! Type it in a font size that is exactly half the size of the first time you typed it.
- After fulfilling the above criteria you can play around with the design as you like. For instance you can play with colour, borders etc.
- Complete a separate design or document for each of the three movies/genres that you chose and submit.
- Make sure, if you are using Photoshop that you save and submit JPG files.

