

Exercise: How Does A Font Feel?

Fonts have character! They have emotions. They have something to say. Every time you use a font in your design you should ask yourself, How does this font feel? Is it, for example, a happy font? Do you really want a happy font for your design? Look at the fonts used in designs you see in newspapers, magazines, or on television; What do these fonts have to say? Notice how the shape and weight of the fonts support what the designer wants to say. After this assignment you should be aware of a font's feelings. You should begin to notice how designers use the shape and weight of the fonts to convey emotion.

- ✓ Copy the following text into a word processor.
- ✓ Save file as **C://digital arts/fontfeel.wpd**
- ✓ Then change the font, size, and style of each descriptive word to reflect its meaning. (Thus the words happy, decorative, and wimps would be changed to an appropriate font that conveys the qualities suggested by each word.)

1. Fonts can be happy or sad.
2. Fonts can be old-fashioned or modern.
3. Fonts can be inviting or hostile.
4. Fonts can be graceful or they can be clumsy.
5. Fonts can be elegant.
6. Fonts can be ugly or beautiful.
7. Fonts can be bold and daring.
8. Fonts can be heroic or they can be wimps.
9. Fonts can be fat or thin.
10. Fonts can be heavy or light.
11. Fonts can be dead. Fonts can be alive!
12. Fonts can be decorative or plain.
13. Fonts can be naughty or nice.
14. Fonts can be gentle or frightening.
15. Fonts can be loving or spiteful.
16. Fonts can be high-class.
17. Fonts can be flashy.
18. Fonts can be silly or they can be very very serious.
19. Fonts can be whispers or shouts.
20. Fonts can be songs.