Introduce PowerPoint to students and talk to them about why teachers use typography.

CFU: Why do designers use typography? What are some good examples of typography that you have seen on tv, posters, print, logos, magazines, etc.? What did you like about those examples?
Describe what fonts are to students. Then talk about what the two main font styles are:

CFU:
What are fonts?
What are the two main types of fonts?
Describe the two types of fonts: Serif and Sans Serif.

**CFU:**
Describe a Serif font.
Describe a Sans Serif font.
What is the difference between a Serif and Sans Serif font?

Tip: If you have a white board, chalk board or smart board choose random volunteers to come up and draw an example of a Serif or Sans Serif font.
Describe to students the different type of specialized fonts.

CFU:
Describe what a script font is. Give an example of where you would see this type of font.
Describe what a text font is. Give an example of where you would see this type of font.
Describe what a display font is. Give an example of where you would see this type of font.
Describe to students the different types of type relationships.

CFU:
What is a concordant type relationship?
What is a conflicting type relationship?
What is a contrasting type relationship?
What is the best type of relationship? Why?
Describe to students the different types of type relationships.

CFU:
What is the baseline?
What is a descender?
What is a X-height?
What is an ascender?
How is type measured?
Describe to students what is kerning and tracking.

**CFU:**
What is kerning?
What is tracking?
What is the difference between kerning and tracking?

<table>
<thead>
<tr>
<th>Kerning</th>
<th>Tracking</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Kerning</strong> – the space between two pairs of letter.</td>
<td><strong>Tracking</strong> – the adjustment of spacing of large sections of type.</td>
</tr>
<tr>
<td><em>Julie</em></td>
<td><em>Julie</em></td>
</tr>
<tr>
<td><em>Julie</em></td>
<td><em>Julie</em></td>
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</tr>
</tbody>
</table>
Have students go to this website and try their hand at kerning or you can go to the website and demonstrate kerning.
Describe ways to align type and what leading is.

CFU:
What are the different ways to align type?
What alignment type do you see the most in print?
What is leading?

### Alignment

<table>
<thead>
<tr>
<th>Alignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aligned Left, Jagged Right</td>
</tr>
<tr>
<td>Mrs. Rivard is the best teacher ever! She loves to teach computer graphics. Computer graphics is the best class ever.</td>
</tr>
<tr>
<td>Aligned Right, Jagged Left</td>
</tr>
<tr>
<td>Mrs. Rivard is the best teacher ever! She loves to teach computer graphics. Computer graphics is the best class ever.</td>
</tr>
<tr>
<td>Aligned Center</td>
</tr>
<tr>
<td>Mrs. Rivard is the best teacher ever! She loves to teach computer graphics. Computer graphics is the best class ever.</td>
</tr>
<tr>
<td>Justified – even on both sides</td>
</tr>
<tr>
<td>Mrs. Rivard is the best teacher ever! She loves to teach computer graphics. Computer graphics is the best class ever.</td>
</tr>
</tbody>
</table>

### Leading

<table>
<thead>
<tr>
<th>Leading – the space between lines.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leading is the space between lines. Leading in the space between lines. Leading is the space between lines.</td>
</tr>
<tr>
<td>Leading is the space between lines. Leading in the space between lines. Leading is the space between lines.</td>
</tr>
</tbody>
</table>
Describe to students what line length is.

CFU:
What is line length?
How does line length affect readability?
For independent practice have students pick a word that shows an emotion then give them 10-20 minutes to type the word in Adobe Illustrator and have them adjust kerning, leading, tracking and typestyle to represent the meaning of the word.