

'Talk with type': Knowledge Organiser

Throughout this project you will learn about: letterforms, the design process, painting and surface pattern; art direction and photography.

How to : reflect on the work of selected artists' then create your own positive messages responses using similar processes

Rationale: We want you to become familiar with the work of 'letterform artists' in a variety of media. This will help you to understand the power of Words in design and our environment.

A typeface is the design of lettering that can include variations in size, weight, slope, width. Each of these variations of the typeface is a font. There are thousands of different typefaces in existence, with new ones being developed constantly.

Read these :

<https://www.local-travel.com/street-art/manchester-street-art-guide/>

<https://www.instagram.com/streetartcities/?hl=en>

Watch these:

<https://www.youtube.com/watch?v=-GObJBkS5cw>

https://www.youtube.com/watch?v=f_mRkaPAAmE

https://www.youtube.com/watch?v=gH_Njl8FF68

Try this.. practice your lettering:

https://www.youtube.com/watch?v=S-HP_dcVskk

<https://www.youtube.com/watch?v=VFK7Bt7kfSY&t=4s>

<https://www.youtube.com/watch?v=r2cSI5BF4zc>

Key Words and Definitions

Typeface	The <u>design of lettering</u>
Font	The <u>variations of a typeface</u>
Street art	Artwork that is created in a <u>public space</u>
Graffiti	Writing or drawings scribbled, scratched, or sprayed illicitly on a wall or other surface in a public place.
Graphic design	The art or skill of combining text and pictures in advertisements, magazines, or books.
Serif	A slight projection finishing off a stroke of a letter in certain typefaces.
Sans serif	Without serifs.
Typography	The art of <u>arranging type</u>
Inclusive	<u>Embrace all people irrespective of race, gender, disability, medical or other need.</u> It is about giving equal access and opportunities and getting rid of discrimination and intolerance (removal of barriers). It affects all aspects of public life, including inclusive design.