**Fonts**

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Create an image made entirely of fonts. If you need to add additional images you may, but don’t let them take over your design.

The shape and appearance of a word can say as much as the word itself. That’s why it’s important to use fonts well.

* Be cautious of using more than three different fonts. This may result in your design appearing too cluttered. Good graphic design usually employs consistency and restraint in selecting appropriate fonts.
* The position of words should be imaginative, original, and purposeful.
* Look for fonts that mix well with the message or subject of your design. For example, serious communication requires a serious, authoritative look.
* A Serif font is a font with small “feet” on the letters. Times New Roman is a Serif font, and is well suited for body text, as the feet on the letters help your eyes to follow along the words.



* Almost all published books use Serif fonts, because it’s easier on the eyes. A Sans-Serif font like Arial does not have “feet” and is a good headline font because it’s big, bold, and calls out from a distance.



Objectives:

1. Alter text through layer styles, warping techniques, and defining brush presets.
2. Demonstrate attention to detail, selection, and opacity.
3. Demonstrate attention to layout and composition.
4. Arrange text by following contours within an image.