

Digital Media/Graphic Design: Introduction to Typography and Page Layout

Activity Goal: Students will be introduced to the fundamentals of typography and page layout as essential components of Graphic Design and Digital Media. Students will explore how font choices, spacing, alignment, hierarchy, and white space influence communication and readability. Students will examine professional examples of print and digital media while learning how thoughtful typography and layout help designers create organized, visually appealing, and effective designs.

Embedded Skill Targets:

- Define typography and page layout.
- Identify common font families and text styles.
- Explain the importance of readability and legibility.
- Recognize the purpose of alignment and white space.
- Identify visual hierarchy within a design.
- Explore careers that use typography and layout design.
- Demonstrate professional communication during classroom discussions.

Curricular Area	Learning Spectrum		
	Basic	Emerging	Proficient
9th Grade: Knowledge-Based (Drawing & Illustration)	Identify how typography supports visual communication.	Explain how typography and layout improve design organization.	Analyze how typography enhances professional Graphic Design projects.

<i>10th Grade: Application- Based (Typography & Page Layout)</i>	Identify font families, alignment, and spacing techniques.	Explain how layout principles improve readability and organization.	Evaluate professional layouts using typography and page design principles.
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Materials:

Provided: • Typography and page layout presentation • Font family examples • Graphic Design vocabulary cards • Guided notes • Typography sorting activity • Page layout analysis worksheet • Exit ticket	Needed: • Computer • Projector • Interactive display • Whiteboard • Dry-erase markers • Printed examples of flyers, posters, brochures, and magazines • Student folders • Pencils • Highlighters
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Preparation:

1. Prepare the typography and page layout presentation.
2. Print guided notes, worksheets, and exit tickets.
3. Gather professional examples of flyers, posters, magazines, and brochures.
4. Display examples showing different font styles and page layouts.
5. Organize vocabulary cards and classroom discussion materials.
6. Prepare the daily learning target.

Helpful Learning Tools

- Visual schedule
- Typography vocabulary cards

- Font family reference chart
- Graphic organizers
- Guided notes
- Teacher modeling
- Professional design examples
- Think-Pair-Share prompts

Instructions:

1. Introduce typography by explaining that it is the art of arranging text so it is easy to read and visually appealing. Discuss how every sign, poster, website, book, and advertisement uses typography to communicate information.
2. Define page layout and explain how designers organize text, images, and empty space to guide a viewer's attention. Display several professional examples and discuss how each layout communicates its message.
3. Introduce common font families, including serif, sans serif, script, and display fonts. Compare their appearance and discuss when each type is commonly used in Graphic Design and Digital Media.
4. Explain the concepts of readability and legibility. Model how font size, spacing, and font selection affect how easily people can read printed and digital materials.
5. Introduce alignment by demonstrating left, center, right, and justified text. Discuss how consistent alignment creates organized and professional-looking designs.
6. Explain the purpose of white space and visual hierarchy. Demonstrate how spacing, font size, bold text, and headings help viewers quickly identify the most important information on a page.
7. Students participate in a Typography Sorting activity by grouping printed font samples into categories and identifying which fonts are most appropriate for different design projects, such as school flyers, business cards, restaurant menus, and event posters.
8. Students examine several printed designs and complete a Page Layout Analysis worksheet by identifying alignment, font choices, white space, headings, images, and overall organization.
9. Facilitate a classroom discussion about careers that use typography and layout every day, including Graphic Designer, Marketing Designer, Publisher, Magazine Designer, Web Designer, and Advertising Designer. Encourage students to identify examples of typography they encounter in their daily lives.
10. Students complete an exit ticket identifying three font families, one purpose of white space, and one reason good typography improves communication.

Activity Variation

- Provide visual supports, graphic organizers, picture vocabulary cards, sentence starters, teacher modeling, and chunked directions to reinforce lesson concepts and increase student independence.
- Encourage collaborative learning through partner activities, small-group discussions, guided practice, and teacher conferencing to strengthen communication, teamwork, and problem-solving skills.
- Offer opportunities for independent application through workplace scenarios, leadership roles, creative projects, higher-level questioning, and real-world career connections that extend student learning.

Task Alignment & Check-off**9th Grade**

- **601** Identify the role of typography in visual communication.
- **602** Explain how layout supports effective design.

10th Grade

- **1101** Identify common font families.
- **1102** Explain readability and legibility.
- **1201** Identify page layout principles.
- **1202** Explain alignment, spacing, and visual hierarchy.