

Digital Media/Graphic Design: Typography and Layout Design in the Graphic Design Studio

Activity Goal: Students will participate in a hands-on Graphic Design push-in experience by applying typography and page layout concepts to create a professional visual communication piece. Students will explore industry-standard design software, practice selecting appropriate fonts, organize text and images using layout principles, and demonstrate safe workplace behaviors while working in the Graphic Design studio.

Embedded Skill Targets:

- Demonstrate safe workplace behaviors in the Graphic Design studio.
- Select appropriate font styles for different design purposes.
- Apply alignment, spacing, and visual hierarchy.
- Organize text and images into an effective page layout.
- Practice basic computer and design software skills.
- Demonstrate collaboration and professional communication.
- Explore careers involving typography and publication design.

Curricular Area	Learning Spectrum		
	Basic	Emerging	Proficient
9th Grade: Knowledge-Based (Drawing & Illustration)	Apply typography concepts to a visual design.	Organize text and graphics using effective layout principles.	Create a visually balanced design that communicates a clear message.

10th Grade: Application-Based <i>(Typography & Page Layout)</i>	Use font families, alignment, and spacing appropriately.	Apply visual hierarchy and page organization in a digital project.	Evaluate and improve a design using professional typography and layout principles.
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Materials:

Provided: • Graphic Design software • Typography reference guide • Font family chart • Flyer or poster design template • Design planning worksheet • Design evaluation checklist • Reflection sheet	Needed: • Graphic Design studio • Desktop computers • Mouse and keyboard • Projector • Color printer (if available) • Student portfolios • Pencils
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Preparation:

1. Coordinate the lesson with the Graphic Design instructor.
2. Prepare computers and launch the Graphic Design software.
3. Print design planning worksheets and reflection sheets.
4. Display examples of professionally designed flyers, posters, and brochures.
5. Review Graphic Design studio expectations before students begin.
6. Verify student folders and file-saving locations are ready.

Helpful Learning Tools

- Visual schedule
- Typography vocabulary cards
- Font family reference chart
- Layout planning organizer
- Teacher modeling

- Step-by-step software guide
- Keyboard shortcut reference cards
- Design checklist

Instructions:

1. Review the expectations for working safely in the Graphic Design studio, including proper computer use, professional communication, organization of materials, and respectful collaboration during design activities.
2. Demonstrate how professional designers begin by planning the purpose of a flyer or poster before selecting fonts, colors, images, and page layouts. Explain how every design should communicate a clear message.
3. Review the four major font families—serif, sans serif, script, and display—and model how different fonts influence the tone and readability of a design.
4. Demonstrate how to organize a page using headings, subheadings, body text, images, alignment, white space, and visual hierarchy. Explain how these design principles guide a viewer's attention.
5. Model the process of creating a simple flyer in Graphic Design software by adding a title, inserting text, placing images, adjusting alignment, and selecting appropriate fonts.
6. Students use a planning worksheet to sketch the layout for a simple flyer or event poster before beginning work on the computer. Encourage students to identify where titles, images, and supporting information will be placed.
7. Students recreate their layouts using Graphic Design software, applying typography principles, alignment, spacing, and visual hierarchy while receiving teacher guidance as needed.
8. Students participate in a peer review by exchanging projects with a partner and using a design checklist to evaluate readability, organization, font choices, and overall visual appeal. Students provide respectful feedback for improvement.
9. Facilitate a classroom discussion about careers that depend on typography and page layout, including Graphic Designer, Publication Designer, Marketing Specialist, Magazine Designer, Advertising Designer, and Brand Designer. Discuss how these professionals communicate information through effective design.
10. Students complete a reflection sheet identifying two typography techniques they used, one page layout principle they applied, and one design decision they would improve in a future project.

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.
- **603** Apply typography and layout principles to create a visual design.

10th Grade

- **1101** Identify common font families.
- **1102** Explain readability and legibility.
- **1201** Identify page layout principles.
- **1202** Apply alignment, spacing, and visual hierarchy in a design.
- **1203** Evaluate a page layout using professional design principles.