Using the Correct Font Size

OBJECTIVES

STEP 1 | LEARN

By reading the Sizing It Up handout, students will learn that specific font sizes should be used, depending on their use on a yearbook spread.

STEP 2 | PRACTICE

Using butcher paper, a whiteboard or computer paper, students will make a style guide that can be hung in the classroom, negotiating choices if necessary. The style guide will contain information about specific fonts and font sizes (and colors if desired) to be used for all captions, feature stories, sidebars and headlines in the publication.

Students will complete the Using the Correct Font Size 7-Minute Starter Exit Ticket included in this lesson.

STEP 3 | USE

Students will change any fonts on their spreads that do not follow the style guide, creating Styles within YearTech Online or Paragraph Styles within Adobe InDesign, so it is easier to unify spreads moving forward.

21ST CENTURY SKILLS

In this activity, students collaborate as a team to make a unified publication, much as successful businesses have a similar look and feel among related products. This process requires give and take and the ability to negotiate with peers.

COMMON CORE STATE STANDARDS

ELA-Literacy.L.9-10.2c (11-12.2b)
Spell correctly.

ELA-Literacy.L.9-12.6, CCRA.L.6
Acquire and use domain-specific words.

ELA-Literacy.SL.9-12.1b
Work with peers to promote civil, democratic discussions.

ELA-Literacy.SL.9-12.1d
Respond thoughtfully to diverse perspectives.

ELA-Literacy.SL.9-12.4, CCRA.SL.4
Present information, findings and supporting evidence.

ELA-Literacy.W.11-12.2a
Organize complex information. Include formatting when useful.

ISTE STANDARDS

2A: Publish, employing a variety of digital environments and media.

2B: Communicate ideas effectively using a variety of media.

2D: Contribute to project teams to produce original works.

4B: Plan and manage activities to develop a solution or complete a project.

5B: Exhibit a positive attitude toward using technology that supports collaboration and productivity.

6A: Understand and use technology systems.

6B: Select and use technology systems effectively and productively.

6D: Transfer current knowledge to learning of new technologies.

Sizing it Up

Fonts are measured from the bottom of a descender, like the letters g or j, to the top of a capital letter like H. This is why some fonts seem smaller or more difficult to read at the same font size. The rules below are guidelines, so you should try printing some text in each font and font size to make sure it is not too big, which looks silly, or too small, which is difficult to read.

6-8 point

Eight point works best for captions, especially if set in a style such as Arial Narrow (or any other condensed font), as it allows more characters per line, promoting more coverage information and insights per area.

Six or seven point often works well for group identifications and index entries.

10-12 point

Ten point is utilized most consistently for the news feature story as well as for an alternative story size.

For smaller widths, it is best to set both stories and captions aligned right or left to avoid awkward spacing between words. Twelve point often can be integrated to set off the starting words of a news feature story or can be used for alternative copy stories of shorter lengths for stronger reader appeal. This range of sizes is also sometimes used for the lead-ins for captions to give them a visual edge in the design.

14-?? point

Fourteen point and greater is reserved most often for showcased facts, figures or feelings as well as for sub-headlines.

A consistent font and size for featured information and insights give the book a cohesive look from spread to spread. Headline packages including primary and secondary headlines have the most storytelling and reader appeal.

28-?? point

28 points or more for headlines

Primary headlines are most often about twice the point size of the secondary headline for maximum impact.

7 MINUTE STARTER **DESIGN 4.34** | HANDOUT   Jostens

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OUR FONTS WILL BE THE FOLLOWING:

Headlines

Font name:

Size:

Sidebar or Feature Headlines

Font name:

Size:

Feature Stories

Font name:

Size:

Captions

Font name:

Size:

Photo Indents

Font name:

Size:

I used the following 21st Century Skills in class today:
(Circle as many as apply)

Creativity and Innovation	Technology Operations and Concepts	Personal Productivity
Communication and Collaboration	Leadership	Personal Responsibility
Research and Information Fluency	Ethics	People Skills
Critical Thinking, Problem Solving and Decision Making	Accountability	Self Direction
Digital Citizenship	Adaptability	Social Responsibility

Explanation of task or situation where a 21st Century Skill was used:

7 MINUTE STARTER

DESIGN 4.34 | EXIT TICKET

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