1.01 Font Usability & Readability

Directions: Classify whether the following examples reflect effective or ineffective use of typography concepts by placing a check mark in the appropriate column.

|  |  |  |
| --- | --- | --- |
| Example | Effective | Ineffective |
| Caution! |  |  |
| Casual |  |  |
| Ann’s Bridals |  |  |
| ALTHOUGH FONTS ARE OFTEN CLASSIFIED BY TYPOGRAPHICAL FEATURES, THEY CAN ALSO BE DESCRIBED AS HAVING MORE HUMAN-LIKE PERSONALITIES. THE APPEARANCE OF THE FONT (REGARDLESS OF WHAT THE WORDS SAY) CONVEYS A CERTAIN MOOD AND FEEL WHICH CAN ALTER THE EFFECTIVENESS OF YOUR DOCUMENT. |  |  |
| Happy Birthday! |  |  |
| Important |  |  |
| Sale ends Friday! |  |  |
| Haunted Trail |  |  |
| Layout, for both print and screen, is one of the most important aspects of graphic design. Designs must be carefully controlled in a way that is enticing and is easy for all to access. |  |  |