

Lesson Plan for Multimedia/Fonts

- Occupational Strand:** Multimedia
- Teachers:** Virginia Bruno (Berlin High School), Marlise Bryant (Mascenic Regional High School), John Dotski (Lisbon Regional High School), Paul Landry (Exeter High School), Judy Ann Lavery (Alvirne High School)
- Subject:** IT & Me Works
- Grade:** 9th
- Time:** 2 hours
- Objective:** Upon completing this lesson, students will demonstrate proper font use within a multimedia application.
- Standards:** Analyzes, interprets information, and draws conclusions
Uses Internet as a research and business tool in a highly effective manner
- Students will write effectively for a variety of purposes and audiences
 - Students will listen and view attentively and critically
 - The student will continuously acquire skills, attitudes, and knowledge that contribute to effective learning
- Materials:** Magazine, scissors, computer
- Teacher's Role:** Explain the importance of proper font usage to the overall project. Display two different font types (Serif & Sans Serif). Have students explain which font type would be generally used in a professional document verse other.

Have students log on the Internet. Bring the following web site up and bookmark each of them to review

Downloading fonts:

www.chank.com/index

www.fonts.com

Font Design Program

www.macromedia.com/software/fontographer

Web Page Design

www.websitetips.com

Explain how fonts send subtle messages to our senses. These web sites allow you to download font types, design fonts, as well as suggestive tips for web page design.

Assignment: Have students cut out four very different advertisements out of a magazine. Have students study the font types being used. Write a brief description of the product being illustrated. Describe how the font type is being used in the advertisement. What colors are being used? Are the colors, style, font types effective in this advertisement? Explain your answer in detail. (1/2 page, default settings) Staple all the advertisements to your summaries.

5 points per advertisement – Total 20 points. (see below)

School to Career Connection: Any design positions.

Employability: Organizational, research, layout design

Grading Assessment:

5 Points	Well written, ½ page in length, thoroughly describes how fonts are used in ad.
4 Points	Well written, ½ page in length, some description of how fonts are used in ad.
3 Points	Covers the basic elements of fonts used in the ad. Close to ½ page in length.
2 Points	Covers some basic elements of fonts used in the ad. Close to ½ page in length.
1 Point	Briefly describes fonts in the ad. Close to ½ page in length.
0 Points	Did not complete the assignment.