

S2 CDT Desktop Publishing Typeface



Typeface & Lettering styles

The looks of the publication can be affected by the types of typeface or lettering used, depending on the purpose/content of your text and target market will help you chose the right text font.

These can be grouped into 4 distinct styles:

SERIF fonts

Desktop Publishing

SANS SERIF fonts

Desktop Publishing

DECORATIVE/FUN fonts

DESKTOP PUBLISHING

SCRIPT

Desktop Publishing

WE HAVE YOUR
PRESIDENT
PLS. DELIVER
TWENTY THO
USAND TONNES
OF SILVER TO
j p morgan

Task

- ▶ Select a style of typeface and create a poster showing examples of this.
- ▶ You could do this in the style of a ransom note.