













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

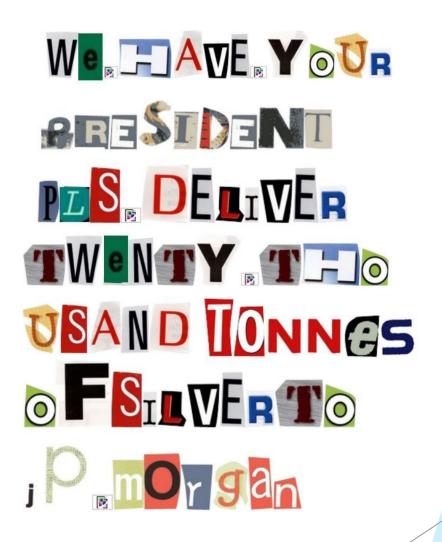
Desktop Publishing

DECORATIVE/FUN fonts

DESCTOP PUBLISHING

SCRIPT

Desktop Publishing



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.