

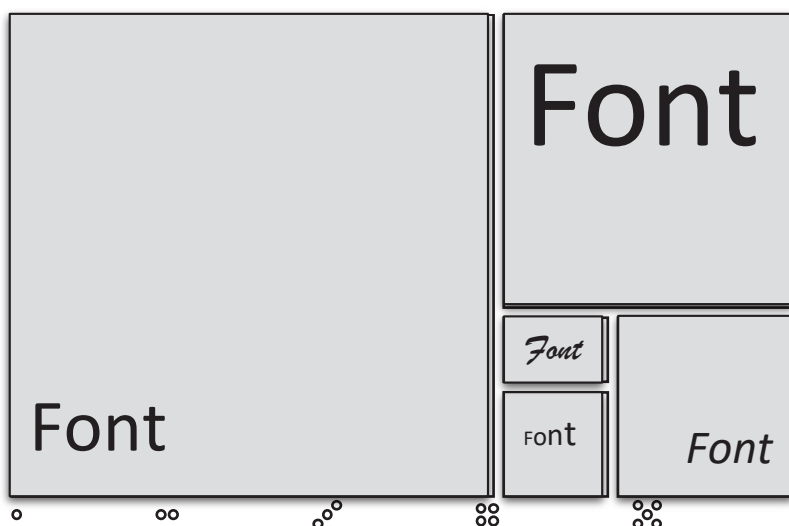
ELEMENT 11

CREATING EMPHASIS WITH FONTS

Objective

To specify the steps to create emphasis with fonts.

Font and Typography



Font, or typography, is a useful element for teachers as material designers, and it usually accompanies pictures, images, and charts. Textbooks use typography, pictures, charts, graphs, and/or drawings to present content. These are the most common elements used for any type of visual material for students. Fortunately, nowadays, most computers and software provide a huge selection of fonts to write any text, paragraph, title, headline, etc. Whenever possible, we can use fonts to highlight and emphasize any part of the text.

Graphic and web designers are keen on mastering the use of letter size, type of letters, and colors to create emphasis. However, teachers, as material designers, do not need to become graphic designers in order to understand, select, and provide attractive learning activities and materials that engages students.

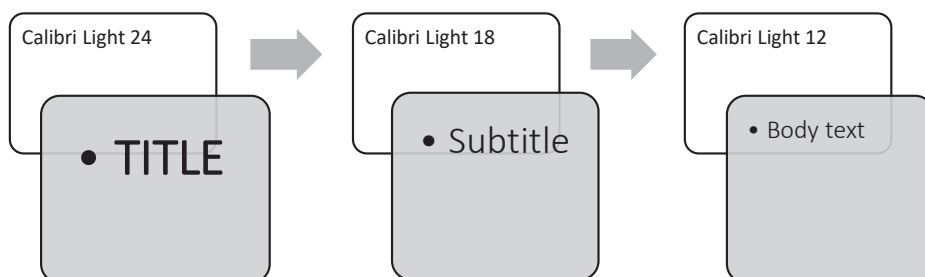
Due to the vast selection and options of font types, it is easy to mismatch the font size or design with the audience that will use the material. One thing that we point out is that using too many fonts in one document can create a confusing mess. Additionally, the information can look unorganized, thereby, creating the opposite visual effect that we are looking for.

To avoid any unwanted confusion with fonts, there are some simple steps teachers can follow to create engaging material for learners. After teachers have the content written down and an outline of the exercises for learners, they can try several fonts to see what looks best. First, select two or three font types to use with the written text. Second, select the sizes for the font. Third, select the part you want to emphasize, and check how it looks. Try to match the font with the intended audience.

Three Font Sizes

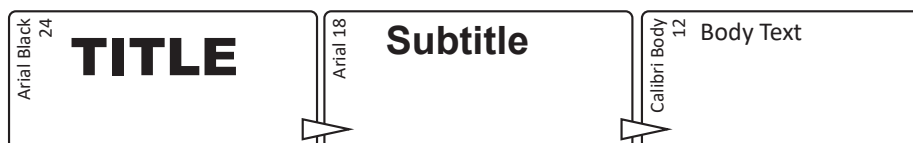
To create a visually attractive effect with fonts, the teacher, as a material designer, can select one type of typography to use throughout the entire document. This creates a sense of visual homogeneity. To add visual effects, teachers, as material designers, can modify the size font by enlarging it for headings and subheadings. In this way, you would have one selected font type, but the size of the font varies. Moreover, the reader could easily distinguish essential parts, such as titles, subtitles, instructions in the document, or any other important information. In the following example,

the font type is the same (Calibri Light), but the emphasis is given with different sizes. For the title, the size is 24 with capital letters and in bold. The subtitle is size 18, and the body text is 12.



Three Fonts

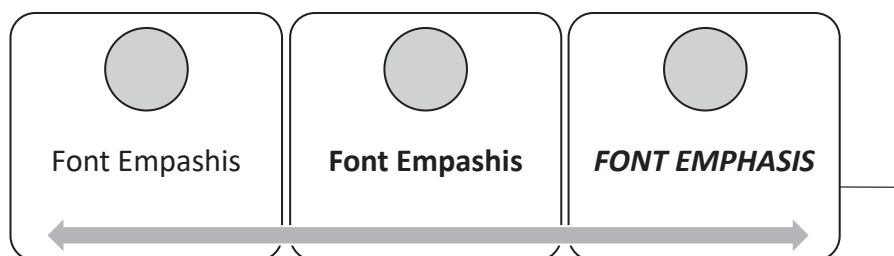
To add visual variety to the written text, you can select two or three types of fonts to use in the text. This is one way to visually enrich the text. Our advice is to select one type of font for titles, a second type for subtitles, and a third one for the body of the text. The three types of fonts combined with different sizes could add and create attractiveness in the layout when designing material.



Font Emphasis

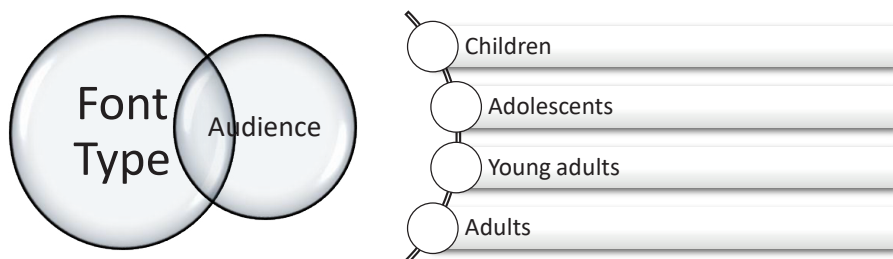
Font emphasis refers to the way we can highlight some words, letters, and headings in a text. By selecting diverse type of fonts and sizes, teachers can add emphasis to the text. Teachers, as material designers, can also add extra emphasis in the text by using letters, words, phrases, titles, instructions, etc. in **bold**. Another way to highlight any part of a text is by changing the text to *Italics* and/or underlining it. For example, the following two words, ***font emphasis***, are in bold, italicized and underlined. Though the previous

example uses three effects, we recommend using two, such as italics and bold, as seen in the following example: *font emphasis*. As a result, we will not oversaturate the effect for the reader.

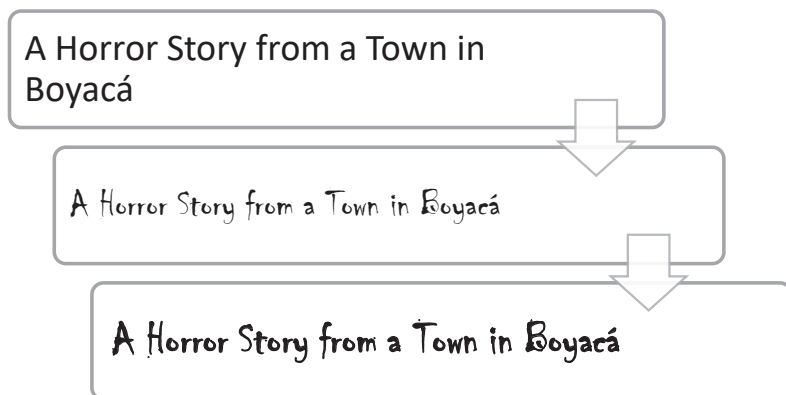


Font and Audience

Typography has its own character, and it is connected to the public or audience it is intended to be used with. Among the vast range of computer text options, we can find attractive choices for children, adolescents, young adults, and adults. Therefore, pre-service teachers need to keep in mind the learners' age range when selecting a font type that matches the audience. There are some font types which students from kindergarten to second grade cannot identify since they are not expert readers. Romano (2012) stated that is difficult to look and read at the same time. Thus, we cannot select a font which creates confusion for the reader.



In the following example, a title is needed for a horror story with high schoolers in mind. The first thing is to check the title, which is written in its original font. Second, since it is a horror story, you can look for a font that relates to the topic. Third, you can bold and enlarge the title to create emphasis.

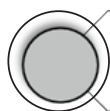


In the previous example, we can see the evolution of selecting the final title for the story. Keeping in mind that this title is for a horror story, we selected the Chiller font type. In this way, the title for the story creates a connection with its content. It also helps the audience predict what the story is going to be about, and it even has the effect of persuading the audience that the story is real. By transforming and comparing options with the text, teachers, as material designers create a much more engaging material design for their students.

1. Based on the information about Font Emphasis, select if the following statements are TRUE, FALSE, or It doesn't say (IDS). Then, compare your answers with a classmate.

		True	False	I D S
A	It is advisable to use only one font size in the page layout for homogeneity.			
B	What matters the most in a text is the content not the font.			
C	It is advisable to use three font sizes and three font types every other paragraph to create greater emphasis.			
D	Titles and subtitles in a text are parts to emphasize.			
E	When selecting a font type for a text, teachers need to think about the audience it is intended for.			

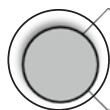
2. Read the following statements and write a number inside the circle to place them in order. Then, compare your answers with two more classmates and discuss your answers.



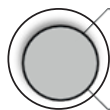
Select the parts in the text you want to highlight



Think about the audience the text is designed for



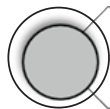
Create an outline for the exercises



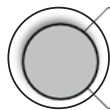
Try two or three font sizes in the text



Write the content you want for the lesson



Compare a print version with the computer screen version



Try two or three fonts in the text to check appearance