

## What is Typography? Rubric

Typography makes artful design out of words and letters to communicate the meaning of a design.

The goal of this unit is for students to look at and collect many examples of typography, to raise awareness of what typography is, and to discover how others have used it to communicate ideas.

- This unit includes research activities, a visual journal, hands on exercises, videos, presentations, and critiques. It culminates in a student-made book of typographic exercises and design works.

### Illustrated Emotion:

8	7	6	5	4	3	2	1	0
Exceeded assignment		Met assignment		Mostly Met		Hardly Met		Didn't Try

Expressed an emotion on paper

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Participated in critique: showed work

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Participated in critique: gave feedback on others' work

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Revised emotion art based on feedback from critique

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Notes

### Typography Slide Show:

8	7	6	5	4	3	2	1	0
Exceeded assignment		Met assignment		Mostly Met		Hardly Met		Didn't Try

Shot at least 50 photos

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Culled down to 15-20 images

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There is typography on every slide

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Gave and received feedback slide shows

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Notes