

Talking Points: Louise Fili

How can we attract attention and communicate an idea?

Louise Fili is a [visual communicator](#) whose work incorporates elements of Art Deco and Modernism. She uses [typography](#) as a visual language, creating a hierarchy among words through their positioning and size, adjusting their legibility to suit the message, and influencing their emotional impact through [colour](#).

Watch the video below to begin exploring the work of Louise Fili.

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AGES 9-11

AGES 11-14

AGES 14-16

FREE TO ACCESS

Louise Fili

Founded in 1989, Louise Fili Ltd is an award-winning New York-based graphic and digital design firm specialising in strategic brand development and packaging for speciality food products.

Enjoy the video below where Louise shares how she made a poster for the New York Subway.

[Louise Fili Website](#)

Subway Series: Louise Fili

Questions to Ask Children

What might be included in a poster?

What do you think makes a good poster?

What does Louise Filis work make you think of?

Can the way a poster looks change the way you feel?

What purposes do posters serve?

This Talking Points Is Used In...

Pathway: Typography and Maps

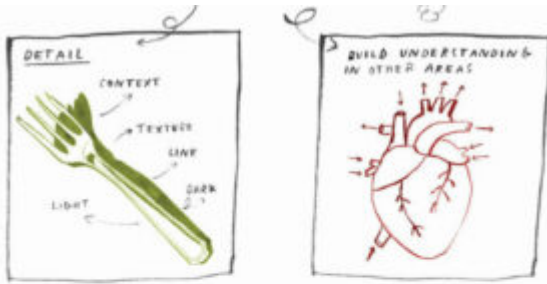


[This is featured in the 'Typography and Maps' pathway](#)

using sketchbooks to make visual notes



Show me what you see



SHOW ME WHAT YOU SEE METHOD:

- 1) GUIDE SEEING

"SHOW ME..."

- 2) RULES



- 3) CHALLENGE EXPECTATIONS

4) COUNT DOWN