

Talking Points: What is Typography?

Videos and activities to help you explore Typography.

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What is Typography?

Typography is the art of creating and arranging letters in a way which is visually appealing and which makes the letters legible.

The videos below explore different aspects of typography.

A Introduction to Typography...

Questions to Ask Children

Did you expect to see the artwork at the end? Was

it a surprise?

How much practise do you think this took?

Do you think Pramod made lots of mistakes along the way? How much would he have learnt from his mistakes?

Questions to Ask Children

How do you feel when you watch the videos?

What could you make letters out of?

Can you ever guess how the next letters might be made?

What is Kinetic Typography?

Kinetic Typography is the technical name for “moving text”.

Questions to Ask Children

What do you think the designers are trying to say through the font they use?

Questions to Ask Children

How do you feel when you watch the videos?

Can you think of other examples you have seen of kinetic typography?

Logos

Logos can tell you a lot about what a brand is about and what it does. Next time you see a Logo, consider the message behind it.

Questions to Ask Children

What is Disney trying to convey through the Disney font/logo?

In the animation what do you think the designers are trying to convey with the typography?

Resources which Explore Typography

Cut out Typography



Typography for Children



Making an illustrated Alphabet



Making a Monogram



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

