

1.01 Typeface Categories and Their Uses

Directions: Complete the activity by identifying the appropriate typeface category AND a possible typeface for each task. Refer to notes taken on the 1.01 Typography Graphic Organizer.

Typeface Name	Task	Typeface Category
EXAMPLE: Times New Roman	Jessica is writing a book detailing how to open a new business. The book will be distributed in hard copy format at retail stores across the United States. Which typeface would be appropriate for her to use for the body text?	EXAMPLE: Serif
	1. Jason is creating invitations to his graduation to mail to his family members. Which typeface would be appropriate for him to use for the text?	
	2. Jimmy is creating a website for his FBLA chapter. Which typeface would be appropriate for the bulk of the text in the body of the webpage?	
	3. Janet is creating a flyer advertising her company's Halloween party. Which typeface would be appropriate for the heading of the flyer?	
	4. Jeff is the editor of his school's newspaper which is printed and distributed once each month. Which typeface would be appropriate for him to use for the body text in the articles of the newsletter?	
	5. Jeannette is creating a flyer advertising her FBLA chapter's car wash fundraiser. Which typeface would be appropriate for her to use for the heading of the flyer?	

1.01 Typeface Categories and Their Uses Continued

	<p>6. Jeff is the editor of his school's newspaper which is printed and distributed once each month. Which typeface would be appropriate for him to use for the headings of the articles?</p>	
	<p>7. Janice is creating invitations to her school's prom to give to the seniors. Which typeface would be appropriate for her to use for the text in the invitation?</p>	
	<p>8. Jean is creating an advertisement to run in various magazines advertising her store. Which typeface would be appropriate for her to use for the heading on the advertisement?</p>	
	<p>9. John is writing an article that will be printed in a magazine. Which typeface would be appropriate for him to use for the body text of the article?</p>	
	<p>10. James is placing a caption beneath an image in his FBLA chapter's scrapbook. Which typeface would be appropriate for him to use for the caption?</p>	