

# TYPEFACES / FONTS AND LEARNING CLOCKS

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On behalf of The World Association of Technology Teachers

# W.A.T.T.



World Association of Technology Teachers

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# TYPEFACES / FONTS AND LEARNING CLOCKS

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In typography, TYPEFACES are often referred to as FONTS, although this is not entirely accurate. A typeface includes letters, numbers, symbols and punctuation marks.

The term typeface refers to the type of lettering selected such as 'ARIEL'.

Font refers to the style applied to the typeface such as, italic, bold, subscript, superscript or underlined

A typeface is selected very carefully and this often depends on the product and the potential customer. For instance, a road sign needs to be easy to read at a distance and at a glance, when driving. Consequently, the typeface 'Transport Medium' is used for traffic signs in the UK.

Study the four typefaces below. Which one is the most suitable for a child's learning clock?

NAME: \_\_\_\_\_

In your opinion, why is your selected typeface the most suitable?

EASY TO READ

PLAIN

BOLD

CLEAR

AT A GLANCE

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ARIEL

1 2 3 4 5 6 7 8 9 10 11 12

BAHAMAS HEAVY

**1 2 3 4 5 6 7 8 9 10 11 12**

HANDSCRIPT

*1 2 3 4 5 6 7 8 9 10 11 12*

ROMAN NUMERALS

I II III IV V VI VII VIII IX X XI XII

Which typeface is the least suitable for a child's learning clock?

NAME:

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In your opinion, why is your selected typeface the least suitable?

UNCOMMON

COMPLICATED

ORNATE

DIFFICULT TO INTERPRET

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