**Font and Typeface Notes Organizer**

1. List the four font categories in the first column of the table below.
2. Define each design principle in the second column of the table below.

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| **Font** | **Definition** | **Example** |
| **Category** |  |  |
| Serif | There are \_\_\_\_\_\_\_\_\_\_\_\_\_ decorative \_\_\_\_\_\_\_\_\_\_\_ at the end of the |  |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for each \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. |  |
|  |  |  |
|  | There is a(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of short \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ tips at the |  |
|  | end of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for each letter. |  |
|  |  |  |
|  | The letters appear to be handwritten. |  |
|  |  |  |
| Ornamental | The letters have a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ style that sets it apart, having |  |
|  | a(n) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ design element \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ into the |  |
|  | lettering. |  |
|  |  |  |

1. Sketch an example of a letter for that font category in the third column of the table below.
2. While serif font is a good choice for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ publications, some say it is easier to read in paragraph format due to the serifs on the bottom of the letters creating an unseen connection, but giving the reader a visual \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to follow when reading.
3. However, because of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in the tips, you should never choose two different font styles within this category for the same \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of your publication. It gives the reader a sense of choppiness and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ good reading flow.
4. Some viewers believe that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ font is easier to view\_\_\_\_\_\_\_\_\_\_\_\_\_\_ than serif; however, if information is printed from the site, it still needs to be easily read in printed format.
5. Ornamental fonts are also called “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_” fonts due to their unique decorativeness. They are used \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and for the sake of decoration. You should never choose a decorative font to type a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of information. Use them only for main \_\_\_\_\_\_\_\_\_\_\_\_\_ or a(n) \_\_\_\_\_\_\_\_\_\_\_\_\_ getter.
6. Rule of thumb in deciding formatting options: Do not choose two \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ font styles from the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ category; it \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ rather than contrasts.
7. You should never use \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ category fonts for paragraph text because it is far too difficult to read.
8. To create \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ without changing the font style choice, try using all \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for a heading, but you should never use that for a full \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of text.
9. Or you could change the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of an object to create contrast.