

DMA103 Midterm Project

FONT SCAVENGER HUNT

Your midterm project involves locating and identifying specific fonts and font categories. You can look for these fonts being used anywhere in the real world, including: store front signs, awnings, product labels, print ads, packaging, books, magazines/newspaper ads, promotional flyers or postcards, subway ads, items in your house – anywhere on Earth!

Common Question: *“When I find a font being used on an item, what do I do?”*

Answer:

Option #1 - Take a picture with a digital camera.

Transfer the picture to your computer and print it out (black and white is fine)

Option #2 – Take a picture with your cell phone.

Send the picture to your email and print it from the computer. (Warning: fees may apply.

Check with your carrier. This method is not mandatory. It is only an option)

Option #3 – Bring in the item.

If it is on a flyer, postcard, newspaper or any other item that can be brought in.

Grading: 5 points for each correct font found. 1 point for each of the Extra Credit fonts.

Project Submission: You must compile and present the project in a **neat, organized, labeled manner**. Loose, sloppy papers will not be accepted.

Deadline: You project is due on _____

Restrictions: You cannot use the internet as a place to search!!

Find 3 of EACH of these kinds of font categories (5 points each):

Diagonal stress
Serif (pronounced "sairriff," not "suh reef")
Serifs on lowercase letters are slanted
Moderate thick/thin transition in the strokes
Goudy Oldstyle

← 3 of these

Vertical stress
Serifs on lowercase letters are thin and horizontal
Radical thick/thin transition in the strokes
Bodoni Poster Compressed

← 3 of these

Serifs on lowercase letters are horizontal and thick slabs
Vertical stress
Very little or no thick/thin transition, or contrast, in the strokes
Clarendon

← 3 of these

No serifs anywhere
No stress because there's no thick/thin
No thick/thin transition in the strokes
Franklin Gothic

← 3 of these

Any 3 Script Fonts ← 3 of these

ANY ³ DECORATIVE FONTS ← 3 of these

Extra Credit: Locate these EXACT fonts and you'll get 1 point for each font.

ALGERIAN

Papyrus

Vivaldi

Monotype Corsiva

Brush Script

Scriptina

Curly MT

Comic Sans