

## STYLE LESSON 101

**Teacher Notes:** Below is the translation of page 2. Copy p. 2 and distribute to students early in the school year. It will prove to be an invaluable lesson to your students about font styles and readability. Every time you students need to create PowerPoints, brochures, flyers, advertisements, posters, etc., they will remember this lesson. I used to get projects that the kids thought were so cute, but some of them I couldn't read. It's all about fonts that are not very readable when they are used in all capital letters. Examples are script-types and Old English types of fonts. Students think it looks good and they know what it says, but when you cause hesitation by a reader to read something, you may lose the reader...and that's something you don't want to do in marketing.

Pass out a copy of page 2 to each student. Tell them to read it quietly. You'll probably hear all kinds of comments even though they should be quiet. Eventually they will figure out what the message is, but this fun activity will pay off for the rest of their lives.


Timing of Lesson: Early in class session

Amount of Time: 10-20 minutes depending on discussion that follows

Below is the translation of page 2.

This lesson is a very important one as it will affect your grade throughout the school year. After you read this information and fully understand its importance, I hope that you will follow this tip on font style usage from now on. As you can see by now, these instructions are very difficult to read. They're not difficult for me to read. Why, you ask? Because I know what it says. You will find during the year that there will be many opportunities in projects, homework assignments, PowerPoints, and other forms of expression that you will want to "get fancy." I encourage you to be creative; however, don't get creative at the expense of others not being able to read your message. You have now discovered that font styles can add to your creative work, but they can also detract from it as well. Some font styles are very hard to read when used in all capital letters. So keep this in mind for the rest of your life. It will make my job a lot easier and grade a lot higher!

## STYLE LESSON 101-Handout

THIS LESSON IS A VERY IMPORTANT ONE AS IT WILL AFFECT YOUR GRADE THROUGHOUT THE SCHOOL YEAR. AFTER YOU READ THIS INFORMATION AND FULLY UNDERSTAND ITS IMPORTANCE, I HOPE THAT YOU WILL FOLLOW THIS TIP ON FONT STYLE USAGE FROM NOW ON. AS YOU CAN SEE BY NOW, THESE INSTRUCTIONS ARE VERY DIFFICULT TO READ. THEY'RE NOT DIFFICULT FOR ME TO READ. WHY, YOU ASK? BECAUSE I KNOW WHAT IT SAYS. YOU WILL FIND DURING THE YEAR THAT THERE WILL BE MANY IMPORTANT PROJECTS, SOMEWORK ASSIGNMENTS, POWERPOINTS, AND OTHER FORMS OF EXPRESSION THAT YOU WILL WANT TO "GET FANCY." I ENCOURAGE YOU TO BE CREATIVE;  READ YOUR MESSAGE. YOU HAVE NOW DISCOVERED THAT FONT STYLES CAN ADD TO YOUR CREATIVE WORK, BUT THEY CAN ALSO DETRACT FROM IT AS WELL. SOME FONT STYLES ARE VERY HARD TO READ WHEN USED ON ALL CAPITAL LETTERS. SO KEEP THEM FOR THE REST OF YOUR LIFE. IT WILL MAKE MY JOB A LOT EASIER AND GRADE A LOT HIGHER!