

## **Vocabulary:**

**font / typeface** – These terms are often used interchangeably, but there is a difference.

**A typeface** is the design of lettering that can include variations in size, weight (e.g. bold), slope (e.g. italic), width (e.g. condensed), and so on. (*Helvetica is a typeface*)

**A font** is a complete assortment of type in one size and style, such as 10-point Times New Roman. A typeface is a set of one or more fonts that have stylistic unity. (*Helvetica bold 12pt is a font*)

**serif / sans serif** – A serif is a stroke or fine line projecting from the beginning or end of one of the main strokes of a letter. Sans serif is a style of type with no serifs.

**graphic design** – This refers to a number of professional artistic disciplines that focus on visual communication through the use of typography, page layout, color, images, symbols and words to create a message or represent an idea.

**grunge** – Most commonly used in reference to the music scene in Seattle during the 1990s, grunge also became a style of graphic design. Unkempt, jumbled-looking, ragged, disheveled and chaotic, grunge was in part a response to modernism by designers looking for a more expressive, energetic style.

**modernism** – This is considered both a style and a way of thinking. It takes a “form follows function” approach, in which the design of an object is based purely on its purpose. Characteristics are clean lines, smooth surfaces, abstract motifs, and a lack of ornamentation or clutter.

**Post-modernism** – An intellectual stance or mode of discourse defined by an attitude of skepticism toward what it describes as the grand narratives and ideologies of modernism, as well as opposition to epistemic certainty and the stability of meaning. It questions or criticizes viewpoints associated with Enlightenment rationality dating back to the 17th century, and is characterized by irony, eclecticism, and its rejection of the "universal validity" of binary oppositions, stable identity, hierarchy, and categorization. Postmodernism is associated with relativism and a focus on ideology in the maintenance of economic and political power. Postmodernists are generally "skeptical of explanations which claim to be valid for all groups, cultures, traditions, or races," and describe truth as relative. It can be described as a reaction against attempts to explain reality in an objective manner by claiming that reality is a mental construct. Access to an unmediated reality or to objectively rational knowledge is rejected on the grounds that all interpretations are contingent on the perspective from which they are made; as such, claims to objective fact are dismissed as naive realism.

name: \_\_\_\_\_ per \_\_\_\_\_

## Helvetica Movie worksheet

1. Describe the personality of Helvetica \_\_\_\_\_

---

---

2. Describe the historical development of Helvetica. \_\_\_\_\_

---

---

---

3. How important is legibility in a typeface? \_\_\_\_\_

---

---

4. In your opinion, should a typeface communicate meaning, or should a typeface simply communicate the word? \_\_\_\_\_

---

---

---

5. Do you believe Helvetica is the official font of capitalism, why and do you believe that capitalism is a bad? \_\_\_\_\_

---

---

---

---

---

---

---

**Capitalism:** an economic and political system in which a country's trade and industry are controlled by private owners for profit, rather than by the state/government.