**Definition of typography**: Study of the design of typefaces, and the way in which the type is laid out on a page to best achieve the desired visual effect and to best convey the meaning of the reading matter.

1. Does this definition of typography use a serif or sans serif typeface? Highlight the definition above and change the font/typeface to the other style (from serif to sans serif or from sans serif to serif), change the size from 16 point to 25 point, make it bold, and justify it.
2. **Didones or Modern typeface designs are characterized by extreme weight contrast between thicks and thins, vertical stress, and serifs with little or no bracketing.**

**Highlight the phrase above and copy it and paste below. a. changing the font to one of the Modern/ Didone typeface designs (Some of these include Arepo, Bodoni, Didot, and Fenice), b. increasing the font size to 36 point, and c. changing the font color to blue. After printing, identify a. An example of the weight contrast, b. vertical stress, and c. where a missing bracket would go.**

1. **Old style typefaces are an important component of every good typeface library, these early roman types are characterized by curved strokes whose axis inclines to the left, and little contrast between thick and thins. Serifs are almost always bracketed in old style designs, and head serifs are often angled. The lowercase “e” in some versions features a diagonal cross stroke.**

**Copy and paste the first sentence above to the area below. Increase the font size to 36 point, and find a font that matches the characteristics of “Old Style”.**

1. **Slab serif (often called square serif or Egyptian) designs, with their geometric, block-like appenditures, project solidity, style and confidence.**

**Copy the sentence above and paste it below 3 times. A. in a 36 point Slab Serif style font/typeface. B. Then copy it again in a Script style font, and C. again in a decorative/novelty style font.**