**FUN**ctional Fonts & Colours

Examine the communication variables associated with each of the print documents listed below, then choose BOTH a font combination (2 fonts) and colour scheme (3 colours) that would work best for each!

For Fonts:

Highlight the first sentence, then change the sentence’s font to your first choice. Highlight the second sentence, then change the sentence’s font to your second choice.

For Colours:

Click on one of the boxes within the colour table, then under “table tools” choose the “Design” tab. Find the “Shading” button, then select your colour (this should fill the entire selected box with that colour). Make sure to use the “More Colours…” > Standard/Custom options for more (17 million+) colour choices.

For Explanations:

Briefly explain why you chose the font and colour combinations that you did.

--------------------------------------------------------------------------------------------------------------------------------------------

**PRINT DOCUMENT #1**

**Communication Variables:**

Form – Poster

Purpose – To advertise a film

Central Idea – The main character an American spy, year 2065

Audience – Young adults

Context – Movie theatre

**Your Choices:**

Fonts:

The first font I’m choosing is this one. The second font I’m choosing is this one.

Colours:

|  |  |  |
| --- | --- | --- |
|  |  |  |

Replace this text with your explanation

Explanation:

**PRINT DOCUMENT #2**

**Communication Variables:**

Form – Hockey Program

Purpose – To reveal info about players/the hockey schedule, and to attract spectators

Central Idea – The NACI Tigers are a great team

Audience – Neepawa and area residents, parents/family of players, high school students

Context – The Yellowhead Arena

**Your Choices:**

Fonts:

The first font I’m choosing is this one. The second font I’m choosing is this one.

Colours:

|  |  |  |
| --- | --- | --- |
|  |  |  |

Replace this text with your explanation

Explanation:

--------------------------------------------------------------------------------------------------------------------------------------------

**PRINT DOCUMENT #3**

**Communication Variables:**

Form – Poster

Purpose – To advertise an early years’ bake sale

Central Idea – The grade 3s are baking to raise funds for their class library

Audience – Grades K-5 (5-10 year olds)

Context – Classrooms, school hallways, school bulletin boards

**Your Choices:**

Fonts:

The first font I’m choosing is this one. The second font I’m choosing is this one.

Colours:

|  |  |  |
| --- | --- | --- |
|  |  |  |

Replace this text with your explanation

Explanation:

**PRINT DOCUMENT #4**

**Communication Variables:**

Form – Restaurant menu

Purpose – To communicate food choices and attract customers

Central Idea – This is a classy downtown restaurant that offers fresh culinary delicacies served by the top chefs; average dining price: $42-68/person

Audience – Middle-high class middle-aged men and women

Context – Francesca’s Fine Dining Restaurant and website

**Your Choices:**

Fonts:

The first font I’m choosing is this one. The second font I’m choosing is this one.

Colours:

|  |  |  |
| --- | --- | --- |
|  |  |  |

Replace this text with your explanation

Explanation:

--------------------------------------------------------------------------------------------------------------------------------------------

**PRINT DOCUMENT #5**

**Communication Variables:**

Form – Restaurant menu

Purpose – To communicate food choices and attract customers

Central Idea – This is a casual drive-in restaurant that offers mostly burgers and deep-fried dishes; average dining price: $9-15/person

Audience – Young adults and local families

Context – Doug’s Drive-In Restaurant and website

**Your Choices:**

Fonts:

The first font I’m choosing is this one. The second font I’m choosing is this one.

Colours:

|  |  |  |
| --- | --- | --- |
|  |  |  |

Replace this text with your explanation

Explanation: