

# 1.6 FONTS CONVEY EMOTIONS

Some fonts do more than just spell out words on a page, they convey a certain emotion, mood or idea. One font may be “happy” while another font may be “stressful.” Although most such fonts fit into the Novelty group, even a traditional serif or sans serif may seem “more contemporary” or “oldstyle” and, thus, can set a tone for any publication.

**DIRECTIONS:** Below are examples of a wide variety of fonts, all set 18 points tall. In the first blank beside each one, write an emotion or mood that the font conveys. In the second blank, write the topic for a feature story that this font might be useful for in a graphic headline.

Font	Emotion/Mood	Story Topic
<b>FUNHOUSE</b>	_____	_____
<b>Distress</b>	_____	_____
<i>treefrog</i>	_____	_____
Garamond Narrow	_____	_____
democratica	_____	_____
<b>TACO MODERN</b>	_____	_____
<i>Texas Hero</i>	_____	_____
<b>Old English Text</b>	_____	_____
MANSON	_____	_____
Goudy Handtooled	_____	_____
<b>MANDARIN</b>	_____	_____
<i>Linoscript</i>	_____	_____
<i>Carpenter</i>	_____	_____
<i>Bickham Script</i>	_____	_____
<b>Rockwell</b>	_____	_____
Fontdinerdotcom	_____	_____
<i>Giddyup</i>	_____	_____
COPPERPLATE	_____	_____