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Professor Caruso

Interactive Multimedia 1

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**Lab 2**

The Garamond font is included in the Serif class of fonts. It is easily read because of the balanced strokes that are proportionate, and the well-designed serifs that connect the letters in such a graceful way that allows the reader’s brain to quickly comprehend the whole word instead of each individual letter. Garamond feels a bit ‘old world’ and quietly professional. Garamond would be a great font for user manuals, novels, and even dictionaries. These three examples are all printed text, Garamond would be a great option for all three because on an actual printed piece of paper serif fonts read easily, and this particular font is very clean which works well for professional materials.

The Bernard MT Condensed font would most likely be classified as a slab font. It is a bit difficult to read in blocked text like in paragraphs because the strokes are exaggerated, and the counters are slim. This font feels masculine and somewhat authoritative in a nice or fun way. The same aspects make this font difficult to read in a paragraph also make this font interesting, the way that, what could be considered the serifs, extend from the strokes. This font would work well for signage of a tavern or bar, it would also work well for the textual part of a logo for a contractor/handyman, or it could be used in part in a menu as the headings. This font would work well as a sign because of its bulk that would be easily read from far away. It would also work well as the textual part of a contractor’s logo because it feels masculine but still orderly which would communicate well with customers. Finally, it would be a good option for the headings on menus (ex.- ‘Appetizers’ ‘Entrees’ etc.) because it is attention grabbing which would help patrons quickly locate what they are looking for on a heavily worded page.

Monotype Corsiva could potentially fall into two Classes of Fonts, initially I would imagine that this font would be considered a script, but since all the letters do not connect it might also fall into the decorative class. Either way, this font has a nice breezy feel, the stroke weight is thin so it’s light, the kerning is well spaced allowing the reader to be able to easily process the text. This font would be well used as the ‘quotation’ font that books sometimes pull out and make a bit larger on the page, it would also work nicely for a personal letter, and lastly this font would show well as the actually textual portions of a restaurant menu. Monotype Corsiva would work well as the ‘quotation’ font in a book because it is a bit italicized lending to a highlight of the content it is printed in, it would work well as the font in a personal letter because it has the feel and flow of actual written text. Finally, it would be perfect for the textual content on a menu because it is clear enough to read easily, but still has enough of a flair to communicate a cultured feel which nicer restaurants try to convey.

Garamond

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This font does not have the normal ligatures. ff fi fl (We checked through the symbols bank too)

How quickly daft jumping zebras vex.

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Jump by vow of quick, lazy strength in Oxford.

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Monotype Corsiva

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This font does not have the normal ligatures. ff fi fl

Crazy Fredrick bought many exquisite opal jewels.

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