

Digital Typography & Poster Design

Name: _____ Date: _____

LEARNING OBJECTIVE

The student will design a digital poster combining text and image, applying basic typography principles (font size, hierarchy, spacing).

MATERIALS NEEDED

- A tablet, phone, or computer with a free design/drawing app that supports adding text
- Paper for planning
- Ruler

HANDS-ON ACTIVITY

1. Choose a simple event or message to advertise (example: a pretend school event, a book you'd recommend, or a 'lost pet' flyer).
2. On paper, sketch a rough layout plan showing where the title, image, and details text will go, using your ruler to divide the space.
3. In your digital app, add a large, bold headline as your biggest text element (this is your 'hierarchy' anchor).
4. Add at least one image or hand-drawn digital graphic, and 2-3 smaller lines of supporting text (details, date, contact info) in a smaller font size than the headline.
5. Adjust spacing so no text overlaps and the poster looks balanced, then save your finished digital poster.

QUESTIONS

1. What was your poster advertising, and what was your headline text?
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2. What is 'visual hierarchy' in design, and how did you show it on your poster?
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3. Why did you make some text smaller than other text on your poster?
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4. What would happen if all the text on your poster were the same size?

