
Objective

To look at typefaces as just that. *Typefaces*. To view typefaces as having visual characteristics that give them distinct personalities, and look at how the weights and styles within each family can convey different moods or tones of voice.

Method

List **three** words that describe your personality (or personal style) in a nutshell. It can be things like fun, friendly, approachable, hard-working, lazy, retro, glamorous etc.

Swap this list of words with your neighbor.

Now, choose one of the online type foundries' libraries listed below.

In their library, try to find typefaces that you feel would match your words. You can find 3 typefaces that embody all 3 words, or you can find a different typeface for each word.

Once you have finished, collect the direct urls to your three potential typefaces to into one folder named with your name and your partner and drop to my dropbox folder.

Resources

www.typography.com
www.underware.nl
www.type-together.com
www.typotheque.com
www.commercialtype.com