

Sample Lesson Plan

Typography Poster

Middle School Art | Grades 6–8 | 2–3 class periods (45 minutes each)



1. LESSON OVERVIEW

Students explore how typography communicates mood, message, and personality by designing a poster using expressive lettering, layout, and visual emphasis.



2. ESSENTIAL QUESTION

How can typography communicate meaning without relying on images?



3. LEARNING OBJECTIVES

- Understand how typography communicates mood and message.
- Experiment with hierarchy to guide the viewer's eye.
- Apply contrast, alignment, and spacing to create visual impact.
- Develop and refine multiple layout ideas.
- Create a final poster that effectively communicates a message.



4. MATERIALS

- Drawing paper
- Pencil
- Eraser
- Ruler
- Black fineliner
- Markers or colored pencils
- Example typography references



5. VOCABULARY

typography, hierarchy, contrast, alignment, spacing, composition, emphasis.



6. PROCEDURE

1. Introduce typography examples and discuss how they communicate.
2. Brainstorm a word, quote, or theme to convey a message.
3. Sketch thumbnail layouts to explore different ideas.
4. Refine one idea and plan details.
5. Create a final poster using lettering and design choices.
6. Share posters and reflect on design decisions.



7. ASSESSMENT

Students are assessed on creativity, readability, craftsmanship, use of typography, and communication of message.



8. DIFFERENTIATION

Provide sentence starters to spark ideas, layout templates for support, and extra feedback during the process. Offer extension challenges for advanced students, such as exploring advanced typography techniques or multi-color schemes.



9. TEACHER NOTES

Encourage bold, clear lettering and thoughtful use of spacing, contrast, and hierarchy. Remind students that less can be more.



10. EXIT TICKET

What typographic choice helped your poster communicate its message most clearly?



11. CROSS-CURRICULAR CONNECTIONS

Language Arts: quotes, tone, and word choice | Media Literacy: analyzing visual messages
Graphic Design: layout, branding, and visual communication

STUDENT SKETCH EXAMPLES



1

2

3

4

5

EXAMPLE FINAL POSTER IDEAS



1

2

3

4

5



Teaching Portfolio Sample