

YEAR 9

UNIT 1. DESIGN

Teacher note:

This presentation is not intended to be taught as a whole unit of work. Slides and activities can be selected to suit your students or might be used as starting points to develop further learning activities for your classroom.



Illustration: Chloë Reweti <https://chloereweti.com/work>

You will be exploring **Typography**, **Composition and Pattern** to design a cover, your name for your Art workbook (sketchbook), or a Whakatauki poster.

OUTCOME

Using your chosen kupu, you will be designing a cover, your name for your Art workbook (sketchbook) cover or a whakatauki poster.

OBJECTIVES

1. You will learn about elements of typography
2. You will explore both English and Māori design fonts
3. You will practise text designs with shapes in your workbook
4. You may also use a computer and convert each phrase/kupu into different fonts and colours
5. You will also explore images to combine with your text with drawing.
6. You can use a wide range of media both digital and analogue, gouache, watercolour, collage, markers, pencil, ink, pen....

LET'S EXPLORE ELEMENTS OF TEXT...



Illustration: Johnson Witihera, Tangiwha Series <https://www.johnsonwitehira.studio/tangiwha>

MAIN FONT FAMILIES

Although there are millions of font styles these can be divided into four main categories:

Sans Serif Fonts

modern, clean, and minimalist typefaces characterized by the absence of small decorative strokes (called "serifs") at the ends of letter strokes. Derived from the French word "sans" (meaning "without"), they are highly legible on screens, offering a straightforward, uncluttered aesthetic suitable for digital interfaces and contemporary design

Serif Fonts

Serif Fonts are typefaces characterized by small lines, strokes, or "feet" attached to the end of larger strokes in a letter. Originating from Roman stone carving, these decorative additions are designed to guide the reader's eye along a line of text, making them ideal for long-form, printed materials like books, newspapers, and magazines

Script Fonts

Script fonts are typefaces based on the fluid, varied strokes of handwriting, often featuring connected letters and a personal, elegant, or casual feel. They mimic traditional calligraphy or modern handwriting, offering charm and personality to designs. Due to their stylistic nature, they are best suited for headlines, invitations, and logos rather than long, body-text passages

DISPLAY FONTS

Display fonts are designed to grab attention, making them ideal for headlines, titles, and cover accents rather than long, immersive passages of text. Unlike body fonts that prioritize readability, display fonts often feature more "flair," distinct styles, or a decorative nature that sets a specific tone, such as sophisticated, modern, or whimsical.

FIND FONTS ONLINE

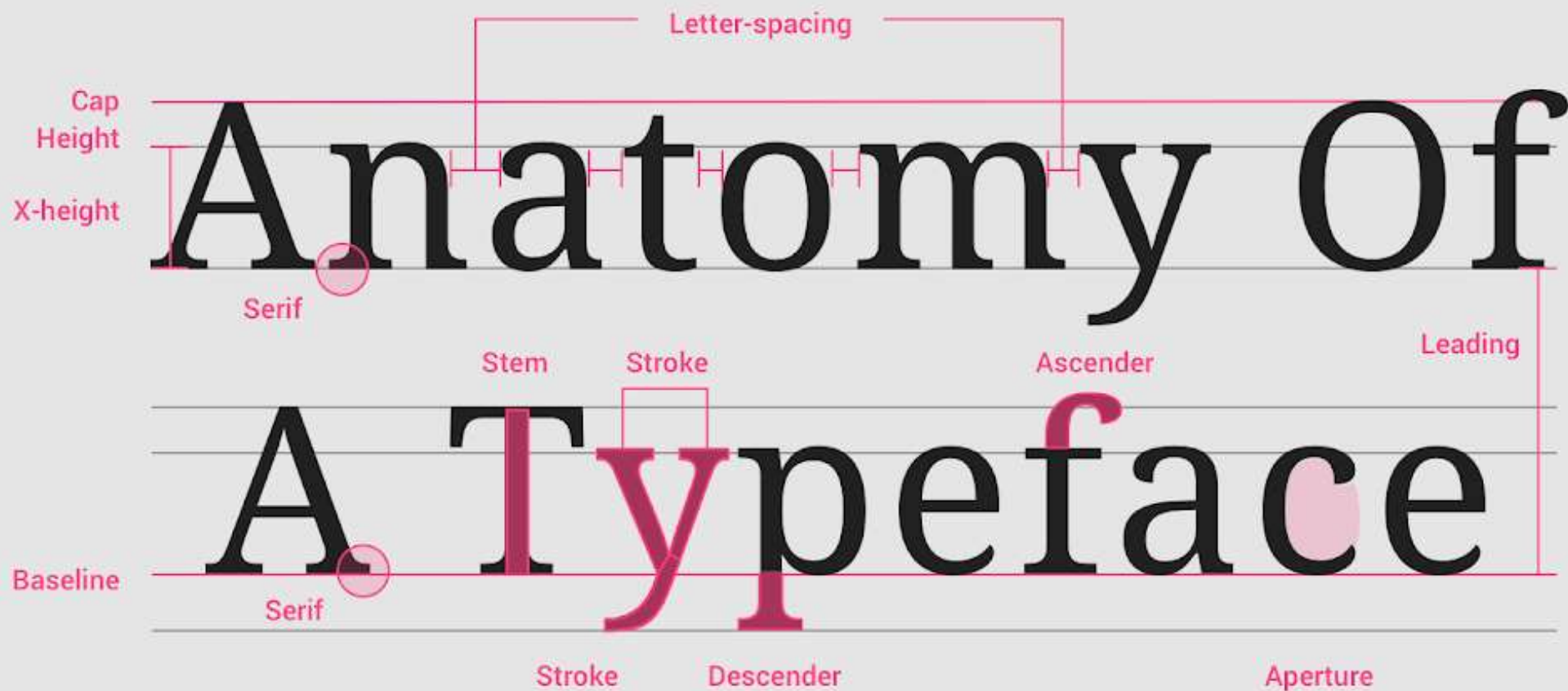
[HTTPS://WWW.DAFONT.COM/](https://www.dafont.com/)

[HTTPS://FONTS.GOOGLE.COM/](https://fonts.google.com/)

[HTTPS://FONTS.ADOBE.COM/FONTS](https://fonts.adobe.com/fonts)

[HTTPS://LEARN.MICROSOFT.COM/EN-US/TYPOGRAPHY/FONT-LIST/](https://learn.microsoft.com/en-us/typography/font-list/)

ANATOMY OF A TYPEFACE



EXERCISE 01

Learning Objective:

Practise constructing a range of typefaces using structured lines

TASK

Write your name four times using different styles each time

When you are finished label the font family and write its characteristics



WORKSHEET

[Download worksheet here](#)

You can add illustrations alongside if you wish to.

Year 10 Art – Text Construction

In the space below practice using the spacing lines to help you place your fonts.

You could write your name or another word.



1. Write your word using sans serif **CAPITAL** letters in the space. Keep your spacing between the letters as even as possible

2. Write your word using sans serif **lower case** letters in the space. Keep your spacing between the letters as even as possible.

3. Write your word using a cursive style font in the space. Keep your spacing between the letters as even as possible.

4. Write your word using a mix of fonts in the space. Keep your spacing between the letters as even as possible.]

EXAMPLES



<http://www.fridgedoorgallery.com/my-type-of-name.html>



EXERCISE 02

Learning Objective:

Explore word and meaning using text

WORD COMBINATIONS

Using a variety of fonts, effects colour and size, illustrate the meanings in three of the following word combinations:

Old / New

Serious / Silly

Loud / Quiet

Beautiful / Ugly

Strong / Weak

Fit / Lazy

Natural / Man Made

Rich / Poor

Reality / Fantasy



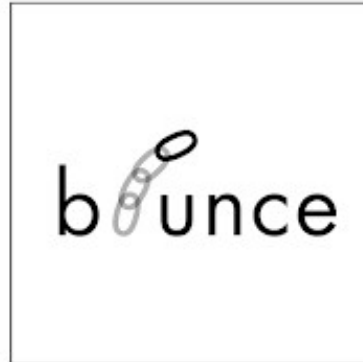
Gill Sans



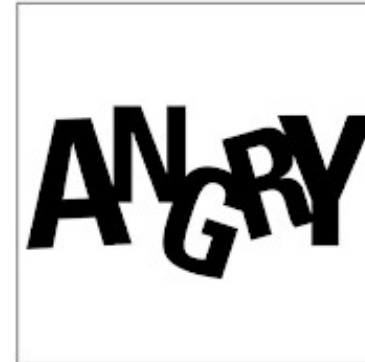
Serifa



Gill Sans, Bembo



Futura



Univers



Adobe Caslon, Futura

Name kupu

Go to <https://maorifonts.com/>
Find inspiration and practise
writing your name / Kupu

NAME KUPU

Name kupu

MORE OPTIONS! Experiment
with fonts to find one you like

ADDITIONAL LEARNING TO CONSIDER

Hierarchy

Readability

Legibility

Kerning

Tracking

Orphans

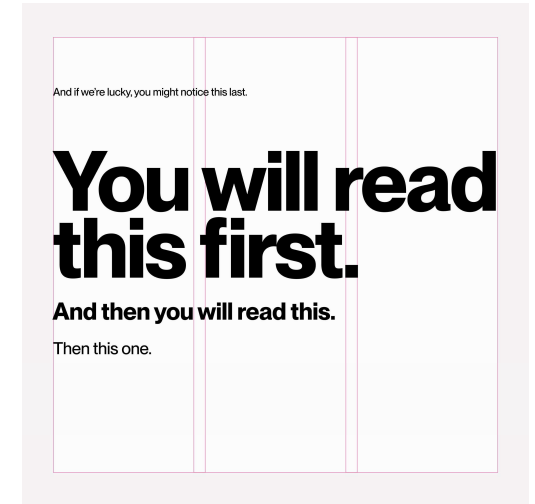
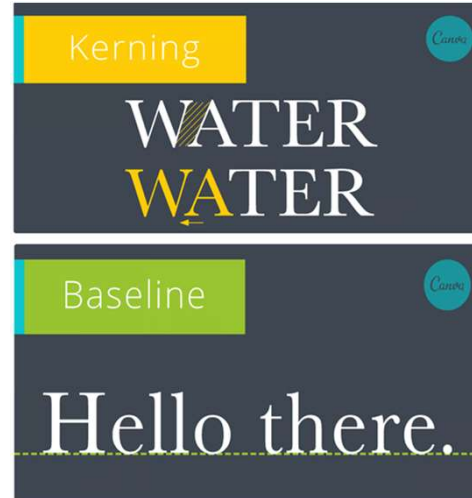
Widows

Spacing

Size

Weight

Baseline



PRACTISE TEXT DRAWING.....

EXERCISE 03

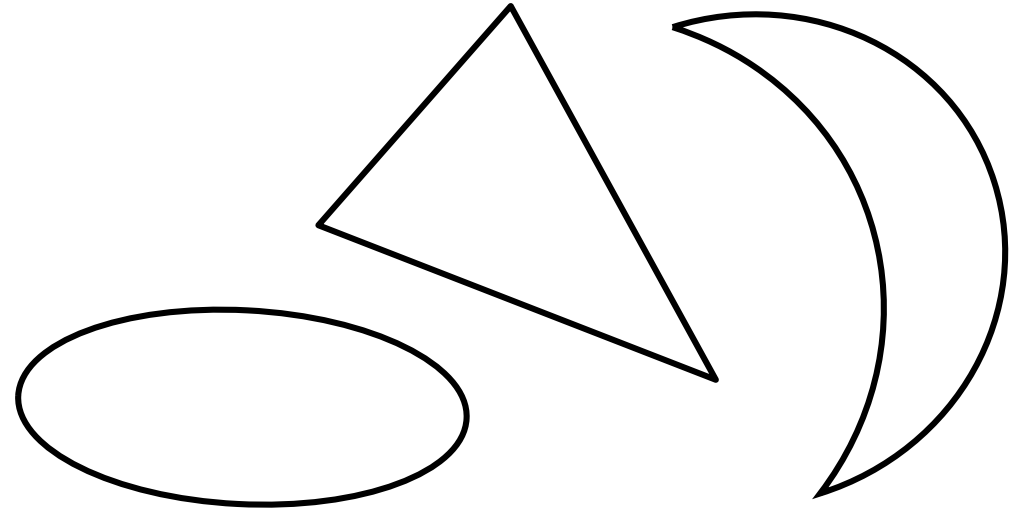
Learning Objective:

Explore text using a range of shape formats

TASK

Fill in three shapes with your name or other words

In the remaining space do a text shape design to illustrate an animal, food or something of your own choosing.



Fill in the writing



Fill around the writing



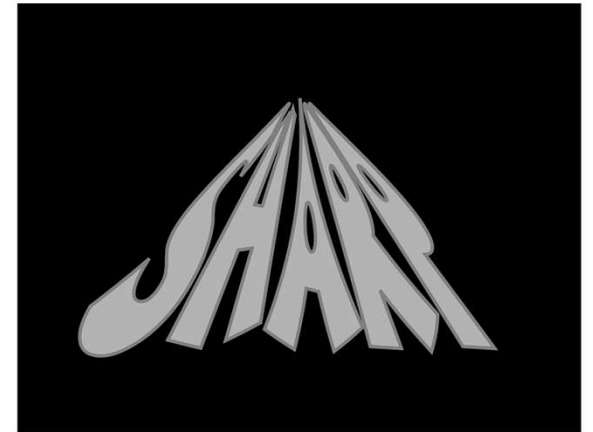
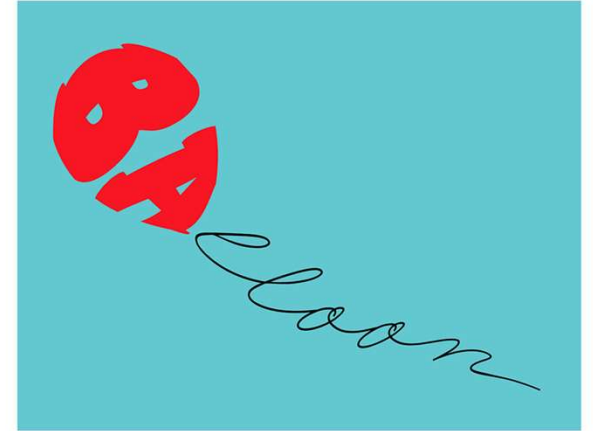
TRY OTHER FORMS



Raewyn Harris, Cover/Poster Ideas



Dan Flemming, Word Animals



Ji Lee, Word as Image.

EXERCISE 04

Learning Objective:

Create nameplate using geometric shapes

TASK

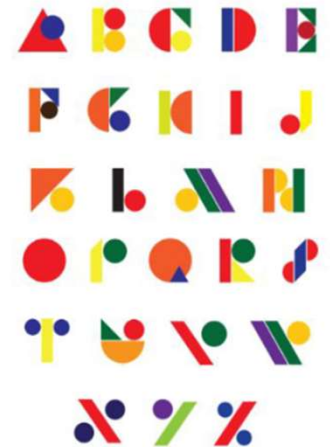
1. Select some coloured paper, two or three colours that would work together.
2. Cut some geometric shapes out, make sure they are similar in size. You might want to rule a strip and draw the shapes first.
3. Experiment with creating letter forms with the shapes
4. Glue your name plate down on a piece of paper

EXTENSION ACTIVITY

- On a piece of A4 paper create your own alphabet using the geometric shapes. You will need some rules for consistency. E.G: Limit the colours and shape you use.



Examples of geometric fonts

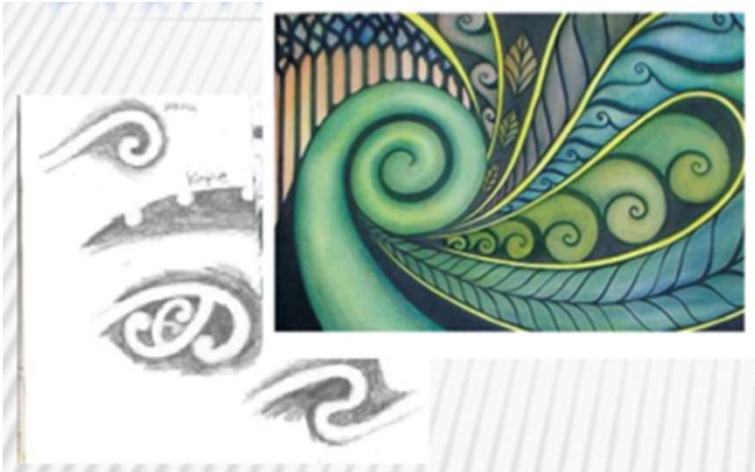


[Download activity here](#)

EXERCISE 05: STYLISE YOUR LETTERFORMS

TASK

1. On a black paper draw 2-3 letters
2. Lightly draw in koru kape and other cultural designs.
3. Use your white pencil to draw into the patterns.
4. Cut out each letter and then stick onto a piece of paper.



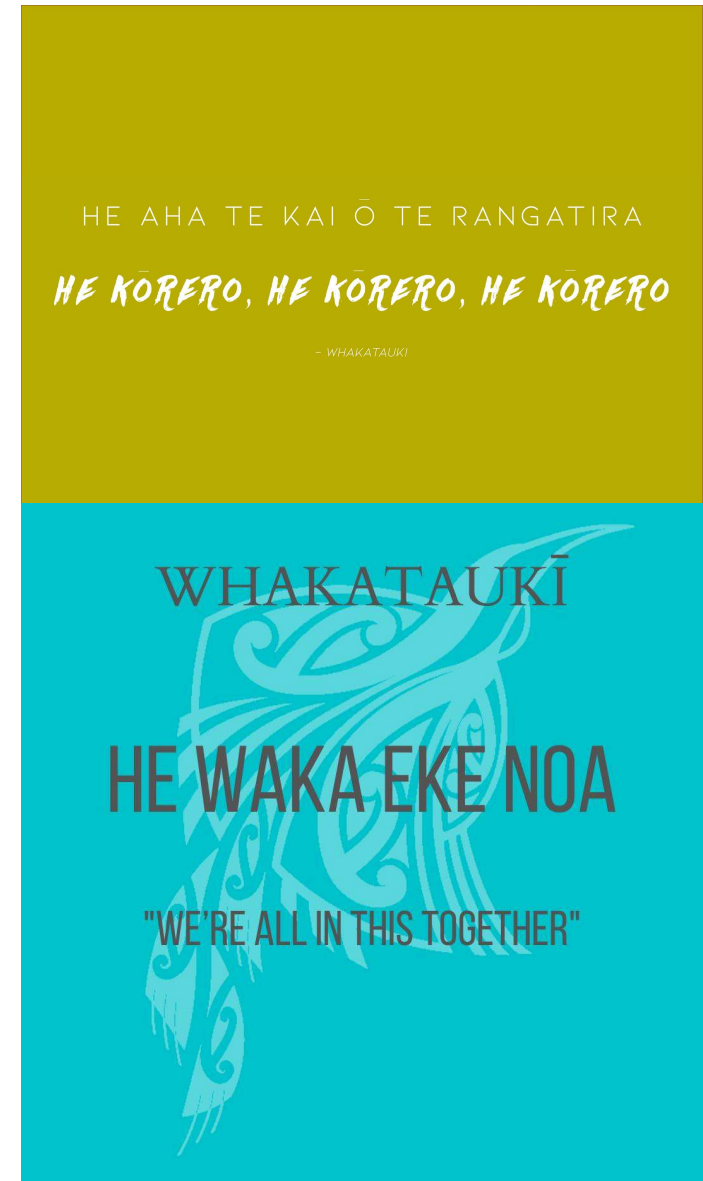
[Download activity here](#)

**LOOKING AT WHAKATAUKI/
PROVERBS....**

EXERCISE 06: INVESTIGATE WHAKATAUKI-PROVERBS

TASK

1. Look over the sheet on Whakatauki/
Proverbs
2. Write down two that stand out to you in
both Māori and English
3. Can you think of any other wise
sayings/proverbs?
4. Write down 1-2 other proverbs (they could
be old sayings from your own culture)



SELECT ONE TO CREATE . . .

He waka eke noa

We're all in this together

Kia kaha, kia maia, kia manawanui

Be strong, be brave, be steadfast

Okea ururoatia

Keep fighting

Me manawa tītī

Keep going and don't give up

**Whāia te iti kahurangi, ki te tuohu koe,
me he maunga teitei**

Seek the treasure that you value most dearly

Kei ōu ringaringa te ao

The world is yours

Toku toa, he toa rangatira

My courage is inherited

Tama tū tama ora; tama noho tama mate

He who stands lives, he who sits, perishes

Whakatauki/Proverbs

WISDOM



All cultures have their own proverbs or wise sayings. Whakatauki play a large role within Maori culture. They are used as a reference point in speeches and also as guidelines spoken to others day by day.

Below are some of the many that exist:

He kotuku rerenga tahi.

A White heron flies once.

This is used on an occasion when something very special and unusual takes place.

Ahakoā he iti he pounamu

Although it is small, it is greenstone.

This is a humble way to deliver a small gift. Greenstone (jade) is an extremely useful commodity which is considered very precious, so although you may not be presenting greenstone, the word pounamu stands as a metaphor for something precious or a treasure from the heart.

Whatungarongaro te tangata toitū te whenua

As man disappears from sight, the land remains
This demonstrates the holistic values of the Maori, and the utmost respect of Papatuanuku, the mother of the earth.

Hōhonu kaki, pāpaku nana

A deep neck, but a shallow outcome

Used to refer to a lazy worker, who has a healthy appetite but offers very little help.

He manako te koura i kore ai

You won't catch the crayfish by dreaming about it. / The realisation of one's dreams requires action.

This is similar to not putting all your eggs in one basket

Whāia te iti kahurangi ki te tūohu koe me he maunga teitei

Seek the treasure you value most dearly: if you bow your head, let it be to a lofty mountain

This whakatauki is about aiming high or for what is truly valuable, but it's real message is to be persistent and don't let obstacles stop you from reaching your goal.

Ko toku reo, ko toko ohooho, ko toku reo, ko toku mapihi maurea.

My language is my awakening, my language is the window to my soul.

This proverb is closely associated with language revitalisation.

Ki te kahore he whakakitenga ka ngaro te iwi

Without foresight or vision the people will be lost

Said by **Kingi Tawhiao Potatau te Wherwhero**, to show the urgency of unification and strong Maori leadership.

Tangata ako ana i te whare, te turanga ki te marae, tau ana

A person who is taught at home, will stand collected on the Marae (meeting house grounds)

A child who is given proper values at home and cherished within his family, will not only behave well amongst the family but also within society and throughout his life.

Ka mate te kāinga tahi, ka ora te kāinga rua

When one house dies, a second lives

Historically used when two houses or families are merged due to the unfortunate circumstances of one particular family. However this could be used when something good emerges from misfortune.

Ka pū te ruha, ka hao te rangatahi

As an old net withers another is remade

When an elder is no longer fit to lead, a healthier leader will stand in his place.

E kore te patiki e hoki ki tona puehu.

The flounder (fish) does not return to his dust.

Do not make the same mistake twice.

Kāore te kumara e 1orero mō tōna ake reka.

The kumara (sweet potato) does not say how sweet he is.

This proverb accentuates the value of humbleness.

Waiho ma te tangata e mihi.

Leave your praises for someone else.

Again referring to humbleness.

Whaiowhia te kete mataurunga

Fill the basket of knowledge

He waka eke noa.

A canoe which we are all in with no exception.

We are all in this together. An example of when this can be used perhaps when a group of you are going to the movies but one of them doesn't have any money so wouldn't be able to go along. You can say he waka eke noa, meaning you will pay as you are all in one group and it would not be the same if they were to miss out.

Naku te rourou nau te rourou ka ora ai te iwi

With your basket and my basket the people will live

Again referring to co-operation and the combination of resources to get ahead. This proverb can be very useful and is often said.

Moe atu nga ringa raupo

Marry a man with calloused hands

Calloused hands are earned through hard work. This proverb suggests to woman to find a man who has an excellent work ethic.

Naku te rourou nau te rourou ka ora ai te iwi.

With your basket and my basket the people will live.

Again referring to co-operation and the combination of resources to get ahead. This proverb can be very useful and is often said.

Kua takoto te manuka

The leaves of the manuka tree have been laid down

This is a form of wero, that is performed in very formal situations on the Marae. It is when you are challenged and you answer that challenge depending on how pick up the leaves. The wero is to see whether you come in peace or as an enemy. This proverb is used when being challenged, or you have a challenge ahead of you.

Kāore ā te rākau whakairo, kei te tohunga te whakairo

The wood has no understanding, only the carver.

A mild rebuke to one who attempts to instruct the leader.

Te toka tū moana.

The boulder standing in the ocean.

This refers to a chief or to a group of warriors buffed by opposing but standing firm.

EXPLORE IDEAS

TASK

1. Select a Whakatauki to illustrate
2. On A4 page rule up 2-3 rectangles to draft up your concept sketches.
3. Make a design in each rectangle. Fill Each rectangle with a variety of fonts and type.

Consider:

Font
Size/scale
Layout/Placement
Overlapping
Shape/s
Positive/Negative

Your final design could include images, but text should be the dominant feature.



LOOKING AT POSTERS...

POSTERS

Posters should grab the viewers attention. They also need to convey their message. They convey the tone, mood and style of the message or product.

Although this poster explores text and image with a high level of skill, it does not quite convey the meaning of the proverb. This is because one word fails in conveying the tone of the message. Here the word 'iti meaning small is scaled up too large.



THE INTENT OF
YOUR POSTER
SHOULD BE
CLEAR



Kell Sunshine

More examples of Kell Sunshine's lettering
<https://kellsunshine.com/lettering>

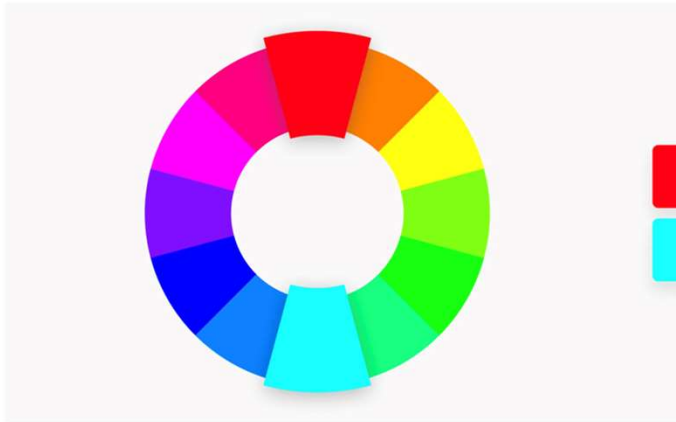
MAKING YOUR POSTER.....

COLOUR

You can explore colour palettes to select the colours that work best for the effect you want.

Complementary

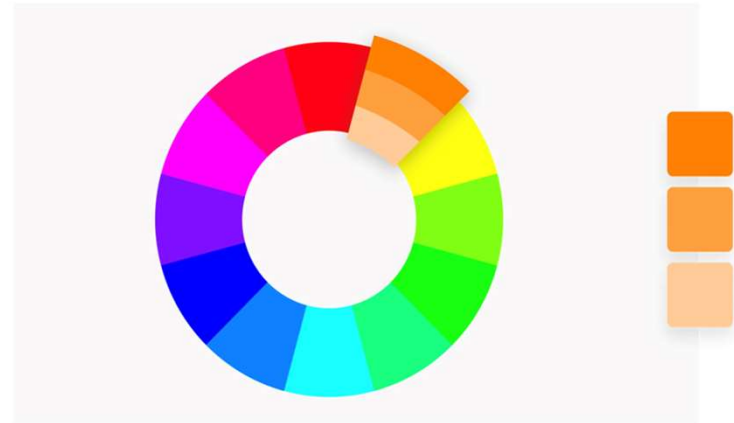
Two colors that are on opposite sides of the color wheel. This combination provides a high contrast and high impact color combination – together, these colors will appear brighter and more prominent.



There are many other ways to show the intent of your poster through colour. Look carefully at the exemplars

Monochromatic

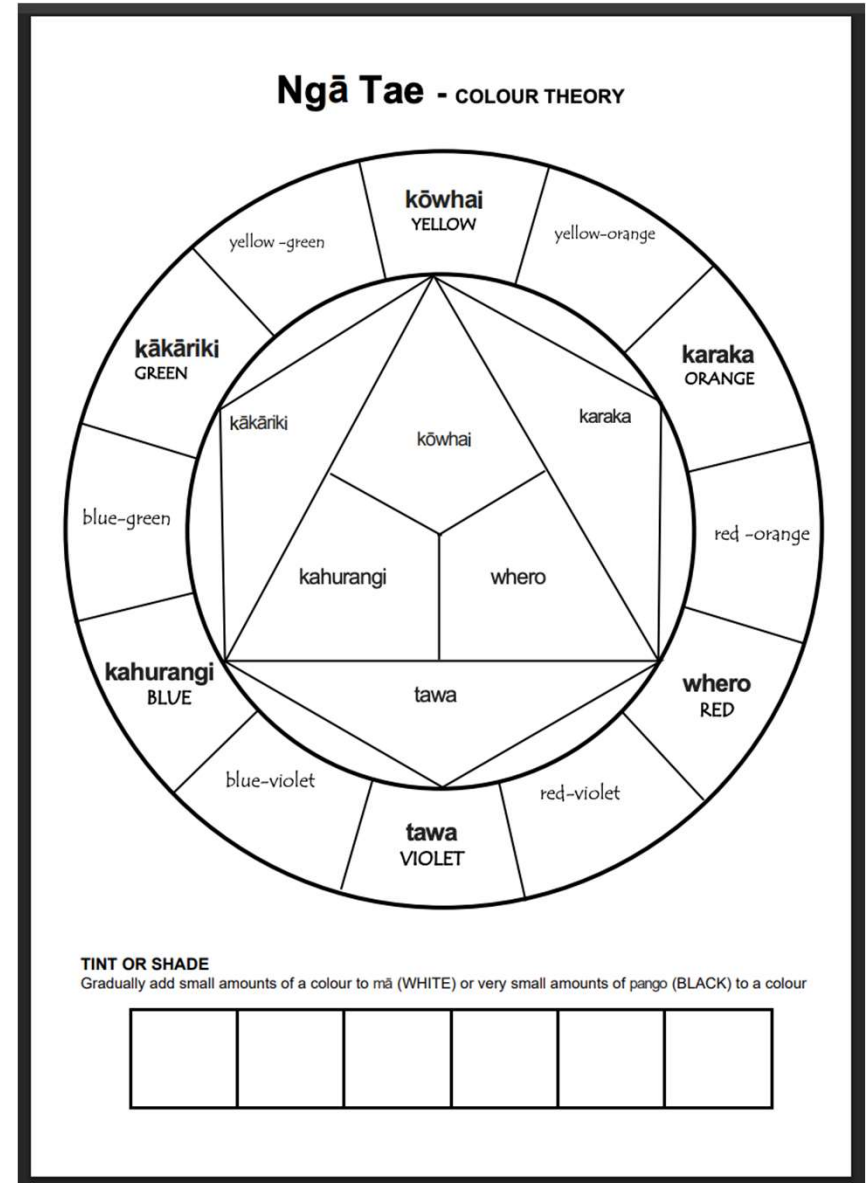
Three shades, tones and tints of one base color. Provides a subtle and conservative color combination. This is a versatile color combination that is easy to apply to design projects for a harmonious look.



For more information

<https://www.canva.com/colors/color-wheel/>

FILL IN THE
COLOURS YOU WILL
BE USING TOGETHER



Download the colour wheel
<https://anzaae.nz/collections/nga-tae-colour-wheel/>

IF YOU ARE GOING TO WORK DIGITALLY:

Using a selected programme on your computer, type out the Te Reo Māori version of your word.

1. Copy and paste this at least 3 times
2. Convert each phrase into a different font and colour
3. Consider the legibility (how clear it is to read), as well as how selected fonts might work together

IF YOU ARE GOING TO WORK HANDMADE:

Practise with selected words.

Try 3 different styles of letterforms, changing colour and media each time.

Insert evidence of your handmade type exploration into your workbook.

DEVELOP AND REFINE YOUR DESIGN

TASK:

Select your best designs and draft up again to make any further adjustments to improve the design.

For example, you may choose to change the scale or placement of some of the words. Or you might decide to include an image.

You might use free online apps to explore layout options.

<https://express.adobe.com/> <https://www.canva.com/>
<https://www.photopia.com/>

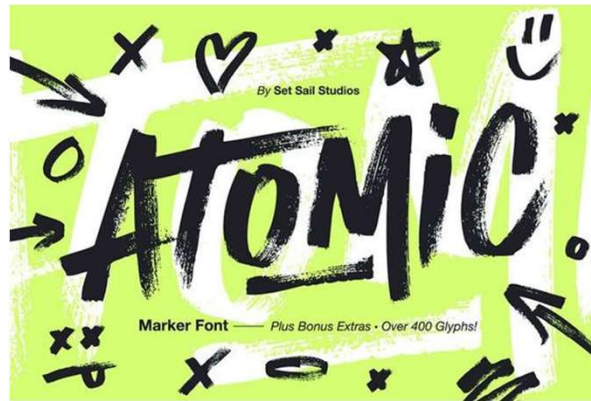


PLANNING . . . AND PREPARATION

TASK

CONSIDER THE FOLLOWING . . .

Using a font generated from the computer (Canva or PhotoPea) - what font will be clear, easy to read but still link to the meaning you are wanting to convey with your poster?



ABCD
EFGHIJK
LMNOP
QRSTU
VWXYZ

Now see the movie:

Helvetica

A documentary film by Gary Hustwit

A Swiss Date
production
in association
with West
media
© 2013
A documentary film
by Gary Hustwit

Produced by
Michael Good
Nicola Smith
Matthew Carter
David Carson
Tom Crabb
Experimental Jetset
Tobias Frerking
Chris Hester
Johannes Hofer
Aldo Falloni

Lars Müller
Verni
Miguel Angel
Rick Jung
Michael O. Rorer
Sander Reginster
Ludie Senar
Rita Serrà
Markus Schulz
Eric Soderstrom
Bruno Sorelli

Executive Vice
President
Lars Müller
Creative Director
Gary Hustwit
Editor
Shelby Siegel
facebook.com

Director of
Photography
Lars Müller
Additional
Photography
Curt Green
Gary Hustwit
Peter Olson
Chris Wilson
Ben Wolf

Additional Editing
Lars Müller
Sound Editor
Brian Laing
Sound Mixer
Andy Tice
Motion Graphics
Thibault & Co.

Sound
Recording
Nico Schmal
Voice Over
Van Johnson
Chris Williams
Ben Pullen
Neil Stearns

Poster by
Experimental Jetset

Music:
The Album Leaf
Boris
Chicago Underground
Daft Punk
E! for Ewan
Koolhaas
Kip Murray
Machino Makashina
Sam Prekop

Associate
Producers
Andrew Chesnut
John Colaneri
Ethan Covert
Justin DeWitt
Andrew Wilson
Chris Lerman Wilson

© 2012 Swiss Date

PLANNING...

CONSIDER THE FOLLOWING ...

If you are planning on using existing Kowhaiwhai Patterns, or if you are wanting to develop some of your own – you might wish to utilise some of the following resources.



EDUCATION KIT
Auckland Museum



Emma Jane Ormsby : ANZAAE Digital Hui

<https://anzaae.nz/collections/emma-jane-ormsby-ngati-maniapoto-ngati-porou-pakeha/>

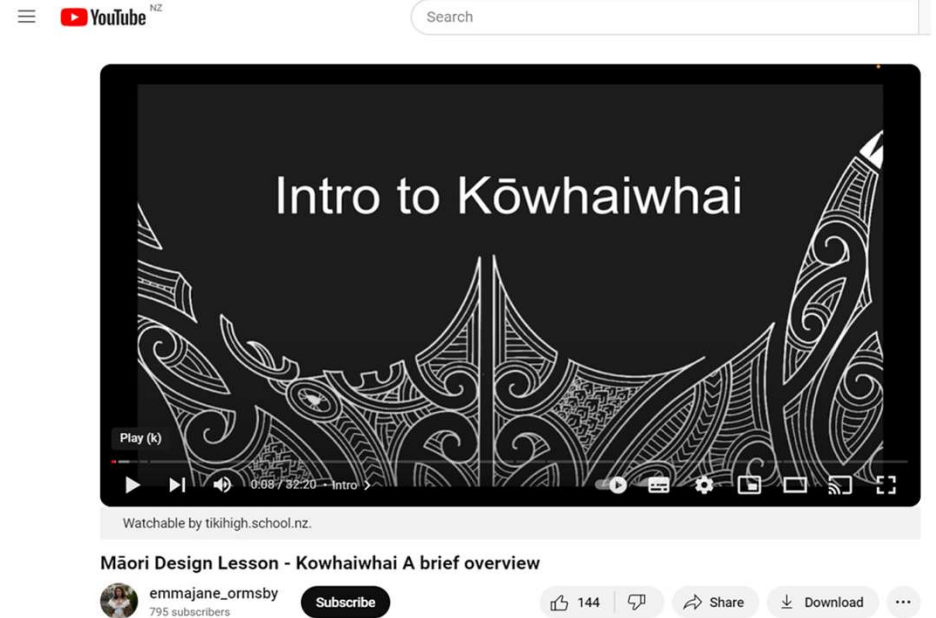
https://www.youtube.com/watch?v=_gaFUpt5LHA

Te Papa : Creating abstract art forms from nature

<https://www.tepapa.govt.nz/learn/for-educators/teaching-resources/ko-au-te-taiao/ko-au-te-taiao-explore/how-is-te-taiao-reflected-in-toi-maori/activity-d-creating-abstract-art-forms-from-nature>

Auckland Museum : Kōwhaiwhai Tuturu Māori Education Kit

https://maori-arts.com/seuresite/MMA/Maori_02Kowhaiwhai.pdf



CHLOē REWETI



**WHITI
MAI
TE RĀ**



Aenetus virescens
Puriri Moth



Veronica stricta
Koromiko



Galaxias argenteus
Giant Kōkopu



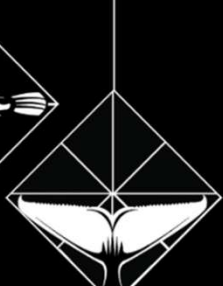
Porrhothele antipodiana
Black Tunnel-Web Spider



Yellow-Eyed Penguin
Hoiho



Southern-Right Whale
Tōhoro



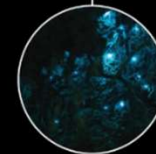
Mesonychoteuthis hamiltoni
Te Ngū Tipua



Flax
Harakeke



Abalone
Paua



Glow-worm
Titiwai



Forsterygion lapillum Hardy
Kokopara

**SHANE
HANSEN**



WESTON FRIZZELL



INSPO

Or select kupu or your own meaningful saying

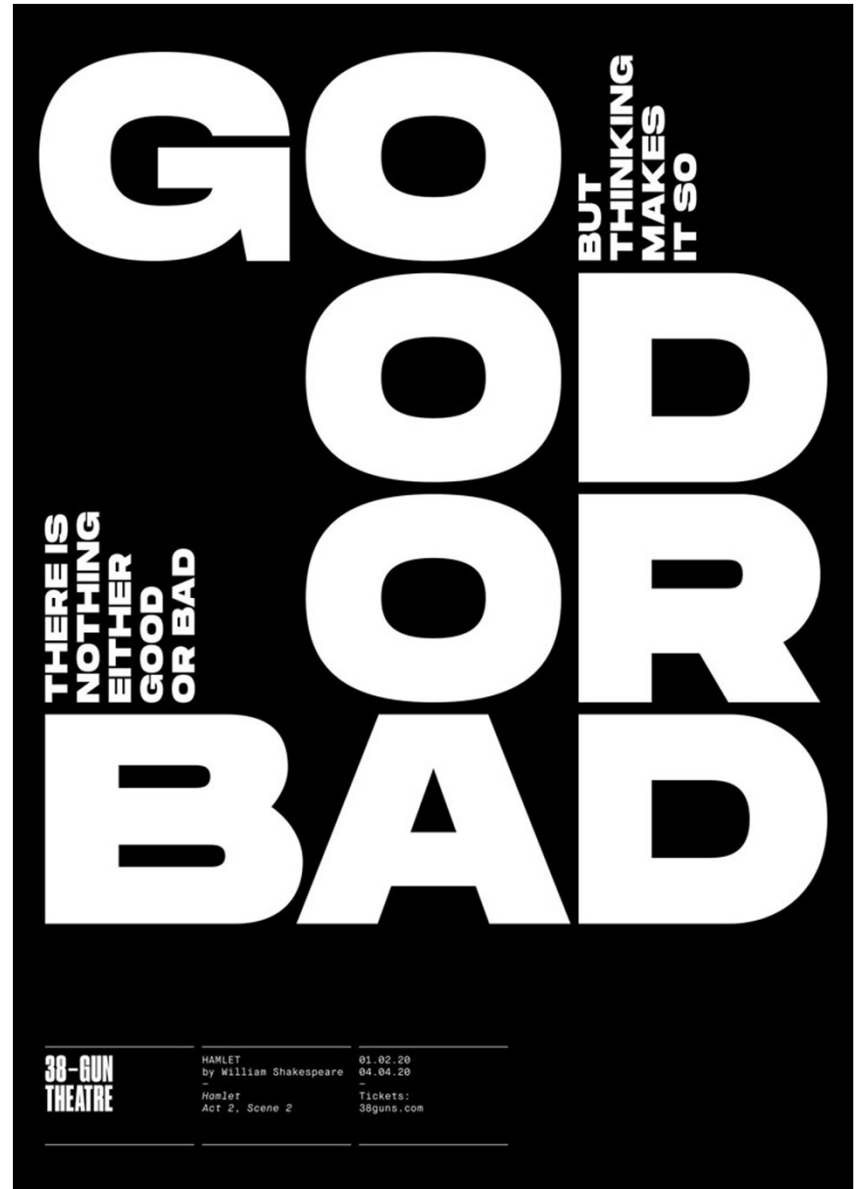
whenua

[*fean-nu-ar*]

Land, homeland.



TYPE BASED INSPO



TYPE
BASED
INSPO

DO IT
FOR
YOUR
SELF

if

SOME
ONE

ELSE

likes it

EVEN

better

You could
use collage
and mixed
media

FAKE
IT
YOU
MAKE
IT.


xxx
xxx

!!

*

TYPE
BASED
INSPO

STRA
28/VI
!K
KORDEGARDA
Krakowkie Przedmieście 15/17
Podczas koncertu zespołu
Starego, artyści i goście
pomalują wnętrze Kordegardy.
wymarzyć
GO
19:00

GOOD
WAVES
Summer Season
God created the heavens and the earth, the oceans
and the waves for our enjoyment.
Snc.  1992
BEST PLACE IS
A GOOD WAVES
A low line of shore was visible at first on the right between the movement of the waves and fog,
but when we came further it was lost sight of, and nothing could be seen but the mist
curling in the rigging, and a small circle of foam.
GLOBAL
PARADISE
LUCKYSTOCKED

PLAN YOUR IDEAS HERE

- transfer onto good paper for the final version

(Highlight the Whakatauki or Kupu you are going to use)

What does your selected Whakatauki or kupu mean to you?

What do you want someone looking at your poster to see/ feel?

What imagery (*subject matter*) will you use to represent this (*make a list*)?

Why have you chosen this? What colour palette will you use? What effect do you want it to have?

Select from any of the following media to create the imagery for your A4 Poster:

Pencil, Pen, Coloured Pencil, Watercolour, Photographs (own or Creative Commons)

Make some quick sketches on your planning doc that illustrate your potential ideas

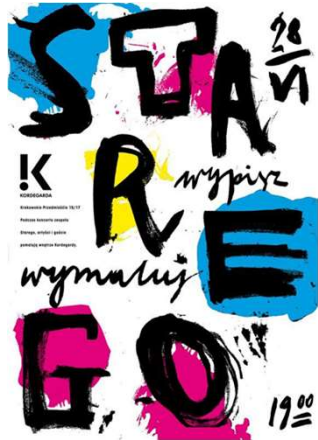
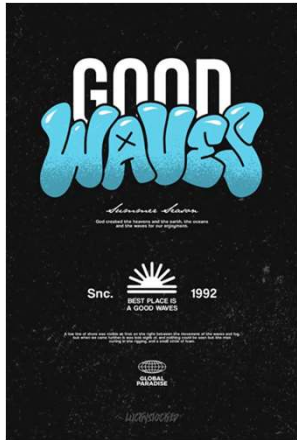
POSSIBLE ASSESSMENT ACTIVITY...

POSTER CONCEPTS

Type-based Concepts:

Using just the fonts you have selected, and both the Te Reo Māori and English versions create 3 different layouts that respond to following design conventions:

ORDER / CHAOS / GRID



Insert evidence of your layout and font testing into your workbook.

REFINEMENT OF POSTER

Concepts with imagery:

Add imagery to your 3 type-based layouts (ORDER / CHAOS / GRID) to enhance each of these designs.

These will be your 3 x poster concepts that show you have tested different ideas for your layout.

Insert evidence of your 3 x poster concepts into your workbook.

Development:

Select your favourite concept design, apply final changes to create a cohesive design. This improved design will become your final.

If you are using hand drawn materials think about how to ensure you use them effectively and with control. What works the best ?

THE END...