

Digital Art Video: *Helvetica*, Directed by Gary Hustwit, 2007

Film Overview-

Its content consists of a history of the typeface interspersed with candid interviews with leading graphic and type designers. The film aims to show Helvetica's beauty and ubiquity, and illuminate the personalities that are behind typefaces. It also explores the rift between [modernists](#) and [postmodernists](#), with the latter expressing and explaining their criticisms of the famous typeface.

Draw a *Sans Serif* example of your name here (or write *Cat* if you like)



The diagram shows two examples of the words 'This guy' and 'That guy' written on a set of three horizontal blue lines. Red arrows point from labels to specific parts of the letters: 'Ascenders' points to the top of the 'T' in 'This'; 'Descenders' points to the bottom of the 'y' in 'guy'; 'Serifs' points to the small horizontal lines at the bottom of the 'T' in 'That'; and 'Counter' points to the space between the 'a' and 't' in 'That'.

Challenge Extension – [Create a more detailed grid to show off your knew skills with font](#)

Ideas or New Facts you'd Like to Remember or Use from this film:

- _____
- _____
- _____
- _____
- _____

- _____
- _____
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- _____
- _____

You like this film? Sweeeeet bro, feel free to check out:
[Objectified](#), a documentary film about [industrial design](#), also by Gary Hustwit and [Typeface \(film\)](#)

Making Community Connections:

How often do you personally reach out to elders in your community for their wisdom or knowledge? *(Circle your answer)*

Never	A Few Times a Year	Occasionally	Always
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What types of lessons should we be learning from our elders that our modern technology fails to teach us? *(List at least 3 different ideas)*

1. _____

2. _____

3. _____

How can you connect to the “natural advisors” already in your life and show them that teenagers are making a change in this world? *(Please use at least 5 sentences and explain your plan clearly)*

How **are or are not** our posts and images we tag and #tag on Facebook reflections of who we are as individuals? Why?

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