

Year 5 Knowledge Organiser - Typography and Maps

Vocabulary

Key Vocabulary	Definition
Typography	Typography is the visual art of creating and arranging letters and words on a page to help communicate ideas or emotions.
Typeface	A typeface is a set of letters, numbers, and symbols that share a specific, consistent design style.
Visual Map	A creative, artistic representation of a place, journey, or idea. It uses personal, imaginative, and artistic techniques to tell a story or express feelings about a location.
Symbol	An object, colour, or image that represents a deeper meaning, idea, or feeling, rather than just what it looks like literally.
Reflect	Thinking about what you did, what went well, and what you can do better next time.
Feedback	Explaining what was done well and what they could improve to someone else.

Key Questions

What is Typography?

How can I create graphic, powerful drawings?

How do artists use typography and mark making to create a visual map?

Key Artist

Louise Fili
1951-present day



Key Facts

Louise Fili is an American graphic designer known for her elegant, typography-driven work blending modernism with Italian Art Deco.

Born in Orange, New Jersey, to Italian immigrant parents.

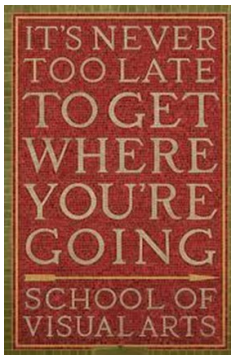
She took her first trip to Italy at age 16, which sparked a lifelong love affair with the

She taught herself calligraphy at 16 and studied at Skidmore College and the School of Visual Arts.

As art director of Pantheon Books (1978-1989), she redesigned their book cover aesthetic, producing nearly 2,000 jackets.

Louise is a member of the Art Directors Hall of Fame, she has also received prestigious medals for Lifetime Achievement.

Work Examples



Timeline of Artists

Paula Scher
1948-Present

Louise Fili
1951-Present

Chris Kenny
1959- Present

Grayson Perry
1960-Present