

typography and information design AR 230

ASSIGNMENT FOUR: VISUAL HIERARCHY

DESCRIPTION

A visual hierarchy is an arrangement of elements into a graduated series, from the most prominent to the least prominent, in an area of typographic space.

SPECS, part one

- Create 20 different versions of organizing and arranging the text below:

**eighth blackbird
with Glenn Kotche of Wilco**

**March 25, 2009
7:30 PM**

**Modlin Center for the Arts
at the University of Richmond**

**28 Westhampton Way
Richmond, VA 23173
www.eighthblackbird.com**

- Begin by doing a series of sketches in your sketchbooks. Use the handout I gave you on Hierarchy for design organization ideas.
- Create a 5" x 5" InDesign document to begin transferring your sketches on-screen.
- When constructing your arrangements, consider the relative importance of each element in the message, the nature of the reader, and the environment where the communication will be read. Contrast between elements within the space by carefully considering their visual function. You may use contrast to create hierarchical arrangements include size, weight, color, and spatial interval.
- Choose from the following type families: Adobe Caslon, Adobe Garamond, Adobe Jenson, Bembo Berthold Akzedenz Grotesk, Bodoni, Clarendon, Linotype Didot, Frutiger, Futura, Gill Sans, Helvetica Neue, ITC Franklin Gothic, ITC New Baskerville, Sabon, Univers

You MAY use color.

You MAY NOT use images. Only type.

You should have 20 pages in your document. Cut out all 20 carefully (using the paper cutter) and paperclip them together with a 5" x 5" name/assignment spec sheet on top.

Copy your file to PAWN in a folder called "Project 4" in PDF form.

PART 1 DUE DATE...

Sketches in Sketchbooks & 20 Printed Sketches Due: Monday, March 16:

By-Hand Sketches done in your sketchbooks. Have research and development done as well. Research the subject matter. Look at successful typography in poster design. You will meet with me individually at the next class meeting to discuss your R&D (research & development) in preparation for your final piece.

Include a spec sheet on the top of the 20 5" x 5" sketches and use a binder clip to keep them all together. We will look have an on-screen critique of your work, so create a single PDF of your file in addition to the hard copy. Put this PDF onto your file space on PAWN **before** class on Monday, March 16.

SPECS, part 2

Choose the one design out of your 20 that is the most successful. Double the size, making it 10" x 10" and take the design further. You will get ideas during the on-screen group critique at the end of Part 1. Go back to your sketchbooks and sketch this idea out in many different ways. Mount your final piece on black matte board measuring 15" x 14" (this formula is based on centering the project, leaving 2" on the left, right and top, and leaving 3" on the bottom.)

Print out a 3" x 5" spec sheet and spray mount it on the back of your matte board. It should include your name, the date, project name, and a couple of sentences describing the concept for this piece.

Photo-copy your sketches (out of your sketch book) and hand them in with your final project.

PART 2 DUE DATE...

Wednesday, March 25 (mounted, for critique)

Other Important Dates... !!!

Wednesday, March 18 – QUIZ on Movable Type/Digital Type.

Friday, April 3 – Bus trip to NYC.