

**EMPHASIS & HIERARCHY IN TYPE
GROUPS — text only, line + value**

ASSIGNMENT I

Fall 2020

PROJECT DESCRIPTION

Text only composition that incorporates use of typographic contrasts, organization, and limited color (black and grey only) to create and control emphasis and visual hierarchy in type groups.

WEDNESDAY 8/26**LECTURES** SNOTART.ORG**Use of Type in Design****Typographic (Visual) Hierarchy Within Groups With Line and Value****What is Graphic Design—AIGA****What Designers Need To Know—AIGA****The Design Process****Proper File Creation****Student Work (examples of similar projects)****ASSIGNMENT—Emphasis and Hierarchy in Type Groups**

Create a text only (black and grey) visually engaging typographic arrangement that demonstrates controlling the sequence of information (visual hierarchy) in a group of typographic elements (such as a logo, letterhead, sign, business card, etc.).

Accomplish the visual hierarchy through use of:

- Typographic contrasts to create emphasis, delineate and group elements
 - size
 - weight
 - stance
 - capitalization
- Alignment as an organizational device
- Repetition to unifying elements
- Proximity to associate or group elements
- Space to delineate elements
- Black in combination with value to increase or reduce emphasis

Start by creating a minimum of a dozen preliminary designs. From these, choose three to present at first critique. From these three (once reviewed), choose one design to refine as the **final** composition. See specs for specifics and typeface choices.

CONTENT — TEXTSol LeWitt *(this is the title, the most prominent item)*Wall Drawings *(this is the subtitle or "second" level)*New Britain Museum of American Art *(third level information)*

Review the listed LECTURES and DEMONSTRATIONS for each day.

Keep an eye on the due dates for both the COMPS and FINAL design as both are due at 9:00 a.m. on the due dates.

examples, but our content is different

snow house | DECORDOVA SCULPTURE PARK AND MUSEUM
Andy Goldsworthy

Andy Goldsworthy
snowhouse deCordova | Sculpture Park and Museum

DESIGN CONSIDERATIONS

- How type structure (alignment), space, and contrast of scale (size/weight), texture (font proportions/stance), and capitalization (u&lc, I/C, caps) can contribute to achieving your design goals — emphasis and visual hierarchy
- How you can work with typographic elements for visual interest, information access and legibility.
- Appropriate typeface choice to support visual goals — primarily on a formalist basis.
- Unifying elements through repetition
- Black and value (grey scale) to control emphasis

SPECIFICATIONS

FORMAT

No specific dimensions for the composition, **but work within the given page dimensions** of 7"x 9" v/h. This **is** a composition or arrangement of elements and how they relate to one another. It is **not a page layout** so don't work with the "space" of the page.

DOCUMENT

Page size: 7"x 9" v/h	Facing pages: No	Margins: .5"
Columns: 1	Auto text box: No	Guides: As needed

TYPOGRAPHY

- Type size of Sol LeWitt is **set at a minimum of 30pt and a maximum of 200pt**. All other type is then sized in reference to this. Be specific about your size choices - keep type size in whole numbers.
- Maximum of **2 typefaces** — but of course you have their **weights & stances**. Try to limit your typeface choices to those listed to the right so you can focus on typographic organization rather than type stylization.
- Compose each text unit in a separate text box. If text is on two lines keep in single text box using a **line break**, then **leading** for vertical spacing.
- To adjust horizontal text spacing — use **tracking**, don't use the spacebar.
- Use **kerning** to adjust awkward letter pair space as needed.
- No text manipulations

COLOR SPECS

- Black plus values (% of grey) on white paper.

OTHER DESIGN & TECH

- Create layouts using only InDesign — no imported elements.
- Multiple compositions per page are fine for initial ideas. Add pages as needed.
- One composition per page when producing 3 comps and final design.
- Graphic elements are limited to a simple line (rule) or two.
- Place and KEEP guides as alignment and reference aids as needed.

Sans Serif Choices

Arial
Futura
Gill Sans
Helvetica
Myriad
Letter Gothic
Optima
Trebuchet
Verdana

Serif Choices

Baskerville
Caslon
Garamond
Georgia
Minion
Palatino
Times

MONDAY 8/31

LECTURES

Issues in Typography—An Introduction - Chapters 1-5

DEMONSTRATIONS SNOTART.ORG

InDesign—Overview (document setup/menus/tools/palettes/
rulers & guides/saving files)

InDesign—Pages Palette (add & move pages)

InDesign—Basic Type Formatting (typesetting controls)

Look at the PROCEDURES section (page 7) of this assignment to help with the process of creating your document.

ADOBE TUTORIAL AND REFERENCE

Here is a link to an interactive InDesign User Guide

this will be helpful in getting details about information covered in the videos

<https://helpx.adobe.com/indesign/user-guide.html>

Here is a link to Adobe InDesign tutorials list

this will be helpful in getting details about information covered in the videos

https://helpx.adobe.com/indesign/tutorials.html?filters=%7B%22topics%22%3A%5B%5D%2C%22level%22%3A%5B%22beginner%22%5D%2C%22stage%22%3A%5B%5D%2C%22creative_fields%22%3A%5B%5D%7D

Here is a link to a video of an overview of InDesign

this will be helpful in getting details about information covered in the videos

https://helpx.adobe.com/indesign/how-to.html/aem_id~'playlist/indesign/graphic-design/get-started-with-indesign'

WEDNESDAY 9/2

LECTURES

Grade Sheet

DEMONSTRATIONS

InDesign—Creating PDFs

Save all comps and revisions as you work.

Keep a digital history of your work — If you want to change an item or composition, duplicate the composition, make the changes to the copy so you always have the original as reference.

MONDAY 9/7 ————— **no class labor day**

WEDNESDAY 9/9 ————— **comps DUE 9:00 a.m.**

PRESENTATION

One PDF file containing 3 comps — each comp on a separate page.
Make your 3 comps the first 3 pages in your InDesign document and create a PDF of just these 3 pages.

Title the PDF file: ASN1comps-your initials.pdf

Submit via DROPBOX to TypeDesign I Folder

- Click on the link below, though you may have to copy and paste it into your browser.
- The link will open a DropBox window to allow you to upload files. Click the + sign or drag files. From here it is self-explanatory.

<https://www.dropbox.com/request/hgslaUzLqWuqwojXSdUz>

View instructor comments — not private, please feel free to review other work submitted and comment on.

View via DROPBOX to TypeDesign I Folder

- Click on the link below—open the TypeDesign I folder—open your file

<https://www.dropbox.com/sh/a2pypiIcwaw6cgy/AABNOBhV4OSxs6YuY8IXZsTca?dl=0>

Revise your design to meet the Monday 9/14 9:00 a.m. Due Date.

MONDAY 9/14 ————— **final design DUE 9:00 a.m.**

PRESENTATION

Create a compressed (ZIP) PROJECT folder and include the following items:

One final InDesign document file containing your **FINAL DESIGN** as page 1 with other designs as page below.

A PDF file of the **FINAL DESIGN**. Make your final design is page 1 in your InDesign document and create a PDF of just this page — PAGE 1.

- Title the PROJECT folder: ASN1-your last name
- Title the INDESIGN files: ASN1fnl-your initials.indd
- Title the PDF file: ASN1fnl-your initials.pdf

Submit via DROPBOX to Type & Design I folder

- Click on the link below, though you may have to copy and paste it into your browser.
- The link will open a DropBox window to allow you to upload your folder. From here it is self-explanatory.

<https://www.dropbox.com/request/hgslaUzLqWuqwojXSdUz>

To view ALL CLASS DESIGNS AS A PDF

View via DROPBOX to TypeDesignI Folder

- Click on the link below—open the TypeDesignI folder—open the PDF

<https://www.dropbox.com/sh/a2pyipiIcwaw6cgy/AABNOBhV4OSxs6YuY8IXZsTca?dl=0>

EVALUATION— Grade sheet will be sent to your Tunxis email.

- 10 **Process** - ongoing progress (milestones), quantity/quality of comprehensives, revisions and refinement to finished design.
- 50 **Concept/design/composition** - visual impact and interest (creative visual solution); effectiveness of composition and information hierarchy; follows visual guidelines and contains correct information.
- 20 **Technical** - document construction and quality of execution (InDesign techniques); follows specifications.
- 20 **Presentation** - electronic.
- 10 **Deadline** - (deduction for not meeting deadline).

TOPICS

- Basic issues in typography — overview
 - typeface & font
 - type size
 - type weight
 - type stance
 - capitalization
 - x-height
 - alignment
 - leading
 - tracking
 - kerning
 - interpreting basic type specs
 - type distortion
- Visual hierarchy in design layout
- Design principles and their application to visual hierarchy in design
- Reviewing content to determine sequence and hierarchy
- Establishing a visual and information hierarchy
 - Contrast of type size, weight, stance, and capitalization to create emphasis, delineate and group elements
 - Repetition as a unifying element.
 - Proximity to associate or group elements.
 - Alignment as an organizational device.
 - Space to delineate elements
- Kerning and tracking as visual and copyfitting devices
- Typeface selection relevant to content and desired hierarchy
- Using value (greys), and simple graphic elements (line) to enhance the visual hierarchy in design layout.
- Process of design from concept to completion
 - concept, thumbnails, comps presentation, criticism, evaluation, and production
- InDesign basics
 - Overview of InDesign's menus and tools
 - Document setup — size/orientation/single, 2x sided or facing pages/margins/ columns/auto and manual text boxes
 - Setting measurement system, ruler preferences and guides—front or back

- Creating non-printing guides
- Viewing a document window
 - view menu
 - document layout palette
- Moving around a document
 - scroll bars — arrows and page icons
 - document layout palette
 - hand
 - zoom tool
- Creating text boxes/basic text paths
 - Typing (inputting) text
 - Sizing/modifying text boxes
 - Moving and arranging elements on the page
 - Basic text formatting — using menus and measurements palette
 - typeface
 - type size
 - type weights and stances
 - capitalization
 - leading (auto vs. absolute)
 - alignment
 - kerning and tracking
- Converting type to outlines
- Turn on/off snap to guides
- Creating and modifying rules
- Adding, moving, and deleting document pages
- Moving through a multipage document
- Selecting and moving items
- Selecting & moving items within a group
 - direct select arrow or double click item
- Duplicating items
- Applying value to text elements and objects
- Scaling text interactively — command/option/shift and drag from corner
- Font technologies and considerations
- - Font management - FontBook
 - Font printing issues
 - Packaging document fonts
- • Printing documents
 - - Choosing a printer
 - - Printer setup
 - - Number of copies and page range/sequence
 - - Paper size/orientation
- Creating PDFs
- File management and naming issues

PROCEDURES

RESEARCH

- Review text content required in your design.
- Research possible type combinations for methods of creating hierarchy. Reference a variety of sources such as: magazines, newspapers, ads, book covers, websites, catalogs, signs, business cards, product interfaces, movie tiles, tv show graphics, etc.
- Use the thumbnail/sketch process to explore visual solutions related to the organization and hierarchy of the text elements.

CREATE YOUR DOCUMENT

- Setup document in InDesign **according to specs**.
- Typeset and position type — follow project specifications.
- Arrange text boxes with item tool or keyboard arrows. Turn off runaround. Turn on/off snap to grid.
- Place and KEEP guides as needed. Delete unneeded guides.
- Add graphic elements (lines/rules) as/if needed.
- Add a new page to the InDesign document as needed and repeat typesetting process, or copy and paste from a previous page and then alter fonts/etc., or use Duplicate Spread from the Pages palette.
- Each comp is a different design, not a variation of a single theme.
- Assemble the 3 comps for presentation as the first 3 pages of your document. Create a PDF or just these 3 pages and submit for review.
- Choose one of the 3 comps and refine, do variations—after instructor review.
- Check and proof on screen, correct as needed.
- Make your final design is page 1 in your InDesign document and create a PDF of just this page and submit.

SAVE

- Save your file to your hard drive.
- Make a backup copy to your Flash drive and to online storage.
- NO EXCUSES for lost files.

FINAL OUTPUT & PRESENTATION

- Assemble files as required.