

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

ASSIGNMENT I

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.

ASSIGNMENT

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 — TEXT

Sol LeWitt *(title-1)*
 Wall Drawings *(sub title-2)*
 New Britain Museum of American Art *(tag lines-3)*

The required hierarchy is indicated in parens.

**ASSIGNMENT
 SCHEDULE**

Introduction	W	8/30
Lectures		
-What designers need to know		
- Visual Hierarchy		
- Use of Type in GD		
- Design Process		
- File Creation		
 NO CLASS	 M	 9/4
Labour Day		
 Lectures	 W	 9/6
- Typography		
- Visual Hierarchy		
InDesign intro		
InDesign demo		
Fontbook demo		
 work session	 M	 9/11
 3 comp*s due	 W	 9/13
at start of class		
- laser prints		
 work session	 M	 9/18
presentation demo		
 DUE -start of class	 W	 9/20
 Quiz I	 M	 9/25

** Each Comp is a different design or approach, NOT a minor variation of a single theme or idea.*
Save and print all comps and revisions as you work.
Comps and finals are due at the start of class.

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, but work within the given page dimensions. 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 72pt**. All other type is then sized in reference to this. Be specific about your size choices - keep 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 final design.
- Graphic elements are limited to a simple line (rule) or two.
- Place and KEEP guides as alignment and reference aids as needed.

NOTES

Save and print all comps and revisions as you work.

Sans Serif Choices

Arial
Futura
Gill Sans
Helvetica
Myriad
Letter Gothic
Optima
Trebuchet
Verdana

Serif Choices

Baskerville
Caslon
Garamond
Georgia
Minion
Palatino
Times

PRESENTATION

- Paper** Place the following in the RED FOLDER provided:
Process **All** sketches, lasers of preliminary and revised designs, and references
Organized on **left** side of folder.
- Final** Laser or inkjet prints (2 sets) at 100% scale of the final design
Centered **without** crop marks, on 11"x 8.5" paper
One organized on **right** side of folder
One **trimmed** and **mounted** on 8"x10" board

Digital

Create a PROJECT folder and include the following items:

- A single InDesign document file containing final and all preliminary designs
Make the final design **page 1**. Include all comps and working variations of as other pages.
- A PDF file the FINAL DESIGN (**page 1 only**). **WITHOUT** crop marks

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

Place your project folder in the **Assignment 1** folder, in the **KLEMA-TypeDesign I** class folder on the **GraphicsServer**.

EVALUATION

- 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** - paper and electronic.
- 10 **Deadline** - (deduction for not meeting deadline).

NOTES

Save and print all comps and revisions as you work.

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

NOTES

- 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 provided.
- 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.
- For the presentation of comps, print and also assemble your 3 comps for presentation as the first 3 pages of your document.
- Choose one of the 3 comps and refine, do variations.
- Check and proof on screen, correct as needed.
- Print black & white laser or inkjet print without crop marks.
- Proof, correct and reprint as necessary.
- Make your final design page 1 in your InDesign document and create a PDF of just this page.

SAVE

- Save your file to your hard drive and filespace (server).
- Make a backup copy to your Flash drive or other media.
- NO EXCUSES for lost files.

FINAL OUTPUT & PRESENTATION

- Assemble final prints as required.
- Assemble process as required.
- Assemble files as required.

NOTES

*Save and print all
comps and revisions
as you work.*