

**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 8/29

Lectures

-What designers need to know

- Visual Hierarchy

- Use of Type in GD

- Design Process

- File Creation

NO CLASS

M 9/3

Labour Day

Lectures

W 9/5

- Typography

- Visual Hierarchy

InDesign intro

InDesign demo

Fontbook demo

work session

M 9/10

**3 comp\*s due**

W 9/12

at start of class

- laser prints

presentation demo

Quiz I review

**DUE**-start of class

M 9/17

*\* 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 100pt**. 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.*