

**TYPE CHOICE, GROUPS, & SPACE
IN TYPOGRAPHIC HIERARCHY**

ASSIGNMENT

2

Fall 2020

PROJECT DESCRIPTION

Type choice to connect with content, the use of type contrast, grouping, and space to achieve emphasis and visual hierarchy in the structuring of typographic information.

MONDAY 9/14 _____**LECTURES** SNOTART.ORG**Type Choice in Graphic Design****Groups and Space in Typographic Hierarchy****Issues in Typography—An Introduction - Chapters 6-7****Student Work****ASSIGNMENT—Type Choice, Groups, & Space in Type Hierarchy**

Create a TEXT-BASED typographic composition that incorporates the use of type choice, contrast, grouping, and space to achieve emphasis and visual hierarchy in the structuring of typographic information using **one** text box in a simple two-column grid.

Continue to apply previous concepts in structuring the information:

- 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
- Application of shape, value, and reverse to enhance communication

PLUS the new concepts of:

- **typeface selection** to provide a connection to topic or content.
- **grid** (two-column) as the underlying organizational structure.
- **structure and alignment** to delineate elements and enhance organization.
- **repetition** to to unify elements in a composition.

Begin the process by creating **3+ different designs** or comps — **not minor variations** of the same design.

Following the review, select **one design** to move forward for the final composition.

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.

CONTENT — TEXT

Summer Garden Tours (title or subtitle)

Elizabeth Park (title or subtitle)

June 15 - August 15, 2020

Sponsored by the Friends
of Elizabeth Park

860.231.9443
www.elizabethpark.org

Elizabeth Park
150 Walbridge Road
West Hartford, CT 06119

Here in Elizabeth Park, we've settled into the stillness of July. The varieties of trees in the park are buzzing with life as the humidity hangs in the air. Unlike June when the Rose Garden is in full-bloom, the park is much quieter and peaceful. Even though most of the roses have peaked and passed, the Perennial and Annual Gardens are well underway and showing off. With a little luck, a little love and a lot of deadheading, we may enjoy more blooms through early Fall.

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
- Groups and space to organize and present information
- How you can work with typographic elements for visual interest, information access and legibility.
- Typeface choice related to content
- Unifying elements through repetition
- Value (grey scale) to control emphasis

The **GRID**. Each composition will work off of a simple two-column grid (but in a single text box). The grid will define the structure and guide the placement of the typographic elements within your composition.

Establish your grid by choosing a vertical dividing point and placing a vertical guide — essentially splitting your format into two vertical spaces of equal or unequal horizontal dimensions.

Most of your typographic information will “hang” off of this vertical line, either FL or FR to the guide. Some items can “break” the grid and be centered on your dividing line, or be FL or FR to the outside margins.

Choose either *Summer Garden Tours*, or *Elizabeth Park* as your title/subtitle combination.

For the title and subtitle choose typefaces you feel reflects the subject.

For the balance of the informational text choose simple serif or sans serif typefaces and use groups/space/indents/alignment and contrast of type weights/stance/capitalization to organize and present the information

SPECIFICATIONS

FORMAT

This is a composition or arrangement of elements **within a specific a page format** of 42x42 picas or 42x54 picas (vertical) with 3 pica margins.

DOCUMENT

Page size: custom
Columns: 1

Facing pages: No
Auto text box: No

Margins: 3 picas
Guides: As needed

DESIGN & TECH:

- Create layout using InDesign.
- Work within the specified **3 pica margin** requirement.
- Visually divide your format into **2 columns** using a single vertical guide
- All text is composed in **one** text box—**sized to the document margins**.
- **Three** typeface limit
- Color specs
 - Text can be black or grey — no reverse text
- No shapes or reverse text.
- Rules OK.
- Within this text box, **format** the structure of your typography using:
 - **Alignment** for left, right, and center justification.
 - Proper **paragraph returns** to define a new paragraph.
 - **Space After** to control vertical position of text groups or paragraphs. Don't use multiple returns to vertically position text.
 - Proper **line breaks** (shift-return) to control a line break within a paragraph or group.
 - Left/right **paragraph indents** (in combination with left/right/center alignment) to control left to right position of text.
 - **Leading** to control the vertical spacing of text in a group or paragraph. Make sure you use absolute/fixed leading — **don't** use auto leading.
 - **Tracking** for body text as needed for copyfitting, and to space out a line of text. Don't use spacebar.
 - Use **kerning** to adjust awkward letter pair space as needed.
 - **First Baseline Offset** to move the first paragraph down from the top of the text box.
- Use and retain additional guides.
- Add a new page for each composition.

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.

WEDNESDAY 9/16

DEMONSTRATIONS SNOTART.ORG

InDesign—Groups and Space, Paragraph Formatting-Overview
InDesign—Groups and Space, Paragraph Formatting-How To
Elizabeth Park Text File (*download this*)

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

MONDAY 9/21

(L)

LECTURES

DEMONSTRATIONS

InDesign—Creating PDFs With Crop Marks

WEDNESDAY 9/23

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:

ASN2comps-your initials.pdf

Submit via DROPBOX to TypeDesignI 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 TypeDesignI Folder

- Click on the link below—open the TypeDesignI folder—open your file

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

MONDAY 9/28 —————(L)——

Revise design to meet the Wednesday 9/30 9:00 a.m. Due Date.

WEDNESDAY 9/30 —————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 I with other designs as page below.

A PDF file of the **FINAL DESIGN with crop marks**. Make your final design page I in your InDesign document and create a PDF of just this page — PAGE I, with crop marks.

- Title the PROJECT folder: ASN2-your last name
- Title the INDESIGN files: ASN2fnl-your initials.indd
- Title the PDF file: ASN2fnl-your initials.pdf

Submit via DROPBOX to Type & DesignI 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/a2pypiIcwaw6cgy/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

- Analyzing content to determine sequence and hierarchy.
- Typeface choice and link to content in design.
- 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
 - Structure and alignment to delineate elements and enhance organization
 - Groupings, proximity, and alignment for unity and organization
 - Use of a grid as a unifying element
- Basic layout elements
 - format dimensions and orientation
 - head, subhead, body text, and other info
 - image
- Choosing a design format
 - dimensions
 - impact
 - conformity
 - reproduction
 - information fit
- Symmetrical vs. asymmetrical typographic compositions.
- Applying grid in layout and composition - basic.
- Using standard typesetting values and techniques.
 - type sizes
 - leading - fixed vs. absolute
 - paragraph indents
 - line length
 - copyfitting
- InDesign Features.
 - Formatting type using Paragraph Palette
 - space before/after
 - text inset
 - indents
 - 1st line indent
 - drop/initial caps
 - alignment
 - first baseline

- Importing body text from word processor/file formats
- Tracking
- Kerning
- Line breaks (Shift-Return)
- Line breaks vs. return in automatic formatting
- Show hidden characters
- Basic grid setup, margins and guides
- Spell check
- Printing crop and registration marks

PROCEDURES

RESEARCH

- Research possible type combinations, layout/compositions based on content or subject, and organization of groups and space for informational text.
- Establish the necessary information hierarchy.
- Use the thumbnail/sketch process to explore visual solutions.

CREATE YOUR DOCUMENTS

- Choose a format (one of two specified) and setup document in InDesign according to specs — make sure your measurement system is set to picas.
- Establish a simple visual two column grid using a single vertical guide.
- Typeset/place and position type using a single text box—sized to document margins.
 - Use First Baseline Offset to move the first paragraph down from the top of the text box.
 - Don't use multiple returns to position text vertically. Use Space After (with a single return) to control the vertical position of text groups or multiple paragraphs within this single text box.
 - Use left/right paragraph indents in combination with left/right/center alignment to control left to right position of text.
 - Choose a leading value to control the vertical spacing of lines of text within a group or paragraph. Don't use auto leading.
 - Use line breaks (shift-return) and absolute leading if a item breaks on 2+ lines—except body text, let the L/R indents control the line breaks.
 - Don't use spacebar, use tracking to control horizontal space/fit of body text if needed.
 - Use kerning in headline if needed.
- Use Type—Show Hidden Characters to check formatting
- 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 initial 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.