

**TYPE CHOICE, GROUPS, & SPACE  
IN TYPOGRAPHIC HIERARCHY**ASSIGNMENT **3****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.

**ASSIGNMENT**

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.

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.

**ASSIGNMENT  
SCHEDULE**

Introduction	M	10/8
Lecture-Typography		
Lecture-Type Choice		
Lecture-Groups & Space		
InDesign demo	W	10/10
<b>comps due</b>	M	10/15
<b>QUIZ 2</b>		
presentation demo	W	10/17
<b>DUE</b> -start of class	M	10/22

## 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

## TEXT

Summer Garden Tours (title or subtitle)

Elizabeth Park (title or subtitle)

June 15 - August 15, 2018

Sponsored by the Friends (tag lines)  
of Elizabeth Park

860.231.9443  
[www.elizabethpark.org](http://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.

NOTES

## 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	Facing pages: No	Margins: 3 picas
Columns: 1	Auto text box: No	Guides: As needed

### DESIGN & TECH:

- Create layout using InDesign.
- Work within the specified **3 pica margin** requirement - no bleeds.
- 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.

NOTES

## 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 **with** crop marks, on 11"x 8.5" paper  
One organized on **right** side of folder  
One **trimmed** and **mounted** on 9"x12" board

### Digital

Create a PROJECT folder and include the following items:

- A single InDesign document file containing final all preliminary designs,  
Make the final design **page 1**. Include all comps and working variations of  
as other pages.
- A PDF file of FINAL DESIGN (**page 1 only**), **WITH** crop marks

- Title the PROJECT folder: ASN3-your last name
- Title the INDESIGN file: ASN3-your initials.indd
- Title the PDF file: ASN3-your initials.pdf

Place your project folder in the **Assignment 3** 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).

## 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

## NOTES

## PROCEDURES

## NOTES

### RESEARCH

- Research possible type combinations, layout/compositions based on content or subject, and groupings and space.
- 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.
  - Use Space After (with a single return) to control position of text groups or multiple paragraphs within this text box.
  - Use left/right paragraph indents in combination with left/right/center alignment to control left to right position of text.
  - Use Leading to control the vertical spacing 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.
  - Don't use spacebar or multiple returns to position text.
  - Use tracking to control horizontal space/fit of body text if needed.
  - Use kerning in headline if needed.
- Use Show Hidden Characters to check formatting
- Check and proof on screen, correct as needed.
- Print, proof, correct and reprint as necessary.

### SAVE

- Save your artwork to your hard drive and filespace (server).
- Make a backup copy to 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