

TYPOGRAPHIC (VISUAL) HIERARCHY WITHIN GROUPS

ASSIGNMENT 2

Typographic Hierarchy
Within Groups
text, value & shape

Using typographic contrasts, spacial organization, and visual elements of *line, value* and *shape* to achieve visual hierarchy within typographic groups.

VISUAL HIERARCHY

The order in which elements are seen visually — group of visual elements arranged according to emphasis (visual weight).

Visual Hierarchy is a key element and underlying principle in graphic design composition.

**Visual hierarchy involves the use of
CONTRAST to control the Design
Principle of EMPHASIS — visual weight
PLACEMENT**

CONTRAST OF:

scale

simple vs. complex

color and/or value

space (foreground/background)

PLUS compositional Design Principles of:

unity — repetition & proximity

balance

Attract the viewer

- Interest the viewer in a topic.
- Provides the opportunity to inform, persuade, educate, sell.

This exhibition is sponsored by the Tunxis Community College Student Program Board & the Student Government Association.

21st Annual Student Art Show

GRAPHIC DESIGN & DIGITAL MEDIA
April 17 - 21

PAINTING & DRAWING
April 24 - 28

3D & PHOTOGRAPHY
May 1 - 5

Monday, April 17 - Friday, May 5, 2000

Tunxis Community College
271 Scott Swamp Road
Farmington, CT 06032
(860) 677-7701
www.tunxis.commnet.edu

Weekdays: 9:00am - 9:00pm
Saturday hours: 9:00am - 2:00pm

Communicate information

- Organize and delivery information in clear, unjumbled, well structured format.
- Control the sequence of information delivery.
- Provides access to information deemed important by the viewer.

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**Type *contrasts* to emphasize
and organize**

Contrast of

size

weight

stance

capitalization

typeface

***Unity* in design composition
through repetition**

repetition of

scale

color

space

alignment

Use of *Visual elements* to control emphasis — visual weight

Line

divide
direct
contain

Value

create emphasis
differentiate
abutt & overlap

Shape

reverse
contain
crop

VISUAL ELEMENTS



MONEY MARKET

2.50%^{*}
APY

GUARANTEED THROUGH APRIL 30, 2005

REAL RENTALS

Madrid	Barcelona	Costa del Sol
from \$599 <small>air/land</small> 7 days/5 nights Round-trip airfare from NYC, 5 nights hotel, breakfast daily, transfers	from \$599 <small>air/land</small> 7 days/5 nights Round-trip airfare from NYC, 5 nights hotel, breakfast daily, transfers	from \$599 <small>air/land</small> 7 days/5 nights Round-trip airfare from NYC, 5 nights hotel, breakfast daily, transfers

ALL-DAY STOREWIDE SHOPPING PASS

VALID WEDNESDAY-MONDAY, FEBRUARY 16-21

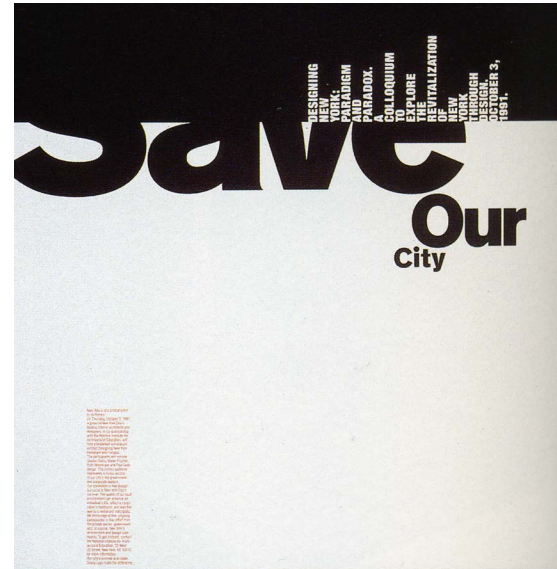
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EVERY SALE OR CLEARANCE ENTIRE PURCHASE THROUGHOUT THE STORE!

10% DISCOUNT IN OUR HOME STORE. SHOES, INTIMATE APPAREL, LADIES' SUITS & SWIM, MEN'S SUITS, SPORTCOATS, DRESS SLACKS

*NO DISCOUNT on cosmetics, fragrances, Fine Jewelry Best Values, Fine watches, Bridal and Special Collections, Ideology, Levi's, Lee, Dockers, Slaters, Men's Columbia, selected Designer Collections, selected Juniors' bottoms, Easy Spirit, All-Clad, Henckels, Designer bed, bath & tabletop, Kate Spade, Waterford, Wedgwood, small electrics, personal care, fitness, electronic gifts, vacuums, greeting cards, gift wrap, candy & Superior Values. Not valid on special orders, gift cards, mail, phone or internet orders or service contracts. Prior sales excluded. Passes cannot be combined. Extra savings % applied to reduced prices.

FILENE'S



TYPE CONTRAST

typeface

scale

capitalization

alignment



VALUE

create emphasis

differentiate

SHAPE

contain

reverse

crop

