

ART 141 Typography

Project 4: Line & Visual Hierarchy

“Words are joined to form verbal sentences and typographic lines. The configuration and placement of lines of type are significant structural concerns. In its most basic form, a line of type consists of a single point size and a single weight extended horizontally over a specific line width.”

Textbook reference: Chapter 5 Syntax and Communication – page 90

“A visual hierarchy is an arrangement of elements in a graduated series, from the most prominent to the least prominent, in an area of typographic space. When establishing a visual hierarchy, a designer carefully considers the relative importance of each element in the message, the nature of the reader, the environment where the communication will be read, and the need to create a cohesive arrangement of forms within the typographic space.”

*Textbook reference: Chapter 5 Syntax and Communication – page 102
Chapter 4 The Typographic Grid*

Objectives:

This assignment will explore the use of typographic lines to create dramatic visual hierarchy. You will create a series of five or more typographic designs using an event for your subject. **Select** the best three designs to be graded and number them accordingly. Each of the three designs will be graded individually.

The strongest design will then be competed in color. This will include a series of color solutions to explore value and color.

The objectives are to:

- a. explore typographic lines as a vehicle for conveying a concept.
- b. develop a discerning eye for the use of visual hierarchy to dramatically convey a concept.
- c. explore grids in the organization of visual space.

Considerations and Limitations:

- When choosing your typeface, consider the type of event in relationship to the resonance or feeling of the typeface.

- **You may use only one font family for your entire series.**
- You may not alter, cut, skew or stretch the letterforms.
- You may add minimal shape, line or texture to emphasize the concept if it *significantly* improves the design.
- Do not add shape until you have completed your design. Shape needs to support your design and not be a dominant element.
- Your designs may bleed.
- Use only black and white for your first set of designs.
- You may include transparency but no other effect.
- Your designs will be graded based on the following principles of design: unity, balance either symmetrical or asymmetrical, emphasis/ focal point, scale/proportion, rhythm, and the relationship of figure/ground.

Process:

1. Review the following fonts and select one for your assignment. If none of these fonts is available on your computer you must have permission to use another font.
 - Adobe Caslon Pro (do not use Open Face)
 - Adobe Garamond Pro
 - Bauer Bodoni Std
 - Bodoni Std
 - Futura Std
 - Garamond LT Std
 - Gill Sans Std (do not use outline or shadowed)
 - Helvetica Neue LT Std
 - Myriad Pro
 - Rockwell Std
 - Univers LT Std
2. Make one 8 ½" x 11" document in Illustrator.

Make a Mask:

3. Draw a white rectangle much larger than the page size.
4. Draw a 5" square in the center of your page.
5. You may include a line around the outside of your design only if it is part of the composition.
6. Using the Pathfinder subtract the small square from the large white rectangle. Lock this compound shape so that you cannot move it.
7. Make a series of layers and sublayers in your Illustrator document as demonstrated in class.

Layout and Design:

8. Type your content in Microsoft Word to make it easier to collect and edit your text.
9. Create a series of black and white designs. Three will be graded individually. Each design should demonstrate dramatic visual hierarchy.
10. Choose the strongest black and white solution and duplicate the design.
11. Complete a series of color studies to explore value and color. Translate your design into color while maintaining the same value as the black and white design.

Type > Create Outlines

Before submitting your project for grading please duplicate all of your layers. Keep a copy of your original type layers. On the duplicate layers select your letters and then Type > Create Outlines.

Grading Sheet

The criteria for evaluation will be how successful you were in completing this assignment. Please refer to the posted grading sheet to see specifically how your work will be graded. Projects will only be graded once.

Submission Details:

1. Please submit your project in the Instructor Dropbox **one week after** the critique.
2. You must include a duplicated series of layers with type converted to outline. You must include the original editable type layers.

Deadline:

Please refer to the schedule for deadlines.

Late Projects:

1. Projects that are not shown at the critique will receive a ten-point reduction.
2. Projects may be revised after the critique and submitted one week after the deadline. Projects will only be graded once.