

## Typography One Project Two/Part One

### Emphasis and Hierarchy

An important design problem is to aid reader comprehension of information through carefully considered logic, structure and order. The system of organization that exists on the page is an example of a hierarchical structure. Hierarchies can be learned and traditional—such as reading from top to bottom or left to right—or they can be developed by the designer in a way that can be interpreted by the reader.

The process of typographic design affects the reading process. All interventions, from changes in leading and position through adjustments of scale and style to radical juxtapositions of shape and alignment will have an impact on hierarchy and the overall perception of balance in the composition. In a series of variations, you will create increasingly complex compositions, methodically exploring the layout possibilities and the effect they have on reading and the overall aesthetic of the page.

### Process

Create 16 final compositions in total. Follow these steps closely:

1. Create compositions A-D.

**-All type is to be set in 15pt size for projects A-D (book, roman or regular weight only)**

A. Create at least two distinctive 6"x6" layouts using horizontal text only.

B. Create at least two distinctive 6"x6" layouts using horizontal and vertical text only.

C. Create at least two distinctive 6"x6" layouts using horizontal, vertical and diagonal text.

D. Create at least two distinctive 6"x6" layouts using horizontal, vertical, diagonal and circular text.

2. Projects E-H are based on one favorite solution chosen from compositions A-D.

-Work directly from this arrangement and vary size and style to create visual focus and typographic hierarchy. Compositions/Layout may change slightly based on typographic decisions but projects should read as a series of variations.

-Use tracing paper and a pencil to outline the organization of the composition from A-D that you have chosen as your structure for E-H. This structural map should be included with finals.

E. Create at least two 6"x6" layouts varying type style (bold and/or italic) only  
(all type to remain 15pt.)

F. Create at least two 6"x6" layouts varying type size only.  
(cropping and overlap of type may take place)

G. Create at least two 6"x6" layouts varying both size and style  
(cropping and overlap of type may take place)

H. Create at least two 6"x6" layouts using varied type size, style and value (tint).

Feel free to explore layering of type in this solution.

3. The content you will use for your compositions:

-Band Name, Venue, Date and Time, City, Ticket Price, Web site

Choose a concert listing from the Appleton Post-Crescent Wisconsin Concerts listing.

Link available through class homepage.

-No additional text will be used. Information will not be repeated.

4. Use **one typeface only**, for all 16 compositions. Choose one from the following list:

Bauer Bodoni                  Univers                  Futura                  Gill Sans  
ITC Garamond                  Glypha LT                  ITC New Baskerville

-Be careful not to mix typefaces in your compositions. Once you have determined which typeface you will use, eliminate all others from your font menus.

5. Research/Project Development

-Research. Experiment with all type on the list. Create some simple compositions and test the type in the project to determine with which typeface you wish to proceed. Include, in your workbooks, historical/analytical information about the typeface and the reason you chose to use it.

-Choice/Refinement. Follow the steps closely. Develop many compositional variations and submit the strongest compositions for the final. A composition may answer the basic requirement of the assignment but does it fully explore the aesthetic possibilities? Choose the strongest composition from A-D to complete E-H. Draw out the structure and apply format consistently.

-Comprehensives. Perfect each composition to every detail. Ensure a strong relationship is formed between the two parts of the project.

### Final Presentation

Use both comprehensives and critique as a basis to work up completed project.

-Final presentation will provide **sixteen compositions**. 2 each for A-H.

-Use Adobe InDesign to complete assignments.

-Compositions will be in black and white only (tints can be explored but consider affect on contrast)

-Only one typeface will be used.

-You may explore kerning/tracking, spacing and alignment freely in all compositions but consider how these choices will affect legibility and hierarchy.

-Follow layout format on following page exactly. Label each final composition clearly.

-Projects will be submitted in workbooks. Clearly separate project area from other workbook contents. All finals should be labeled **final** and displayed separately from studies.

### Schedule

Sept 25                  Project One Due. Group Critique. Introduction of Project Two/Part One.  
Typeface vs. Font, InDesign Masterpages/Styles, Cartesian Coordinates

Sept 27                  Letterform Basics. Historical Type Classification. InDesign Paragraph/Character Basics.

Oct 2                      Grid/Alignment Discussion. Scanning Demo.

Oct 4                      Work Day.

Oct 9                      **Due Today:** Project Two/Part One.  
Projects must be formatted properly for the beginning of class.