Exercise 03- Typographic Hierarchy

NMDE Elements II
October 26, 2015

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Description

This exercise is to re-design a series of e-mail flyers focusing on typographic hierarchy with fundamental typography variables, gestalt principles, design principles and grid system. You are to explore four sets of design solutions to guide and emphasize information using given typographic parameters. Typographic variables (use one type family with different sizes and weights) change for each required solution, please see the Exercise 3 template for details.

Hierarchy

Having clear levels of hierarchy is important. In any design there should be an order to be read/followed.

A typographic hierarchy expresses the organization of content, arrangement of elements from the most important to the least important.

A visual hierarchy helps audiences scan a text, knowing where to start and finish and guide reading order of content. Each level of the hierarchy should be presented by one or more visual cues, applied consistently across a body of text. A cue can be spatial (indent, line spacing, placement) or graphic (size, style, color).

Requirements

- Color: Black, White & Grayscale only (change background color within grayscale if needed)
- One type family only (choose a large type family)
- Content: use the provided design for content, you can modify the text for better information structure. Use your own image for the 4th solution. You can use lines and simple shape graphical elements if needed.
- Experiment with typographic elements; spatial (indent, line spacing, placement) and graphical (size, style, value) typographic elements to create visual hierarchy and interest.
- Examine the relative importance of each element in the message, audience and context to create an effective communication in the typographic space.

Submissions

- Project document size: overall 1320 x 1920px, see the Exercise 3 template for details
- Resolution: 72ppi & RGB color (we are going to review it only on screen)
- Submit final solution's source file (Ai/PSD) and PNG (export resolution 72ppi) files to the "Exercise3" mycourses dropbox
- Labeled files as **"Exercise3"**

Timeline

Week 10
Lecture - Oct 26: Exercise 3 introduction
Lab - Oct 28 / 30: Bring any Exercise 3 work in progress to lab

Week 11
DUE: by Monday Nov 2, 10am (Ai/PSD & PNG files submit on mycourses)

References

http://www.typographicdesign4e.com/project_info_design.html
http://www.typographicdesign4e.com/syntax_hierarchy.html

Exercise adapted from Typographic design form and communication by Rob Carter