

# Advanced Typography (Art 376)

Autumn 2012

Class: Monday/Wednesday 11:30–2:20pm, Art 230

Office hours: Mondays 3:00–4:00pm, Art 251

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## Project 1 – Type Hierarchy

A typographic hierarchy expresses the organization of content, emphasizing some elements and subordinating others. A visual hierarchy helps readers scan a text, knowing where to enter and exit and how to pick and choose among its offerings. For this project, choose three individual class listings from anywhere in the UW Course Catalog. Each listing must include the following information: course number, course title, number of credits, “areas of knowledge” requirement, class description, faculty name (you can leave out “instructor course description” link), quarter/s offered (if not listed, make it up: A W or Sp)

Include this for your overall title: University of Washington Course Catalog

Course Example:

ANTH 202 Principles of Sociocultural Anthropology (5) I&S

Comparison of lifeways of various non-Western and Western peoples. Introduction to basic theories and methods used in the field. AWSp

~~Instructor Course Description~~ Stephen C. Brown

Organize the information in five distinctly different ways. Each level of hierarchy should be signaled by one or more cues, applied consistently across the text. A cue can be spatial (indent, line spacing, placement) or graphic (size, style, color). You can incorporate graphical elements such as rules and boxes. Try different cues (or even multiple cues) for each study. If you rely on color in one version, try something else on another. If you use a particular typeface for one, don't repeat it in others.

Think about how you decide on classes: by name? number of credits? instructor? What is most important, what is least important? Use three courses within each variation, so we can see how your system works (ex: Art 376, Art 366, Art 367 would all be part of one variation.) Make sure the system can account for things like long course titles or lengthy descriptions. You may use the same three courses for all five studies. Print your studies on letter size paper. Bring all five to class for review next Monday.

This project will sensitize you to the nuances of working with complex information/type to create an effective hierarchy. Type should be sized as if it were printed in a booklet. You should be able to easily read the text when holding the paper in your hand (likely somewhere between 8 and 16 point; not 4 point and not 50 point type!) InDesign is preferred for this project, Illustrator is fine too (but not as efficient).

## Schedule

09.24 Project 1 assigned.

09.26 Critique Project 1 in progress. Print all studies at 100% size (letter size paper), in color as needed.

10.01 Project 1 due. Print at 100% size (letter size paper), in color as needed. Do not mount.