Designing with Type

Claudia Jacques de Moraes Cardoso

Based on Prof. Matt Ferranto, Westchester Community College, 2012

Structure of Art in 2D Design

- Components of Art
  - Subject Matter
  - Content
  - Context
  - Form/Design
    - Elements of Design
      - Space
      - Line
      - Shape
      - Value
      - Texture
      - Color
      - Type
    - Principles of Organization
      - Balance
      - Emphasis & Focal Point
      - Rhythm/Movement
      - Scale & Proportion
      - Unity

Creating Visual Hierarchy

Visual Hierarchy

System

Focal Point

Hierarchy

System

What creates a condition of sameness, or similarity, in this image?

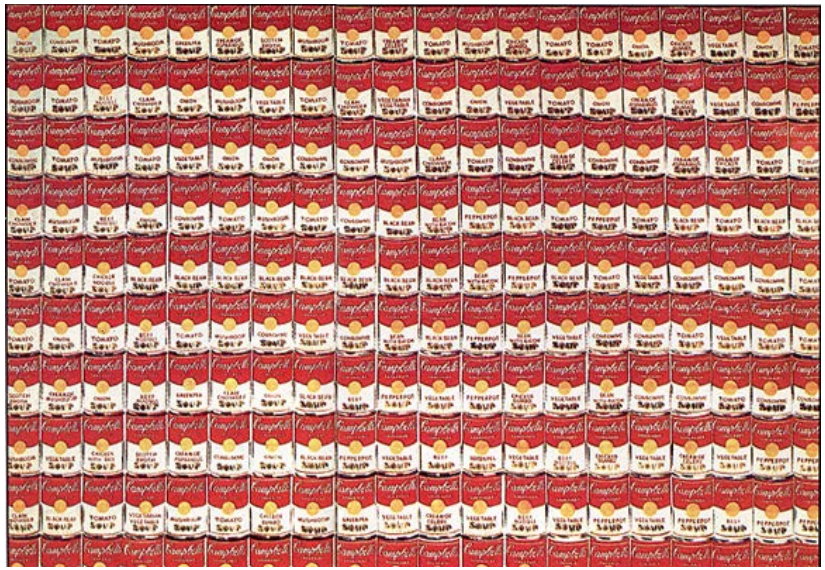
Think Unity

Continuity
Repetition
Alignment
Proximity

System

What creates a condition of sameness, or similarity, in this image?

System



What creates a condition of sameness, or similarity, in this image?

System

What creates a condition of sameness, or similarity, in this text?

System

size: consistent
color: black
alignment: flush right
leading: consistent
case: all lower case

Think with the Senses
Feel with the Mind
Art in the Present Tense
Venice Biennale
52nd International Art Exhibition
10 June – 21 November
National and Regional Pavilions
and Presentations.
Parallel Exhibitions and Projects

System

What creates a condition of sameness, or similarity, in this text?

System

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size: consistent
color: black
alignment: flush left
leading: consistent
case: title (upper and lower case)

Unity

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Similarity =
System

Visual Hierarchy

System

Focal Point

Hierarchy

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Unity = Similarity = System

Difference = Focal Point

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Focal Point = Difference

Where does your eye go first on this layout?

Think Emphasis & Focal Point

- Contrast
- Isolation
- Convergence
- Uniqueness
- Placement

Focal Point

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What makes it different?

font weight
font size

Focal Point

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What makes it different?

font weight
font size
text position

Focal Point

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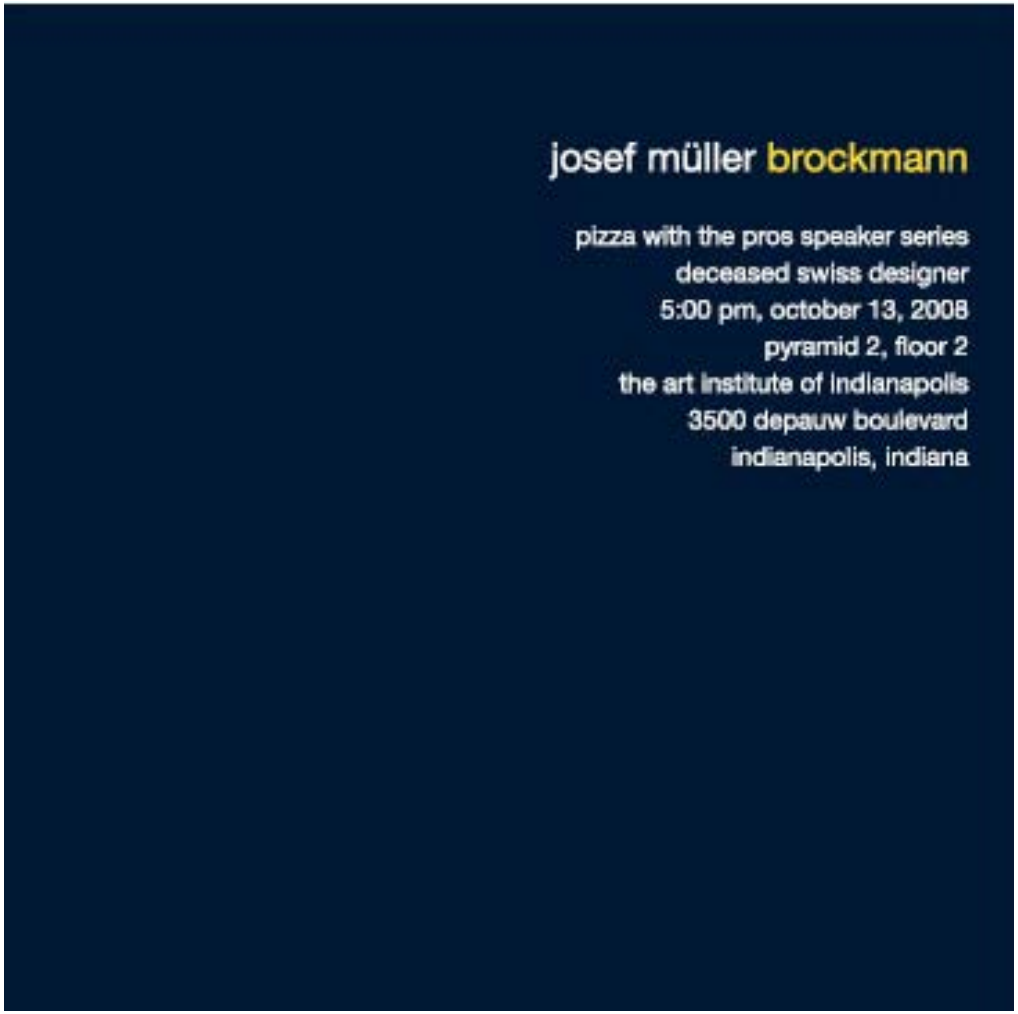
What makes it different?

font color
font size
font weight
text position
leading (line spacing)

Focal Point

difference =
font size
leading

Focal Point



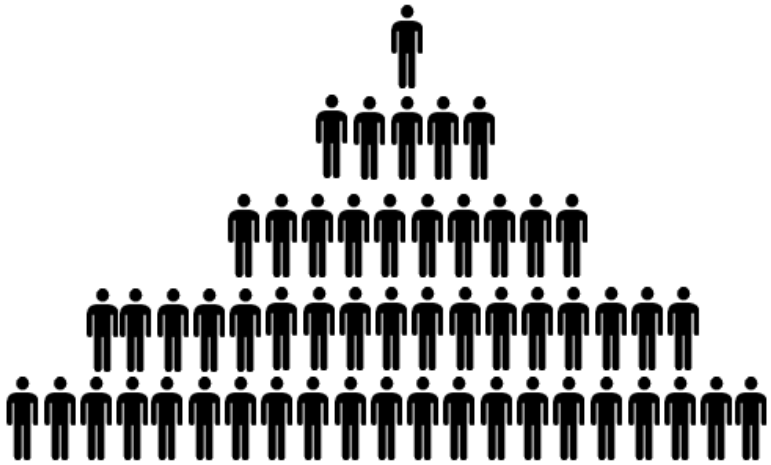
difference =
font size
font color
leading

Visual Hierarchy

System

Focal Point

Hierarchy



Hierarchy

any system of persons or things ranked one above another

Hierarchy

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Visual Hierarchy

rank or importance shown through degree of contrast with the system

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Visual Hierarchy

rank or importance shown through degree of contrast with the system

Hierarchy

Where is the system?

What defines it?

What are its characteristics?

Think with the Senses
Feel with the Mind
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Hierarchy

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System

size: consistent
color: black
alignment: flush left
leading: consistent
case: title (upper and lower case)

Hierarchy

Focal Point

Big Difference

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Feel with the Mind
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size: bigger
color: orange
position:
left hanging
indentation
leading: greater
case: title (upper and lower case)

Hierarchy

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Some Difference
style: oblique

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Hierarchy

unity = system
- size: consistent
- color: black
- alignment: flush left
- leading: consistent
- case: title case (upper/lower)

focal point = big difference
dominant
- size: larger
- color: orange
- position: left hanging indentation
- leading: greater

visual flow
some difference
sub-dominant
- style: oblique

Hierarchy

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Feel with the Mind
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SD

D

S

dominant

- focal point
- most important
- where eye goes first
- high contrast with system

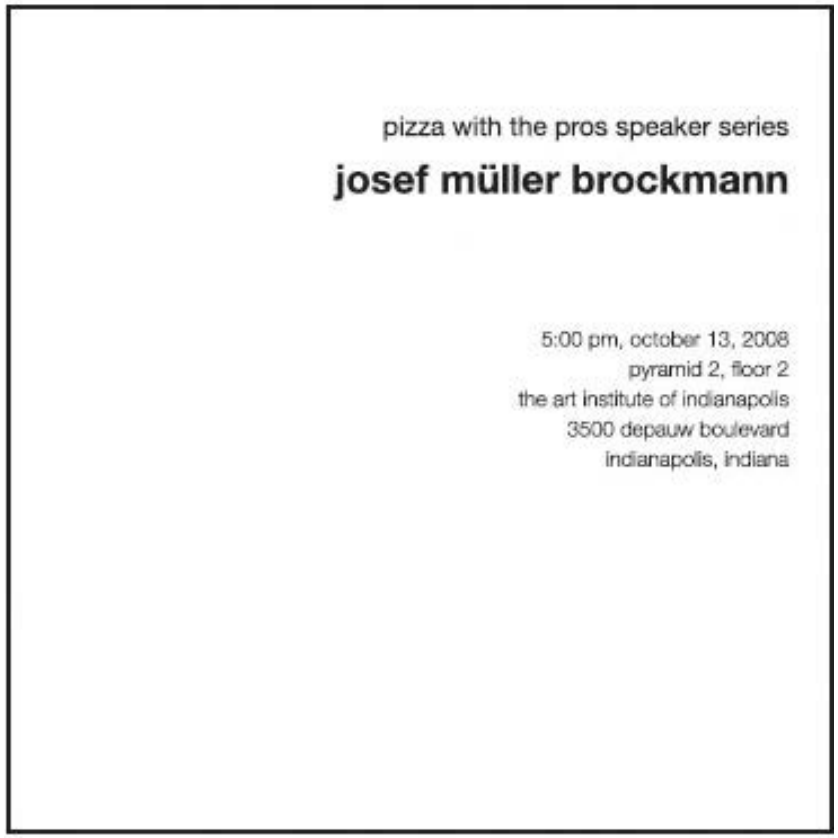
sub-dominant

- secondary importance
- where eye goes second
- some contrast with system

subordinate

- least important
- where eye goes last
- often part of system

Hierarchy



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Visual Hierarchy

Unity = System

Focal Point = Difference

Hierarchy order of importance

shown through degrees of contrast with system

dominant

- most important
- high contrast

sub-dominant

- secondary importance
- some contrast

subordinate

- least important
- little to no contrast

HOW?

Font

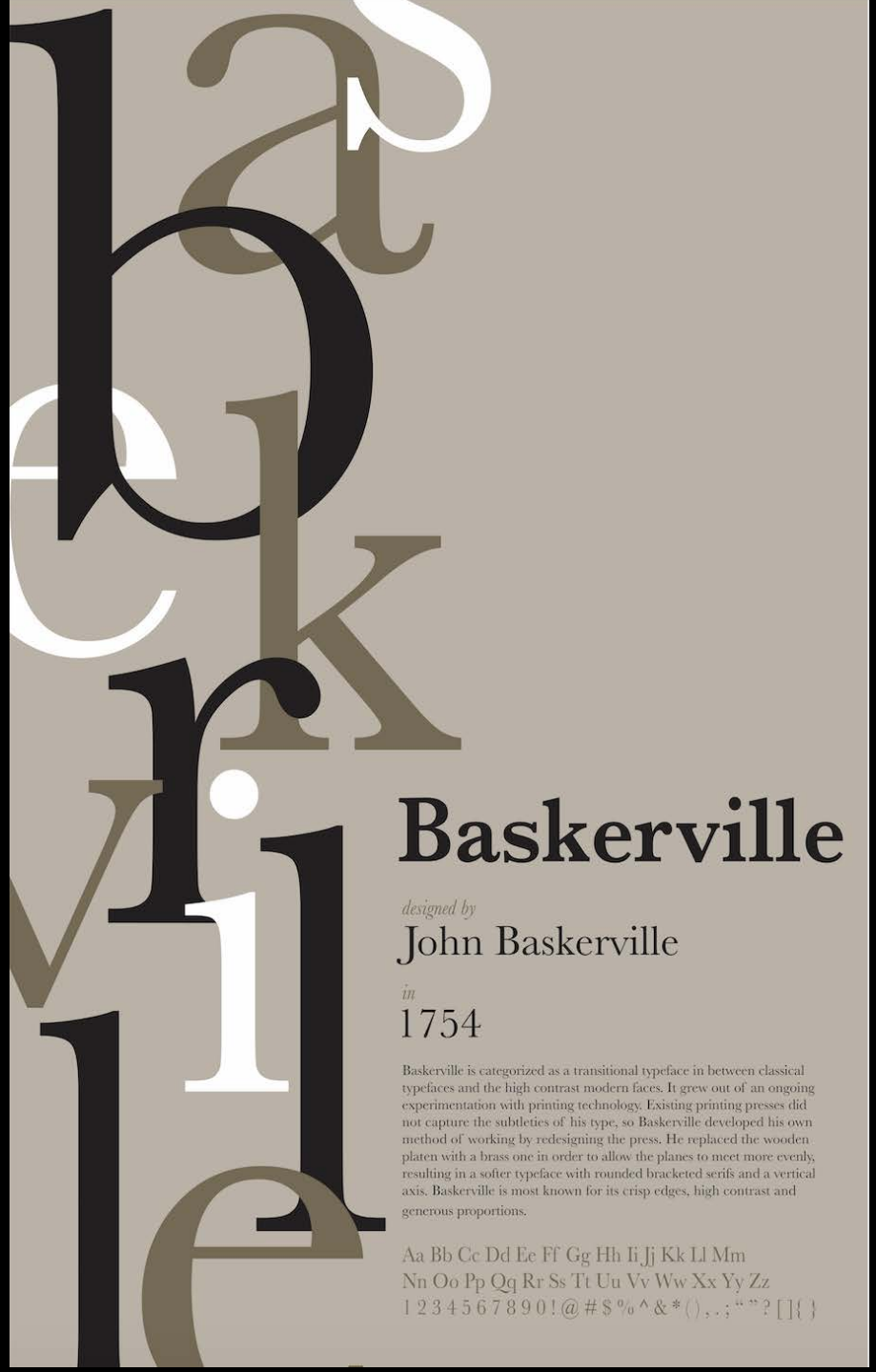
Typeface Design: Serif, Sans Serif, Display, Calligraphy
Size
Style: Bold, Italic, Underlined
Weight
Width
Color
Case: All Caps, Small Caps, Title, Superscript, Subscript

Text

Leading: Line Spacing
Alignment - Flush: Right, Left, Center, Justify, Forced Justify
Position: Indentation, Hanging Indentation
Orientation: Horizontal, Vertical, Diagonal
Direction: Left to Right, Right to Left, Top to Bottom, Bottom to Top

Grid

Alignment
Proximity
Placement: Rule of Thirds



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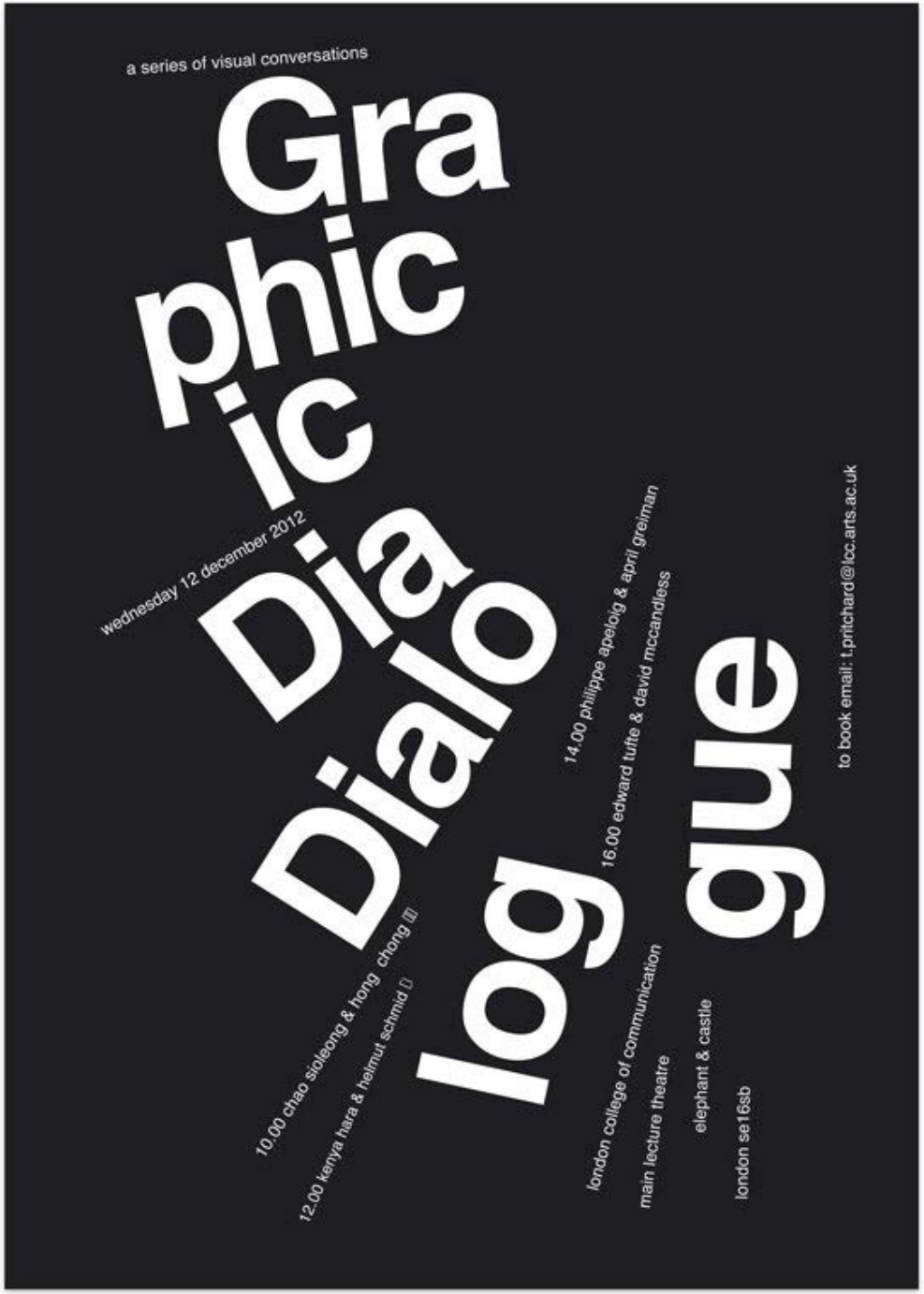
Alignment
Proximity
Placement: Rule of Thirds



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Grid

Alignment
Proximity
Placement: Rule of Thirds

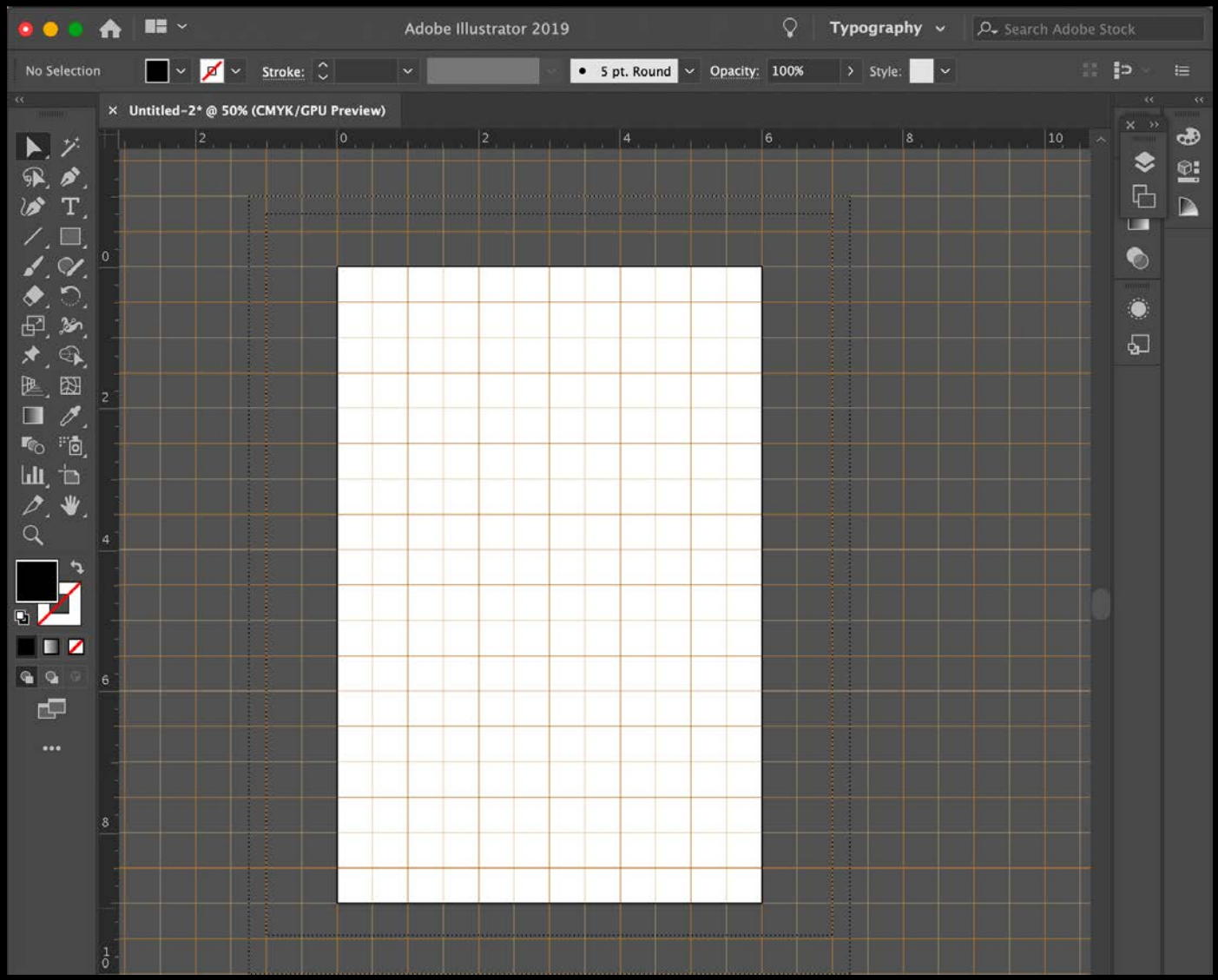
Alignment: A Designer's BFF

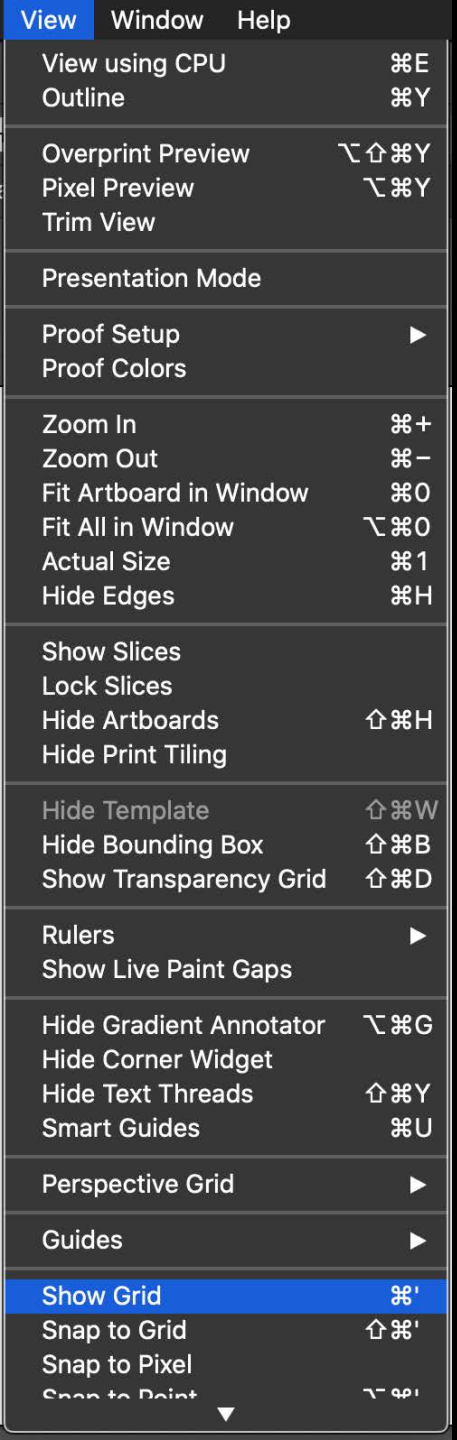
How:

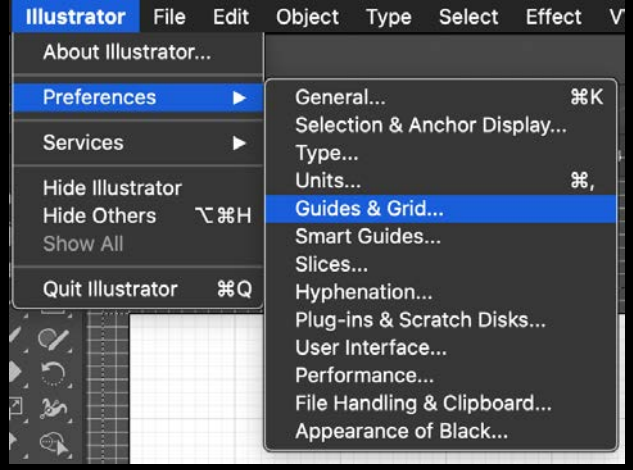
- Grid
- Ruler
- Guides

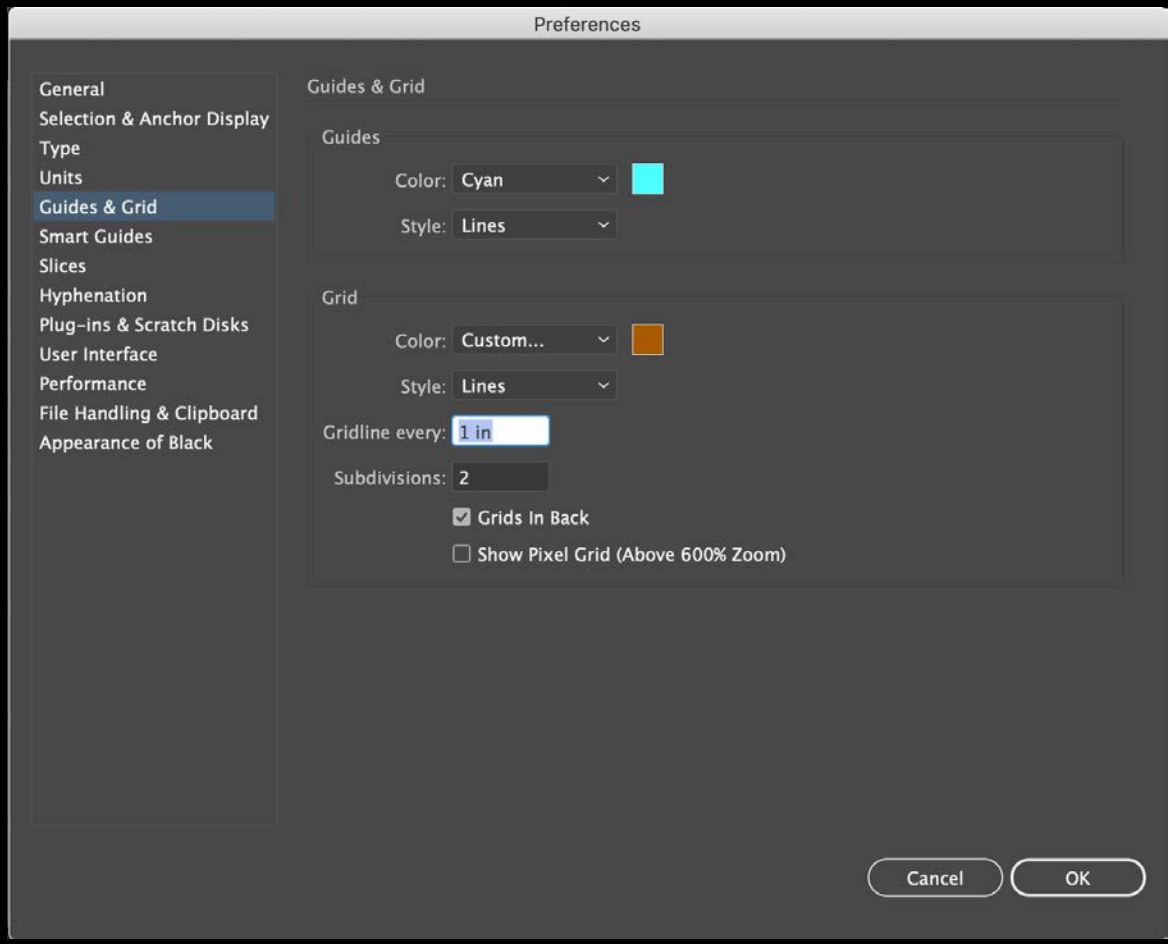
Unity Alignment – Grid

Adobe CC




View
Window
Help
View using CPU ⌘E
Outline ⌘Y
Overprint Preview ⌥⇧⌘Y
Pixel Preview ⌥⌘Y
Trim View
Presentation Mode
Proof Setup
Proof Colors
Zoom In ⌘+
Zoom Out ⌘−
Fit Artboard in Window ⌘0
Fit All in Window ⌥⌘0
Actual Size ⌘1
Hide Edges ⌘H
Show Slices
Lock Slices
Hide Artboards ⇧⌘H
Hide Print Tiling
Hide Template ⇧⌘W
Hide Bounding Box ⇧⌘B
Show Transparency Grid ⇧⌘D
Rulers
Show Live Paint Gaps
Hide Gradient Annotator ⌥⌘G
Hide Corner Widget
Hide Text Threads ⇧⌘Y
Smart Guides ⌘U
Perspective Grid
Guides
Show Grid ⌘'
Snap to Grid ⇧⌘'
Snap to Pixel


Illustrator
File
Edit
Object
Type
Select
Effect
About Illustrator...
Preferences
Services
Hide Illustrator
Hide Others ⌥⌘H
Show All
Quit Illustrator ⌘Q
General... ⌘K
Selection & Anchor Display...
Type...
Units... ⌘,
Guides & Grid...
Smart Guides...
Slices...
Hyphenation...
Plug-ins & Scratch Disks...
User Interface...
Performance...
File Handling & Clipboard...
Appearance of Black...


Preferences
General
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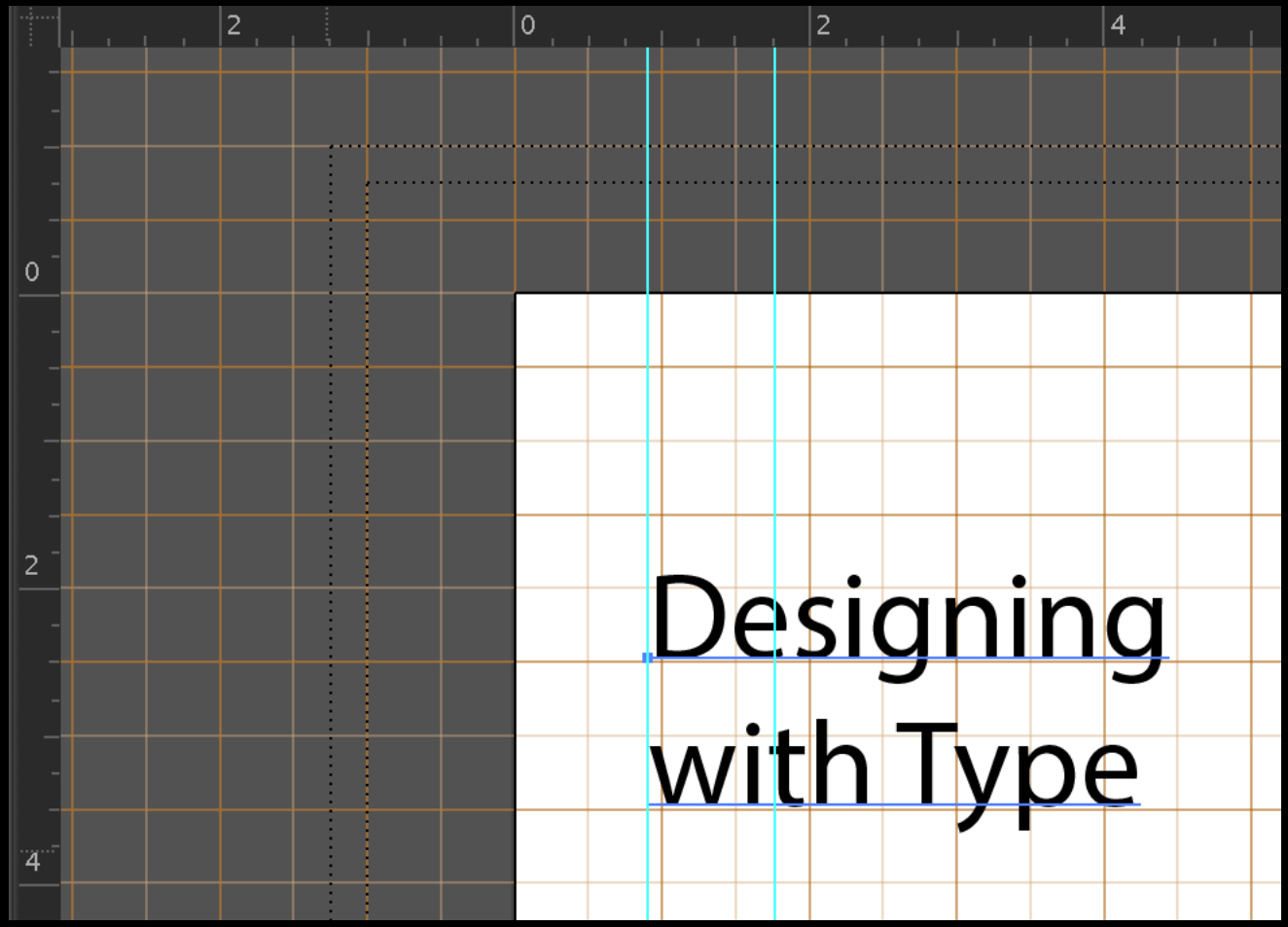
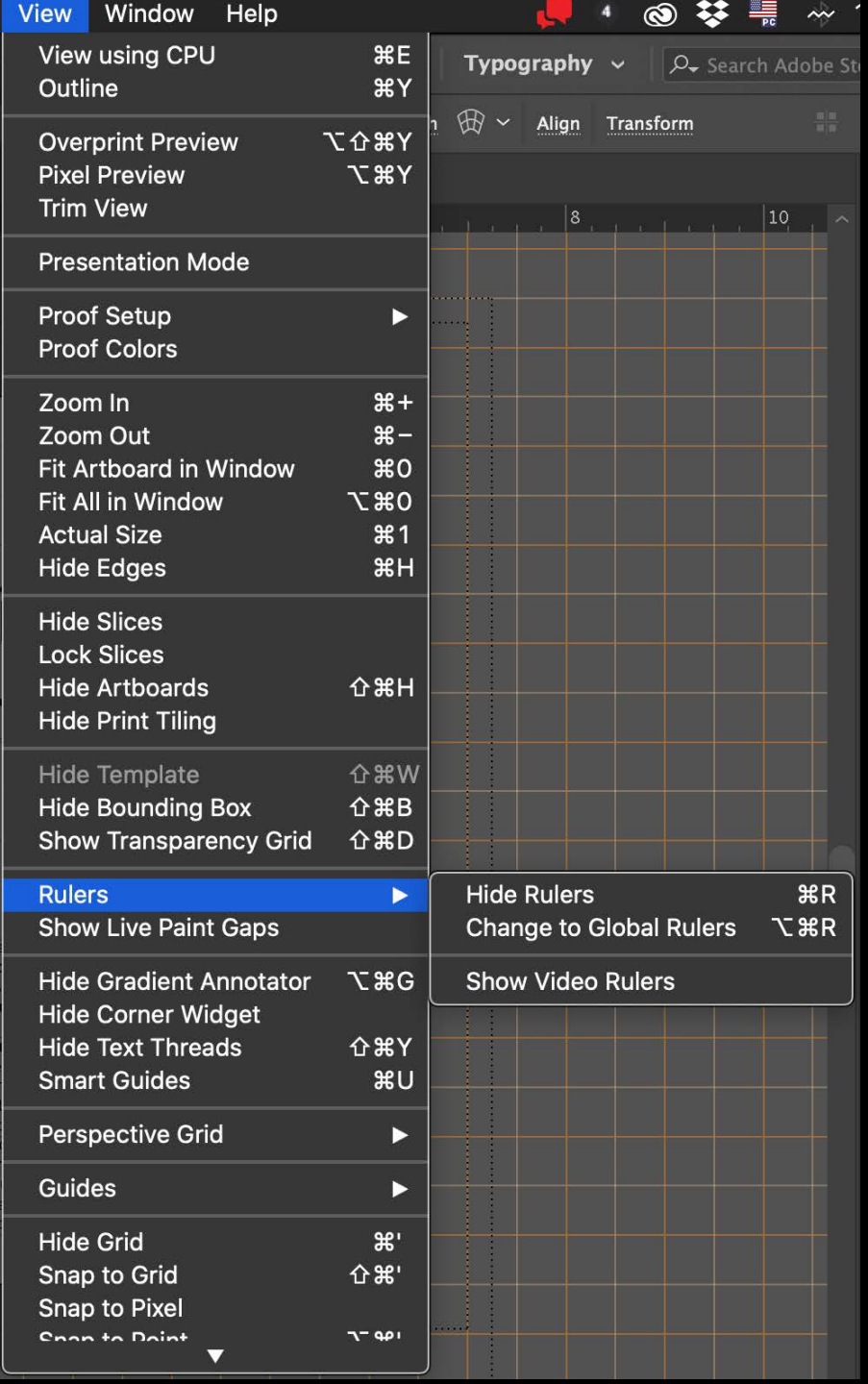
Appearance of Black
Guides & Grid
Guides
Color: Cyan
Style: Lines
Grid
Color: Custom...
Style: Lines
Gridline every: 1 in
Subdivisions: 2
Grids In Back
Show Pixel Grid (Above 600% Zoom)
Cancel
OK

Unity Alignment – Ruler & Guides

Adobe CC




View
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Help
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Outline ⌘Y
Overprint Preview ⌥⇧⌘Y
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Zoom Out ⌘−
Fit Artboard in Window ⌘0
Fit All in Window ⌥⌘0
Actual Size ⌘1
Hide Edges ⌘H
Hide Slices
Lock Slices
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Show Transparency Grid ⇧⌘D
Rulers
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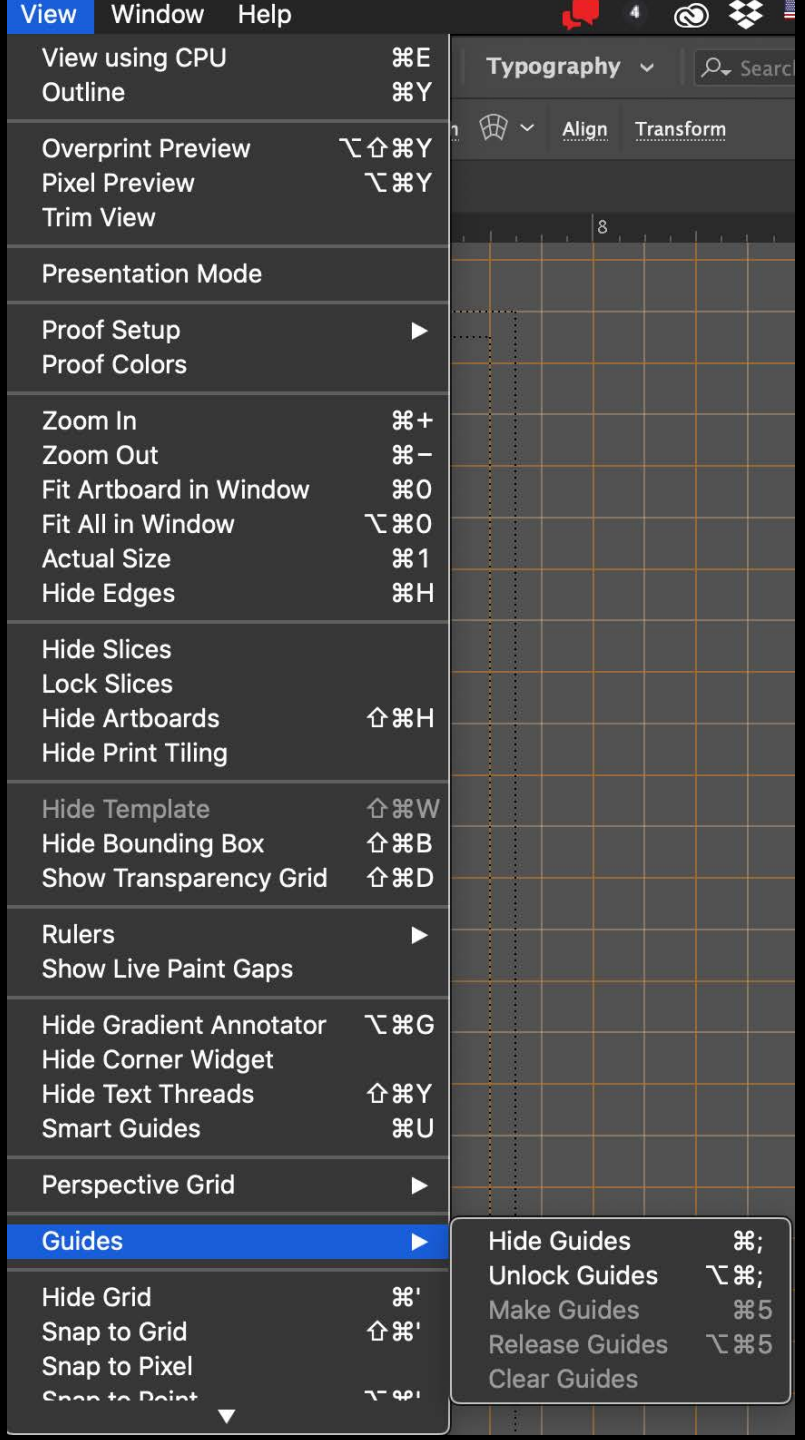
Hide Rulers ⌘R
Change to Global Rulers ⌥⌘R
Show Video Rulers
Typography
Align
Transform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Grid

Alignment: Adobe CC: Grid, Ruler, Guides
Proximity
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