

styling headlines

the intention of the first set of exercises was to get you to pay attention to what the most important information is in any given design and to utilize different typographic characteristics to maintain that hierarchy even while expanding the design's visual appeal. it will be very important to hang on to those lessons as we move forward into expanded type choices. type and, indeed, most all design choices are made within a specific context. this context is created by three elements: who is communicating, what is being communicated, and to whom is it being communicated. arguably the final two considerations are primary. who is communicating (i.e., the client) is important in establishing an intent, but it is not an absolute in being able to design. what is necessary is knowing what is being communicated and to whom.

the next step in our evolution is to expand the range of our typographic choices to include typeface choice and then to understand those choices both in formal and expressive terms. using our traditional square format, you will be asked to develop and style a series of headlines in different typefaces. you are free to use the space as a compositional element, but the emphasis is on matching the typeface to its context and creating solid formally considered headline

design problem

much like the last exercise, you are to use the following headlines and their contexts to create well-crafted typographic solutions. please pay attention to spacing issues

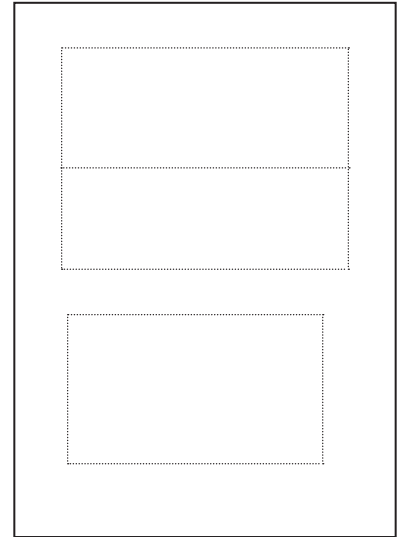
parameters

- › you should use the provided context for reference – try to get a sense for the demographic
- › to guarantee fit with even the longer headlines, please use a 51x66 page
- › you may use any typeface on your system, but only those fonts.
- › the headlines must be in black-on-white only
- › headlines and subheads are to be size proportional and be large enough to evaluate from a 3–4ft viewing distance. the line lengths are also to be determined by proportion. concentrate on the type character, not the page.

considerations

the most important aspect of this is to keep all that we have already become aware of in class. you should use the grid effectively; be cognizant of hierarchies, but use scale, color, value, and layout to create appropriate design solutions. what is appropriate is determined by context.

due at the beginning of class 02/23



layout format

your layout for this set of headlines is a 40p x 30p rectangle for the head and subhead. The head and sub head are to be divided into the upper and lower sections and are to show a proportional relationship. the subhead should not disregard line length.

in a small section below that is aligned to the left of the previous square, please write out a context profile of at least 15 words or ideas associated with your story and its publication/ demographic.

concentrate on type choice only – not the design or layout.

headlines

headline one: women's health and fitness magazine customer service section

Slim Without Sacrifice

tasty meals, fun workouts and ice cream in one plan!

Join the Diet Club!

headline two: women's fashion/lifestyle magazine

Drew Barrymore

knocked-up, in love & still the most fun girl in hollywood

headline three: weekly news magazine lead story

The Art of Darkness

How Zero Dark Thirty Director Kathryn Bigelow made the year's most controversial movie

headline four: men's fashion magazine main article

Bill Clinton

the most influential man in the world starts getting his hands dirty

headline five: contemporary non-fiction book title

Let's Pretend this Never Happened: (A mostly true memoir)

headline six: sidebar advertisement (online)

ADVENTURE TRAVEL FOR GROWN UPS

Chile's extraordinary variety of natural wonders is the perfect setting for your next big adventure

headline seven: minor story sports/outdoor magazine

How to be bad

the 20 best parties on the planet

