

# A Study in Hierarchy:

The ordering of pictorial and typographic information sets so that the viewer can quickly gain an understanding of their relative importance.<sup>1</sup>

<sup>1</sup>Your Task is to create a poster **using type only** to communicate the following event:

Typography Now

An Exposition

Presented by AIGA New York

September 23, 2020

164 Fifth Avenue

Seattle

Opening Reception 6:00–7:00 pm Room 3A

Curated by Ellen Lupton, author of *Mixed Messages* Princeton Architectural Press, 2019

Signed copies available at the reception for \$45.00

**Project specifications: 11"x17" poster, 96ppi or dpi, final format: .png**

## Hints for Success:

The reader grasps the information in two processes:

- first, a quick grab or overview;
- second, a more detailed consumption of the content.

You, as the designer, **MUST** communicate the essential message – instantly. If you fail to capture your reader, you will lose them and your design is a failure for you and your client.

The use of color, contrast, and hierarchy can all affect the focal point of a design piece.

That focal point, the first thing that really catches the viewer's eye, strongly influences their overview of the message.

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<sup>1</sup> from page 105, *The Information Design Handbook*, by Jenn + Ken Visocky O'Grady, HOW Books, 2008