

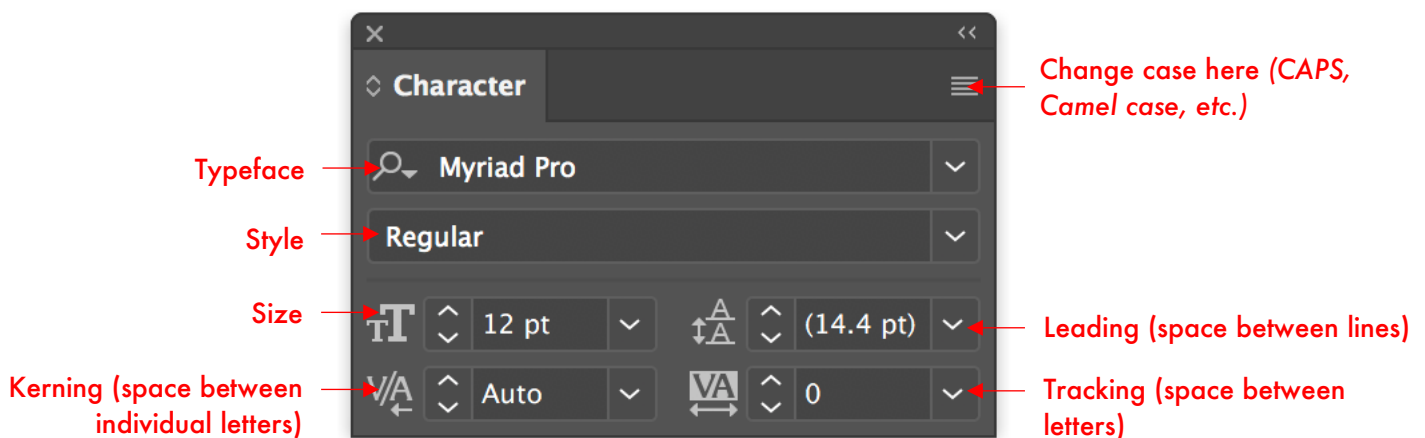
## Activity 9: Type Hierarchy and Business Cards

**Time:** Fifteen minutes

**Goal:** Use the **Character Panel** in Adobe Illustrator and what you've learned about type to create a visual hierarchy and customize a personal business card.

### Activity:

1. Download Activity9\_TypeHierarchy.ai from Canvas and open.
2. Explore the Character Panel.



3. Pick a typeface.
4. Fill in the business card with your information or fake information. You must include 5 pieces of information.
5. Style the text to create a clear visual hierarchy using using Typefaces, Size, Styling, Case, Tracking, and Leading.

**Visual Hierarchy:** The visual order of elements on your business card or map. Big, bold elements draw your eye and rise to figure. Small, thin elements detract and are pushed into the background. Visual hierarchies layer elements visually and move your eye around a given page.

**Questions, Tips, and Tricks:** How can you draw the eye using type (typeface, size, style, case, tracking, leading)? What do you want to stand out and what should be pushed further into the background? Make a list of elements on your business card and rank them from most important to least important. Style them accordingly.

**Submit:** Export a (.png) of your business card and submit to Canvas. To Export, *File > Export > Export As > Make sure Use Artboards is checked > Save.*