

Paragraph/Alignment

OBJECTIVE

Traditionally paragraphs are marked with either an indent or line spacing (never both!) and are set left aligned. But there are many, many more possibilities. Today, I'd like you to explore some of these possibilities from the mundane to the outrageous.

DIRECTIONS

- » Work on an 8.5 x 11 inch document. You may use Illustrator or InDesign, and for this project and don't need to work within one text box or use paragraph styles.
- » Use Hoefler Text only. You may use the entire type family (all weights, all glyphs)
- » Black and white only
- » Explore variations in alignment, leading, line length, orientation, and spacing.
- » Design at least five variations.

The text to use is in the handouts folder: 11_paragraphs_text.docx

THINK LIKE A GRAPHIC DESIGNER

While this is a chance to experiment, I would still like you to consider readability, and the relationship of the text on the page. Remember, design is as much an act of making space as it is of marking. Take your time and be thoughtful about decisions.

Turn in a multi-page pdf by the end of the class.

yourlastname_paragraphs2.pdf