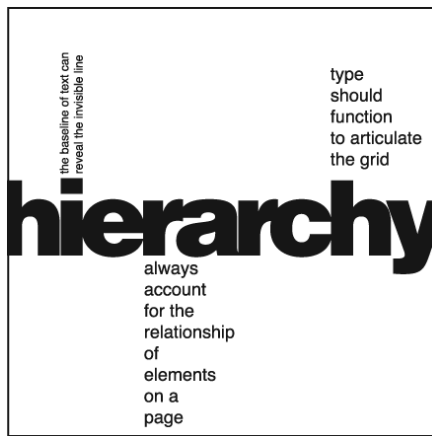# Exercise Challenge:
Type Hierarchy-Take A Stand

Create a one page website that uses only type and color to defend, promote or enlighten your viewers on one of the following social/political issues. The list comes from a Dec 2015 Gallop Poll asking what respondents believe are the most important non-economic issues in 2016. What topic do you feel strongly about? Read my link on visual hierarchy then, Take A Stand! Page size approx. 1200px x 800. You many use rules and blocks of color if needed but **no images**.

NON-ECONOMIC PROBLEMS	83
Terrorism	16
Dissatisfaction with government	13
Guns/Gun control	7
Ethics/Moral/Religious decline	6
Crime/Violence	6
Situation in Iraq/ISIS	6
Immigration/Illegal aliens	5
National security	5
Poverty/ Hunger/Homelessness	4
Race relations/Racism	4
Education	3
Environment/Pollution	3
Foreign policy/Foreign aid/Focus overseas	3
Healthcare	3
Judicial system/Courts/Laws	2

hierarchy

the baseline of text can
reveal the invisible line

type
should
function
to articulate
the grid

always
account
for the
relationship
of
elements
on a
page

SOME
PEOPLE
ARE
TRANS.
GET
OVER
IT!

DO
THE
THING
RIGHT

STAND UP!
PREVENT BULLYING NOW!
SPEAK OUT!

Challenge Yourself! How can I do this?

I want to choose a dramatic type style that resonates:
We learned how to do this today with the use of Goggle fonts and CSS3 @font-face
Review the demo and you'll have it!

How do I change one word in a block of type to make it standout!
Use an inline or embedded style with tag to isolate a word or phrase and
change how it looks:

<p>Power To Designers</p>

<p>Power To Designers</p>

or you could do this with a class

<p>Power To Designers</p>

and then embed this style .red {color:red;}

I want to rotate my type to give it emphasis!
Sweet! CSS3 has a style that will do this for you.

   h2 {transform: rotate(90deg);}

I want to move my type. How can we do this?
For now you can use margins or padding to adjust the placement of a word or group
of words.

   h2 {margin-top: 100px;}   this will move the h2 element 200px down

   p {padding-left: 50px;} this will move the p 50px right

   top, right, bottom and left are the properties for both margins and padding

   margins can be negative h2 {margin-top: -50px;} would move the h2 element **up**
   50px

Now you can go Wild!

Here's the Code for the type poster above:
(Note: this assumes you have the font **impact** on your computer and computers that view your page. You will have to use Goggle fonts or @font-face for special fonts)

```
<!DOCTYPE html>
        <html lang="en">
        <head>
        <charset="UTF-8"/>
        <title>Type Hierarchy</title>
        </head>

 <style>
p {font-family: impact; color: black; font-size: 120px; line-height: 20px;}

.red {color:red; font-size: 110px; transform: rotate(90deg); margin-top: -250px;
margin-left: 20px;}

section {margin-left: 100px; width: 450px;}
 </style>

<body>

<section>

<p>DO</p>
<p>THE</p>
<p>THING</p>
<p class=red>RIGHT</p>

</section>
</body>

</html>
```