

*“The era of transitioning human beings to the screen is over. Now is the time for designers and storytellers to fully embrace the ascendant platforms and invent a vernacular beyond the derivative language of engineers and marketers.” –Z BRYANT*

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### *Project 2: Web and Responsive Typography*

In this project, we will transition from static and print type layout to experimentation with how typography is used to create hierarchy and clarity of content across digital devices for the web.

We will be designing a home page website for a design conference, for both Desktop and Mobile viewpoints. You will be selecting one of three provided home page web templates. Assets (imagery, other design elements) and copy will be provided to better streamline design decisions and eliminate rudimentary decision-making.

The focus here is to examine what makes type dynamic and easy to read on a website. How does the deliberate arrangement of typography on the web make content more enjoyable and intuitive to digest? How does the display of the website's type change based on the device the user is viewing the content on?

Think about your own internet browsing and smart phone usage. What experiences stick out in your own mind of situations where the content was clear and simple to read? How about those that were confusing and cumbersome to get through, especially on a small device?

Compositions will be assembled in Sketch. Desktop compositions will have a 12 column grid, mobile compositions will use a 4 column grid.

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### *Project Delivery*

You will deliver the project in one format:

One PDF file with each of the compositions (Desktop and Mobile).

The file will be delivered through Blackboard.

Name the PDF file using the following convention:

Lastname\_Firstname\_pr2.pdf