

FINAL DUE DATE

November 9

OBJECTIVE

You'll be designing a promo flyer for AIGA Fall 21 Events. The purpose of this assignment is to explore a *typographic hierarchy*—using graphic and spatial cues to give visual form and structure to content. This is an essential aspect of working effectively with type.

SKILLS

This assignment will help you to practice:

- understanding a given text
- analyzing and mapping content patterns
- selecting and using a type family
- evaluating and refining design decisions
- creating an engaging and clear hierarchical design solution using InDesign styles
- exploring finer type features (dashes, figures styles, small caps)

KNOWLEDGE

This assignment will strengthen your understanding of:

- typographic hierarchies
- compositional design strategies
- typesetting details
- InDesign's typesetting features

DELIVERABLES

Content Mapping – March 28

Layout #1 –April 11

Final Layout –April 18

OVERVIEW

You'll be designing a layout for an AIGA calendar of events.

- The content is given as a text file *AIGAFall21Events.docx*.
- You'll be using the typefaces *Myriad Pro* or *Minion Pro* (available in Adobe Fonts or on Canvas) Detailed specs will be given next week.

EVALUATION

100 POINTS TOTAL

Analysis of content/mapping 20 pts

Layout and composition 30 pts

Use of graphic and spatial cues 25 pts

Readability/typesetting/craft 25 pts

Review the rubric in Canvas for criteria for success

CONTENT MAPPING · DUE MARCH 28

Read *all* of the instructions before you start. Use the file *AIGA Events Mapping.pdf* for this.

Understand the content

Read the text to understand its messages and structure.

Analyze—think about the relationships between the parts of content.

How does one part of the content relate to another? Is one more important than another? Should one come first, or be more noticeable? What comes next? You will need to translate these relationships visually in your typographic design.

Map the content

Review the *Example of Mapping & Formatting* before starting this stage.

Analyze the text and map the content structure on paper, naming or labeling the different kinds of content. Is something unique, or does it repeat? Use terms that reflect the function of the content, like *title*, or *time*. After labeling, add levels of importance, like 1-title, or 3a description.