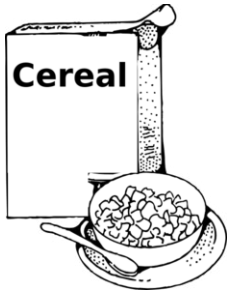


Project 02

Typography and Visual Hierarchy



Rethink the cereal box packaging and reinvent how to read a cereal box.

Create a series of designs using typography only as a visual element and all of the word messaging on a box of cereal. A grid based composition for each panel will be produced, exploring type size relationships, spatial interval, and weight. A second composition will be generated with more dynamic movement and scale change. The third package will be a further study of color as a form of expression.



Objectives

Learn how to design compositions and packaging using only typographic form.

Research type as shape, image, syntax and communication.

Explore the expressive qualities of a typeface.

Discover visual solutions in which typographic treatments can be combined to form a visually attractive cereal box.

Develop a sensitivity for shape, proportion, weight, balance and beauty in typography.

Learn to use the pen tool to create vector graphics using Adobe Illustrator

Observe visual notations that each layout makes, analyzing eye movement, massing, and structure.

As your layouts develop, hue, tone, texture, and shape are incorporated into the design along with the typographic elements.

Materials

Drawing materials, sketch templates

X-acto knife + cutting mat

straight edge / ruler

removable tape / glue stick

Assigned Readings

Typographic Design: Form and Communication, Legibility, pages 73–90,

The Typographic Grid, pages 91–110

Typography (Graphic Design in Context), Reading Systems, pages 59–76, Typography

Takes the Lead, pages 77 - 111, [special attention to the section on color in the Primer on page 104]

Methodology 01

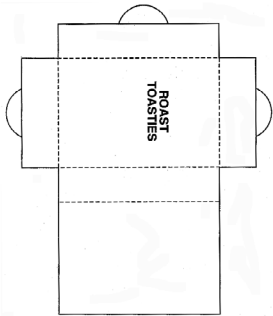
Select a box of cereal to use as a prototype for study. Examine the use of letterforms on the box. Note the use of upper case or lower case, italic, bold, condensed, extended, etc.

Part 01 - Research

Using InDesign, set the name of the cereal in 50 different typefaces. You must select at least 10 different typefaces from the list on your Study Terms. The typeface you chose to work with will be used for all three layouts.

Create three different layouts, all using the same underlying grid. To ensure that you chose a typeface with a large amount of variation consider using one of the following typefaces for your studies:

Helvetica	Baskerville	Officina Sans
Bembo	Bodoni	Gotham
Caslon	Century Schoolbook	Minion
Clarendon	Didot	Times New Roman
Franklin Gothic	Univers	Avenir
Futura	Garamond	Bell Gothic
Gill Sans	Univers	Avant Garde Gothic



03 Package designs / iterations will be produced. You must design all sides of the box. Front, back, top, bottom and side panels. The Nutrition Label is an important and highly detailed part of the package design. You may rethink this or design conventionally.

layout 01 - Using one typeface and variations in various point sizes and styles within ONE type family. Set type along the X-Axis, Y-Axis, Black text only on white background.

layout 02 - Use any typeface/s for the cereal name but still work with the typeface you selected for layout 01 for the rest of the text. Use variations in point size and style within any type family/families set type along the X-Axis, Y-Axis and Z-Axis. Black text only on white background. You may also use basic black shapes, minimally.

layout 03 - Use any typeface/s for the Cereal name and use variations in point size and style within any type family/families set type along the X-Axis, Y-Axis and Z-Axis, You may incorporate color into your design by changing the hue of the text and background.





Imagine these boxes in typographic form only. How can you make the visual language of the box as expressive without using illustration or pictures? How can color be used to enhance your designs?

Consider incorporating [onomatopoeia](#) [Crunch, Snap, Pop, Crisp etc.] to enliven your designs.

Methodology 02

Use guidelines to divide the box panels into a grid structure. Begin by arranging the bodies of text and images on the grid. Photocopy or scan the box flat and then white out the text and sketch out the typography on the template. **demonstration at Kinkos*

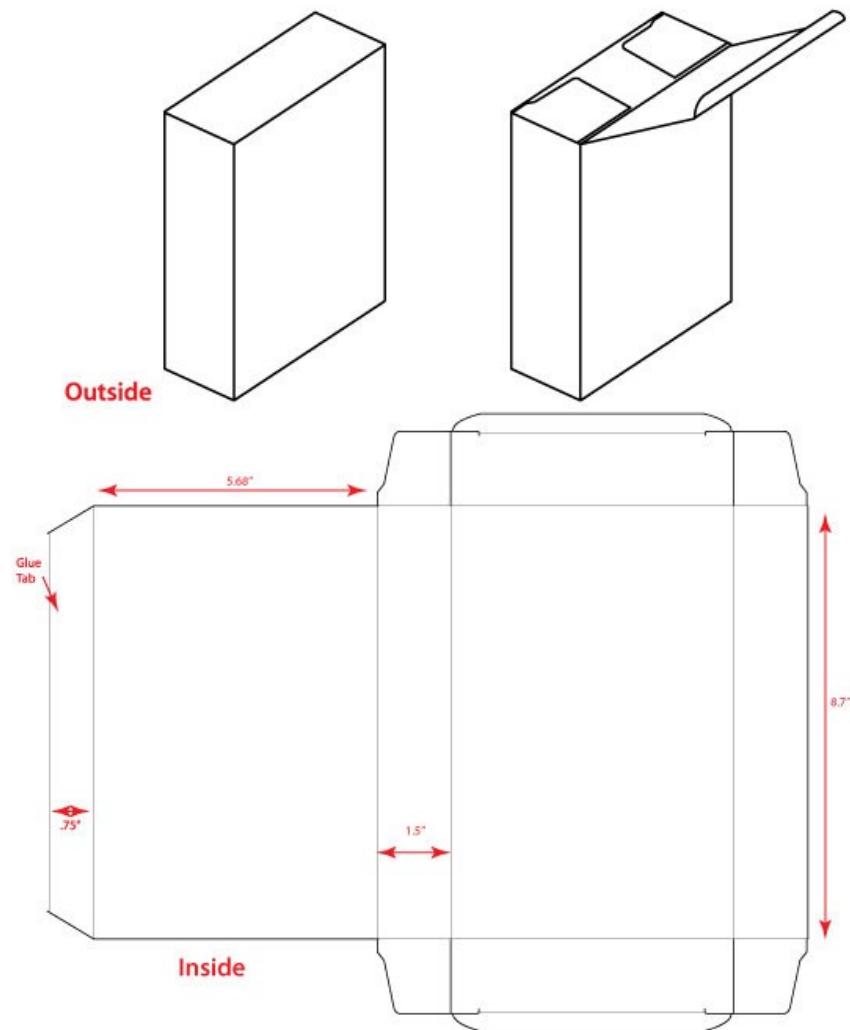
Create pages that will accommodate the graphic elements accordingly. Visualize your design prior to working in InDesign by using thumbnail sketches to explore possible layout options.

All three layouts must be mocked up in 3D format. You will then turn in one of the three as a final piece, paying attention to craft and quality of production.

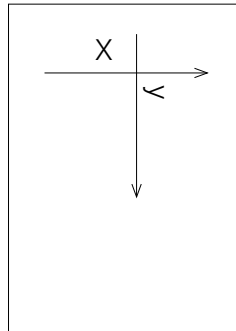
There will be two exercises completed during the project to help you with your design process.

Final Review of Project 02

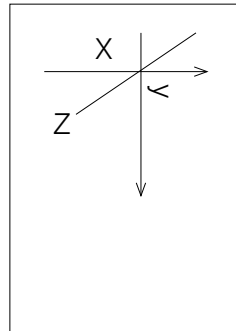
Tuesday, October 28



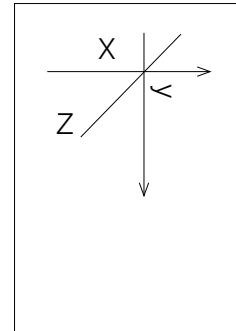
Use guidelines to divide the box panels into a grid structure. Begin by arranging the bodies of text and images on the grid. Photocopy or scan the box flat and then white out the text and sketch out the typography on the template. **demonstration at Kinkos*



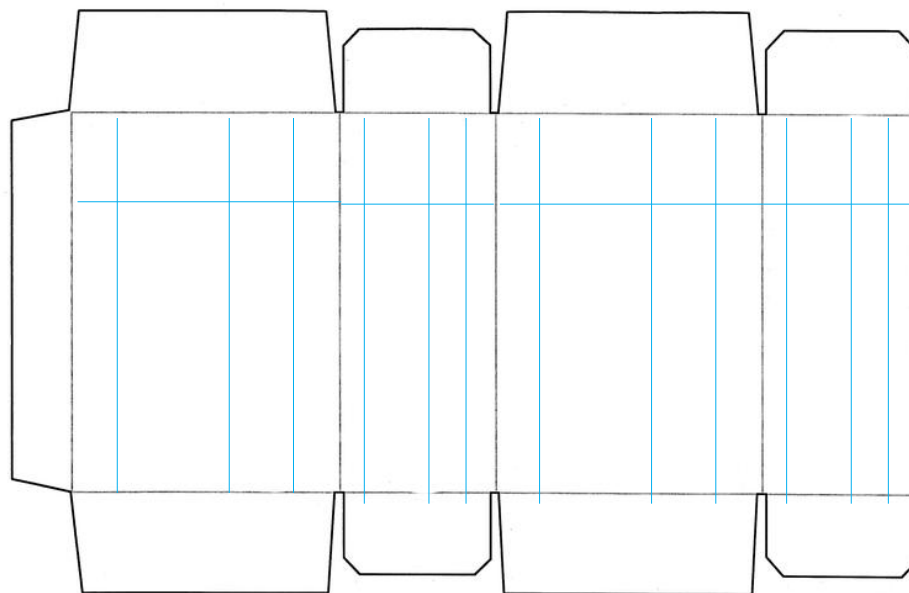
layout 01



layout 02



layout 03



Use guidelines to divide the box panels into a grid structure. Begin by arranging the bodies of text and images on the grid.