

# Unit 4

## Lesson 3: Type Hierarchy



Bellwork: Determine the typographical errors (if any) in the image and take note of them in your bellwork log. After 5 minutes the teacher will call on non-volunteers to share.

# Objectives:

1. Identify type hierarchy in documents, digital media, and posters.
2. Determine correct type hierarchy.
3. Apply proper format based on type hierarchy.



## TERMINOLOGY

Type Hierarchy: expresses the organization of content, emphasizing some elements and subordinating others. A visual hierarchy helps readers scan a text, knowing where to enter and exit and how to pick and choose among its offerings.

# **HIERARCHY**

**LETS THE READER KNOW**

**WHERE TO LOOK FIRST.**

# I Want Your Eye Here

## THEN IT CAN GO HERE

And now it can (attempt) to read this paragraph of filler text, if that's your thing. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt **notice me!** Ut labore et dolore magna aliqua. This is all one typeface by the way!

I want your eye here  
Then it can go here  
And now it can (attempt) to read this paragraph of filler text, if that's your thing. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt notice me! Ut labore et dolore magna aliqua. This is all one typeface by the way!

# Example of type formatting using type hierarchy.

## NO HIERARCHY

On the Moon!  
'A Giant Leap' for All of Man-  
kind Americans First to Walk on  
Dead Lunar Surface  
Space Center, Houston —  
Lorem ipsum dolor sit amet, ut  
alia ludus evertitur vel, pri ut  
maiorum maluisset. Eam ut  
mucius option dissentiet. Ex  
graece labore eirmod sit. Per-  
fecto incorrupte no sea. Eius  
utroque periculis eos te. Aliquip  
molestie perpetua eum ex, sumo  
laudem deseruisse mel no. Libris  
tacimates antiopam pri at. Sea  
no fugit exerci partiendo.

## LIMITED HIERARCHY

ON THE MOON!  
*A Giant Leap' for All of  
Mankind*  
Americans First to Walk on  
Dead Lunar Surface  
Space Center, Houston —  
Lorem ipsum dolor sit amet, ut  
alia ludus evertitur vel, pri ut  
maiorum maluisset. Eam ut  
mucius option dissentiet. Ex  
graece labore eirmod sit. Per-  
fecto incorrupte no sea. Eius  
utroque periculis eos te. Aliquip  
molestie perpetua eum ex, sumo  
laudem deseruisse mel no. Libris  
tacimates antiopam pri at.

## IMPROVING...

**ON THE MOON!**  
*'A Giant Leap' for All of  
Mankind*  
**Americans First to Walk on  
Dead Lunar Surface**  
Space Center, Houston — Lorem  
ipsum dolor sit amet, ut alia ludus  
evertitur vel, pri ut maiorum malu-  
isset. Eam ut mucius option dissen-  
tiet. Ex graece labore eirmod sit.  
Perfecto incorrupte no sea. Eius  
utroque periculis eos te. Aliquip  
molestie perpetua eum ex, sumo  
laudem deseruisse mel no. Libris  
tacimates antiopam pri at.

## MUCH BETTER!

**ON THE MOON!**  
*'A Giant Leap' for  
All of Mankind*  
**Americans First to Walk on  
Dead Lunar Surface**  
Space Center, Houston — Lorem  
ipsum dolor sit amet, ut alia ludus  
evertitur vel, pri ut maiorum malu-  
isset. Eam ut mucius option dissen-  
tiet. Ex graece labore eirmod sit.  
Perfecto incorrupte no sea. Eius  
utroque periculis eos te. Aliquip  
molestie perpetua eum ex, sumo  
laudem deseruisse mel no. Libris  
tacimates antiopam pri at.

# TERMINOLOGY

**Kerning**

**Leading (line space)**

**Reverse Type**

**Word Art (3D Text)**



What is it?



**Nice!**



## Project due June 28

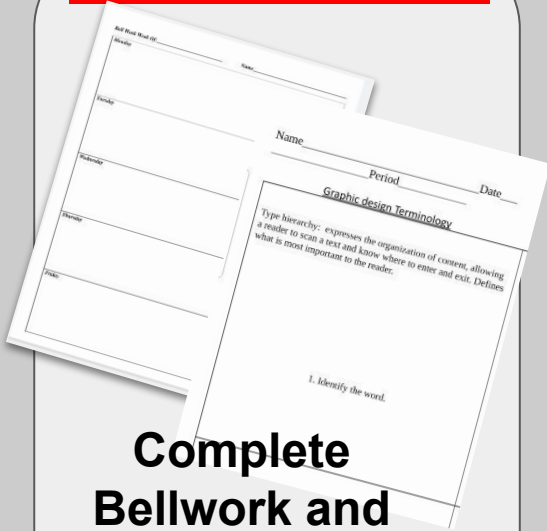
Use Adobe Illustrator to redesign Jimmy John's chip bag. We will conclude the week with presentations and critique of the redesigned bags. Please see the job jacket (rubric) provided to understand what is required.





# Wrap up!

## Worksheets



**Complete  
Bellwork and  
Terminology  
Worksheets.**

## Exit Ticket

### 3,2,1!!

Exit ticket: On a piece of paper write 3 important terms, 2 things you learned, 1 thing you'd change about the chip bag design.

## Project

Project: Redesign Jimmy John's chip bag.

### **REQUIREMENTS:**

*Use job jacket to self-evaluate. Be prepared to present and turn in on June 28th.*

### **FILENAME:**

*Yourname-period-chips.pdf*



Have a nice day.