

DUE MAY 19, 2005

Project 1.4

Information Hierarchy: Proximity, Weight, Size, Color, and Ornament

PROJECT OBJECTIVE

This project will package Projects 1.1 through 1.3 in a presentable format, and allow the student to refine those compositions.

PROJECT DESCRIPTION

Refine your layouts from Projects 1.1 through 1.3, and bind them into a book. Be creative with your binding method and cover design. Develop a way of indicating your compositions. This could be through a table of contents, section identifiers, or both.

PROJECT REQUIREMENTS

The layouts must abide by the same project requirements that applied to their respective projects. You have free creative reign over the cover.

GRADING CRITERIA

Your book will be graded upon the following criteria (104 points total)

- Composition – are the hierarchies of your cover and your compositions clear and expressed with visual interest? (26 points)
- Creativity – are your ideas original and do they exhibit that you have explored many possibilities? (26 points)
- Typography – do you treat typography sensitively, and with proper etiquette? (26 points)
- Craft – Is your book assembled with attention to detail? (26 points)

Graphic Communication Arts
Typography

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ABOUT THE REQUIRED FONT
(HELVETICA NEUE)

Designer/History

Max Miedinger designed the typeface then called Haas Grotesk in 1957 for the Haas foundry of Switzerland. It was released by Stempel as Helvetica (from Helvetia, the Latin name for Switzerland) in 1961. In 1983 Stempel and Linotype redesigned the font to better coordinate the various weights of the font; the result is called Neue Helvetica.

Character and Use

Ubiquitous, praised for its "neutrality" (like its namesake, Switzerland. It seems to have a faux modernist quality for some people – it was used by Quentin Fiore in his design of Marshall McLuhan's *The Medium is the Massage*. Long regarded as a working man's face, lately we have seen it used by the ad people in "elegant" contexts. It seems to be a sort of palimpsest.

Source: *The Typehead Chronicles*
<http://webs.lanset.com/bookfolk/typehead/helvetica.htm>