

## Assignment 2 – Visual Hierarchy and Lettering

Sometimes your animation requires some text; through using titles and notes, and in explanatory labels to describe certain symbols you've used, etc. In this assignment, you will select appropriate type families, styles and sizes to design and place labels on a diagram/photo you've been drawing. But before that, ask yourselves this question: Will my text stand out?

### Visual hierarchy

From a design standpoint, the importance of effective symbology cannot be overemphasized. A well-planned collection of symbols can be a tremendous aid to the reader; whereas, a mass of overlapping point symbols, an undifferentiated profusion of lines, or an inconsistent application of colour to areas can create a confusing or even misleading image for the reader. Illustrators strive to create something called effective **visual hierarchy** – an organized system of symbols where important elements are emphasized (using thick lines and dark or bright colours) and supporting information fades to the background (by using narrow lines and light shades).

### Lettering Guidelines

Remember that there are no rules, just guidelines and conventions. Here are a few guidelines:

- Use as few type families (what we usually call fonts) as possible.
- Use horizontal labels unless you have a very good reason not to.
- If you are editing a map...water feature labels should be italicized, and in blue on colour maps. River labels should follow the curve of the river. To get type to follow the curve of a line, copy the line and paste it in front (there is an option for this in the Edit menu), use the arrow keys to offset the line slightly, then use the Type Tool or the Type on a Path Tool to type along the line. If the type goes in the wrong direction, select Flip from the Type on a Path Options menu, found under Type on a Path in the Type Menu. If the line your type is following is too jagged, you can always use the Pen Tool or the Pencil Tool to draw a smoother line.
- Text must always be legible. If you are labeling over any linework, you should create a mask, halo, leader line, or callout box. To create a mask, use the Rectangle Tool to draw a box (no outline; filled to match the background colour) to place behind the label. To create a halo, copy your label and paste it in back (there is an option for this in the Edit menu) and give the new label a one point outline, either in white or in the background colour.

### Assignment:

Begin by drawing an animation/design of your choice that may get used by a poster design company.

Be sure to create a visual hierarchy of point, line and area symbols, and to echo this hierarchy in your choice of type for the labels. Adding labels is usually one of the later tasks in designing.

Sometimes, edges are symbolized by a series of unconnected paths. To connect these paths, use the Direct Selection tool to select the endpoints of two adjacent paths and choose Path, then Join, from the Object Menu.

Using the Scissors Tool, you can break the first line into two for example.

### Labels

Title of your Poster

Include a title label for your assignment following the rules of type.

Use symbols or some elements that create a visual hierarchy, and echo this visual hierarchy with your labels by varying the type size.

Show me your skills in choosing and modifying type face, set, and size. Show me how it is appropriate to put or not put a text in a certain orientation/proportion.

Place your name and block at the bottom right of the page.