

Typographic Design III

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WEEK 4: Refine posters

Layers and Transparencies

PRESENTATION:

Arrive in class with 3 studies on 11 x 17" paper.

Bring information on the variations of type used to present it in class.

CRITERIA:

- Two studies due at 11:30 am
- Studies should vary as much as possible.

CHECK LIST

Did you:

- Use multiple type sizes, weights and styles to create energy and excitement.
- Use a grid to activate all the space.
- Create alignment relationships?
- Use variety in a consistent way.

GOAL:

Explore visual complexity with layering

OBJECTIVE:

Create complex typographical compositions

Create separate different levels of data, allowing each level to contribute to the whole

Explore integration of typography with photography.

LAYERS AND TRANSPARENCIES

Transparency and layers are related phenomena. A transparent square of color appears merely pale or faded until it passes over another shape or surface, allowing second image to show through itself. A viewer thus perceives the transparency of one plane in relation to a second one. What is in front, and what is behind? What dominates, and what recedes?

LAYERS

Layers are overlapping components of an image or sequence. They are at work in countless media software programs, from Photoshop and Illustrator to audio, video, and animation tools, where multiple layers of image and sound (tracks) unfold in time. Maps use overlapping layers to associate and separate different levels of data, allowing each level to contribute to the whole while maintaining its own identity. Experimental work often uncovers visual possibilities by exposing layers.

TRANSPARENCY

Transparency means a simultaneous perception of different spatial locations . . . The position of the transparent figures has equivocal meaning as one sees each figure now as the closer, now as the farther one. Gyorgy Kepes.

In design, transparency is often used to create dense, layered imagery built from veils of color and texture. Transparency can serve to emphasize values of directness and clarity through adjustments and juxtapositions that maintain the wholeness or legibility of elements. Transparency also can serve to build complexity by allowing layers to mix and merge together. Transparency can be used thematically to combine or contrast ideas, linking levels of content. When used in a conscious and deliberate way, transparency contributes to the meaning and visual intrigue of a work of design.

HOMEWORK

Choose one of your posters with text and image.

Refine hierarchy to energize your poster

Create two or more variations. In each variation emphasize a different element.

**Use "layers" (window > layers) to organize elements