Typographic Hierarchy (1 page)

Saving your files:

Save your InDesign file as:

COMD1167_LastnameFirstInitial_hierarchy

Then save again as a PDF:

Go to File > Export > Adobe PDF (Print)

Add finished PDF to Drive

5th column: Typographic Hierarchy

Columns 1 to 4

Create a flyer for a happening/event featuring your person. You will make up the text, or, you can base your design off of a real event (if you redesign the advertising for that event, be sure to cite the original artwork).

The fonts and styling you choose should be indicative of the personality and/or the nature of the event. Use typographic hierarchy to establish what is the most important information for the reader.

I will be looking for originality, personality, and composition. Please try more than one configuration before turning in your assignment, and **do not copy my solution below as my design is pretty lame.**

SHH, IT'S A SURPRISE!

You are invited to a
surprise birthday party
for Martha Plimpton
on December 12th
at 5:00 p.m.

Fellowship Hall, New York City

Please R.S.V.P. by November 5th to George Plimpton

Please arrive by 5:00 p.m. sharp.

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