TYPE BASICS

Hierarchy

HIERARCHY

I Division of angels
- A. Angel
- B. Archangel
- C. Cherubim
- D. Seraphim

II Ruling body of clergy
- A. Pope
- B. Cardinal
- C. Archbishop
- D. Bishop

III Parts of a text
- A. Work
- B. Chapter
- C. Section
- D. Subsection

SYMBOLS, INDENTS, AND LINE BREAKS

Division of angels
- Angel
- Archangel
- Cherubim
- Seraphim

Ruling body of clergy
- Pope
- Cardinal
- Archbishop
- Bishop

Parts of a text
- Work
- Chapter
- Section
- Subsection

INDENTS AND LINE BREAKS ONLY

DIVISION OF ANGELS
- *Angel*
- *Archangel*
- *Cherubim*
- *Seraphim*

RULING BODY OF CLERGY
- *Pope*
- *Cardinal*
- *Archbishop*
- *Bishop*

PARTS OF A TEXT
- *Work*
- *Chapter*
- *Section*
- *Subsection*

FONT CHANGE, INDENTS, AND LINE BREAKS

DIVISION OF ANGELS
- *angel*
- *archangel*
- *cherubim*
- *seraphim*

RULING BODY OF CLERGY
- *pope*
- *cardinal*
- *archbishop*
- *bishop*

PARTS OF A TEXT
- *work*
- *chapter*
- *section*
- *subsection*

ALIGNMENT, FONT CHANGE, AND LINE BREAKS

Scale, leading, alignment, type choice, indentation, and other elements combine to express hierarchies.

Crime Blotter

06 00 AM

EAST VILLAGE

Noun Found Smothered by Adjectives *Message lost in dense cloud of confused signals.*

11 30 AM

UPPER EAST SIDE

Verb Defrauded by Misplaced Modifier *Missing the point revenge is sought by victim.*

07 00 PM

WILLIAMSBURG

Flood of Clichés Wreaks Havoc *Hipster kicks bucket after biting bullet and butterfly.*

Callie Neylan, Betsy Martin

Crime Blotter

6:00AM | EAST VILLAGE

Noun Found Smothered by Adjectives
Message lost in dense cloud of confused signals.

11:30AM | UPPER EAST SIDE

Verb Defrauded by Misplaced Modifier
Missing the point, revenge is sought by victim.

7:00PM | WILLIAMSBURG

Flood of Clichés Wreaks Havoc
Hipster kicks bucket after biting bullet.

Katie Burk, Paulo Lopez

One text, different expressions, with emphasis placed on different elements of the text.

<h1> Crime Blotter

<h2> 6:00am East Village

<h3> Noun Found Smothered by Adjectives

Message lost in dense cloud of confused signals.

<class="time"> 11:30am Upper East Side

Verb Defrauded by Misplaced Modifier

Missing the point, revenge is sought by victim.

7:00pm Williamsburg

Flood of Clichés Wreaks Havoc

Hipster kicks bucket after biting bullet.

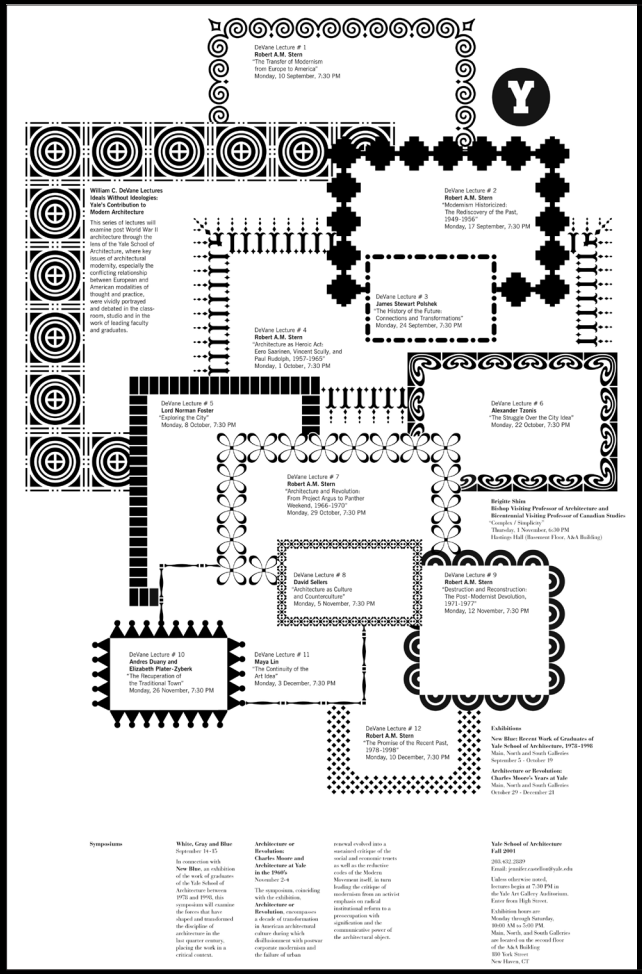
<p>

These typographic variations were generated in CSS using the structural hierarchy presented above.

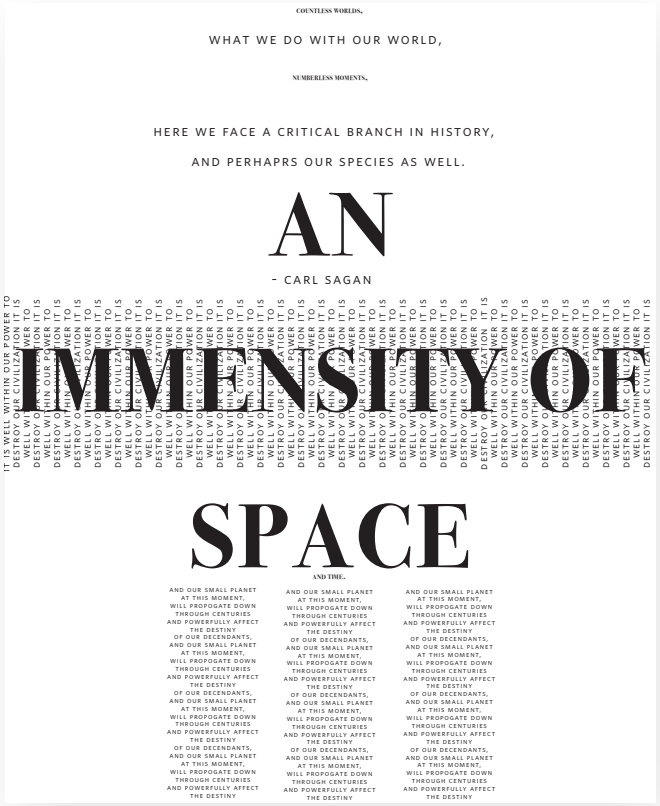
Hierarchy defined in CSS

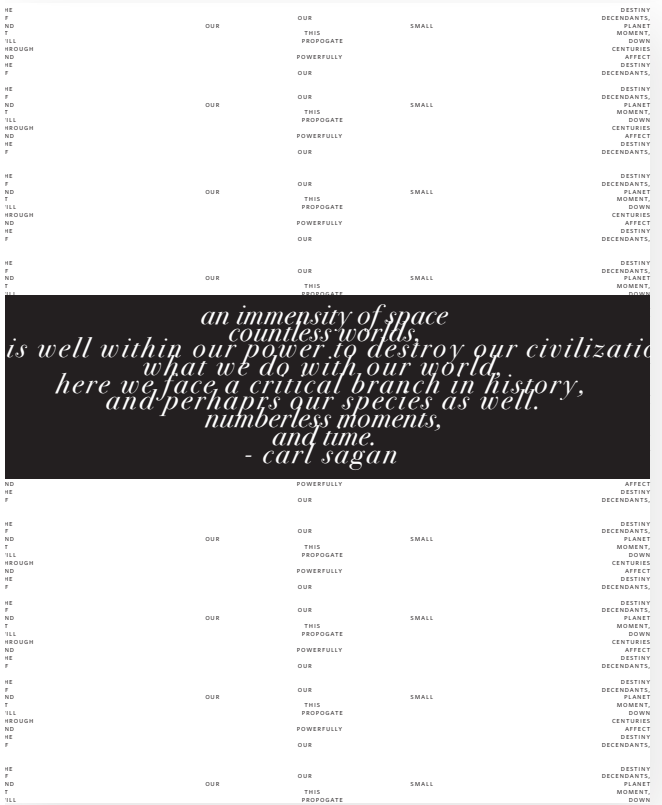
David Wright, Nelson Hsu

HIERARCHY



YALE SCHOOL OF ARCHITECTURE Posters, 2003–2006. Designers: Michael Bierut and team/Pentagram.





Christina Beard, GD MFA Studio, MICA, 2009

One text, different expressions.

Krissi Xenakis, GD MFA Studio, MICA, 2009