

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

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

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 angel
OF ANGELS archangel
OF ANGELS cherubim
OF ANGELS seraphim

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

PARTS OF work
OF TEXT chapter
A TEXT section
SUBSECTION subsection

ALIGNMENT, FONT CHANGE,
AND LINE BREAKS

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.

Crime Blotter

<h1>
<h2>
<h3>

6:00am **East Village**

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.

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.

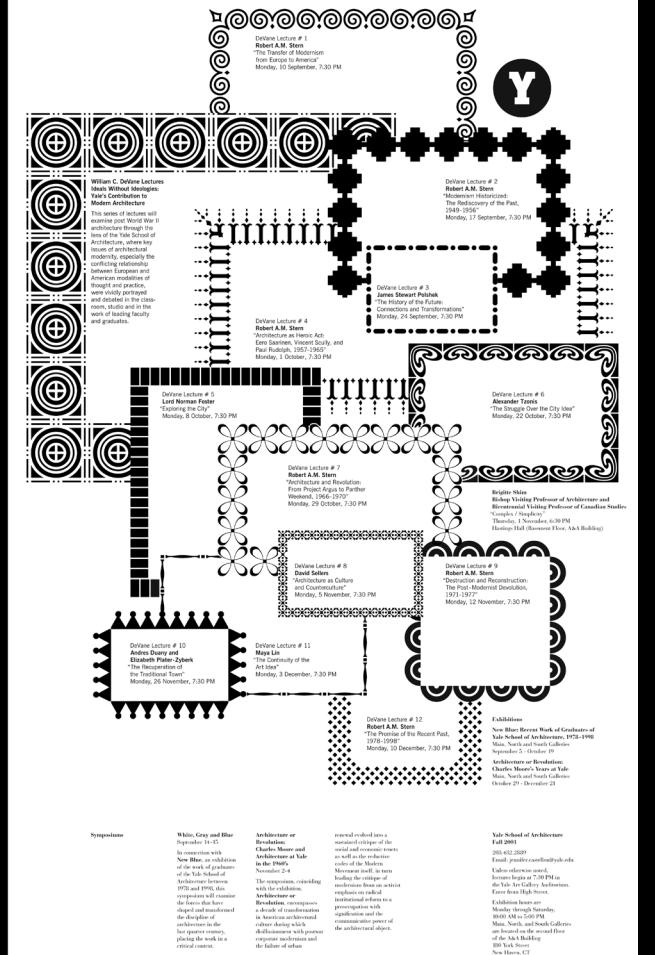
7:00pm **Williamsburg**

Flood of Clichés Wreaks Havoc

Hipster kicks bucket after biting bullet.

Crime Blotter

HIERARCHY



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

OF TIME AND **AN IMMENSITY** AT THIS MOMENT

S
COUNTLESS, HERE WE FACE A CRITICAL BRANCH IN HISTORY,
AND OUR SMALL PLANET
P

DESTROY OUR CIVILIZATION. **NUMBERLESS**
MOMENTS, AND POWERFULLY AFFECT

A
WHAT WITH OUR WORLD,
WE DO
A BRANCH IN HISTORY,

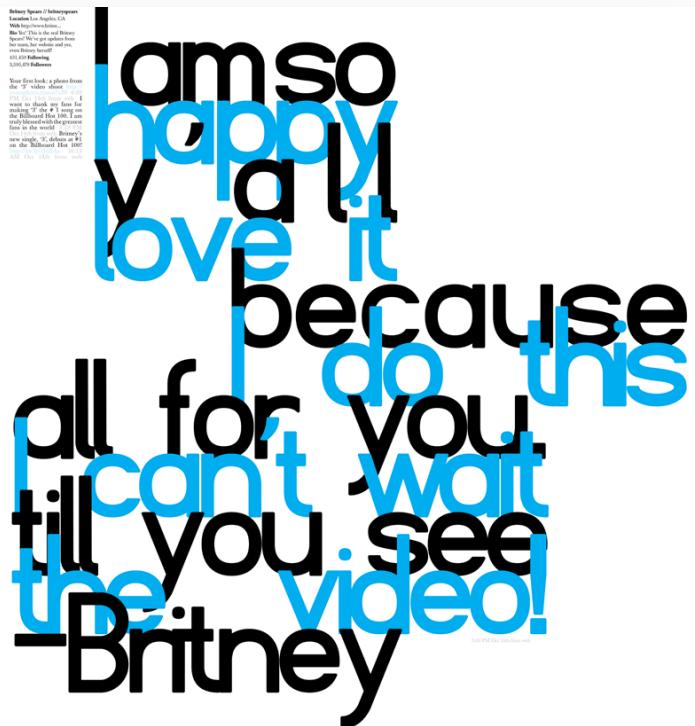
C

THE
DESTINY - CARL SAGAN
OF OUR WELL WITHIN OUR POWER TO
DESCENDANTS,

E

Christina Beard, GD MFA Studio, MICA, 2009

One text, different expressions.



@JonathanCheban

**ha no I went ha ha
workout to worko
ile all u while all u
le piggies little pig
re stuffing were s
ir faces your face**



@JONATHANCHEBAN HAHA NO I WENT TO WORKOUT WHILE AL

@Neen_Marie THANKS do 5:19 PM Oct 13th from wells in reply to Neen_Marie @KourtneyKardash well just stopped to say hi but still! 5:19 PM Oct 13th from wells in reply to KourtneyKardash @KourtneyKardash