

-
- ▣ Visual Hierarchy
 - ▣ Grid, Grid, Grid:
LINE THINGS UP!
 - ▣ Power (Rule) of Thirds
 - ▣ Typography
 - ▣ **DON'T**: Too Similar
 - ▣ **DON'T**: Too Big or Too Small
 - ▣ **DO**: Kerning and Leading
 - ▣ **DO**: Caps, lowercase, weights
 - ▣ Appeal On Shelf:
Package ≠ Page
 - ▣ Exercises
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the
typography
of

Paul Rand

with Lewis Blackwell

Shattuck Hall • 7:00 pm
March 30, 2011



Type study: Typographic hierarchy

This is part of a series of guest posts on web typography. Today's post was written by Frank Chimero. Workers of the web are familiar with establishing a hierarchy through markup by using tags like...

BLOG.TYPEKIT.COM

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<http://www.thinkingwithtype.com/>



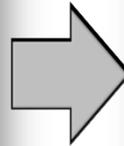
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Thinking with Type: A Critical Guide for Designers,
Writers, Editors, & Students

THINKINGWITHTYPE.COM | BY ELLEN LUPTON

Like · Reply · Remove Preview · September 15 at 9:25pm

The Typography of Paul Rand
with Lewis Blackwell
Shattuck Hall • 7:00 pm
March 30, 2011
Design Lecture Series
Portland State University
Art Department
With wit and wisdom, Blackwell
dissects the patterns of Rand's use of
typography throughout his brands,
book covers, and advertising work.



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THINKINGWITHTYPE.COM | BY ELLEN LUPTON

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LETTER

The only good letter is a red letter

ANATOMY
SIZE
SCALE
TYPE CLASSIFICATION
TYPE FAMILIES
SUPERFAMILIES
CAPS AND SMALL CAPS

MIXING TYPEFACES
NUMERALS
PUNCTUATION
TYPEFACE DESIGN
Project: Letterforms
FONT FORMATS



TEXT

Sometimes more than 140 characters

KERNING
TRACKING
Project: Space and Meaning
LINE SPACING
ALIGNMENT
Project: Alignment
VERTICAL TEXT

MARKING PARAGRAPHS

HIERARCHY
Project: Hierarchy
Project: Long Lists



GRID

It's hip to be a square

GOLDEN SECTION
SINGLE-COLUMN GRID
MULTICOLUMN GRID

MODULAR GRID
Project: Modular Grid

Hierarchy

A typographic hierarchy expresses the organization of content, emphasizing some elements and subordinating others. A visual hierarchy helps readers scan a text, knowing where to enter and exit and how to pick and choose among its offerings. Each level of the hierarchy should be signaled by one or more cues, applied consistently across a body of text. A cue can be spatial (indent, line spacing, placement) or graphic (size, style, color). Infinite variations are possible.

BOLD,
ITALIC,
UNDERLINED
CAPS!

TYPE CRIME

TOO MANY SIGNALS

*Emphasis can be created
with just one shift.*

I	Division of angels	Division of angels	DIVISION OF ANGELS	
	A. Angel	Angel	<i>Angel</i>	<i>angel</i>
	B. Archangel	Archangel	<i>Archangel</i>	DIVISION OF ANGELS <i>archangel</i>
	C. Cherubim	Cherubim	<i>Cherubim</i>	<i>cherubim</i>
	D. Seraphim	Seraphim	<i>Seraphim</i>	<i>seraphim</i>
II	Ruling body of clergy	Ruling body of clergy	RULING BODY OF CLERGY	
	A. Pope	Pope	<i>Pope</i>	<i>pope</i>
	B. Cardinal	Cardinal	<i>Cardinal</i>	RULING BODY OF CLERGY <i>cardinal</i>
	C. Archbishop	Archbishop	<i>Archbishop</i>	<i>archbishop</i>
	D. Bishop	Bishop	<i>Bishop</i>	<i>bishop</i>
III	Parts of a text	Parts of a text	PARTS OF A TEXT	
	A. Work	Work	<i>Work</i>	<i>work</i>
	B. Chapter	Chapter	<i>Chapter</i>	PARTS OF A TEXT <i>chapter</i>
	C. Section	Section	<i>Section</i>	<i>section</i>
	D. Subsection	Subsection	<i>Subsection</i>	<i>subsection</i>
	SYMBOLS, INDENTS, AND LINE BREAKS	INDENTS AND LINE BREAKS ONLY	FONT CHANGE, INDENTS, AND LINE BREAKS	ALIGNMENT, FONT CHANGE, AND LINE BREAKS

Project: Hierarchy

Choose a text that has a recurring structure, such as a table of contents, a news aggregator, or a calendar of events. Analyze the structure of the content (main title, subtitles, time, location, body text, and so on) and create a visual hierarchy that expresses this structure. Make it easy for readers to find the information they want. For example, in a crime report some readers might scan for location, looking for data about their neighborhood, while others might be more drawn to the lurid details of particular crimes. Use changes in size, weight, leading, style, and column structure to distinguish the levels of the hierarchy. Make a style sheet (in a page layout program for print or in CSS for the web) in order to create several variations quickly.

Crime Blotter

06 EAST VILLAGE
00 Noun Found Smothered
AM by Adjectives Message
lost in dense cloud of
confused signals.

11 UPPER EAST SIDE
30 Verb Defrauded
AM by Misplaced Modifier
Missing the point
revenge is sought by victim.

07 WILLIAMSBURG
00 Flood of Clichés Wreaks
PM Havoc Hipster kicks
bucket after biting
bullet and butterfly.

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.

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

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The Grid System

The ultimate resource in grid systems.

"The grid system is an aid, not a guarantee. It permits a number of possible uses and each designer can look for a solution appropriate to his personal style. But one must learn how to use the grid; it is an art that requires practice."
Josef Müller-Brockmann

Hide Grid

Search

Articles	Tools	Books	Templates	Blog	Inspiration
<p>Compose to a Vertical Rhythm On the Web, vertical rhythm is contributed to by three factors: font size, line height and margin or padding. All of these factors must be calculated with care in order that the rhythm is maintained. 04.Dec.2008</p>	<p>960 Grid System An effort to streamline web development workflow by providing commonly used dimensions, based on a width of 960 pixels. There are two variants: 12 and 16 columns, which can be used separately or in tandem. 04.Dec.2008</p>	<p>Geometry of Design The book focuses on the classic systems of proportioning, such as the golden section and root rectangles, as well as systems such as the Fibonacci Series. 04.Dec.2008</p>	<p>InDesign 8.5x11 Grid System (12) Adobe InDesign file with a grid system for an 8.5"x11" page that is divided into 12 columns and rows using the Rule of Thirds (Golden Ratio). Includes a 12pt baseline grid. 29.Nov.2008</p>	<p>UX Magazine A well designed collaborative site, with a very nice grid structure, that focuses on user experience. 02.Dec.2008</p>	<p>Ace Jet 170 AisleOne Athletics BBDK Blanka Build Corporate Risk Watch David Airey Dirty Mouse Experimenta Experimental Jetset Form Fifty Five Grafik Magazine Grain Edit Graphic Hug Helvetica Film I Love Typography Lamosca magCulture Mark Boulton Minimal Sites Monocle Neubau NewWork OK-RM Original Linkage Robin Uleman SampsonMay Schmid Today September Industry Sonifyer Soulellis Subtraction Swiss Legacy Thinking for a Living This Studio Toko Visuelle Xavier Encinas Year of the Sheep</p>
<p>Incremental leading In editorial design, there is a technique used for sidenotes and boxouts that aligns to the baseline grid, or vertical rhythm. It's called incremental leading. 03.Dec.2008</p>	<p>Graph Paper by Konigi This graph paper is made for visual designers, interaction designers, and information architects. You'll find styles for wireframing, story boarding, plotting values and for drafting sitemaps. 03.Dec.2008</p>	<p>The Typographic Grid We consider this to be the academic part two to "Grid Systems." Hans Rudolf Bosshard tackles a deeper understanding of the complex grid. 30.Nov.2008</p>	<p>InDesign 11x17 Grid System (12) Adobe InDesign file with a grid system for an 11"x17" page that is divided into 12 columns and rows using the Rule of Thirds (Golden Ratio). Includes a 12pt baseline grid. 29.Nov.2008</p>	<p>Doane Paper Utility Notebook A portable notebook featuring a patent pending Grid+Lines stationery design that combines the benefits of grid and ruled lines onto a single sheet of paper. 28.Nov.2008</p>	
<p>Applying Divine Proportion to Your Web Designs This article explains what is the Divine proportion and what is the Rule of Thirds and describes how you can apply both of them effectively to your designs. 01.Dec.2008</p>	<p>Syncotype Syncotype is a simple tool to help align your text to a baseline grid. Enter your line height and offset in pixels in the Syncotype control box and click "Syncotype it" to overlay a baseline grid in red. 01.Dec.2008</p>	<p>Grid Systems Grid Systems provides a rich, easy-to-understand overview and demonstrates a step-by-step approach to typographic composition. 21.Nov.2008</p>	<p>Photoshop 975px Grid System (12) Adobe Photoshop file with a grid system for a 975px wide page that is divided into 12 columns and rows using the Rule of Thirds (Golden Ratio). Includes a 16px baseline grid. 29.Nov.2008</p>	<p>Replica Typeface Replica is a new typeface by Norm that was designed on a strict grid system. Available in the following weights: Regular, Italic, Light, Light Italic, Bold and Bold Italic. 21.Nov.2008</p>	
<p>View All Articles →</p>	<p>View All Tools →</p>	<p>View All Books →</p>	<p>View All Templates →</p>	<p>View All Blog Posts →</p>	



C H L O Ë G R A C E M O R E T Z

if i stay

BASED ON THE BEST-SELLING NOVEL

NEW LINE CINEMA and METRO-GOLDWYN-MAYER PICTURES present a DO NOW PICTURES production "IF I STAY"
 CHLOË GRACE MORETZ MIRIELLE ENSO JOSHUA LEONARD and STACY KEACH with NESTOR PEREIRA opposite LINDA COHEN DIRECTOR MONIQUE PROUDHOMME COSTUME DESIGNER KEITH HENDERSON PRODUCED BY BRENT THOMAS DIRECTED BY JOHN DE GORMAN ASC
 EXECUTIVE PRODUCERS DENISE DI NOVI GAYLE FORBMAN BRAD VAN ABRAGON PRODUCED BY GAYLE FORBMAN SCREENPLAY BY SHAUNA CROSS PRODUCED BY ALISON GREENSPAN, DANA
 PRODUCED BY R.J. CUTLER

#IfIStay AUGUST 22 fb.com/ifistay

spring season

March 17 – June 17, 2006

april

Saturday, April 1 • 8PM
Henry Threadgill's Zoid
 Palace of Fine Arts Theatre
 \$53/\$38/\$30/\$25

Friday, April 7 • 8PM
Il Jazz Italiano
 Enrico Rava and Stefano Bollani, Enrico Pieranunzi
 Herbst Theatre
 \$51/\$36/\$30/\$25

Saturday, April 8 • 8PM/2PM
 Family Matinee
John Pizzarelli; Taylor Eigsti and Julian Lage Duo
 Herbst Theatre
 \$59/\$44/\$35/\$25
 Family Matinee \$15 adult/\$10

Sunday, April 9 • 2PM
Robert Glasper Trio
 Florence Gould Theatre,
 Legion of Honor
 \$25 GA

Mondays, April 10, 17, 24
 6PM–8PM
Discover Jazz on Film Course: A Survey of Jazz/Noir

Jewish Community Center of San Francisco
 \$35 SJJAZZ & JCC Members
 \$55 general, includes materials
 \$25 individual class in advance
 or at the door

Friday, April 14 • 8pm members only
 Saturday, April 15 • 7pm
SFJAZZ Collective
 Herbst Theatre
 \$53/\$48/\$32/\$25 4/14
 \$60/\$55/\$38/\$25 4/15 and 4/16

Friday, April 21 • 8PM
Sacred Space II
 Pharoah Sanders, solo
 Grace Cathedral
 \$41 VP/GA/\$25 GA

Friday, April 28 • 8PM
80th Birthday Tribute
 Randy Weston's African Rhythms of Morocco
 Herbst Theatre
 \$53/\$38/\$30/\$25

Saturday, April 29 • 8PM
Maria Rita
 Masonic Center
 \$75/\$60/\$47/\$37/\$25

Sunday, April 30 • 7PM
75th Birthday Celebration
 Dewey Redman Quartet
 Herbst Theatre
 \$53/\$38/\$30/\$25

may

Friday, May 5 • 8PM
João Bosco
 Herbst Theatre
 \$59/\$44/\$35/\$25

Saturday, May 6 • 8PM
Generations of Piano Trio
 Kenny Barron Trio, Danilo Pérez Trio
 Herbst Theatre
 \$59/\$44/\$35/\$25

Sunday, May 7 • 7PM
Bebop Legend: Phil Woods Quintet
 with Bill Charlap, Brian Lynch, Steve Gilmore and Bill Goodwin
 Herbst Theatre
 \$59/\$44/\$35/\$25

Friday, May 12 • 8PM
Solo Piano
 Gonzalo Rubalcaba, solo
 Herbst Theatre
 \$63/\$50/\$38/\$25

Saturday, May 13 • 8PM
Latin Jazz Master I
 Ray Barreto
 Herbst Theatre
 \$53/\$38/\$30/\$25

Sunday, May 14 • 7PM
Mother's Day Magic
 Jimmy Scott
 Herbst Theatre
 \$59/\$44/\$35/\$25

Friday – Sunday, May 19 – 21
Jazz/Noir Film Festival
 Balboa Theatre
 \$10 individual Film
 \$45 Festival Pass
 good for all screenings

June

Saturday, June 3 • 8PM
Fat Albert: Live Jazz - Classic Carbons
 SFJAZZ 4th Star High School Ensemble w/special guest Joshua Redman
 Palace of Fine Arts Theatre
 \$15 GA/\$10 GA ages 18 and under

Saturday, June 10 • 7PM & 9:30PM
Jazz Tap: Up Close & Personal
 Savion Glover
 Herbst Theatre
 \$75/\$60/\$40/\$25

Sunday, June 11 • 2PM
Shelly Berg Trio
 Florence Gould Theatre,
 Legion of Honor
 \$25 GA

Sunday, June 11 • 7PM
Latin Jazz Master II
 Paquito D'Rivera Quintet
 Herbst Theatre
 \$59/\$44/\$35/\$25

Friday, June 16 • 8PM
Baaba Maal
 Masonic Center
 \$75/\$60/\$47/\$37/\$25

Saturday, June 17 • 2PM
Kenny Werner and Claudia Villa
 Florence Gould Theatre,
 Legion of Honor
 \$25 GA

feb/mar

Thursday, February 23, 28,
 March 1, 4, 21 • 8PM–8PM
Discover Jazz: History and Appreciation Course
 Jewish Community Center of San Francisco
 \$80 SFJAZZ & JCC members
 includes materials
 \$100 general, includes materials
 \$25 individual class in advance
 or at the door

Friday, March 10
21st Century Jam
 SFJAZZ Gala 2006
 Honoring the SFJAZZ Collective
 St. Regis Hotel
 Tables of 10 \$10,000 and \$5,000
 Individual tickets \$300
 Benefactor tickets \$500 and \$1,000

Friday, March 17 • 8PM
Sacred Space I
Le Mystère Des Voix Bulgares
 Grace Cathedral
 \$44 VP/GA/\$25 GA

Saturday, March 18 • 8PM
Eartha Kitt
 Masonic Center
 \$77/\$62/\$47/\$37/\$25

Sunday, March 19 • 8PM
Solo Piano
 Keith Jarrett, solo
 War Memorial Opera House
 \$110/\$75/\$50/\$45/\$30

Friday, March 24 • 8PM
Chris Botti: David Sanborn
 Masonic Center
 \$77/\$62/\$47/\$37/\$25

Saturday, March 25 • 8PM
New Orleans Patriarch
 Ellis Marsalis Quartet
 Herbst Theatre
 \$65/\$50/\$30/\$25

Sunday, March 26 • 8PM
The New Dutch Masters
 ICP Orchestra
 Great American Music Hall
 \$36 VP/GA/\$25 GA

Friday, March 31 • 8PM
New Orleans: Now and Then
 Irvin Mayfield and the New Orleans Jazz Orchestra
 Palace of Fine Arts Theatre
 \$53/\$38/\$30/\$25

sfjazz



Design Lecture Series
Portland State University
Art Department

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Paul Rand

with Lewis Blackwell

Shattuck Hall • 7:00 pm

March 30, 2011

With wit and wisdom, Blackwell dissects the patterns of Rand's use of typography throughout his brands, book covers, and advertising work.



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.



Crime Blotter

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00 Noun Found Smothered
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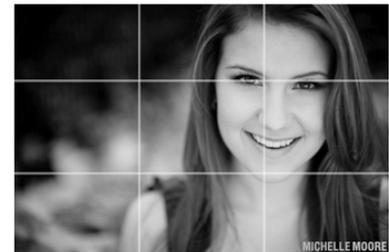
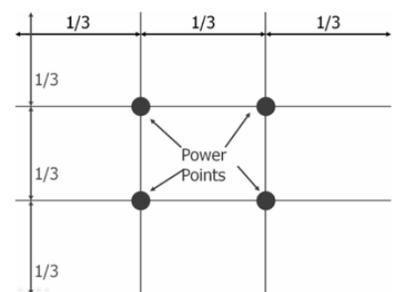
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Design Blog 2016

Weekly posts. Most recent post will be at top of page.
Scroll to bottom of page to see all posts in this reverse chronological order.

Rule of Thirds (a.k.a. The Power of Thirds)

9/17/2016 0 Comments



The rule of thirds is a guideline which applies to the process of composing visual images such as designs, films, paintings, and photographs. The guideline proposes that an image should be imagined as divided into nine equal parts by two equally-spaced horizontal lines and two equally-spaced vertical lines, and that important compositional elements should be placed along these lines or their intersections. Proponents of the technique claim that aligning a subject with these points creates

Fall 2016

> Credit only if sample provided for every weekly blog post.
> Graded at end of the semester.
Required for ART-2413.
Extra credit for all other courses.

INSTRUCTIONS



PE CE



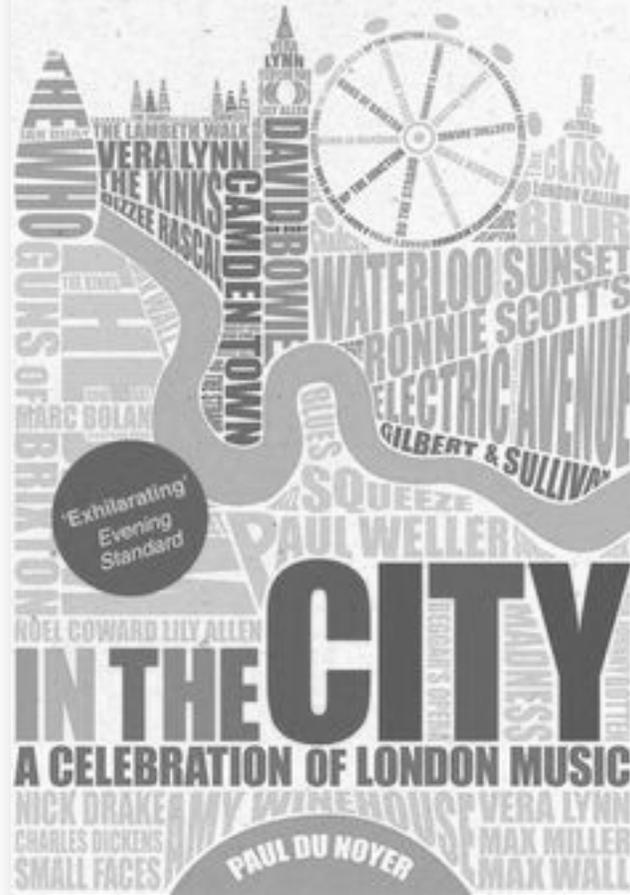
© Design: Armando Milani

W R

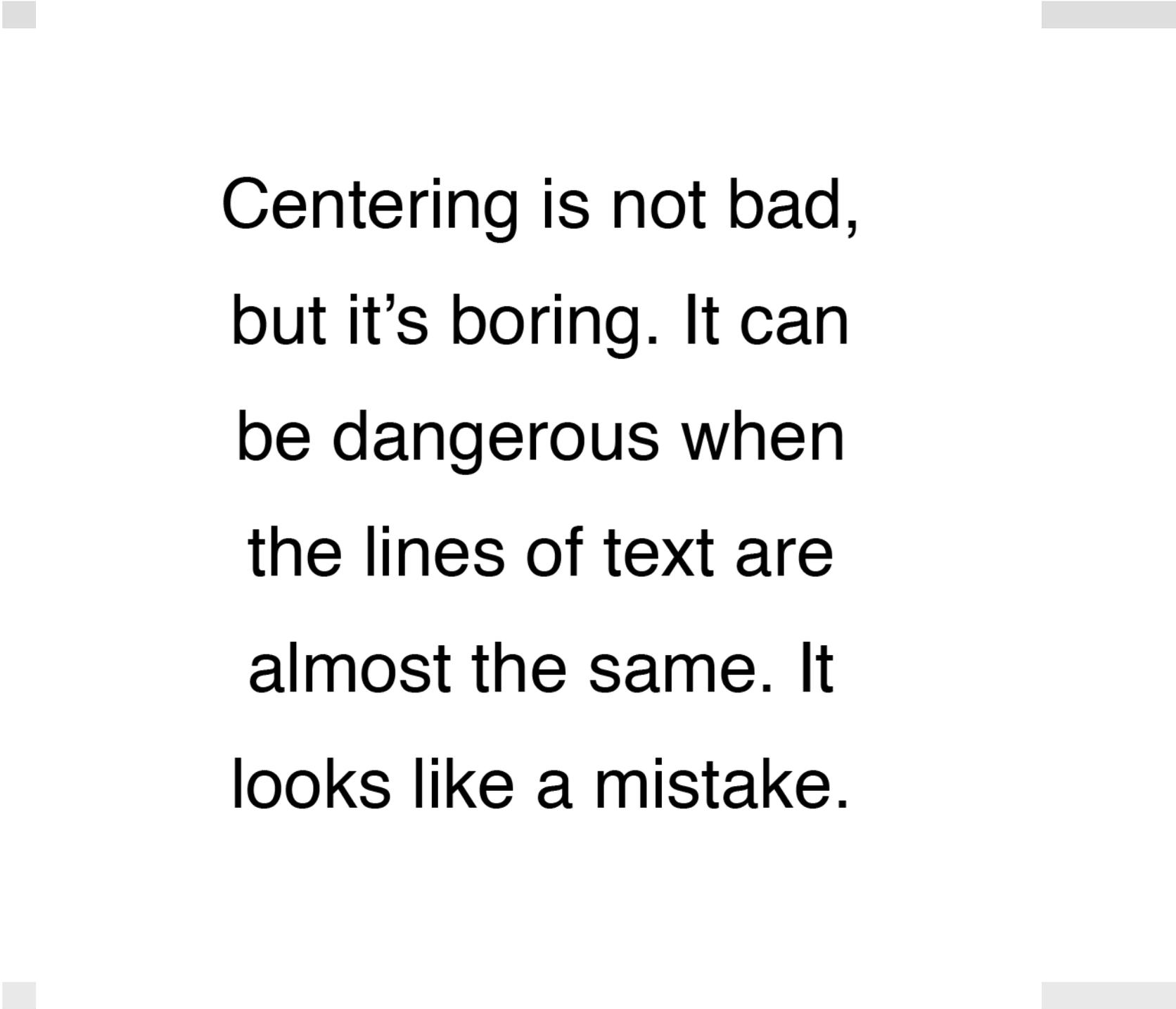


United Nations:
Translating
War into Peace

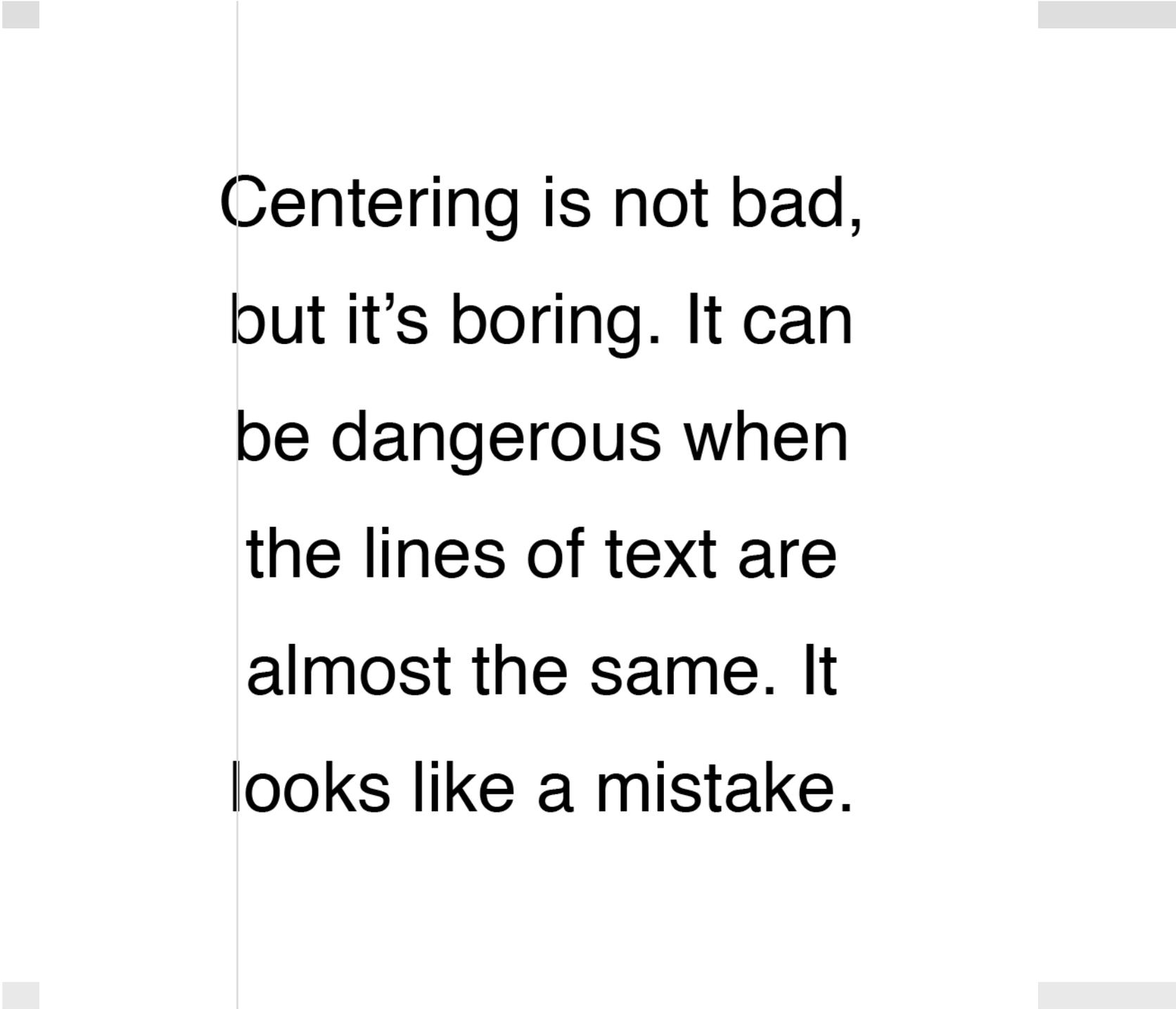
The Sunday Times Music Book of the Year



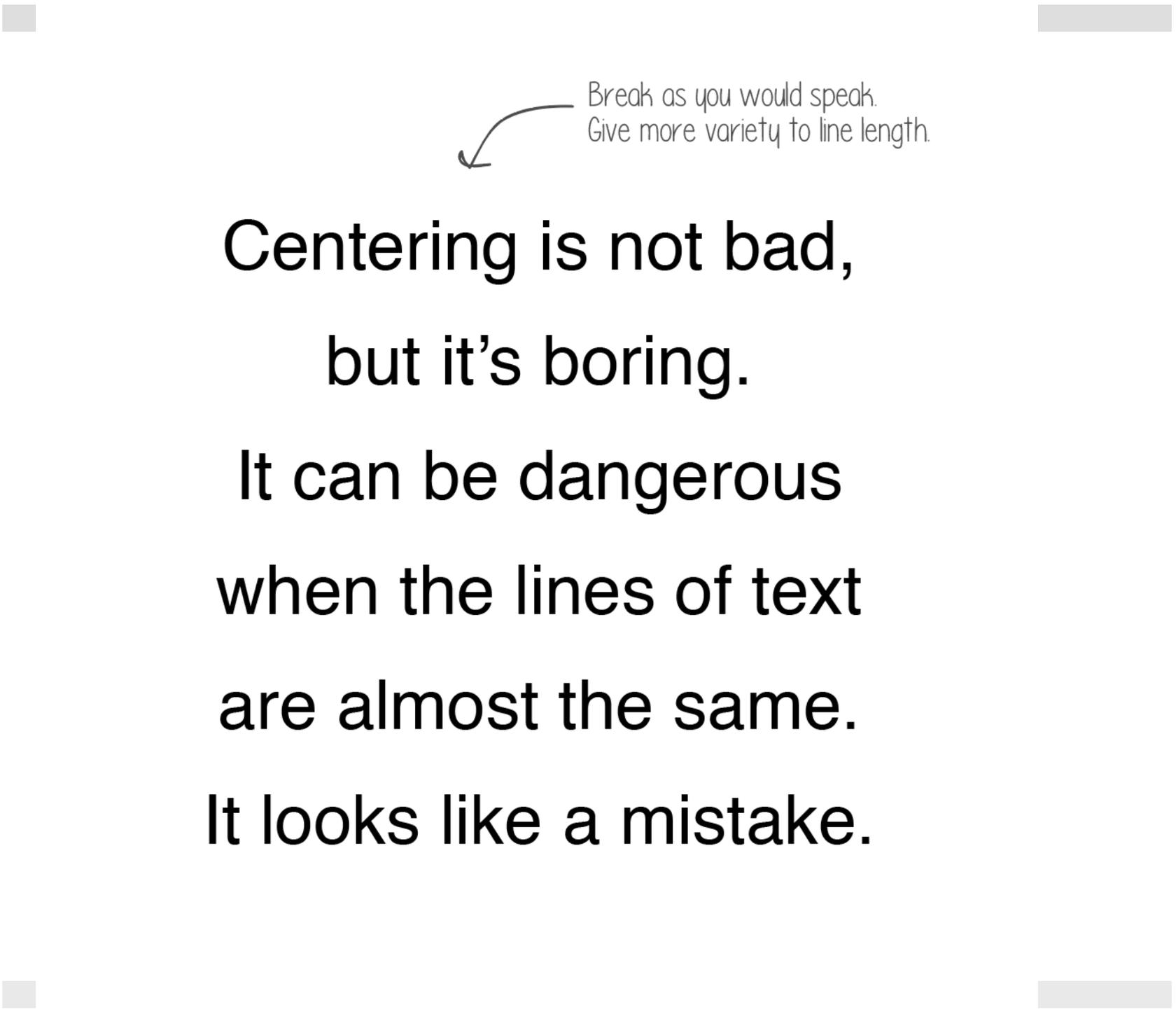
Centering is not bad,
but it's boring.



Centering is not bad,
but it's boring. It can
be dangerous when
the lines of text are
almost the same. It
looks like a mistake.



Centering is not bad,
but it's boring. It can
be dangerous when
the lines of text are
almost the same. It
looks like a mistake.



Break as you would speak.
Give more variety to line length.



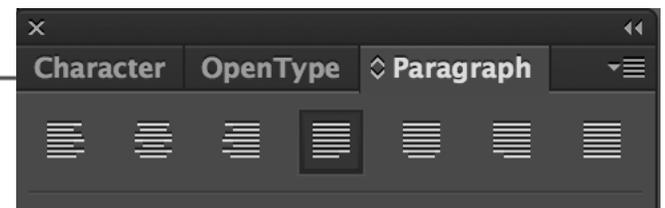
**Centering is not bad,
but it's boring.**

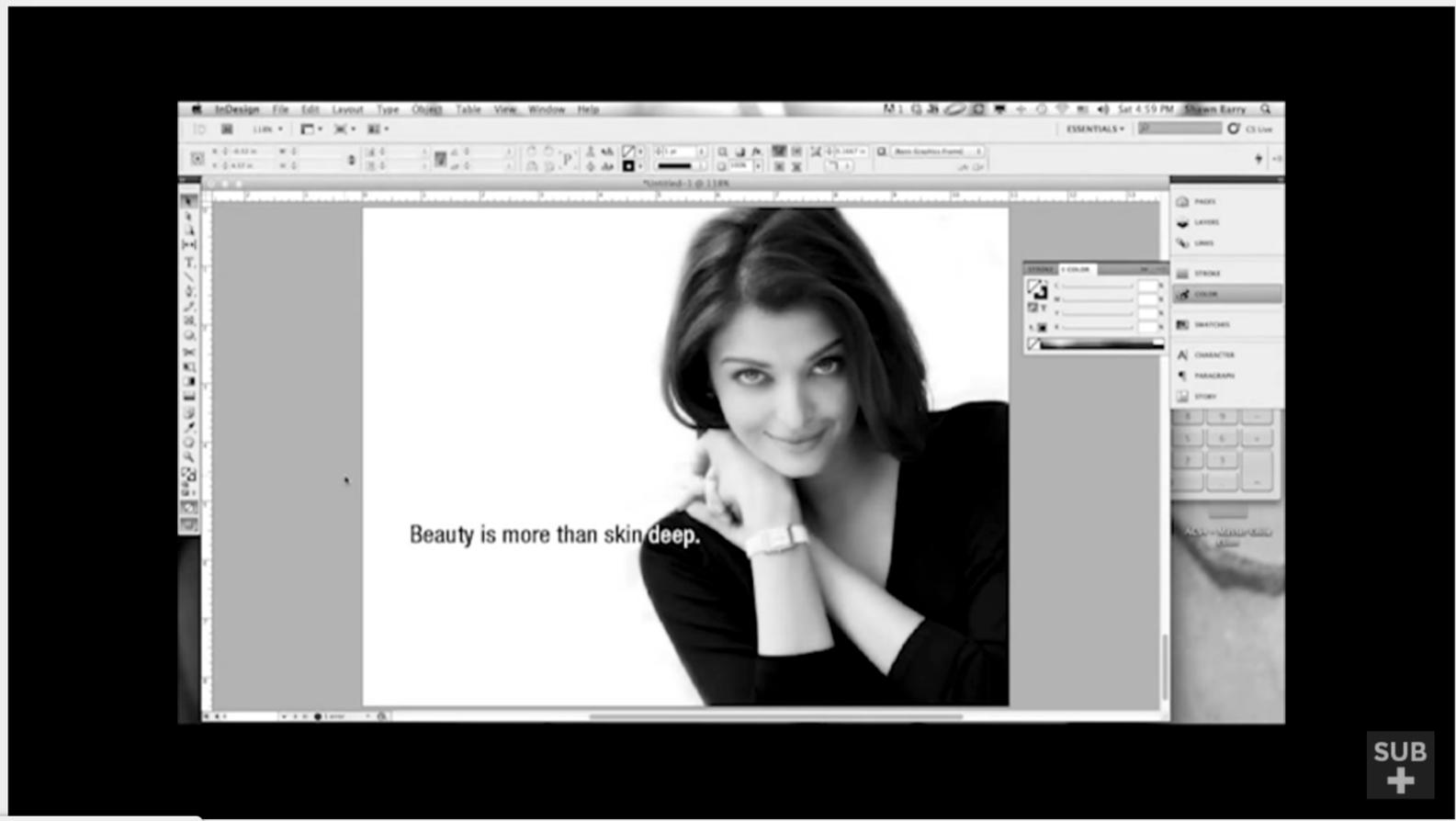
**It can be dangerous
when the lines of text
are almost the same.
It looks like a mistake.**

Centering is not bad, but it's boring. It can be dangerous when the lines of text are almost the same. It looks like a mistake.



Or Full Justify (not Force).
Be very careful of odd spacing.





QuickTime Player

Graphic Design Tutorial: Designing to a grid.

 Shawn Barry, Creative
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Do not use typefaces that are too similar.

Myriad Pro

Do not use typefaces that are too similar.

Helvetica Regular

Do not use typefaces that are too similar.

Arial Regular

Do not use typefaces that are too similar.

Myriad Pro

Do not use typefaces that are too similar.

Helvetica Regular

Do not use typefaces that are too similar.

Arial Regular

Do not use typefaces that are too similar.

Futura Medium

Do not use typefaces that are too similar.

Century Gothic

VERY



But different sans serif can work together.
Helvetica Regular

But different sans serif can work together.
Futura Condensed Medium

BUT DIFFERENT SANS SERIF CAN WORK TOGETHER.
PIXIMA REGULAR

Sans serif and serif work well together.
Helvetica Regular

Sans serif and serif work well together.
Garamond Regular

Do not use typefaces that are too similar.

Garamond

Do not use typefaces that are too similar.

Times New Roman

Do not use typefaces that are too similar.

Bodoni

Do not use typefaces that are too similar.

Caslon

Do not use typefaces that are too similar.

Georgia

*If one typeface is "loud",
then have something quiet next to it.*
Hawaii Lover

Sans serif is monotone.
It is quiet in regular face.
Helvetica Regular

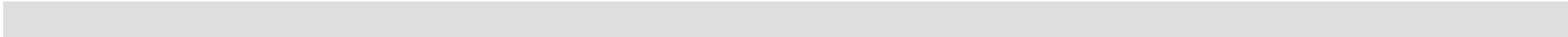
*If one typeface is "loud",
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Hawaii Lover

YOU CAN TRY THE SANS SERIF IN ALL
CAPS FOR ONE CONSTANT SHAPE.

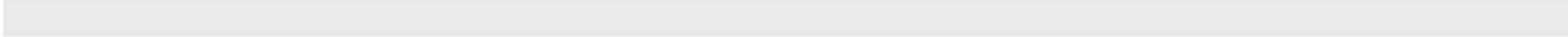
YOU CAN TRY THE SANS SERIF IN ALL
CAPS FOR ONE CONSTANT SHAPE.

all lowercase is more approachable,
but it makes the eye go up and down.

BIG TEXT CAN BE
GOOD BUT NOT
WHEN IT ALL
YELLS AT YOU.
TOO MUCH OF A
GOOD THING IS
STILL TOO MUCH.



but don't make things so tiny I can't read them.



If you make something larger,
then do not be subtle. It will
look like a mistake.

If you make something larger,
REALLY DO IT.

TRACK TITLES

track titles

TRACK TITLES

track titles

 you don't need to begin all "sentences" with a capital letter

but do not have a lot of text that is tracked heavily. this is tiresome to read even though it looks lovely from afar. no matter how cool something looks, it needs to be legible and cannot challenge the reader too much.

same with leading. reducing the leading can be very cool, but do not do this if you need the reader to actually get through the text comfortably.

instead, consider increasing
leading. the more space,
the more encouraging it is to
read.

 but NO WIDOWS!!!!!!

instead, consider increasing
leading. the more space,
the more encouraging it is
to read.



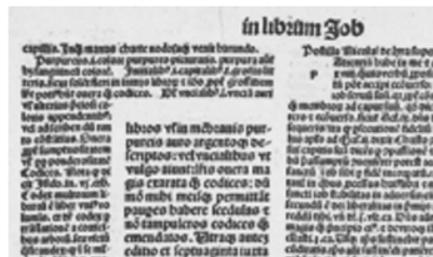
LETTER

The only good letter is a red letter



TEXT

Sometimes more than 140 characters



GRID

It's hip to be a square

ANATOMY

SIZE

SCALE

TYPE CLASSIFICATION

TYPE FAMILIES

SUPERFAMILIES

CAPS AND SMALL CAPS

MIXING TYPEFACES

NUMERALS

PUNCTUATION

TYPEFACE DESIGN

Project: Letterforms

FONT FORMATS

KERNING

TRACKING

Project: Space and Meaning

LINE SPACING

ALIGNMENT

Project: Alignment

VERTICAL TEXT

MARKING PARAGRAPHS

ENLARGED CAPITALS

HIERARCHY

Project: Hierarchy

Project: Long Lists

GOLDEN SECTION

SINGLE-COLUMN GRID

MULTICOLUMN GRID

MODULAR GRID

Project: Modular Grid

Consider breaking text
where it would seem to if
somebody were speaking. If
there would be a pause or
continuation, attempt to do
this visually also.

Consider breaking text
where it would seem to if
somebody were speaking.
If there would be a pause or
continuation, attempt to do
this visually also.

The back of package labels can be really boring because of the information delivery and legal constraints. **IT'S OK.**

The challenge is to make it interesting without being CRAZY.


Old Spice
HIGH ENDURANCE
— DEODORANT —

CONTAINS ODOR-FIGHTING "ATOMIC ROBOTS"
THAT "SHOOT LASERS" AT YOUR "STENCH
MONSTERS" AND REPLACES THEM WITH
FRESH, CLEAN, MASCULINE "SCENT ELVES."

DIRECTIONS: Twist up product. Apply to
underarms only. Use daily for best results.

WARNINGS: DO NOT APPLY TO BROKEN SKIN.
IF RASH OR IRRITATION DEVELOPS,
DISCONTINUE USE. USE ONLY AS DIRECTED.
KEEP OUT OF REACH OF CHILDREN.

INGREDIENTS: DIPROPYLENE GLYCOL, WATER,
PROPYLENE GLYCOL, SODIUM STEARATE,
FRAGRANCE, PPG-3 MYRISTYL ETHER,
TETRASODIUM EDTA, VIOLET 2, GREEN 6.

 **QUESTIONS?**
1-800-677-7582
www.oldspice.com

Dist. by PROCTER & GAMBLE,
CINCINNATI, OH 45202.



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6154TN

IN THE WORLD OF GOOD SMELLINGNESS,
WOLFTHORN IS THE PRESIDENTLORD.
Who knew the wild scent of WOLFTHORN Body
Wash could help to battle stinky body problems?
Maybe Aristotle or talking owls knew, but definitely
not regular people or dumb owls.

DANS L'UNIVERS DES PARFUMS ENIVRANTS,
WOLFTHORN EST LE MAÎTRE TOUT PUISSANT.
Qui aurait cru que le parfum sauvage du nettoyant pour
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un singe savant le savaient, mais certainement pas le
commun des mortels ni un vieux macaque.



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SODIUM LAURYL SULFATE, SODIUM
CHLORIDE, FRAGRANCE/PARFUM,
COCAMIDOPROPYL BETAINE, SODIUM
BENZOATE, CITRIC ACID, DISODIUM EDTA,
METHYLCHLORISOTHIAZOLINONE,
METHYLISOTHIAZOLINONE,
BLUE 1, RED 33.



Questions? 1-800-925-0633
www.olds Spice.com
www.olds Spice.ca

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TORONTO, ON M9W 1C5



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(L) 6 1345 395 JB

Swagger body wash from Old Spice is for the man who holds the complete works of Aristotle in one hand, and a delicious sandwich in the other. Swagger's subtle scent transforms your skin to feel like a smooth and hydrated* playing field where confidence scores the winning touchdown.



Swagger

INGREDIENTS: WATER, SODIUM LAURETH SULFATE, SODIUM SULFATE, SODIUM LAURYL SULFATE, FRAGRANCE, COCAINE



INGREDIENTS/INGREDIËNTEN/INGREDIËNTS/ΥΨΙΤΑΚΑ: Sodium Lauroyl Isethionate, Stearic Acid, Sodium Palmate, Aqua, Lauric Acid, Sodium Isethionate, Sodium Stearate, Cocamidopropyl Betaine, Sodium Palm Kernelate, Parfum, Glycerin, Sodium Chloride, Zinc Oxide, Tetrasodium EDTA, Tetrasodium Eldronate, Alumina, Alpha-Isomethyl Ionone, Benzyl Alcohol, Butylphenyl Methylpropional, Citronellol, Coumarin, Hexyl Cinnamal, Limonene, Linalool, CI 77891.

Testé dermatologiquement - Testado dermatologicamente - Dermatologisch bestätigt

D Unilever Deutschland, Hamburg (Tel: 0180-2258278 / 6ct/Anruf, Mobilfunk max. 42ct/Min.) - A Unilever Austria, 1023 Wien (Tel: 0800-208526 / Nulltarif) - CH Unilever Schweiz, 8240 Thayngen (Tel: 0848-850010 / Normaltarif) - UK Unilever UK, Freeport, Admiral 1000, London SW16 2XK (Call free 0800 085 15 48) - IRL Unilever Ireland, Cyprus, Dublin 24, Parnell Centre 1952 48 40 60 - F Unilever France, 93943 Rueil-Malmaison Cedex, Dove Relation Consommateurs 09 69 32 04 08 (appel non surtaxé) - I Unilever Italia Mkt Operations S.r.l. - Milano (Numero verde: 800-800121) - B Unilever Belgium, Humaniteitsaanbod de Humanite 292, 1190 Brussels-Bruxelles, Tel: 078-15 22 15 (Verkoop tarief/Tarif réduit) - NL Unilever Nederland B.V., Rotterdam (nie gratis) 900-099197 - S Unilever Sverige AB, Solna, Tel: 020-78 01 44 - DK Unilever Danmark A.S. 2300 København S, Tlf. 70277784 - N Ved salg i Norge: Lilleborgas, Oslo, Tlf. 800 33 444 - FIN Unilever Finland Oy, PL 560, 00101 Helsinki, Puh. 01000-2255 - E Unilever España S.A., C/ Tecnología, 19, 08840 Viladecans (Barcelona), (Tel: 900 81 25 10) - P Unilever Indonesia Marketing, Ltd., Lemp. Montenegro, Mekarsetiahas, 1, 1099-Cari USJ/CA (Tel: 800 800 391) Centro de atendimento local, das 08h das 10h às 17h Fabricada na Alemanha - GR EMALZ-UNILEVER HELLAS A.E. 15125 Marousi, P.O. Box Katsiakomiti 800-11-99099 - CY Unilever, Tseretis, Cyprus, Tel: 2254 - Kouvoussis, tel: 22527999 - ANZ Unilever Australasia, 20 Cambridge St Epping NSW 2101 Australia 1800 061 027, 486 Jackson St Petone, 5072 New Zealand 0800 198 806

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Dove

art 12/1094
35

beauty cream bar
pain de toilette - waschtuch - pastilla limpiadora
αφριστικό μπουρνούκι

Dove



beauty cream bar

moisturising cream - feuchtigkeitscreme
de crème hydratante - fuktighetscrème
hydraterende crème - kosteusvoideita
de crema hidratante - di crema idratante
de crema hidratante - ενυδατική κρέμα

beauty cream bar
beauty cream bar - sabonete de beleza - detergente
di bellezza - wastablet - tvål - palisappiia

Dove

Dove[®]



pink/rosa

Beauty bar for deep moisture/
hidratación profunda

Pretty in pink, this ultra mild formula
contains skin friendly moisturizers ...
so you just can't go wrong.

Brighten your day, and your bathroom,
and get even closer to smooth
moisturized skin every time you shower.
If only every decision in life were this easy.

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MAY BE PROTECTED BY ONE OR MORE OF THE FOLLOWING US PATENTS/PUEDA
SER PROTEGIDO POR UNO O VARIAS DE LAS PATENTES SIGUIENTES DE EEUU:
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-
- ▣ Visual Hierarchy
 - ▣ Grid, Grid, Grid:
LINE THINGS UP!
 - ▣ Power (Rule) of Thirds
 - ▣ Typography
 - ▣ **DON'T**: Too Similar
 - ▣ **DON'T**: Too Big or Too Small
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 - ▣ Appeal On Shelf:
Package ≠ Page
 - ▣ Exercises
-


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K97
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art 12/1094
35

pain de toilette - waschtuch - pastilla limpiadora
αψιδιοδμινου ομορφιας
beauty cream bar



beauty cream bar
beauty cream bar - sabonete de beleza - detergente
di bellezza - wastablet - tvål - palisappiia



Dove[®]



pink/rosa

Beauty bar for deep moisture/
hidratación profunda

Pretty in pink, this ultra mild formula
contains skin friendly moisturizers ...
so you just can't go wrong.

Brighten your day, and your bathroom,
and get even closer to smooth
moisturized skin every time you shower.
If only every decision in life were this easy.

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-
- ▣ Visual Hierarchy
 - ▣ Grid, Grid, Grid:
LINE THINGS UP!
 - ▣ Power (Rule) of Thirds
 - ▣ Typography
 - ▣ **DON'T**: Too Similar
 - ▣ **DON'T**: Too Big or Too Small
 - ▣ **DO**: Kerning and Leading
 - ▣ **DO**: Caps, lowercase, weights
 - ▣ Appeal On Shelf:
FRONT OF Package ≠ Page
 - ▣ Exercises
-





-
- ▣ Visual Hierarchy
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-

EXERCISE 1: Project 1 examined

- ▣ Place tracing paper over the flat art from Project 1.
 - ▣ Using a straightedge, see how things line up.
-

EXERCISE 1: Project 1 examined

- ▣ Now open your file on the computer.
 - ▣ View: Rulers so you can pull guides.
See how things line up while you're working.
-

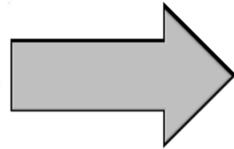
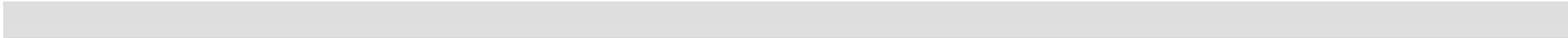
EXERCISE 1: Project 1 examined

- ▣ Back to your flat art. Consider the “front” and “back” as separate entities.
 - ▣ Using tracing paper, write down what you see first, second, third, etc.
If you have artwork that wraps around the can, this can be considered too in the hierarchy.
-

EXERCISE 1: Project 1 examined

- ▣ Consider the directions I told you.
 - ▣ You can adjust the UPC. Not just creatively. I explained and showed you that it could be much shorter.

5. Read in regards to UPC code size and positioning. Research creative UPC codes too (beyond what will be shown in class)!



EXERCISE 1: Project 1 examined

- ▣ Consider the directions I told you.
 - ▣ You can adjust the UPC. Not just creatively. I explained and showed you that it could be much shorter.
 - ▣ Also be aware of visual tension!
-



You know that visual tension is powerful.
You know that visual tension is caused by
shapes being uncomfortably close.

SO FIX IT.



EXERCISE 1: Project 1 examined

▣ Consider the directions I told you.

4. Any of the legal labeling (Net Wt., Ingredients, and Warning) must follow FDA standards. For this project, please put all of this information in a condensed sans serif like Arial or Helvetica at a similar point size to what is on the Barbasol bottle (figure it out). See links above regarding FDA Food Labeling.
-

EXERCISE 1: Project 1 examined

▣ Consider the directions I told you.

- You may use ALL CAPS on anything you would like if it aids to your design; however, the Ingredients and Caution must stay in all caps as shown.

BIG TEXT CAN BE
GOOD BUT NOT
WHEN IT ALL
YELLS AT YOU.
TOO MUCH OF A
GOOD THING IS
STILL TOO MUCH.

EXERCISE 2: Evaluating designs

- All of the following designs are located on my Pinterest page “Package Design Labels”.
 - The link is on our FB page. Go here.
-

Package Design Labels

52 Pins
33 Followers



Save a Pin

products-a78364b.png (923x692) Saved from dollarshaveclub... +1

dollar_shave.jpg (900x900) Saved from packworld.com +1

Dove-615.jpg (615x350) Saved from brandpackaging... +1

The-Man-Sagg+%281%29.JPG (1600x900) Saved from 2.bp.blogspot.com +1

original_294741-H76AVU0kLLOE-WnbV3Kt0xV.jpg (2000x1500) Saved from s3images.corofl... +1

Barbon-01.jpg (1240x827) Saved from 2.bp.blogspot.com +1

lovely-package-the-juice-cleanse-1.jpg (900x600) Saved from lovelypackage.c... +6

front-and-back-view.jpg (4961x2675) Saved from 9900105912raym... +1

lovely-package-generous.jpg (1000x849) Saved from lovelypackage.c... +25

2423.jpg (1956x360) Saved from netdna.webdest... +4

... Saved from tw007721-flywhe... +3

tumblr_o7w2gbAs5X1snpinmo1_1280.jpg (1280x720) Saved from 67.media.tumblr... +1

hair1.jpg (538x449) Saved from lovelypackage.c... +1

04_07_13_barral_1.jpg (700x350) Saved from static.squarespa... +1

Don+Chiku+%281%29.jpg (1500x1500) Saved from 3.bp.blogspot.com +1

Mas%2C%2820_w122X.jpg (1600x1227) Saved from 1.bp.blogspot.com +1

dermozinc_shampoo_packaging_by_gritiket-d3g400n.jpg... Saved from pre02.deviantart... +1

Baby04_860_8_860.jpg (860x573) Saved from payload120.carg... +1

heinz-farmer-market-01.jpg (850x488) Saved from 4.bp.blogspot.com +1

10_Pack_Spiral_Med_Range.jpg (1600x1108) Saved from warnersdesign.co... +1

apinya_01.jpg (1920x1200) Saved from apsaracreative.c... +2

11.jpeg (648x338) Saved from mydesigncentral... +1

HerbsOnly+(0).jpg (1600x1066) Saved from 3.bp.blogspot.com +2

oliveOil2.jpg (1063x1063) Saved from 1.bp.blogspot.com +1

tumblr_mocmr67MA1qhq1dao1_1280.jpg (1280x970) Saved from 67.media.tumblr... +1

Rogue-craft-beer.jpg (1110x736) Saved from flipflopdesign.c... +1

lovely-package-northcoast-1.jpg (1000x878) Saved from lovelypackage.c... +20

lovely-package-brains1.jpg (1000x999) Saved from lovelypackage.c... +7

salvador-coffee-roasters-01.jpg (1519x760) Saved from coffeepotters.c... +1

Hop-Federation-Core-Range_1024x1024.png (976x1024) Saved from cdn.shopify.com +75

lovely-package-morrison-laundry.jpg (1000x632) Saved from lovelypackage.c... +2

oliveOil2.jpg (1063x1063) Saved from 1.bp.blogspot.com +1

tumblr_mocmr67MA1qhq1dao1_1280.jpg (1280x970) Saved from 67.media.tumblr... +1

pack11b.jpg (1676x780) Saved from chadrobertsdest... +1

pack17g.jpg (1676x1370) Saved from chadrobertsdest... +1

lovely-package-juliao-jeo1.jpg +2

lovely-package-drip-macle-sirup-1.jpg (1000x795) Saved from +8

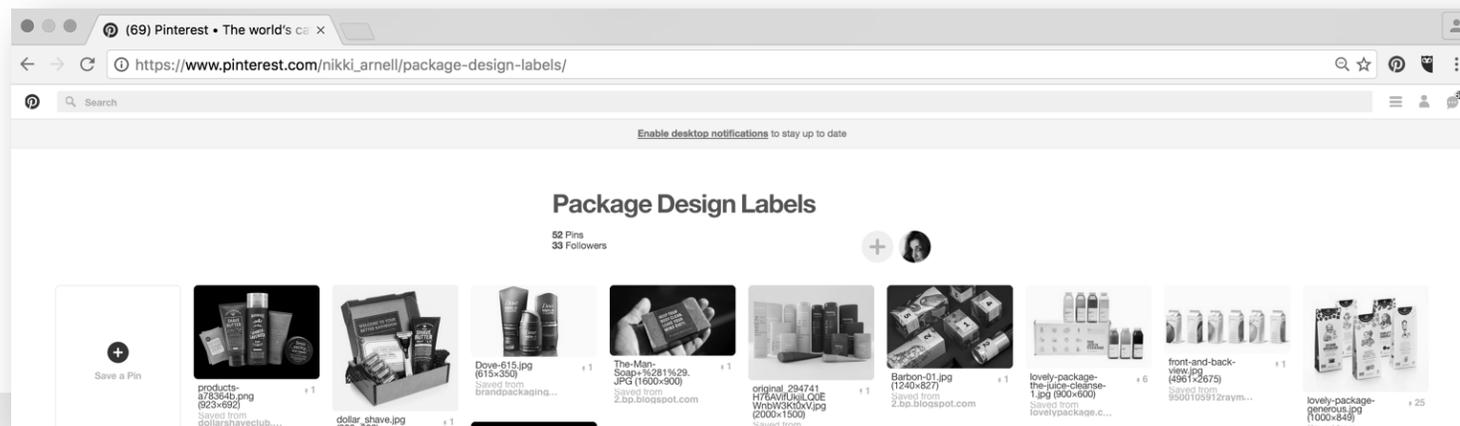
EXERCISE 2: Evaluating designs

- ▣ If you would like to explore a pin closer: select, then pull the pinned image to your desktop.
 - ▣ Open this in Photoshop to explore with guides. Evaluate hierarchy.
-

EXERCISE 2: Evaluating designs

□ Discuss:

- Centering vs. align right/left/full
- Visual hierarchy
- Type treatment
- Power of Thirds
- How form affects design
- Appeal on shelf
- Other?



EXERCISE 3: Soap boxes

- Get out your Palmolive soap box. Remove it from the white sheet if it is still attached.
 - Explore all that we've discussed. Consider it as both flat art and as the assembled package.
 - Discuss. TAKE NOTES!
-

EXERCISE 3: Soap boxes

- ▣ Open the dieline and the project sheet.
 - ▣ With attention to panel placement, copy in the legal (including UPC) and work with it.
 - ▣ Keep in grayscale and only worry about size and placement.
 - ▣ Review directions. Ask questions.
-

-
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