

To Quote A Phrase

An Investigation of Typography, Composition and Hierarchy

- Choose a quote from a favourite movie or TV show.
- The movie should be from a specific/distinct genre and have a distinct style that can be described in one or two words. For instance: Dumb and Dumber (Comedy) is “Goofy” and “Silly”. Marie Antoinette (Period Drama) is “Fancy” and “Old Fashioned”. The Terminator (Science Fiction) is “futuristic” and “scary”.
- The quote should be between 10 and 20 words-long but this is flexible.

To Start

- Open a 300 dpi 16” x 20” document in Photoshop.
- Type out the quote.
- Choose a font that reflects the same mood or style of the movie/quote. (try a few and be prepared to justify your choice)

Composition

- Make decisions about the text in order to fill the image area.
- It is suggested that you have a negative space-border (drag out ruler-guides)
- Change the size of certain words or lines of words to provide emphasis and visual interest.
- You will probably want to make each line (or maybe even, in some cases, each word, it’s own layer so that you can manipulate it as an isolated element.
- Think about how space can be used to frame (isolate) elements or give a reading “pause” to create emphasis.

Colour Scheme

- Choose a colour scheme that is appropriate for your text. Think about colour symbolism, tropes of the genre, or even colours that reflect the actual design of the movie (The Matrix = black and green, Marie Antoinette = creams and pinks).
- Remember the contrast (Both colour and value) is important not only for legibility but also for emphasis.
- Your colour scheme can be as simple or as complex as you like. Remember that the more complex it is, the more variables that you have to play with but it will be harder to create harmony and balance in your composition.

Visual Hierarchy

As much as this assignment is about thematic typography and composition, it is also equally about Visual Hierarchy. Visual Hierarchy is simply about communicating to your audience/viewer HOW you want your design to be read. What is more important, what is less important. What should be read and in what order. Size, space, colour, and value are the primary elements that are manipulated to reach this goal of clarity and precision.