

Hierarchy

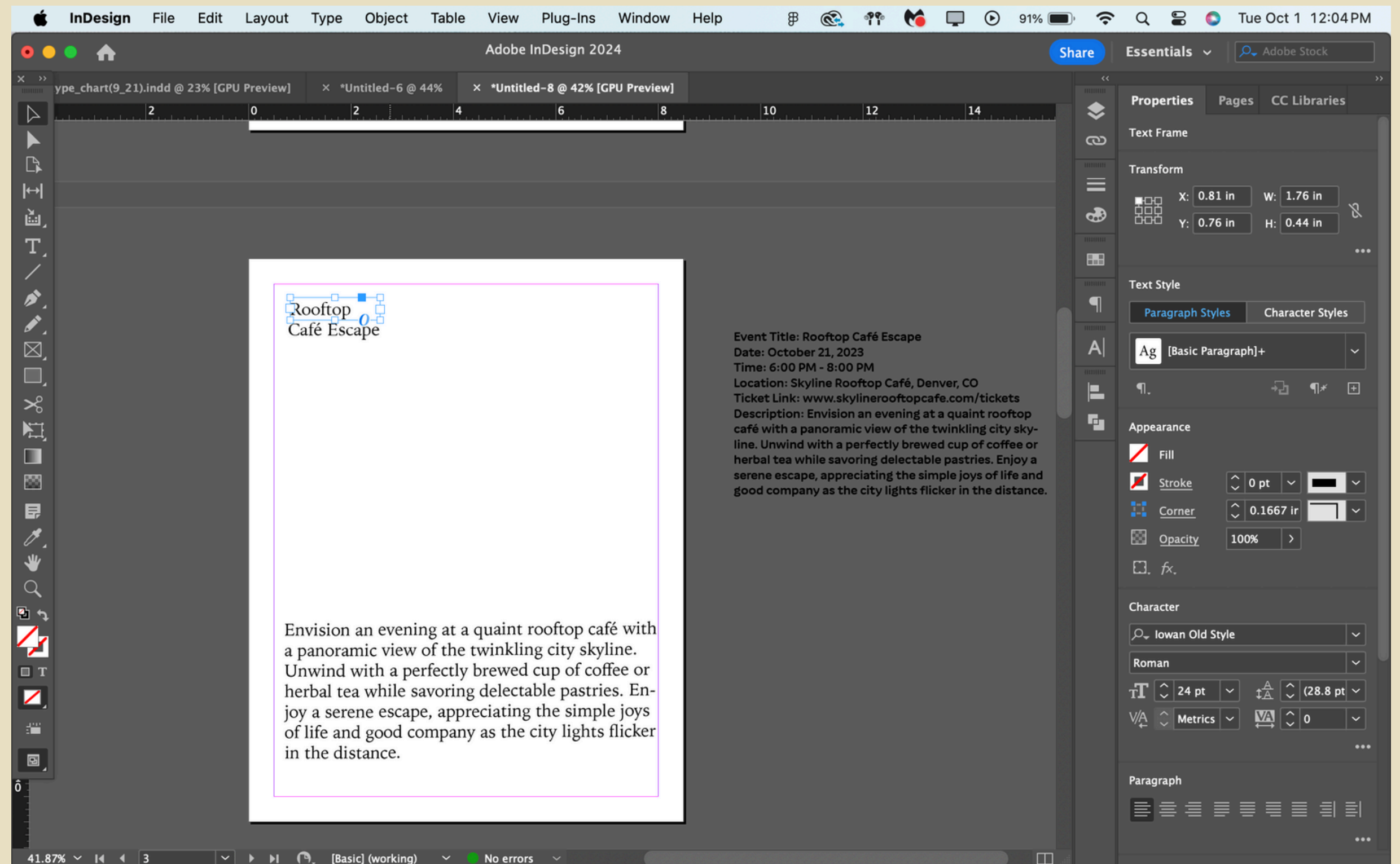
LILY SOUTHER

Exercise 4

GRDS 205

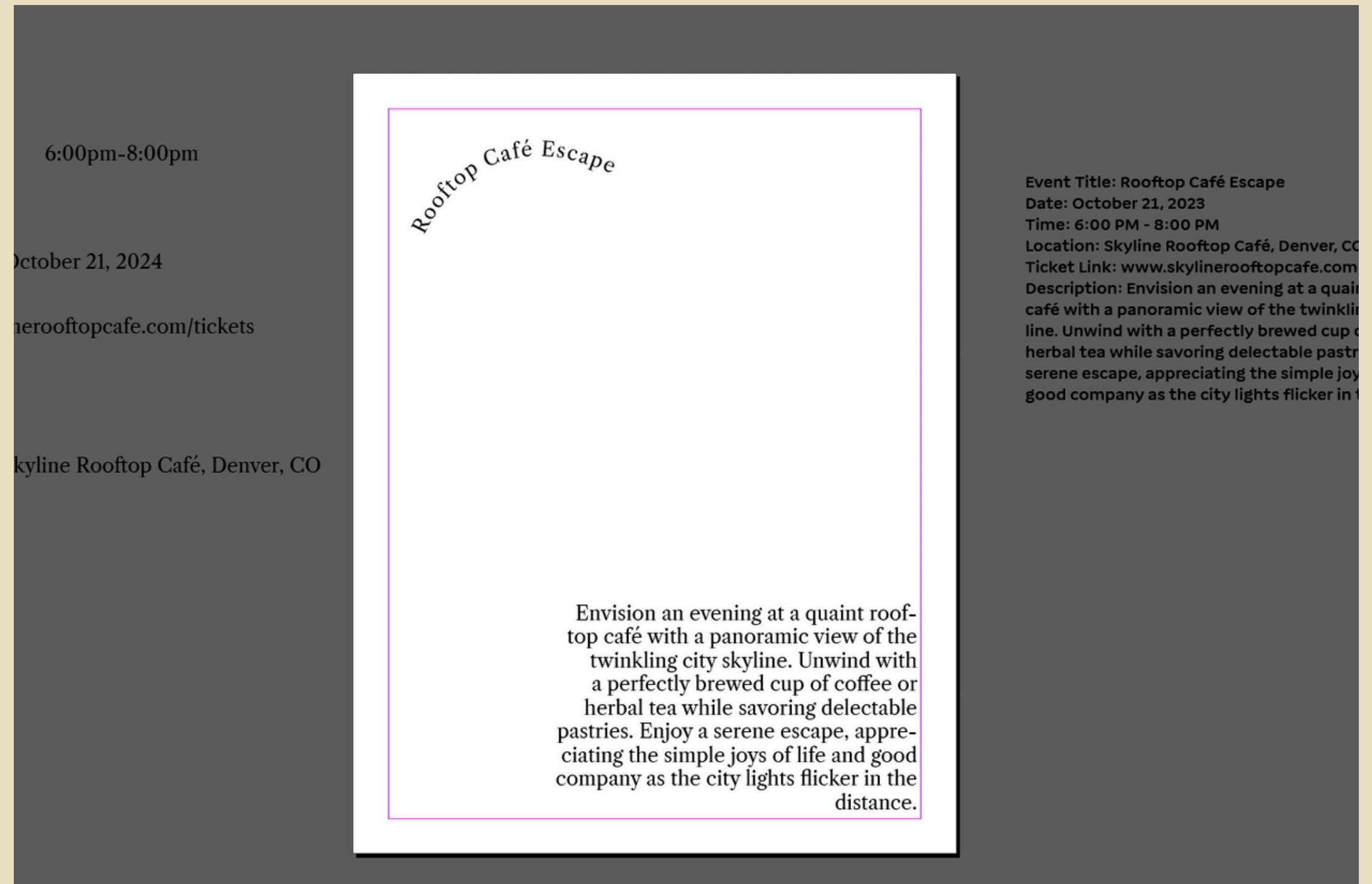
Progress Poster 1

I started working on poster 1 first because I knew it would be the hardest and take the longest. I really struggled picking a font that I liked but also matched the event I was promoting. Here you can see the very first early stages of trying to figure out the best hierarchy.



Progress Poster 1

As you can see, I didn't make much progress because I was so stumped so I decided to take a break and move on to poster 2.



Progress Poster 2

When creating poster 2, I think it was the easiest for me because I was so eager to adjust the sizes. This was because I was working on poster 1 for so long. I made everything lean to the right which was very interesting to me. I think it is very simple and modern but it gets the point across in a unique way.

ROOFTOP CAFE ESCAPE

October 21, 2024
6-8pm

Skyline Rooftop Café, Denver, CO
www.skylinerooftopcafe.com/tickets

Envision an evening at a quaint rooftop café with a panoramic view of the twinkling city skyline. Unwind with a perfectly brewed cup of coffee or herbal tea while savoring delectable pastries. Enjoy a serene escape, appreciating the simple joys of life and good company as the city lights flicker in the distance.

Progress Poster 2

When creating poster 2, I think it was the easiest for me because I was so eager to adjust the sizes. This was because I was working on poster 1 for so long. I made everything lean to the right which was very interesting to me. I think it is very simple and modern but it gets the point across in a unique way.

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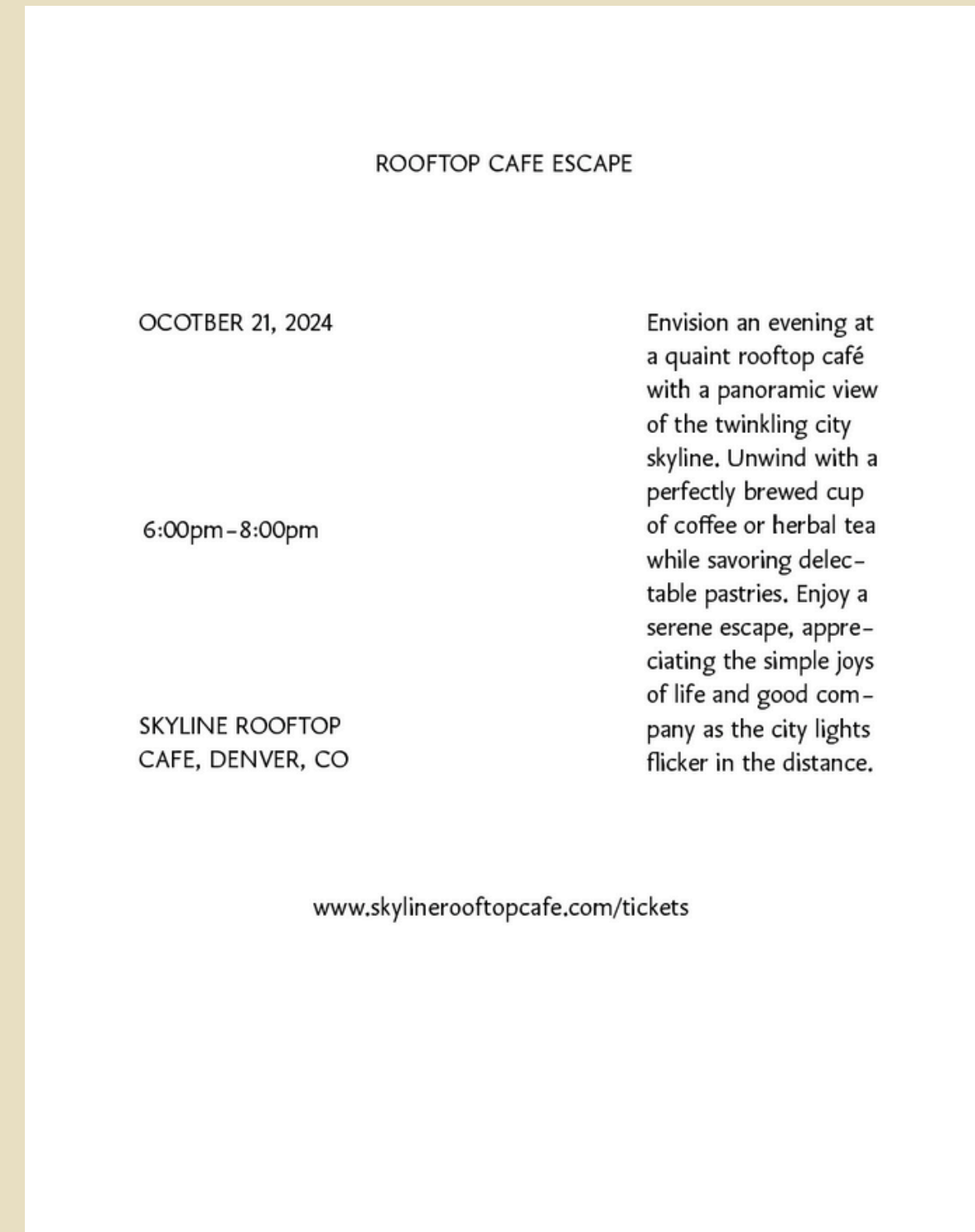
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Progress Poster 1

Then, I decided it was time to go back to number 1. I started over by deciding on a new font. I played around with multiple formations and here it the first one I was kinda happy with, but I still worked on it to make it better.



Progress Poster 1

This is the design I ended up with. I am happy with it when comparing how it started. I also cannot believe it took me so long to get here.

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OCTOBER 21, 2024

6:00pm–8:00pm

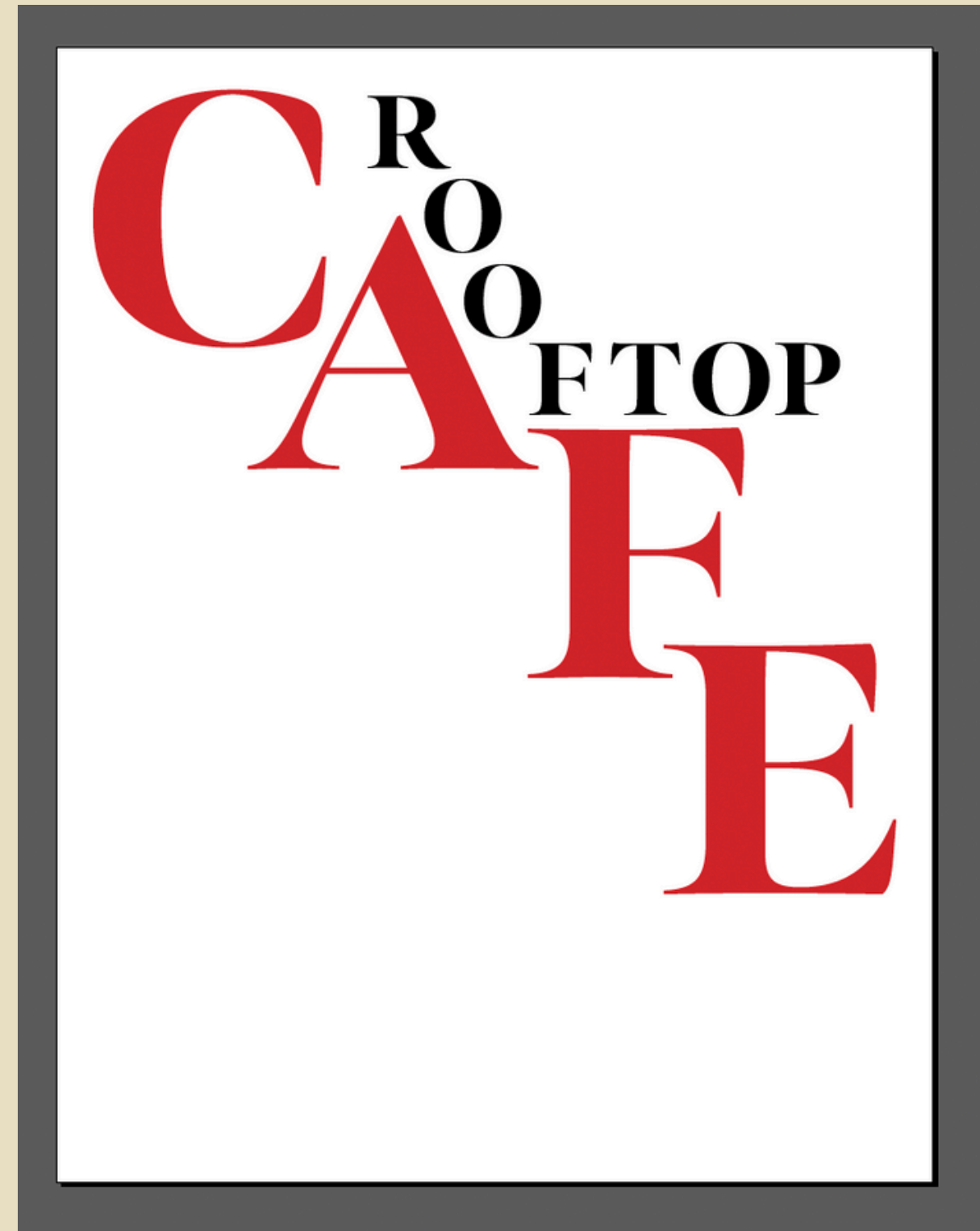
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Progress Poster 3

Here is my very first draft of poster 3. I wanted to play around with the text a little more so it would be different from poster 2. I also began to use color to make certain aspects stand out.



Progress Poster 3

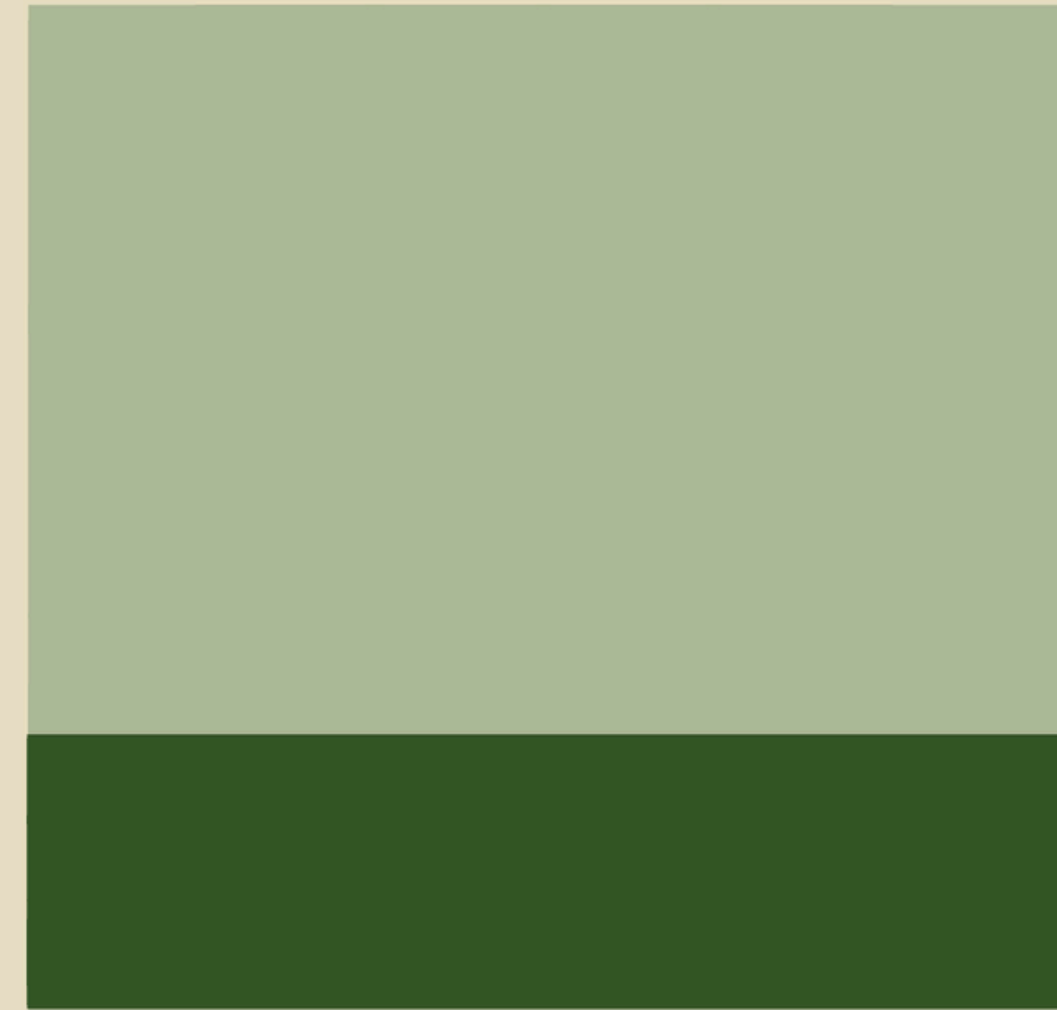
Here are the colors and design I came up with. I am overall happy with it, but I think the title could be improved. I especially liked creating the coffee mug out of typography and really trying to think outside the box.



Progress Poster 4

When starting poster 4, I wanted to go with a little bit of a new approach with also using some aspects from the previous poster. I had a hard time with the title on this one because I played around with both of the ones from the previous posters.

ROOFTOP CAFE ESCAPE



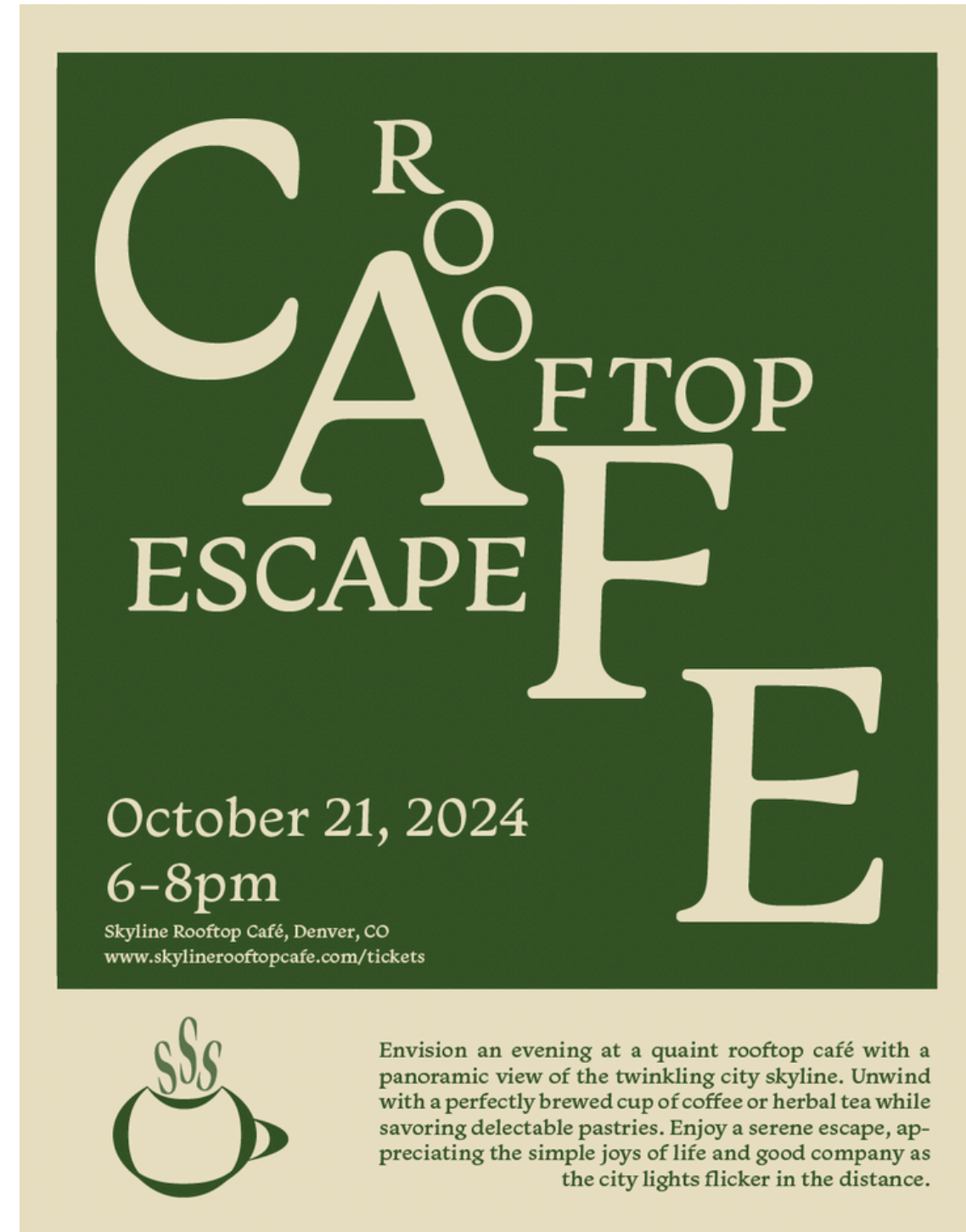
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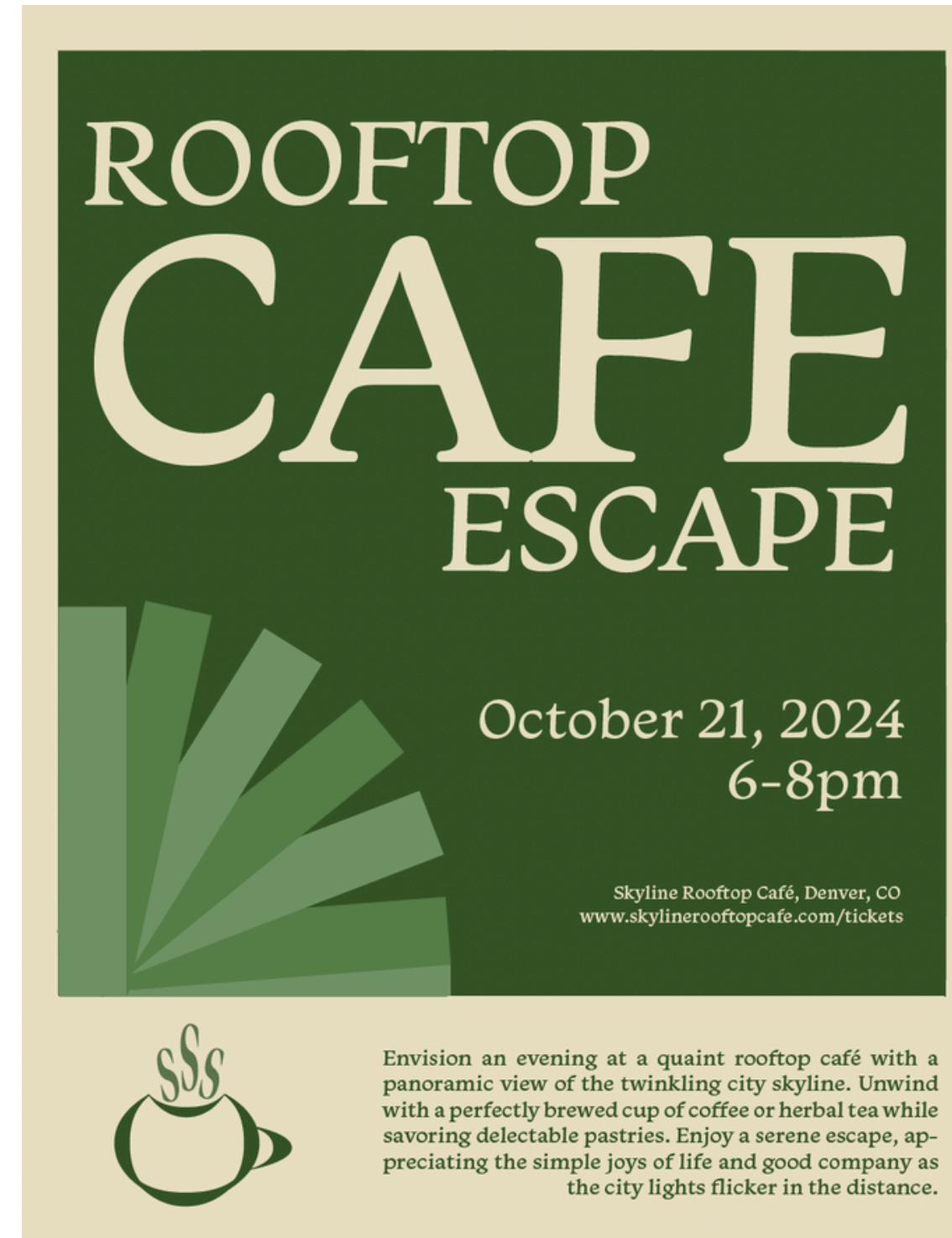
Progress Poster 4

Here is what it looked like with the title from poster 3. I like it but the “Rooftop” kept throwing me off every time I looked at it. Otherwise, I enjoyed the placement of all of the other text. I also still included the mug illustration.



Progress Poster 4

This is what I ended up with. Ultimately, I decided to use the title from poster 2. Then, I played around with another illustration because there was a lot of empty space next to the text.



Final

HIERARCHY

Lily Souther | Typography I | Exercise 4

Final

TABLE OF CONTENTS

Poster 1

Karol Sans Regular 18pt

Poster 2

Graveur Variable Display Bold
Graveur Variable Display SemiBold
Graveur Variable Display

Poster 3

Meno Banner Black
Meno Banner Bold
Meno Banner SemiBold
Meno Banner Regular
3 Colors

Poster 4

Monarcha Regular
Meno Banner Bold
2 Colors

Final

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REFLECTION

Overall, I found this exercise to be the hardest out of all 4. I think this is because of the specific requirements, but I like how it made me think more outside of the box. It took me longer to figure out a method of arranging everything so that every poster would have a good composition. The hierarchy for poster 1 was by far the hardest. I mostly kept everything in the order that it was stated so that the viewer reads top from bottom. This makes the top the most important, which would be the title. For poster 2, I found it a lot easier to come up with a way to exemplify hierarchy. I did this by making the title the biggest and most important. Then, as your eye follows down the right side, you learn everything else in the correct order. For poster 3, I played around with a different arrangement of the title to make it look more unique and fun. After that, I placed most of the other information to the left to balance it off with the title. Lastly, for poster 4, I kept the same title as poster 2. Then, I changed the arrangement for the other information to better match the illustrations I made out of the typography

Final

ROOFTOP CAFE ESCAPE

OCOTBER 21, 20246:00pm–8:00pm

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