

GRAPHIC DESIGN one

*hierarchy*

latin: rule of  
the high priest

**HIERARCHY =**  
a system of ordering things

president, vice president, secretary, treasurer

american idol, runner up, last voted off

headlines, subheads, body copy

unread, spam, replied, forwarded

# visual HIERARCHY

the order of  
compositional  
elements

**establish**  
**VISUAL HIERARCHY**  
**with ...**

composition

spacing

scale

contrast

orientation

alignment

Friday October 12 1979 8:00 pm Woolsey Hall Admission free

# Yale Symphony Orchestra

## Beethoven

Robert Kaplow Music Director

Piano Concerto no. 5 "Emperor" C. Geanakoplos Soloist  
Symphony no. 5

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Basler  
Freilichtspiele  
1959  
19.-31. August  
im  
Rosenfeldpark

# GISPEL



SATURDAY, FEBRUARY 6 <sup>7:30</sup> 1999 <sub>7:30</sub>

30 YEARS AFTER "NASHVILLE SKYLINE"

BOB DYLAN

★ AND HIS BAND ★

WITH SPECIAL GUESTS

THE BRIAN SETZER ORCHESTRA

NASHVILLE MUNICIPAL AUDITORIUM

★ \$25 advance tickets go on sale at 10 a.m. Saturday, January 9 at the Municipal Auditorium Box Office, and all TicketMaster outlets. Or charge by phone at 255-9600. Or order online at [www.ticketmaster.com](http://www.ticketmaster.com)

PRODUCED BY AC ENTERTAINMENT



COVERING 1998 KAPPA KAPPA KAPPA BY KAPPA KAPPA QUALITY, ORIGIN: S.M.C., 1999

**Q** **ON** **U**  
**TOUR**  
IN QUADRAPHONIC  
STEREO

**BEASTIE BOYS**

WITH SPECIAL GUESTS

**BLUES EXPLOSION** **THE ROOTS**

**THE**  
**OMNI**



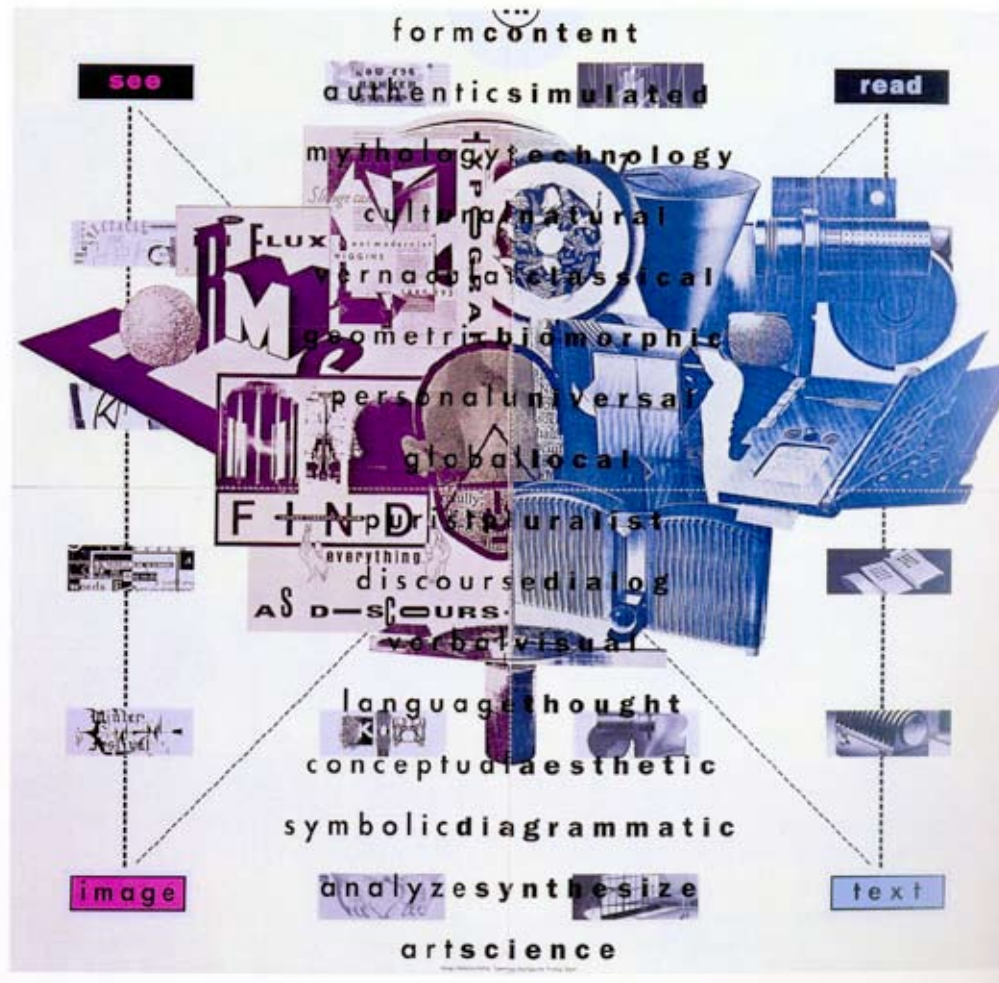
**MAY**  
**EIGHTH**

— SHOWTIME 7:30PM —

**A** **MULTI** **D**  
DIMENSIONAL  
SOUND  
PRODUCED BY  
**CELLAR DOOR**

HATCH SHOW PRINT - NASHVILLE, TN, TN





**United States National Parks Service,  
Washington, D.C., Publications Program, 1977**

In order to achieve better identification and financial savings through standardization of every aspect of the publications program, we designed a modular system that determined everything from the paper size to graphics to cartography and illustration. We devised a black band at the top of the printed pieces identifying the park and

a limited range of typefaces for the text. The information is organized in horizontal bands of text and images. The Park Service designers were encouraged to achieve their best within these parameters. The results have been extremely gratifying and this program has been acclaimed the world over for its efficiency, identity and intellectual elegance. In 1985, we were presented the US Presidential Design Award for this work.





**PUBLIC**  
THEATRE

**THE  
DIVA  
IS DISMISSED**

WRITTEN AND DIRECTED BY  
**FRANCOIS TRUFFAUT**

LIMITED ENGAGEMENT  
**NOW PLAYING**

STARRING AND PERFORMED BY  
**JENIFER LEWIS**

DAN ROSE

IRMA BOOM

KAREL MARTENS

CHRIS VERMAAS

# EXPOSED

SPRING 2004 LECTURE SERIES ON GRAPHIC DESIGN

# EXPOSED

PRESENTED BY: THE GRAPHIC DESIGN DEPARTMENT



THE UNIVERSITY OF THE ARTS

# EXPOSED

CO-SPONSORED BY ORN GRAPHICS

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▶ **March 4, 6:30 p.m.**

Lecture by Dan Rose:  
Power of Image/Object/Text  
CBS Auditorium

▶ **March 16, 1:00 p.m.**

Lecture by Irma Boom:  
Book Design  
CBS Auditorium

▶ **March 30, 6:00 p.m.**

Lecture by Karel Martens:  
What Design means for me  
CBS Auditorium

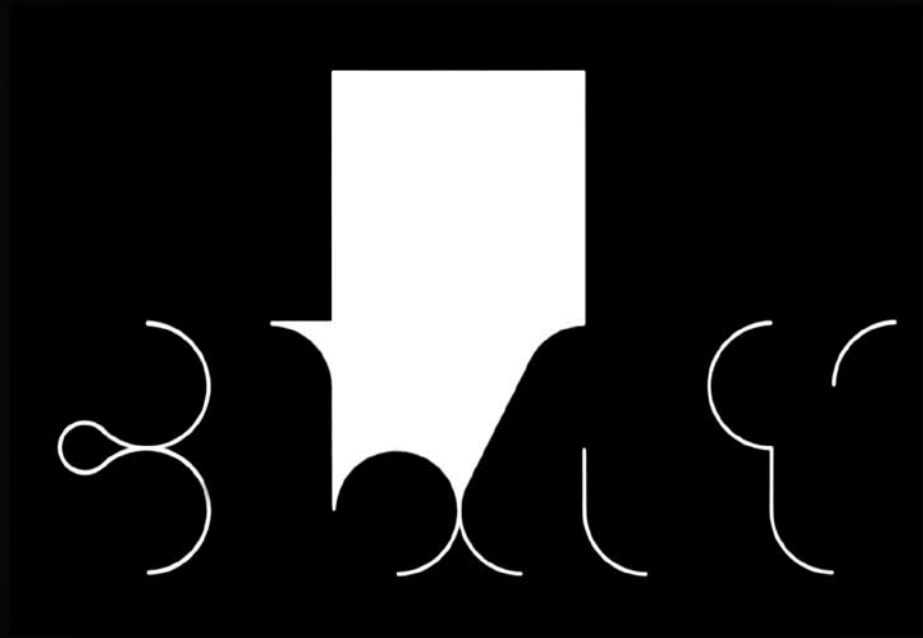
▶ **April 7, 1:00 p.m.**

Lecture by Chris Vermaas:  
A different Point of View  
CBS Auditorium

All lectures are free and open to the public.

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GD Lecture Program 79/80

12

D I G I T A L

TYPE DESIGN

Lecture by: Gerard Unger

Guest Prof. 1980

Fri. Oct. 26

11:30-12:30 Room 1001

Photo: G. Unger

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**Fellowship**

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