

TYPOGRAPHY

PROJECT 5

PROJECT TITLE Paragraph Exploration

PROJECT DESCRIPTION Paragraphs do not occur in nature. Whereas sentences are grammatical units intrinsic to the spoken language, paragraphs are a literary convention designed to divide masses of content into appetizing portions. Indents have been common since the seventeenth century. Adding space between paragraphs (paragraph spacing) is another standard device. On the web, a paragraph is a semantic unit (the <p> tag in html) that is typically displayed on screen with space inserted after it. A typical indent is an em space, or a quad, a fixed unit of space roughly the width of the letter’s cap height. An em is thus proportional to the size of the type; if you change the point size or column width, the indents will remain appropriately scaled. Alternatively, you can use the tab key to create an indent of any depth. A designer might use this technique in order to align the indents with a vertical grid line or other page element. Avoid indenting the very first line of a body of text. An indent signals a break or separation; there is no need to make a break when the text has just begun. Despite the ubiquity of indents and paragraph spacing, designers have developed numerous alternatives that allow them to shape content in distinctive ways.

The table is covered with a table cloth which itself is protected by a plastic table cloth. Drapes and double drapes are at the windows. We have carpets, slipcovers, coasters, wainscoting, lampshades. Each trinket sits on a doily, each flower in its pot, and each pot in its saucer.

Everything is protected and surrounded. Even in the garden, each cluster is encircled with wire netting, each path is outlined by bricks, mosaics, or flagstones.

This could be analyzed as an anxious sequestration, as an obsessional symbolism: the obsession of the cottage owner and small capitalist not only to possess, but to underline what he possesses two or three time. There, as other places, the unconscious speaks in the redundancy of signs, in their connotations and overworking.

– Jean Baudrillard, 1969

Devise at least 2 different ways to break the text provided into paragraphs. Work in InDesign. Within a 6” x 6” square, compose the text provided below in a manner that expresses its meaning.

Use Adobe Garamond only. Use variations in alignment, leading, line length, orientation, and spacing. Avoid variations in weight or size. You may break the paragraph into smaller elements and distribute them within the square. Be sure to have a concept in mind as you work.

Final output will be in black and white and well arranged on 11” x 8.5” print outs. The finals need also be saved to PDF format and emailed to geckler@nvcc.edu by the end of class. For all projects your PDFs should use the following naming conventions. Your First initial and Lastname – ART141 – ProjectNumber > FLastname-ART141-Project5.pdf

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OUTDENT (HANGING INDENTATION) AND LINE BREAK

EXTRA SPACE INSIDE LINE, WITHOUT LINE BREAK

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SYMBOL, WITHOUT INDENT OR LINE BREAK

TYPE CRIME: TOO MANY SIGNALS *Using paragraph spacing and indents together squanders space and gives the text block a flabby, indefinite shape.*