

Index

(Why?)

To explore typography as a visual expression of structure

To consider how a visual expression can shape and alter the way content 'reads'

To learn how CSS can be used to modify and extend HTML

(What?)

The internet is made of pages upon pages upon pages

Do they have a structure? a sequence? a relationship?

For this project

you will design an 'index' page for the website of your choice

it will be useful to choose a site with some complexity

eg nytimes.com

slate.com

apple.com

Your goal is to typographically map the structure of the site

using all the tools at your disposal

HTML

headings & paragraphs

lists (ordered, unordered, definition)

tables

CSS

Potential readers of your page should be able to understand the

structure

& nature

of the site

So it may be useful to include more than just the names of the pages

Think of it as a 'table of contents' for the website

For the initial round

you must present

3 versions of the page

that use the same HTML with different CSS

each of which may only use a single font family

& a hand-drawn map of the site

The second round iteration may use more than 1 font family if you so desire

(Required reading)

Type & typography, 'Structure', Phil Baines (supplied as a PDF)
'The typography of indexes', Robin Kinross (supplied as PDF)

(Other useful links)

http://www.typotheque.com/articles/microtypography_designing_the_new_collins_dictionaries
<http://www.alistapart.com/articles/taminglists/>
<http://www.alistapart.com/articles/practicalcss/>

(Further reading)

The elements of typographic style, Robert Bringhurst
The visual display of quantitative information, Edward Tufte
Thinking with type, Ellen Lupton

(When?)

#	Date	What
02	Jul 12	Discuss . . . Readings + typography basics
		Review . . . Project 2 (Initial design, 3 versions)
		Demo . . . Even more HTML + CSS
	Jul 14	Review . . . Project 2 (Final), <i>Index</i>
		Lecture . . . Hyperlinking, navigation, aesthetics of the web
		Demo . . . Image preparation
		Assign . . . Reading

(How?)

At each stage of the project, bring your completed work ready to present your process and form to the class