Facts At Hand_supplemental

objectives
      info-graphics awareness
      designing within imposed limitations
      designing with a concept
      visual hierarchy (focus)
      pro fonts
      using CC as a suite of tools
            placing images in page layout program (indesign)
      Photoshop (demo)
            convert to greyscale/fat black
            don't set type in Photoshop!
      Illustrator (demo)
            rotation
            tonal changes
            type on a path
            clipping mask

beginning info-graphic project (define infographic)
      the reason I have you use data about yourself
            easier to gather
            allows you to focus more on aesthetic and less on editorial
      could be assigned data or info
            might be boring or require extensive revision

google "hands palm"
      practice safe design—always use a concept!
            (this in itself is a concept)
      research so one has a concept (clue) before one begins
               concept is an 'angle' (heavy metal)
          i.e. palm reading (heart, fate, head, life)
               bugs bunny

must do
      greyscale the photo of your palm (demo this in PS; also demo fat black, photo example)
                                       >>show vanity fair magazine ad
      first we learn tonality then we learn color!
            juggling the varibles of digital offerings! (embrace limitations)
               computer gives too many choices
                   walk before you run
               limits force you to work with more subtle differences
                   bring this sublety back to to your "unlimited varible' work

      one (1) pro font only (big style family)
            understand and remember these powerful fonts

pro fonts are 'open' type format

square format (no larger than 300 ppi @ 100%)
      standard suitable for printing

all text at right angles, then tilt it 30 or 45 degrees (demo)
      doing it in that order makes it easier!

greyscale all the text (no color)
      0% - 100% black/white
      demo in Illustrator—Apperance Panel > add fill

taking hand photos (Facts At Hand support folder in CC)
      front or back of hand is okay
      one hand only (yours)
      needs to be recognizable as a human hand
          not too close up
          not too much background showing
            take photo of hand against plain background
      show hand textures and shadow creases
          dramatic hand looks better than flat hand

text is our primary medium; photo serves as background, not focus
      fine art = figure & ground
      graphic design = foreground & background

no text in Photoshop
      raster text is fuzzy (text should always be crisp)
      designers place images in InDesign/ Illustrator (design suite roles)
          place hand photo into Illustrator

visual hierarchy—example one, two
      demonstrate the means to accomplish this within project parameters

can't do
      no color photo
      no stacking (type crime)
      no skewing (type crime)
      no strokes/type effects
      no curved paths (straight lines only)
      no other added imagery or line art

can do
      size (scale)
      style (within family)
      lead, kern, track

baseline shift
work in straight lines
bleed
rotate (letter and lines)
      upside down
      up L side
      down R side
word & line breaks
tonal changes (white to transparent, black to transparent)

tips
      compare biggest text on page with smallest text on page
            there should be a VAST difference
      make every change as significant as possible
            each hierarchical change should be easily recognizable
                  contrast is your friend
      reconcile the work of your art to the treadmill of message delivery
            graphic design is primarily a medium of communication