

EXERCISE 4: HIERARCHY

DUE DATE: Monday, March 2 at the start of class

For this exercise, you will locate four examples of posters advertising events. You need to print and attach to this paper the images. You can print them in color or black and white. After choosing four images, you need to write a paragraph discussing the hierarchy present in the poster. Discuss what techniques are used to realize the hierarchy. Discuss how effective you feel the hierarchy is. Is there anything you would change about the poster that you feel would improve it? Attach the paragraphs making it clear which one corresponds to each image. Each completed poster image with paragraph is worth five points.