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Redesign the table of contents shown above using the principle of emphasis and apply a hierarchy. All of the type is the same size & typeface, same leading, which, unfortunately, does not reflect the three different levels of type hierarchy on this page. “Contents” should be the most important, chapter headers are second in importance and then the subcategories of the chapter heads.

Remember, the more important a word, the more emphasized it should be. Leave these instructions off your redesigned layout. Play with different typefaces, shades of gray, size and so on.

Put your name and group on the lower right hand corner of your new layout and submit before the end of class.



Business Loans Can Help You Succeed!

Funds Available For:

- small business startup
- inventory and equipment
- working capital

Small Business Loan Program

Contact Rey Garcia at 555-5155

Redesign the news paper ad shown above using the principle of emphasis. This time you figure out which elements should be first, second, third and so on, in the visual hierarchy. Visually emphasize these elements according to their placement in your list. Play with shades of gray, size direction and arrangement to get a solid hierarchy and good emphasis.

Remember, the more important a word, the more emphasized it should be. Leave these instructions off of your redesigned layout. You will find the graphic for this ad in the Courses>GRAF1035 folder>Workshops folder>workshop_emphasis folder>for students, download the image named finance.psd and place it into your InDesign document. Keep your newspaper ad the *same size* as shown above, use your ruler to measure the correct size.

Put your name and group on the lower right hand corner of your new layout and submit before the end of class. You will have 1 hour to complete this two part workshop, Staple the two pages together get them signed by your Professor. You will hand this in with your final project. Workshops make up 15% of your final grade on Project #2.