

# Ellen Lupton: Hierarchy

# HIERARCHY

I	Division of angels	Division of angels	DIVISION OF ANGELS	
	A. Angel	Angel	Angel	angel
	B. Archangel	Archangel	Archangel	DIVISION archangel
	C. Cherubim	Cherubim	Cherubim	OF ANGELS cherubim
	D. Seraphim	Seraphim	Seraphim	seraphim
II	Ruling body of clergy	Ruling body of clergy	RULING BODY OF CLERGY	
	A. Pope	Pope	Pope	pope
	B. Cardinal	Cardinal	Cardinal	RULING BODY cardinal
	C. Archbishop	Archbishop	Archbishop	OF CLERGY archbishop
	D. Bishop	Bishop	Bishop	bishop
III	Parts of a text	Parts of a text	PARTS OF A TEXT	
	A. Work	Work	Work	work
	B. Chapter	Chapter	Chapter	PARTS OF chapter
	C. Section	Section	Section	A TEXT section
	D. Subsection	Subsection	Subsection	subsection
SYMBOLS, INDENTS, AND LINE BREAKS		INDENTS AND LINE BREAKS ONLY	FONT CHANGE, INDENTS, AND LINE BREAKS	ALIGNMENT, FONT CHANGE, AND LINE BREAKS

Scale, leading, alignment, type choice, indentation, and other elements combine to express hierarchies.

# Crime Blotter

**06** **EAST VILLAGE**  
**Noun Found Smothered**  
**00** **by Adjectives** *Message*  
*lost in dense cloud of*  
**AM** *confused signals.*

**11** **UPPER EAST SIDE**  
**Verb Defrauded**  
**30** **by Misplaced Modifier**  
*Missing the point*  
**AM** *revenge is sought by victim.*

**07** **WILLIAMSBURG**  
**Flood of Clichés Wreaks**  
**00** **Havoc** *Hipster kicks*  
*bucket after biting*  
**PM** *bullet and butterfly.*

Callie Neylan, Betsy Martin

# Crime Blotter

<p>6:00AM   EAST VILLAGE</p> <p><b>Noun Found Smothered by Adjectives</b></p> <p>Message lost in dense cloud of confused signals.</p>	<p>11:30AM   UPPER EAST SIDE</p> <p><b>Verb Defrauded by Misplaced Modifier</b></p> <p>Missing the point, revenge is sought by victim.</p>	<p>7:00PM   WILLIAMSBURG</p> <p><b>Flood of Clichés Wreaks Havoc</b></p> <p>Hipster kicks bucket after biting bullet.</p>
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Katie Burk, Paulo Lopez

<h1>  
<h2>  
<h3>

# Crime Blotter

6:00am **East Village**

## Noun Found Smothered by Adjectives

Message lost in dense cloud of confused signals.

<class="time">

11:30am **Upper East Side**

## Verb Defrauded by Misplaced Modifier

Missing the point, revenge is sought by victim.

7:00pm **Williamsburg**

## Flood of Clichés Wreaks Havoc

Hipster kicks bucket after biting bullet.

<p>

*These typographic variations  
were generated in CSS using the  
structural hierarchy presented  
above.*

6:00am **East Village**

## Noun Found Smothered by Adjectives

Message lost in dense cloud of confused signals.

11:30am **Upper East Side**

## Verb Defrauded by Misplaced Modifier

Missing the point, revenge is sought by victim.

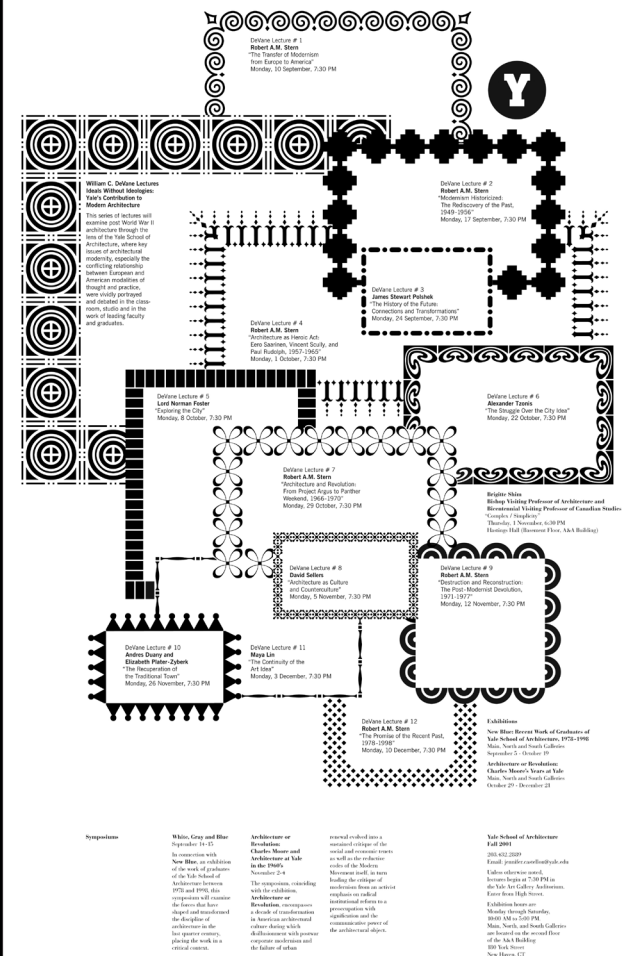
7:00pm **Williamsburg**

## Flood of Clichés Wreaks Havoc

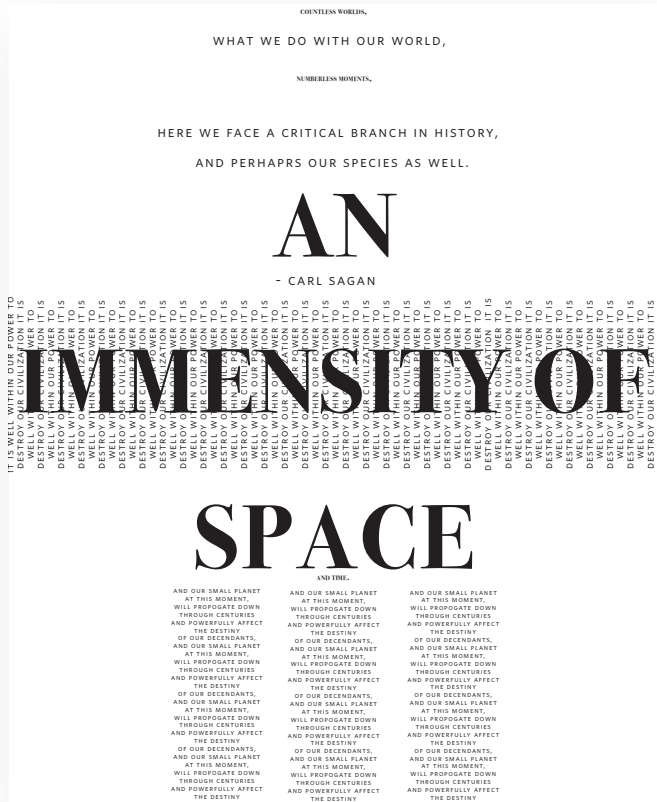
Hipster kicks bucket after biting bullet.

Crime Blotter

Hierarchy defined in CSS

[illegible][illegible]

YALE SCHOOL OF ARCHITECTURE Posters, 2003–2006. Designers: Michael Bierut and team/Pentagram.



Christina Beard, GD MFA Studio, MICA, 2009

One text, different expressions.

