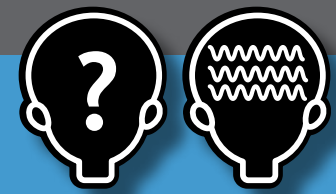


developing a
Designmind

Principles of Design



Basic Design Principles

The goal of graphic design is to organize and enhance information.
Following these simple principles will help you meet this goal.



Proximity



Contrast

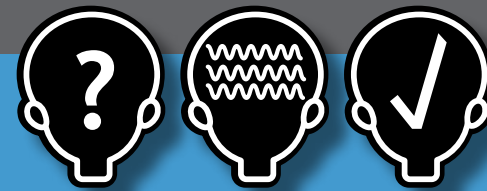


Alignment

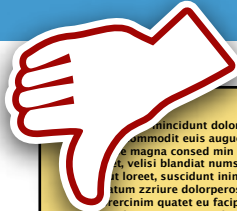


Repetition

The examples show very simple layouts, but these principles apply to all graphic design.



Proximity



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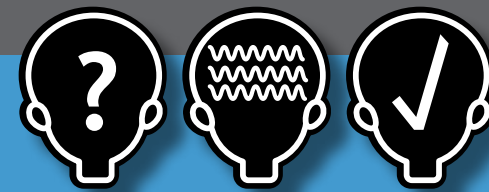
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The **Proximity Principle** states that related items should be grouped together.

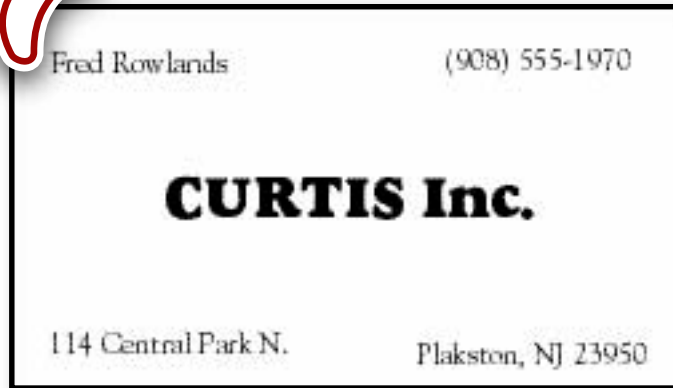
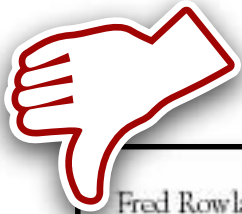
This principle has two equally important parts.

1. Group related items so that they are seen as one group or page element.
2. Separate the groups so that the viewer will quickly see an organizational pattern.

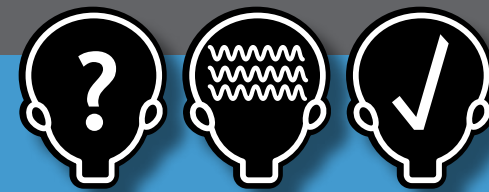
Always start your layout by sorting the information into meaningful groups.



Proximity



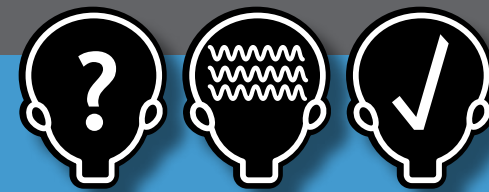
By grouping related information together the business card on the right is more organized.



Proximity



Here again, better grouping makes a better layout.



Proximity

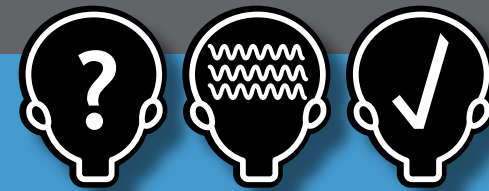


- CD ROMs
- CD ROMs
- Children's CDs
- Educational CDs
- Entertainment CDs
- Laser discs
- Educational
- Early learning
- Language arts
- Science
- Math
- Teacher Tools
- Books
- Teacher tools
- Videos
- Hardware & Accessories
- Cables
- Input devices
- Mass storage
- Memory
- Modems
- Printers & supplies
- Video and sound

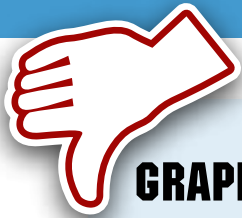


- CD ROMs**
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- Math
- Teacher Tools**
- Books
- Teacher tools
- Videos
- Hardware & Accessories**
- Cables
- Input devices
- Mass storage
- Memory
- Modems
- Printers & supplies
- Video and sound

By dividing lists into smaller separate groups with headings, the example on the right is better.



Proximity



GRAPHIC ARTS VOCABULARY

COMMUNICATION

The transfer of information from one person to another.

INFORMATION

The facts and ideas, thoughts and opinions people know and share.

MASS COMMUNICATION

The transfer of information from one person or group to many.

LAYOUT

A plan for a printed product.



GRAPHIC ARTS VOCABULARY

COMMUNICATION

The transfer of information from one person to another.

INFORMATION

The facts and ideas, thoughts and opinions people know and share.

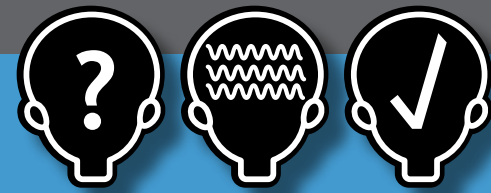
MASS COMMUNICATION

The transfer of information from one person or group to many.

LAYOUT

A plan for a printed product.

In the example on the left, the headlines aren't close enough to the text blocks. By grouping the headings with the text, you get better organization.



Proximity



Chamber Concert Series
Polk Community College

Friday February 8 at 8 p.m.
Alexander String Quartet
Mozart, K387, Bartok#3, Beethoven, Opus 59, #1
Sam Pritchert & Ethel Libitz, violins,
Sandra Yarbrough, viola, Mark Wilson, cello
Friday, March 1, 8 p.m.
Trio Artaria
beethoven 'Archduke' Trio, and trios by Haydn,
Schoenberg and Magnard
Richard Samson Norantz, violin
Reception following concert in PCC Art Gallery
Friday, April 26 at 8 p.m.
Polk Community College Chamber Players
Brahms G Minor Piano Quartet,
Schubert Arpeggione Sonata
Polly Hollyfield, violin, Linda Batticcioli, viola,
Norinne Antiqua-Tempest, cello,
Margaret Park-Raynolds, flute, Robin Plantz, piano
All concerts in Newman Auditorium,
Emeritus Hall, Community Education
Tickets \$10 and \$8
For ticket information phone (941) 555-4371*



Chamber Concert Series

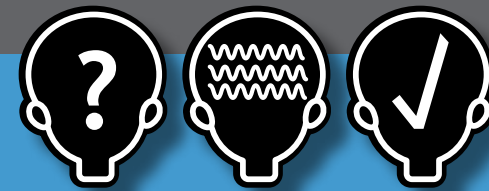
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Polk Community College
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Tickets \$10 and \$8
For ticket information phone: 555-4371

Divide large blocks of text into smaller separate groups with headings.



Alignment



HEADLINE

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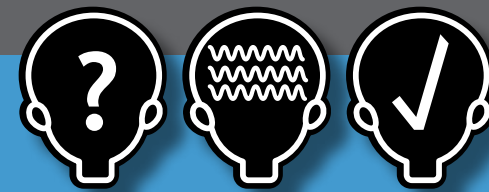
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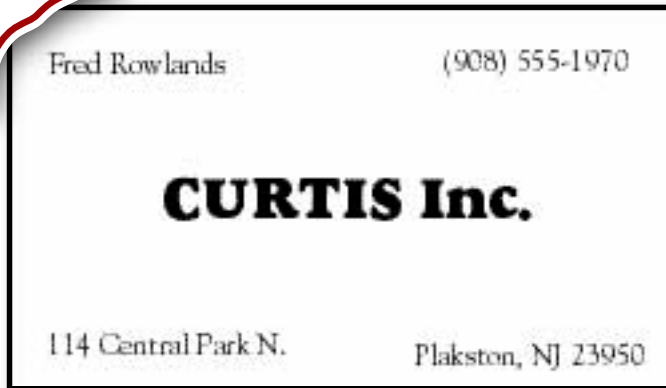
The **Alignment Principle** states that nothing should be placed on the page arbitrarily.

Every item should have a visual connection with something else on the page.

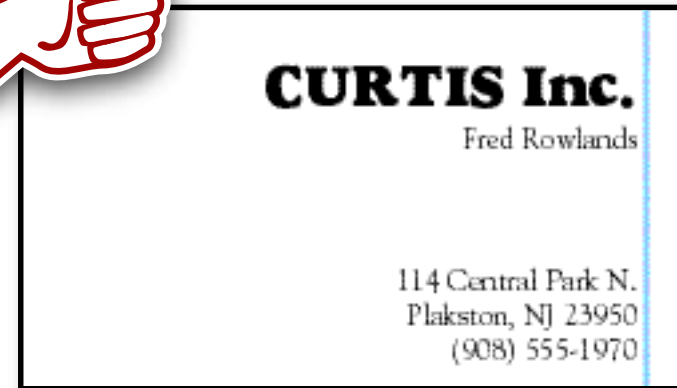
Make sure that important page elements line up with one another. This will create invisible lines that connect page elements in the reader's eye and mind.



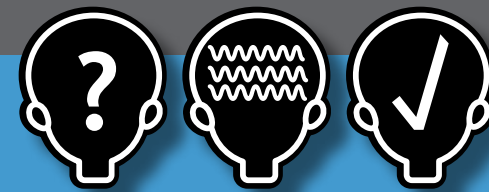
Alignment



There is no alignment here.



Here the alignment gives the groups a common boundary.



Alignment



Here the centered alignment is placed in the middle.

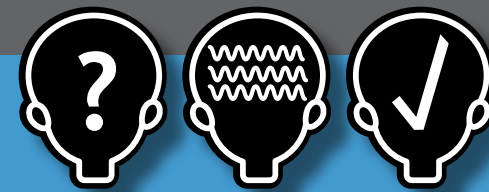


Here the centered alignment is placed to the side.

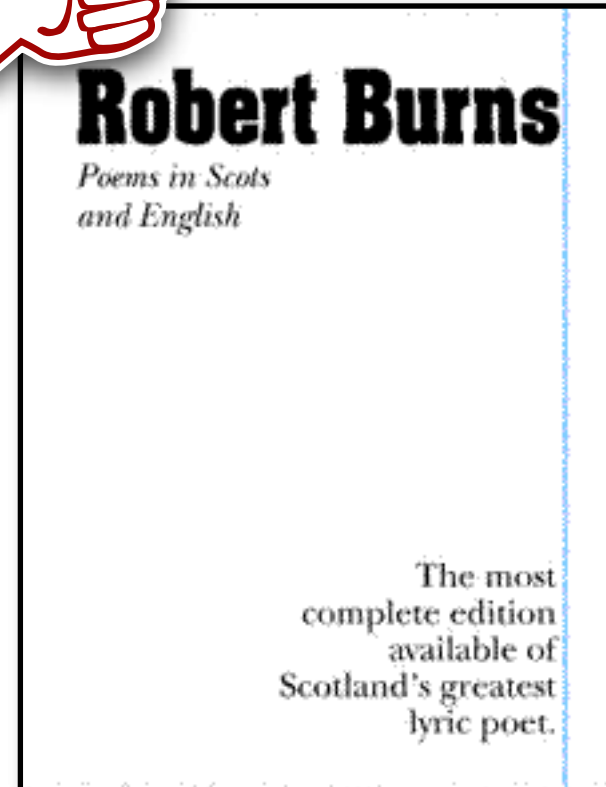
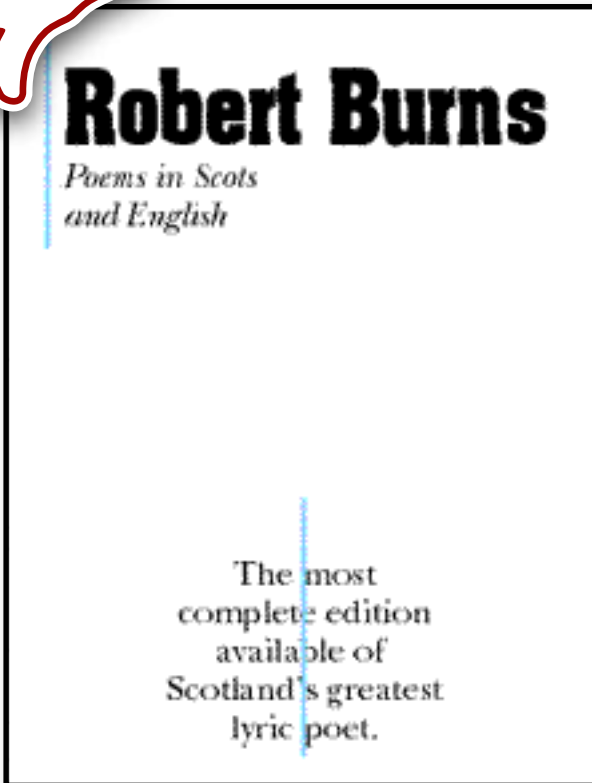
A centered alignment is commonly used by beginners because it is safe and feels comfortable.

But, formal balance has its drawbacks.

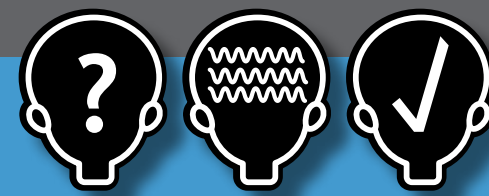
While layouts that use a symmetrical balance are safe, they can be often dull or stiff. Often, designs can be made more interesting and dynamic by choosing an alternative alignment.



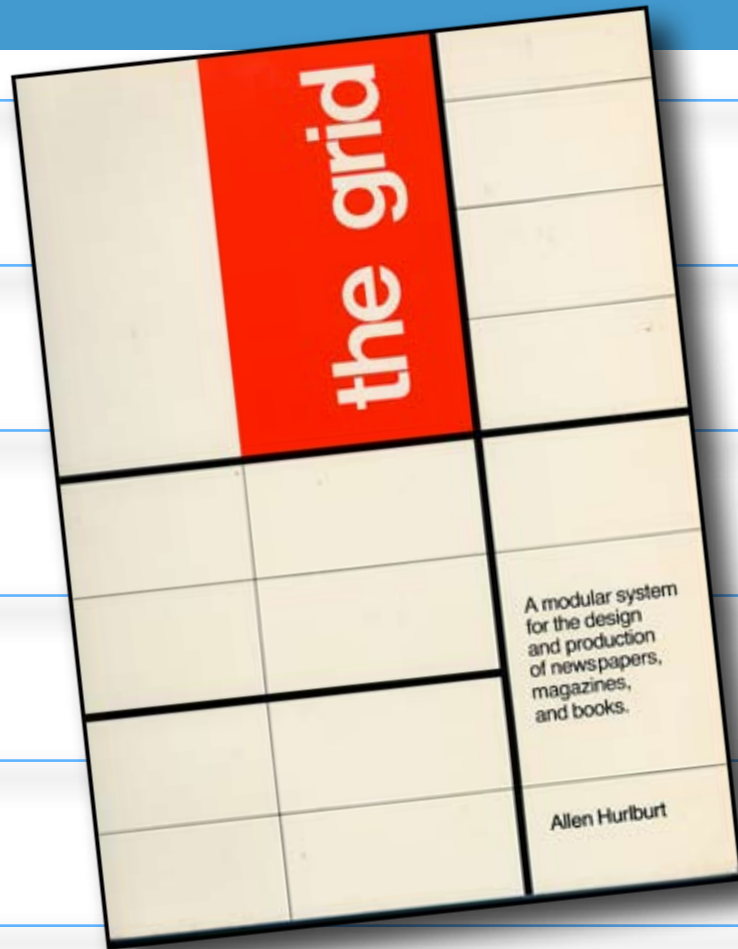
Alignment



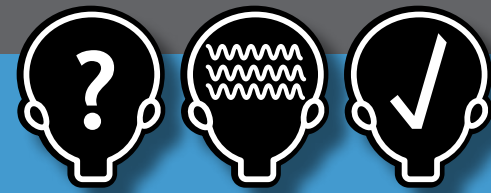
Avoid conflicting alignments.



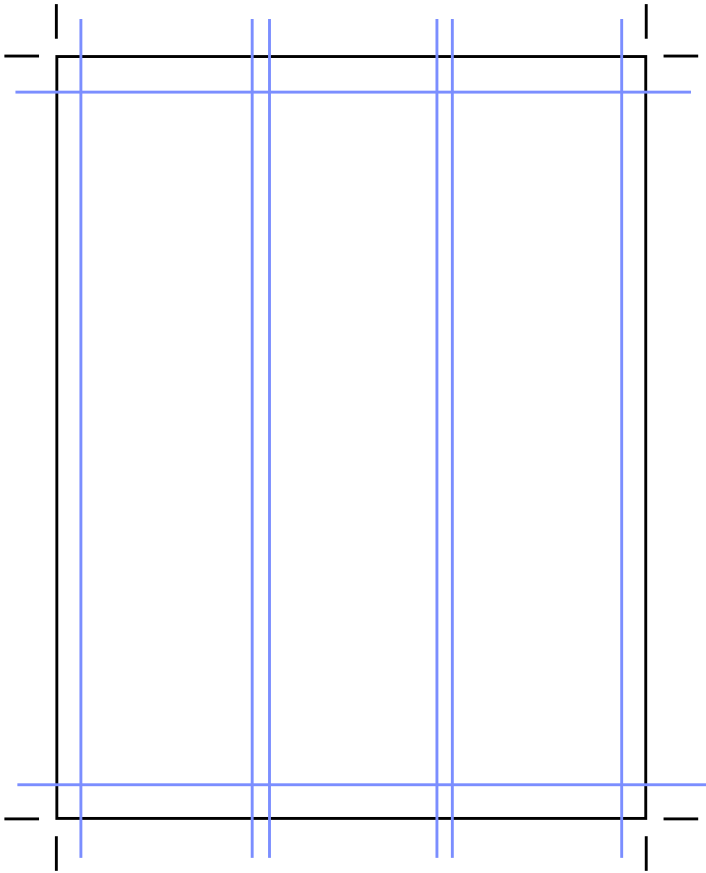
Alignment



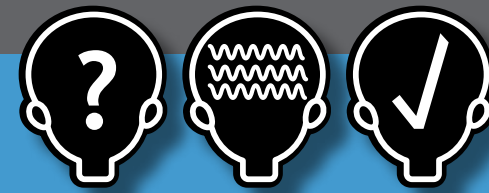
This book, published in 1978, revolutionized the way designers thought about alignment. Nowadays, all major magazines and newspapers use a grid system for their layouts. Guides and grids can help you design better layouts.



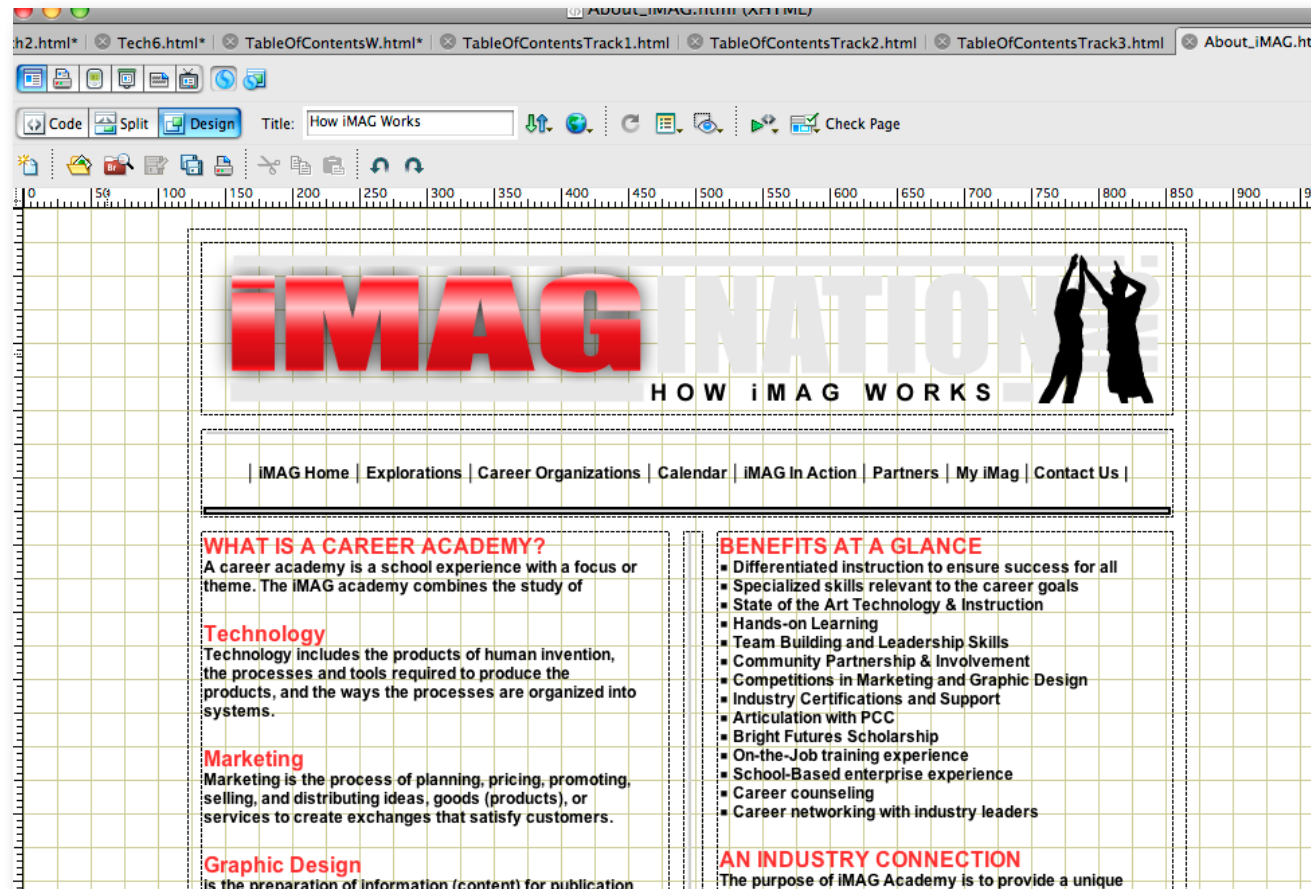
Alignment



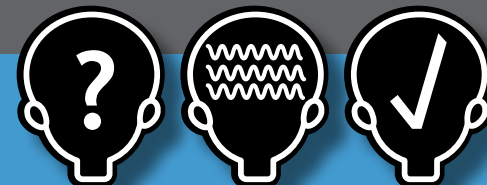
Using a grid system for projects, like newsletters, makes it easier to maintain alignment. Adobe Illustrator and InDesign provide methods for making and keeping guides and grids.



Alignment



Adobe Dreamweaver provides a grid system to lay out web pages.



Contrast



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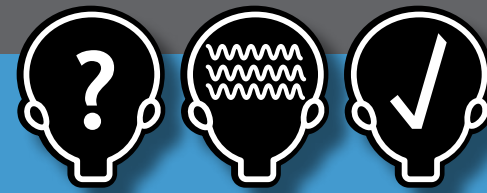
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The Contrast Principle states that if two items are not exactly the same, then make them really different!

By making groups different you will reinforce the organization you began with proximity. Be sure to make the difference meaningful. Elements that are more important should stand out.

This principle puts the concept of emphasis into action.

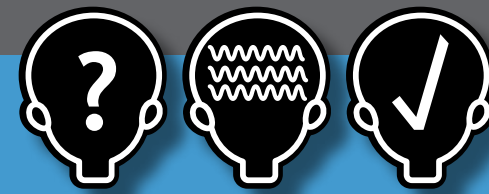
By applying contrast correctly, a layout will maintain unity, harmony, and organization. Items that are a just little different do not contrast, they conflict. So make the difference clear.



Contrast



Both these newsletters are organized.
 But the one on the right uses contrast more effectively.



Contrast



CatDog

CatDog

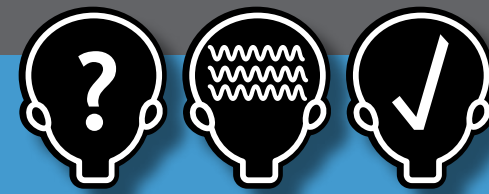
CatDog

CAT_{DOG}

CatDog

A good opportunity to create contrast is when you are working with type.

You can create contrast with color, value, font, size, and weight. Contrast works best when the elements are really different.

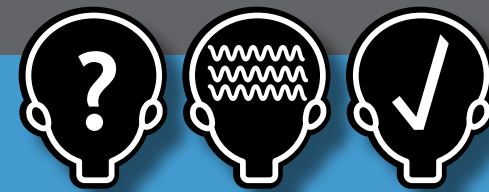


Contrast



Cat Dog

**Small differences can backfire and create a conflict.
Here are two different fonts, a modern Roman and an oldstyle Roman.
They are a little different, but they conflict, not contrast.**

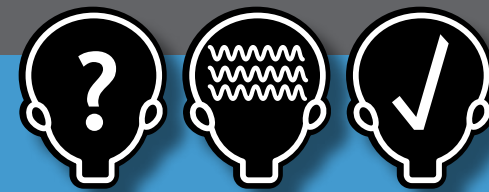


Contrast



Cat **Dog**

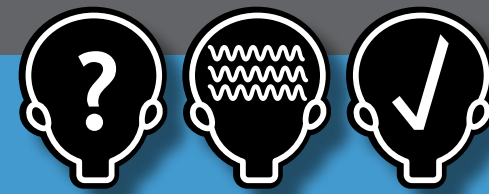
To make contrast work, make the fonts really different.



Contrast



Here is another case of conflict.
These are different fonts, but they share too many characteristics.



Contrast

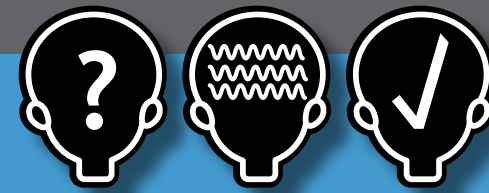


Make differences strong to create good contrasts.



Avoid small differences that create conflicts, not contrasts.

Use contrast to emphasize elements in a layout while maintaining unity and harmony.



Repetition



HEADLINE

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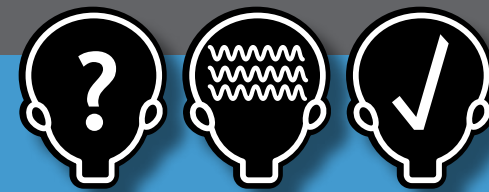
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The **Repetition Principle** states that you should repeat some aspect of the design throughout the entire composition.

Repeating a shape, an accent color, or a headline style are all examples of repetition. Repetition helps create unity in a layout.



Repetition



Mickey Mouse

- Walt Disney World
Orlando, Florida
58 years old, no children

Employment

- Walt Disney studios
- Various television studios

Education

- Walt Disney studios

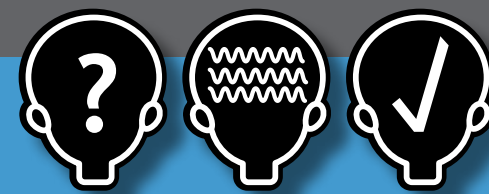
Favorite Activities

- Driving steamboats
- Signing autographs

Favorite Quote

- Everybody can't be a duck.

Repetition reinforces organization.

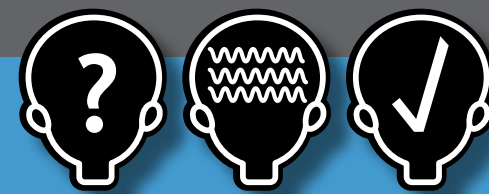


Repetition






One great way to use repetition is to repeat a motif from a graphic throughout the layout.

Here the motif from the tie is repeated throughout the layout.
The repeated element is decorative while supporting the impact of the main graphic.





Repetition

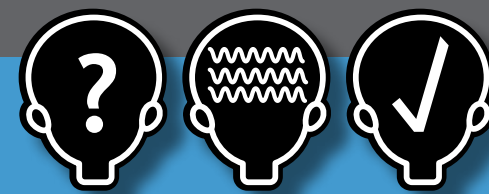



Chamber Concert Series
Polk Community College


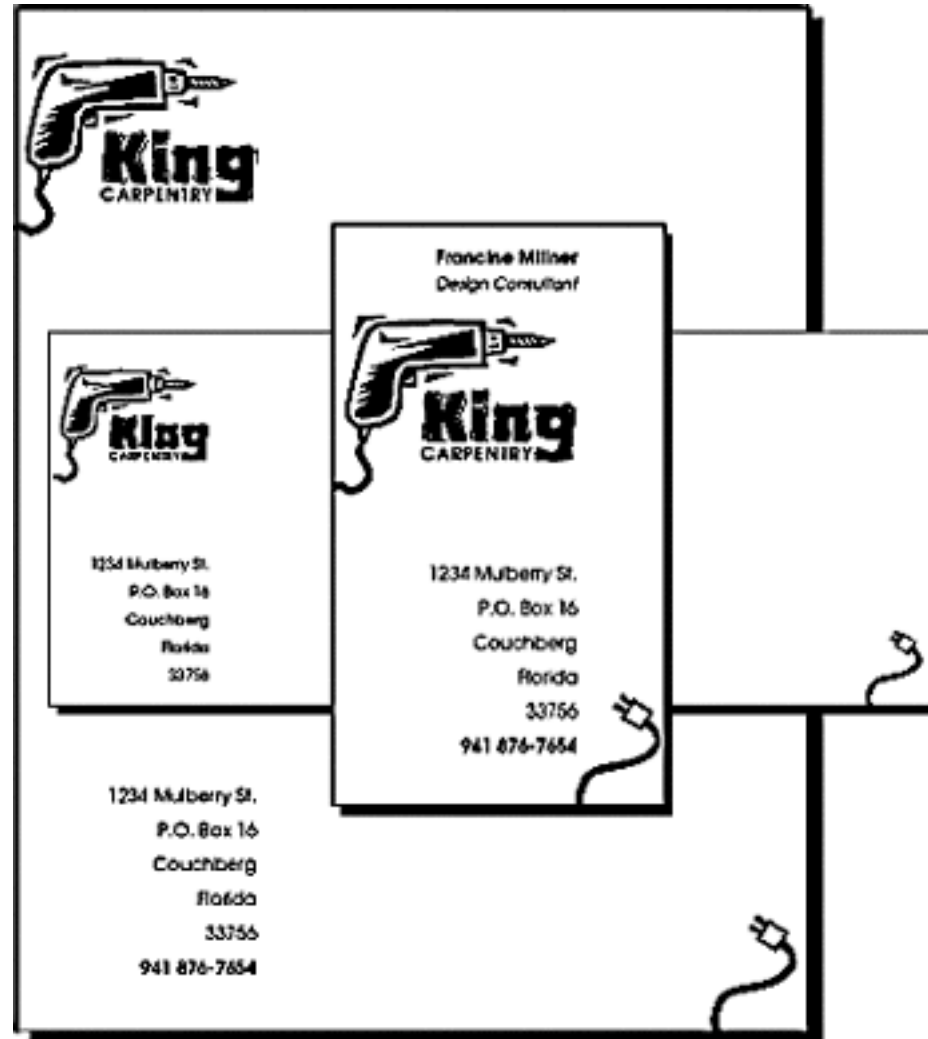
Friday February 8 at 8 p.m.
 Alexander String Quartet
 Mozart, K387, Bartok#3, Beethoven, Opus 59, #1
 Sam Pritchert & Ethel Libitz, violins;
 Sandra Yarbrough, viola; Mark Wilson, cello
 Friday, March 1, 8 p.m.
 Trio Artaria
 beethoven "Archduke" Trio, and trios by Haydn,
 Schoenberg and Magnard
 Richard Samson Norartz, violin
 Reception following concert in PCC Art Gallery
 Friday, April 26 at 8 p.m.
 Polk Community College Chamber Players
 Brahms G Minor Piano Quartet,
 Schubert Arpeggione Sonata
 Polly Hollyfield, violin; Linda Batticoli, viola;
 Norinne Antiqua-Tempest, cello;
 Margaret Park-Raynolds, flute; Robin Plantz, piano
 All concerts in Newman Auditorium,
 Emeritus Hall, Community Education
 Tickets \$10 and \$8
 For ticket information phone (941) 555-4371*

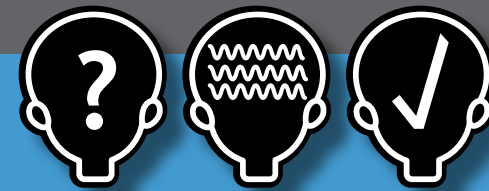
**In this case, repeating the whole graphic is a bad idea.
The graphic loses impact and becomes a simple decoration.**



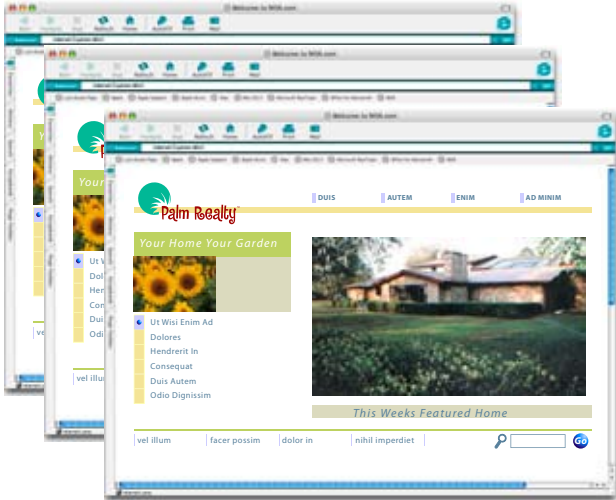
Repetition



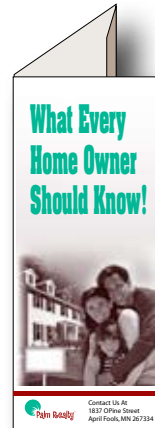
Use repetition to help maintain unity throughout a stationery system.



Repetition



The multiple pages of a web site.

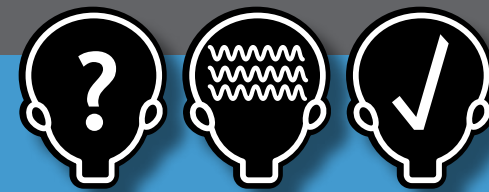


The two sides of a tri-fold brochure.







The multiple pages of a newsletter

Use repetition to help maintain unity throughout multiple pages.



Summary

The basic principles of design are:

-  Proximity
-  Contrast
-  Alignment
-  Repetition