Beginners guide to design

Jake Otto, art director, Lindsay Stanford, graphic designer
Fundamentals of Design

- Line
- Shape/Form
- Direction
- Texture/patterns
- Balance
- Color
A line is a shape that connects two or more points.
LINE DIRECTION

- Horizontal
- Vertical
- Diagonal
A shape is any 2-dimensional area with a recognizable boundary.

**Geometric**

- Rectangle
- Square
- Circle
- Triangle

**Organic**

- Cloud
- Mustache
- Leaf
- Flower
When a shape becomes 3D, we call it a form.
Texture is the physical quality of a surface.
BALANCE

Balance is the equal distribution of visual weight
TYPES OF BALANCE

- Symmetrical
- Asymmetrical
RULE OF THIRDS
Color

- Primary/Secondary
- Hue
- Saturation
- Value aka Tint and Shade
PRIMARY/SECONDARY
It's basically just another word for color.
SATURATION

Refers to intensity or whether the color appears more subtle or more vibrant.
Value

Value has to do with how dark or light the color is, ranging from black to white.
Typography
Fonts and stuff
Font or Typeface?
Font or Typeface?

Font

Helvetica Neue Regular, 63 pt

Typeface

Aa

Regular

Aa

Light

Aa

Condensed Bold

Aa

Italic

Aa

Light Italic

Aa

Condensed Black

Aa

Medium

Aa

Thin

Aa

UltraLight

Aa

Medium Italic

Aa

Thin Italic

Aa

UltraLight Italic

Aa

Bold

Aa

Bold Italic
Typography

Every font has a unique style — personality, history and function. These styles can be used to evoke an emotion, feeling and an era.

Choice of typeface should be driven by the goal of the overall piece and can drive the effectiveness of the piece.
Typography

Cohesiveness of the typeface with the layout as well as the subject matter is important.

First, understand your audience, your theme and your desired impact, then find a combination of fonts that meet that criteria.
Typography

More fonts ≠ better design.

It’s best to use a maximum of three fonts any design project, and two is often even better.
More fonts ≠ better design.

Too many fonts creates a bizarre creature with too many personality’s, unable to function as intended.
Legibility and Readability

What’s the difference?
Legibility and Readability

Legibility is the ability to identify and distinguish between the different letter forms of a font.

ANMVDRPLI
ANMVDRPLI
ANMVDRPLI
Legibility and Readability

Readability has to do with the level of ease and comfort the audience has reading it.

Readability is of greater concern when working with longer blocks of text versus headlines or titles.
You can't handle the truth! Son we live in a world that has walls, and those walls have to be guarded by men with guns. Whose gonna do it you? You Lieutenant Weinberg? I have a greater responsibility that you can possibly fathom. You weep for Santiago and you curse the Marines. You have the luxury. You have the luxury of not knowing what I know, that Santiago's death while tragic, probably saved lives; and my existence while grotesque, and incomprehensible, to you, saves lives. You don't want the truth because deep down in places you don't talk about at parties, you want me on that well, you need me on that wall! We use words like honor, code, loyalty. We use these words as the backbone of a life spent defending something, you use them as a punchline. I have neither the time, nor the inclination to explain myself, to a man who rises and sleeps, under the blanket of the very freedom that I provide, and than questions the manner in which I provide them! I'd rather you just said 'thank you', and went on your way. Otherwise I suggest you pick up a weapon, and stand a post. Either way, I don't give a damn, what you think you are entitled to!
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BY MEN WITH GUNS. WHOSE GONNA DO IT YOU? YOU LIEUTENANT WEINBERG? I HAVE A GREATER RESPONSIBILITY
THAT YOU CAN POSSIBLY FATHOM. YOU WEEP FOR SANTIAGO AND YOU CURSE THE MARINES. YOU HAVE THE LUXURY.
YOU HAVE THE LUXURY OF NOT KNOWING WHAT I KNOW, THAT SANTIAGO'S DEATH WHILE TRAGIC, PROBABLY SAVED
LIVES, AND MY EXISTENCE WHILE GROTESQUE, AND INCOMPREHENSIBLE, TO YOU, SAVES LIVES. YOU DON'T WANT THE
TRUTH BECAUSE DEEP DOWN IN PLACES YOU DON'T TALK ABOUT AT PARTIES, YOU WANT ME ON THAT WALL, YOU NEED
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SPENT DEFENDING SOMETHING, YOU USE THEM AS A PUNCHLINE. I HAVE NEITHER THE TIME, NOR THE INCLINATION TO
EXPLAIN MYSELF, TO A MAN WHO RISES AND SLEEPS, UNDER THE BLANKET OF THE VERY FREEDOM THAT I PROVIDE,
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Alignment

Alignment refers to the invisible axis your text runs along and how it fits in the text box.
Alignment
In the western languages, we read left-to-right and top-to-bottom, so the default choice and natural preference will be left justified. We find this to be the most comfortable for eye movement.
Alignment

Right justified (left ragged)

Right justified (left ragged)
Alignment
Alignment
Alignment
Alignment
Margins

Margins act as visual buffers. The amount of margin you use affects the comfort level for the reader.
Four score and seven years ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal.

Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battle-field of that war. We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

But, in a larger sense, we can not dedicate — we can not consecrate — we can not hallow — this ground. The brave men, living and dead, who struggled here, have consecrated it, far above our poor power to add or detract. The world will little note, nor long remember what we say here, but it can never forget what they did here. It is for us the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us — that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion — that we here highly resolve that these dead shall not have died in vain — that this nation, under God, shall have a new birth of freedom — and that government of the people, by the people, for the people, shall not perish from the earth.
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Margins
Layout Design

“The whole is greater than the sum of its parts.”

– Aristotle
Gestalt thinking

The theory is that the human brain makes sense of the world. It does so by grouping several elements together to form one whole, instead of several separate objects.
Layout Design

5 Principles from Gestalt psychology

- Similarity
- Continuation
- Closure
- Proximity
- Order
Use a Grid
Use a Grid
Use a Grid
Use a Grid
Hierarchy
Hierarchy

HIERARCHY

lets the reader know
where to look first.
Hierarchy
Hierarchy

BETTER THINKING

WITH AN UNDERSTANDING THAT COMES FROM OBSESSIVE ATTENTION TO DETAIL, OUR OUTSTANDING CREATIVITY BRINGS YOU AN EFFECTIVE, BESPOKE, PERFECTLY-DESIGNED RESULT.

01/ DESIGN SIMPLICITY

This is the foundation for everything we do. Clarity of design and simplicity of use produces the ideal combination of form and function that we specialize in – our websites simply work better and stand.

And that includes creating the perfect experience for your user, no matter what device they’re accessing your site through, whether it be a smartphone, tablet, or desktop computer.

MISSOURI S&T
Utilize Whitespace

Ease away aches and pains with our new face masks!
Scale and Balance
Scale and Balance

Rome Flynn

Scale and Balance

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As I approached setting my Polaroid SX-70, I got a hankering to buy one of the original cameras. Thanks to the modern conveniences of eBay, I quickly found a great deal on a Polaroid SX-70 in near mint condition.

This camera is a gorgeous machine. Adorned in chrome and leather, the SX-70 was the first camera to really capture the imagination of the public. What’s more, this camera makes people photographers, sharing the same spark of empowerment as picking up a guitar or starting a blog. It gives you a creative voice.

I’m more than happy to just admire it as beautiful industrial design, but I’m even happier to use it. Seeing how the film may be on its way out forever, I grabbed about half a refrigerator shelf’s worth of film on eBay.

If you’re interested in a SX-70 of your own, opt for the cheaper and more readily available six series Polaroid film. The film is two steps faster, so you’ll either be used to use an ND filter for the loss, or for the more adventurous, modify your camera. 600 film cartridges have little rods that prevent loading them into the SX-70, but there’s a x2 simple mechanism.

I highly recommend grabbing one of these while it’s still an affordable hobby. You won’t be disappointed.
Scale and Balance
Thanks for joining!