

Beginners guide to design

Jake Otto, art director, Lindsay Stanford, graphic designer

Fundamentals of Design

- ▶ Line
- ▶ Shape/Form
- ▶ Direction
- ▶ Texture/patterns
- ▶ Balance
- ▶ Color

LINE

A line is a shape that connects two or more points.



LINE DIRECTION

- ▶ Horizontal
- ▶ Vertical
- ▶ Diagonal



Photo courtesy of NASA



Photo shevisual.com

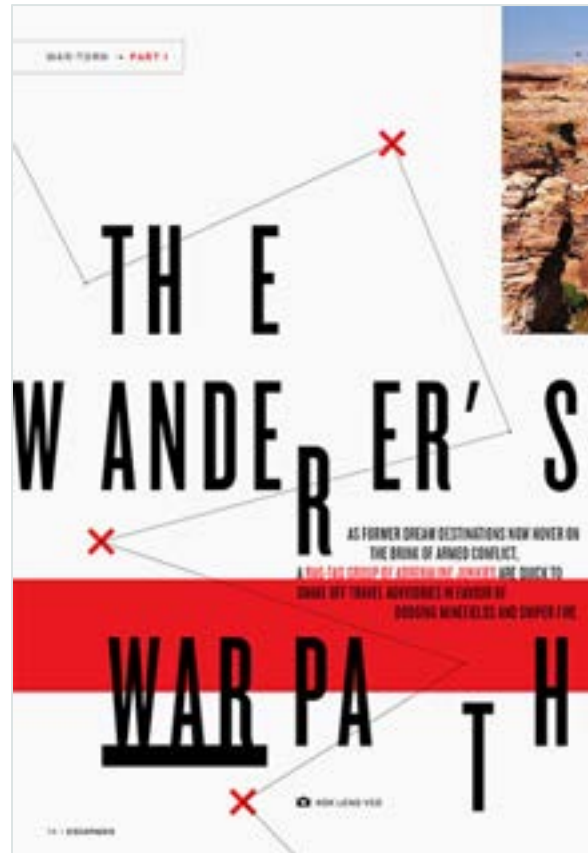


Photo chasematt.com

SHAPE

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

Geometric



Organic





Signs



Symbols



Abstract art

FORM

When a shape becomes 3D, we call it a form.



TEXTURE/PATTERNS

Texture is the physical quality of a surface.

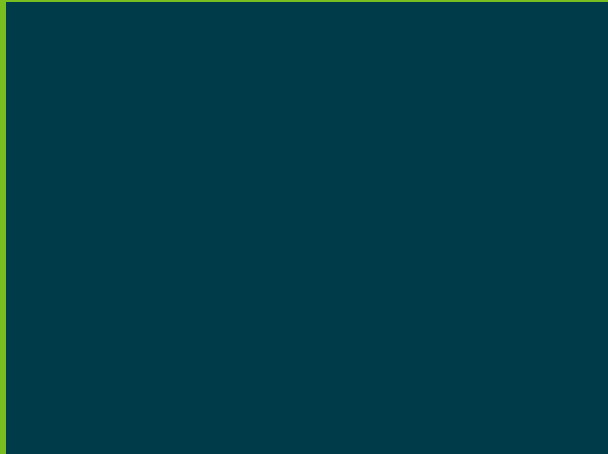


FIESTA



BALANCE

Balance is the equal
distribution of visual weight



TYPES OF BALANCE

- ▶ Symmetrical
- ▶ Asymmetrical



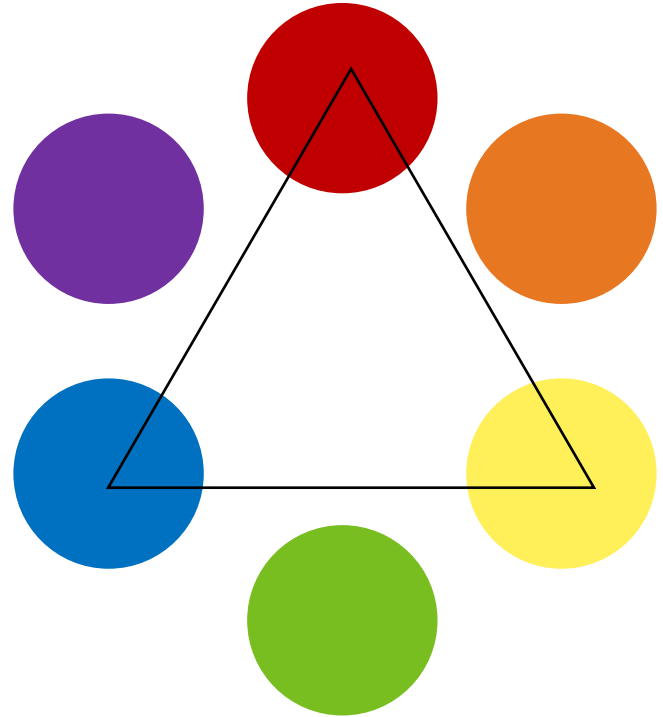
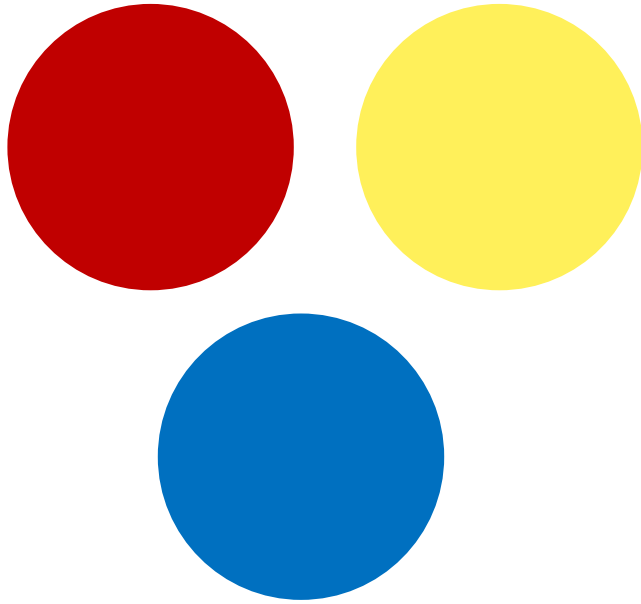
RULE OF THIRDS



Color

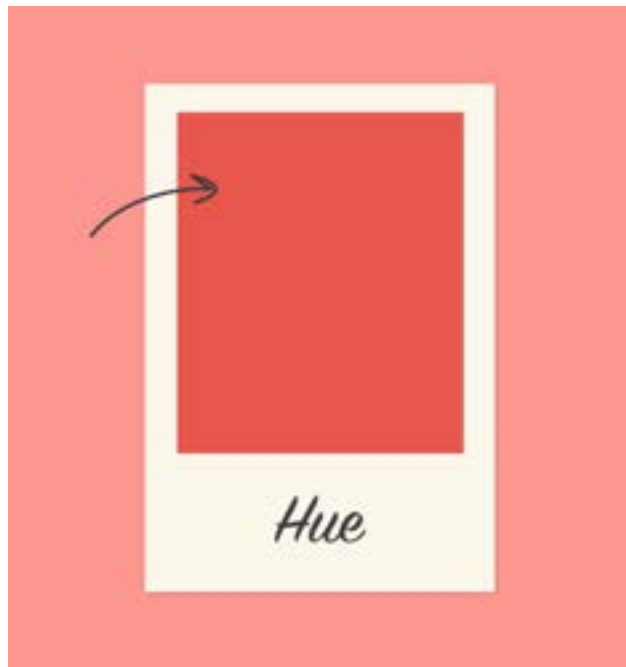
- ▶ Primary/Secondary
- ▶ Hue
- ▶ Saturation
- ▶ Value aka Tint and Shade

PRIMARY/SECONDARY



HUE

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.



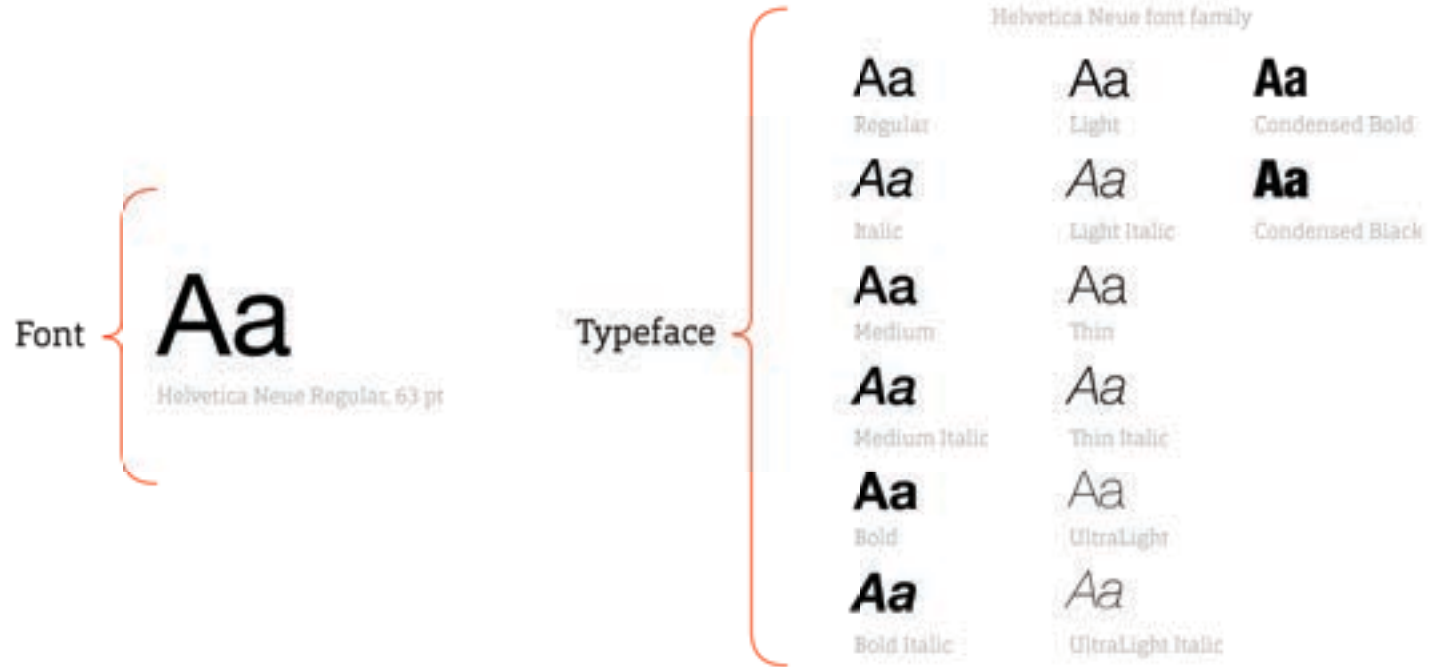
Typography

Fonts and stuff

Font or Typeface?



Font or Typeface?



Aa

Serif

Aa

Sans Serif

The image shows the letters 'Aa' in a serif font. Red circles are drawn around the serifs: the bottom horizontal bar of the 'A', the top horizontal bar of the 'A', the bottom horizontal bar of the 'A', the bottom horizontal bar of the 'A', the top horizontal bar of the 'a', and the bottom horizontal bar of the 'a'.

Serif

The image shows the letters 'Aa' in a sans serif font. There are no serifs visible on the letters.

Sans Serif

Aa

Script

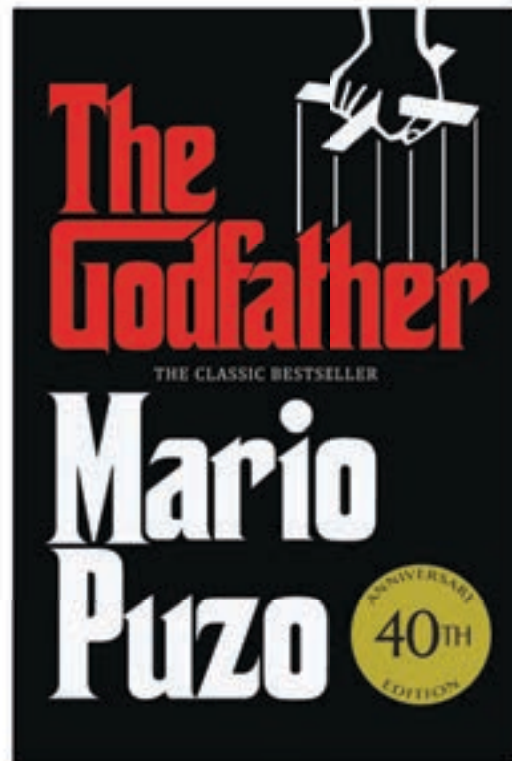
Aa

Handwritten

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 \neq better design.

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

Typography

More fonts \neq 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.

ANMVD RPLI

ANMVD RPLI

ANMVD RPLI

ANMVD RPLI

ANMVD RPLI

ANMVD RPLI

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 wall, 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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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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Alignment

Alignment refers to the invisible axis your text runs along and how it fits in the text box.

Xerfenchil ipic te conet fuga. Et haria
et harum quiasi tet alicabo. Ucit re
latum indist alit id quatem est, acciant
iberunto blaccae veris maionec ateces
ea natuz, essunt am, cus alis esedis
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Axis edge

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latum andist alit id quatem est, acciant
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aut ut quas sit voluptati soluptas
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esed moditis ma quid magnatem fuga.
Et repelecturis simusciassi officidei

Ragged edge

Alignment

Xerfeschlū ipic te conet fuga. Et haria
et harum quiati tet alicabo. Ucit re
latum andist alitid quatem est, arciant
iberunto blaccaq venis maionec ateces
ea natur, essunt am, cus alis esedis
sinveli tatiaes pelendu scimint autem
quataqui bearum exerum et que
lum re autaturia nient omniām sitia
lusandit, conet est, sin possi dessimpos
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Ut quae eaquis aut rehendaere vel illit
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Et repelecturis simusciassi officidel

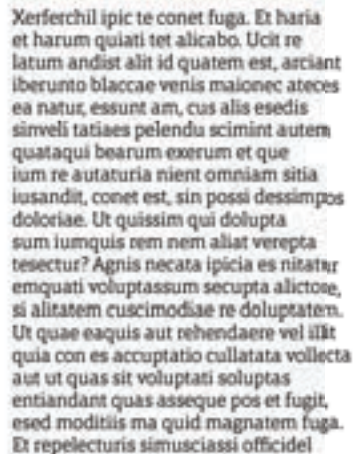
Left justified (right ragged)

Xerfeschlū ipic te conet fuga. Et haria
et harum quiati tet alicabo. Ucit re
latum andist alit id quatem est, arciant
iberunto blaccaq venis maionec ateces
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sinveli tatiaes pelendu scimint autem
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Et repelecturis simusciassi officidel

Left justified (right ragged)

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.



Xerferchil ipic te conet fuga. Et haria
et harum quiati tet alicabo. Ucit re
latum andist alit id quatem est, arclant
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Alignment

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Right justified (left ragged)

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Center justified

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Et repelecturis simusciassi officidel

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Alignment

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- ✖ Et repelecturis simusciassi officidel

Alignment

Xerferchil ipic te conet fuga. Et haria
et harum quiati tet alicabo. Ucit re
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iberunto blaccae venis malonec ateces
ea natur, essunt am, cus alis esedis
sinveli tatiaes pelendu scimint autem
quataqui bearum exerum et que lum re
autaturia nient omniam sitia iusandit,
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Ut quissin qui dolupta sum lumquis rem
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Full justified

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qui. Aceaque. Aniet. Volores
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fugit. Isint. Quis. Uncia. Verum
aceati. Doluptas. Bearchillique

Margins

Margins act as visual buffers. The amount of margin you use affects the comfort level for the reader.

Margins

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.

Margins

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Margins



Layout Design

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

– Aristotle

Layout Design

Gestalt thinking

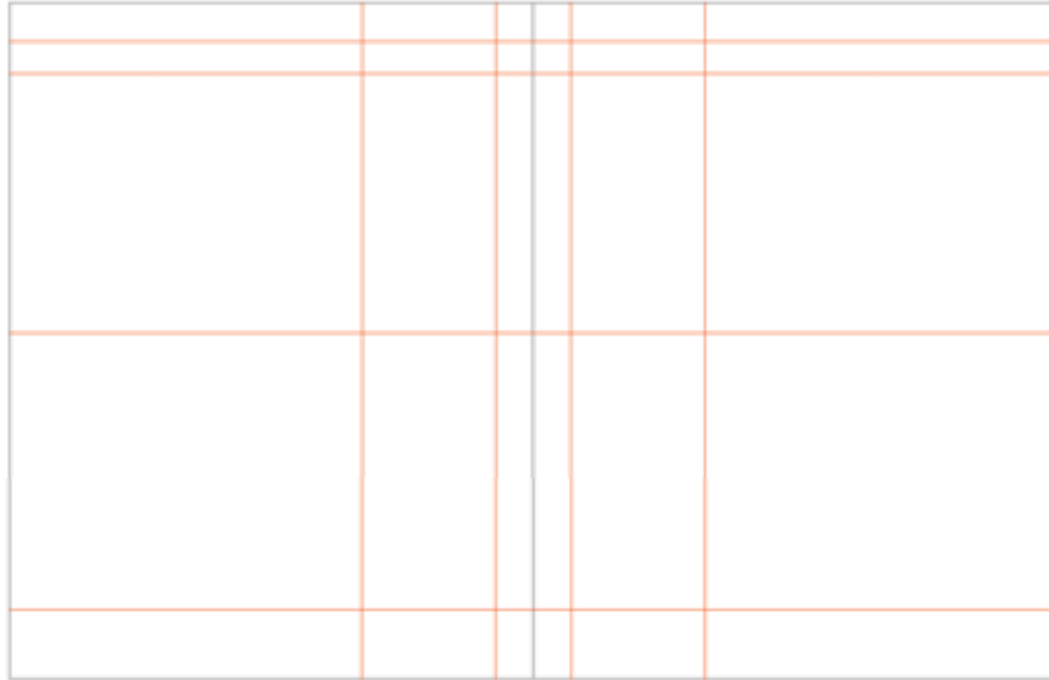
The theory is that the human brain makes sense of the world. It does so by grouping several elements together to form one whole, instead of several separate objects.

Layout Design

5 Principles from Gestalt psychology

- Similarity
- Continuation
- Closure
- Proximity
- Order

Use a Grid



MISSOURI S&T



Use a Grid



MISSOURI S&T



Hierarchy

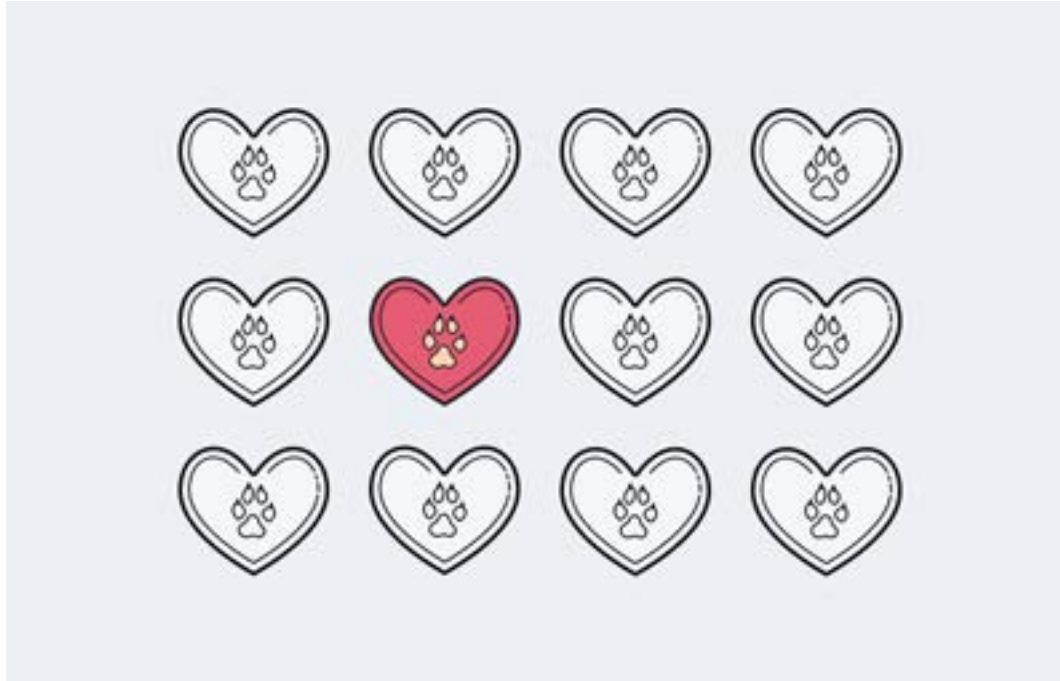


Hierarchy

HIERARCHY

**LETS THE READER KNOW
WHERE TO LOOK FIRST.**

Hierarchy



Hierarchy



Hierarchy



Use Boxes



Utilize Whitespace



Scale and Balance



Scale and Balance



Scale and Balance



Scale and Balance



Thanks for joining!