

You've Got the Look


Principles of Effective Graphic & Publication Design

Four Basic Principles


- Contrast
- Repetition
- Alignment
- Proximity

Proximity


- Group Related Items Together



- Keep space between unrelated items



Proximity Example




Bad Example

Reilly Pickett (717) 555-1212

Toad Hall

916 Old River Road Red River, NM

What must Mike "The Eye" do to make it around this card?

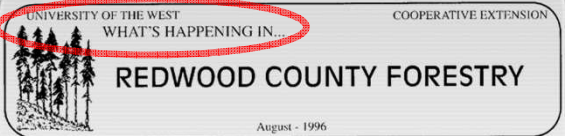


Good Example

Toad Hall
Reilly Pickett

916 Old River Road
Red River, NM
(717) 555-1212

Misused Proximity




UNIVERSITY OF THE WEST COOPERATIVE EXTENSION

WHAT'S HAPPENING IN...

REDWOOD COUNTY FORESTRY

August - 1996

- No related objects in proximity gain relationship
- Grouping related objects corrects problem



What's happening in...

Redwood County Forestry

University of the West
Cooperative Extension
August 1996

Another Proximity Example

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	Bad Everything close to everything	CD ROMs CD ROMs Children's CDs Educational CDs Entertainment CDs Laser discs <hr/> Educational Early learning Language arts Science Math <hr/> Teacher Tools Books Teacher tools Videos <hr/> Hardware & Accessories Cables Input devices Mass storage Memory Modems Printers & supplies Video and sound
	Good Related things in close proximity to each other	

Check Your Proximity

- Squint your eyes
 - Less the 3-5 is good
- Group with purpose

Alignment

- Not just left, right, center, anymore
- Place with purpose
- Visual connections

Alignment Example

Reilly Pickett (717) 555-1212

Toad Hall

916 Old River Road Red River, NM

Right Alignment Example

Toad Hall
Reilly Pickett

916 Old River Road
Red River, NM
(717) 555-1212

Center Alignment

Business Plan
for
Red Hen Enterprises

by Shannon Williams
March 20, 1999

Business Plan
for
Red Hen Enterprises

by Shannon Williams
March 20, 1999

Centering with Style

You
are
warmly
invited
to
attend!

You
are
warmly
invited
to
attend!

You
are
warmly
invited
to
attend!

- Make it obvious
- experiment with the centered block
- Add drama another way

Justified text

- Spaces letters so they fill the text box
- Hard to use, hard to master

This text is being justified inside a text box. Because of the wording it has all sorts of funny spacing

White Space

- Don't trap white space

Center Alley

Center Alley worse jester pore ladle gull hoe lift
wetter stop-murder an toe heft-cisterns. Daze
worming war furry wicket an shellfish
parsons. spatially dole stop-murder, hoe
dint lack Center Alley an, infect, word orphan
traitor pore gull mar lichen ammonol dinner
hormone bang.

White Space

- If you have a line use it

Center Alley

Center Alley worse jester pore ladle gull hoe
lift wetter stop-murder an toe heft-cisterns.
Daze worming war furry wicket an shellfish
parsons. spatially dole stop-murder, hoe dint
lack Center Alley an, infect, word orphan
traitor pore gull mar lichen ammonol
dinner hormone bang.

Summing Up Alignment

- Find the lines and use them
- Stay away from Center
- Everything has a purpose

Contrast

Contrast

Definition

The difference in visual properties that makes an object (or its representation in an image) distinguishable from other objects and the background.

en.wikipedia.org/wiki/Contrast

Color Contrast

- 1/8 male colorblind
- I don't want to "really" look
- Use "Complimentary" Colors



Color Contrast (examples)

It is Hard to Read Similar colors Together

It is Easy to read Complimentary colors together

Color Contrast (examples)

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Size Contrast

- Differences effect where and how we look
- Big objects demand attention
- Small objects can be overlooked
- Great differences in size can draw extra attention to objects

Size Contrast (examples)



Shape Contrast

- Shapes can hide or highlight
- Shapes guide us through the document

Shape Contrast (examples)



Contrast

- Keep color, size and shape in mind always
- When in doubt Switch it out

Repetition

- Repeat some aspect of the design throughout the entire piece.
- Repeat some aspect of the design throughout the entire piece.

Repetition Basics

- Repeat formatting/color for related sections of a publication

COURSE PREREQUISITES:
None

COURSE DESCRIPTION:
This course will cover the selection, design, and production of various publications materials. This course will utilize the professional grade Adobe InDesign software as well as a variety of other publication materials to produce used publications.

COURSE STRUCTURE:
This course is based on the philosophy that quality student learning is achieved through application. This course was developed to provide students an opportunity to not only learn the key components of publication design, but to allow them an opportunity to practice putting these components together to form full scale publication materials. In that end students will be selecting a business/company, which will serve as their main source of inspiration when developing their publications.

COURSE REQUIREMENTS:
Attendance and Participation: Due to the hands on nature of this course attendance is absolutely essential in your success. The text book for this course is a class set and this will not be available for check-out meaning most of the work for this course must be completed during course time.
Make-Up Works: Per the Hockessin High School policy you will be granted one individual day per 10 missed for excused absences. This policy only pertains to excused absences, unexcused absences will not be granted any additional work time. Furthermore, assignments not turned in due to an unexcused absence will receive an immediate zero (or the equivalent point total in date for long-term projects).

Repetition = Review

- No repetition your eyes just wander off the page

Toad Hall
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Repetition = Review

- Repeating an element makes the eyes bounce.

Repetition = Identity

- Use the same/similar objects to tie your pieces together.

- Typeface
- Film Reel

Planning a Web Site

- Who is your target audience?
- What are major objectives of web site?
- Examine similar sites for ideas
- Develop consistent design theme
 - External css files for common themes
- Develop intuitive navigation system
 - Best to limit links in group to maximum of 5
 - Best to make all info 3 clicks from home page
 - Best to create matching folder structure
 - Create site map to plan navigation structure

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Reset Style Sheet for All Browsers

```

/* Display HTML5 structural elements as blocks */
article, aside, figure, figcaption, footer, hgroup, header,
section, nav {
    display: block;
}

/* Set the default page element styles */
body * {
    font-family: Verdana, Geneva, sans-serif;
    font-size: 100%;
    font-weight: inherit;
    line-height: 1.2em;
    list-style: none;
    vertical-align: baseline;
}

/* Temporarily hide the page sections */
nav.horizontalNAV, #president, nav.verticalNAV,
#story, header, aside, footer {
    display: none;
}
    
```

- displays all structural elements as blocks
- sets the defaults for the Web site
- hides the main sections of the Cycle Pathology home page

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