



An Introduction
To
**DESIGN
PRINCIPLES**



An Introduction To ***DESIGN PRINCIPLES***



"Design Principles"

are the basic rules for designing and composing layouts for pages or artistic illustrations.

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Many people are born with an artistic talent that allows them to create pleasing images without as much effort as other people. However, we are not all that lucky...



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Other people must learn
how to create pleasing
compositions by
understanding how the
relationship of objects on a
page can be placed and
manipulated.





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The basic design principles are:

- Balance -
- Contrast -
- Unity -
- Harmony -
- Rhythm -
- Proportion -



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Each design principle is significant in its own right.

Any graphic design, photographic layout or illustration should be put together utilizing these principles.

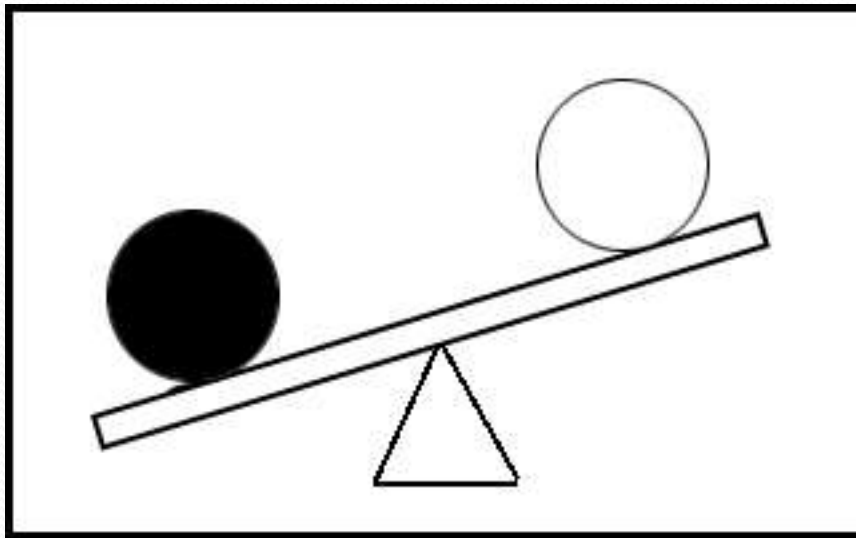
Therefore, the design student must learn the unique characteristics of each principle.

LET'S BEGIN...

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Balance

This design principle operates under the principle that any design element has visual weight.

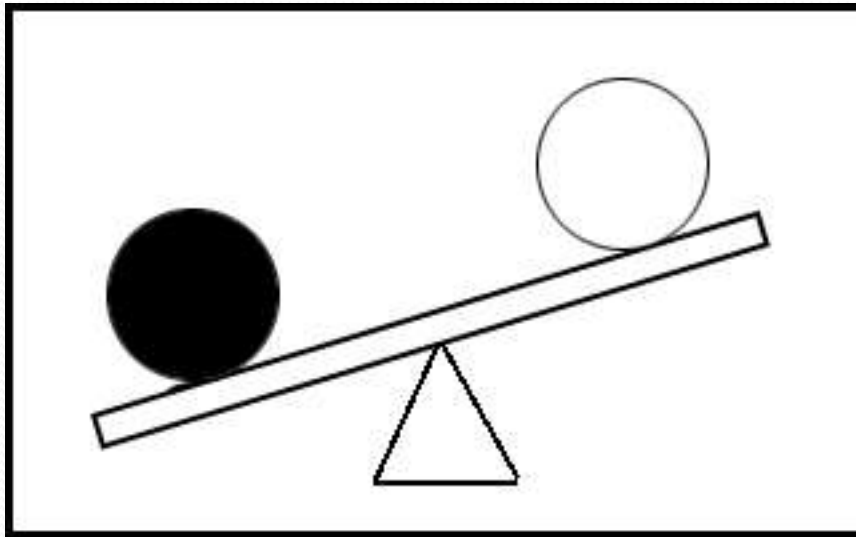


The black circle in the illustration will look "heavier" than the white circle.

Therefore, darker objects will usually draw more attention on a page, than white objects.

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Balance



That means that a white circle looks "lighter" than a black circle. Most people would perceive the black circle as being heavier since it is black and "bold". This may sound insignificant, but it is very important.

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Formal Balance



There are two types of balance:

"formal balance"

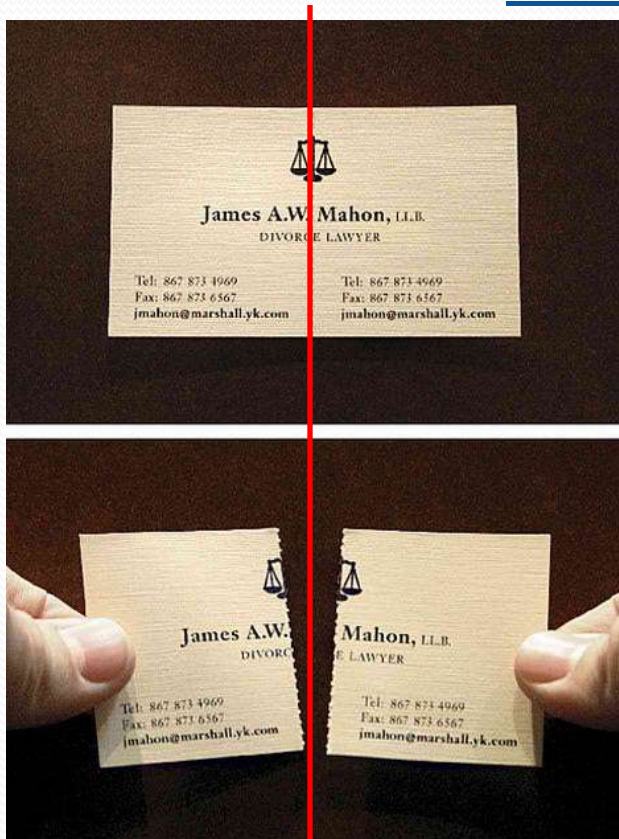
and

"informal balance"

Formal balance is usually considered more traditional and conservative. It would be used in a wedding invitation or for a conservative-type business, like an attorney.

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Formal Balance



There are two types of balance:

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Balance

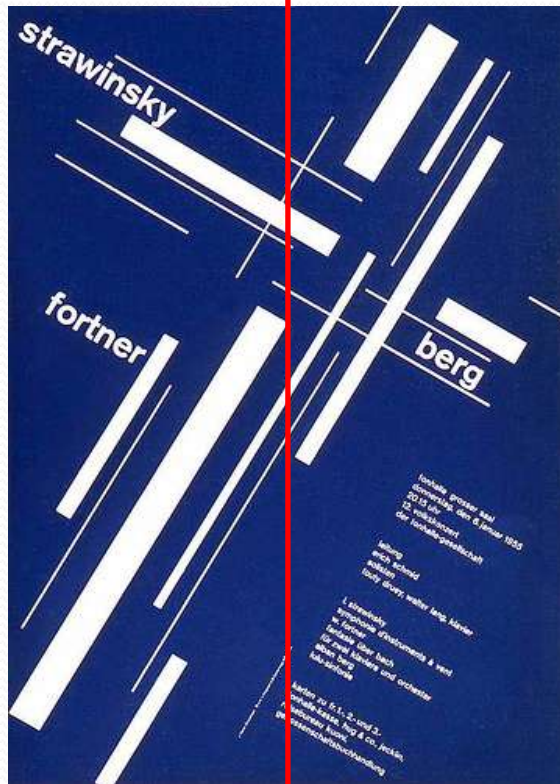


Formal balance may also
be seen used in both
photography
and illustration.

It means that the design is
“**Symmetrical**”,
which means that it is the
“same on both sides”.

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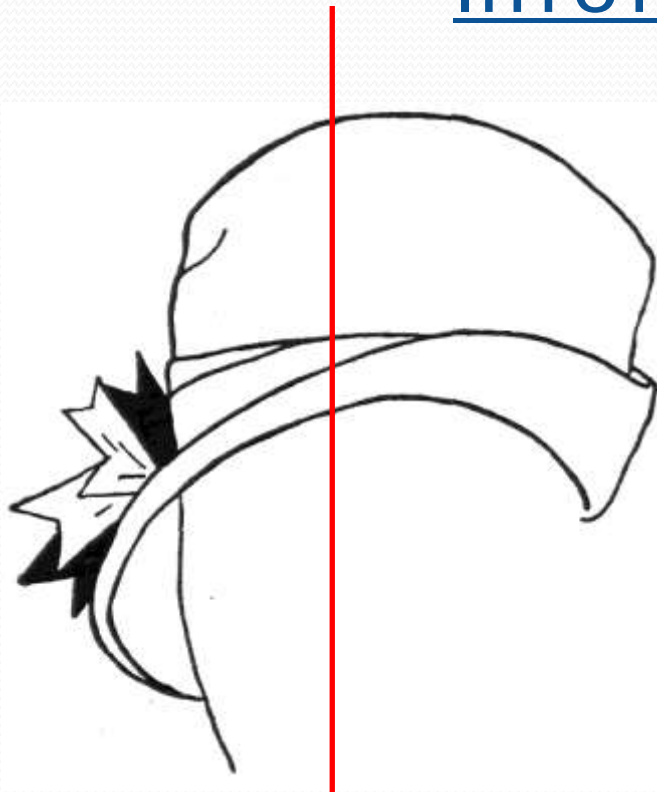
Informal Balance



In “**informal balance**”, objects are placed on the page in a livelier, more modern fashion. However, there must still be a feeling of equally placed visual weight or “**visual balance**”.

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Informal Balance



In informal balance, if you draw an imaginary line down the middle, the design does not look the same on both sides.

However, just because the ad or photo is not formally balanced, doesn't mean that it is not balanced.



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Informal Balance



When a designer, artist or photographer creates an informal layout, they are usually trying to create a more modern look, with more eye movement around the ad, photo or design.



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Check Your “Balance” IQ!

When the items appear on the screen, use the spaces provided to indicate whether the items are “formal” balance or “informal” balance.



Item #1

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Check Your “Balance” IQ!



Item #2



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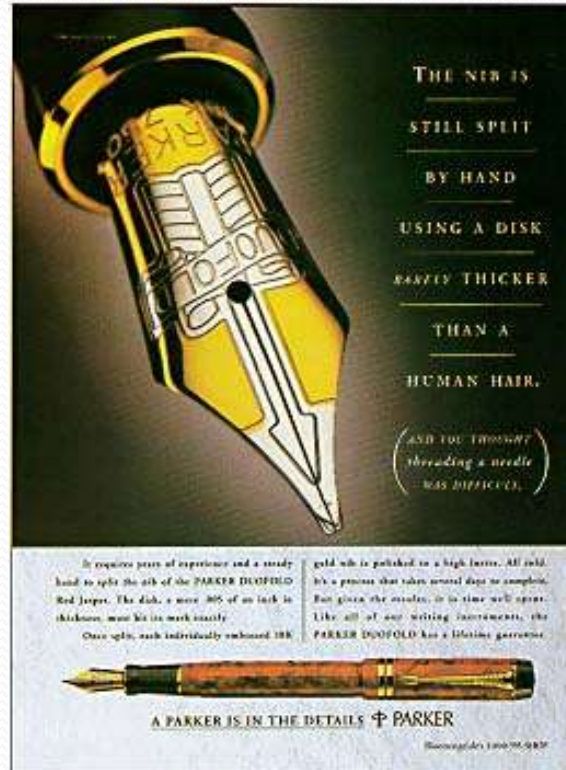
Check Your “Balance” IQ!



Item #3

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Check Your “Balance” IQ!



THE NIB IS
 STILL SPLIT
 BY HAND
 USING A DISK
 RAZER THICKER
 THAN A
 HUMAN HAIR.

(AND YOU THOUGHT
 threading a needle
 WAS DIFFICULT.)

It requires years of experience and a steady hand to split the tip of the PARKER DUOFOLD Red Jasper. The disk, a mere .005 of an inch in thickness, must fit its mark exactly. Once split, each individually embossed 18K gold nib is polished to a high luster. All gold. It's a process that takes several days to complete. But given the results, it is time well spent. Like all of our writing instruments, the PARKER DUOFOLD has a lifetime guarantee.

A PARKER IS IN THE DETAILS • PARKER

Illustration by 1990-91-92

Item #4

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Check Your “Balance” IQ!



Item #5



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Check Your “Balance” IQ!



Item #6



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Contrast

When there is a need to make things stand out on a page, a designer uses "CONTRAST".

This is also referred to as "Emphasis".

Anything we do to a page design to make something stand out is called an example of contrast.





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Contrast

Contrast is easy to see in a design, layout, photograph or illustration.

If you “squint” your eyes to make things out of focus, examples of “contrast” or “emphasis” will still stand out.



CONTRAST CONTRAST CONTRAST CONTRAST CONTRAST CONTRAST CONTRAST
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Contrast

Contrast is easily created by using color. It becomes a bit more difficult when using only black and white or one color type. However it can still be created by using other options such as:

CONTRAST

CONTRAST

CONTRAST

CONTRAST

CONTRAST

CONTRAST

CONTRAST



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Contrast

If you were to define contrast in one word,
it would be **DIFFERENT**.

Contrast or “emphasis” is making or using
anything different than the words on the
page.

It can also be seen in page layouts and in
photographs. Changing perspective or
altering color in a photograph adds

EMPHASIS!

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Contrast



Identify examples of contrast in this photograph.

Photo: Bruce Gornall

He'd been lured into being by a glamorous girl.
Look out, Amy! You'll seduce your husband!

"Maudie!" she roared. "Oh, Maudie, what about him?" Amy answered her back. "He's a genius or even he's nothing important."

"I don't see why," she said. "He's a genius or even he's nothing important."

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56 August 1988

Identify examples of contrast in this ad layout.

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Contrast



Identify examples of contrast in this page layout.



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Contrast

Contrast can be created in many ways. The following are some ideas for you when you have to create contrast in your designs:

- Illustrations • Photographs • Using Colors • Underlines •
- Rules (Graphic Lines) • Borders • Different Typestyles
- Different Type Sizes • Different Type Weights
- Slanting Type and Graphics • Using Shapes of Different Sizes •

The list could go on and on!

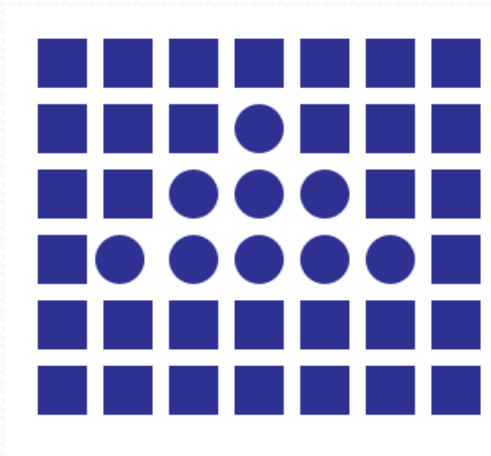


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Contrast

Your use of contrast is only limited by your creativity.

However, it must be done tastefully, or else it starts to look "junked up"!



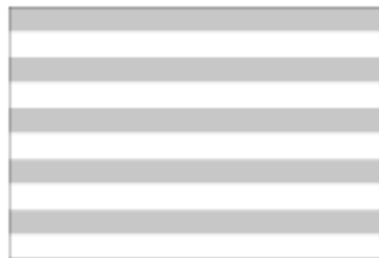


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Rhythm in Art and Photography

In Art and Photography, Rhythm is the repetition or alternation of elements, often with defined intervals between them.

Rhythm creates a sense of movement.



Regular Rhythm



Flowing Rhythm



Progressive Rhythm

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Rhythm in Photography



Why is this photograph a representation of Rhythm?

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Rhythm in Photography



Why is this photograph a representation of Rhythm?

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Rhythm in Artwork



Why is this painting a representation of Rhythm?

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Rhythm in Artwork



Why is this painting a representation of Rhythm?

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Rhythm

However, in design and layout, Rhythm is the ability to lead the eye around the ad or printed page.



This illustration uses a red line to show how a person's eyes might scan this ad layout.

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Rhythm

However, in design and layout, Rhythm is the ability to lead the eye around the ad or printed page.



The person usually looks first at the illustration. It is used as an attention-getter.



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Rhythm

However, in design and layout, Rhythm is the ability to lead the eye around the ad or printed page.



Then the large, bold type in the headline will attract the eye.



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Rhythm

However, in design and layout, Rhythm is the ability to lead the eye around the ad or printed page.



Our normal left-to-right reading scan will then take over. A smart designer uses this information to lay out a page or design to keep the reader's eye focused on the information, while getting the reader to read the advertisement content.

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Rhythm

However, in design and layout, Rhythm is the ability to lead the eye around the ad or printed page.



At the bottom, the reader's eye moves off to another part of the page.

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Rhythm



Discuss the “rhythm” movement around the page design.

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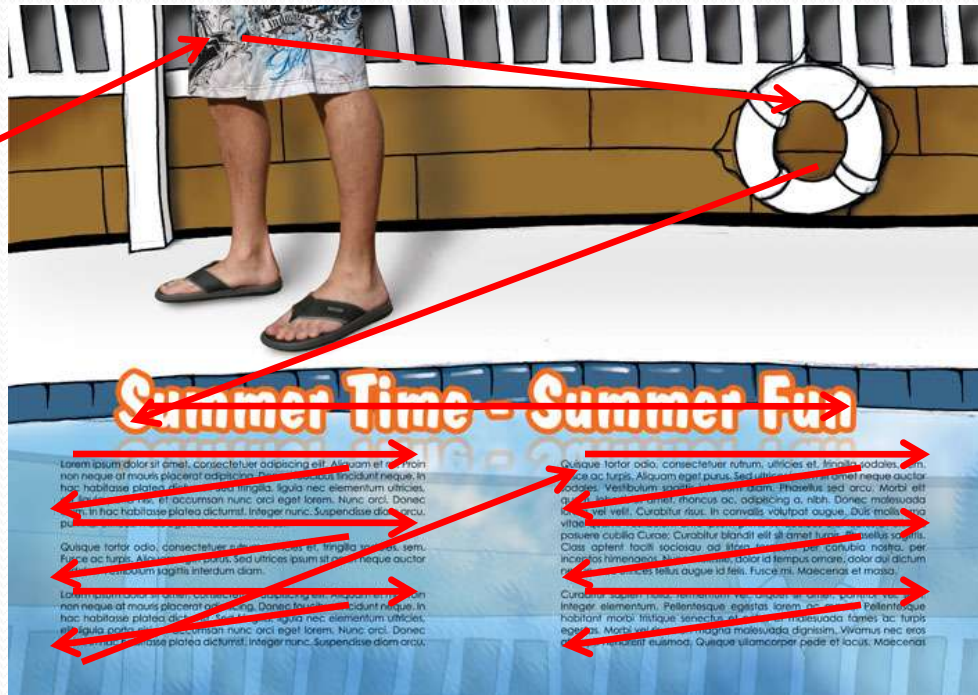
Rhythm



Discuss the “rhythm” movement around the page design.

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Rhythm



Discuss the “rhythm” movement around the page design.



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Rhythm Movement in Layouts

Rhythm is one of the more difficult design principles to master for beginning design students.

However, if you just “squint” at a photo or layout, you can pick out all the contrast. Just follow those examples of contrast around and...BINGO!!

You’ve found the “rhythm” in the design!



On Air Jamaica
You'll feel
the **CARIBBEAN**
of the Caribbean!

Feel the Caribbean rhythm that you found
At Jamaica's colorful ports of departure of the
tropical season, or where we serve our in-flight
entertainment featuring live music and authentic
programs from the islands where you are charmed
to reach the very heart of the Caribbean.

We want just another office
going to the Caribbean.
Where the Caribbean!

London • St. John's • Seattle • Durban
Grand Cayman • St. George's

www.AirJamaica.com

air Jamaica
Inspiring the New Frontier

TRY IT ONE MORE TIME!

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Unity and Harmony

These two design principles are extremely similar. (Some don't even consider them as two different principles.) "Harmony", just like in a singing group, is important.



It is the principle that tells designers to make sure items in the design blend into a common theme, just like all the voices blending in a song.



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Good Harmony



Notice the “**harmony**” that exists in this ad design.

The ad is advertising a sale for snow skis.

An illustration of a skier is used in the ad.

We also see a types tyle used that shows a chilled or icy effect.



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Good Harmony



There are snow covered mountains.
The letters are sloped for contrast, and to increase the effect of a skiing theme, like the slope of a mountainside.

**ALL OF THESE PUT TOGETHER
HELP TO CREATE THE FEELING OF
“HARMONY” IN THE AD!**



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Bad Harmony



Here's the same sales ad with the typestyle and illustration changed. It does not have good harmony.

Even if this is "Bob" of BOB'S, most people won't know that.

The typestyle is a "Broadway" style. It doesn't fit into the whole theme.



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Bad Harmony



Use your head and
common sense.

If you are designing an ad for skis
and ski boots, 9 times out of 10,
people want to see skis and ski
boots in it.



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Photographic Harmony

Harmony can be used in photography as well.
Harmony in photography usually consists of
THREE DISTINCT TYPES...

Shape Harmony
Color Harmony
Texture Harmony

These can be used to create better photos!

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Harmony in Photography



What type of photographic harmony is seen in the image above?

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Harmony in Photography



What type of photographic harmony is seen in the image above?

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Harmony in Photography



What type of photographic harmony is seen in the image above?

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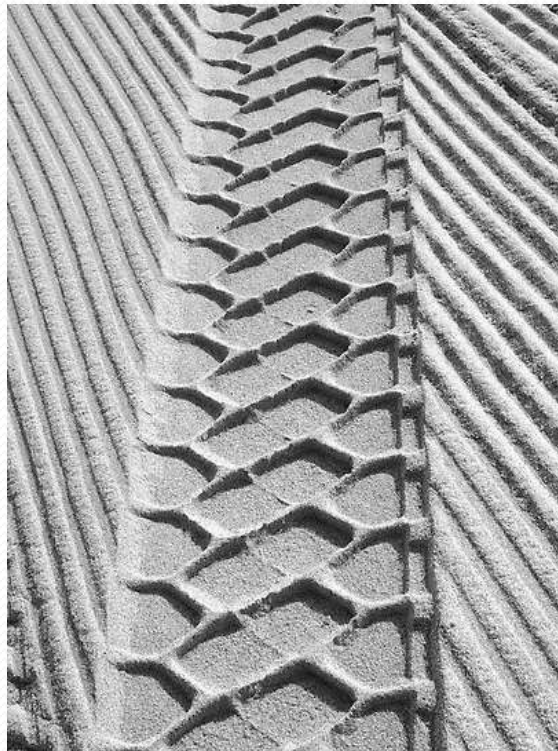
Harmony in Photography



What type of photographic harmony is seen in the image above?

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Harmony in Photography



What type of photographic harmony is seen in the image above?



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Unity

Well...back to “UNITY”.

Some used to think that unity was the most important design principle.

However, there really is
no one design principle that is most important.

Unity is the design principle that unifies the design and ties everything together (just like harmony).



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Unity

Sometimes when beginning designers design an ad or a logo, it just does not seem to tie together as one whole design.

ONE MAIN REASON IS “**TYPESTYLE UNITY**”.

“**Typestyle unity**” means that you should use as **FEW** typestyles as possible when you are designing!!

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Poor Type Unity



NEVER, NEVER, NEVER SET "SCRIPT" IN ALL CAPITALS!!!! Look at the headline. It is difficult to read and if we didn't already know what it said, we might not be able to figure it out. NEVER set "Old English" or "Calligraphy" fonts in all capitals, either. Type style unity makes for easier reading.



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Unity

For some reason, beginning designers seem to want to use too many typestyles...just because they have them.

Try to use only TWO typestyles in a design!
(But you can make it bold, italic, reverse, tinted, angled...REMEMBER “contrast?”)



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Unity

Using **Too** Many Fonts
is **bad**, *really* **bad**.

creativeherb.com

This image was found on Google when searching for “too many fonts”...



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Unity



...so was this one...



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Unit y

...and finally, this
atrocity...just
because you get paid
for your work, does
NOT make you a
“professional”
DESIGNER!!



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Unity



Unity is not just
Seen in type styles,
but also in images
used in your design.

At left is poor unity
in design.



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Unity



The logo design on the left was for “Unity Day”.

It is REAL.

How can a designer
create “Instant” Unity?

ADD A BORDER!!



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Unity in Web Design



Discuss why the web site listed above is a good example of unity.



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Proportion

Proportion may be defined as the size of items in relation to the page size.

However, “proportion” also refers to the relationship of the items in the design to each other.

In other words, beginning designers may try to "squeeze in" items at the bottom of the page. This leads to a design with type that is hard to read. We call this type "out of proportion".



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Poor Proportion



The example to the left shows a business card design that exhibits poor proportion.

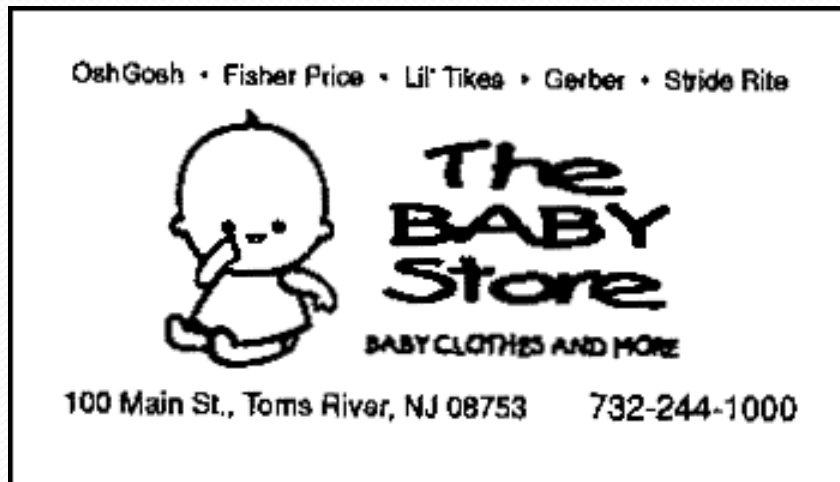
The headline is much too large. The address and phone number are too small and difficult to read. The illustration is also too large.

Sometimes it is easier to understand proportion by first looking at an example of poor proportion!



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Improved Proportion



The example to the left shows a business card design that exhibits improved proportion.

The elements are more in proportion, to each other and therefore easier to read. On a business card, the phone number is important. The number is now easier to read.

Proportion also has to do with the size of an item in proportion to its use. A business card would not be useful if it was 2 feet tall and 4 feet wide!!

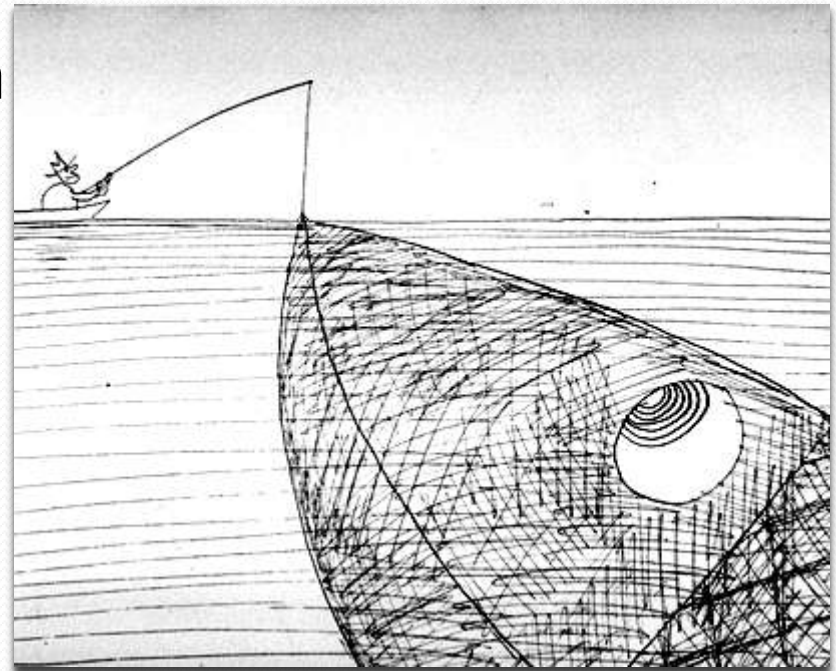


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Improved Proportion

Graphics and type need to be carefully considered when sizing them on a page. For some reason, students will find this difficult. If you have trouble, use a "**priority**" system.

This is done by deciding on the importance of your items first. Then, decide your sizing, based on the importance of the item to the design.



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Proportion in Photography



Discuss the proportion in the photo above.

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Proportion in Photography



Discuss the proportion in the photo above.

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Proportion in Web Design



Discuss the proportion in the web design above.



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Design Principles

Those are the five (or six) design principles. You must remember them and be able to identify the characteristics of each.

It is important to understand that these are rules or guidelines to follow. HOWEVER, sometimes an effective design is seen that breaks one of the rules...

...so, sometimes you've got ta break the rules!



This concludes the presentation on
Design Principles.