

## Class Intro

Welcome to Graphic Design DESN 151

Over the course of the semester we will be building on top of what was learned last semester,

### Course Description

In this course, students will study the process of applying core elements of design to create dynamic compositions. Application of various layouts for design communication systems, screens and surfaces, are explored.

### Course Rationale

Design 2 applies the design skills established in semester one, to various print and digital projects. Students will build an appreciation for grid systems in

design; which is the basis for creating more complicated design projects in future courses. Students will learn a “systems approach” to design and explore bring design into digital interfaces.

## Program Outcomes Emphasized in this Course

1. Conceptualize and develop design solutions using principles of design to create visual communications that meet the needs of the project.
2. Employ the design process to create design solutions that meet the project objectives and the needs of the client and/or user.

3. Plan, create and use photography, illustration and typography in design layouts to meet the requirements of the creative brief.

4. Design, develop and create a variety of media products using relevant, current and/or emerging technologies.

5. Communicate ideas, design concepts and opinions clearly and persuasively to others.

6. Use recognized industry practices throughout the design process and related business tasks.

7. Complete all work in a professional and ethical manner, and in accordance with all applicable legislation and

regulations.

## Learning Outcomes

Articulate the design process and utilize research in design methods.

Develop design solutions with semiotics and systems in mind.

Build brands that apply to a variety of applications.

Articulate visual rhetoric and how this applies to design.

Apply testing environments in the design process.

Develop strategies for working with clients and managing resources.

# Design Principles and Gestalt Theory

## Gestalt Theory

Gestalt theory is a psychology term. It hypothesizes that people tend to organize visual elements into groups or “unified wholes” when certain principles are applied.

### **Some general rules:**

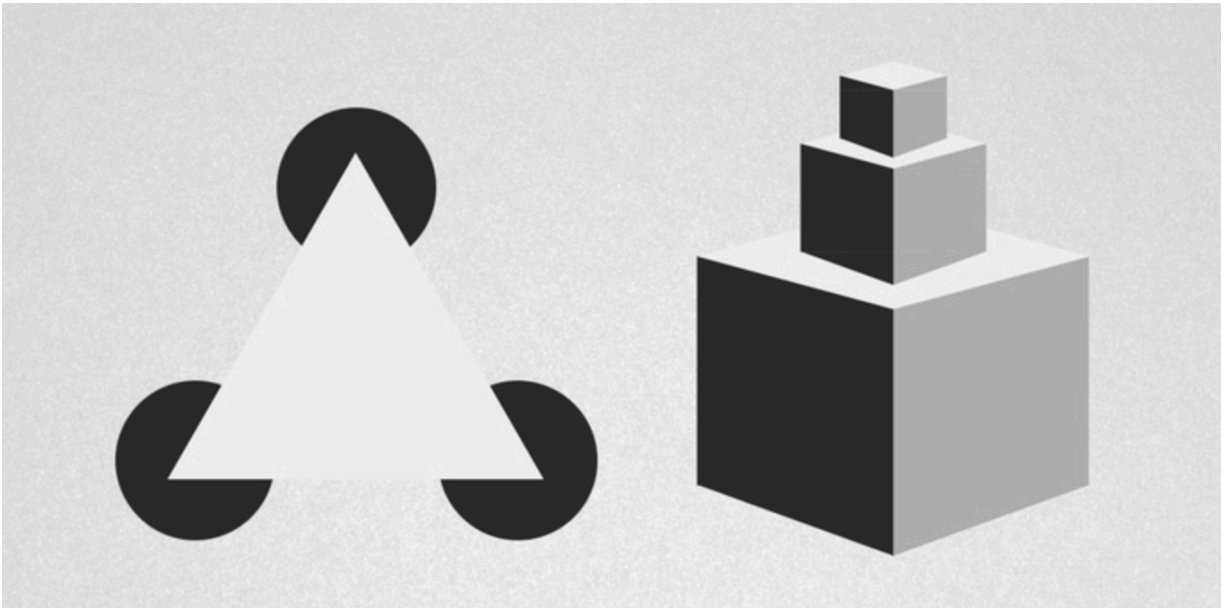
Objects will be perceived in their simplest form



Humans naturally follow lines or curves



The mind will attempt to fill in detail that isn't actually there



**There are a few principles that this theory defines. The main ones are:**

### **Continuation**

Continuation occurs when the eye is compelled to move through one object and continue to another object. This is often used in logos. IE: Amazon logo is

subliminally saying “We have everything you need from A to Z and we do it with a SMILE on our faces.” (Even though you never come in contact with anyone at amazon. The point is what it makes you feel on a subconscious level).



## Closure

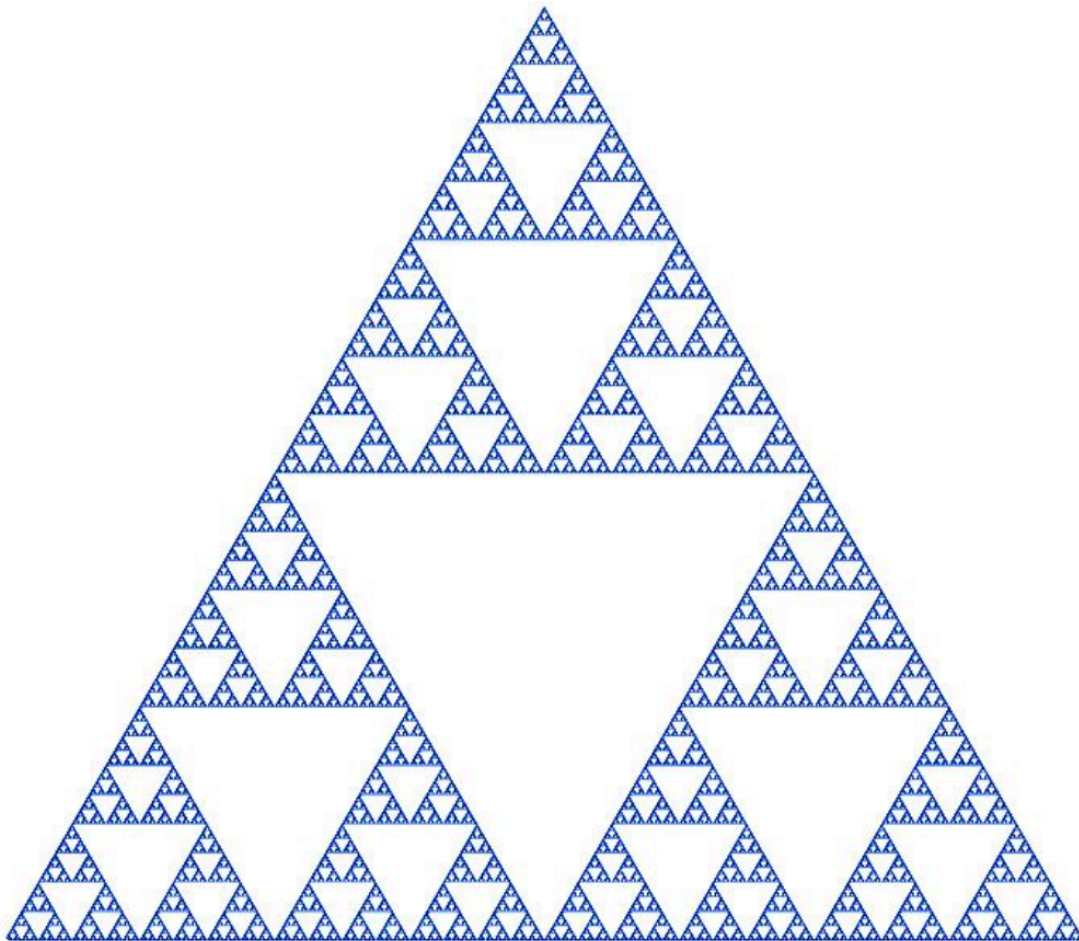
Closure occurs when an element is incomplete or a space is not totally enclosed. If enough of the shape is indicated or hinted at the viewer will subconsciously fill in the missing

information. Below we see a dog even though there is no actual dog there. It's just a bunch of spots and blotches of black on white.



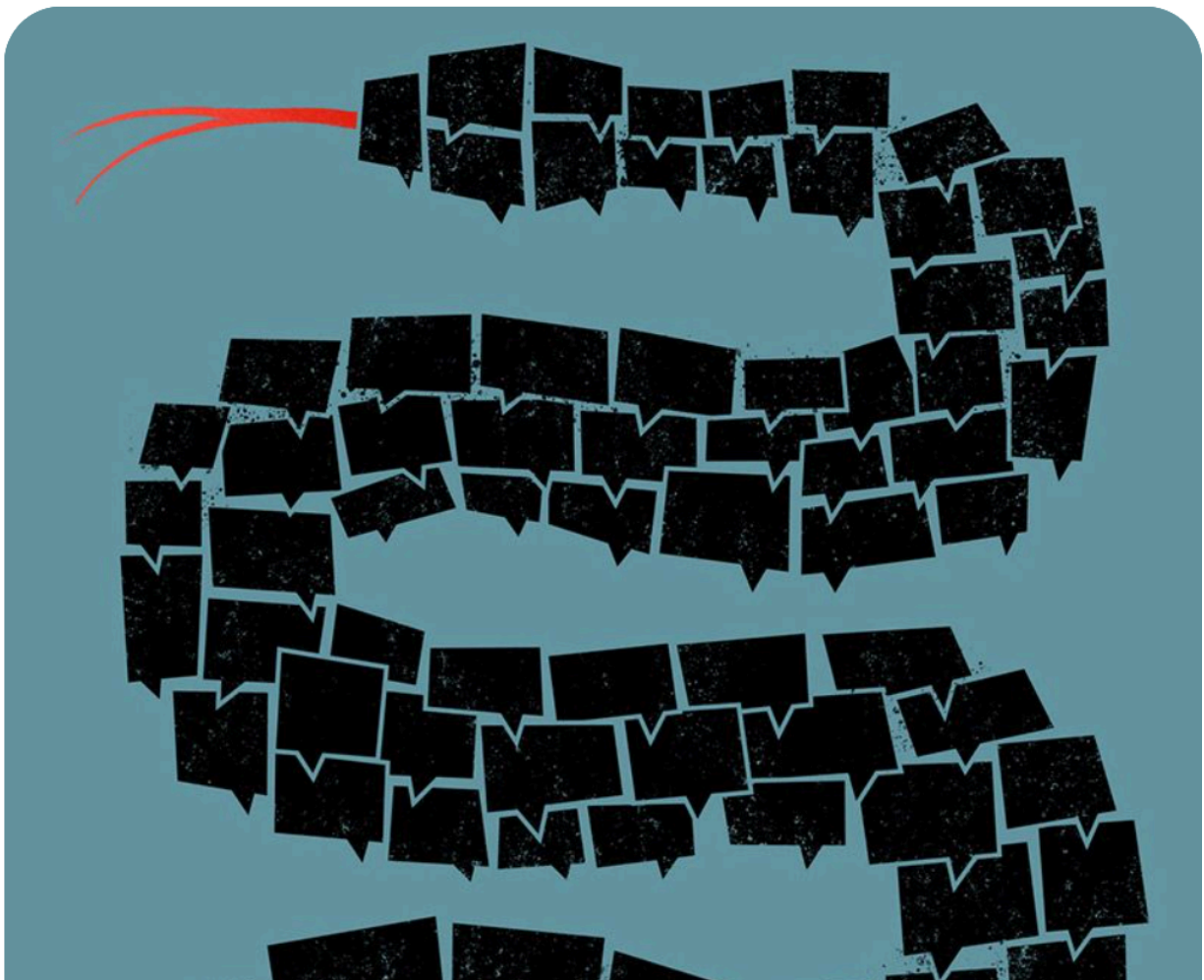
## Similarity

Similarity occurs when objects look similar to each other. The viewer will view them as a group or pattern. These can be similarities in color, shape, texture, or any other design element. Below, triangles making triangles making one big triangle.



## Proximity

Proximity occurs when elements are close together. The position of these elements helps to portray a relationship between the separate parts. The opposite is also true. Below there is a snake and a tree but, not really.



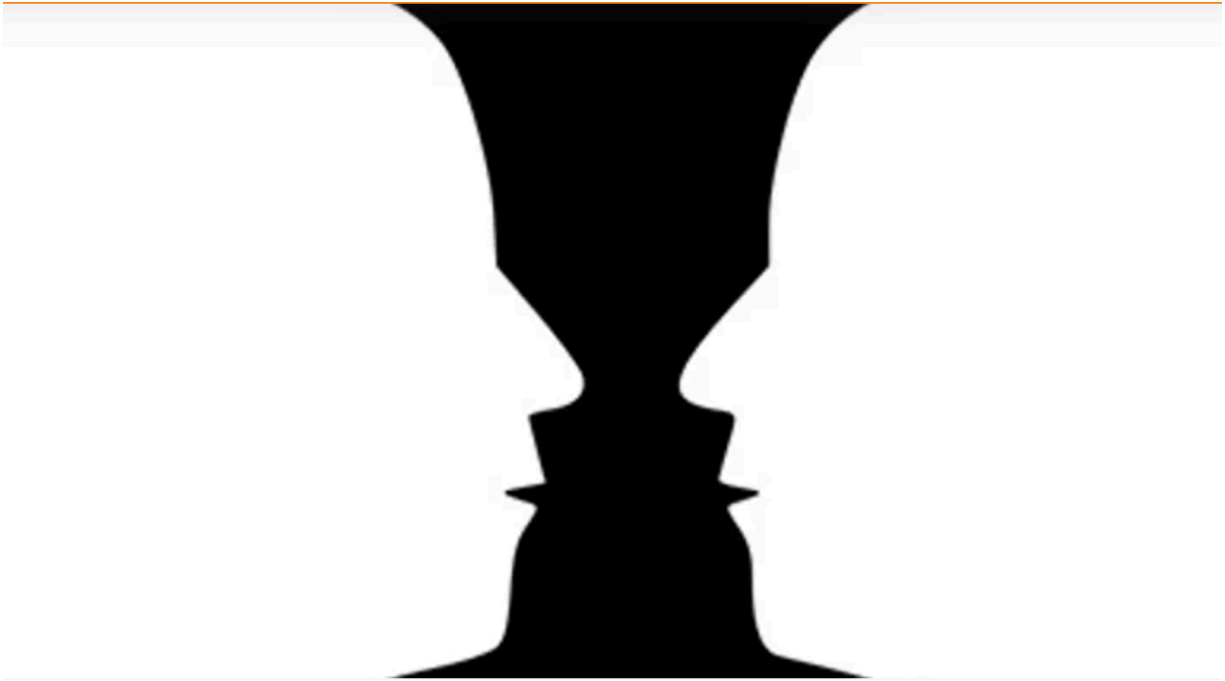




## Figure/Ground

The eye differentiates an object from its surrounding area. A form, or shape is perceived as a figure, while the

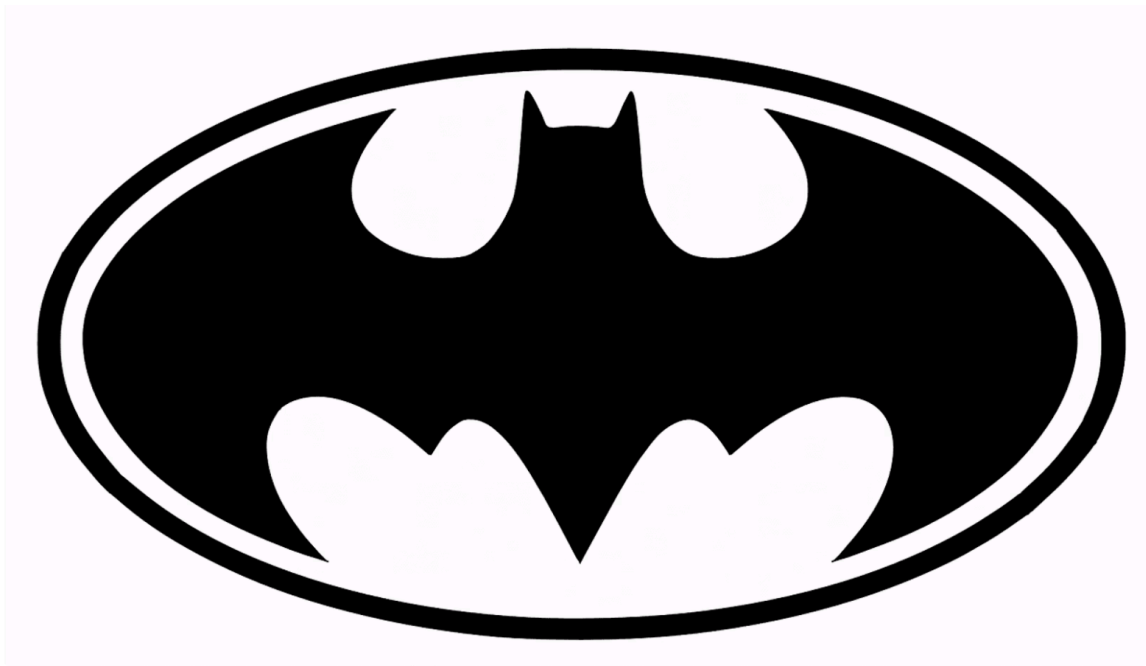
surrounding area is perceived as ground. Do you see a vase? Or 2 faces?





## **Symmetry and order**

Elements that are symmetrical to each other tend to be perceived as a unified group. The opposite is also true. Several symmetries can occur in one design.



Design Principles C.R.A.P 🍌

## Contrast

Contrast is about making distinct elements stand out and is used to drive the attention of the viewer to specific elements in a design.

## Good Contrast



**Saturday,  
November 29th**  
Moda Nightclub  
**Josh Wink**  
With Special Guests...

DJ Sammy-O  
Miami  
DJ Rob Sherwood  
NYC/Cleveland

**Special  
19+ Event!**

FREE DRINKS From 9pm-11pm  
Doors at 9pm :: Proper ID Required  
21+ \$10 Cover :: 19+ \$15 Cover  
Special V.I.P. for guests of  
Jessica George & Grand Pool-Bo

moda nightclub  
1871 west 25th st.  
market square dist.  
cleveland, ohio

## Bad Contrast



**Saturday,  
November 29th**  
Moda Nightclub  
**Josh Wink**  
With Special Guests...

DJ Sammy-O  
Miami  
DJ Rob Sherwood  
NYC/Cleveland

**Special  
19+ Event!**

FREE DRINKS From 9pm-11pm  
Doors at 9pm :: Proper ID Required  
21+ \$10 Cover :: 19+ \$15 Cover  
Special V.I.P. for guests of  
Jessica George & Grand Pool-Bo

moda nightclub  
1871 west 25th st.  
market square dist.  
cleveland, ohio



**Saturday,  
November 29th**  
Moda Nightclub  
**Josh Wink**  
With Special Guests...

DJ Sammy-O  
Miami  
DJ Rob Sherwood  
NYC/Cleveland

**Special  
19+ Event!**

FREE DRINKS From 9pm-11pm  
Doors at 9pm :: Proper ID Required  
21+ \$10 Cover :: 19+ \$15 Cover  
Special V.I.P. for guests of  
Jessica George & Grand Pool-Bo

moda nightclub  
1871 west 25th st.  
market square dist.  
cleveland, ohio



**Saturday,  
November 29th**  
Moda Nightclub  
**Josh Wink**  
With Special Guests...

DJ Sammy-O  
Miami  
DJ Rob Sherwood  
NYC/Cleveland

**Special  
19+ Event!**

FREE DRINKS From 9pm-11pm  
Doors at 9pm :: Proper ID Required  
21+ \$10 Cover :: 19+ \$15 Cover  
Special V.I.P. for guests of  
Jessica George & Grand Pool-Bo

moda nightclub  
1871 west 25th st.  
market square dist.  
cleveland, ohio

Repetition

Repetition is what we use to make a UI easier for the user to learn. This is true for all areas of design. When we think of a newspaper, we can picture how it is structured because generally they are all similar. This is due to repetition, because of this, you can pick up any newspaper and very easily assimilate the information within.



This website above is an example of horrible design and one of the reasons is because it has no repetition.

## Alignment

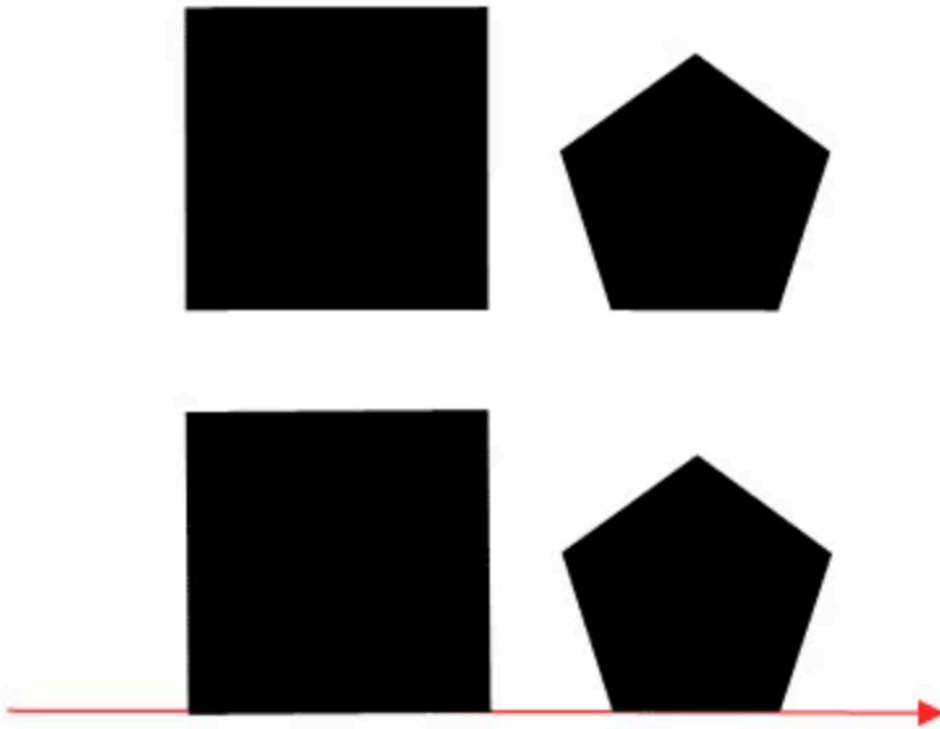
Alignment dictates the way every element is placed in a design. It is the concept that advocates organizing information to create order.

With alignment, no element in a design is positioned arbitrarily. Each element visually connects to the other elements, leading to cohesiveness in a design.

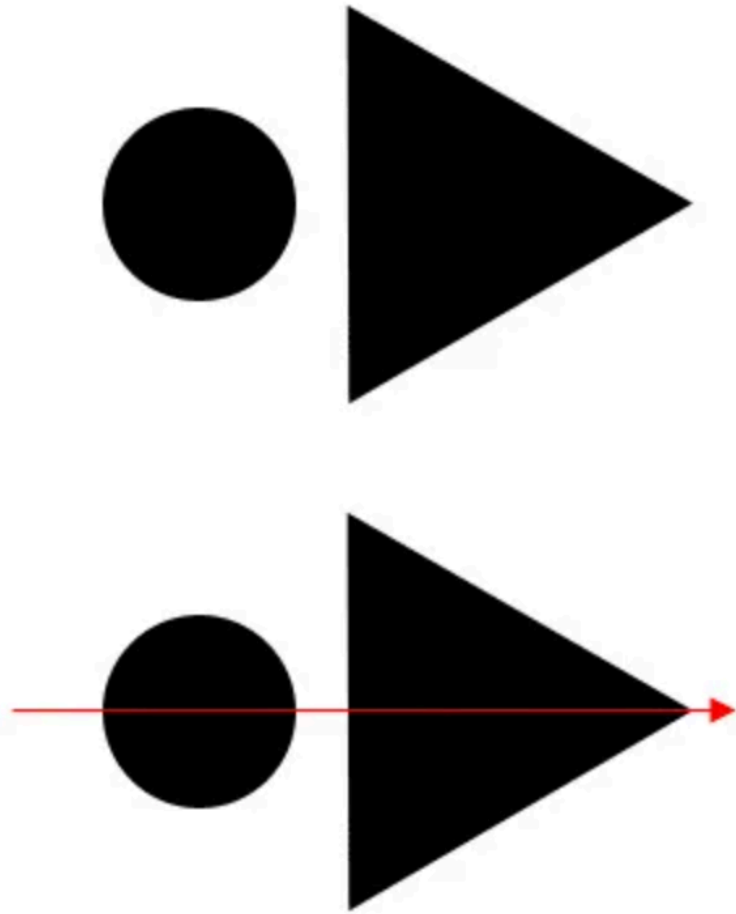
The two basic kinds of alignments are edge alignment and center alignment.

**Edge** alignment naturally positions

elements against a margin that matches up with their outer edges.



**Center** alignment places design elements so that they line up with one another on their center axes.



Which one of the below examples looks cleaner? Easier to read?

### Navigation

[Nulla neque habitant morbi](#)  
[Nullam laoreet commodo](#)  
[Sed vitae nisi lacus enim](#)  
[Curabitur cursus faucibus](#)  
[Proin quis metus erat volutpat](#)  
[auctor mauris tincidunt quis](#)

[Quisque sit amet est et](#)  
[ullamcorper placerat eleifend](#)  
[vehicula elit feugiat vitae](#)

Cras aliquam. Aliquam ultrices dignissim enim. Donec hendrerit magna in libero. Suspendisse accumsan. In sed sapien non lorem lobortis egestas. Fusce in libero id lacus auctor dignissim. Sed et arcu. Nunc felis enim, dapibus ac, tincidunt nec, feugiat et, dolor. Donec gravida ligula. Nulla a augue.

## Fusce porta suscipit eros

Mauris elementum. Proin quis dolor ut augue imperdiet fringilla. In cursus, magna ut eleifend aliquam, risus lorem mattis mauris, eu congue nisi nisi et sapien. Donec eget dui. Praesent a diam. Cras nunc. Morbi id orci quis nisl conseqat scelerisque.

### Duis vitae urna

Aenean ut risus nec tellus sodales bibendum. Morbi porta, urna nec aliquam condimentum, sapien lectus elementum est, in placerat elit mi pretium diam. Sed at lectus. Etiam laoreet massa vitae mauris blandit faucibus.

### Fusce non ligula

Phasellus sit amet leo. Proin fermentum congue purus. Fusce non ligula. Donec a erat. Curabitur mollis ultricies elit. Ut ut tortor nec metus commodo tristique. In hac habitasse platea dictumst. Donec bibendum, neque non dignissim accumsan, urna felis commodo libero, euismod imperdiet arcu felis tincidunt velit. Duis mollis interdum sem. Nunc volutpat dictum justo.

### Donec hendrerit magna

- Nulla sed tortor id neque consectetur auctor.
- Nullam laoreet erat eget nibh.
- Sed vitae nisi non enim semper rhoncus.
- Curabitur ac magna eu elit rhoncus ultrices.
- Proin quis metus nec mauris dictum convallis.
- In auctor mauris quis neque.

### Vivamus sodales

- Nulla sed tortor id neque consectetur auctor.
- Nullam laoreet erat eget nibh.
- Sed vitae nisi non enim semper rhoncus.
- Curabitur ac magna eu elit rhoncus ultrices.
- Proin quis metus nec mauris dictum convallis.
- In auctor mauris quis neque.



## Navigation

[Nulla neque habitant morbi](#)  
[Nullam laoreet commodo](#)  
[Sed vitae nisi lacus enim](#)  
[Curabitur cursus faucibus](#)  
[Proin quis metus erat volutpat](#)  
[auctor mauris tincidunt quis](#)

[Quisque sit amet est et](#)  
[ullamcorper placerat eleifend](#)  
[vehicula elit feugiat vitae](#)

Cras aliquam. Aliquam ultrices dignissim enim. Donec hendrerit magna in libero. Suspendisse accumsan. In sed sapien non lorem lobortis egestas.

Fusce in libero id lacus auctor dignissim. Sed et arcu. Nunc felis enim, dapibus ac, tincidunt nec, feugiat et, dolor. Donec gravida ligula. Nulla a augue.

## Fusce porta suscipit eros

Mauris elementum. Proin quis dolor ut augue imperdiet fringilla. In cursus, magna ut eleifend aliquam, risus lorem mattis mauris, eu congue nisi nisi et sapien. Donec eget dui. Praesent a diam. Cras nunc. Morbi id orci quis nisi consequat scelerisque.

## Duis vitae urna

Aenean ut risus nec tellus sodales bibendum. Morbi porta, urna nec aliquam condimentum, sapien lectus elementum est, in placerat elit mi pretium diam. Sed at lectus. Etiam laoreet massa vitae mauris blandit faucibus.

## Fusce non ligula

Phasellus sit amet leo. Proin fermentum congue purus. Fusce non ligula. Donec a erat. Curabitur mollis ultricies elit. Ut ut tortor nec metus commodo tristique. In hac habitasse platea dictumst. Donec bibendum, neque non dignissim accumsan, urna felis commodo libero, euismod imperdiet arcu felis tincidunt velit. Duis mollis interdum sem. Nunc volutpat dictum justo.

## Donec hendrerit magna

- Nulla sed tortor id neque consectetur auctor.
- Nullam laoreet erat eget nibh.
- Sed vitae nisi non enim semper rhoncus.
- Curabitur ac magna eu elit rhoncus ultrices.
- Proin quis metus nec mauris dictum convallis.
- In auctor mauris quis neque.

## Vivamus sodales

- Nulla sed tortor id neque consectetur auctor.
- Nullam laoreet erat eget nibh.
- Sed vitae nisi non enim semper rhoncus.
- Curabitur ac magna eu elit rhoncus ultrices.
- Proin quis metus nec mauris dictum convallis.
- In auctor mauris quis neque.

eget | turpis | metus | rutrum | commodo

The principle of proximity states that elements that are associated with each other should be placed closely (grouped together), and vice-versa.

The application of proximity, especially in web design, can lead to a better user experience.

An amateur designer might try to utilize the complete real estate of a design, trying to spread elements evenly throughout. Such a design will make it difficult for users to determine elements that are related to each other (and those that are not), resulting in a poor user experience.



## Design elements

### Line

Line is an element of art that contours, outlines or defines a shape. Lines can be thick or thin, loose, sharp, curvy or straight.

### Shape

Shape is when a line crosses itself or intersects with other lines to create an enclosed space. Shapes can be geometric, such as circles, squares, rectangles or triangles. Shapes can also be those seen in nature, such as

flowers, leaves or seashells. Static shapes appear to be stable and still, while dynamic shapes appear to be moving. Positive shapes are solid forms in artwork, such as a bowl of fruit, while a negative shape is the space surrounding a positive shape.

## **Mass or Size**

This refers to the amount of space a two- or three-dimensional object takes up. An object's mass in relation to other objects in the picture plane affects the proportion or scale of work of art.

## **Space**

Space is the area around or between elements in a design. It can be used to separate or group information. Use it to lead the eye through a design, give the viewer a rest and so on.

## **Color**

Color is used to add interest to an art object. There are four categories of color: primary, secondary, intermediate and complementary. These breakdowns of color are represented on a color wheel, an important tool for an artist.

Primary colors are red, yellow and blue, and cannot be created from other colors. Secondary colors are orange, violet and green, and are created by mixing two primary colors. Intermediate colors, also called tertiary colors, include red orange, yellow green, and blue violet, and come from mixing a primary color and a secondary color.

Complementary colors are opposite from each other on the color wheel, and tend to make each other look brighter when used together. An example of

complementary colors is blue and orange.

## **Value**

Value is how light or dark an area looks. Use value to create depth.

## **Texture**

Texture is the surface quality of an object in a piece of art. According to the Incredible Art Department website, real texture is an object's actual texture, such as a rough or jagged rock. Real textures play a vital role in architecture, interior design and sculpture. Implied texture is used in painting or drawing to make an object appear rough or smooth, even though it is two-dimensional.

# Color Theory and Color Psychology

## Primary, Secondary and Tertiary Colours



Primary Colors



Secondary Colors



Tertiary Colors

**Primary Colors:** Red, yellow and blue  
In traditional color theory (used in paint and pigments), primary colors are the 3 pigment colors that cannot be mixed or formed by any combination of other colors. All other colors are derived from these 3 hues.

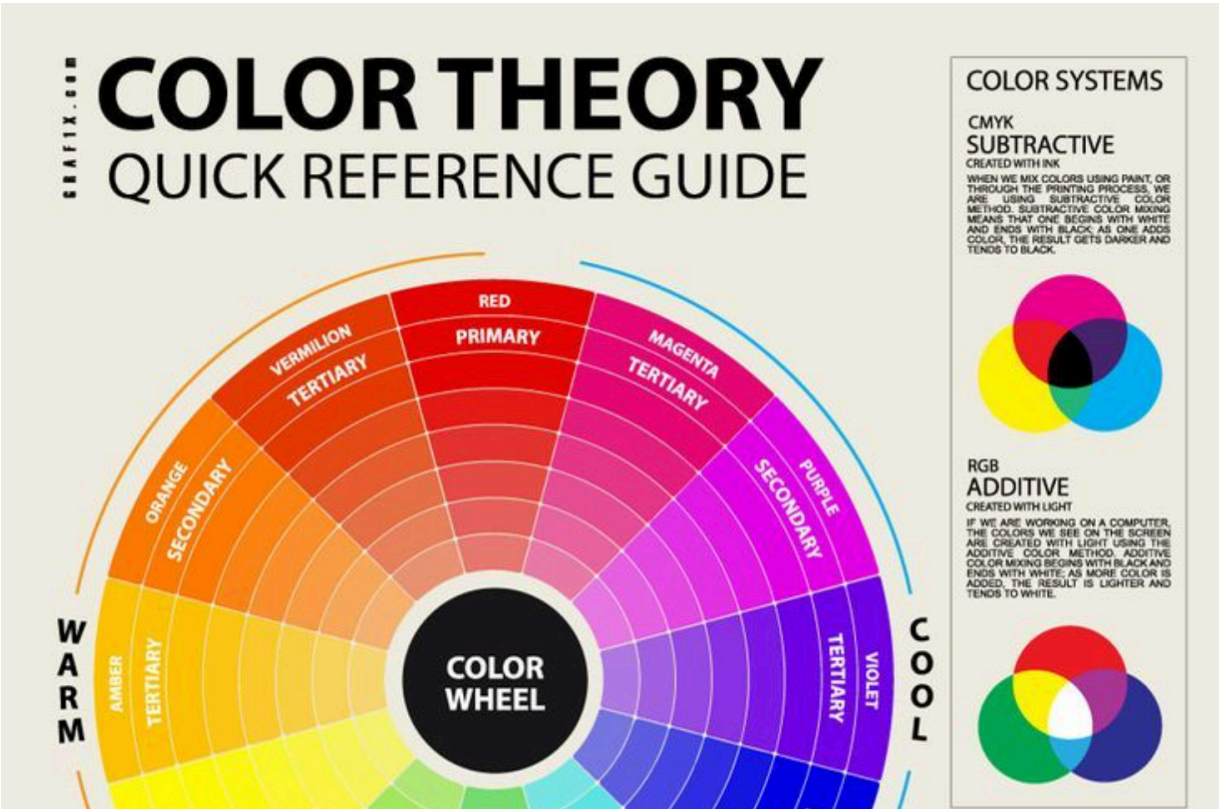
**Secondary Colors:** Green, orange and purple

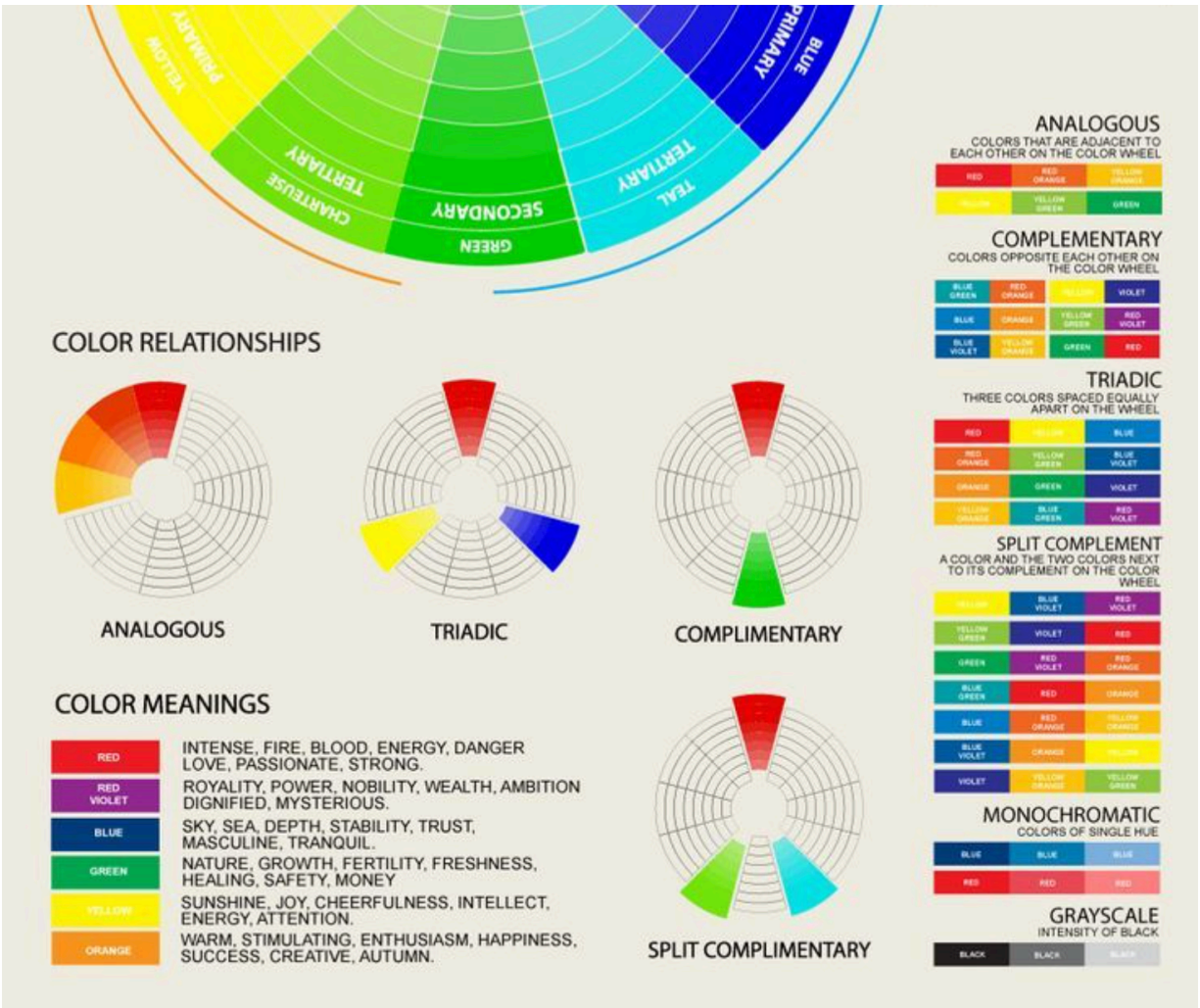
These are the colors formed by mixing the primary colors.

# Tertiary Colors: Yellow-orange, red-orange, red-purple, blue-purple, blue-green & yellow-green

These are the colors formed by mixing a primary and a secondary color. That's why the hue is a two word name, such as blue-green, red-violet, and yellow-orange.

From this we get the color wheel





# Colour Psychology

This is important because how you want the user to *feel* can be dictated by the colors you use in your project.

**BEIGE**

Flexibility,  
dependability

**BLACK**

Elegance,  
power, mystery,  
evil, death

**BLUE**

Stability, loyalty,  
confidence

**BROWN**

Warmth, foundation,  
wholesomeness,  
security

**BURGUNDY**

Sophistication,  
power,  
influence

**CORAL**

Self-love,  
creativity, balance

**AMBER**

Warmth,  
positivity, energy

**GOLD**

Compassion,  
courage, magic,  
wisdom

**GREEN**

Nature, life,  
safety, jealousy

**GREY**

Lack of emotions,  
conservativeness

**INDIGO**

Devotion,  
justice, wisdom

**LAVENDER**

Youth, vitality

**MAGENTA**

Compassion,  
cooperation, self  
respect

**MAROON**

Strength, ambition,  
creativity,  
excitement

**ORANGE**

Abundance, warmth,  
determination,  
success

**PINK**

Love for oneself  
and others,  
romance

**PURPLE**

Luxury, ambition,  
independence,  
mystery

**RED**

Romance, sensitivity,  
leadership, willpower,  
danger

**SILVER**

Glamour, grace, and  
modern technology

**TEAL**

Sophistication,  
self-sufficiency,  
communication

**TURQUOISE**

Emotional balance,  
friendship, good  
luck, feminism

**VOILET**

Spirituality,  
imagination,  
wisdom, luxury

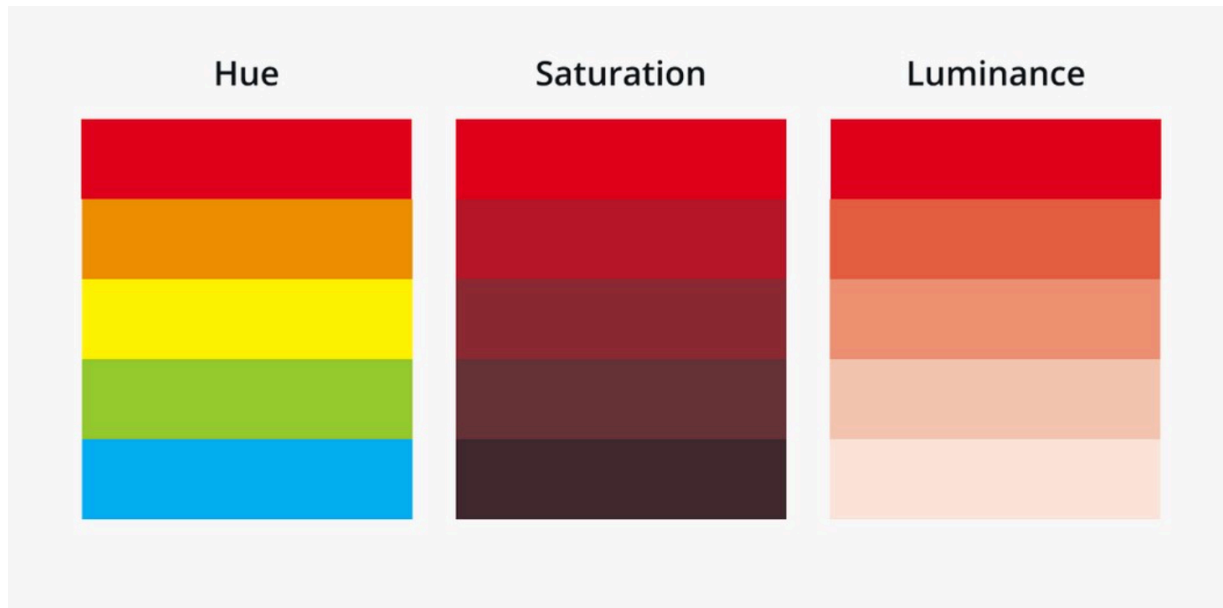
**WHITE**

Innocence, safety,  
illumination,  
perfection

**YELLOW**

Joy, positivity, vigor,  
remembrance,  
intellect

# Hue Saturation Tint



Hue is color (blue, green, red, etc.). Chroma is the purity of a color (a high chroma has no added black, white or gray). Saturation refers to how strong or weak a color is (high saturation being strong). Value refers to how light or dark a color is (light having a high value)

Visual Hierarchy

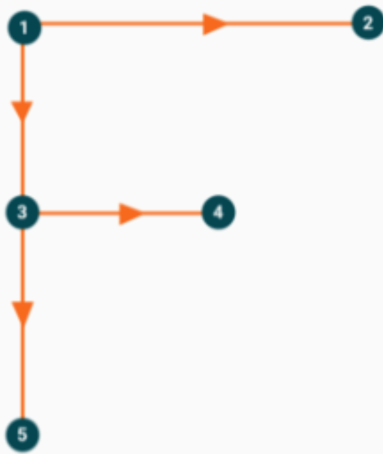
Visual hierarchy is the arrangement of graphic elements in a design in order of importance of each element. The visual weight defines the importance of an element in a design's hierarchy, communicating to a viewer's eyes what to focus on and in what order.

This is also important because we naturally look for patterns. Knowing this we can direct the users attention and place important information where it will most efficiently have an impact.

## **F and Z Patterns**

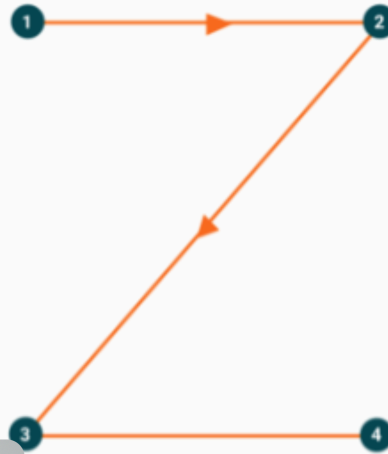
# LAYOUT SCANNING PATTERNS

The predictable human eye



F-pattern

VS



Z-pattern



1

2

3

4

5

6

7

8

9

feedback

TicketCity.com

Help Log In Sign Up

Music Sports Arts & Theater Family My Favorites

Search by team, performer, event or venue... Search

BASEBALL HALL OF FAME TOUR

A STATE-OF-THE-ART TRAVELING EXPERIENCE THAT BRINGS THE GAME DIRECTLY TO FANS

DAVENPORT MILWAUKEE | KANSAS CITY | ST. LOUIS | TWIN CITIES | LAS VEGAS

HALLOFFAMETOUR.COM

Ticket Exploration Starts Here

Search & Explore Search and explore the world's live events from one simple and trustworthy place.

Your Favorites Add, track and manage your favorite events to keep up to date with the things you care about.

Profile Keep track of your event alerts, preferences, contact information and more.

See Me More

Popular Events in Your Area Popular Venues in Your Area

Friday Jul 8 Opera A La Carte presents Hail Poetry! - Preview Tickets 142

Newsletter

# Feel organized without the effort

Evernote helps you capture and prioritize ideas, projects, and to-do lists, so nothing falls through the cracks

SIGN UP FOR FREE



1

2



# We've been expecting you.

All growing businesses run into the same fundamental problems. Hair on fire, buried under email, stuff slipping through the cracks. Pervasive problems you treat like a fact of life.

3

They're not. **Basecamp solves them.**

- Everything will be in **one organized place.**
- Everyone will be **on the same page.**

Try it free for 30 days:

Enter your email address

julie@widgetco.com

Start your free trial

4,680 businesses signed up this week!

4

# Size

People read big things first. This can be used to direct the users/viewers focus where you want it to go.



## Space and Texture

We can also draw attention by giving enough room to let the user rest. We do

this by using white space to give some breathing room.



## Color

We can also use colors to direct the user to where we want them to go, or

lead them on a path using colors. Bright colors will stand out over greyscale colors like in this example, and it directs the user from left to right.

