

DESIGN WORKSHOP

2025

IT Club, Pulchowk

By Sudip Basnet

Day:0





What is Design?

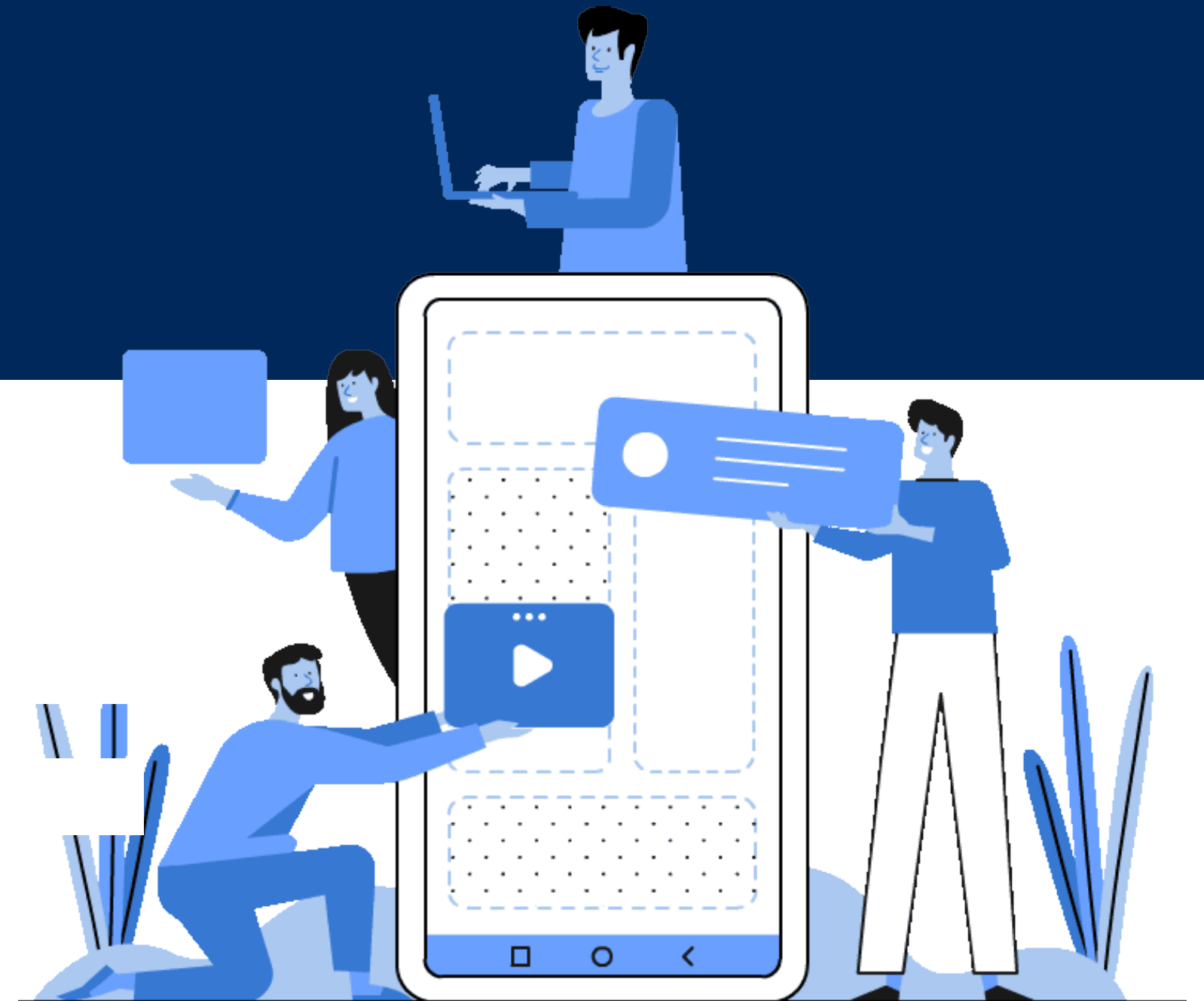
Design is the process of creating visual compositions to communicate messages, solve problems, and evoke emotions.

Types



GRAPHIC DESIGN

Logos, branding, posters, social media graphics.

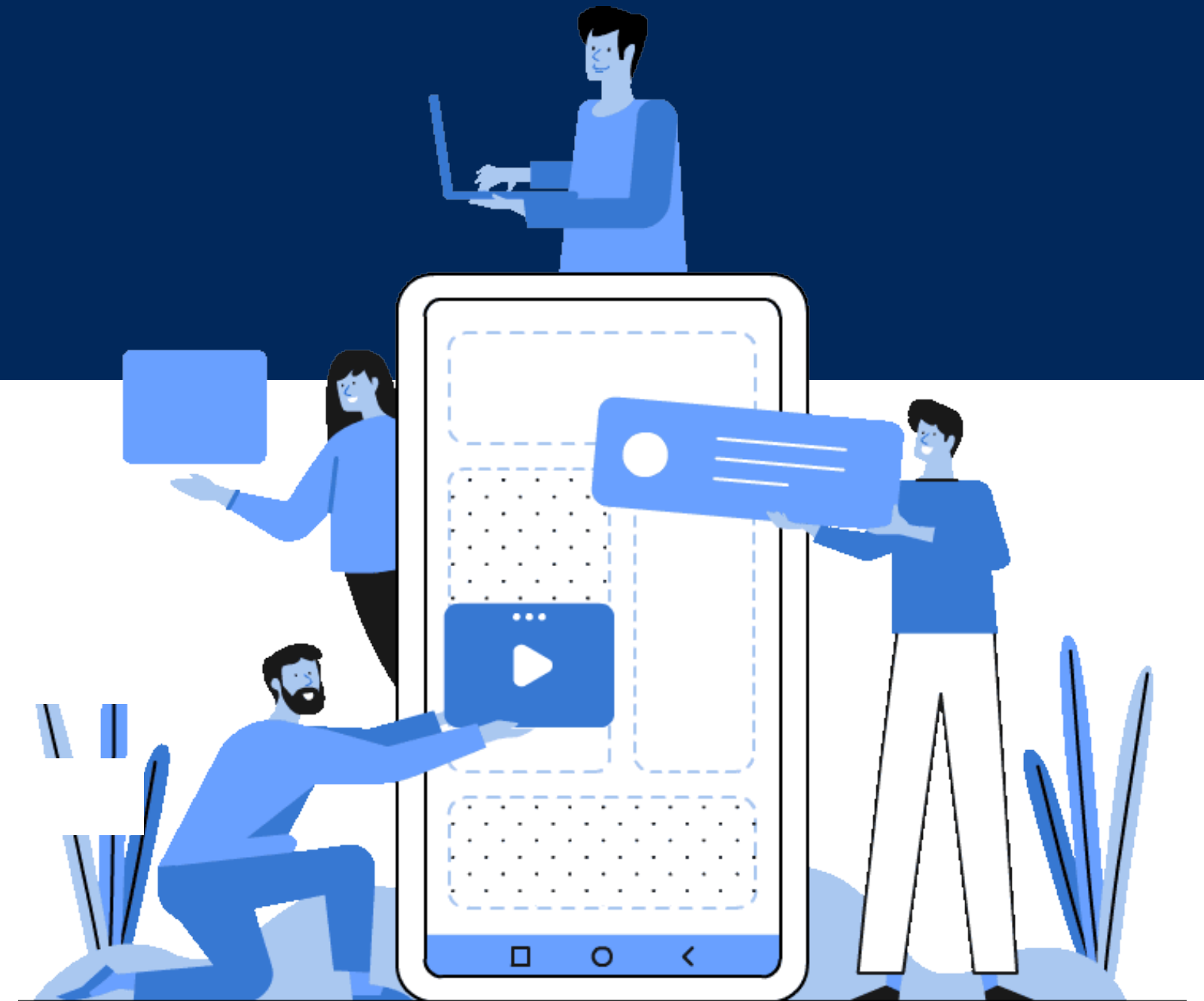


Types



UI/UX DESIGN

Web & app interfaces, user experiences.

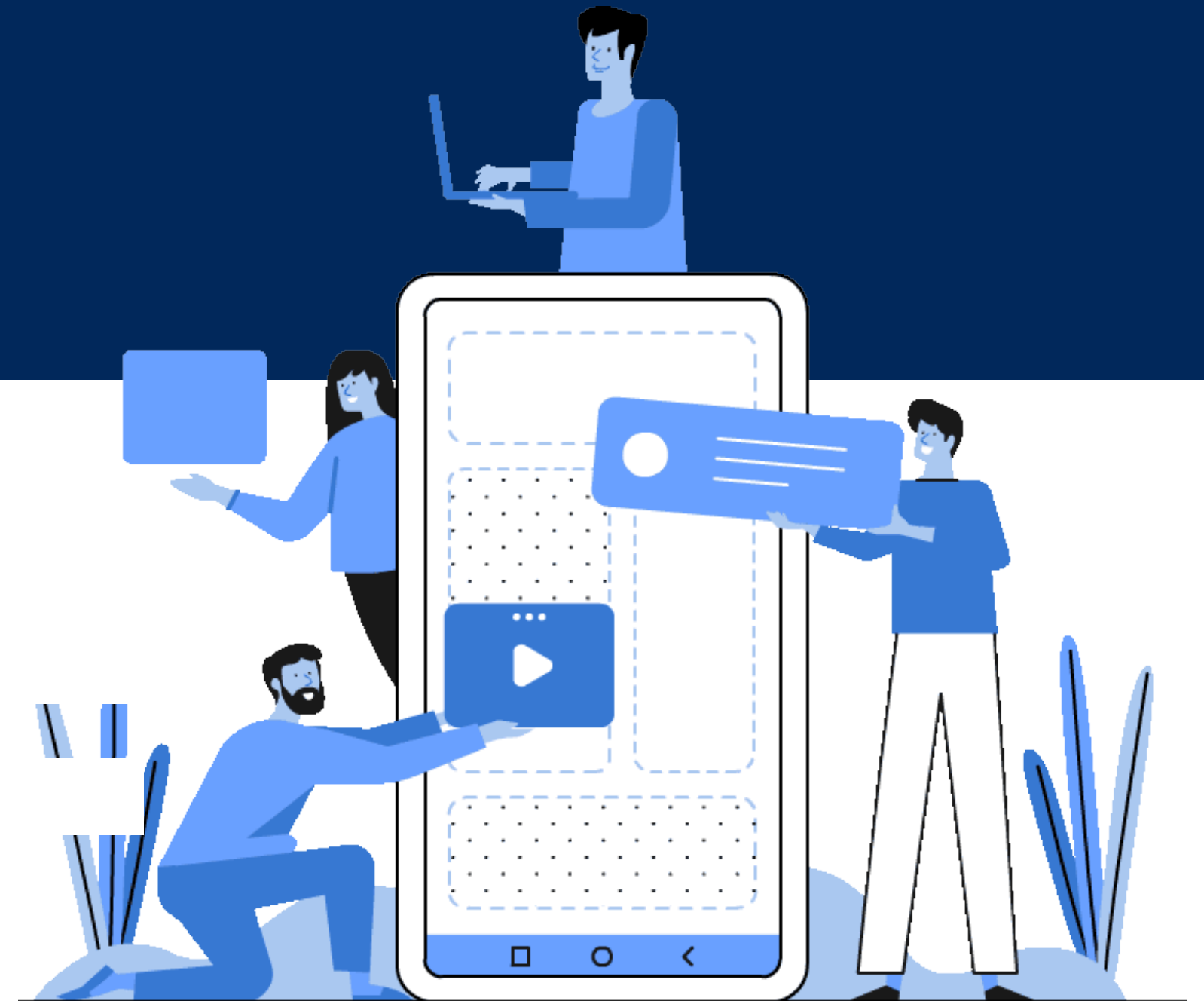


Types



PRODUCT DESIGN

Packaging, industrial design.

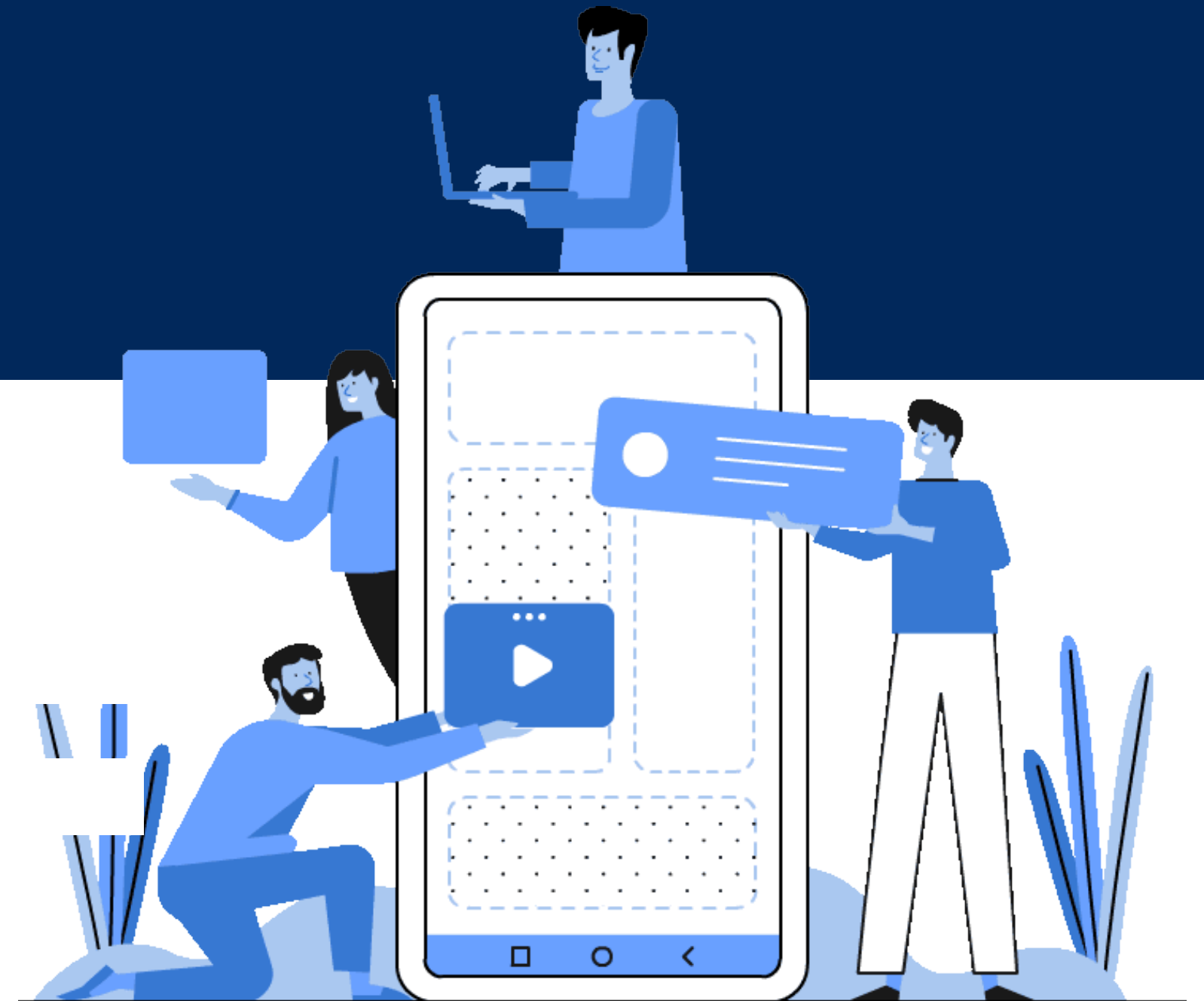


Types



MOTION DESIGN

Animations, video graphics



Importance

- Visual Communication – A well-designed graphic speaks louder than words.
- Brand Identity – Logos and colors shape a company's identity.
- User Experience – Good design enhances usability.
- Marketing & Engagement – Eye-catching visuals increase audience engagement.



Let's design...



Design Principles

Design principles are the fundamental guidelines that ensure your designs are visually appealing and communicate effectively.



 **BALANCE**

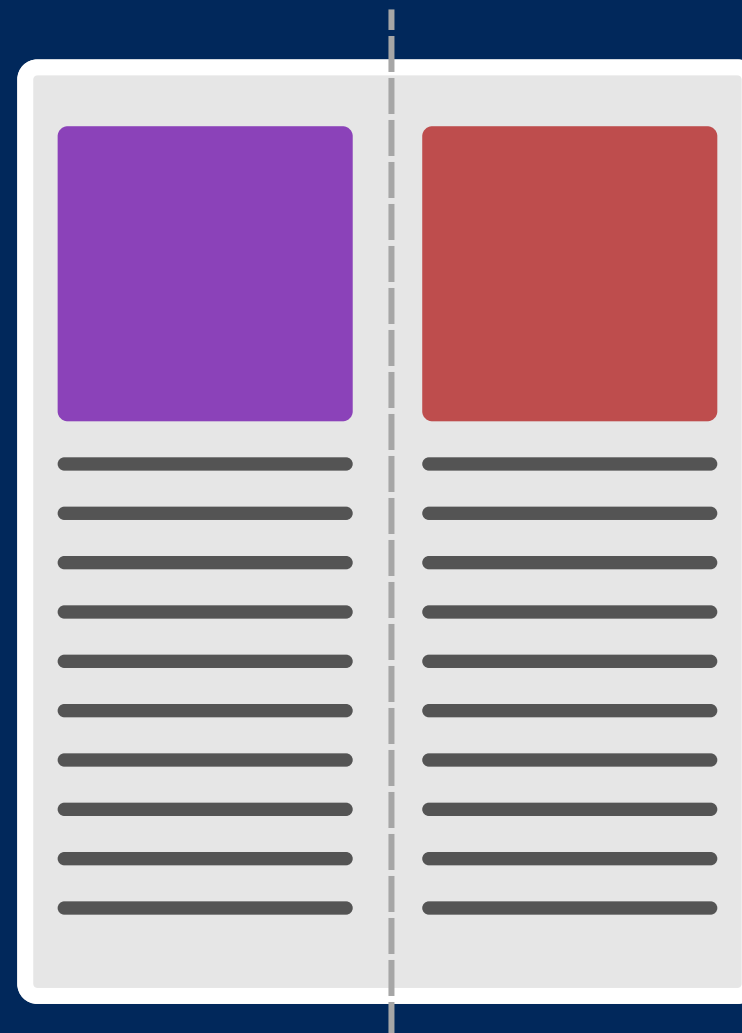
 **CONTRAST**

HIERARCHY 

EMPHASIS 

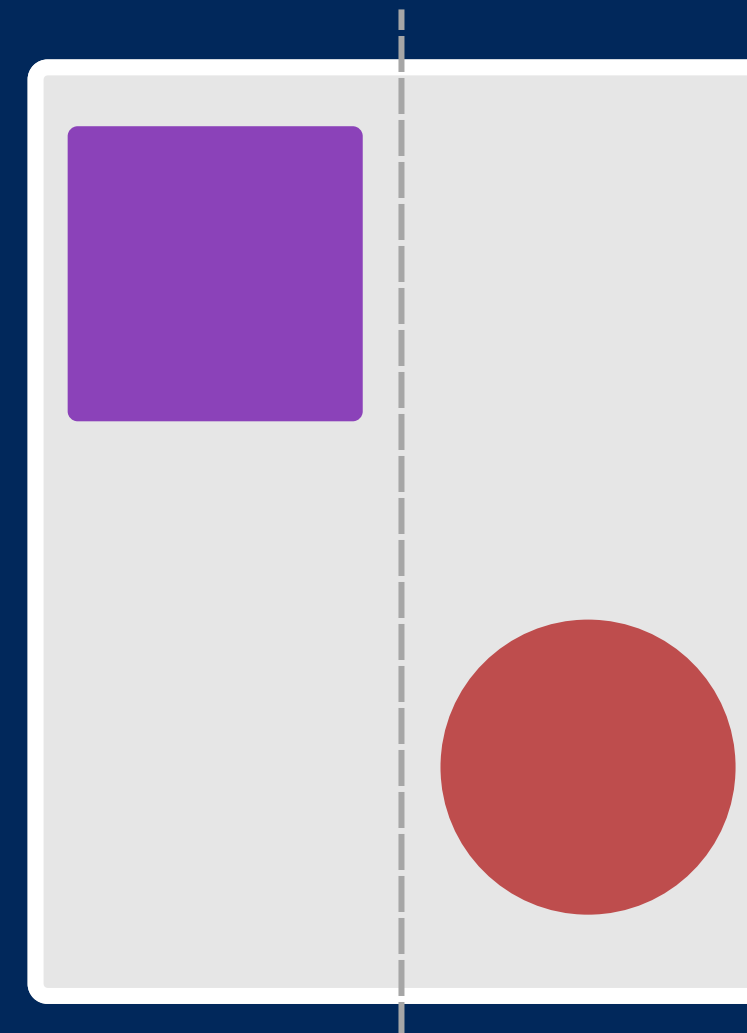
Balance

Balance ensures that the visual weight of elements is evenly distributed across a design.



Symmetrical

the elements on the right side have the same visual weight as the elements on the left side.



Asymmetrical

Asymmetrical designs have different sides but equal visual weight



Hierarchy

Hierarchy establishes the order of importance among elements

YOU

At some point you may come back to read this or may be not.

WILL READ THIS FIRST.

And then you will read this line next.

You will go back to read this body copy if you want to know more. It takes the most effort to read because it has a lot of text in a small font in a light weight with tight line spacing. This is why it's important to draw attention to your message using visual hierarchy.

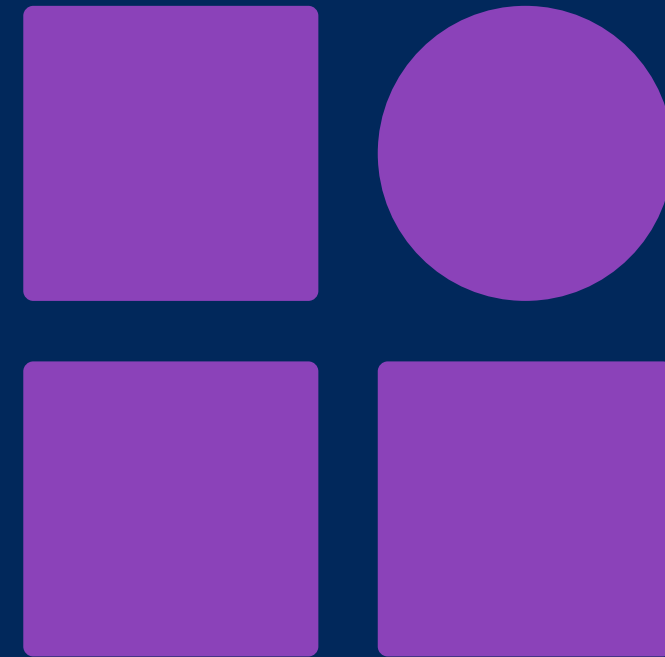
**You'll probably
read this before
the paragraph.**

Contrast

Contrast refers to the level of difference between design elements in order to create visual hierarchies.



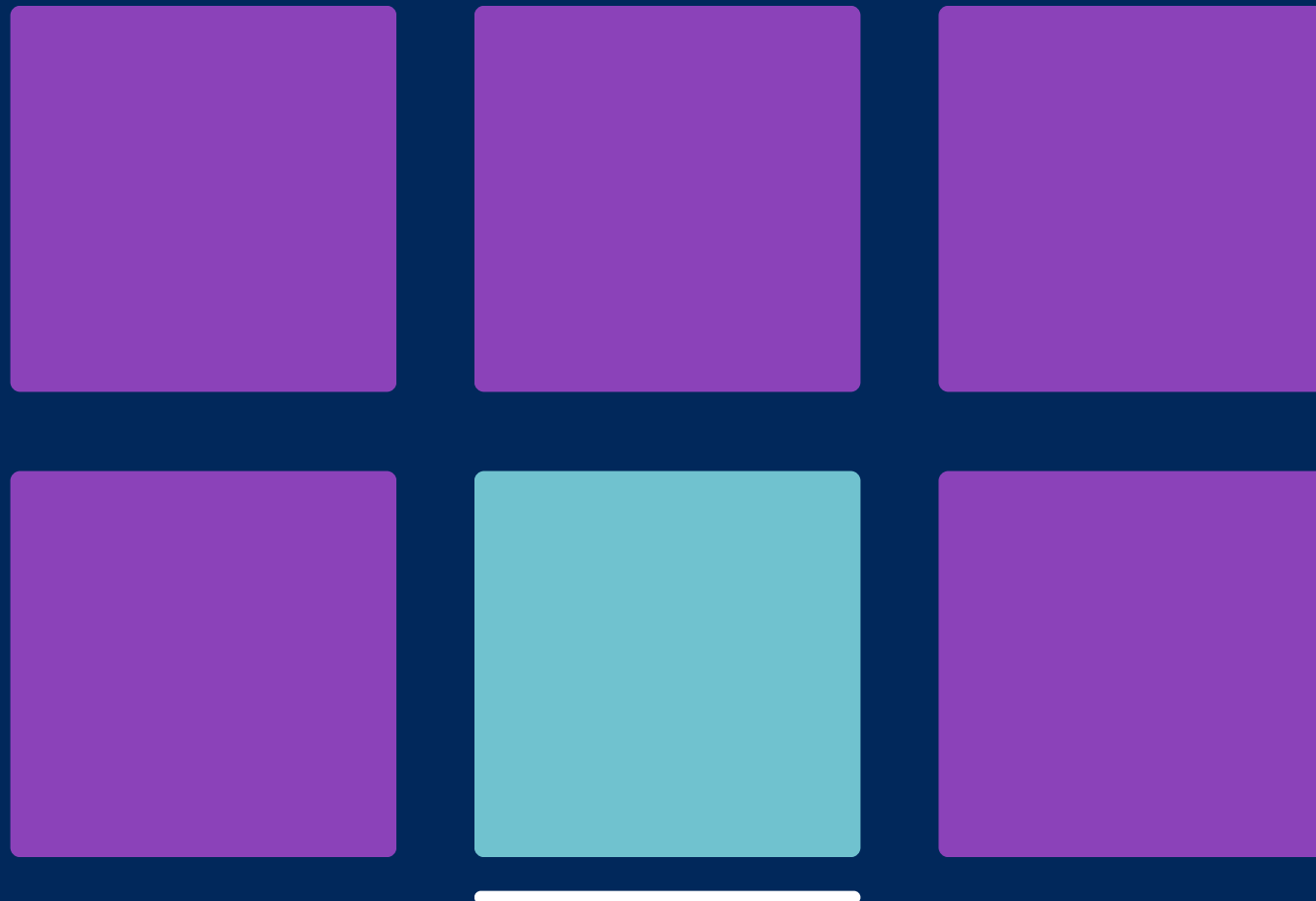
Color Contrast



Shape Contrast

Emphasis

Emphasis is a strategy to get the viewer's attention to a specific design element.



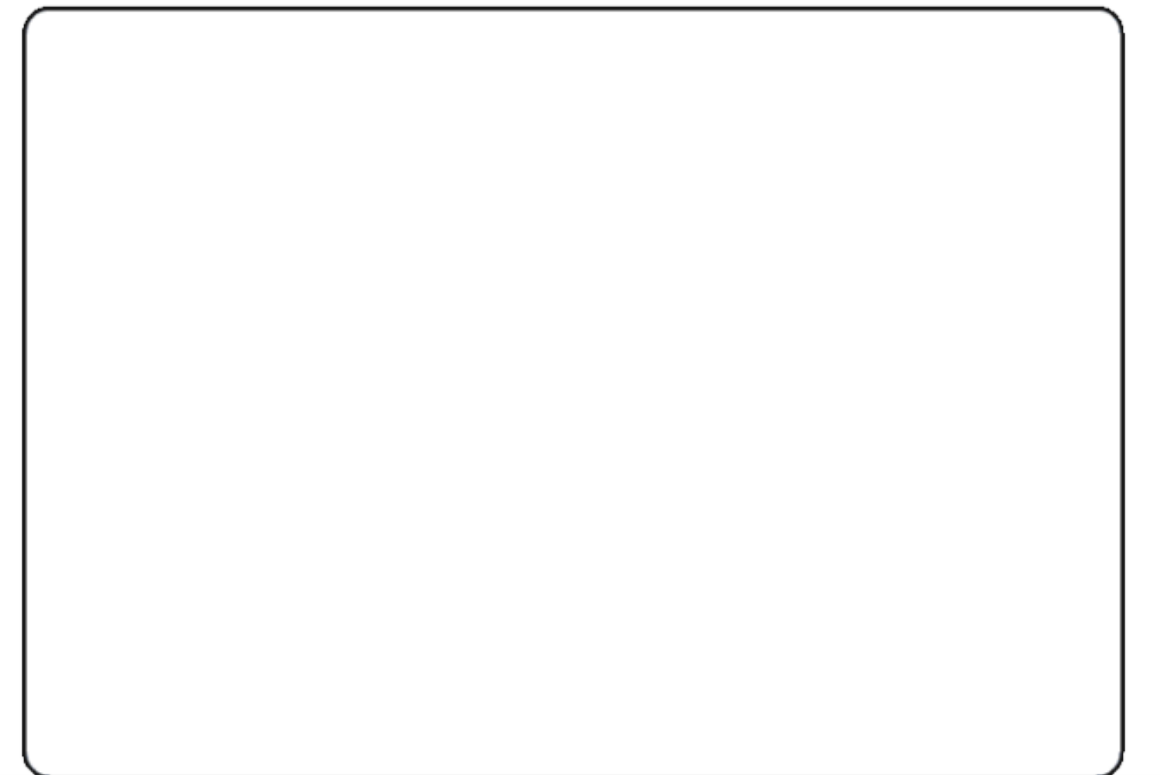
Let's design...



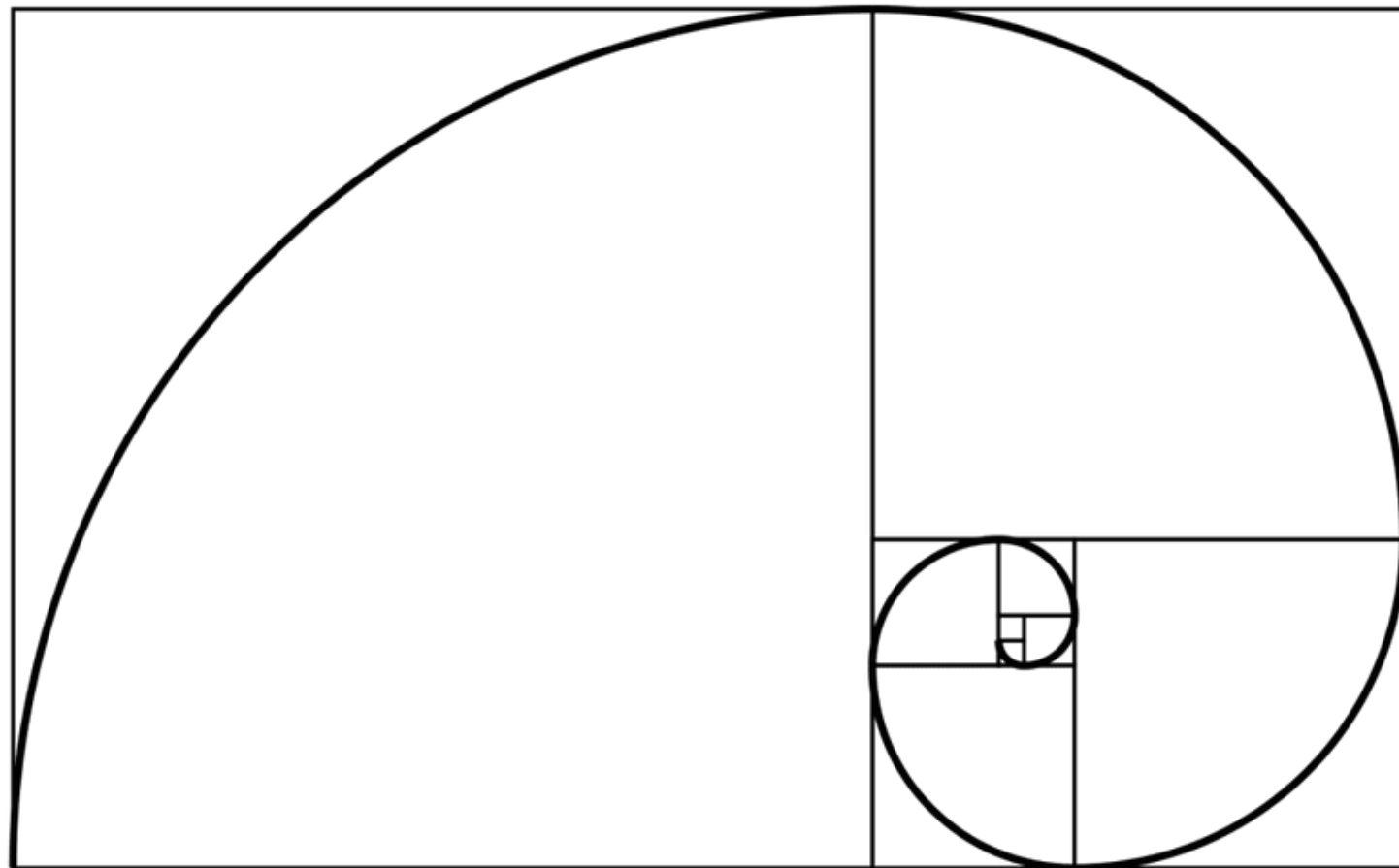
THE GOLDEN RATIO

Golden mean, Fibonacci Sequence

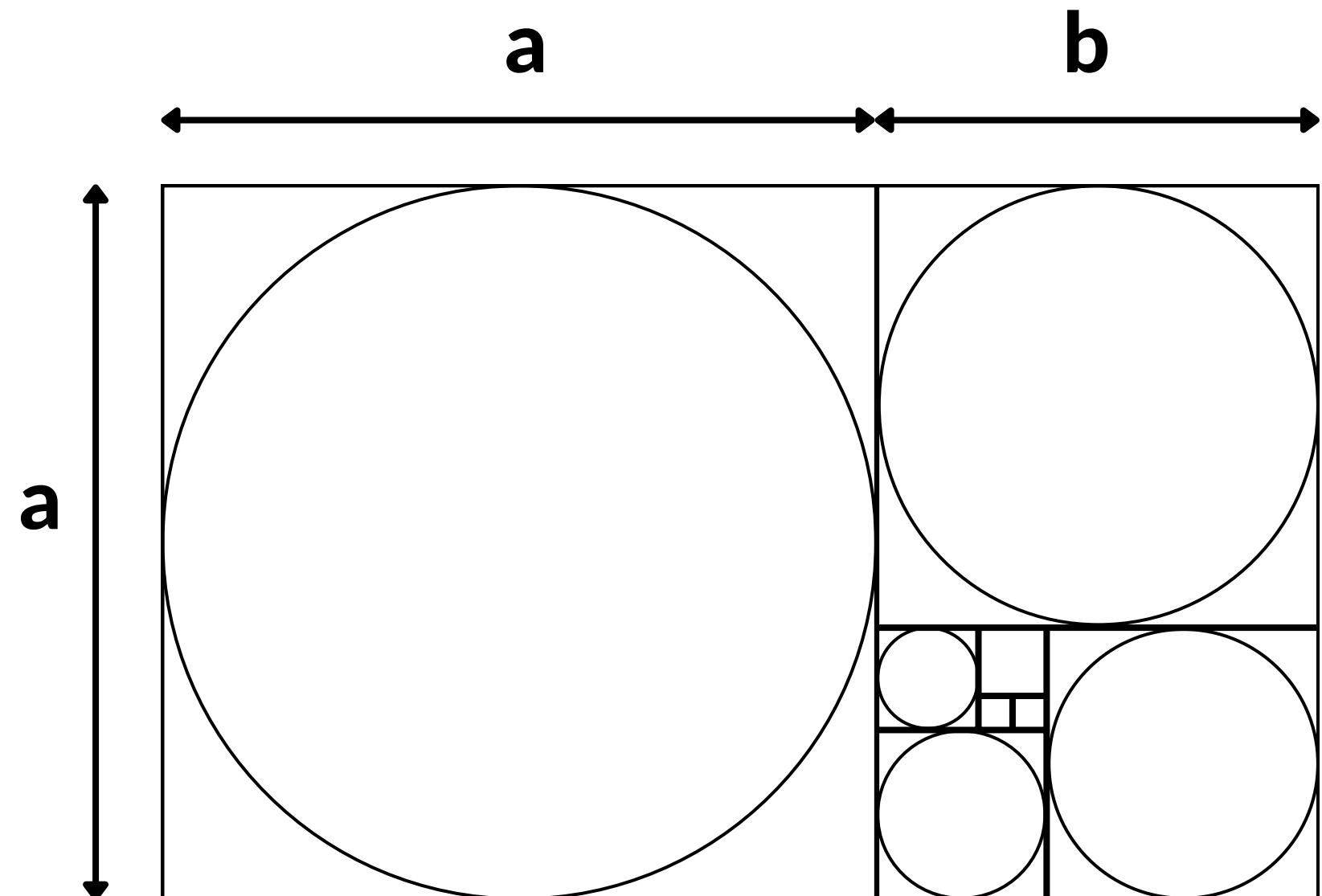
The Golden Ratio (Φ , Phi) is a mathematical proportion (≈ 1.618) that appears in nature, art, and design. It helps create visually pleasing compositions by maintaining balance and harmony.



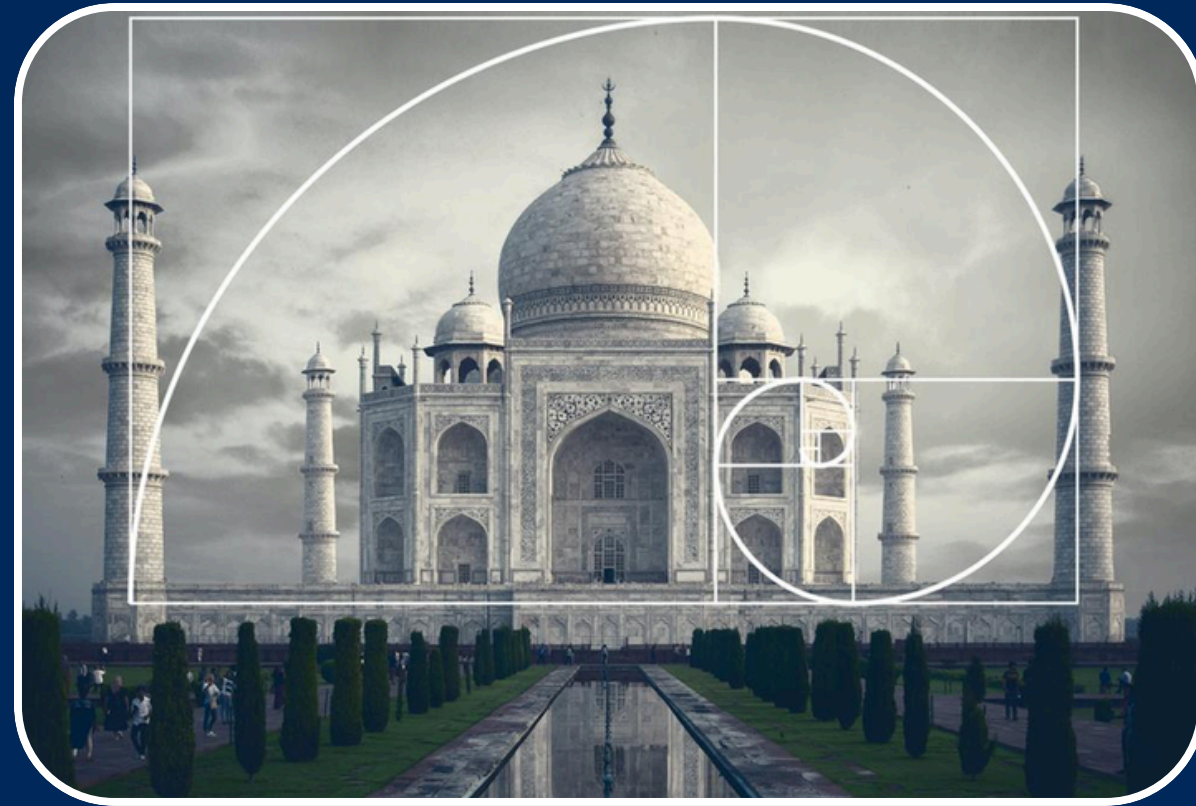
Golden Ratio $\Phi = \frac{a}{b} = \frac{a+b}{a} = 1.618034\dots$



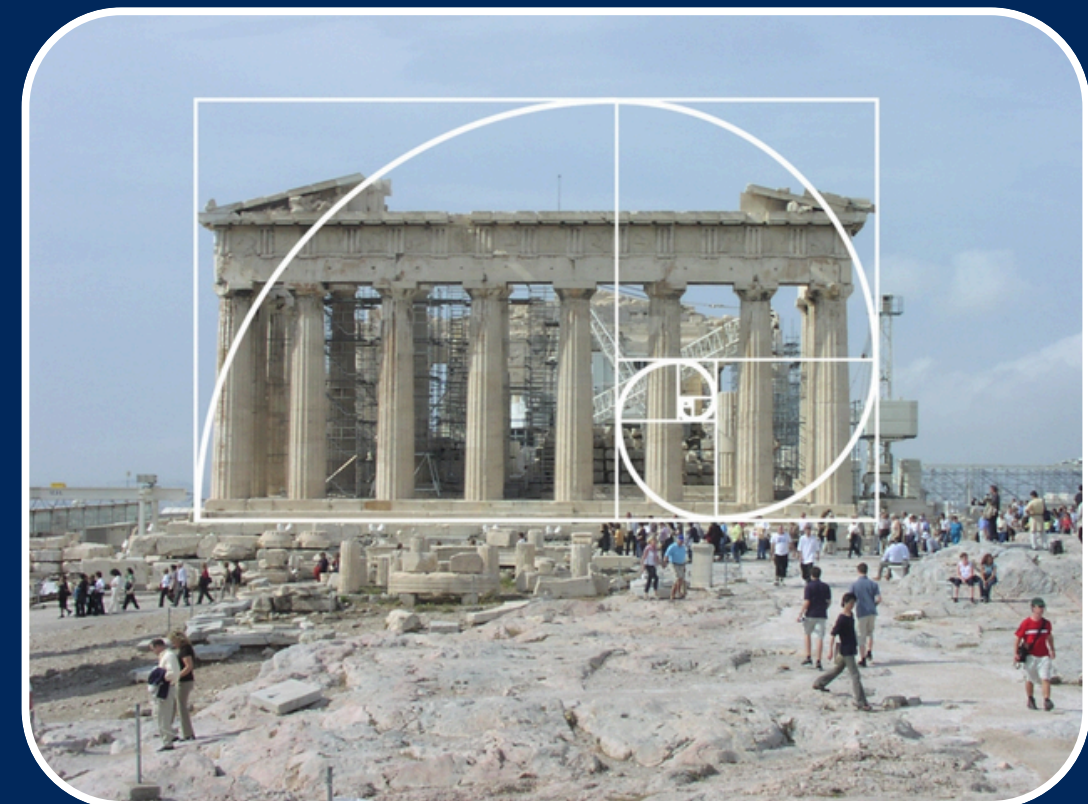
Fibonacci Spiral



Golden Ratio Circles

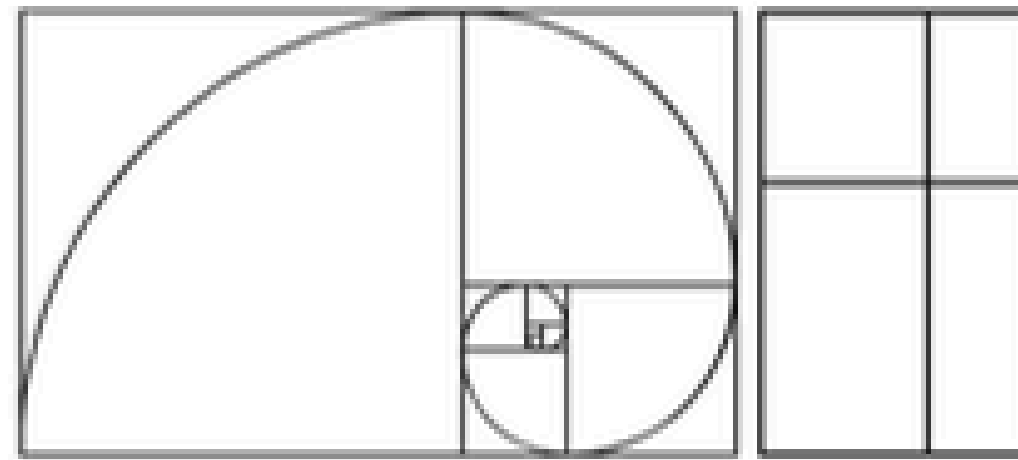


Golden Ratio in Architecture.

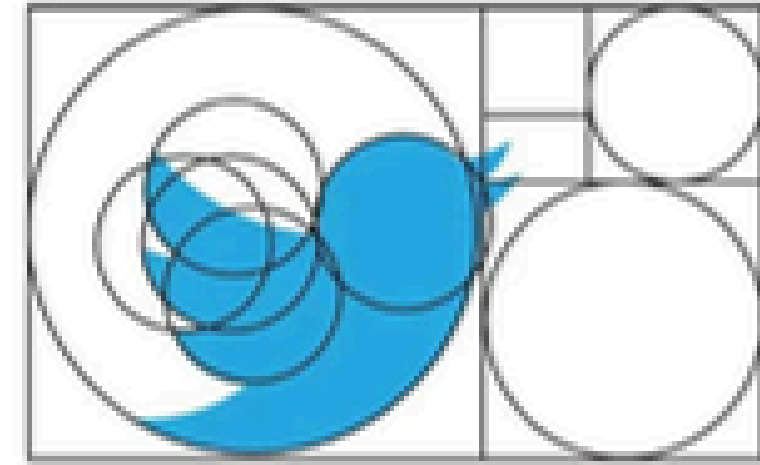




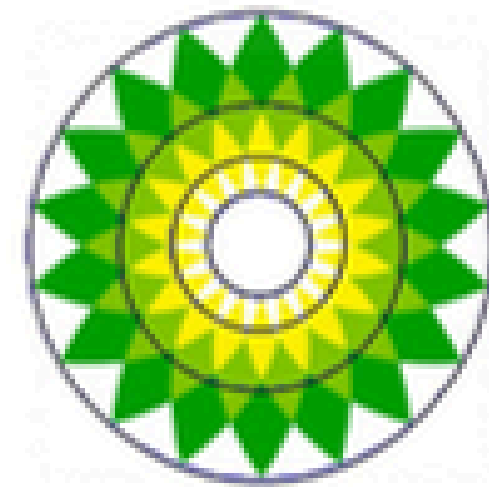
Google



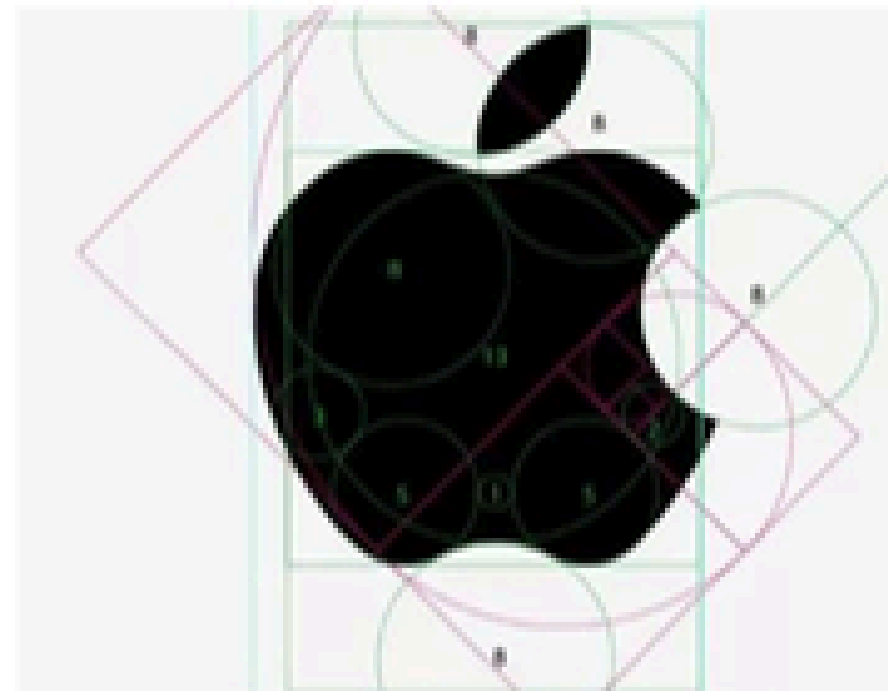
The Golden Ratio



Twitter



BP



Apple



Pepsi

Let's design...



g

in

YY

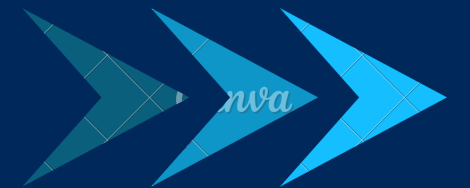
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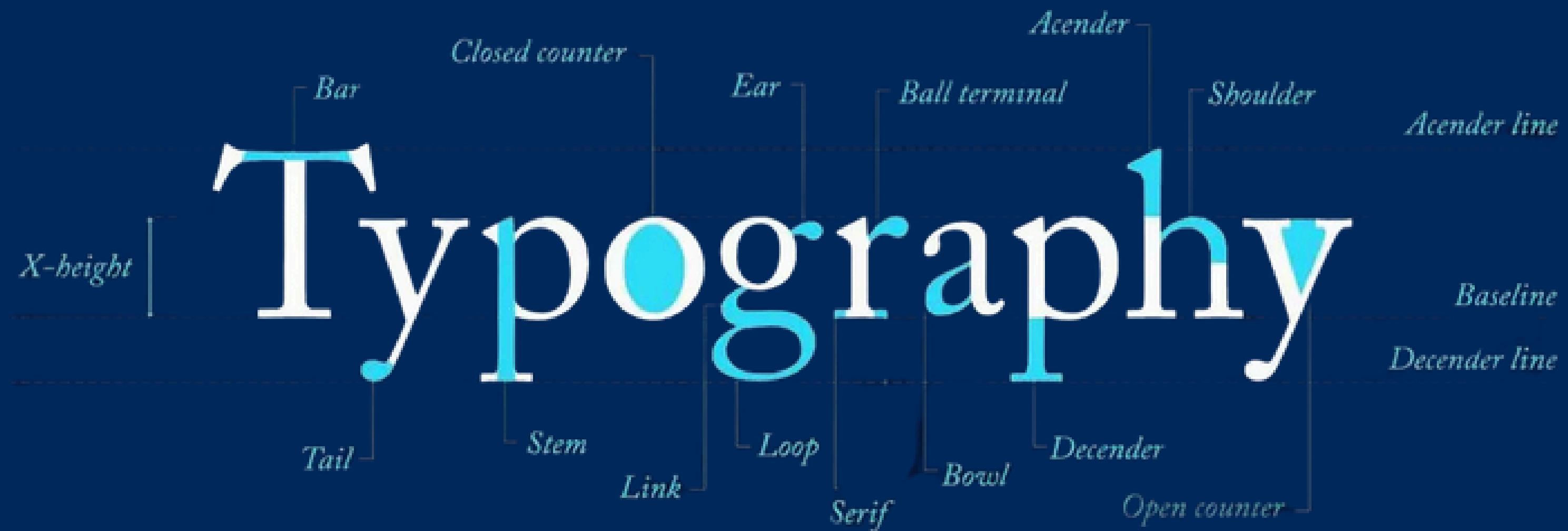
ui

ie

Typography

The Art of Text in Design





Font classifications

Bodoni

Aa

Serif

Helvetica

Aa

Sans Serif

Source Code

Aa

Monospace

FLW Midway

Aa

Script

Bauhaus

Aa

Display



Principles of Good Typography

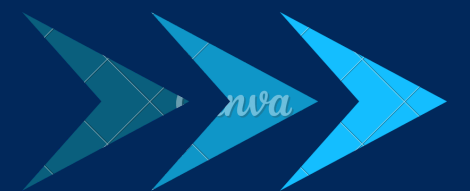


1.

Readability

This is harder to read
than this.

Your text can be on a dark background,
but it shouldn't need a stroke.



Factors affecting Readability

LINE SPACES

Too tight

I would put a Raytheon RH tube,
which had argon gas in it, across
the terminals, and the spark would
make a purple glow inside the
vacuum—it was just great!

Good

I would put a Raytheon RH tube,
which had argon gas in it, across
the terminals, and the spark would
make a purple glow inside the
vacuum—it was just great!

Too much

I would put a Raytheon RH tube,
which had argon gas in it, across
the terminals, and the spark would
make a purple glow inside the
vacuum—it was just great!

Factors affecting Readability

TYPE CASES

WHILE HEADLINES AND SHORT PHRASES (LIKE CAPTIONS OR SUBHEADS) GET ALONG WITH ALL CAPS AND TITLE CASES, YOU SHOULD AVOID THESE CASES FOR BODY TEXT. SENTENCE CASE IS THE MOST NATURAL FOR PEOPLE — AFTER ALL, THAT'S HOW WE LEARNED TO READ AND WRITE.

While headlines and short phrases (like captions or subheads) get along with all caps and title cases, you should avoid these cases for body text. Sentence case is the most natural for people — after all, that's how we learned to read and write.



Factors affecting Readability

CONTRAST

BAD CONTRAST

GOOD CONTRAST



2. Scanability



Heading

SubHeading

What is Scanability in Design?




Scanability refers to how easily users can navigate and understand the content of a design at a glance. In typography, scanability ensures that viewers can grasp the key message without reading every word or analyzing every element.



Small
Paragraphs

Key Factors in Scanability:



Bulleted and
numbered lists

- **Hierarchy:** Use font size, weight, and color to highlight the most important information first.
- **Spacing and Alignment:** Proper spacing between lines, paragraphs, and sections makes content easier to follow. Aligning elements creates a structured and organized layout.
- **Visual Cues:** Use bullet points, icons, and headings to guide the viewer's eye through the design.

3. Alignment

Alignment affects how our brain scans the content on a screen. A proper text alignment is one of the most distinct indicators of a professionally crafted digital product. Any interface is 90% text. So that's why when you see a duly aligned typography, you get the impression that you're using a more thoughtful interface. And when something is not in its place, it hurts our perception immediately.

Left Aligned

Alignment affects how our brain scans the content on a screen. A proper text alignment is one of the most distinct indicators of a professionally crafted digital product. Any interface is 90% text. So that's why when you see a duly aligned typography, you get the impression that you're using a more thoughtful interface. And when something is not in its place, it hurts our perception immediately.

Centered

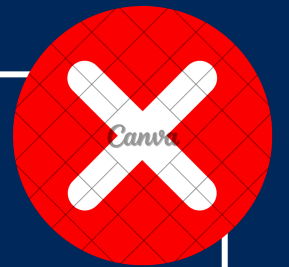
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Right Aligned

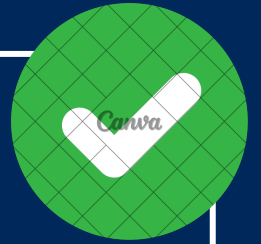
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Justified

Avoid **center alignment** for long text



When you center long texts, the reader must make additional eye movements on **both sides** of the content.



**Use centered align if headline is
one or two lines short**

Use centered align if the descriptive
text is two to three lines short



Thank You!

Hope you all like this session...