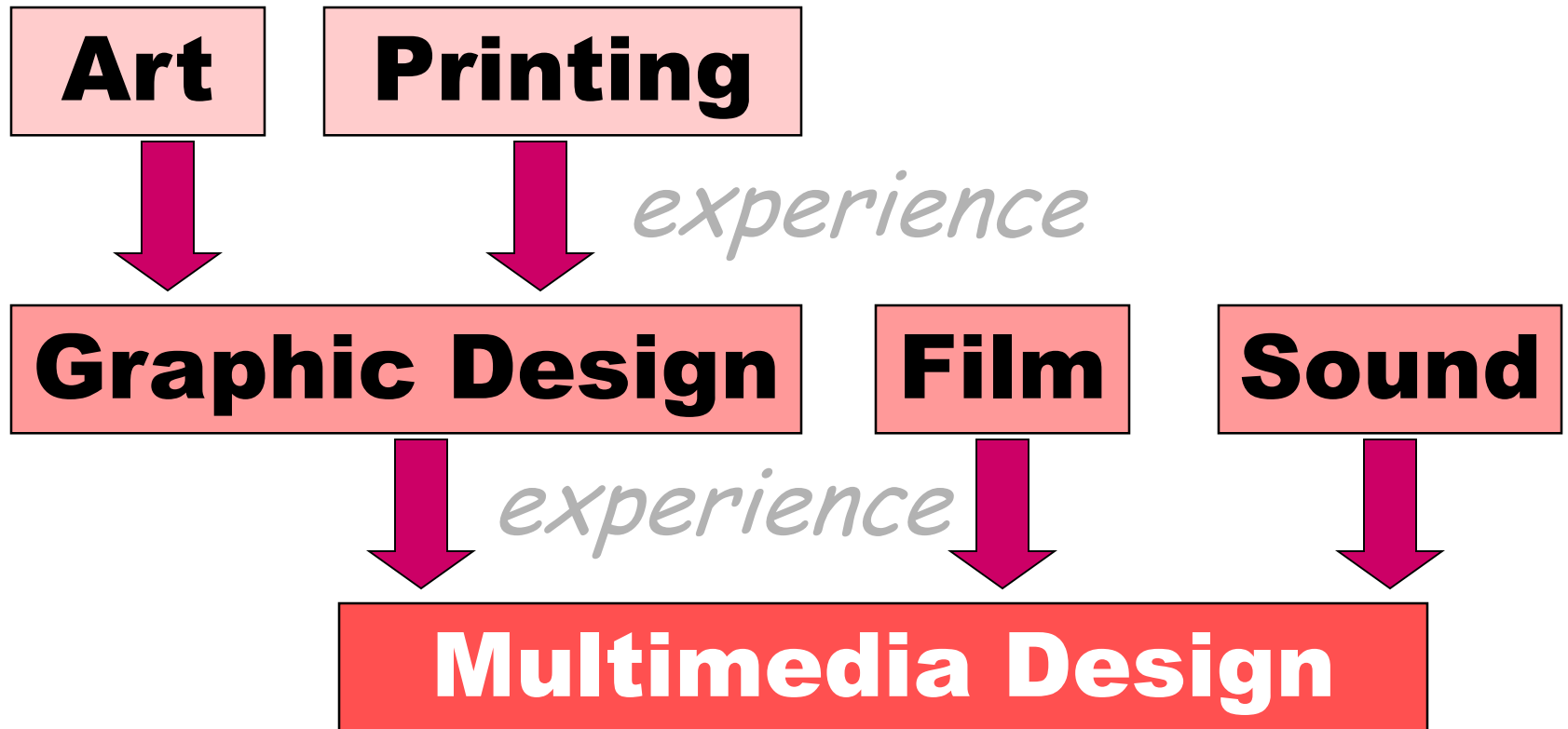


# **Design Components**

By Paul Irvine

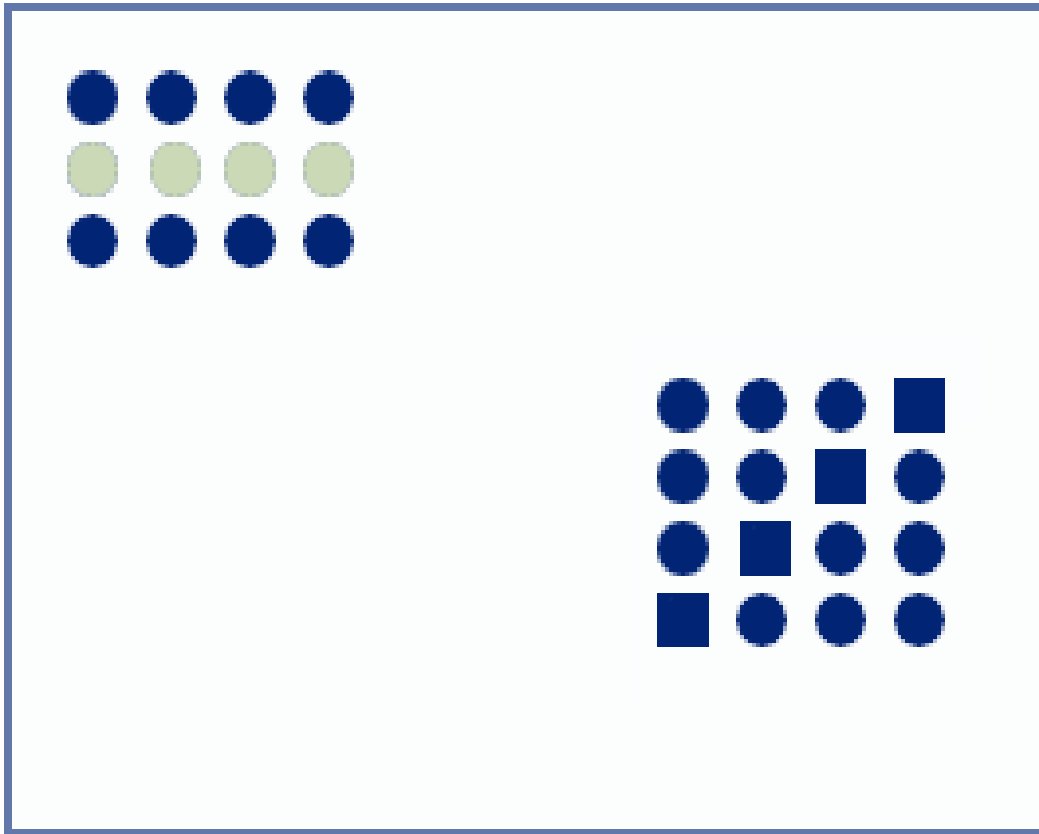


**Design Origins**

- **Unity**
- **Gestalt**
- **Space**
- **Dominance**
- **Hierarchy**
- **Balance**
- **Colour**

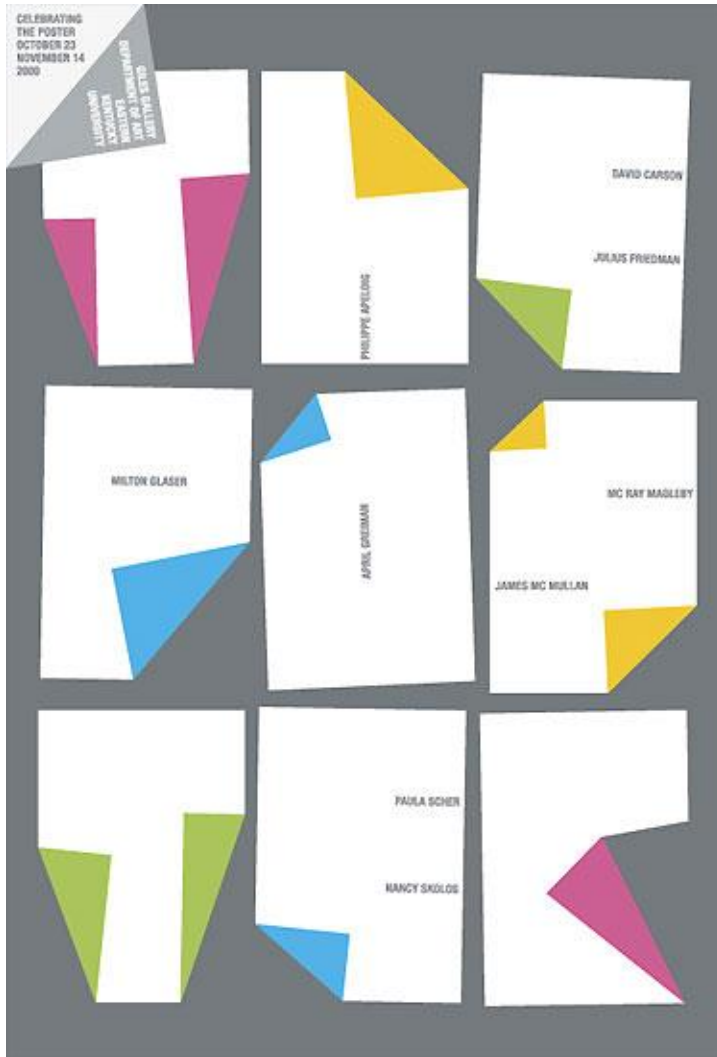
- **Elements appear to belong together**
- **Overall design more important than parts**
- **Main goal of design**

- **Size**
- **Colour**
- **Shape**
- **Texture**



**Elements with similar characteristics seen as related**

**Similarity**



- **Unity through:**
  - 3x3 grid
  - Same size rectangles
  - Repeated use of colour & shape
  - Slightly different angles provides variation

Philippe Apeloig Celebrating the poster

**Similarity**



Niklaus Troxler McCoy Tyner poster

- **Opposite of similarity**
- **Too much similarity = dull + lifeless**
- **Too much variety = chaos/hard to read**
- **Unity from:**
  - Regularity (just text)
  - Contrast (black/yellow)
  - Reader involvement

**Contrast**



- **Unity through:**
  - Placing elements close together
- **Further apart = less related**

**Proximity**



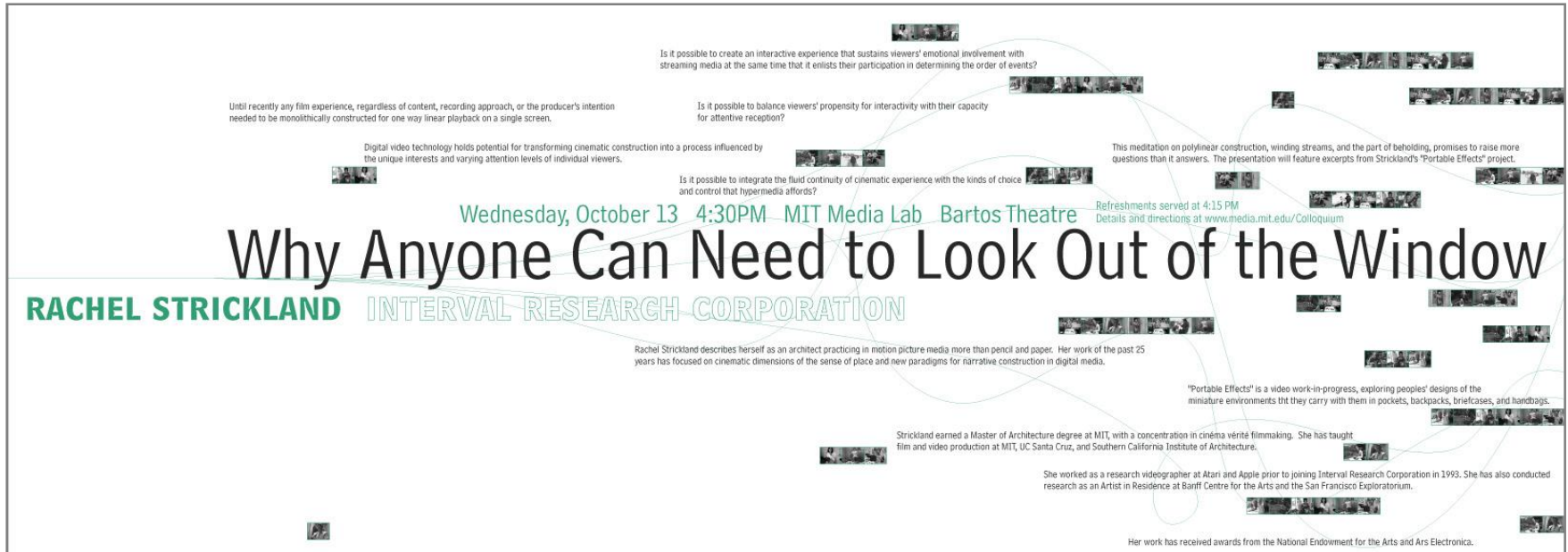


Trademark curves  
Easily recognised.  
Breaks neutrality

- **Unity through:**
  - 5 vertical blocks
  - Content secondary

**Proximity**

- **Related to Similarity**
- **Helps bind design together**
- **Position, size, colour etc.**



Ben Fry Lecture poster

**Repetition**

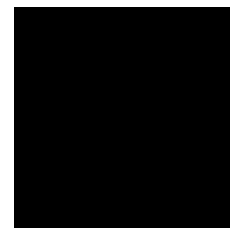
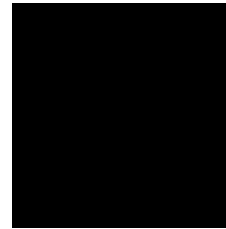
- **Branding**
  - instant recognition
- **Common elements**
  - white background
  - silhouette
    - same model
    - same size
  - Queen's head
  - denomination



Rose Design Fabulous Hats

**Theme + Variations**

- **German word**
- **Means “A design’s unity is more than the sum of its parts”**
- **What do you see?**
  - 4 black squares
  - A white cross on a big black square?
- **3 methods**

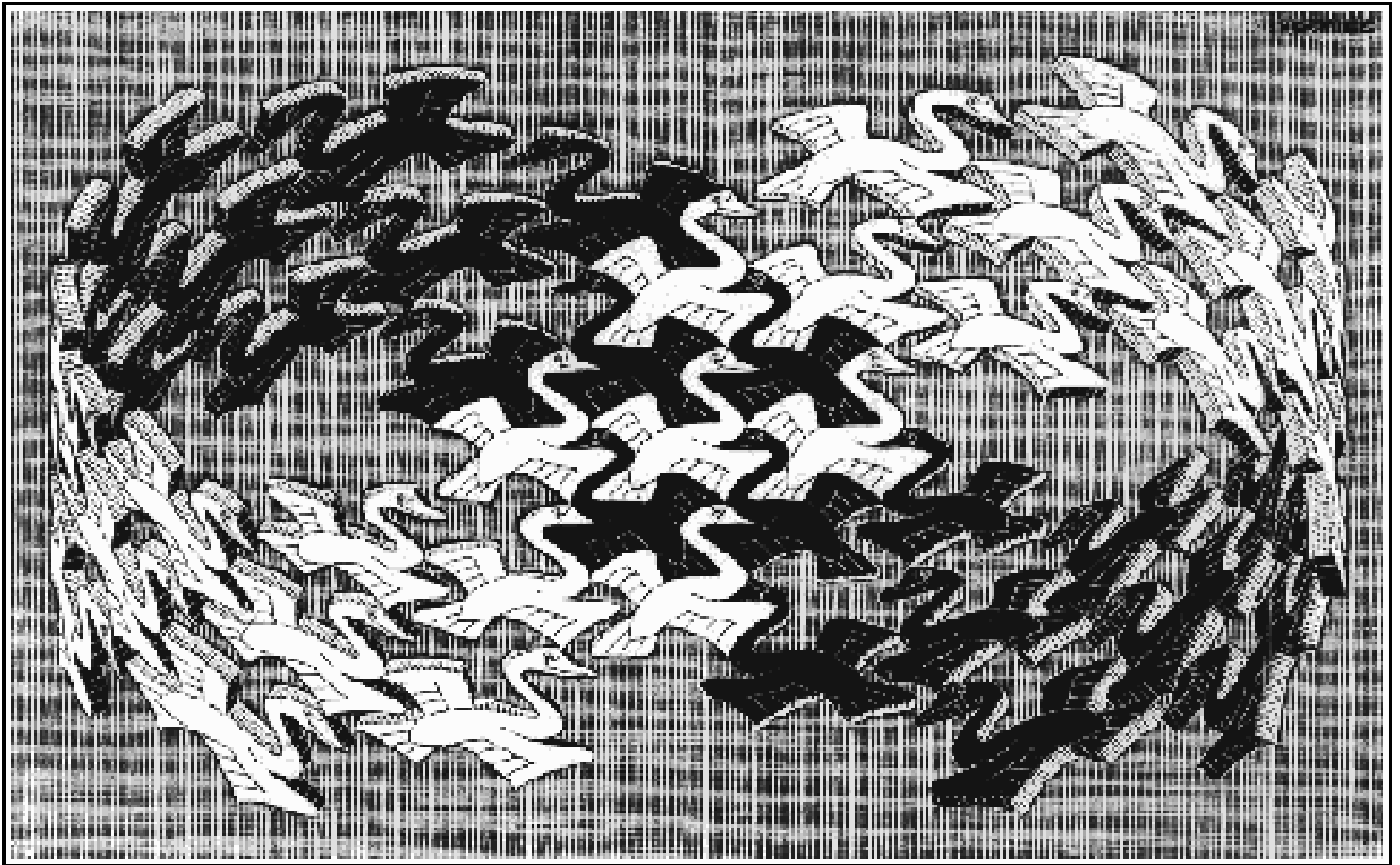






- **Old lady with big nose?**
- **Young lady with elegant neck?**

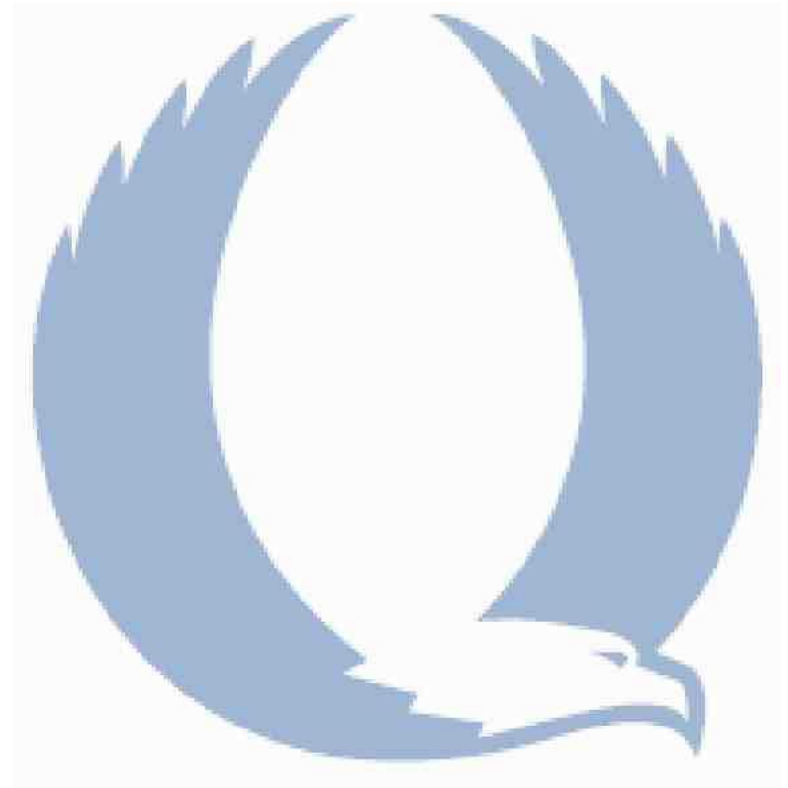
**Gestalt** **Figure/Ground**



M. C. Escher

**Gestalt** **Figure/Ground**

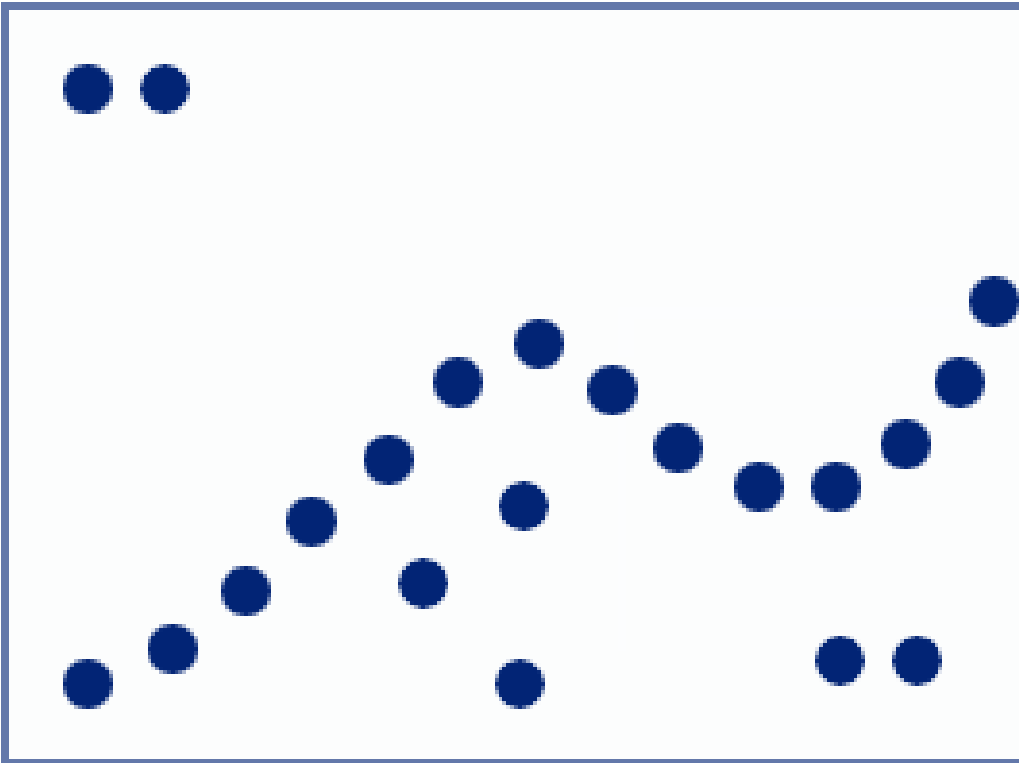
- **Natural tendency to close gaps**
- **Active participation**
- **Creates interest**



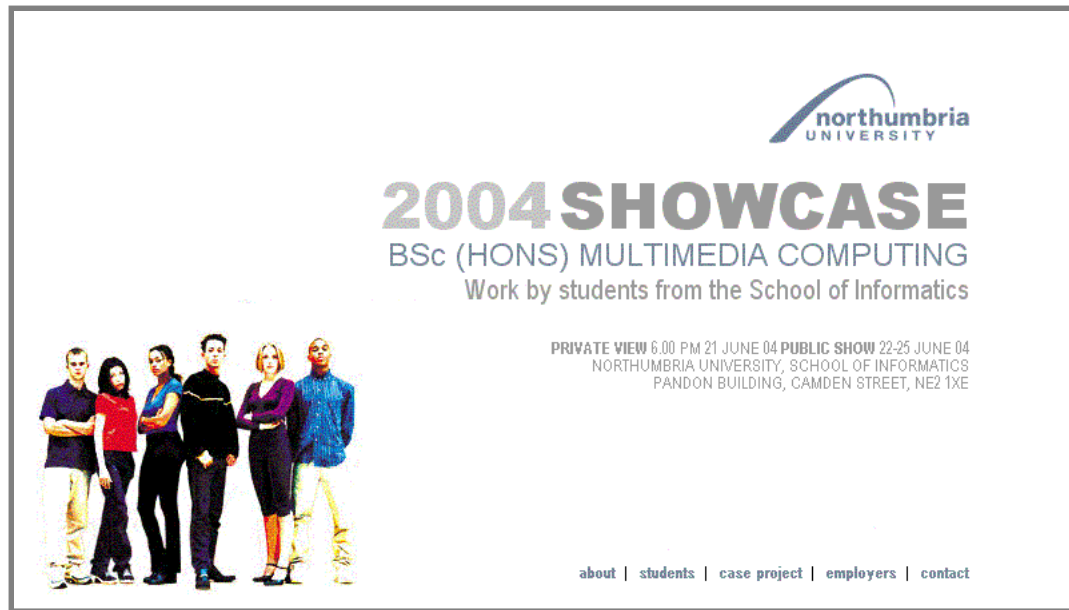
Logo, Florida Gulf Coast University



- **Eye is led from one form to another**



**Gestalt Continuation**



- **Leads the eye**
- **Provides balance**
- **Strengthens impact**
- **Allows eye to rest between elements of activity**
- **Promotes simplicity. Class, elegance, refinement**

**Space**

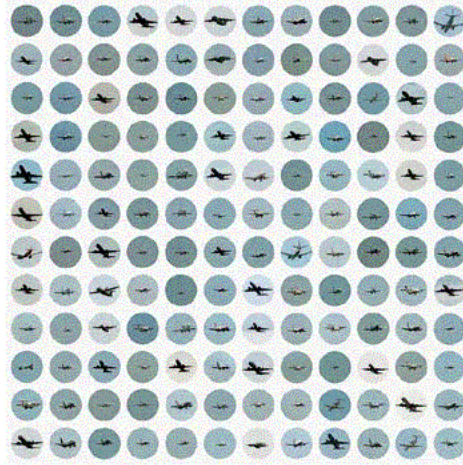
# This is Real Art■

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Kai and Sunny  
Kim Hiorthoy  
Rebecca & Mike  
Robert Ryan  
Sharon Elphick  
Artist/illustrator  
Struktur  
Tom Hingston Studio  
Trevor Jackson

- **Emphatic statement (full-stop)**
- **“boxy” design**
- **Formal mood**
  - compare with previous

**Space**



Philippe Apeloig Poster

- **Dominance can be achieved by varying:**
  - scales
  - positioning
  - colour
  - etc

**Dominance**



Niklaus Troxler Poster for Jazz Concert

- **Organises information**
- **No more than 3 levels**
- **Distinction**
  - what is most important
  - what is least important
- **Most important**
  - not always at top

**Hierarchy**

# AUCTION

Having decided to quit farming, we will sell at public auction on the East Half of Section 25, Lowville Township,

5 Miles Northeast of Hadley---7 Miles Northwest of Slayton

**WEDNESDAY, NOV. 26, '13**

Beginning at one o'clock P. M. sharp, the following property:

## 6 HORSES, 20 CATTLE, 26 HOGS

Mare, 10 years old, 1100 lbs.; bay Horse, 9 years old, 1400 lbs.; pair of bay Geldings, 6 and 7 years old, 1400 lbs. each; black Mare, 5 years old, 1600 lbs.; Spring Colt.

7 Milch Cows, 5 fresh, 2 coming fresh soon; 3 two-year-old Heifers, 3 two-year-old Steers, 7 Calves.

26 Shoats weighing from 75 to 125 lbs. 150 Chickens.

## FARM IMPLEMENTS, ETC.

7-ft. Deering Binder, Keystone Mower, Hay Rake, Hay Sweep, VanBrunt 20-shoe Disc, 4-section Drag, Pulverizer, Sully Plow, new 14-inch Deere Gang Plow, new DeLaval Cream Separator, Top Buggy, 2 Lumber Wagons with triple box, Lumber Wagon with hay rack, 3 sets of double Harness.

## SOME HOUSEHOLD GOODS

and a number of small tools.

## FREE LUNCH AT NOON

TERMS: Sums of \$10 and under, cash. On sums over \$10, time will be given till November 1, 1914, on approved security bearing 10 per cent interest. No property to be removed until settled for.

**LARSON BROS., OWNERS**

COL. W. A. SHIVELY, Auctioneer.  
F. D. WECK, Clerk.

GAZETTE PRINT, Slayton, Minn.

- **State of equalised tension**
- **Dependent on**
  - size, position, tonal quality
- **Symmetry**
- **Asymmetry**
- **Mosaic**
- **Static**
  - eye travels downwards
  - compare with previous

**Balance**



Struktur Design Hope & Glory Brochure

- **Image balanced with white space & blue text**
- **More modern feel than symmetry**

**Asymmetry**



## Struktur Design Hope & Glory Brochure

- **Image & text balanced**
- **Use of white space**

**Asymmetry**

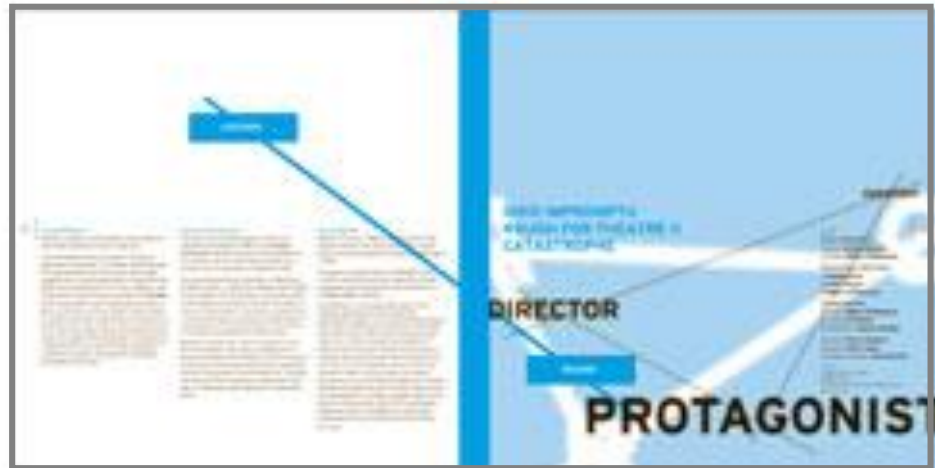




D Magazine, 2002

- **Too many elements**
- **Result is “noisy”**
  - hard to take in
  - some elements need removing
  - needs more white space

**Mosaic**



Why Not Associates Beckett Festival Leaflet

- **Organisation**
- **Consistency**
- **Limiting**
  - control emphasis
  - brown & blue
- **Note white space**

- **The Graphic Design Process**
  - <http://graphicdesign.about.com/od/graphicdesignbasics/ss/process.htm>