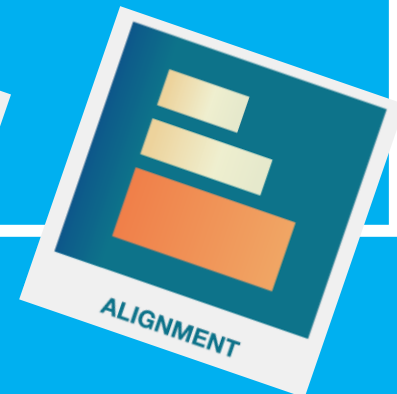
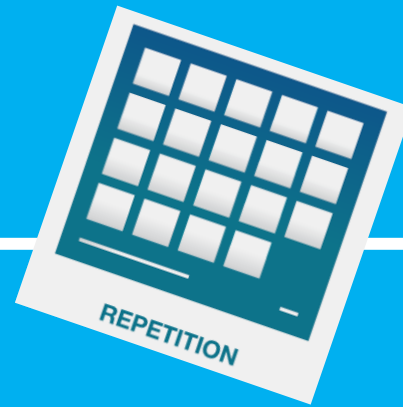


CHAPTER 3

THE 4 DESIGN PRINCIPLES





Watch the video to understand **the 4 design principles**



NOTE : You don't need to watch the chapter **TOOLS**



15 MIN



Now you can watch the video again or look on the web

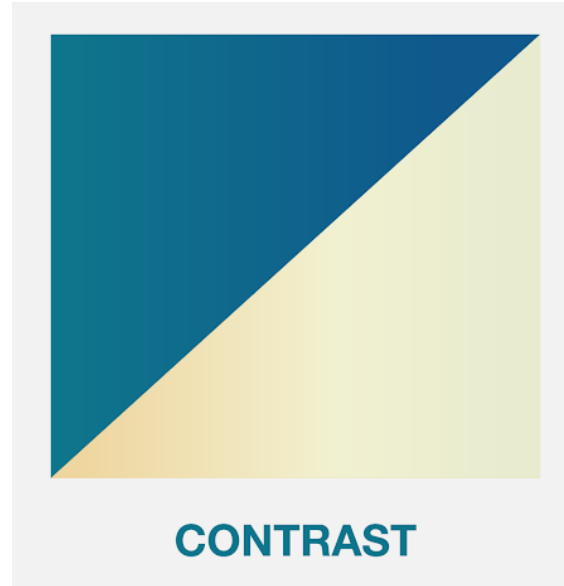
Answer in teams to the following questions

1. Why should we **repeat** the style of elements in our design ?
2. Why should we use **contrast** in design ?
3. What can we use to **increase the contrast** between 2 elements ?
4. What does it mean when 2 elements are **close** ? are **far** away from each other ?
5. Why **whitespace** is important in your design?
6. What are the 4 types of **alignments**?
7. What does alignment bring to your design?

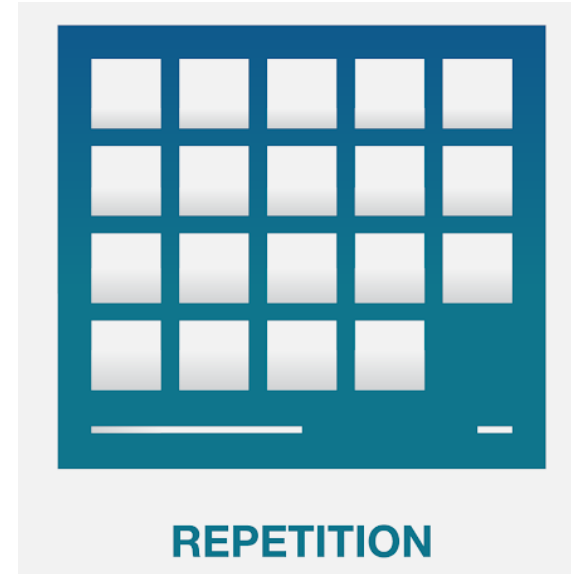
Basic design principles



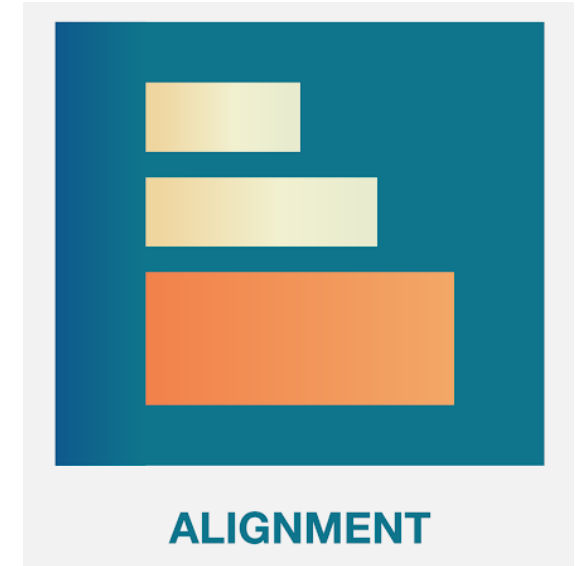
Things that are related should be **close to each other**



Not related elements are **graphically different**



Repeat style to reinforce the structure and the unity of your design



Align elements together to reinforce their connection



05 MIN

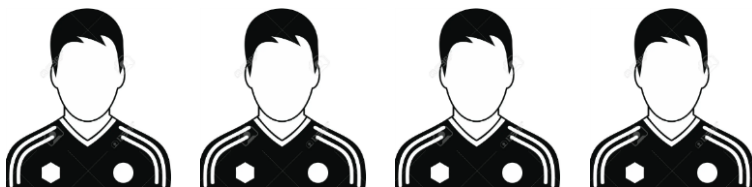


CLASS

On which team is HIM ?

And why ?

TEAM A



RONAN

HIM

JEANNE

PISETH

TEAM B



RADY

NOEMIE

RATHA

Law of Proximity



Perceived as one group of elements



Perceived
as another
group



Proximity

Things that are related should be close to each other



Together

Things that are NOT related should be far away from each other



Not together



05 MIN



CLASS

What are the elements **close in proximity** here ?

SHOP

Organic Vitamin Supplements for Women



★★★★★
Women's Organic
Multivitamin Supplement

\$37.95

ADD TO CART



★★★★★
Women's Organic
Multivitamin Subscription

\$24.95 / month

SIGN UP NOW

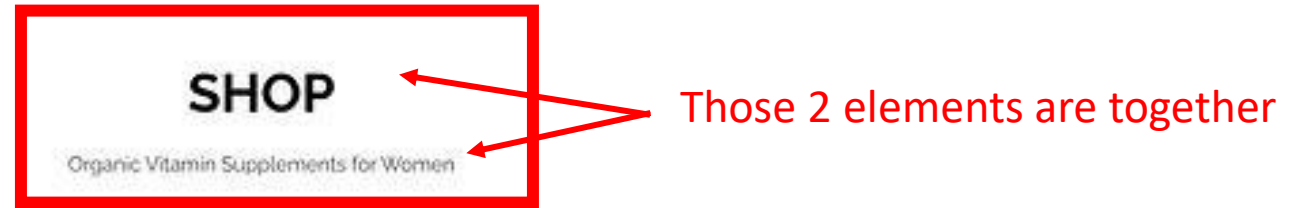


★★★★★
Women's Organic
Multivitamin Pouch

\$29.95

ADD TO CART

What are the elements **close in proximity** here ?



Activity 2

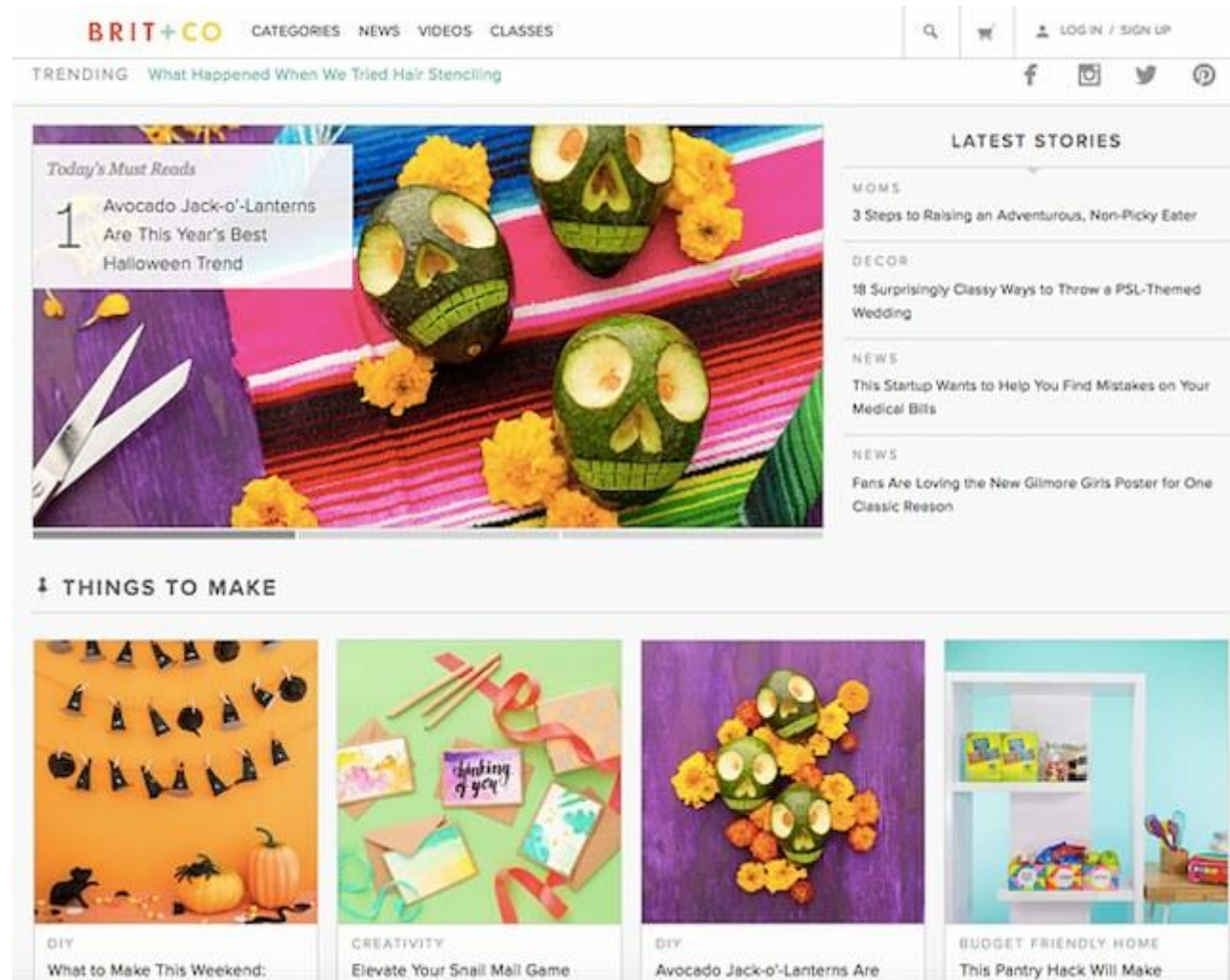
Team discussion : what are the group of elements here ?



05 MIN



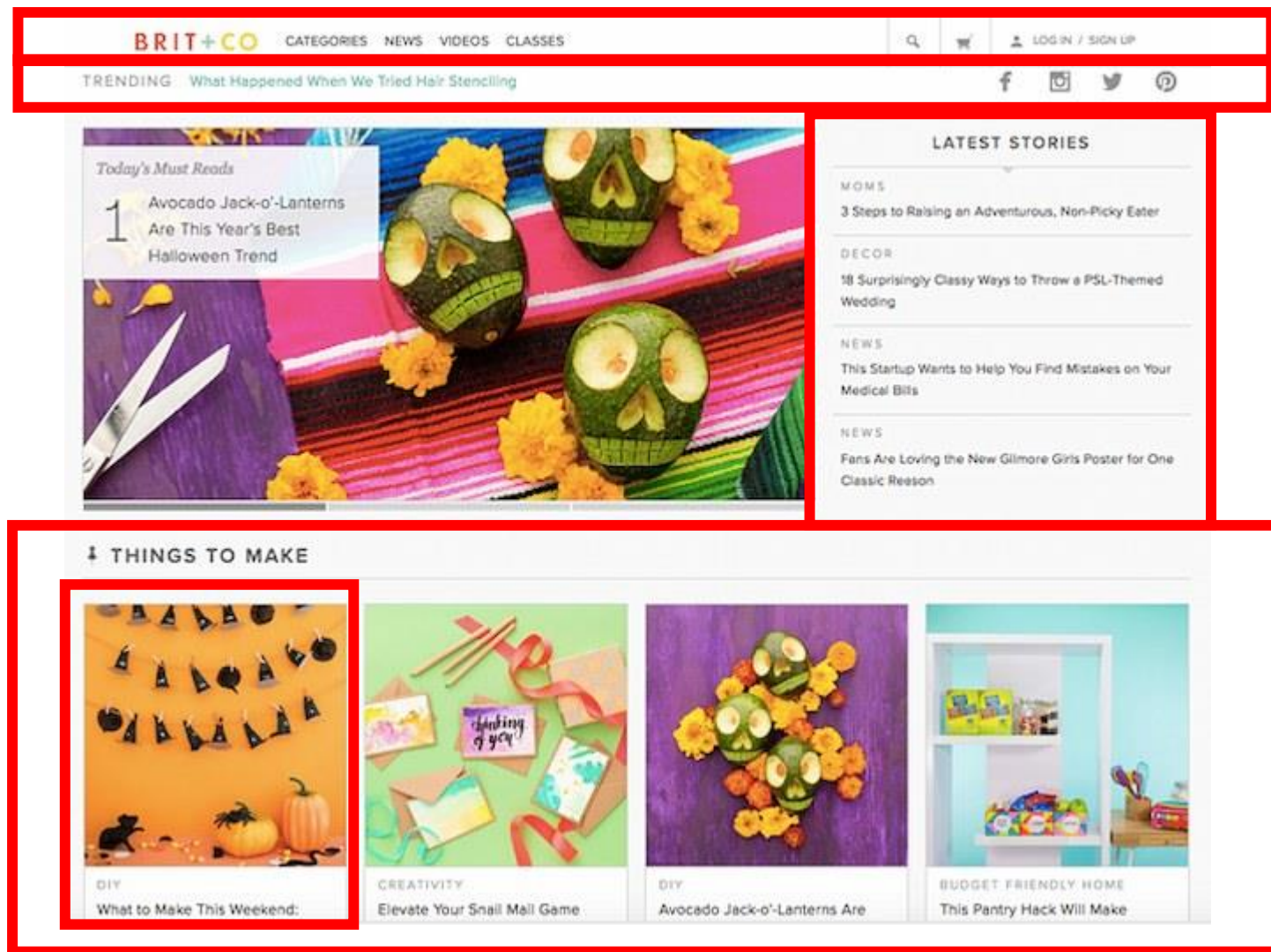
CLASS



Activity 2

Team discussion : what are the group of elements here ?

Some examples
of groups



By **grouping** similar elements



Page is more **organized** You know **where to start** You know **where to stop**

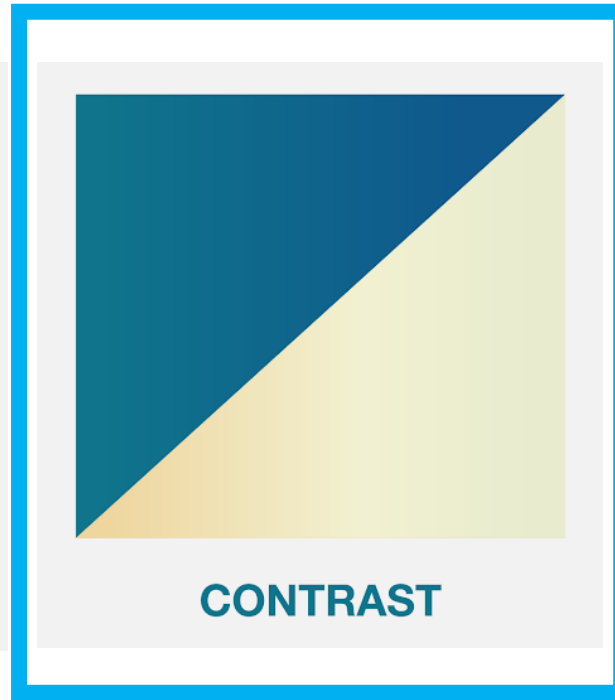


Where are the groups on this slide ?

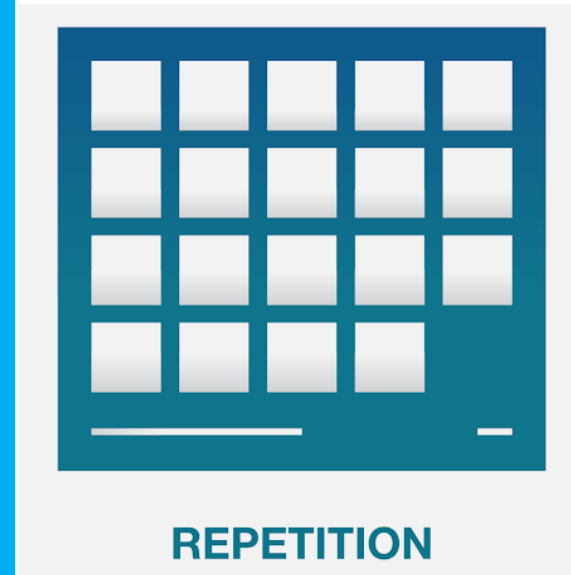
Basic design principles



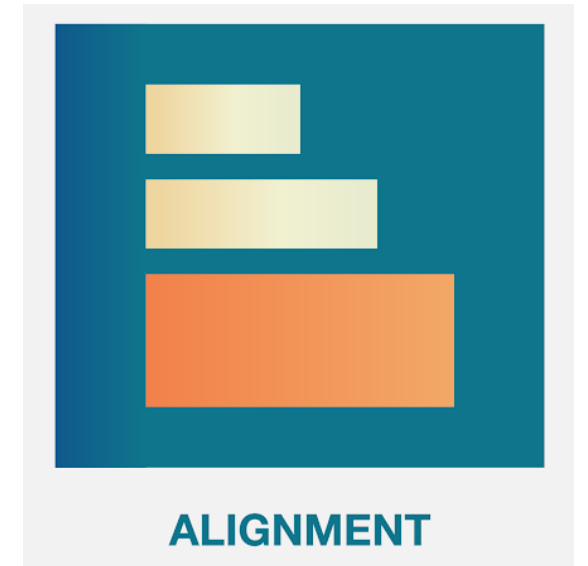
Things that are related should be **close to each other**



Not **related** elements are **graphically different**



Repeat style to reinforce the structure and the unity of your design



Align elements together to reinforce their connection



05 MIN



Same or different ?



Same or different ?



*When things are not the same,
make them **very** different !*

Same or different ?

unclear



Same or different ?

Clearly different





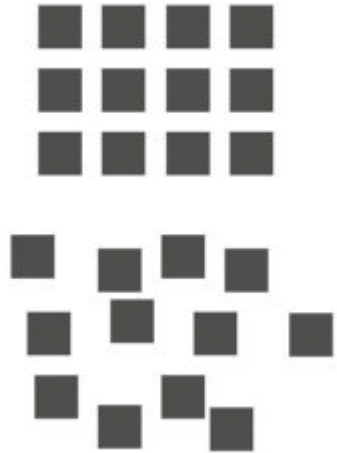
05 MIN



Contrast can be done in many ways...



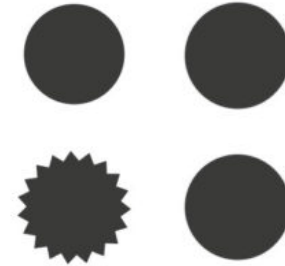
Text
Font / size



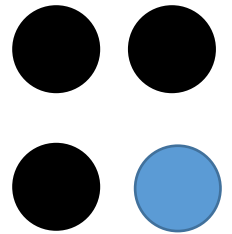
Order
disorder



Size



Shape



Color

Contrast

A visual must contain 1 or many **elements in contrast**, to guide the reader eyes into the page



What is contrasted in this slide, and why ?



05 MIN



CLASS

Analyze **contrast** on below visual:

- Which elements are contrasted, **how** ?
- Which visual is better, why ?

FONT

ORDER

SIZE

SHAPE

COLOR

LIBRARY PNC CLUB

WHY READING IS SO IMPORTANT ?

Reading and writing work in similar ways. Reading improves your writing style and flow. Writers learn to perfect their craft by taking inspiration from other writers. It's impossible to be a good writer if you don't read. Acclaimed author Stephen King is said to carry a book with him wherever he goes. He even reads while eating.

A

LIBRARY PNC CLUB

WHY READING IS SO IMPORTANT ?

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B

We switch to black
background
To **increase attention**

LIBRARY PNC CLUB

WHY READING IS SO IMPORTANT ?

Reading and writing work in similar ways. Reading improves your writing style and flow. Writers learn to perfect their craft by taking inspiration from other writers. It's impossible to be a good writer if you don't read. Acclaimed author Stephen King is said to carry a book with him wherever he goes. He even reads while eating.

Main title strong color

We increase the question font
size + bold

To **catch the reader attention**



05 MIN



CLASS

Analyze **proximity** and **contrast** on below visual:

- Which elements are grouped, **why** ?
- Which elements are contrasted, **how** ?



Branding Concept of Kai Sushi, we bring the concept in clean but powerful message to convey "kai" as in translate as "ocean"



05 MIN



CLASS

Analyze **proximity** and **contrast** on below visual:

- Which elements are grouped, **why** ?
- Which elements are contrasted, **how** ?

PAPER PLATE

PAPER PLATE is a line of wines hand-selected to compliment popular takeout foods. Now your only decision is what's for dinner.

Imported by
WINE COUNTRY MANAGEMENT
New Jersey, USA
www.4wineandwhiskey.com

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEN GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY AND MAY CAUSE HEALTH PROBLEMS.

CONTAINS SULFITES 6.5% Alcohol/Volume

0 9 3 4 8 3 2 9 4 1 6

A delightful pairing with **SUSHI**

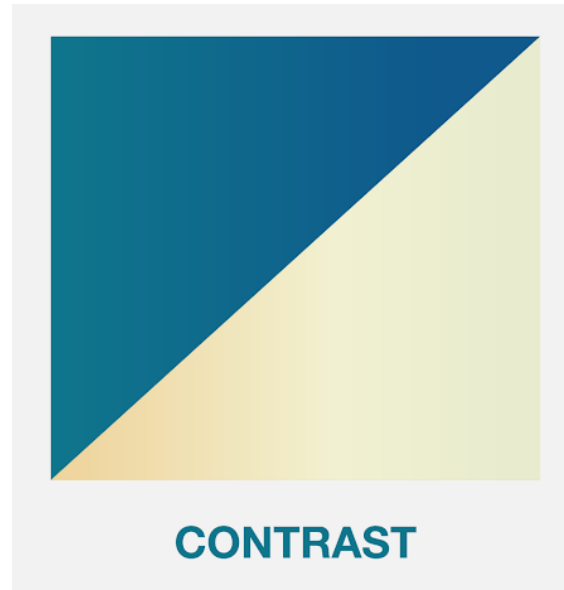
10.5% ABV 750mL
Product of Australia

TAKEOUT WINES FOR TAKEOUT FOODS

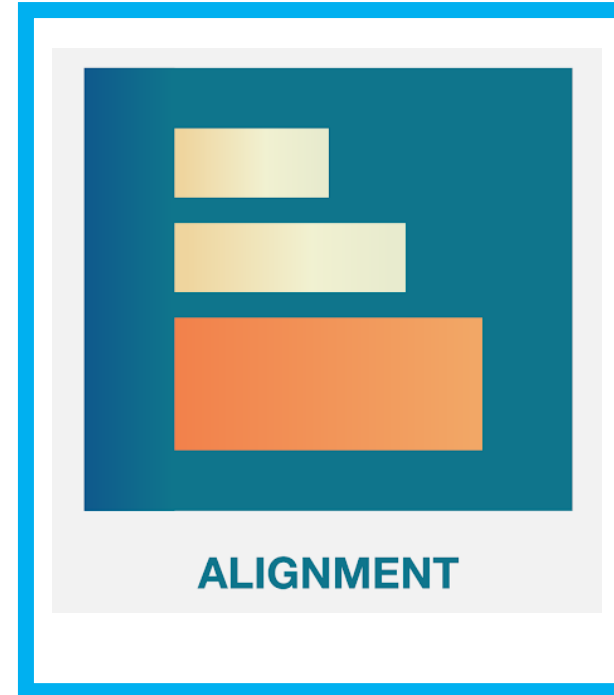
Basic design principles



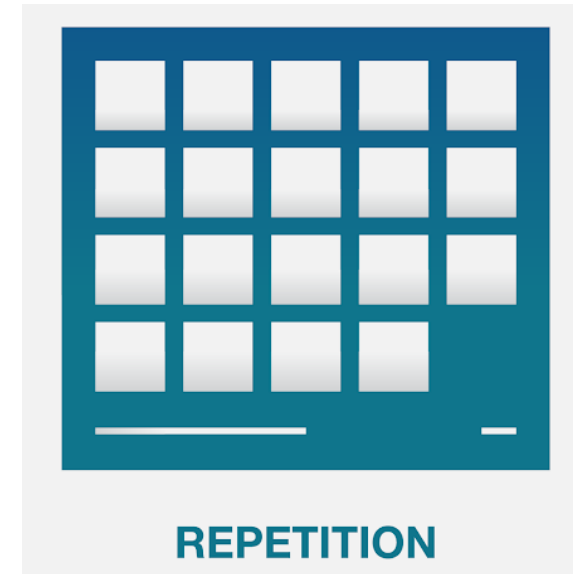
Things that are related should be **close to each other**



Not related elements are **graphically different**



Align elements together to reinforce their connection



Repeat style to reinforce the structure and the unity of your design

In which kitchen are you the **most comfortable** ?

A

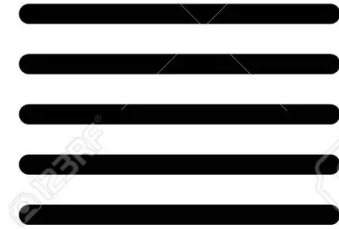
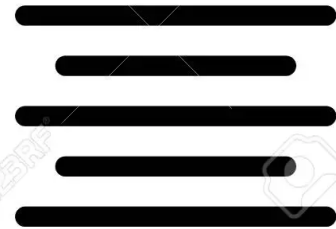
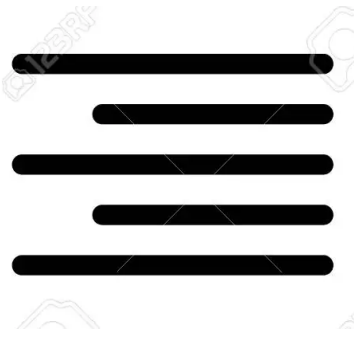
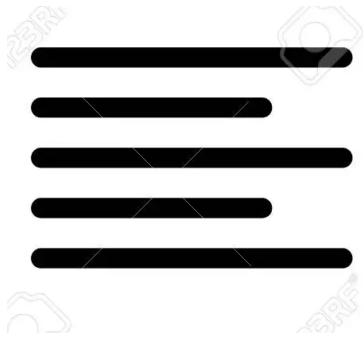


B



Alignment

Nothing should be placed on the page
arbitrarily



4 options only !

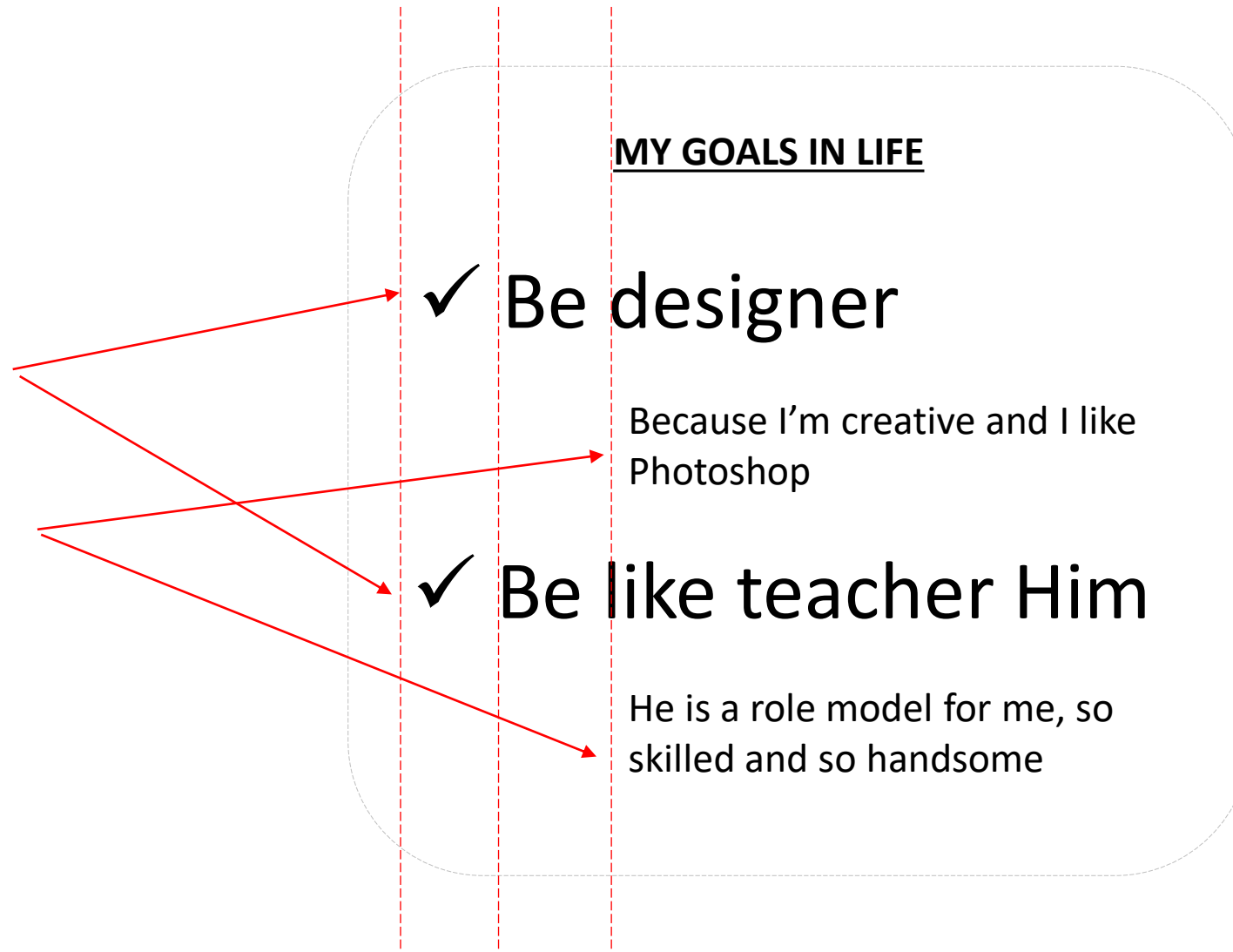


05 MIN



An **invisible line** connect aligned elements

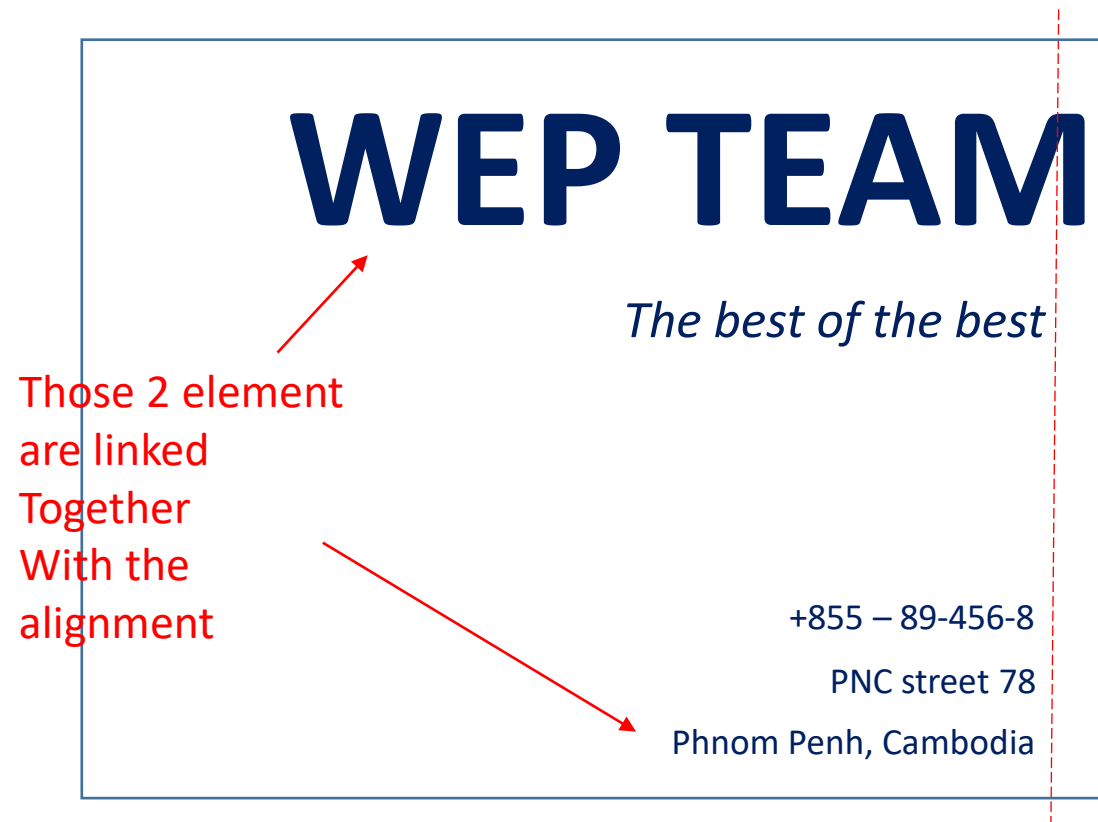
Even if elements
are far away,
The alignment
makes them
strongly unified



A **center** alignment is
Safe, easy to use, comfortable, formal



A **right/left** alignment gives a
more sophisticated impression





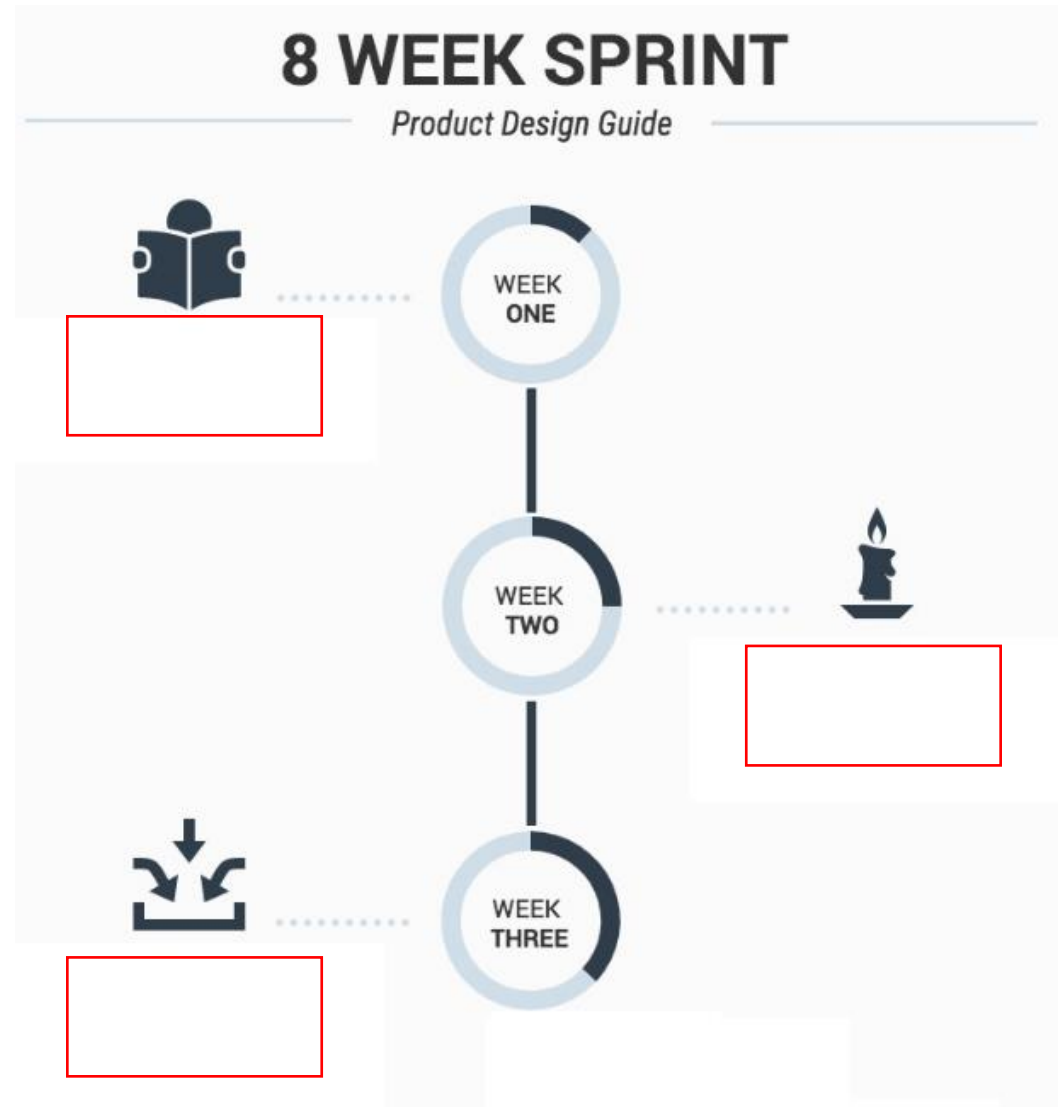
05 MIN



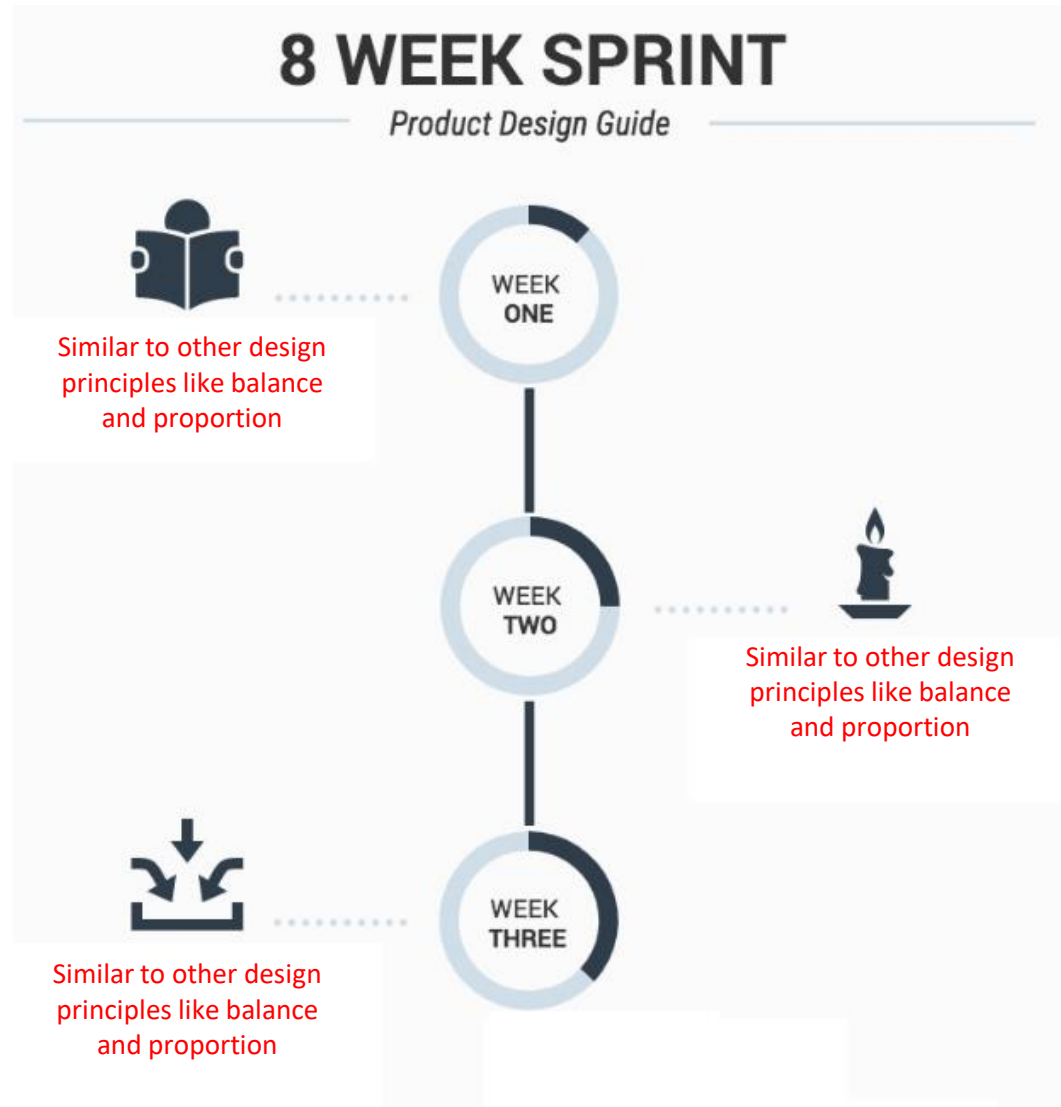
CLASS

Which **alignment** to choose to put text on rectangles ?

Left
Right
Center
Justified



CENTERED





05 MIN



CLASS

Fix the alignment of the visual elements

PNC HOSPITAL		
We welcome new patients !		
Family Medicine	Women Medicine	Specialty Services
Adult and Family practice Infusion Sexual health Travel Medicine	Internal Medicine Gynecology medicine	HIV Research Pharmac0 Cancers Head Nose
+805 78 456 141		
+805 78 456 11		+805 78 456 114

Fix the alignment of the visual elements

We reinforced each category with a **left alignment** :

- Department items
- Department title
- Department phone

PNC HOSPITAL		
<i>We welcome new patients !</i>		
Family Medicine	Women Medicine	Specialty Services
Adult and Family practice Infusion Sexual health Travel Medicine +805 78 456 11	Internal Medicine Gynecology medicine +805 78 456 141	HIV Research PharmacO Cancers Head Nose +805 78 456 114

ANALYSE



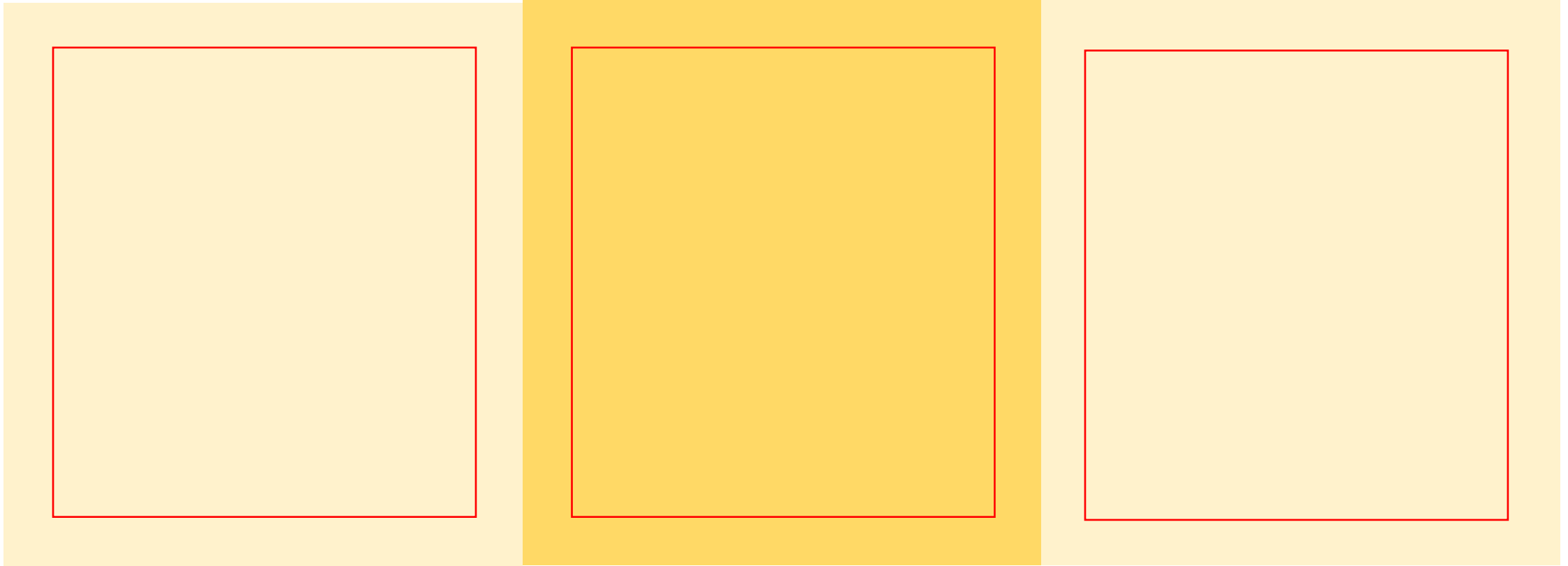
5 MIN



CLASS

Which **alignment** to choose to put text on rectangles ?

Left
Right
Center
Justified



JUSTIFIED

The cat is a domestic species of small carnivorous mammal. It is the only domesticated species in the family Felida and is often referred to as the domestic cat to distinguish it from the wild members of the family. A cat can either be a house cat, a farm cat or a feral cat; the latter ranges freely and avoids human contact.

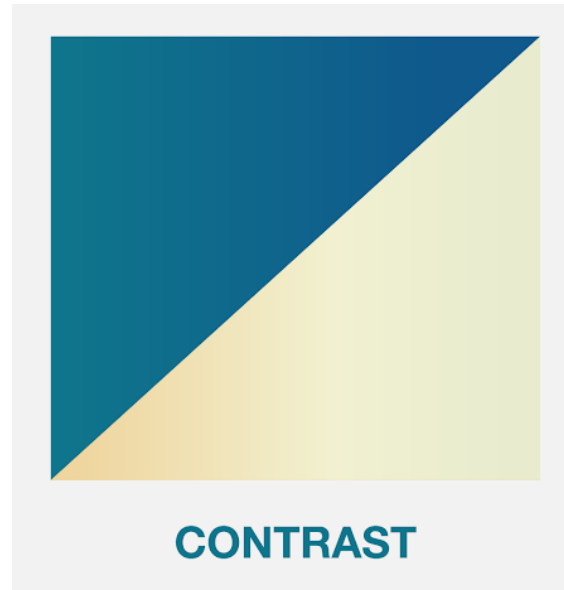
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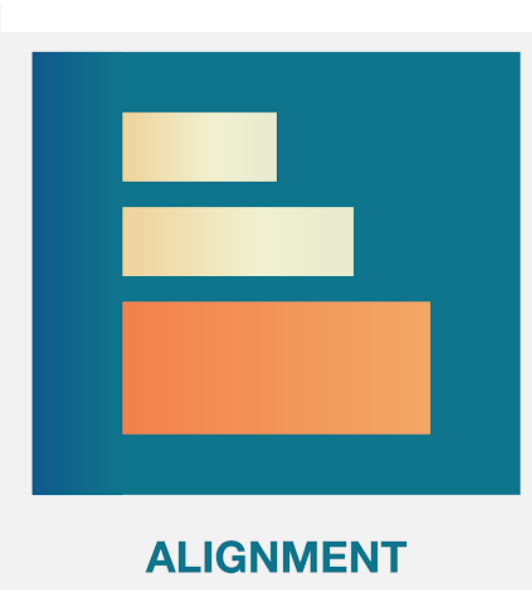
Basic design principles



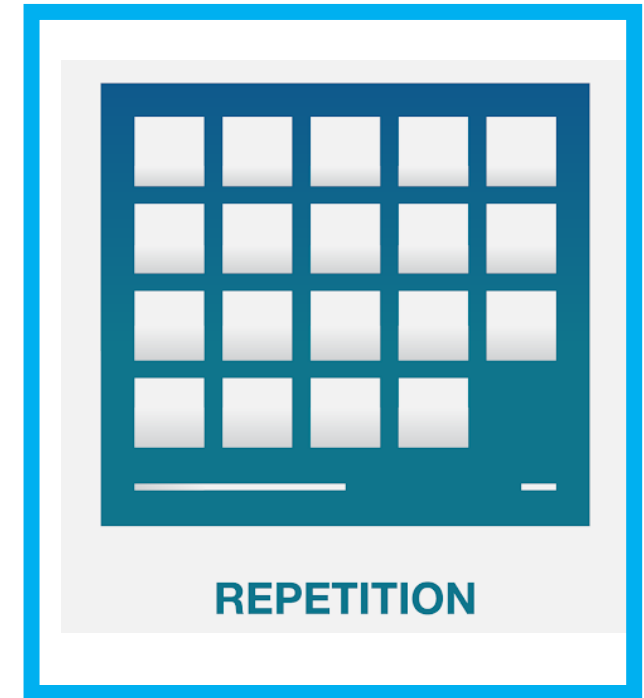
Things that are related should be **close to each other**



Not related elements are **graphically different**



Align elements together to reinforce their connection



Repeat style to reinforce the structure and the unity of your design



05 MIN



CLASS

Who are on the **same team** ?



Who are on the **same team** ?



Repetition of
their clothes
makes it clear
they belong to
the same team



05 MIN



Repetition

Repeat the style of some elements to **unify** and **link** them together

What is repeated in this slide, and why ?



logos are repeated in all slides
So that teacher knows what to do

Color is repeated to connect the definition
With key words

Repetition

Repeat the style of some elements to **unify** and
link them together

What is repeated in this slide, and why ?



05 MIN



CLASS

What is repeated here ?

MARGINS

SPACES

FONTS

ICONS

PATTERN

GRID

COLOR







05 MIN



CLASS

What is repeated here ?

MARGINS

SPACES

FONTS

ICONS

PATTERN

GRID

COLOR

Myth #01

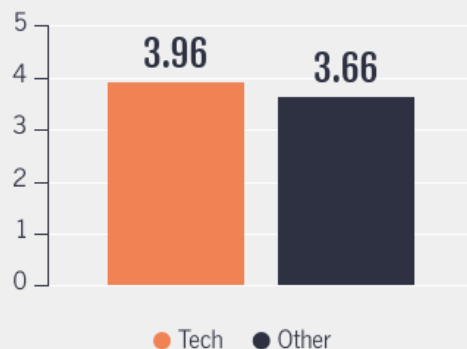
Tech companies have the best culture.

**CONFIRMED**

Do tech companies have better company culture than any other industry?

Tech brands had the best average ratings across the board, with Culture & Values receiving the highest scores.

Average Culture & Values Ratings



Myth #08

Company culture and company performance aren't linked.

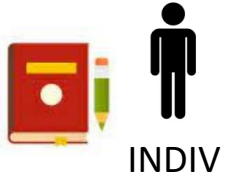
**BUSTED**

Is company culture and overall company performance linked?

Companies with high Positive Business Outlook scores also have the highest Culture & Values scores.

Average Culture & Values Ratings





For next time

- ✓ Read and understand the **slides** and the **handout**
- ✓ For each principle, **design a good and a bad** example

PROXIMITY

GOOD



BAD



REPETITION

GOOD



BAD



CONTRAST

GOOD



BAD



ALIGNMENT

GOOD



BAD

