


Module 07

“I submit to you, if the kids today had to cast off, count character, use a haberule and do the math. There wouldn’t be as many people wanting to pursue a Career in Design.”

– Frank Briggs, *DesignMaven* | www.designobserver.com/archives/entry-id=27553



conversion

Charity Never Faileth

Moroni 7: 46-47

46 Wherefore, my beloved brethren, if ye have not charity, ye are nothing,
for charity never faileth. Wherefore, cleave unto charity, which is the greatest of all,
for all things must fail—

47 But charity is the pure love of Christ, and it endureth forever;
and whoso is found possessed of it at the last day, it shall be well with him.

Alma 7: 24

*24 And see that ye have faith, hope, and charity,
and then ye will always abound in good works.*

Jude 1: 21-22

21 Keep yourselves in the love of God,
looking for the mercy of our Lord
Jesus Christ unto eternal life.

22 And of some have compassion,
making a difference.

1 Corinthians 13:4

4 Charity suffereth long, and is kind; charity envieth not; charity vaunteth not itself, is not puffed up

1 Corinthians 13: 13

*13 And now abideth faith, hope, charity,
these three; but the greatest of these is charity.*

TYPE BASICS | HIERARCHY

Principles of Design (Wikipedia)

Unity/Harmony

According to Alex White, author of The Elements of Graphic Design, to achieve visual unity is a main goal of graphic design.

When all elements are in agreement, a design is considered unified.

No individual part is viewed as more important than the whole design.

A good balance between unity and variety must be established to avoid a chaotic or a lifeless design.

Methods:

Perspective: sense of distance between elements.

Similarity: ability to seem repeatable with other elements.

Continuation: the sense of having a line or pattern extend.

Repetition: elements being copied or mimicked numerous times.

Rhythm: is achieved when recurring position, size, color,

and use of a graphic element has a focal point interruption.

Altering the basic theme achieves unity and helps keep interest

Balance

It is a state of equalized tension and equilibrium, which may not always be calm.

Types:

Symmetry

Asymmetrical balance produces an informal balance that is attention attracting and dynamic.

Radial balance is arranged around a central element.

The elements placed in a radial balance seem to 'radiate' out from a central point in a circular fashion.

Overall is a mosaic form of balance which normally arises from too many elements being put on a page.

Due to the lack of hierarchy and contrast, this form of balance can look noisy but sometimes quiet.

Hierarchy

A good design contains elements that lead the reader through each element in order of its significance.

The type and images should be expressed starting from most important to the least important.

Scale/Proportion

Using the relative size of elements against each other can attract attention to a focal point.

When elements are designed larger than life, scale is being used to show drama

Dominance/Emphasis

Dominance is created by contrasting size, positioning, color, style, or shape.

The focal point should dominate the design with scale and

contrast without sacrificing the unity of the whole.

Similarity & Contrast

Planning a consistent and similar design is an important aspect of a designer's work to make their focal point visible.

Too much similarity is boring but without similarity important elements will not exist and

an image without contrast is uneventful so the key is to find the balance between similarity and contrast

TYPE BASICS | LONG LIST CONCEPTS

1. **Top 40 Hottest Gentlemen** | The top 40 famous/well-known males who have the look and style of a “gentleman” and building the character of being and/or becoming one.
2. **Top 40 Elegant Ladies** | The top 40 famous/well-known females who have the attribute of being a “lady” and have the character of being and/or becoming one.
3. **Top 40 Church Leaders** | The top 40 LDS church leaders from Joseph Smith to current, President Thomas S. Monson, including the Quorum of the Twelve Apostles and the Seventies (etc.) throughout.
4. **Top 40 Classical Music** | The top 40 Classical Music of all time.
5. **Top 40 Pop Music** | The current top 40 Pop Music (recent years: 2011-2016).
6. **Top 40 Majors** | The top 40 Majors at BYU-I.
7. **Top 40 Date Activities** | The top 40 BYU-I dating activities and/or ideas.
8. **Top 40 Sports & Games** | The top 40 BYU-I sports activities and/or ideas and games.
9. **Top 40 Pick-UP Lines** | The top 40 pick-up lines at BYU-I and/or, at least, the ideas list.
10. **Top 40 Disney Movies** | The top 40 Disney movies of all time.
11. **Top 40 Disney Characters** | The top 40 favorite Disney characters of all time.
12. **Top 40 Dreamworks Movies** | The top 40 Dreamworks movies of all time.
13. **Top 40 Dreamworks Characters** | The top 40 favorite Dreamworks characters of all time.
14. **Top 40 Styles** | The top 40 current styles.
15. **Top 40 Automobile** | The top 40 model and types of automobile of any era.
16. **Top 40 Current Movies** | The top 40 of best current movies.
17. **Top 40 Universities/Colleges** | The top 40 universities and/or colleges within the U.S.
18. **Top 40 Western Food** | The top 40 Western food.
19. **Top 40 Junk Food** | The top 40 junk food for college students.
20. **Top 40 Vacations** | The top 40 vacation destinations.
1. I would love to go on vacations, such as those places on people's bucketlist.
2. I wanted to know more dates-related activities and ideas for being around BYU-I.
3. I am a movie-person, and lately because I have been busy with school and only couple times would have the time to watch movies as activities with bunch of friends, I want to know what are the other list of movies.

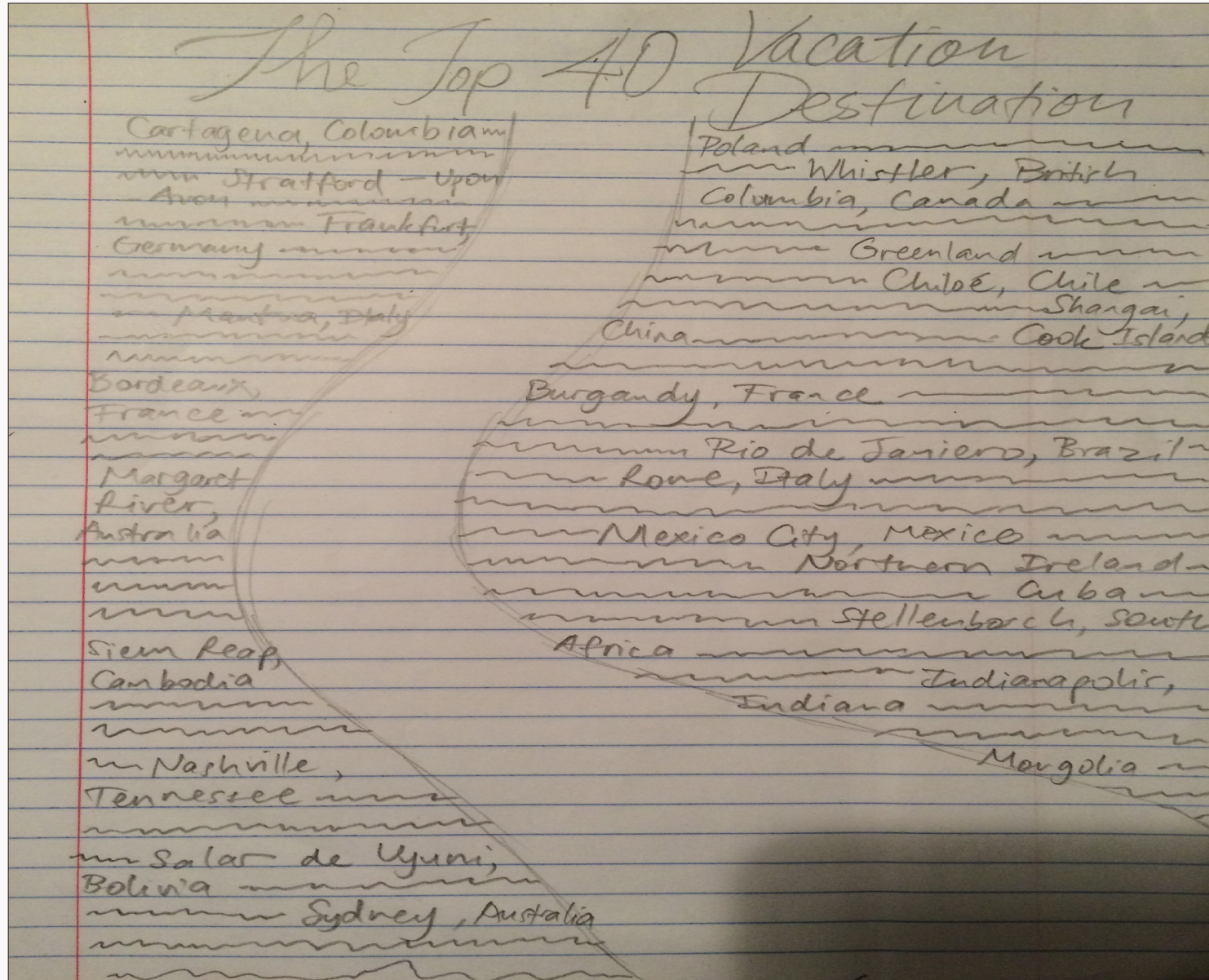
TYPE BASICS | LONG LIST CONTENT

Title

Subtitle is a short descriptive introduction to the list

1. **Cartagena, Colombia** | A colorful mix of Caribbean and Spanish influences
2. **Stratford-Upon-Avon** | From Jane Austen to George Orwell to J.K.Rowling
3. **Frankfurt, Germany** | Enjoy a variety of beer festivals across the country as the Fatherland celebrates 500 years of the Reinheitsgebot/Beer Purity Law
4. **Mantua, Italy** | European Capital of Culture
5. **Bordeaux, France** | Worth taking the high-speed TGV train down to the southwest of the country
6. **Margaret River, Australia** | Food and wine region about three hours south of Perth
7. **Siem Reap, Cambodia** | Prepare you for the intense beauty of the Cambodian country side
8. **Nashville, Tennessee** | The Country Music Capital of the World
9. **Salar de Uyuni, Bolivia** | Unusual desert landscape, dotted with lakes of improbable colors (red and green)
10. **Sydney, Australia** | The sunny, stunning "Harbour City"
11. **Poland** | The 30th anniversary of the European Capital of Culture award
12. **Whistler, British Columbia, Canada** | North America's largest ski resort
13. **Greenland** | A vast, glacial wilderness, where icebergs loom and polar bears roam
14. **Chiloé, Chile** | The large island about two-thirds of the way down Chile's spine
15. **Shanghai, China** | Power Station of Art and the Yuz Museum
16. **Cook Islands** | Think of a tropical paradise and, chances are, you're imagining exactly what the Cook Islands offer
17. **Burgundy, France** | The World Heritage area consists of two parts: the vineyards and production areas including several villages, the town of Beaune and the historic center of Dijon
18. **Rio de Janeiro, Brazil** | "Marvelous City"
19. **Rome, Italy** | Pope Francis just opened the Holy Door of St. Peter's Basilica in Vatican City, heralding the start of the Holy Year of Mercy: Jubilee Year
20. **Mexico City, Mexico** | Landlocked Mexico City is the largest city in North America, and a cosmopolitan playground filled with great food, culture, and art
21. **Northern Ireland** | A key filming location for HBO's hit fantasy drama, Game of Thrones
22. **Cuba** | Vibrant culture, pristine beaches and touches of a time gone by
23. **Stellenbosch, South Africa** | The historic town of Stellenbosch, the only older European settlement in the Western Cape is Cape Town itself
24. **Indianapolis, Indiana** | The biggest single-day sporting event in the world
25. **Mongolia** | The phrase "Outer Mongolia" to refer to any far-flung destination
26. **Miami, Florida** | The obnoxious or incredible beats of South Beach clubs
27. **Abu Dhabi** | Capital city of the United Arab Emirates
28. **Galapagos, Ecuador** | World Heritage site
29. **Norway** | Glittering glaciers and fairytale fjords
30. **US National Parks** | August 2016, the US National Parks Service is turning 100
31. **Thailand** | The perfect destination for a foodie furlough
32. **Hokkaido, Japan** | Known for great hiking and some of Japan's best hot springs
33. **Crete, Greece** | Endless sunny days and buzzing seaside resorts
34. **Lima, Peru** | A true appreciation for the culinary arts either has been or has Lima at the very top of their wish list
35. **Panama** | Modern and colonial charm
36. **Playa del Carmen, Mexico** | Moment in the sun
37. **Azores, Portugal** | A history of lucrative whaling
38. **Oman** | the rising star of the Middle East
39. **Namibia** | Feast on exotic game meats
40. **Turks & Caicos** | Voted by TripAdvisor readers as the #1 island choice

PROJECT | LONG LIST CONCEPT SKETCHES



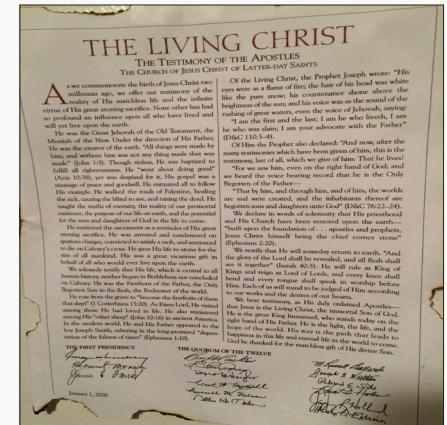
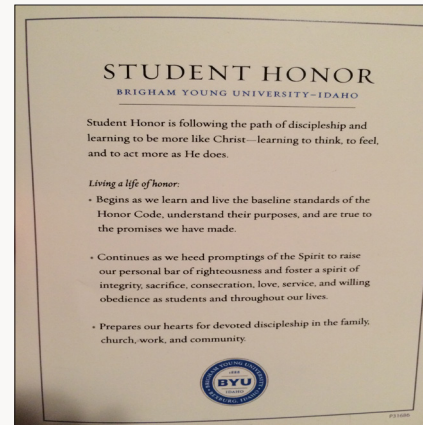
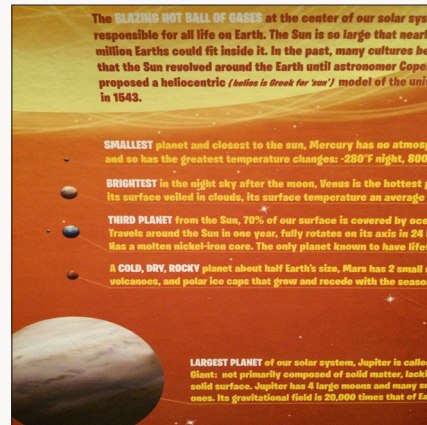
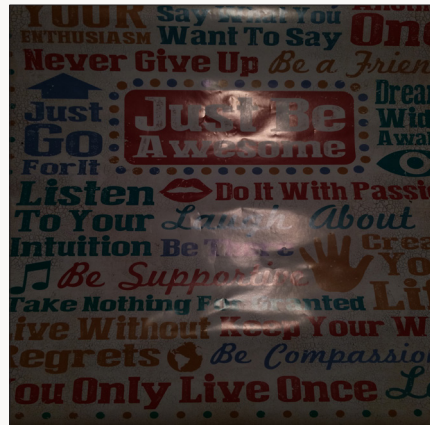
1. The Title and Subtitle would be a Serif Font-Families.
2. The content, the 40 list (titles and subtitles), will be placed making the roadway path shape.
3. The content would be of a San-Serif Font-Families for better legibility since most would be of small font sizes except for the Hierarchy words.

1

2

3

MARCHYLIA PRATIKTO



PONDER | MODULE 07

My favorite cartoon is A Bug's Life Pixar, because Flick taught me about unity.

SPACE AND MEANING

What roll does the space around words and letters play?

Space around words and letters gives the words and letters the sense of heirarchy, initial point, point of view, and white space.

TYPOGRAPHIC TEXTURE

Spend a few minutes looking at typographic design on the web. Can you recognize different typographic textures? What purpose does typographic texture play?

Typographic texture gives a sense of originality or unique characteristic, creativity, organization, style or design structures, flow, alignment, etc.

TYPOGRAPHIC HIERARCHY

What element in your recurring list did you choose to emphasize the most? Why?

I chose to emphasize the destinations' names and the main title (overall title), because I want to initiate the focus on those specific words.

“Readers usually ignore the typographic interface, gliding comfortably along literacy’s habitual groove. Sometimes,

however, the interface should be allowed to fail. By making itself evident, typography can illuminate the construction and identity of a page, screen, place, or product.”

- Ellen Lupton, Thinking with Type

CONCLUSION

Typographic texture gives a sense of heirarchy to the certain words and/or letters and brings about the point and the design overall.

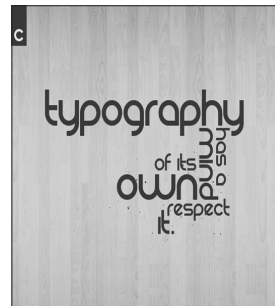


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