
Designprincipper



Gestaltlovene handler om at se helheder

I starten ser vi ikke hunden, men blot sorte former på en hvid baggrund, men vi danner hurtigt et samlet billede af en hund der nysgerrigt snuser til jorden.

Hvorfor?

*"The whole is different
than the sum of its parts."*

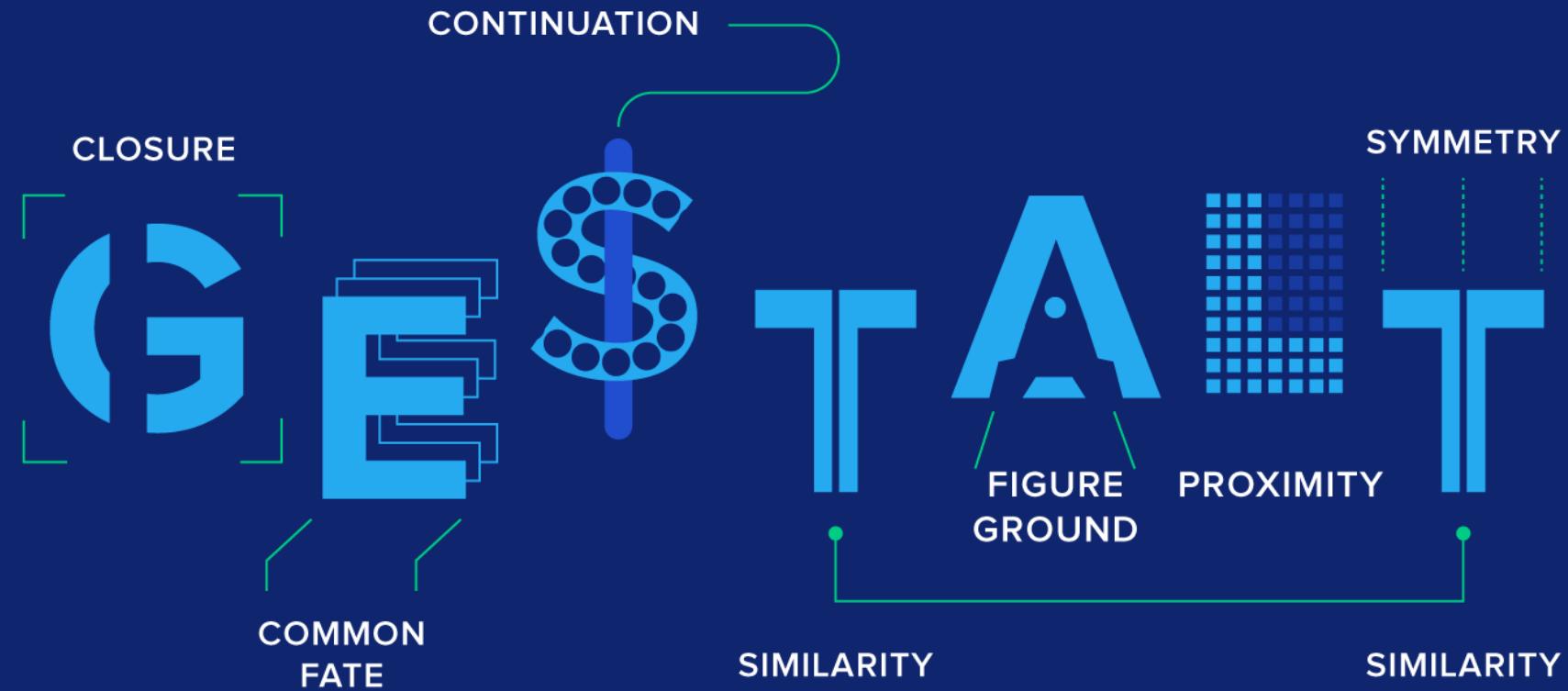
- Max Wertheimer

Lovene

Lad os vedtage
at kalde dem principperne ...

Spørgsmål

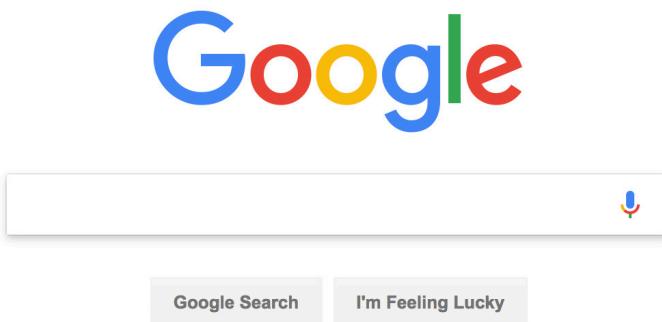
Kan et designprincip stå alene?



<https://www.toptal.com/designers/ui/gestalt-principles-of-design>

White space

Negative/positive space



Positive space: objektet i fokus

Negative space: rummet omkring objektet

Negative space bidrager bl.a. til:

*Et klart visuelt hierarki
Skabe fokus på objektet
Lave orden i kaos*

Bruges de to dimensioner i balance, skaber det ro, men er der ubalance, kan den ene dimension overrumple den anden, og skabe kaos
- det kræver vist et eksempel:

LOGO

HOME

SERVICES

ABOUT

CONTACT



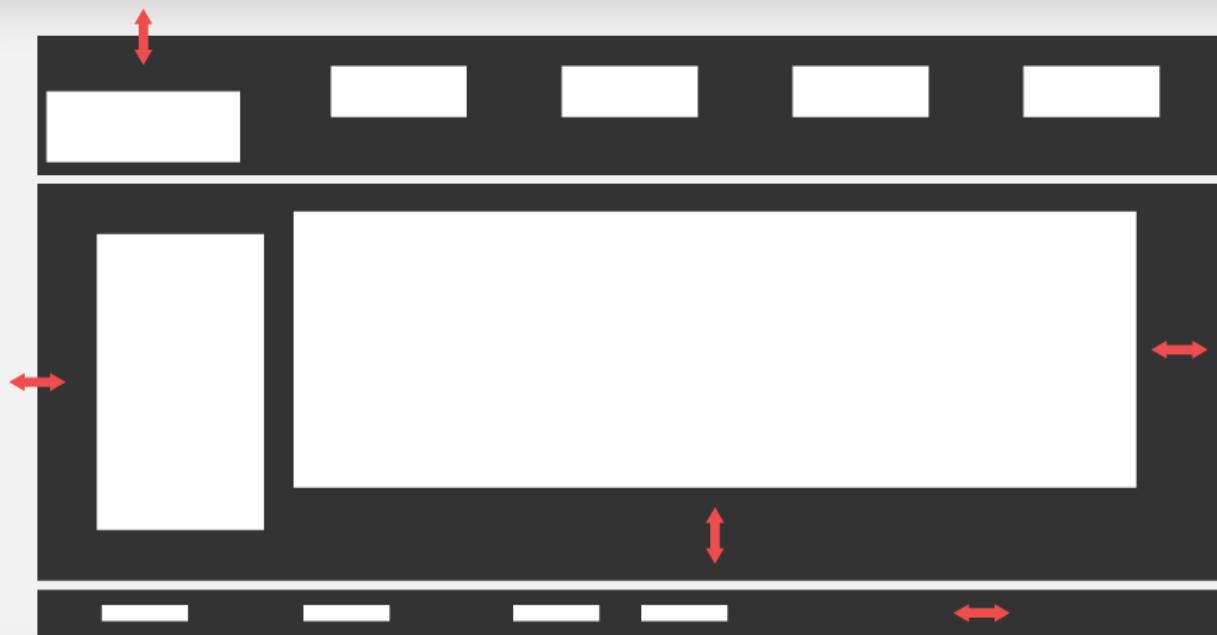
welcome

PRODUCTS

COMPANY

WHY US

POLICY





Heading

Sub-Headline

Adipiscing elit. Sed neque nisl, blandit vel ipsum eu, imperdiet blandit lectus. Morbi tristique urna ut volutpat ornare. Curabitur semper vitae urna ac tempus. Duis vehicula elit nulla, eleifend egestas nisl vehicula nec. Nullam varius est dui, nec accumsan lectus posuere ut. Nullam viverra purus laoreet euismod tempor.

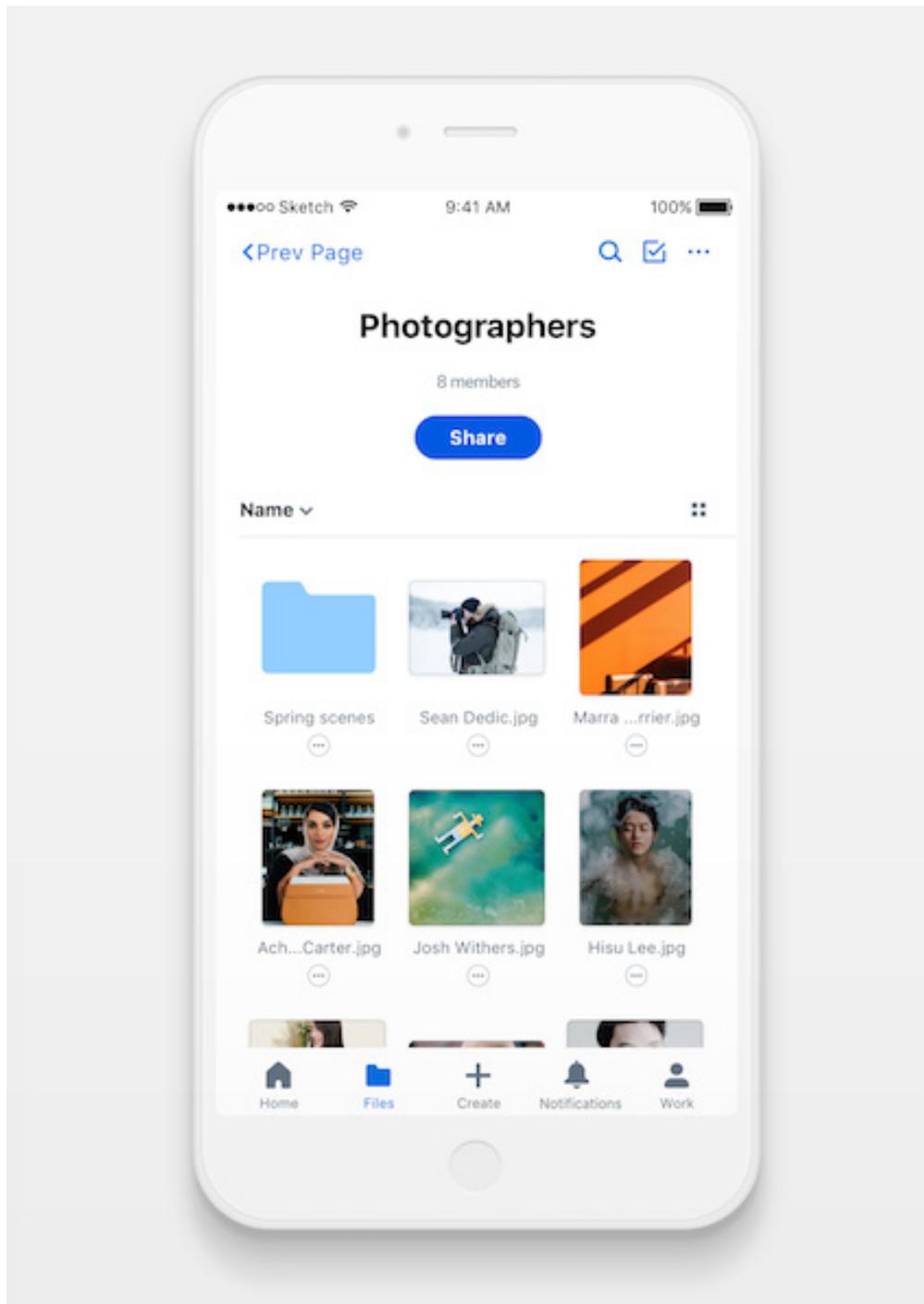
Adipiscing elit. Sed neque nisl, blandit vel ipsum eu, imperdiet blandit lectus. Morbi tristique urna ut volutpat ornare. Curabitur semper vitae urna ac tempus. Duis vehicula elit nulla, eleifend.

Heading

Sub-Headline

Adipiscing elit. Sed neque nisl, blandit vel ipsum eu, imperdiet blandit lectus. Morbi tristique urna ut volutpat ornare. Curabitur semper vitae urna ac tempus. Duis vehicula elit nulla, eleifend egestas nisl vehicula nec. Nullam varius est dui, nec accumsan lectus posuere ut. Nullam viverra purus laoreet euismod tempor.

Adipiscing elit. Sed neque nisl, blandit vel ipsum eu, imperdiet blandit lectus. Morbi tristique urna ut volutpat ornare. Curabitur semper vitae urna ac tempus. Duis vehicula elit nulla, eleifend.



Full Name

Your Favorite Color

Email

Password

Address

Phone Number

Country

Don't

Personal Information

Full Name

Your Favorite Color

Account Information

Email

Password

Contact Information

Address

Country

Phone Number

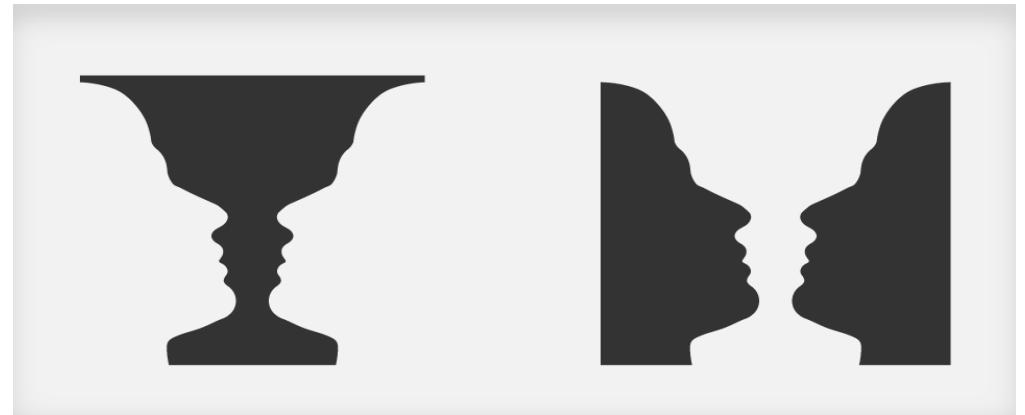
Do

Figure-ground

'Figure' er det element som er intuitivt, så vel som synligt, separeret fra baggrunden.

'Figure' kan til tider være svært at adskille fra ground

Visuelle cues:
kontraster, farver, bokse, skygger, størrelse



[Tradition](#)[Services](#)[Wild Bird](#)[Feed & Supplies](#)[Garden](#)[Contact](#)

Family Owned
Farm & Garden
Store

**WE'RE SERIOUS
ABOUT
SPARKLING WATER**

[LEARN MORE ABOUT US](#)



**USDA ORGANIC,
ZERO-CALORIE, NO-
JOKE**

[DISCOVER OUR PRODUCTS](#)

Similarity (Lighed)

Visuelle elementer som er ens i form, størrelse, farve og retning opfattes som del af en gruppe.

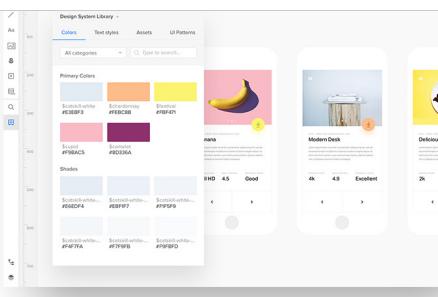
Farver er den stærkeste måde at skabe lighed på.
Det kan benyttes til at skabe relationer i navigation,
links osv. for at understøtte hierarkiet i sitet.

Gennemført styling og content er vigtigt og antyder struktur.

Modular product development with design systems

- Create a design system with Sketch or UXPin assets
- Resolve inconsistencies across products and platforms
- Scale your product with shared design system updates

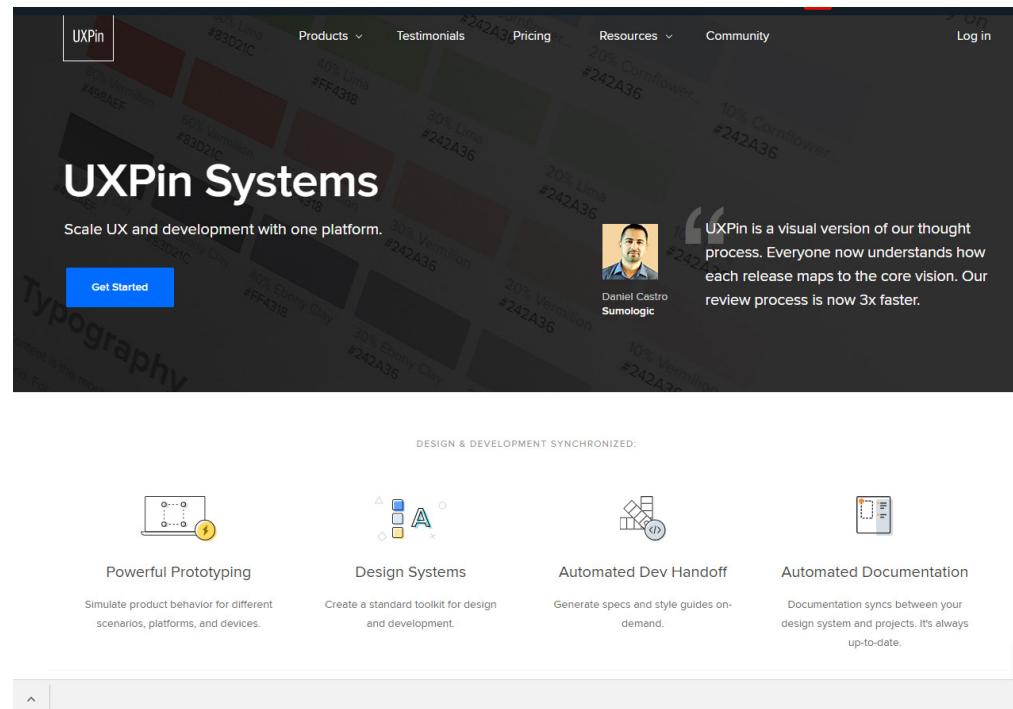
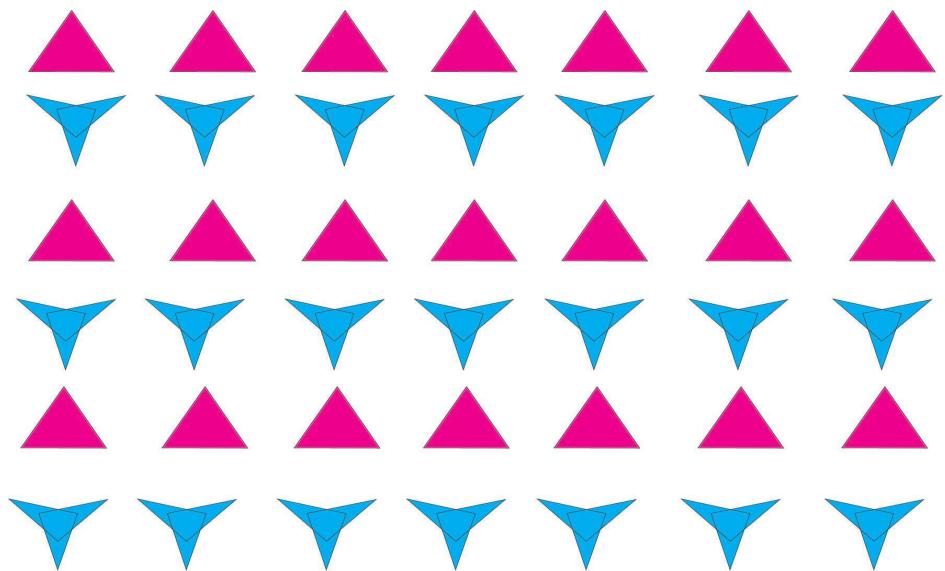
[See how it works](#)



Ready to try the end-to-end UX platform?

Design better products. Faster.

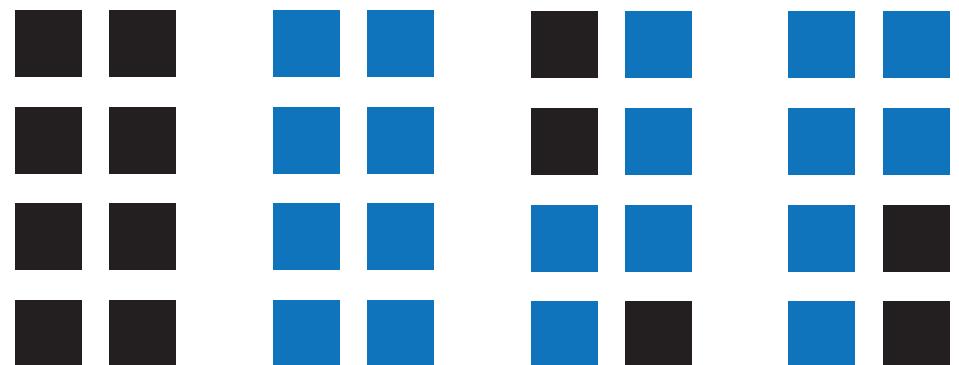
Your company email [Start free trial](#) Need more info



Proximity (Nærhed)

Objekter som er tætte, opfattes (perception) som værende relaterede, i højere grad end objekter som er placeret langt fra hinanden.

Eksemplet til højre viser at Proximity 'trumfer' Similarity i bl.a. farver/kontraster, men er også et eksempel på, hvordan principperne ikke står alene.



Back to top

Get to Know Us

Careers
About Us
UK Modern Slavery Statement

Make Money with Us

Sell on Amazon
Sell on Amazon Business
Associates Programme
Fulfilment by Amazon
Advertise Your Products
Independently Publish with Us
Amazon Pay
Become an Amazon Vendor
› See all

Amazon Payment Methods

Amazon Platinum Mastercard
Amazon Money Store
Gift Cards
Amazon Currency Converter
Payment Methods Help
Shop with Points
Top Up Your Account

Let Us Help You

Track Package
Delivery Rates
Amazon Prime
Returns & Replacements
Manage Your Order
Amazon Mobile
Amazon Assistant
Help

amazon

Australia Brazil Canada China France Germany India Italy Japan Mexico Netherlands Spain United States

Your recently viewed items and featured recommendations

Inspired by your browsing history

Grid Systems in Graphic Design: A Visual...
Josef Müller-Brockmann
★★★★★ 29
Hardcover £25.96 prime

The Elements of Typographic Style...
Robert Bringhurst
★★★★★ 39
Paperback £15.18 prime

WHY FONTS MATTER.
Sarah Hyndman
★★★★★ 47
Paperback £10.63 prime

Interaction of Color
Josef Albers
★★★★★ 7
Paperback £20.28 prime

Editorial Design: Digital and Print
Cath Caldwell
★★★★★ 7
Paperback £29.95 prime

Branding: In Five and a Half Steps
Michael Johnson
★★★★★ 7
Hardcover £29.95 prime

Start Me Up: Branding for Success
Robert Klatzky
★★★★★ 7
Hardcover 7 offers from £10.99

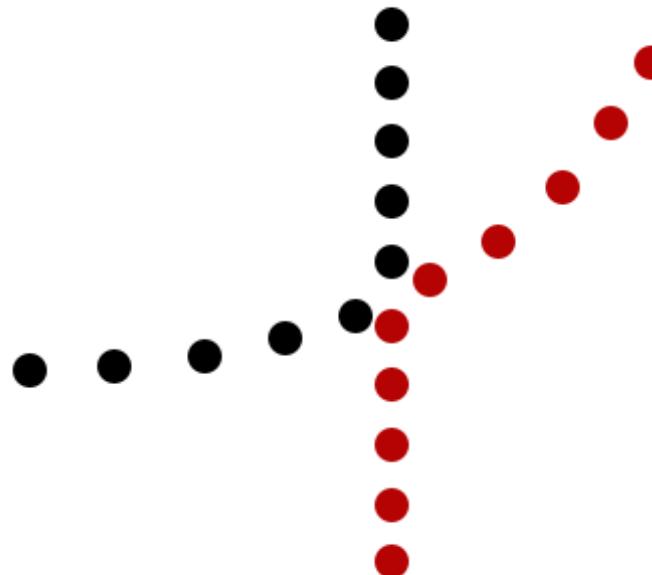
You viewed

Back to top

Continuity (Kontinuitet)

Objekter arrangeret på linie eller kurver, opfattes som relaterede i højere grad, end hvis de ikke er.

Brødkrumme, paragraffer, grafer (både vertikale og horisontale) kommunikerer relation



The screenshot shows the wpbeginner website's homepage. At the top, there's a dark header with the 'wpbeginner' logo, a dropdown menu for 'BLOG', a 'DEALS' link, and a 'GLOSSARY' link. Below the header is a large orange banner with the text 'BEGINNER'S GUIDE FOR WORDPRESS'. The main content area features a grid of 24 must-have WordPress items, each with a thumbnail, title, author, rating, and price. At the bottom of the page, there's a breadcrumb navigation bar with the text 'WPBEGINNER » BLOG » SHOWCASE » 24 MUST HAVE WORDPRESS...'. The overall design is clean and modern.

The screenshot shows an Amazon product page. At the top, it displays a row of camera lenses. Below that, it says 'Your recently viewed items and featured recommendations' and 'Inspired by your browsing history'. It lists several books with their titles, authors, ratings, and prices. At the bottom, there's a section for 'You viewed' with a thumbnail of a book cover, and a 'Back to top' button at the very bottom right.

Item	Author	Rating	Price
Grid Systems in Graphic Design: A Visual...	Josef Müller-Brockmann	★★★★★ 29	£25.96 prime
The Elements of Typographic Style: About Type...	Robert Bringhurst	★★★★★ 39	£22.35 prime
Why Fonts Matter	Sarah Hyndman	★★★★★ 47	£15.18 prime
Interaction of Color	Josef Albers	★★★★★ 7	£10.63 prime
Editorial Design: Digital and Print	Cath Caldwell	★★★★★ 7	£20.28 prime
Branding: In Five and a Half Steps	Michael Johnson	★★★★★ 7	£29.95 prime
Start Me Up: Branding for Startups	Robert Kla	★★★★★	7 offers from £

Closure (Lukkethed)

MAGU KOMBUCHA®

m

ČASTÉ DOTAZY MAGU OBCHOD

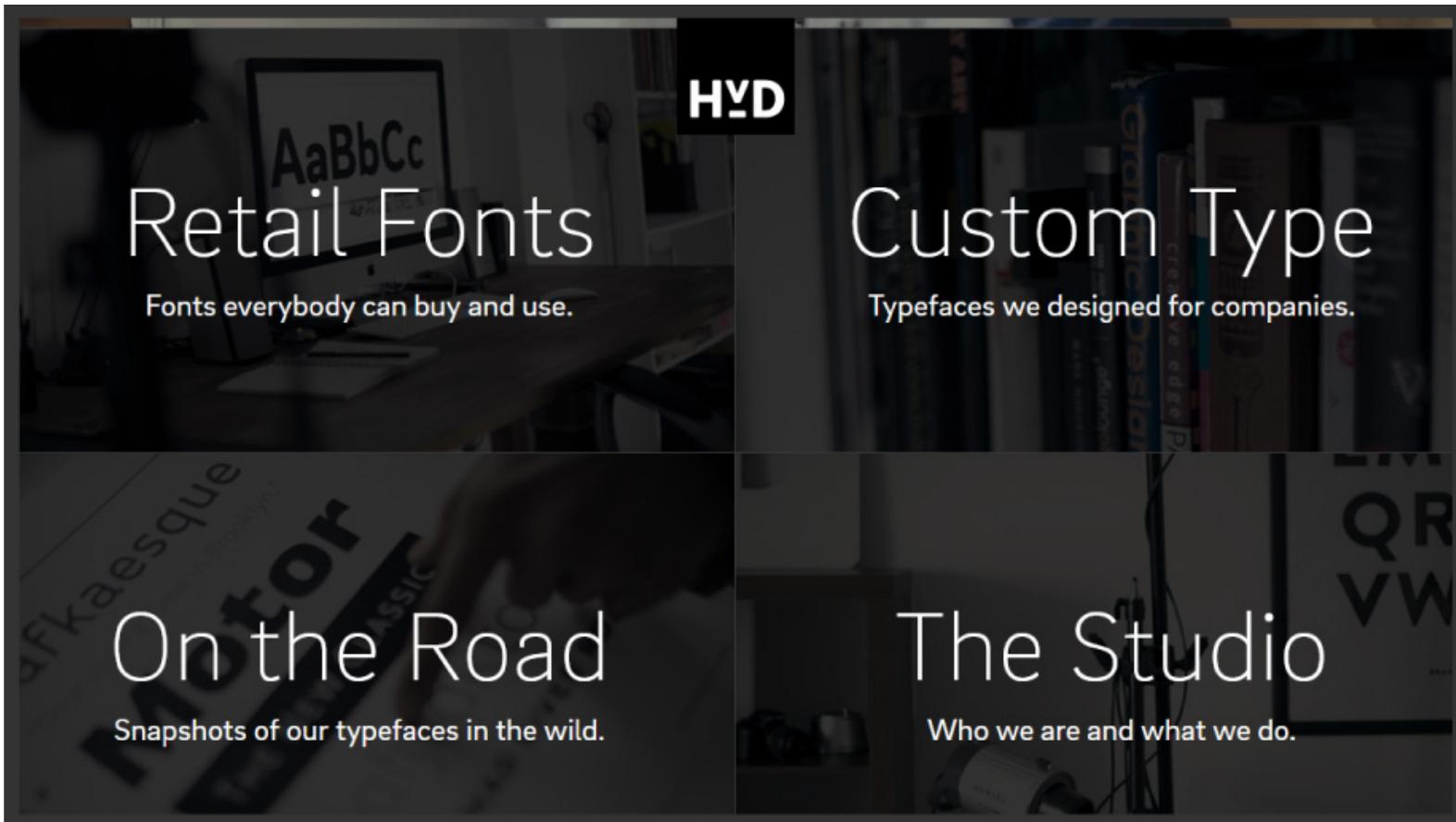
Kombucha

W.
Honors

Živá, probiotická kombucha

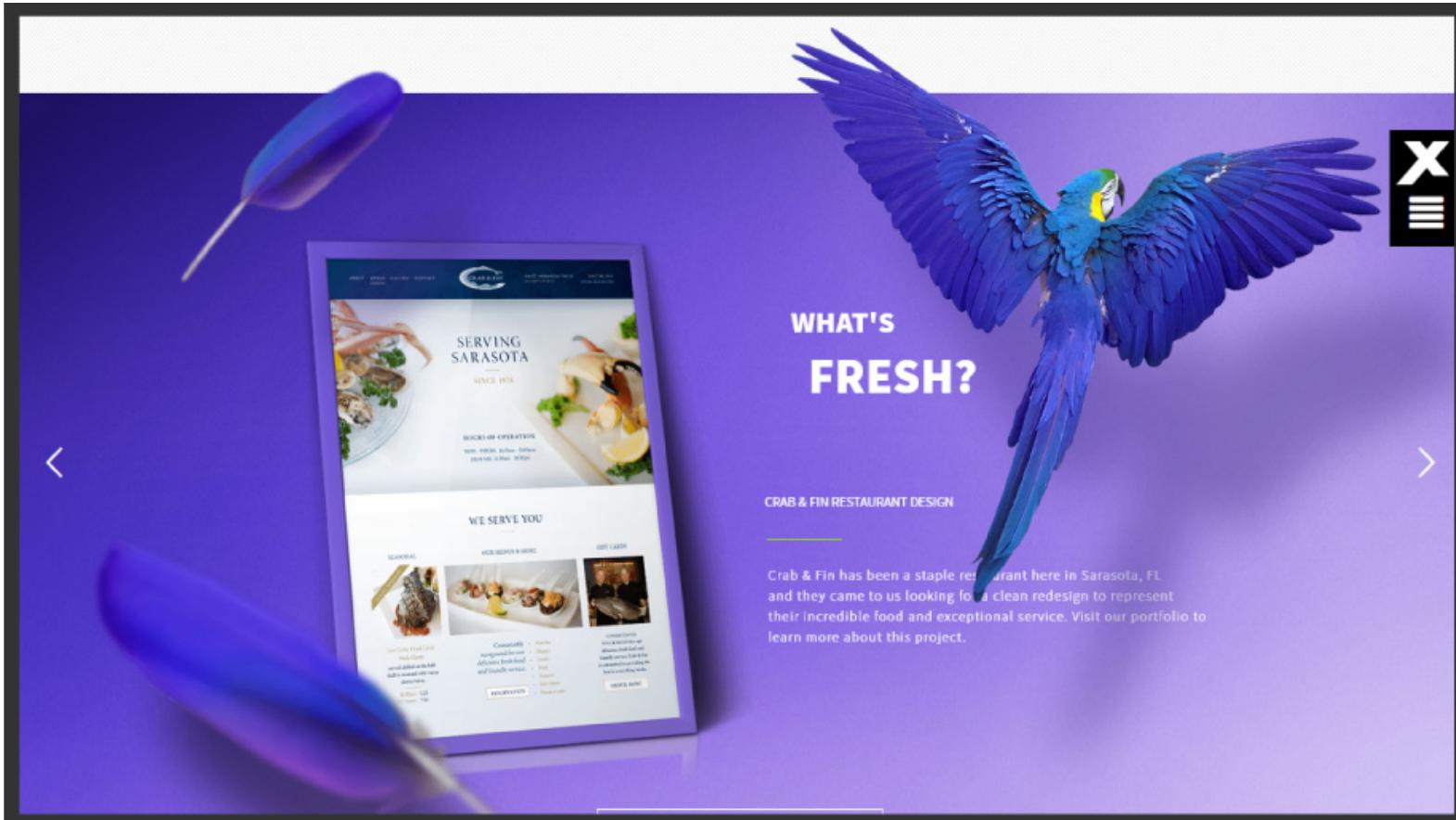
MAGU® je odborným výzkumem zaštiťený, více jak 5 týdnů fermentovaný, raw nápoj -

Symmetry (balance)



Symmetry · Figure/ground · White space

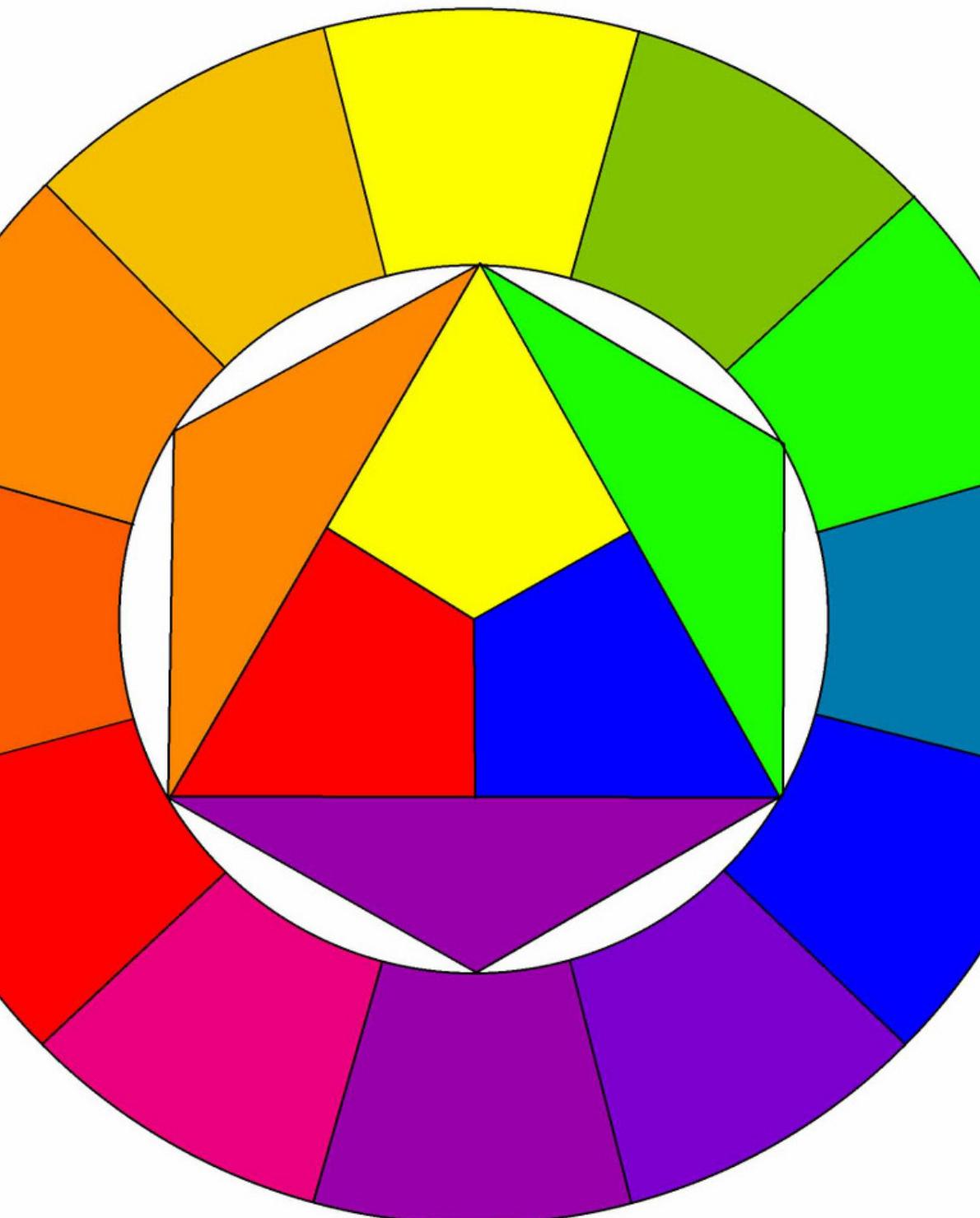
Symmetry (ubalance)



Symmetry · Figure/ground · White space

Moodle
Opgave 1

Farveteori



Farvehjulets opbygning

Primære

Rene farver

Sekundære

Blandet af to primære farver

Tertiære

Blandet af én primær og én sekundær farve

Det er vigtigt at pointere, at et farvesystem ikke er absolut, men bygger på forskellige teoretiske opfattelser og kan veksle med forskellige kulturers farvesyn.

<https://thecolourjournal.wordpress.com/2014/09/29/johannes-itten-1888-1967/>

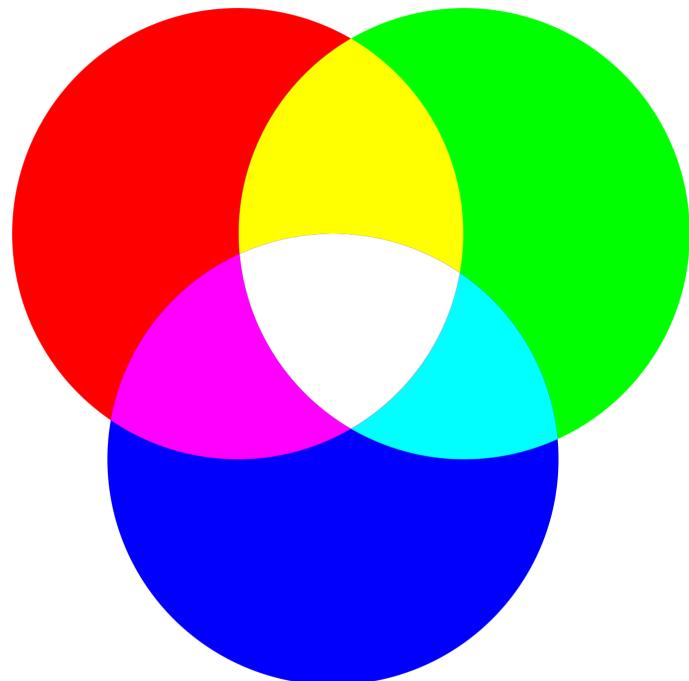
Farverum

RGB & CMYK

RGB / Red Green Blue

Additivt farvesystem. Lys tilføjes.

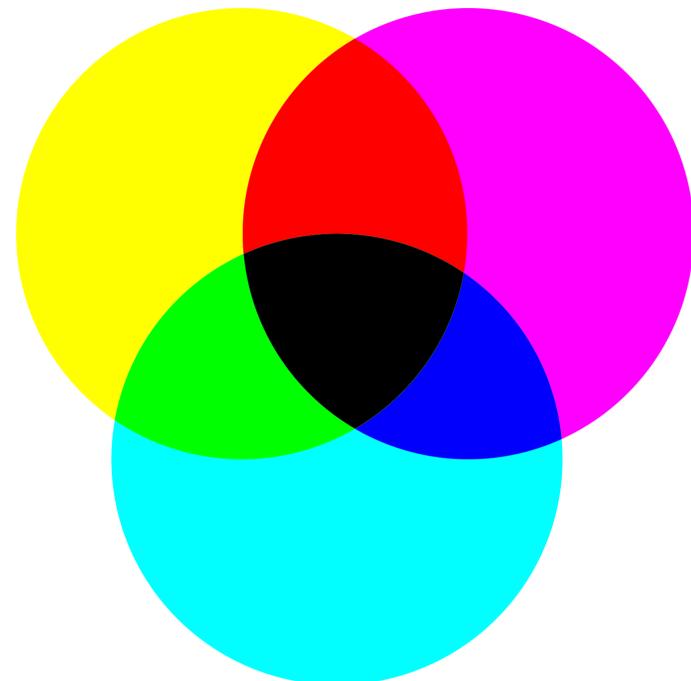
Benyttes på computer og tv-skærme.



CMYK / Cyan Magenta Yellow Key(Black)

Subtraktivt farvesystem. Lys trækkes ud.

Benyttes til tryksager.



Kulør. Mætning. Lyshed. Hue. Saturation. Brightness.

KULØR/HUE

En graduering eller variation af en farve

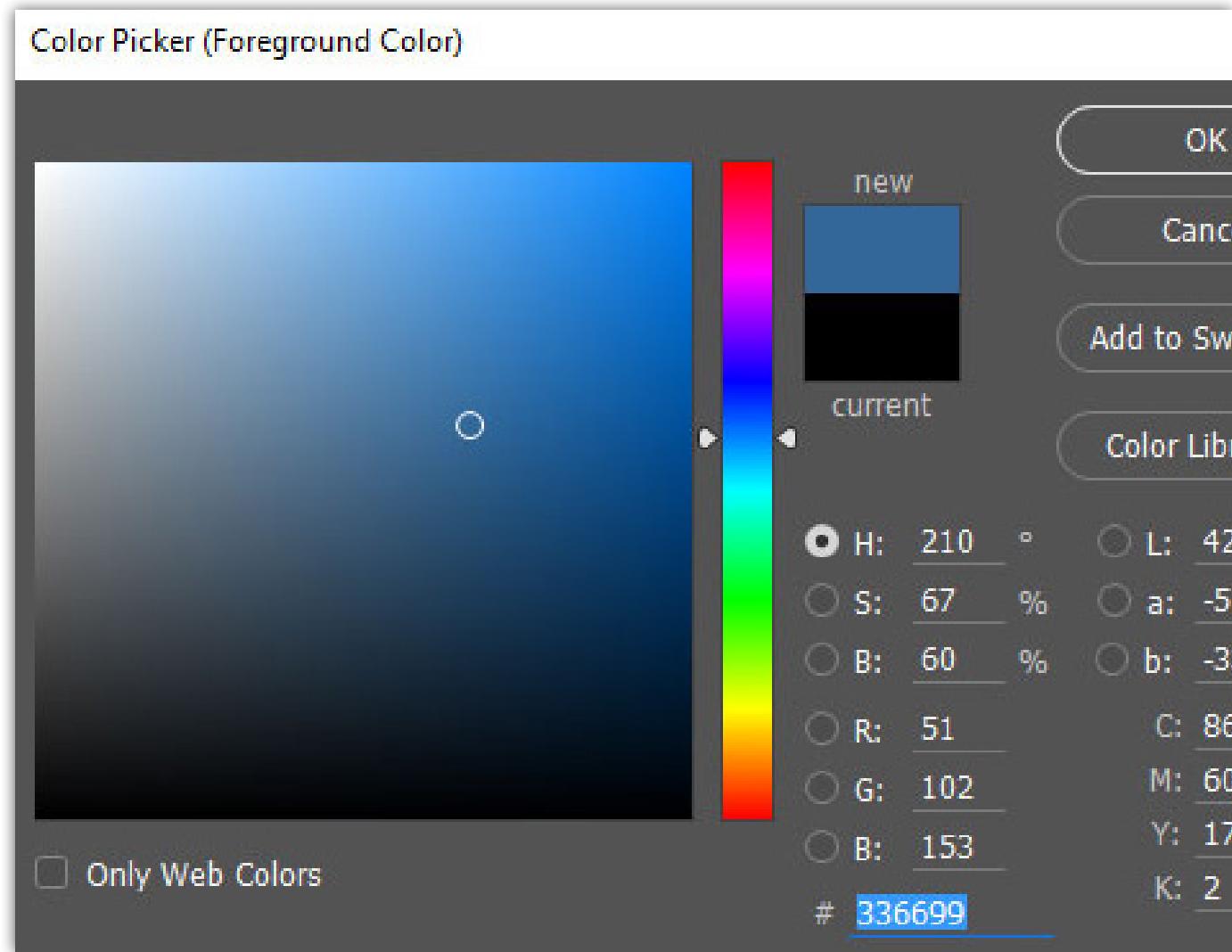
MÆTNING/SATURATION

En kulør blandes med forskellige mængder af gråtone

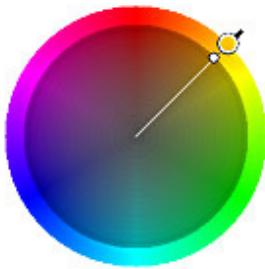
Det siges også, at farven får en 'valør'

LYSHED/BRIGHTNESS

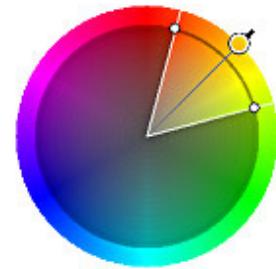
En kulør blandes med ren sort eller hvid



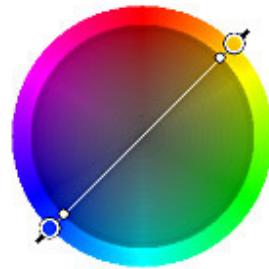
Farvesammensætning



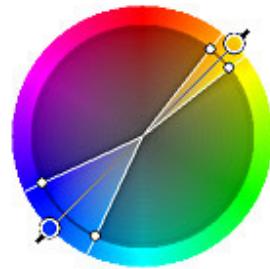
MONOKROM
Én kulør, som
justeres ifht.
lyshed og mæt-
ning. Den går
altså nærmest
fra hvid til sort
i nuancer af
samme farve.



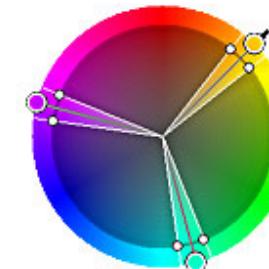
ANALOG
Én kulør indenfor
et bredere spek-
trum af lyshed
og mætning.



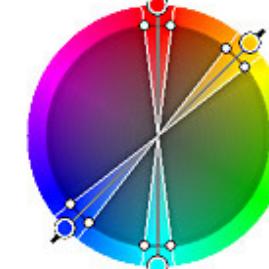
**KOMPLE-
MENTÆR**
Farver der ligger
direkte overfor
hinanden i farve-
cirklen.



**SPLIT KOM-
PLEMENTÆR**
Farver der ligger
direkte overfor
hinanden, med
et lidt bredere
farvespektrum.



TRIADER
Tre farver som
ligger lige langt
fra hinanden.



TETRIADER
(dobbeltkom-
plementære)
Fire farver som
er komple-
mentære.

<https://www.canva.com/colors/color-wheel/>

<https://color.adobe.com/da/create/color-wheel>

"Jeg kan lide blå bedre end dig, fordi
mit værelse var blåt, og det havde
jeg gode oplevelser i"

Glæde

Melankoli

Ligegyldighed

COLORS *by Culture*

ORANGE

BROWN

YELLOW

GREEN

BLUE

PURPLE

RED

BLACK



WESTERN Culture



Harvest
Warmth
Affordable



Practicality
Comfort
Stability



Happiness
Joy
Caution



Luck
Jealousy
Greed



Depression
Trust
Calm



Royalty
Spirituality
Wealth



Love
Danger
Action



Intimidation
Death
Mourning



FAR EASTERN Culture



Happiness
Spirituality
Adaptability



Earth
Industrious
Mourning



Masculinity
Sacred
Royalty



Fertility
Hope
Life



Feminine
Healing
Relaxation



Wealth
Privilege
Spirituality



Prosperity
Good Fortune
Vitality



Health
Prosperity
Stability



INDIAN Culture



Sacred
Courage
Love



Mourning



Sacred
Auspicious



Hope
Harvest
Virtue



Sports
Strength



Sorrow
Comfort
Nobility



Beauty
Wealth
Power



Evil
Darkness
Negativity



MIDDLE EASTERN Culture



Mourning
Loss



Harmony
Earth
Comfort



Happiness
Prosperity
Mourning



Strength
Fertility
Hope



Mourning
Heaven
Spirituality



Wealth
Virtue
Royalty



Danger
Caution
Evil



Mystery
Mourning
Rebirth

color psychology guide

Red
AMBITION energy
confidence
BOLD passionate
brands:
Coca-Cola *Pinterest*
Virgin

Pink
sensitive
intuitive **LOVE**
care respect
brands:
Barbie *T-Mobile* *VICTORIA'S SECRET*

Purple
fantasy creativity
DISTINGUISHED
modesty **deep**
brands:
Hallmark *Cadbury*
YAHOO!

Black
strength **POWER**
professional
accuracy
brands:
Nike *vimeo*
WWF

Orange
freedom social
WARMTH
motivation **IMPULSE**
brands:
HARLEY-DAVIDSON *NICKELOEEON*
SOUNDCLOUD

Blue
ambition
perspective **AWARE**
OPEN
brands:
DELL *linkedin* *Twitter*

Yellow
optimism
energetic **FUN**
LOGICAL attentive
brands:
YELLOW PAGES *BEST BUY*
Nikon

Grey
BALANCE neutral
timeless
practical solid
brands:
Nintendo *Apple* *britax*

Green
GROWTH nature
equilibrium
positivity **STABLE**
brands:
JOHN DEERE *Starbucks* *ANIMAL PLANET*

Navy
responsible
integrity **trust**
PEACE order
brands:
facebook *Ford*
GAP



Webdesignerens farvepalette

RGB farver

- brug Photoshop eller lignende til HEX koder

Brug farvehjulet

- også selvom det er udviklet til et subtraktivt farvesystem

Brug farverne med et formål

- til at understøtte budskab, anvendelighed, branding

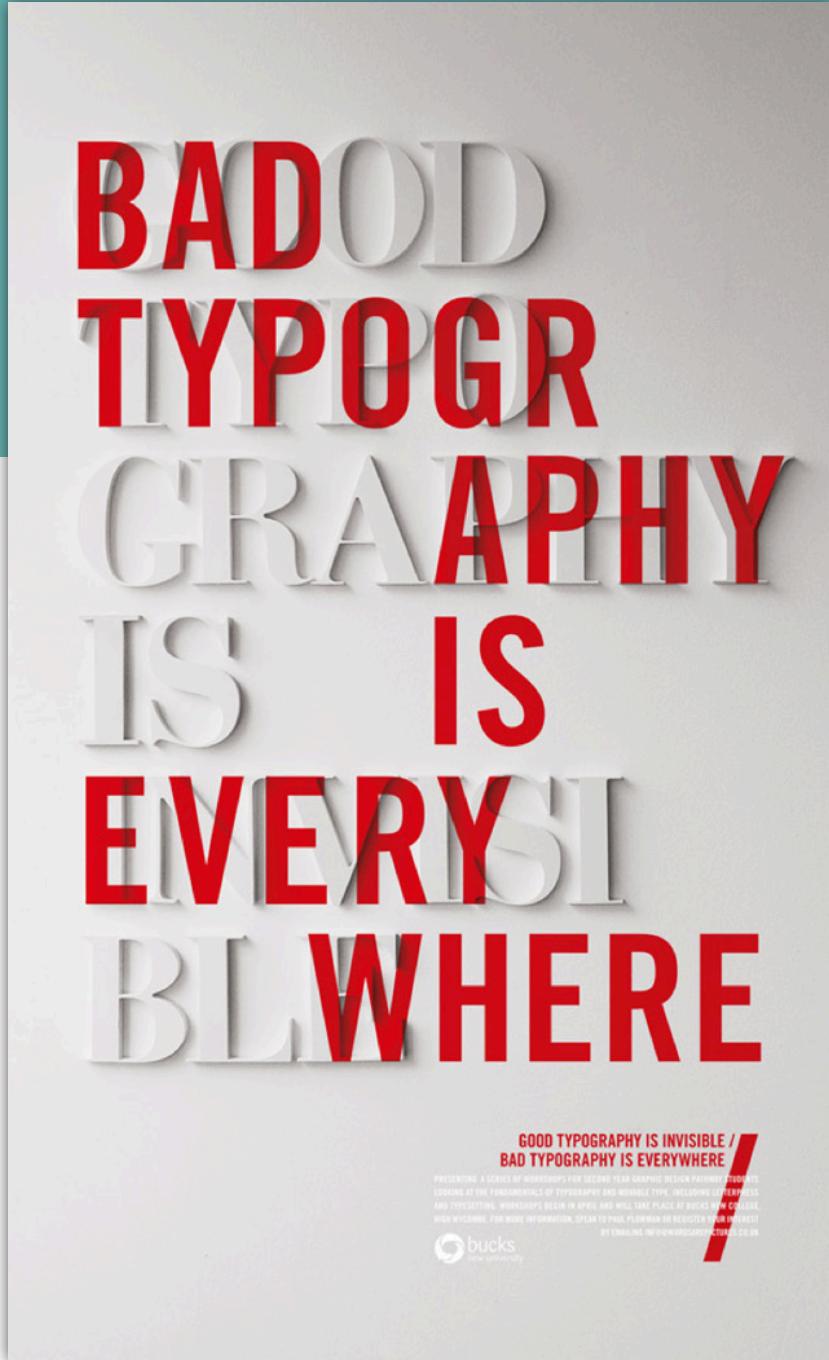
Vælg en grundfarve

- synonym med brand og budskab.
Husk at farvepsykologi også spiller en rolle

Vælg en accentfarve

- kontrasten til grundfarven. Brug den på CTA eller andre steder du vil øge opmærksomheden

Typografi



Typografi er ikke
kun skrifttypen

Fonte
Kolonner
Læsbarhed
Layout
Billeder
Logoer

...

Butterick's Practical Typography
(dette link er guld værd!!)
<http://practicaltypography.com/>

How to
piss off
your
designer
friends
and give
them a
migraine.

Zag



Ashley's Tax
Accounting
Services :)

OUT
OF
ORDE
R

Start
EVERY DAY
Off With a
SMILE
And Get it
OVER WITH
-W.C. Fields

Moodle
Quiz

Fontklassifikationer (to af de vigtigste)

SERIF / ANTIKVA

Har fået sit navn fra sine 'fødder'
- den tynde linie som afslutter grundstregen
på et bogstav eller et symbol.

Benyttes ofte som brødtekst, da fødderne gør
større mængder tekst letlæselige.
Fødderne danner nærmest en
linie for øjet at følge.

Kan opfattes som gammeldags.

SANS SERIF / GROTESK

'Sans' er fransk og betyder 'uden'
- altså 'uden serif' eller 'uden fødder'.

Benyttes ofte til overskrifter, da den stramme
moderne stil giver en god kontrast til den
letlæselige serif.

Har i lang tid været det foretrukne som brødtekst
(copy) på moderne websites.

Typeface eller Font?

Typeface

Alegreya Sans

Balboa

Bodoni URW

Cabazon

Goudy Old Style

Rockwell Std

Font

Franklin Gothic URW Light 12 pt

Franklin Gothic URW Light Italic 12 pt

Franklin Gothic URW Book 14 pt

Franklin Gothic URW Book Italic 14 pt

Franklin Gothic URW Book 18 pt

Franklin Gothic URW Book Italic 18 pt

- A group of characters that share a common DNA.

- A set of characters within a typeface that have a particular size and weight.

Weight

Font Weights

Ultra Light

Thin

Light

Regular

Medium

Bold

Heavy

Black

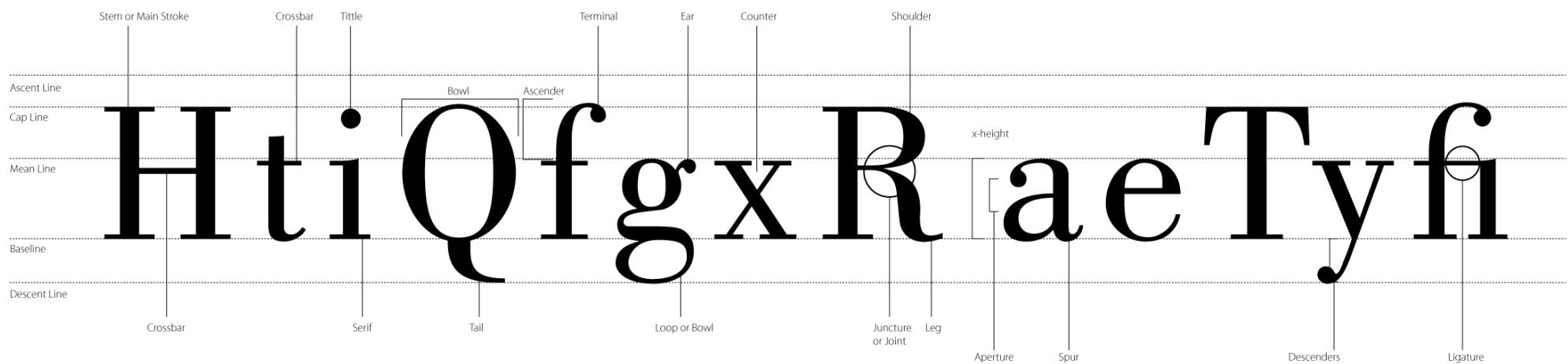
Extra Black

Neue Haas Unica

- Font weights are characters within a typeface family that share a common design with slight weight distinctions.

- Neue Haas Unica has nine different weights that can help with hierarchy when designing a page layout.

Fontanatomy



Klik på billedet for detaljer.

THE 10 COMMANDMENTS OF TYPOGRAPHY

1

KNOW YOUR FONT FAMILIES! EVER HEARD OF GHOTMS?

Geometric Sans

a

Humanist Sans

a

Old Style

a

Transitional

a

Modern

a

Slab Serifs

a

2

COMBINE A SANS-SERIF FONT WITH A SERIF FONT.

Myriad
Minion

AndrewGothic
CASTELLAR

Ocean Sans Std
Garamond

Segoe UI
Lucida Fax

Futura
Minion

Liberal
Garamond

3

COMBINE A SERIF FONT WITH A SANS-SERIF FONT.

Minion
Myriad

CASTELLAR
AndrewGothic

Garamond
Ocean Sans Std

Lucida Fax
Segoe UI

Minion
Futura

Garamond
Liberal

4

COMBINING TWO SIMILAR FONTS IS NOT COOL.

Minion
Novelty

Colonna MT
CASTELLAR

Garamond
Times New Roman

Agency FB
Letter Gothic

Futura
Franklin Gothic

Mandingo
Liberal

5

CONTRAST IS THE KEY.

Futura
CASTELLAR

Liberal
AndrewGothic

Myriad
Ocean Sans Std

Novelty
Advantage

OVERHAUL
Angelina

GENEVA
Futura

6

STICK TO TWO FONTS. ONLY GO FOR THREE IF YOU MUST.

Monogly
Arial Rounded AvantGarde

MANDINGO
souvenir lt
Arial

GENEVA
Advantage
Ocean Sans Std

Novelty
CASTELLAR
Time Roman

AKKA
colonna MT
dallas

Akka BIENVILLE
Castellar

7

DON'T MIX DIFFERENT MOODS.

ROSEWOOD
MANDINGO
GENEVA

ADRESACK
malzetté
GenoRoman

Black Chancey
MASQUE
Geometric light

AFRICAN
MATISSE
GildedCage

ALLENB
MECHANICAL
METROBOCD

AnglicanText
MINION
MULTISTROKES

Coronet
Trebuchet

8

COMBINE FONTS OF COMPLEMENTARY MOODS AND OF SIMILAR TIME ERAS.

Black Chancey
Antio

Amaze
festus

ANDES
bougan

Borealis
calibri

GENEVA
BLACK CHANCEY

Coronet
Trebuchet

9

USE DIFFERENT WEIGHTS OF FONTS IN THE SAME FAMILY.

Minion
Garamond

Myriad
Futura

GENEVA
DALLAS

November
Niagara

Valken
VAGRounded

TRAJAN
Sylfaen

10

AND LASTLY, PLEASE AVOID THE FOLLOWING FONTS...

Comic Sans

Papyrus

Curlz

Viner

Kristen

Σψμβολ

Moodle
Opgave 2