

Design Guides

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- design is subliminal & intuitive
 - (whether we know it or not we are all consumers of good design, we intuitively are drawn towards products which appeal to us graphically even if we are unconscious of it – think book covers, product labels, branding that is associated with feelings of joy, happiness, health!!)
 - consider how much money is spend by companies on brand building, logo design, advertising, marketing
- graphic design is a key element in UX design
 - it is the art of communicating creative ideas in a (systematic) manner to solve a problem or achieve specific objectives
 - key principles are applied to achieve a specific feel & look for a product often designed with a specific audience in mind

+ 4 Basic Design Principles

- Proximity
 - GESTALT principles: proximity, similarity, closure, continuity
- Alignment
- Consistency
- Contrast



Proximity

- group related items together (the human eye perceives connections between visual elements that are close to each other)

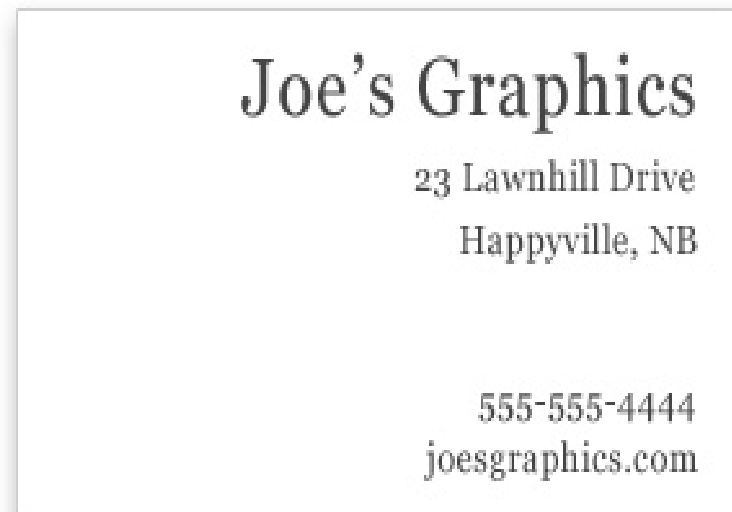


- proximity is so powerful it may override similarity of colour, shape & other factors that might differentiate a group of objects



Proximity

- the first step to properly implementing the law of proximity is not to fear white space



- white space guides the user's eyes in the intended direction

+ Proximity

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+ Summary of Proximity

- items in close proximity to each other become one visual unit
- the basic premise of proximity is to organise – if information is organised it is more likely to be read & remembered
- elements which are related logically (intellectually) are also related visually
- in essence proximity encourages us to create a clear visual hierarchy – for instance the more important headings are larger, bolder, distinctive colour, set off by more white space or nearer the top of the page it is
- avoid too many separate elements on a webpage



Alignment

- refers to placing text and elements on your page so that they line up to create order which in turn improves the readability of your design
- alignment is largely invisible yet you would certainly notice it if pages are poorly aligned
- the principle of alignment forces you to be conscious



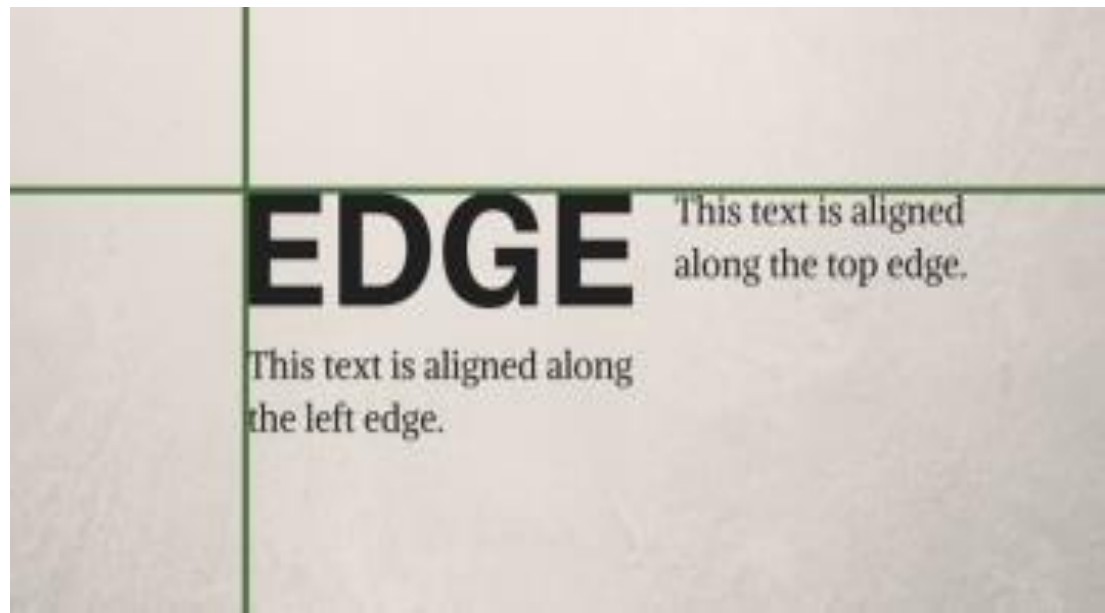
Alignment



- the elements on the left appear not to have any connection
- in your mind's eye get into the habit of drawing lines between elements to determine where connections are lacking

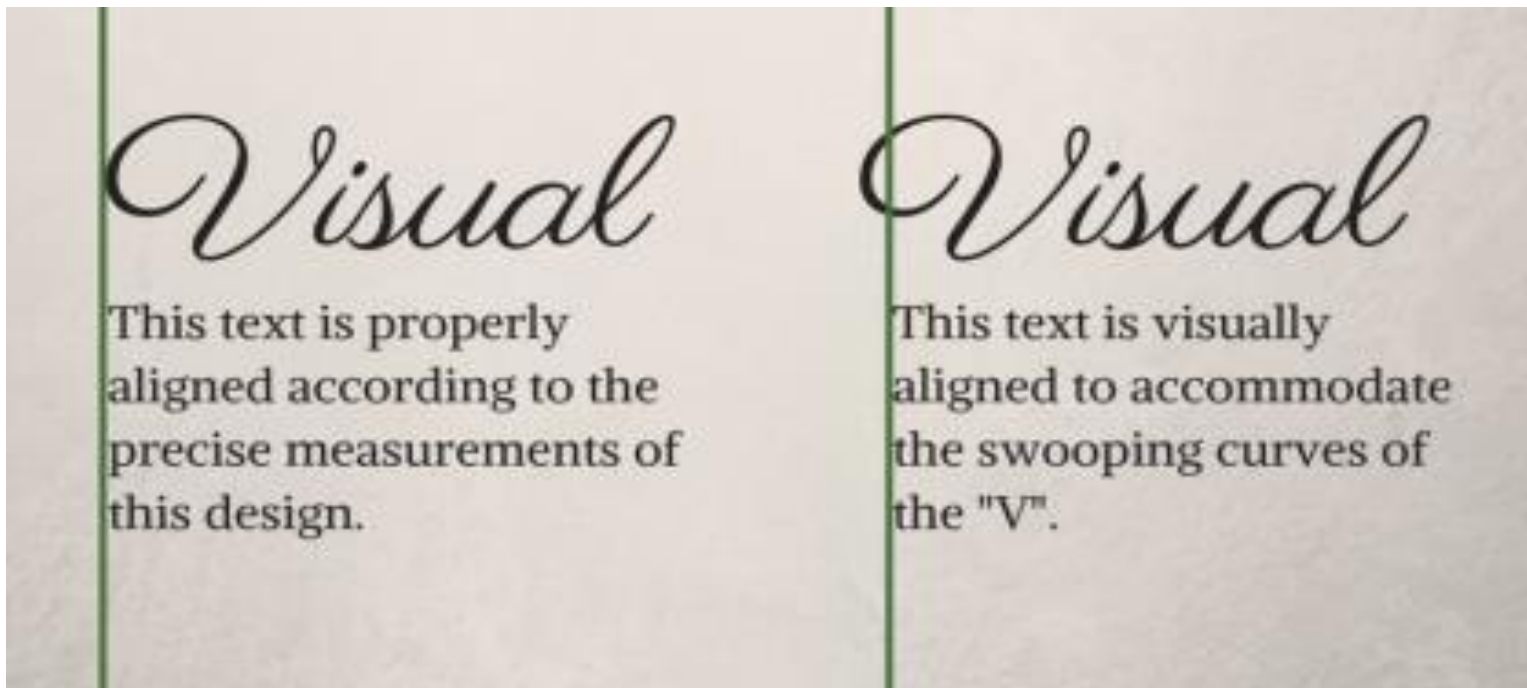
+ Types of Alignment

- horizontal: implies left and right margins are equal
- vertical: elements are lined up with top & bottom margins
- center: elements aligned along a center axis
- edge: occurs when text & elements are aligned up with each other's top, bottom & side edges

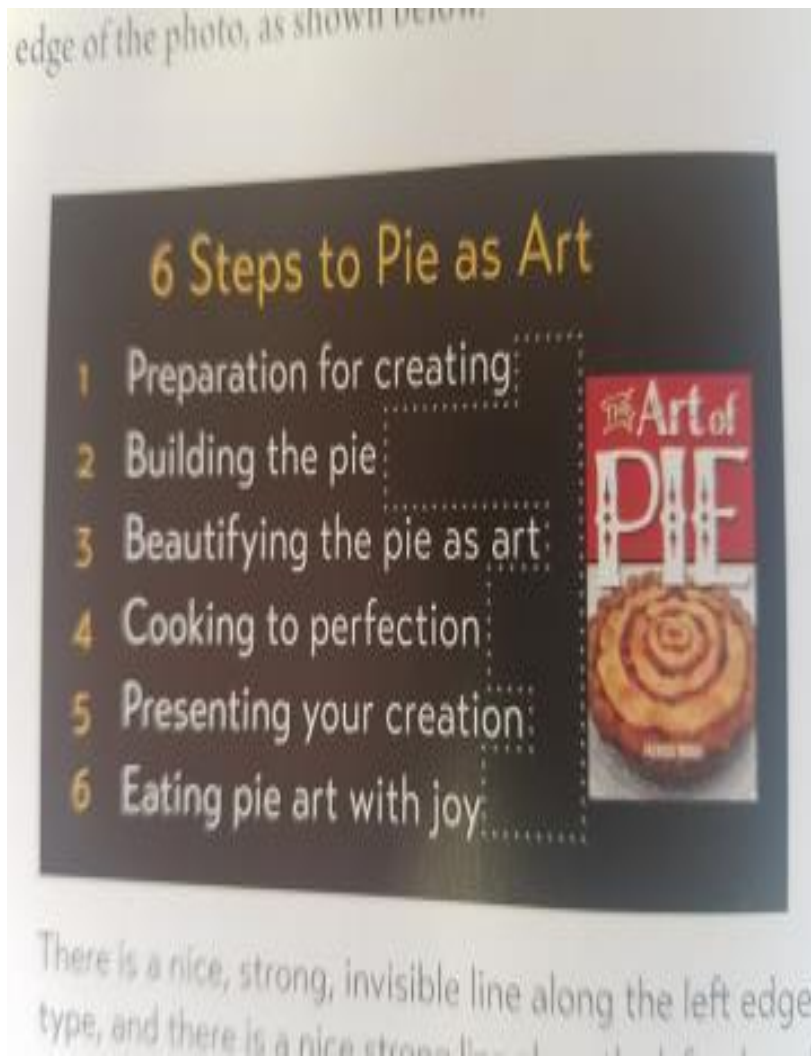


+ Types of Alignment

- visual/optical: elements may be properly aligned based on measurements but appears misaligned because of other elements. This is particularly common with rounded elements & fonts



+ Alignment Example





Alignment Tips

- centered alignment can be very safe. However, it can create a flat, ordinary & sometimes a dull look & feel – context is everything
- left alignment is most common because that is how we read
- visual alignment is more important than precise alignment, so if something looks off don't be afraid to abandon the notion of a grid
- when placing items on a page ensure each item has some visual alignment with another item on the page



Alignment Tips

- never center headings over flush left body text or elements
- be consistent – choose one & stick to it (apart from your Homepage or Landing page)
- our eyes like to see order plus it helps communicate the information, hence when you place items on the page make sure each one has some visual alignment with another item on the page
 - if lines of text are across from each other horizontally, align their baseline
 - if there are several blocks of text, align their left or right margins
 - if there are graphic elements, align their edges with other edges on the page



Alignment

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Making Substitutions

Don't have the oil or butter called for in the recipe? Here's a guide on how to choose a good alternative from what you do have.

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What's with the waxes?

Beeswax, carnauba wax, candelilla wax, bayberry wax—how are they different? Can you use one instead of another?

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Help, I made a mess!

My best tips for cleaning up your DIY messes 🧼

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+ Alignment



Teaching the
foundations of design.



Teaching the
foundations of design.



Alignment

Invoice w/ proper alignment

Item Description	Price(USD)
Clay Pot	100.54
Sharpie	5.00
Pencil	24.24
Key Chain	24.00
Eraser	4.99
<hr/>	
Sub Total:	158.77
Tax:	0.00
<hr/>	
Grand Total:	158.77

Invoice w/ left alignment

Item Description	Price(USD)
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Consistency

- consistency brings unity & cohesiveness to your design
- consistency provides a sense of professionalism to your website & creates trust amongst your users

+ Contrast – Example 1

ANOTHER NEWSLETTER!

J A N U A R Y F I F T H 2 0 2 5

Exciting Headline

Wents pawn term dare worsted ladle
gull hoe hat seerch putty yowler
coils debt pimple colder-Guilty Looks.
Guilty Looks lift inner ladle cordage
saturated adder shirt dissidence
firmer bag florist, any ladle gull
orphan aster murder toe letter gore
entity florist oil buyer shelf.

Thrilling Subhead

"Guilty Looks!" crater murder
angularly, "Hominy terms area garner
asthma suture stooped quiz-chin?
Goiter door florist? Sordidly nut!"

"Wire nut, murder?" wined Guilty
Looks, hoe dint peony tension tore
murder's scoldings.

"Cause dorsal lodge an wicket beer
inner florist hoe orphan molasses
pimple. Ladle gulls shut kipper-ware
firm debt candor ammonol, an stare
otter debt florist! Debt florist's
mush toe dentures furry ladle gull!"

Another Exciting Headline

Wail, pimple oil-ware wander doe
wart udder pimple dum wampum
toe doe, Debt's jest hormone

nurture. Wan moaning, Guilty Looks
dissipater murder, an win entity
florist, Fur lung, disk avengeress gull
wetter putty yowler coils cam tore
morticed ladle cordage inhibited
buyer hull firmly off beers-Fodder
Beer (home pimple, fur oblivious
raisins, coiled "Brewing"), Murder
Beer, an Ladle Bore Beer. Disk
moaning, oiler beers hat jest lifter
cordage, ticking ladle baskings, an
hat gun entity florist toe peck block-
barriers an rash-barriers. Guilty
Looks ranker dough ball; bought, off
curse, nor-bawdy worse hum, soda
sully ladle gull win baldy rat entity
beer's horse!

Boring Subhead

Honor tippie inner darning rum, stud
tree boils fuller sop-wan grade bag
boiler sop, wan muddle-sash boil, an
wan tawny ladle boil, Guilty Looks
tucker spun fuller sop firmer grade
bag boil-bushy spurted art inner
hoary!

"Arch!" crater gull, "Debt sop's toe
hart - barns mar mouse!"

Dingy traitor sop inner muddle-sash
boil, witch worse toe coiled, Butter
sop inner tawny ladle boil worse jest.

Another Newsletter!

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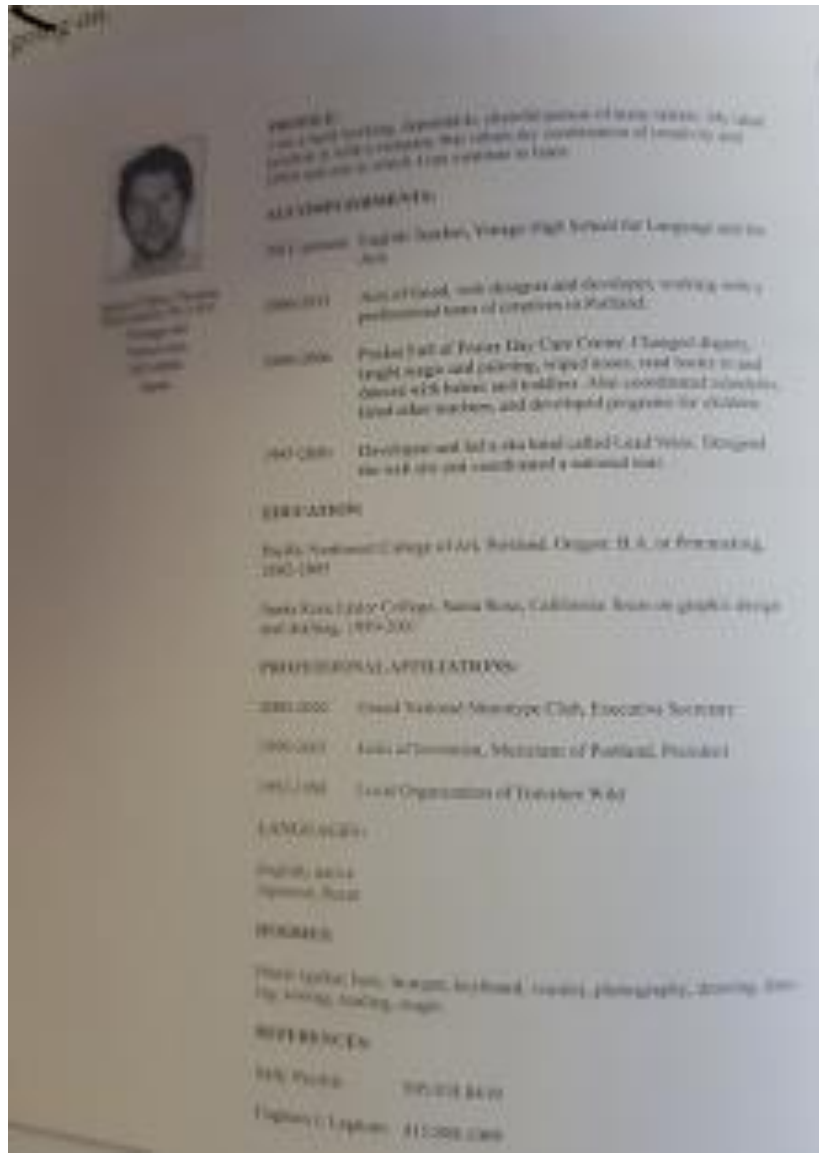
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boil, witch worse toe coiled. Butter





Contrast

- contrast is one of the most effective ways of adding visual interest to your website
- it refers to a noticeable difference between design elements – it is not using a variety of styles (we are still adhering to the consistency principle)
- the easiest way to add contrast to your design is through lines, shapes, texture, size of elements & weight of elements



Summary

- (personally I recommend) using the 4 design principles in a methodical manner one at a time:
 - find structure to your content & group content & design elements into logical proximity
 - use space to set items apart or connect them
 - use an alignment
 - find or create repetitive features & keep your layout/ structure & style consistent
 - have fun with contrast (word of caution - perhaps don't over do it)!!