



Design Guides

Annetta Stack, WIT.

- 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)

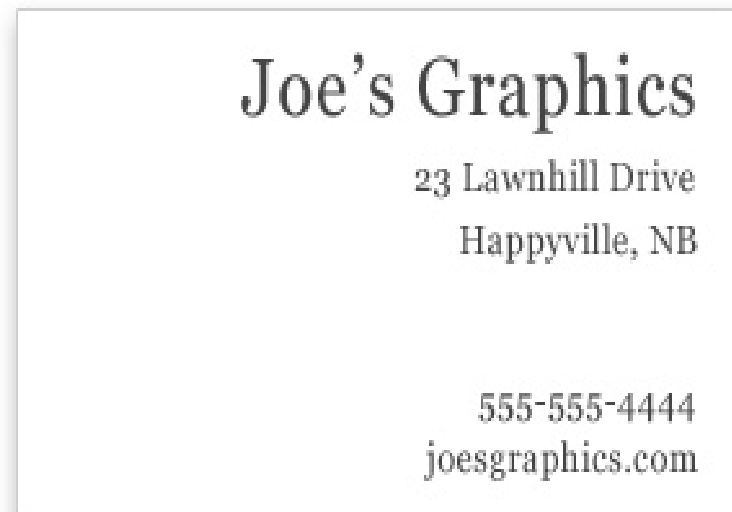


- proximity is so powerful it may override similarity of colour, shape & other factors that might differentiate a group of objects



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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Amazon Devices for less than £70



Kindle



Fire TV Stick



Fire 7 Tablet



Ring Video Doorbell Wired

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Top Deal



£0.99

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Sign in for your best experience

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Quick top up



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Pay as you go phones



Bill pay plans



Pay as you go plans



Home broadband



Vodafone TV

+ 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



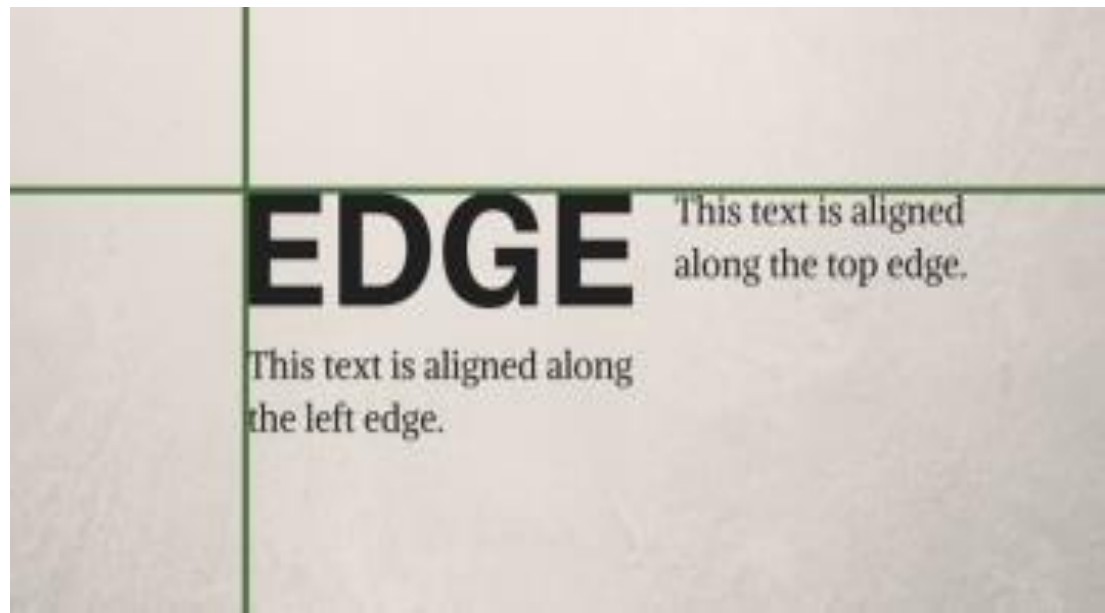
Alignment



- 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

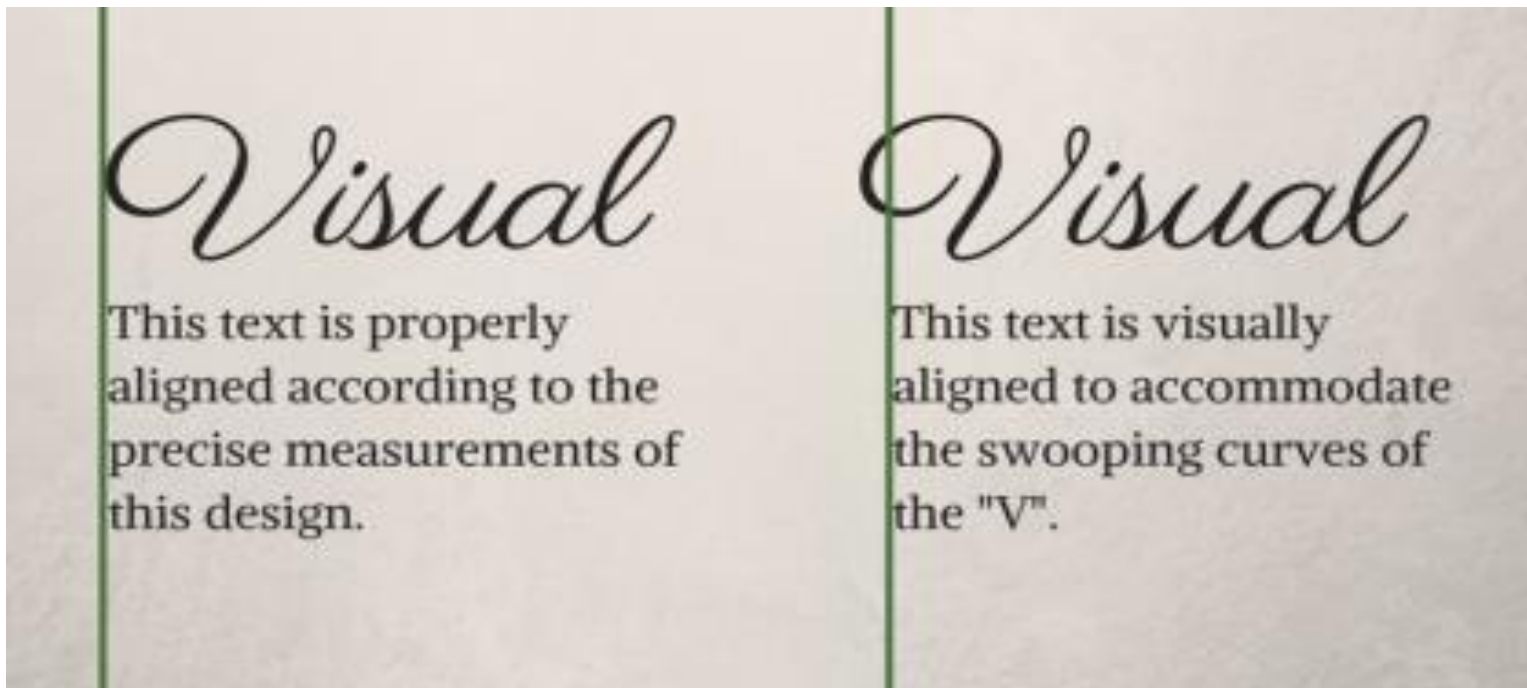
+ Types of Alignment

- 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

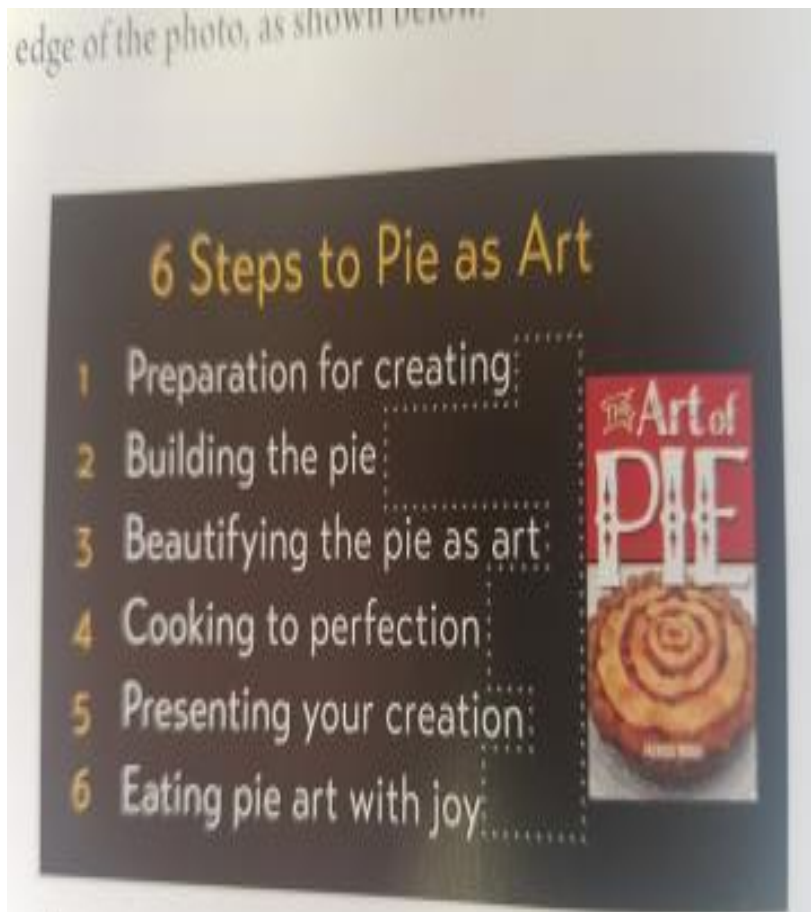


+ Types of Alignment

- 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



There is a nice, strong, invisible line along the left edge of the text, and there is a nice strong line along the right edge of the text.



Find a strong line and use it. Now the strong line on the left edge of the text is aligned with the strong line on the right edge of the text.



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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[Home](#)[Where to Start](#)[Recipes](#)[Where to Buy Ingredients](#)[FAQ](#)[Encyclopedia](#)[The Hive Forum](#)[Shop](#)

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.

[Learn More](#)

What's with the waxes?

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

[Learn More](#)

Help, I made a mess!

My best tips for cleaning up your DIY messes 🧼

[Get the tips](#)

+ 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) |
|------------------|---------------|
| Clay Pot | 100.54 |
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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!

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

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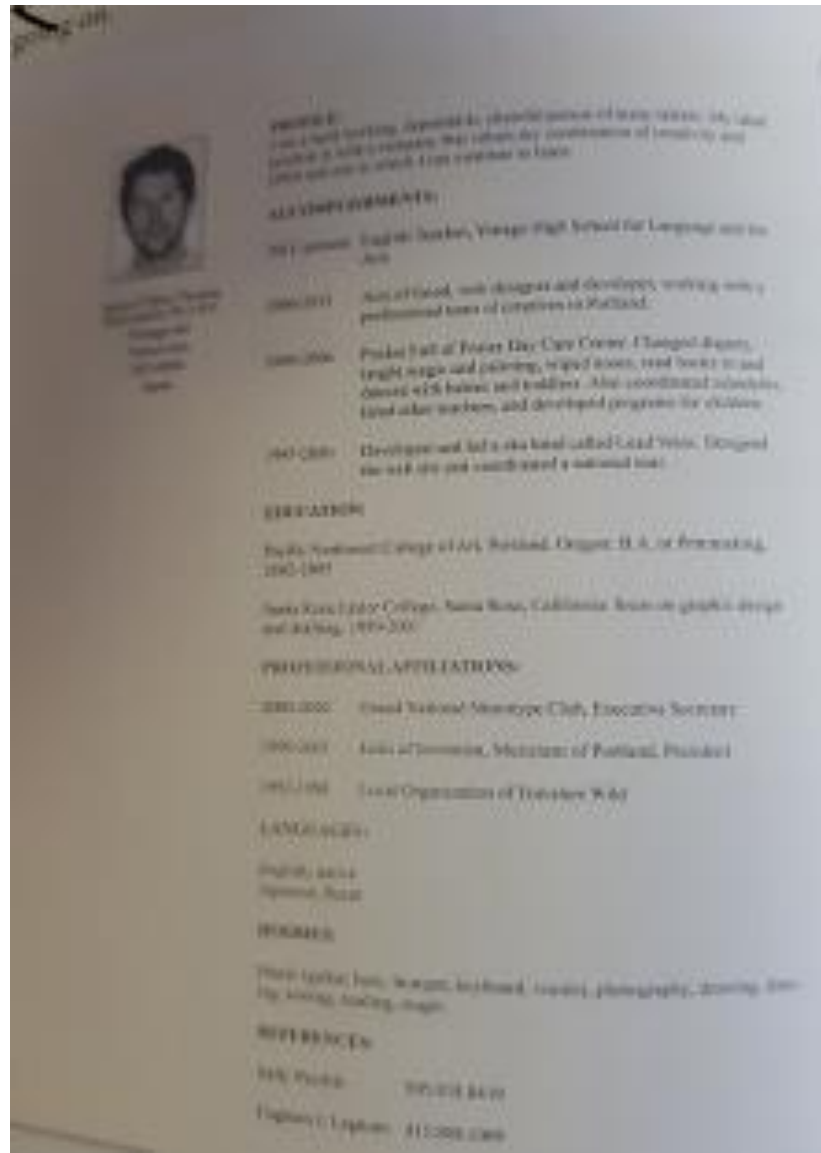
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boil, an wan tawny ladle boil. Guilty
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grade bag boil-bushy spurted art
inner hoary!

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

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

Contrast – Example 2



PROFILE:
Creative and energetic, experienced, professional person of many talents. My talent is not just working, I am also a creative. My creative day encompasses all creativity and I am someone who I can continue to learn.

ALL EMPLOYMENTS:

2011-present Visual Arts Teacher, Youngs High School for Longport and the Arts

2006-2011 Artist at home, work designer and developer, working with a professional team of creatives in Portland.

2004-2006 Project Staff at Foster Day Care Center, Clatsop County, taught songs and coloring, helped in room, read books to and played with babies and toddlers. Also coordinated activities, food and snacks, and developed programs for children.

1997-2000 Designer and lead artist based called Total Vision. Designed the web site and coordinated a national team.

EDUCATION:

Boys, Northwest College of Art, Portland, Oregon, B.A. in Broadcasting, 1992-1997

Santa Rosa Junior College, Santa Rosa, California. Bachelor's degree in graphic design and teaching, 1999-2003

PROFESSIONAL AFFILIATIONS:

2001-2002 Visual National Newspaper Club, Executive Society

2000-2001 Artist at Tomorrow, Museum of Portland, Portland

1995-1996 Visual Organization of Teachers' Work

LANGUAGES:

English, Spanish, Japanese, Russian

HOBBIES:

Travel, hiking, fishing, swimming, reading, photography, drawing, writing, singing, teaching, singing.

REFERENCES:

Mr. Thome: 503-244-8439

Mr. Clayton: 503-244-8439



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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)!!



Elements of Graphic Design

- line
- shape
- size
- colour
- space
- texture
- value

+ Elements of Graphic Design

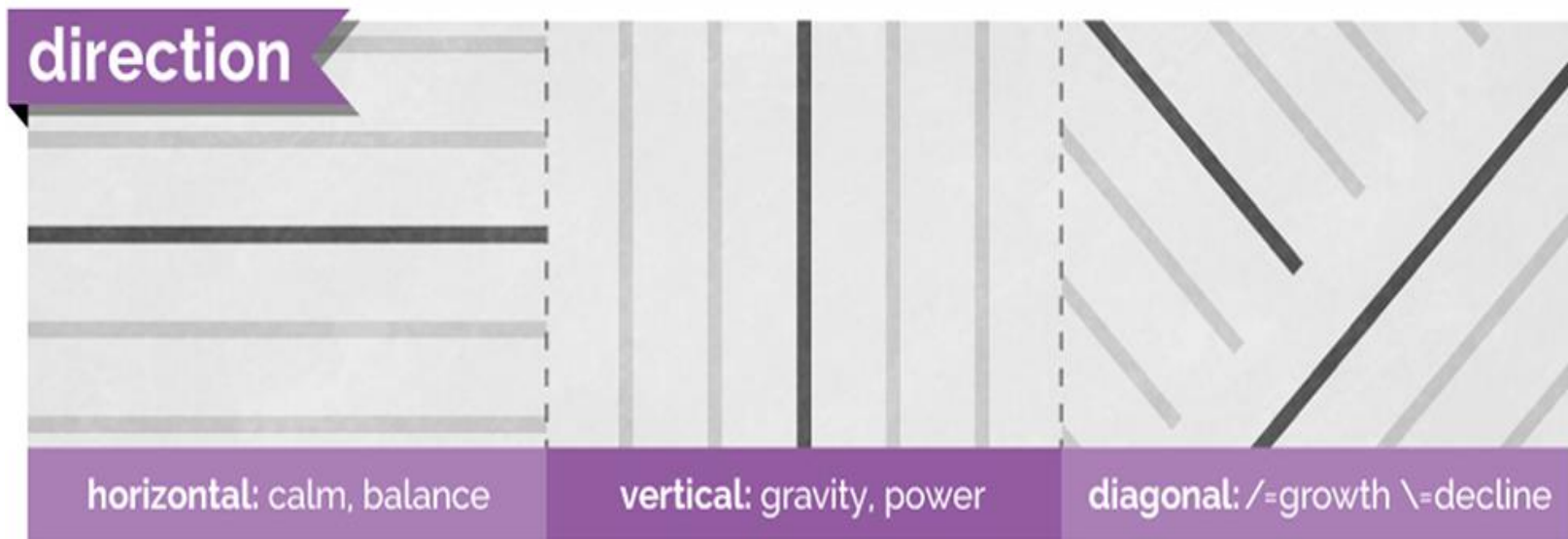
Lines - Weight



- weight refers to the line's thickness
- thin represents delicacy, elegance, femininity
- thick represents importance, strength, masculinity

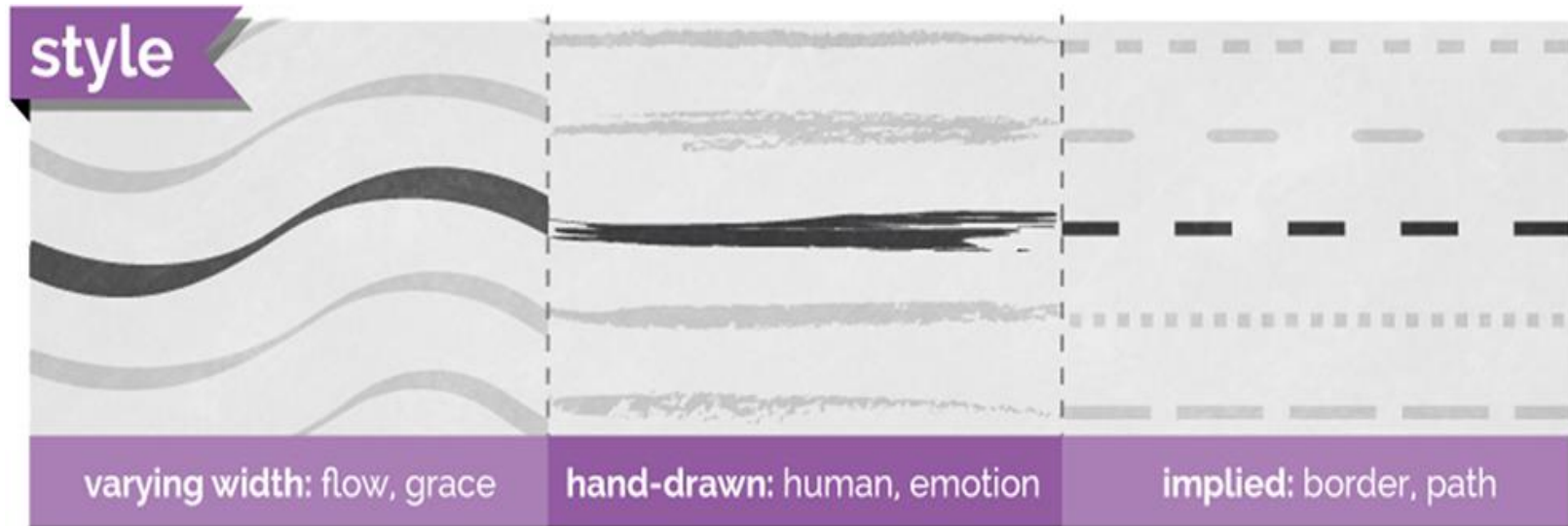
+ Elements of Graphic Design

Lines - Direction



+ Elements of Graphic Design

Lines - Style



+ Elements of Graphic Design

Lines - Flow

flow

geometric: energy, power

curved: fluidity, beauty, grace

organic: nature, complexity



Element of Graphic Design

- Lines



Exercise: experiment with lines. See how many different ways you can think about the concept of a line:

Level I: Short, long, straight, wavy, zigzag, geometric

Level II: Angry, lonely, worried, excited, overjoyed

Try to create as many different kinds of lines as you can, and find a word to describe each one. There are no wrong answers here.

Remember that you're just drawing lines, not *pictures*. It's a little challenging as you move away from descriptions and closer to abstract ideas, but that's the point.

The best artists learn to “hint” at feelings and concepts in their art. Explore.



Element of Graphic Design

- Shape



- Circle, square, and triangle are the three basic shapes used in graphic design.
- Perhaps the most familiar shape to desktop publishing is the square/rectangle.
- Paper is rectangular. Most text blocks are square or rectangular.

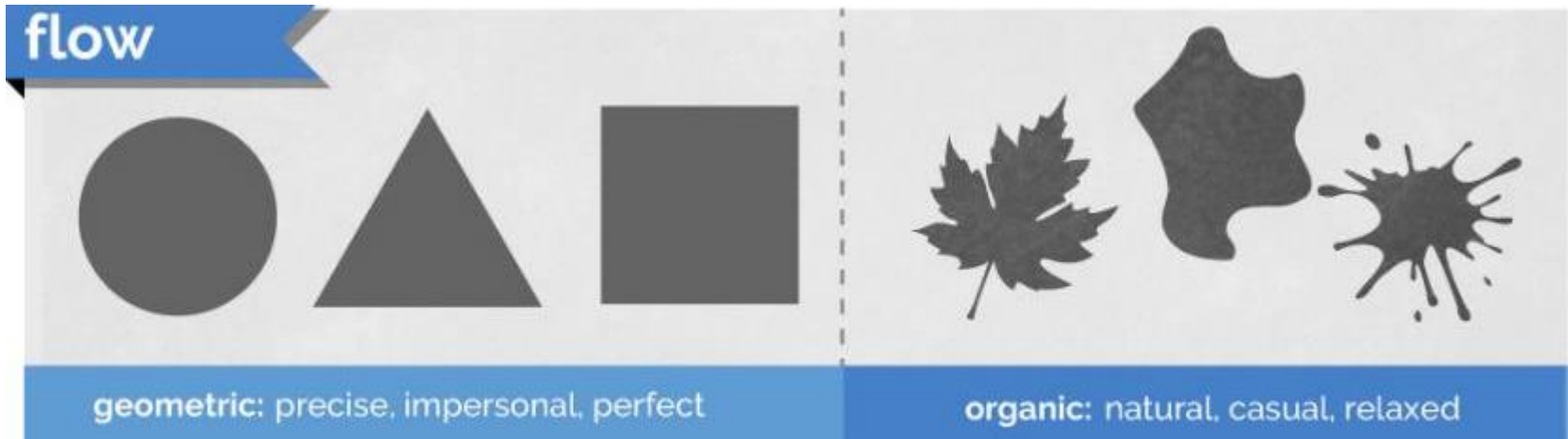


Element of Graphic Design

- Shape



- Shapes can depict different feelings in your design. It is important to be aware of the emotions portrayed.
- Geometric – standard, more structured. More mechanical and manufactured impressions and feelings.
- Organic – Like those created in nature. They are random and more relaxed.





+ Element of Graphic Design

- Shape



The logo uses implied shape and lines to create the letter E and the body of the bee.

This practice of implied shape is often referred to as Gestalt theory, which basically states that you can deduce a whole shape by only seeing its parts.



Element of Graphic Design

- Shape



Exercise: experiment with shapes. See how many different ways you can think about the concept of a shape, using the same words used in the previous exercise:

Level II: Angry, lonely, worried, excited

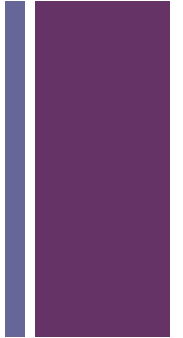
Part 1: Draw shapes that represent these words. Create shapes that seem to represent these emotions.

Part 2: Work with a colleague. Have your colleague pick a word for you to draw or draw something (a shape) and see the words your colleague uses to describes it.



Element of Graphic Design

- Texture



- Texture relates to the surface of an object.
- Using texture in graphic design adds depth and visual interest.
- This can be applied graphically in the form of pattern or through the choice of printable surface.





Element of Graphic Design

- Space



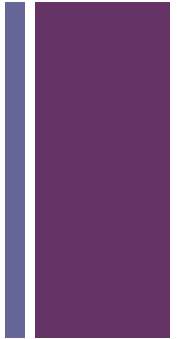
- Space in page layout is known as white space. This does not mean it is white in colour! It is simply blank (empty) space.
- White space is the area around or inbetween elements. (underpins the concept of proximity)
- It helps to group elements.
- White space can let your design 'breathe' and not be too cluttered.





Element of Graphic Design

- Space - Positive and Negative Space



- A form or image is seen to be positive while the space around it is negative.
- Negative space can be developed as an active space in its own right giving the composition an interesting visual bonus. If the viewer doesn't see this, it's ok too.





Positive and Negative Space

- logo example





Positive and Negative Space Logos

- examples



A logo for the word "pencil" in a bold, lowercase, sans-serif font. The letter 'i' is replaced by a small, solid black downward-pointing triangle, which serves as the dot for the letter.



Positive and Negative Space Logos - examples



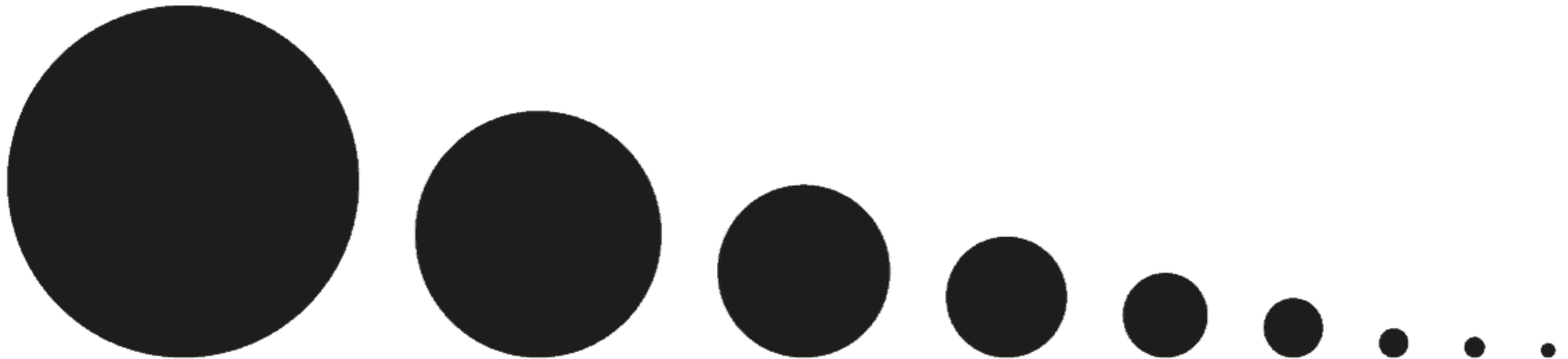


Element of Graphic Design

- Size



- Size is used to
 - convey importance (create hierarchy)
 - attract attention, it can make an element shout or whisper
 - create contrast.



+ Element of Graphic Design
- Size



You will read this
before you read this.



Element of Graphic Design

- Value (Weight)



- The value/weight of a graphic element is related to both its size and its density.
To a lesser extent, weight is determined by colour, with darker colours adding more weight than lighter ones or sometimes visa versa.

Which is the most obvious W?

The biggest element doesn't always have to be the most obvious. Drawing an element in a lower tone can send it to the background, making it less obvious.

This is useful to know if you want to be more subtle with your tone of voice or if you do not want to scream at the viewer.

