



principles layout
thumbnail COMPREHENSIVE

design strategy

know

GRAPHIC DESIGN SKETCHBOOK

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DESIGN PHILOSOPHY

What is design? It's an emotion, a form of art, a style, or a language, but not everyone sees it the same way. Design can be like a puzzle. The pieces will fit, but they just need to be put together and connected through thought and strategy. It can also be defined as an illustrated language that communicates an idea, presented through the combinations of images or texts. With almost an infinite number of ideas, there are countless ways to connect the pieces. There are many categories such as typography, line art, and much more.

Design Principles

Understanding the design principles can really help in improving what is being put into a design. It can attract the audience by illustrating the most important parts of the image, the message that is trying to be sent, the

Primary Principles

Primary principles of design are what make the complete and final design catch the eyes of the audience.

- **Unity** controls the variety by managing how the pieces come together.
- **Variety** is what helps bring interest to the audience. Variety, with the help of unity, combines parts that don't usually connect.
- **Hierarchy** establishes order and determines how the audience will view the piece of work.
- **Dominance** is what puts one object above another with emphasis.
- **Proportion** is the relationship between the sizes on the parts of the design.
- **Balance** distributes the pieces in a design to even out the overall relationship.

Support Principles

The support principles in design are the ones that shape the interaction between the smaller parts of the overall design.

- **Scale** relates to the proportion principle. This

principle refers to the size comparison of one piece of design to another.

- **Emphasis** uses methods such as contrast to create dominance and stress certain areas of the completed image.
- **Rhythm** is used visually to create alternation with structure.
- **Movement** brings the viewers' eyes from one point to another like it's planned.
- **Proximity** places design elements where they'll fit along with others.
- **Repetition** distributes the design throughout the composition.

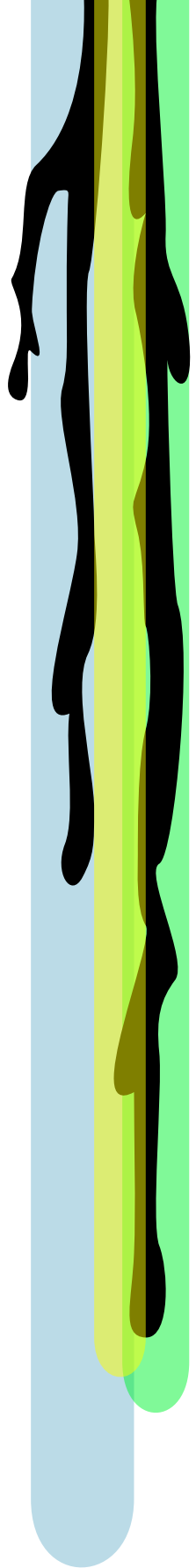
Getting Started

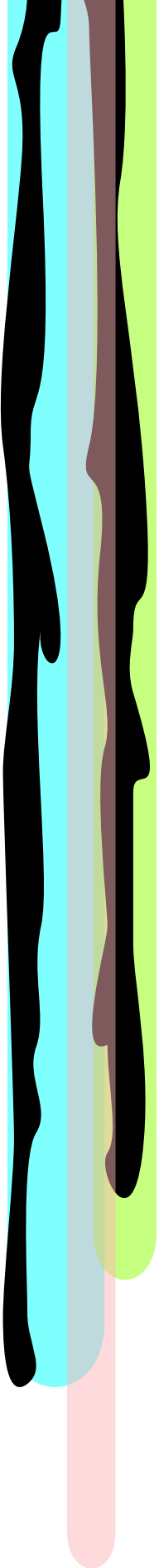
To find an idea to begin with, choose what you feel is right, and do some research if you need further assistance on making any decisions. In a design career, the client will request his or her own ideas, and much of it will require research to get a better understanding of what they've asked for. These ideas can be expressed through a sketch on paper to demonstrate the rough detail and layout. With a sketch, the real work may be started on a digital screen of pixels, soon to be covered in shades, colors and tones. The final result will be known when the feel of it is right. You'll just know when the time comes.

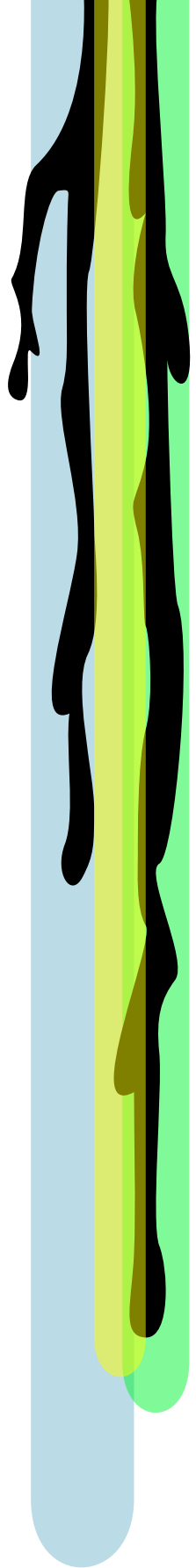
By researching the main idea of your topic, you should understand what type of design you have decided to work with.

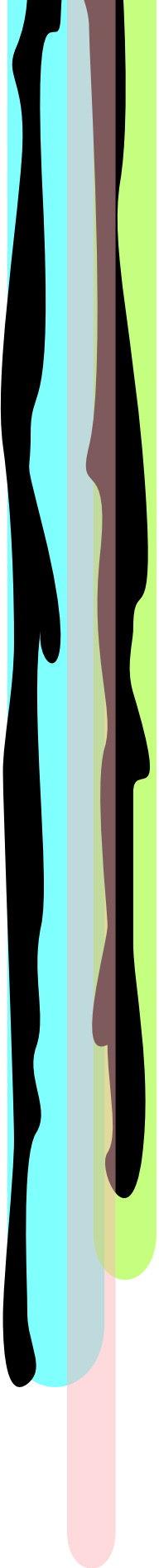
Typography

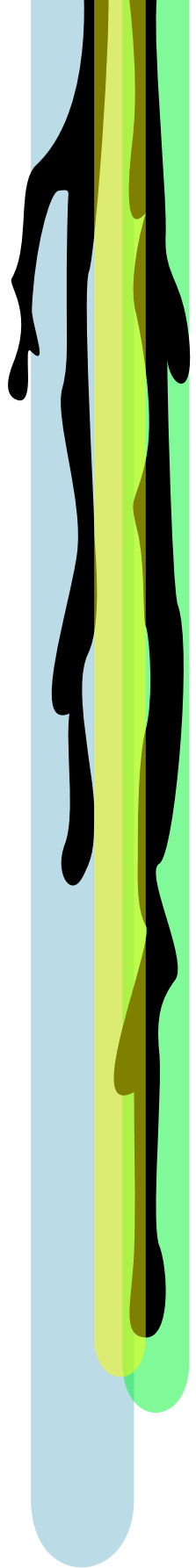
One of the styles you may have chosen is typography. Typography is the arrangement of text, characters, letters, words, lengths, and widths of type to create something that's not just text, but a piece of artwork that flows from one word to the next. By using this style, there is no limit as to how you can use your type. Texts are not just letters, words, and characters: they can become shapes, pictures and drawings.

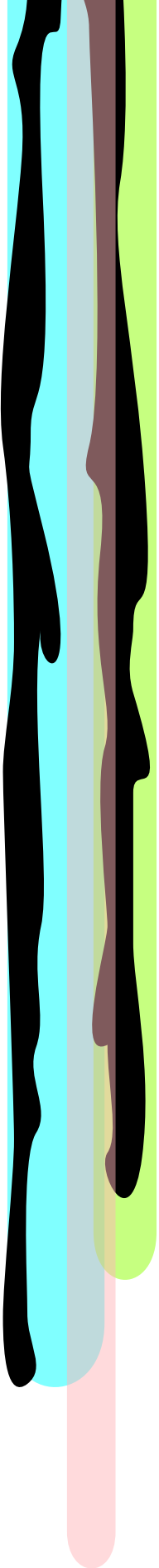


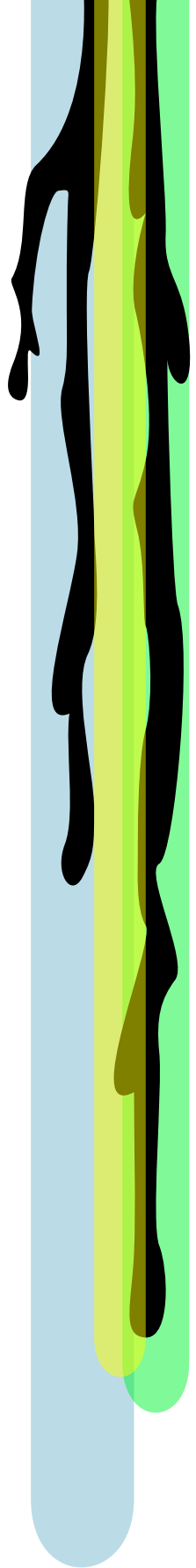


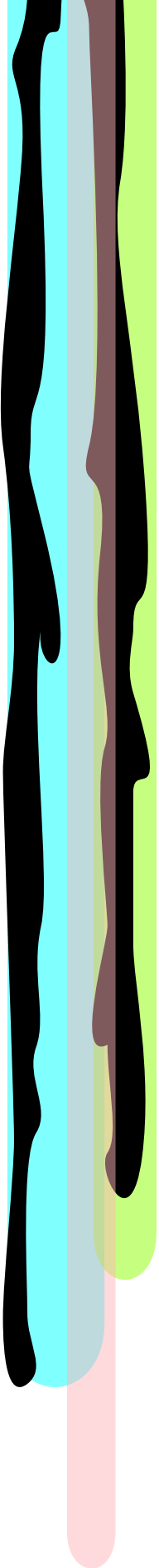


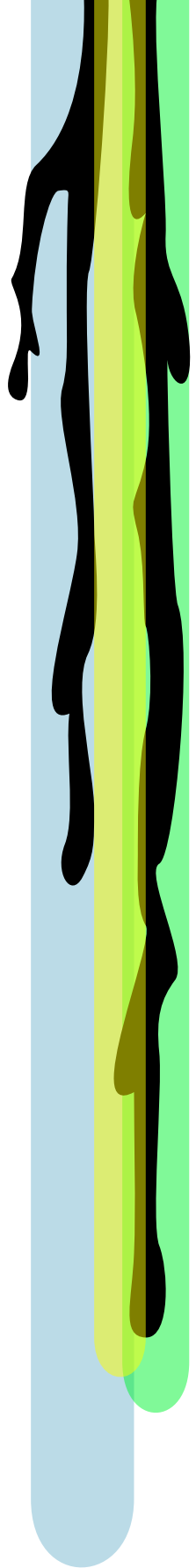


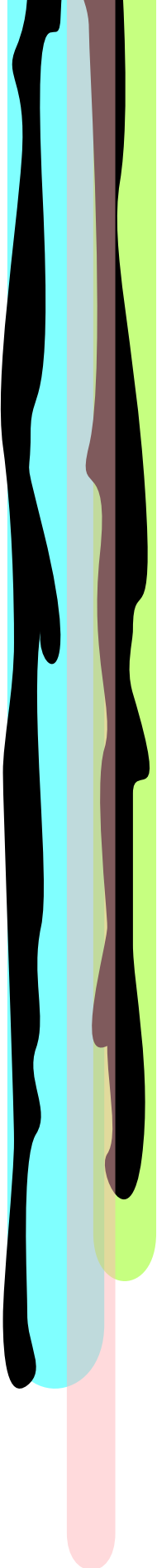


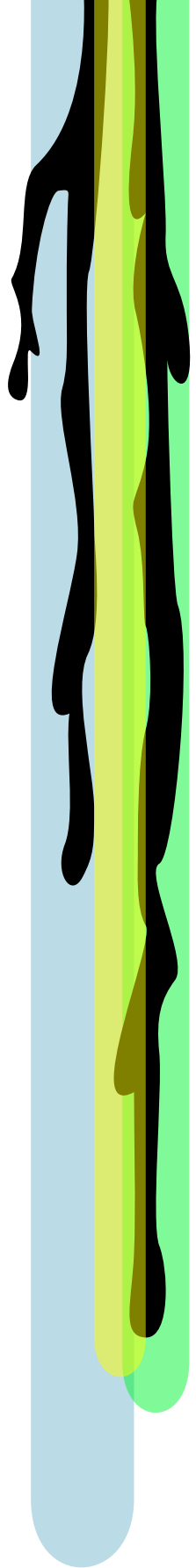


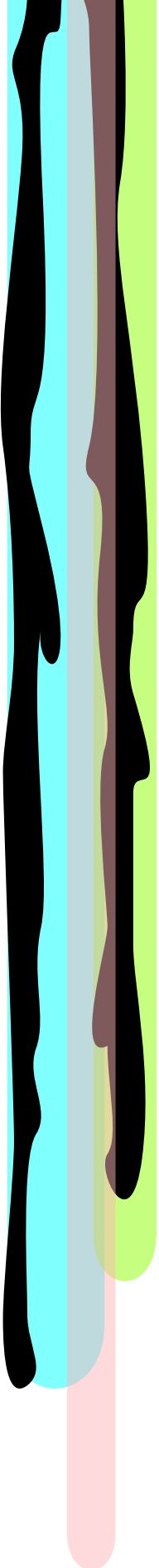












*“Creativity is essentially a lonely art.
An even lonelier struggle.
To some a blessing.
To others a curse.”*

*It is in reality the ability to reach inside yourself
and drag forth from your very soul an idea.*

- Lou Dorfsman