# Graphic design fundamentals

A design intro for visual journalists

# Graphics/graphic design = visual communications

Graphic design is deliberate and considered. **It is designed.** 

# Four basic principles of design:

- Contrast
- Repetition
- Alignment
- Proximity

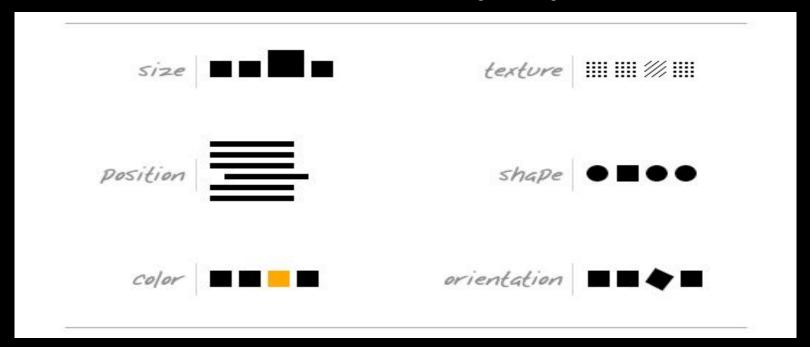
## **Contrast**

## Use **contrast** to add visual interest to your work

- Contrast is created when two elements are different
- Grabs a reader's attention
- Creates Hierarchy among elements
- Direct a reader's eye

## Contrast

Contrast can be used in many ways.



## **Contrast**

## A few rules.

- Elements should be the same or very different.
- All colors and elements must match and feel organic.
- Too many contrasting elements is bad design.



Herb Lubalin

#### **Good Contrast**





#### **Bad Contrast**





## Good or bad use of contrast? Why?



# CKS CLEVELAND ROCKS

## **Contrast examples**

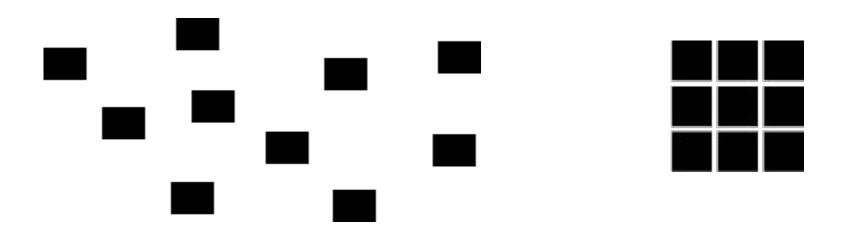
https://designschool.canva.com/blog/contrasting-colors/

# prox imity

## Use to group **related elements**

- Move related elements together so they are seen as one unit/group.
- Do not group unrelated items-- move them apart.
- Useful to reduce the number of elements on a page.

## Proximity: Physical closeness implies a relationship.



# News and Announcements News and Announcements Sitepoint.com Development sitepoint.com Development Marketplace Development Marketplace Development Contests Development Contests Development General Development General Development Content for Your Site Blogging # Content for Your Site Content Writing Blogging Social Networking and Communities Content Writing Multimedia Content Social Networking and Communities Audio, Video and Animation Multimedia Content Audio, Video and Animation Games Photography Games Widgets, Mashup and Other Media Photography Design Your Site Widgets, Mashup and Other Media Just Starting Your Design Graphics # Design Your Site Graphic Tutorials and Methods Just Starting Your Design Graphic Wars Graphics Flash and Actionscript Graphic Tutorials and Methods Web Page Design Graphic Wars HTML and XHTML Flash and Actionscript CSS Web Page Design Accessibility and Usability HTML and XHTML Reviews and Critiques Design Elements Accessibility and Usability Website Reviews Reviews and Critiques Content Reviews Design Elements Program Your Site Website Reviews PHP Content Reviews Application Design Classic ASP # Program Your Site .NET PHP JavaScript PHP Application Design Java and JSP Classic ASP ColdFusion .NET TavaScript Ruby Perl, Python and Other Languages lava and ISP ColdFusion Databases MySOL Ruby XML and Web Services Perl, Python and Other Languages General Development Issues Databases General Application Design and Theory MvSOL XML and Web Services Web Security General Development Issues General Application Design and Theory Web Security

#### # News and Announcements

\* sitepoint.com Development Marketplace Development Contests Development General Development

#### # Content for Your Site

- \* Blogging
- \* Social Networking and Communities
- \* Multimedia Content
- Audio, Video and Animation

\* Content Writing

- Games
- Photography Widgets, Mashup and Other Media

#### # Design Your Site

- \* Just Starting Your Design \* Graphics
- Graphic Tutorials and Methods
- Graphic Wars
- \* Flash and Actionscript \*Web Page Design
- HTML and XHTML CSS
- Accessibility and Usability
- \* Reviews and Critiques Design Elements
  - Website Reviews Content Reviews

### # Program Your Site

- \* PHP PHP Application Design \* Classic ASP
- \*.NET
- \* JavaScript
- \* Java and JSP
- \* ColdFusion
- \* Ruby \* Perl, Python and Other Languages
- \* Databases
- o MySQL \* XML and Web Services
- \* General Development Issues
- \* General Application Design and Theory
- \*Web Security

## Swan Lake



BOLSHOI BALLET

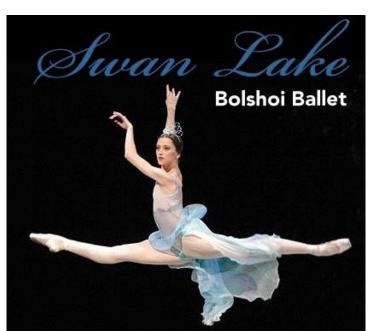
The production will appear on 18 March 2010 and tickets will go on sale from Thursday 5 November 2009.

Thu 18/03/10
19:30 The Russian State Ballet - Swan Lake
Grand Canal Theatre - Dublin

With over 60 dancers performing their sparkling version of this classic ballet on the new stage, accompanied by a full symphony orchestra, this show will provide a spectacular way to experience the full grandeur of Dublin's brand new 2,000 seat theatre, designed by uber-architect Daniel Libeskind. The theatre has been designed as a receiving house for musicals, theatre, ballet and opera and will be operated by Live Nation.

The formation of The Russian State Ballet in 1979 brought stars from the famous Bolshoi, Kirov and Stanislavski ensembles together to create a touring company of the highest standard in order to bring Soviet ballet to the rest of the world.





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### Swan Lake

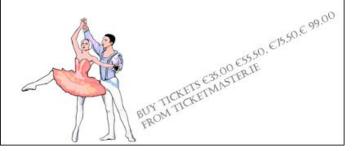


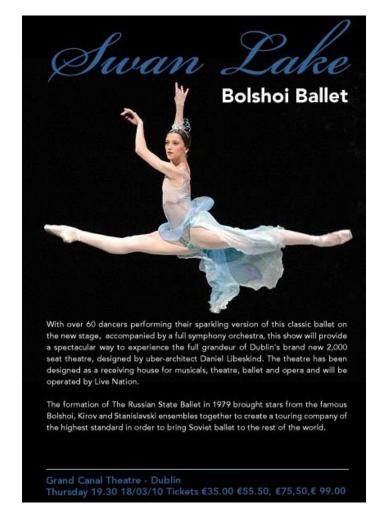
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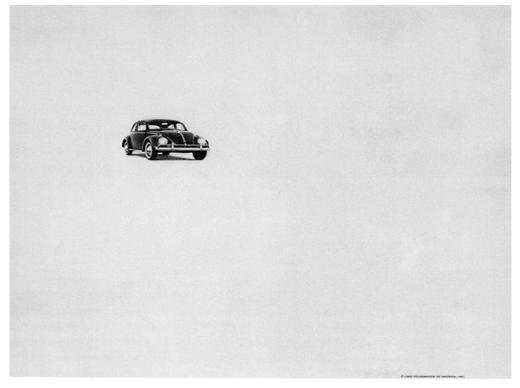




Use proximity to reduce the number of elements on a page and imply cohesion.



Don't be afraid of white space.



### Think small.

Our little car isn't so much of a novelty any more.

A couple of dozen college kids don't try to squeeze inside it.

The guy at the gas station doesn't ask where the gas goes.

Nobody even stares at our shape. In fact, some people who drive our little flivver don't even think 32 miles to the gallon is going any great guns.

Or using five pints of oil instead of five

Or never needing anti-freeze. Or racking up 40,000 miles on a set of

That's because once you get used to

some of our economies, you don't even think about them any more.

Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill. Or trade in your old VW for a new one.

Think it over.

## Alignment

Use to create unity between elements and organize the page.

- Nothing should be placed on the page arbitrarily.
- Every item should have a visual connection with something else on the page.

## Alignment

This text is *flush left*. Some people call it quad left, or you can say it is left aligned.

This text is *flush right*.

Some people call it quad right, or you can say it is right aligned.

This text is *centered*.

If you are going to center text,

make it

obvious.

In this paragraph it is difficult to tell if this text was centered purposely or perhaps accidentally. The line lengths are not the same, but they are not really different. If you can't instantly tell that the type is centered, why bother?

Ralph Roister Doister

1027 Bread Street

(717) 555-1212

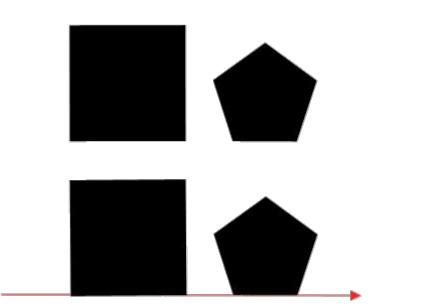
## **Mermaid Tavern**

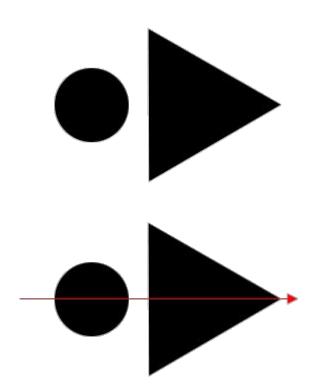
London, NM

## **Mermaid Tavern**

Ralph Roister Doister

1027 Bread Street London, NM (717) 555-1212







123 Main St. YourTown, ST

(123)456-7890 chicgeek@email.com Regina Phalanges



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(123)456-7890 chicgeek@email.com Regina Phalanges

# ChicGeek Regina Phalanges

(123)456-7890 chicgeek@email.com 123 Main St. YourTown, ST



# Alignment

## A few rules.

- Be conscious of where you place elements on a page.
- Every element should be aligned with other elements.
- Avoid using more than one text alignment per page.
- Do not use centered text except where appropriate.

## Repetition

Use to create **consistency** (unity) and visual interest.

- Repeat aspects of the design throughout the entire piece.
- Repeat a bold font, a line, a bullet, color or other design element.
- Use to tie together elements on a page or to create unify in a multipage document.

Use repetition to tie together elements on a page:



#### Getting a jump on the new year



One youngster tries to catch confetti with his tongue during the "Mid-

night Noon" early children's New Year's Eve celebration at the Maryland

Science Center. The young celebrants gave way later in the day to adults who flocked to the inner Harbor for midnight fireworks. ARTICLE, PG 2

## One very cool ride

More photos

A photo gallery of New Year's

#### Trials for tickets won't be automatic

Starting today, burden will be on Marvland drivers

#### By Michael Dresser

For many decodes, the drill for uneffic stops in Maryland was deser. If you get a ticket, you were assigned a court date, whether you requested one or not.

Starting today, than changes.
Motoriess who want to connest a tickor will have to ask for a trail done or seminaring hearing as required by legislation passed unanimusty in the General Assembly last passed your lifety don't, they'll just have to pay the

from the control of t

charges.
"It was a tremendous waste of officers' time, and there's no other state that does it this way," and Michael Cassing, executive director of the Mayyland Sheriffs Association.

Last year, in the hope of saving millions of dellars spent on police overtime in cases where defendants fall to appear in court, No. TICKETS, page 25

#### State lawmakers look at tightening abortion oversight

By Yeganeh June Torbati

The case of a New Jersey doctor found to be illegally groviding abortions in Maryleast loss poor is prompting inventions and regulators to consider to aghering requireness for abortion, providers in the state.

In Auguse, nuther rites discovered Seven C. Higham was initiating abortions in New Jersey and incruoring woments drive to his Ekkno-Shik to finist the procedures, though he holds no medical license in blaryland. In response, the stany's Board of

Use repetition to tie together a magazine or newsletter or newspaper:



baltimoresun.com











#### TRY THE SUN'S IPHONE APP Get instant access to breaking news, but

#### Getting a jump on the new year



More photos A photo gallery of New Year's One youngster tries to catch confetti with his tongue during the "Midnight Noon" early children's New Year's Eve celebration at the Maryland Science Center. The young celebrants gave way later in the day to adults who flocked to the inner Harbor for midnight fireworks. ARTICLE, PG 2

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Up to new, according to the Maryland Sheriffs Association, Maryland was the only stees in which the recipient of a truffic craction was given an automatic court date. Everywhere size, defendants have to re-quest a trial if they want to contest the

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Home and garden tips Spring to a weekly new latter with people and gardening



Local experts share their professional resolutions for better homes and gardens in the New Year





### One very cool ride

It's big, it's clunky, but it seems to turn on a dime, as Zamboni-driving classmates learn By Jonathan Pitts

#### Use repetition to tie together physical elements with your brand:



## SPECIAL SAUCE

With sopping options from the simple (lettrice, tomato, pickle, onion) to the sensational (cheddar, bascon, fined agg, black bean child), cheffk IBGER was designed to offer sensething special to Kansas City burger low-ra. And with the company's goal of creating future franchise apportunities, its identity had to be hoth eye-catching and flexible.

The Design Banch team went out on a limb with their characters-driven concept. Toriginally, the client only wanted a type solution, explains designer logical Sides. The biggest challenge was going back to him with an idea that was originally presented and rejected, and convincing him that this was definitely the way to go. It was one of the holdest moves we've ever made as a design firm because we could have propurdized the relationship. Lucky for us, he listened."

The quirky burger icons were influenced by Asian pop-culture and designer virigl toys. Each has its own unique personality.

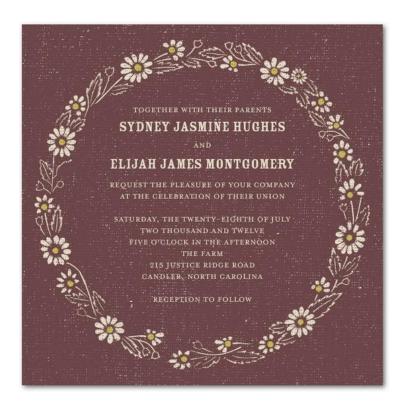
"We wanted the brand to illustrate the possibilities that chefBURGER offers its customers," Sodie says. "If you're feeling a little spicy or a little abventurous, chefBURGER will have something for you."





38 - JUNE 2009 WHIN HOWDESIGN COM

Use repetition to tie together elements of a package:





# **Gestalt theory**

Viewers group different objects and elements together into a single, coherent whole if disparate elements are arranged in a particular way. Understanding and incorporating gestalt principles helps your design feel clear, cohesive, and complete.

Link 1 | Link 2

# **Unity**

To make all elements on the page appear to be unified, connected and interrelated, there needs to be some visual tie between the separate elements. Accomplish unity by applying design fundamentals: contrast, repetition, alignment and proximity.

## We will discuss type in 2 main categories

Serif

Sans-serif

Serif 18-point

Serif 18-point italic

Serif 18-point bold

Sans serif 24-point

Sans serif 24-point italic

Sans serif 24-point bold

Script type

Display / decorative type

## Serif fonts

Baskerville

Bodoni

Droid serif

Georgia

Times

Garamond

## Sans-serif fonts

Helvetica

Verdana

Gill Sans

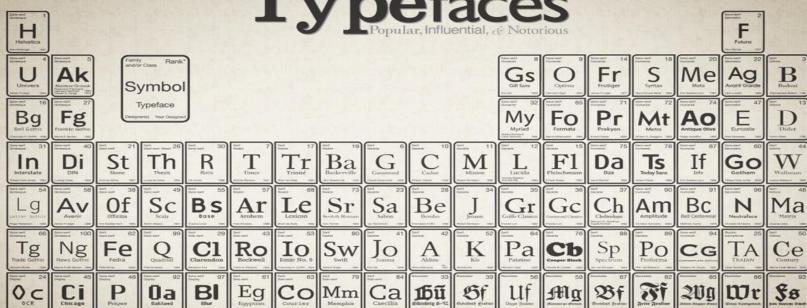
Century Gothic

Arial

Lato

## ABCDEFGHIJKLMN **OPQRSTUVWXYZ** abcdefghijlklmn opqrstuvwxyz 1234567890 !@#\$%^&\*()\_+~!|}{?><:";





"Ranking determined by sorting and combining lists and opinions from the following sites. The 100 Best Fonts Of All Time - http://www.100besteschriften.de/

(b) include top ten personal favorities from designers also Middlendorp (dorpdat.com). Roger Black (rogerblack.com),
Bertram Bichmidt-Frideriche (bd. cog), Stephen Cole (hppggraphica cog), Vecnica Elener (www.fortshop.com/tonts/foundry/elener\_fiele/),
Raff Herman Inpentype.intel and Claudia Clammidt (britishing.com)

Paul Shaw's Top 100 Types survey - http://www.tdc.org/reviews/typelist.html

21 Most Used Fonts By Professional Designers - http://www.instantshift.com/2008/10/05/21-most-used-fonts-by-professional-designers/

Top 7 Fonts Used By Professionals in Graphic Design - http://justcreativedesign.com/2008/09/23/top-7-fonts-used-by-professionals-in-graphic-design-2/ 30 Fonts That ALL Designers Must Know & Should Own - http://justcreativedesign.com/2008/03/02/30-best-font-downloads-for-designers/ Typefaces no one gets fired for using - http://www.cameronmoll.com/archives/001168.html (to include all serious and reasonable opinions stated in the comments section)



















# Helvetica is one of the most popular fonts in the world.

"The meaning is in the content of the type and not the

typeface. And that is why we loved Helvetica."

Wim Crouwel (Dutch graphic designer)

20 Famous logos made with helvetica

Helvetica documentary

## Die Neue Haas<sup>®</sup> Grotesk

Swiss modernism

# Leading is the vertical space between lines of type.

An example of a line with tight leading

An example of a line with regular leading

An example of a line with

loose leading

## Tracking is the horizontal space between letters.

A line with tight tracking

A line with normal tracking

A line with loose tracking

## A few guidelines

- Don't use too many fonts. 1-2 is a good rule of thumb.
- Type should be consistent and help create unity.
- Utilize bold, italic, weights, sizes and colors to create contrast and interest (but not too many-- repeat elements at least three times).
- Use pull quotes, drop caps, bullets, lines and other elements to create interest and organize information.



Since prehistoric times, life has taken a toll on the outward appearances of birds. But a routine flightless phase – the moult – lends waterfowl an annual fresh set of feathers, ensuring they remain aloft, keep buoyant and stay attractive.

# 

It's hard to imagine a creature more pleasant than a duck. Graceful in flight, clownish in its walk, the duck makes children laugh just by shaking its tail. But if we wind the clock back far enough, we discover that the modern duck could have once been a smaller relative of a terrifying predator.

MACHE A GINSCHO, PLACES-EVED, BUILT-FOOTtall oviraptor poking and sniffing its way through the boulders of a dry creek bed, 80 million years ago, and you pretty much have a picture of every duck's common ancestor. The oviraptor walked on muscular hind legs, spented after its prey, and killed whatever it needed to with slashing claws and a crushing bite to the skall. But oviraptor was also a doting parent. Scientists from the American Museum of Natural History found fossilized remains of an oviraptor in the Gobi Desert, with speculation from some that the dinosaur could have smothered in a dust storm. But its long legs were folded up beneath its breast, and its forelimbs were circled protectively around a clutch of 1s to 20 eigs.

Most scientists agree that birds have descended from dinosaurs, evidenced by a fossilized evolutionary trail of increasingly birdlike pelvic bones, similarities in foot structure, and ultimately, feathers.

Jonathan Thompson, a waterfowl scientist with the Western Region of Ducks Unlimited Canada (DUC), says prevailing evidence suggests that feathers initially evolved in running dinosaurs like velociraptors and other smaller theropods.

"These predators were under pressure to go faster and faster while chaning percy Plumage is a product of the skin, like scales and fingernaik, and theropods may have developed forthers to give themselves a competitive edge for propubition or to assix in making controlled leaps. Conversely, more recent evidence suggests that

the second and Miles States .

**Actualidad** 

ESPECIAL. La 'U' y otros clubes decidieron romper su vinculo con Media Networks v pasarse a Gol TV. Encuentros v desencuentros que podrían afectar el deleite de ver un partido por TV.

La pelota busca su imagen

CARLOS LARA PORRAS

Esto es guerra, es un combate sin lado rojo o verde v sin anelativos. Es una batalla librada con papeles, documentos y bilietes. Es un enfrentamiento por la imagen de una pelota y hombres en short viramiseta Es una lucha por el Descentralizado. La "U" rompió con Media Networks y se fue con Gol TV, provocó un temblor que pasó a ser terremoto cuando atras clubes la signieron. Rebelión ambición cambio de aires.

Cada quien tiene su postura. Verun partido de fútbol del Descentralizado hasta mediarins de los años años an era sintoni. zar Panamericana, América y Global Televisión. Pero entonces ingresò Media Networks y el fútbol pasó a ser de pago. Es decir solo si tenias una es pecifica señal de cable, podias alentar a tu equipo desde casa Alianza, 'U' y Cristal recibieron de manera individual buen dinero y los clubes de provincias vieron, por fin, ingresos por televisación. El afficionado tuvo Pero ese año ingresó DirecTV que solicitar la señal, reunirse en el hogar de alguien que la tuviera o ir a un local con cable para ver rodar una pelota.

encontraron un escape a sus un año después se retiró.

TV Perk (Canal 7), tras llegar a un acuerdo-cor Gol TV será el que transmita en señal abierta los encuentros de local de Cristal en el Descentra livado "Nos weri todo el pais", refirió el presidente celeste. Felipe Cantuarias, Cristal es el último campeón

\*Paco Casal compro los decechos de la Copa Sudamericana y los revendió a Bridgestone. Habria querido adquirir también los de la Copa Libertadores para que esta sea transmitida. por Gol TV, pero la cadena Fox Sports se opuso a ello.

problemas económicos y pidieron adelantos a la televisora extendiendo con ello los contratos. Hasta el 2007. nadie competia con CMD. comprando los derechos de San Martin v pasando por serial abierta algunos duelos. En 2009 aseguro a Cristal, Aurich, En tanto, algunos clubes Total Chalaco e Inti Gas, pero

II DATO M In la Bundesliga, los clubes se reparten 485 millones de délares. En tanto, en la liga francesa se hacen con US\$694 millones.

EN SUDAMÉRICA

El fútbol siempre ha sido un

negocio. Las televisoras y los

clubes guieren su beneficio.

En Argentina la AEA compió

en 2009 el contrato que tenía

con Televisión Satelital Codifi

cada (TSC) y aceptó la oferta

del Gobierno de 600 millones

de pesos imás de 100 millones

de dôlares) casi el triple de lo

que recibia. En otros naises, los

montos van desde el medio

En Perú, por la dura econo-

millón hasta los 11 millones.

mia y nuestra pasión por el fút-

ver un partido. Pero sabido es

giran en base a sus derechos

televisivos. Media Networks.

que, hoy, las arcas de un club

no quiere softar a Universita-

rio y batallará legalmente. Por

## "Somos el principal sponsor"

Con una inversión en los clubes superior a US\$20 mi llones en el 2012, Media Networks es. largamente, el principal sponsor del fútbol peruano. Nuestro apoyo no se limita al torneo de primera división, sino que comprende un esfuerzo integral que también incluye el torneo de promoción y reserva, la Copa Libertadores Sub 20, la segunda profesional y, además, la selección peruana de fútbol (incluyendo el patro-cinio a la bicolor, la inversión de Media Networks en el 2012 superó los US\$30 milliones). Algu-

nos de los tomeos men-

cionados ni siguiera exis-

tian cuando ingresamo al fútbol.

En cuanto al tema de Universitario, el contrato de derechos de transmisión de la 'U' con Media Networks está nlena. mente vigente y en ningún momento hemos planteado resolverio. La administración temporal del club lo quiere entender asi a partir de una interpretación muy sin-gular de la solicitud de acreencias que presentamos ante Indecopi.

Un contrato, sin em bargo, no se resuelve a partir de una interpretación de parte, sino a través de una manifesta ción de voluntad expresa e indubitable. No existe comunicación alguna que la administración temporal pueda exhibit con una solicitud de esa naturaleza. Esa comunicación, simplemente, no

eviste.

ANÁLISIS

## "Gol TV nos genera beneficios"

tados. No nos oponemos a nadie, solo luchamos para que al club no se le siga perjudicando, y creo que lo estamos logrando al hacer un excelente contrato con Gol TV. Este cubre todo nuestro presupuesto, como antes. no ocurria, y nos genera un gran beneficio para el

Es tarde (para conciliar

que nunca nos vamos a ne mentos que lo prueban. y nos dijeron que era "insados. Abora resulta que

gar. Nosotros les pedimos dialogar, y tenemos docu-Estos papeles muestran que solicitamos reunimo negociable". Entonces, nos reunimos con otros interequieren negociar, pero nosotros ya tenemos un compromiso firmado con Gol TV. Lo que se puede hacer es que ese canal conver-

se con Telefónica. Si llegan

para que el canal pase a ser

parte de Cable Mágico, es

a un acuerdo entre ellos

decisión suva.

con Media Networks), aun-



Cristal, se reunió en noviembre del 2012 con gente de Tenfield para conocer su

Esa guerra de televisoras acaba de regvivarse con la decisión de Universitario de abandonar Media Netwoks. El club crema rompió con CMD -con el que tenía ligazón hasta 2014 - cuando dicho canal recurrió a Indecopi reclamando algunas acreencias. Para el canal, ese no era motivo para disolver el contrato. Para el club merengue, si

dueño es Paco Casal-conocido empresario uruguavo-firmó con la 'U' a razón de US\$3'600.000 anuales. Igual camino siguió Cristal que, pese a tener dos años venio con CMD, llegó a un acuerdo para aceptar la oferta de Casal, que es de US\$2'500.000 anuales hasta el 2020. Pero Gol TV no se conformó con eso y sumó a San Martin, Pacifico FC, UTC de Calamarca, León de Huánuco.

En la vereda del frente, Media Networks apuntó al otro 'grande' que le quedaba: Alianza Lima. La empresa renegoció su contrato con los intimos y



EL EJEMPLO INGLÉS 2'500,000 17500,000 1'000,000 17000,000 (1) Cifras extraoficiale pagará USS4 millones anuales

en 12 cuotas (hasta el 2012. Alianza recibia un millón 200 mil dolares). Además, el club victoriano podrá ser auspiciado por competidores del Grupo Telefónica, algo que antes no podia hacer

S Cristal

Facifico

San Martin

kum Aurich

1. Husimorn

look Gillows

100

Inglaterra es el claro ejemplo de cómo el torneo mesora avubol, sería importante no necedado por la TV. En 1992, los du-sitar de una señal de cable para bes de la Primera División se desligaron de la liga de fútbol, crearon la Premier League y neecciaron los derechos de televisión y ausmiciadores. Si antes les pagaban 70 millones de dólares por cuatro años, hoy Sky Sports les da US\$1,800 millo-

su parte, Gol TV ya se pinta de crema y ha entrado con fuerza nes Estadinem sadivide asi la en el merrado nacional mitad se reporte por igual en-Pero, leios de las oficinas, de tre los clubes, una cuarta par- los documentos y de los billete se destina en función de la tes, está el hincha que quiere clasificación al final de tempomaterializar su pasión y exte rada y la parte restante se paga riorizar un grito de gol. Lo hará según la audiencia. Con ello se por cable o por señal abierta mejoraron estadios, se paró a pero, felizmente, lo hará.



Asian

Asian The Asian foods section of most grocery store come has of perhaps two or three stores come has of the s

Theirice flake noodles are

used in sound and alreads.

particular reason; they serve a particular particular reason; they serve a particular function in the dish. Nauyen says. So, f you use the wrong noodle, per se, your also will not be as good as it was meant to be. That said, the home

cook shouldn't worry about experimentation, Nguyen says. As with all cooking, finding the optimum modile for a dish is often a matter of practice, experience and

American consumers are familiar with the many shapes of italian pasts, but these are, in general, of two types: floor (wheat) or egg

Asian noodles may be made of wheat, egg, Asian noodless may be made of wheat eag-ries or murg been salvert, and they are avail-ing the salvert of the salvert of the salvert and dried. Preparation and treatment of each type depends on the application and whether they will be served cold, alroom Sem Asian noodles, such as Japanese sobs (burkerbast) noodles law distinct favores. These noodless should be engoyed

relatively unadorned to get the benefit of their robust taste.

Becently there have been innovations in

Secontly there have been interested in model creations, unothy amorg Taiwanese producers, such as apinath- or whole when the common some and to me in model or These are desirable mainly for their color—they generally don't have a strong faste. Nguyen says.
"The needles add character to a dish,"

Ngayen says. "They are the character back-bone, the textural and flavor foundation." bone, the textural and flavor blandsises. So it is important to think of the overall profile of a dish when selecting the modle. Nguyen says. A spicy peanut saises, for instance, world take better to a round or square-shaped needle instead of a flar shape to present the rich saince from over-clinging. to the wider plane presented by a flat needle. Talwanese Boof Needle Scrip has a hearty, big flavor, with the bold tastes of beef, star arise, tornato and ginger, it needs a hig. hearty noofile.

"You want something that's got some guts to it." Nguyen says. "Pho (Victnamese non-ille dish) is more of a delicate dance. Rice modle pairs better with that. If you were to put egg modle in there, it would just be real-ly weird."

ly waird."

Ngayen offered a few tips on what to book
for when shopping for moodles and some
guidellines about frow they are used:

Do not sait the cooking water. "There is
this suspectation that they will be sessoned
by broth." Ngayen says.

■ Refrigerating thin rice moddles can make them stiff. Thicker rice moddles hold their shape and softness in the fridge, espe-

cially if tossed with a bit of kosher salt and some seame oil.

When shopping, buy up in price. The more expensive the noodle, the better the quality. Anything from Taiwan is usually a

mark of high quality.

■ Rinse modiles, especially rice needles, of surch before using.

## Rice pondles

Rice sticks come in several sizes, in that and round extrastions. Presidently for flatting and round extrasting for flatting, from 8 formall in the flatting from 8 formall in the flatting from 8 formall in the same precedy soulded in bottor warm we also holds: Bit be failled in figuring. The small sizes are precedy soulded in bottor warm we have been supported by the flatting flatting from 1 flatting flat Rice sticks come in several sizes, in flat

## Mung bean noodles

Also known as "glass" or "collophane" nootles, these used up and turn transparent when soaked. "They're fabelous for soaking up flovors." Namen says. They're used most often in deep-fried rolls.

Fresh is usually better than dried. Look for fresh versions in refrigerator sections of Asian markets. Used in soups, stir fries and

## Wheat, soba and other noodles

All should be botied. Wheat moodles generally held their shape been than rice modies under refrigeration. Some interesting mod-dles to look for include Korean Yant Nordke. made of sweet points starch. They are boiled and turn a dark brown when cooked. "They're really fabrious, delicious noo-dies," Nguyen says.

► Recipes: Tensmere beef, chicken and e noodie sours, others, 2N

# onemanysmallbigany

## University of Brighton **INNOVATION AWARDS 2006**

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## Type on the web

## Type for screens plays by slightly different rules.

- Minimalism, simplicity and readability
- Large text creates contrast, draws people in
- Limit type. Limit everything.
- Placement is key
- San Serif: high impact

## Type on the web

https://munchery.com/

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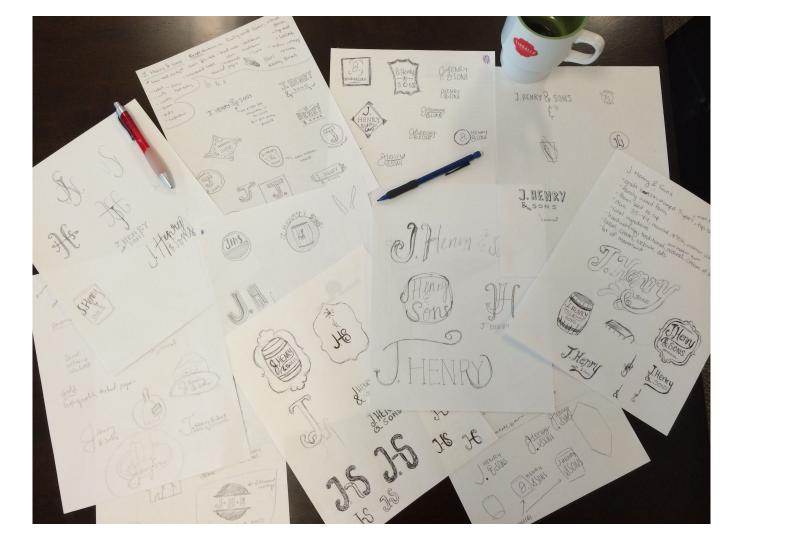
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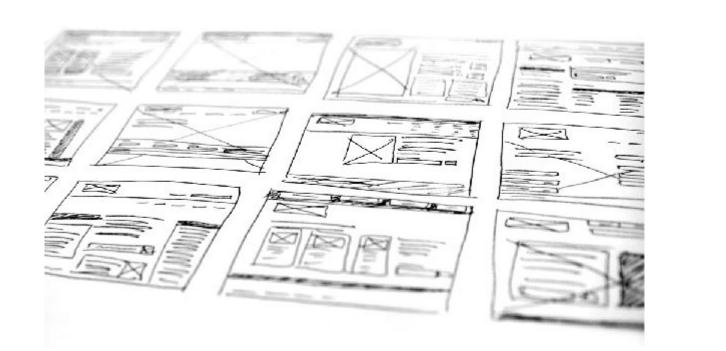
http://flintisaplace.com/

## **Sketching** is a graphic design fundamental.

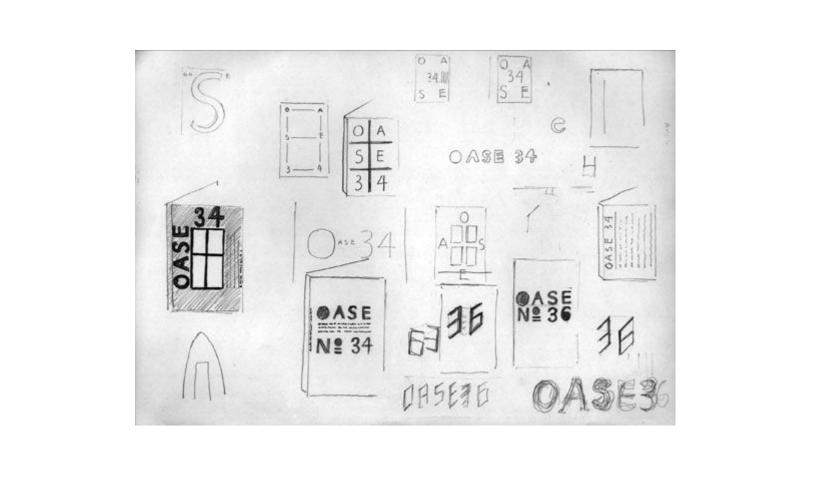
Don't overthink it.



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White Chocolete





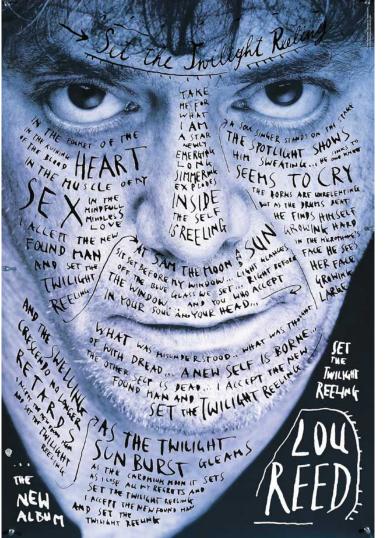


Let's look at some modern(ish) **graphic design examples** and try to answer a few questions.

## class exercise | design fundamentals

- How is contrast used in this design?
- What elements are repeated?
- What is the alignment? What effect does it create?
- How is proximity used in the design?
- How is unity accomplished in this design?
- What is the overall concept / idea behind this design?

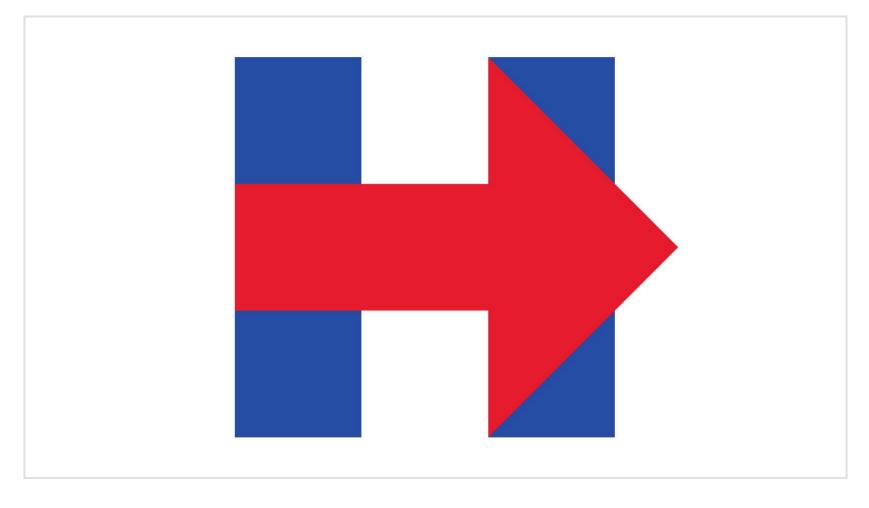




Lou Reed poster, Stefan Sagmeister

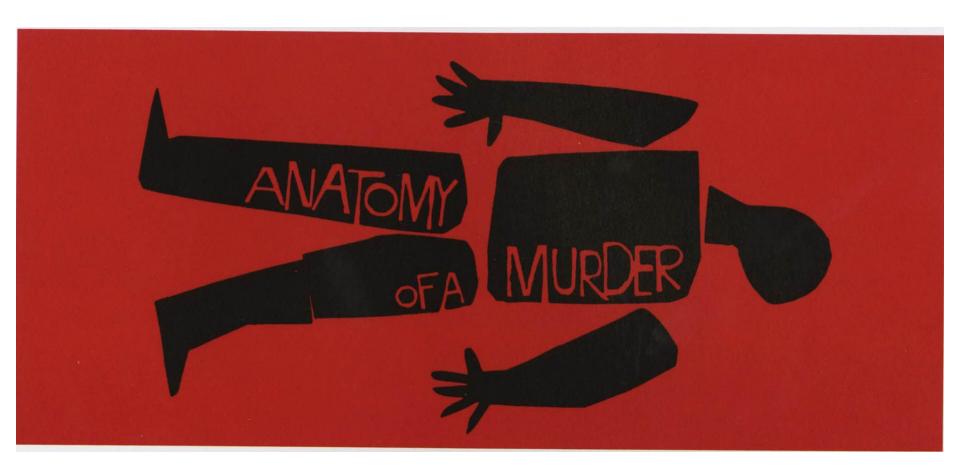


Design concept for the Munich 1972 Olympics, Otl Aicher

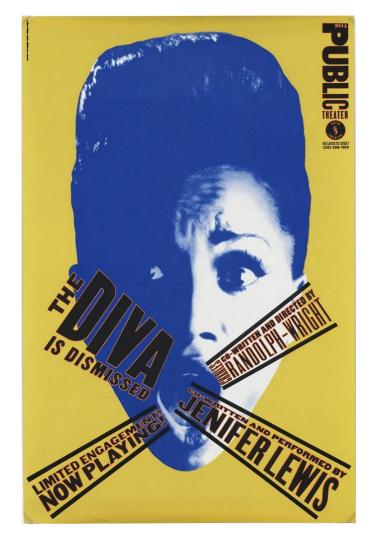


Hillary Clinton's logo, Michael Bierut











God Save the Queen cover art, Jamie Reid



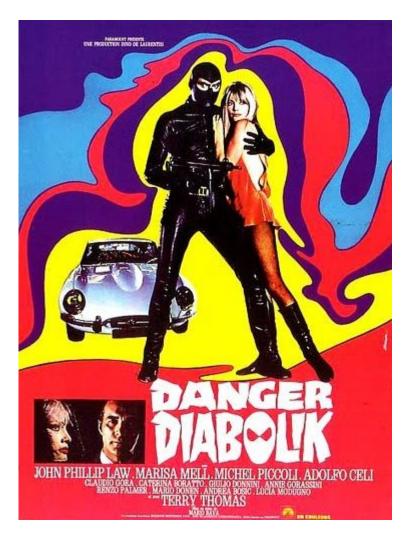
I love NY, Milton Glaser



Hope, Shepard Fairy



Beethoven cover art, Josef Müller-Brockmann



American Kitsch movie poster