

# Conception graphique

EIOM

# Principes de conception

Il existe des milliers de livres et des siècles de débats et de théories sur ce qui fait un bon design.

Pour ce cours, l'approche la plus facile et la plus mémorable de ces principes est CRAP.

# CRAP

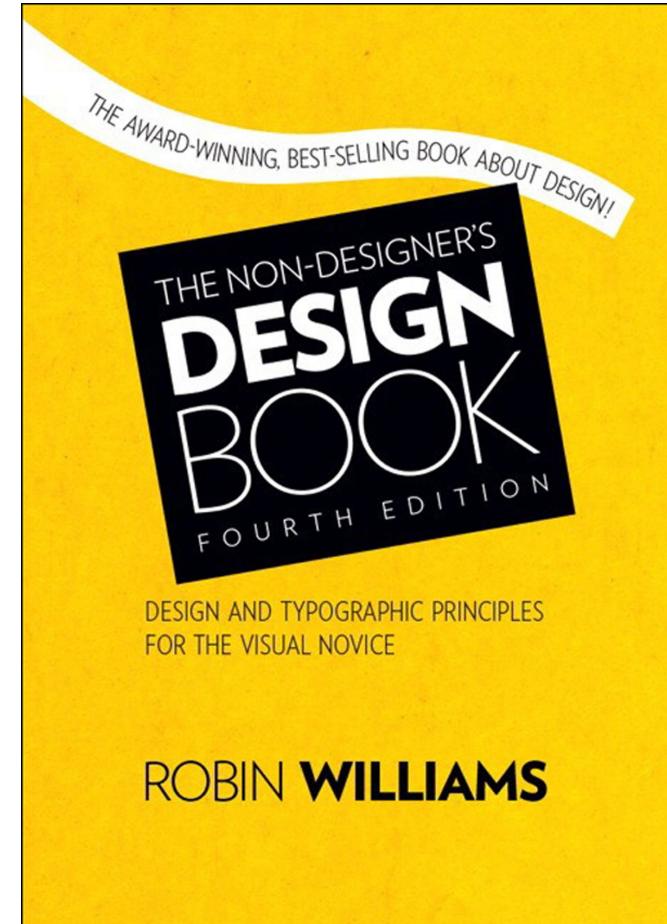
Utilisez ces principes comme liste de contrôle lors de la création et de la critique d'objets conçus :

Contraste

Répétition

Alignement

Proximité



Achetez ce livre et votre vie changera pour toujours.

# Contraste

Si deux éléments ne sont pas  
exactement  
identiques, rendez-les différents.  
Vraiment différents.

N'hésitez pas!!!

# Contraste typographique : Famille

## Utiliser des familles de types contrastées

Serif + Sans serif

*Script* + Serif

Slab + Sans serif

etc.

Serif

Sphinx of black quartz, judge my vow

Sans serif

Sphinx of black quartz, judge my vow

Slab serif

**Sphinx of black quartz, judge my vow**

Script

*Sphinx of black quartz, judge my vow*

Monospaced

Sphinx of black quartz, judge my vow

# Contraste typographique : Famille

## Ajouter un contraste dans la famille

Here's a heading

  Lorem ipsum dolor sit amet,  
  consectetur adipisicing elit, sed  
  do eiusmod tempor incididunt ut  
  labore et dolore magna aliqua.

**Here's a heading**

  Lorem ipsum dolor sit amet,  
  consectetur adipisicing elit, sed  
  do eiusmod tempor incididunt ut  
  labore et dolore magna aliqua.

# Contraste typographique : Poids

Utiliser des poids contrastés dans la même famille de types

**Bold + Regular**

Regular + Extra light

**Black + Light**

etc.

Extra light

Sphinx of black quartz, judge my vow

Light

Sphinx of black quartz, judge my vow

Regular

Sphinx of black quartz, judge my vow

Semi bold

**Sphinx of black quartz, judge my vow**

Bold

**Sphinx of black quartz, judge my vow**

Black

**Sphinx of black quartz, judge my vow**

# Contraste typographique : Poids

## Ajouter du contraste en poids

Here's a heading

  Lorem ipsum dolor sit amet,  
  consectetur adipisicing elit, sed  
  do eiusmod tempor incididunt ut  
  labore et dolore magna aliqua.

Here's a heading

  Lorem ipsum dolor sit amet,  
  consectetur adipisicing elit, sed  
  do eiusmod tempor incididunt ut  
  labore et dolore magna aliqua.

# Contraste de taille

Utiliser des tailles contrastées

Huge

Big

Regular

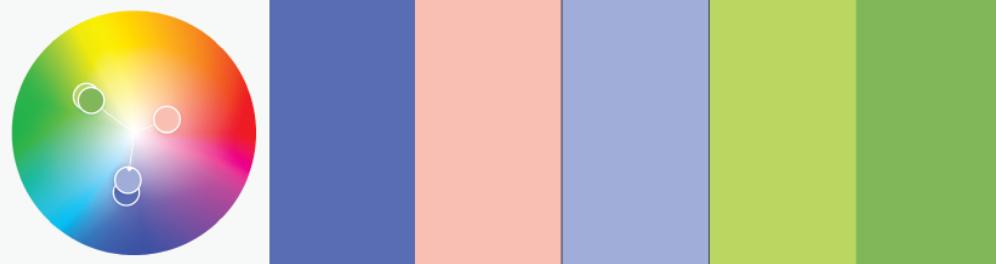
Small

Tiny

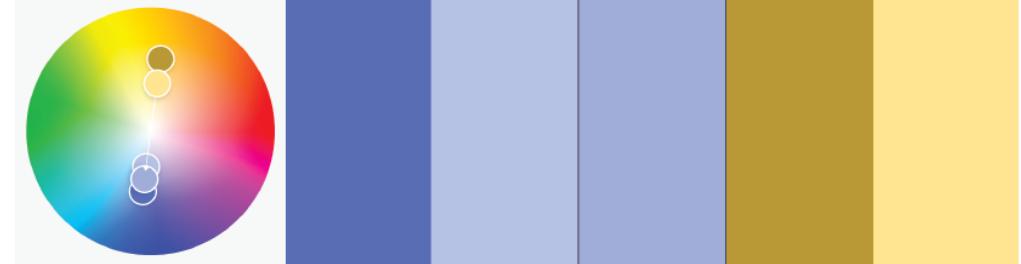
# Contraste des couleurs

## Théorie des couleurs

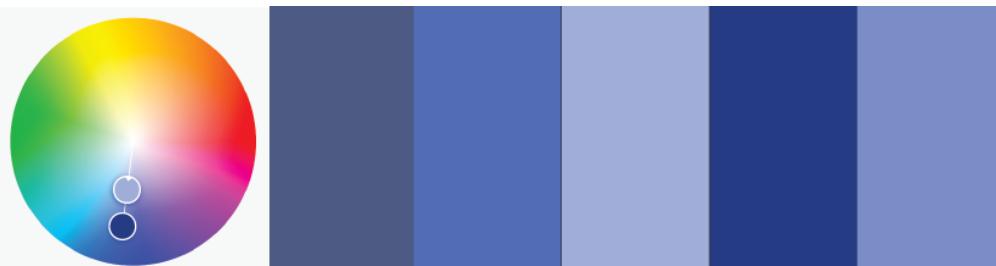
[color.adobe.com](http://color.adobe.com)



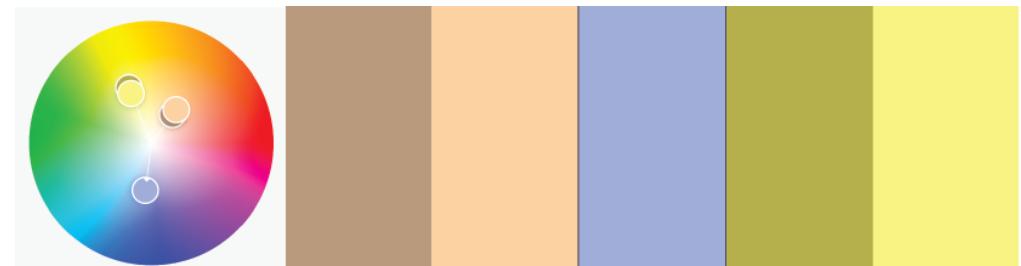
Triad



Complementary



Monochromatic



Split complementary

# Contraste des couleurs



Colors extracted from an image at [color.adobe.com](https://color.adobe.com)

# Convivialité et accessibilité

## Couleurs perceptuellement uniformes

Valeurs proches les unes des autres = couleurs similaires,  
Valeurs éloignées les unes des autres = couleurs différentes

## Couleurs sans danger pour les daltoniens

8 % des hommes et 0,05 % des femmes ont une forme de daltonisme

Les couleurs doivent pouvoir être distinguées par les personnes

# Couleurs perceptuellement uniformes



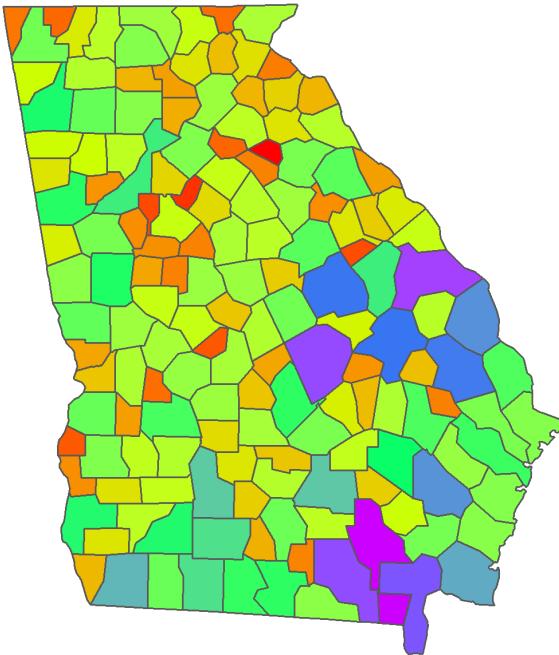
Traditional palettes vs. viridis



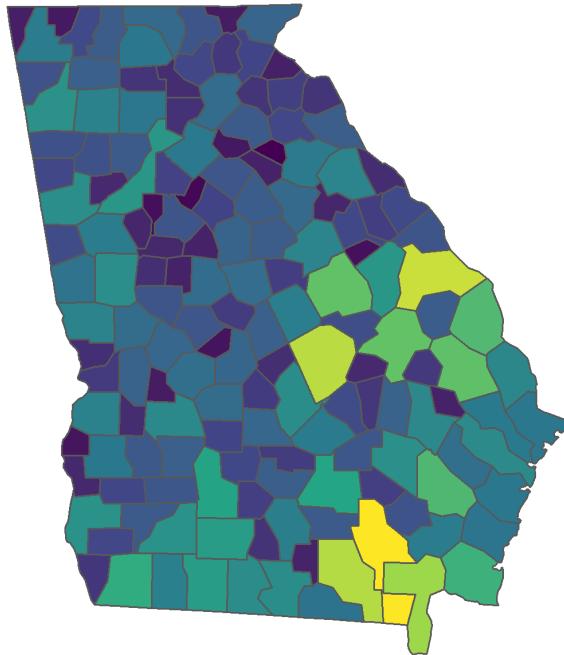
Traditional palettes vs. viridis as seen with deutanopia

<https://www.color-blindness.com/deutanopia-red-green-color-blindness/>

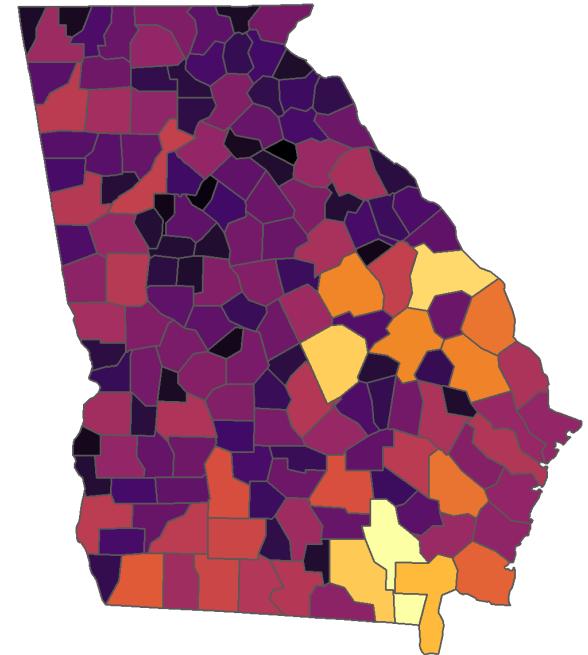
# Couleurs perceptiblement uniformes



Comtés de Géorgie remplis par zone,  
palette arc-en-ciel (PAS BON)



Comtés de Géorgie remplis par zone,  
viridis::viridis palette



Comtés de Géorgie remplis par zone,  
viridis::inferno palette

# Répétition

**Répéter certains aspects  
du dessin sur  
toute votre représentation graphique**

# Choses à répéter

Couleurs

Police

Familles, poids, tailles

Éléments graphiques

Alignements

# WE HELP PEOPLE BUILD BETTER FUTURES FOR THEMSELVES

Oxfam provides grants and technical support to local organizations around the world to support long-term solutions that help people grow nutritious food, access land and clean water, and—as one of our programs in Jordan illustrates—obtain decent work and fair wages.

## MORE THAN A PIPE DREAM

Water scarcity is a major problem in Jordan. Aging water infrastructure and a rapidly increasing population—the conflict in Syria has driven more than 650,000 Syrians to settle in Jordan—have created a situation where every drop counts.

Currently, more than 40 percent of Jordan's water leaks out of broken pipes, so knowing how to fix them is critical. When Oxfam and its partners started a program in northern Jordan to improve the water sector, we made training plumbers—particularly women—a priority.

Funding from the Canadian government helped us equip more than 400 women with basic plumbing skills not only to fix leaks in their homes but to acquire enough plumbing know-how to enter the labor market.

Mariam Tawfeeq Matlaq, 44, picked up a wrench five years ago and started her own business north of Amman soon after. "As soon as I received the training to be a plumber, I had a dream to open a shop," she says, though it wasn't easy to get off the ground. "There are negative perceptions of a woman plumbing in my community. The competition between me and the male plumbers can be difficult."

Still, she says, "I've proved it to people, my community, and the world around me that women can do anything, whether it is conventional or not."

Matlaq has trained many women and recommends them for jobs when she can.

"Women here want to work," she says. "We want opportunities, but often there aren't any for us. We need support from organizations to keep growing these opportunities."



ABOVE, TOP: Mariam Tawfeeq Matlaq fixes the water tank on her rooftop in Zarqa, north of Amman, Jordan, after receiving training from Oxfam on basic plumbing skills. Now she's training other women to become plumbers.

ABOVE, BOTTOM: Matlaq opened her hardware store a year ago in Zarqa and employs several male plumbers who work across the city.

OPPOSITE: "I have been a plumber for five years now. I like it a lot—I especially like the challenges I face," Matlaq says.

PHOTOS: Abbie Treylor-Smith/Oxfam

# WE SAVE LIVES IN DISASTERS AND CONFLICTS

We work with local organizations to provide assistance during conflicts and disasters, but we also partner with community and national advocates to change the conditions that create them. That's the case in Central America and Mexico, where Oxfam has worked for many decades.

## LITTLE CHOICE BUT TO LEAVE

Last fall, Nelson Chavez left his home in El Salvador because he couldn't make enough money to support his family. He worked for a honey producer, bottling honey and selling it from his home. But his income only covered half of what his family needs.

Chavez was one of thousands of people fleeing El Salvador, Guatemala, Honduras, and Mexico to look for a better life in the United States. "What we have in common is the necessity to migrate," he said. "The majority of us do hard work like construction and farm labor, and we are poor. We live on what we make each day."

Oxfam and its partners provided immediate help to Chavez and others in Guatemala with food packages, portable toilets, drinking water, vitamins and rehydration drinks, canopies, and hygiene kits—which included information about how to report acts of violence and human trafficking. In Mexico, we distributed water, thermoses, pots of Vaseline for sore feet, and oral rehydration salts.

But we also provided financial support to local migrants' rights organizations and shelter networks, and called on the governments of Guatemala, Mexico, and the US to protect and guarantee the rights of asylum-seekers and ensure that children aren't separated from their families.

Oxfam President and CEO Abby Maxman visited Tijuana, Mexico, in January to meet with migrants, asylum-seekers, and partner organizations. "The migrants I met in Tijuana are no different than the people who first built our country and what generations of Americans have done: arrive with aspirations to build a better life," she said. "We should live up to our legacy as a welcoming nation that was built on the hard work of immigrants, rather than demonize and criminalize them."



ABOVE, TOP: Nelson Chavez, from El Salvador, left his home and walked to the Guatemala-Mexico border. "There are almost no opportunities to work in my country." Elizabeth Stevens/Oxfam

ABOVE, BOTTOM: Oxfam staff Alejandro Orozco and Sherry Toc deliver an inflatable mattress to a man arriving at a shelter in Tecún Umán, Guatemala. Alyssa Eisenstein/Oxfam

OPPOSITE: People from La Trinidad, Guatemala, evacuate their community after the eruption of Fuego volcano last June. Oxfam helped those who were displaced. James Rodriguez/Panos for Oxfam America

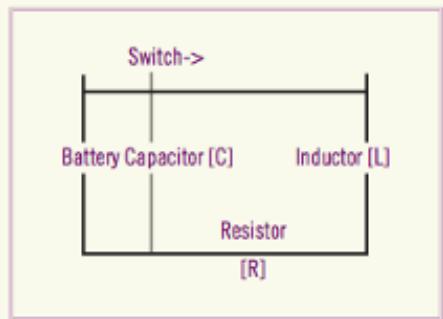
# Alignment

Chaque élément doit avoir une connexion visuelle avec quelque chose d'autre sur la page.

# Alignment

## Example 6: Value of a resistor in an electrical circuit.

Find the value of a resistor in an electrical circuit which will dissipate the charge to 1 percent of its original value within one twentieth of a second after the switch is closed.



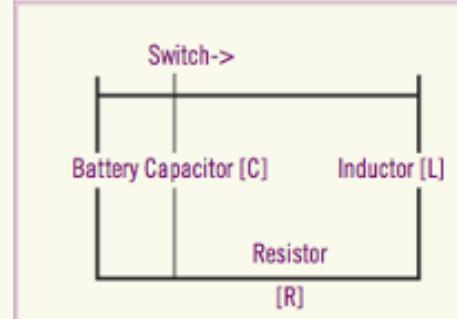
q0=	9	volts
q(t)=	0.09	volts
t=	0.05	seconds
L=	8	henrys
C=	0.0001	farads
R=	300	ohms
q(t)=	0.253889	

1/(L*C_)	1250
[R_/(2*L)]^2	351.5625
SQRT(B15-B16)	29.973947
COS(T*B17)	0.07203653
-R_*T/(2*L)	-0.9375
Q0+EXP (B 19)	3.52445064

Mauvais alignment

## Example 6: Value of a resistor in an electrical circuit.

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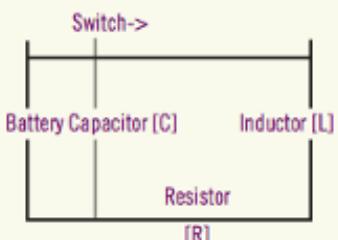
Bon alignment - tout est connecté à quelque chose

# Alignment + répétition

Partagez les lignes et répétez les alignements si possible.

## Example 6: Value of a resistor in an electrical circuit.

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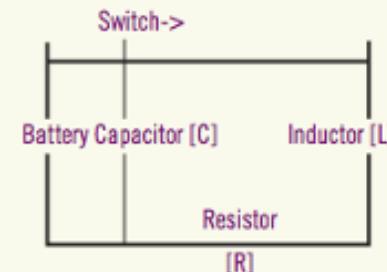
$q_0 = 9$  volts  
 $q(t) = 0.09$  volts  
 $t = 0.05$  seconds  
 $L = 8$  henrys  
 $C = 0.0001$  farads  
 $R = 300$  ohms  
 $q(t) = 0.253889$

$1/(L \cdot C)$	1250
$(R/(2 \cdot L))^2$	351.5625
$\text{SQRT}(B15-B16)$	29.973947
$\cos(T \cdot B17)$	0.07203653
$-R \cdot T / (2 \cdot L)$	-0.9375
$Q0 + \text{EXP}(B19)$	3.52445064

4 alignements horizontaux ; 3 alignements verticaux

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 $t = 0.05$  seconds  
 $L = 8$  henrys  
 $C = 0.0001$  farads  
 $R = 300$  ohms  
 $q(t) = 0.253889$

$1/(L \cdot C)$	1250
$(R/(2 \cdot L))^2$	351.5625
$\text{SQRT}(B15-B16)$	29.973947
$\cos(T \cdot B17)$	0.07203653
$-R \cdot T / (2 \cdot L)$	-0.9375
$Q0 + \text{EXP}(B19)$	3.52445064

1 alignement horizontal partagé ; 2 alignements verticaux

# Alignment + contraste

Centre + gauche est super commun, mais a un faible contraste

Le mélange d'alignment gauche et droit offre un contraste plus fort

## Chapter 1

Here's a title

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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Here's a title

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

# Proximité

**Regrouper les éléments liés ensemble.**

# Proximité

Utilisez l'espace blanc, la couleur, l'emplacement, le contraste, la répétition, l'alignement, etc. pour créer des groupements visuellement distincts

**Ralph Roister Doister**

(717) 555-1212

**Mermaid Tavern**

916 Bread Street

London, NM

**Mermaid Tavern**

**Ralph Roister Doister**

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

# CRAP revision

## Contraste

**Your Attitude  
is Your Life**

Lessons from  
raising three children  
as a single mom

**Robin Williams**  
October 9

## Répétition

**Your Attitude  
is Your Life**

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## Alignment

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