



# MULTIMEDIA SYSTEM

FUNDAMENTALS IN GRAPHICS DESIGN (PART 2)

# Learning Objectives

At the end of the presentation, the student should be able to:

1. Discuss the different principles in graphics design
2. Apply Gestalt Theories in graphic designs
3. Apply the Golden Section, Rule of Thirds and Color Theory in graphics design.

# Lesson Presentation

- Principles of Graphic Design
- Gestalt Theories
- Golden Section
- Color Theory
- Review
- Lesson- end- Activities

# Principles of Design

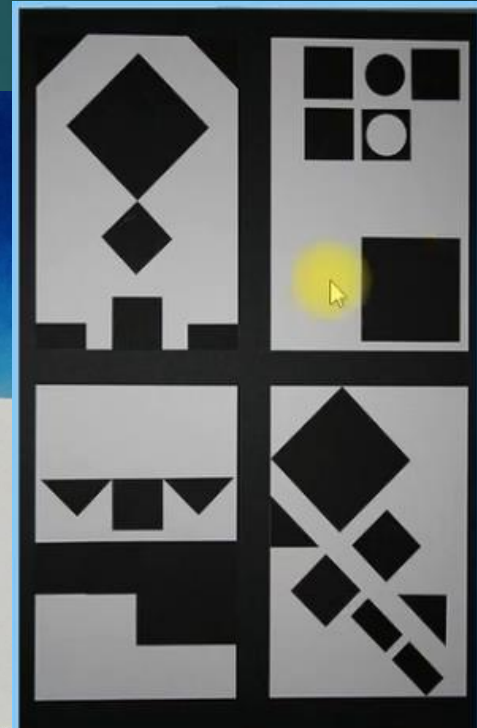
When using the tools we spoke about a designer that keeps in mind some principles of design that aid him in composing his work.

These principles are:

- ✓ Balance
- ✓ Rhythm
- ✓ Emphasis
- ✓ Unity

# BALANCE

**Balance** refers to the distribution of visual weight in art. Visual weight may not be a 50- 50 distribution on both sides of the page. All the quadrants in the picture at right are balanced. Clockwise from the left, they are symmetrically, Asymmetrically, Horizontally and Diagonally balanced.



# RHYTHM

**Rhythm** is a pattern created by repeating elements on a page in an expected manner.

Repetition (repeating similar elements in a consistent manner) and variation (a change in the form, size, or position of the elements) are the keys to visual rhythm.





# EMPHASIS

Every page needs a focal point.

**Emphasis** is also known as dominance in graphic design. It is the first thing the eye sees.

**Emphasis** is used to create hierarchy of what should be most important on a page.



**Unity** helps all the elements look like they belong together. Readers need visual cues to let them know the piece is one unit.

[illegible]

A collage of newspaper front pages from various locations, all reporting on the El Paso shooting. The collage is arranged in a grid-like fashion, with some pages overlapping. The top row includes the San Antonio Express-News, Austin American Statesman, and Waco Tribune-Herald. The second row features the El Paso Times, Fort Worth Star-Telegram, and The Dallas Morning News. The third row shows the Tyler Morning Telegraph and the Texarkana Gazette. The bottom row includes a page from Waco Tribune-Herald and a page from the El Paso Times. The headlines are prominent, with large, bold text for the main stories. Images of the shooting scene, emergency responders, and community reactions are interspersed throughout the pages. The overall tone is somber and urgent, reflecting the gravity of the event.



# GESTALT THEORIES

The Gestalt or “whole form” theory sought to define the principles of perception. These are innate mental laws that determine how we see images.

- ✓ **Emergence**

- ✓ **Reification**

- ✓ **Multi- stability**

- ✓ **Invariance**

- ✓ **Closure**

- ✓ **Similarity**

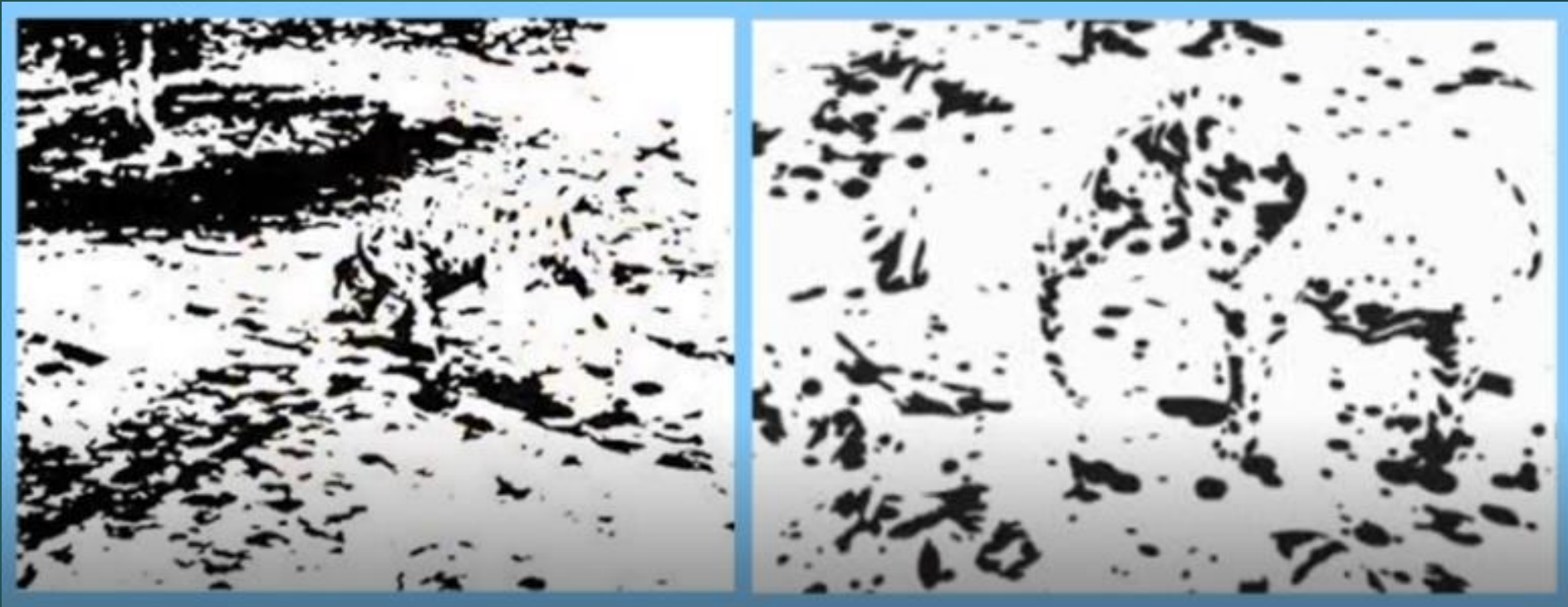
- ✓ **Proximity**

- ✓ **Symmetry**

- ✓ **Continuity**

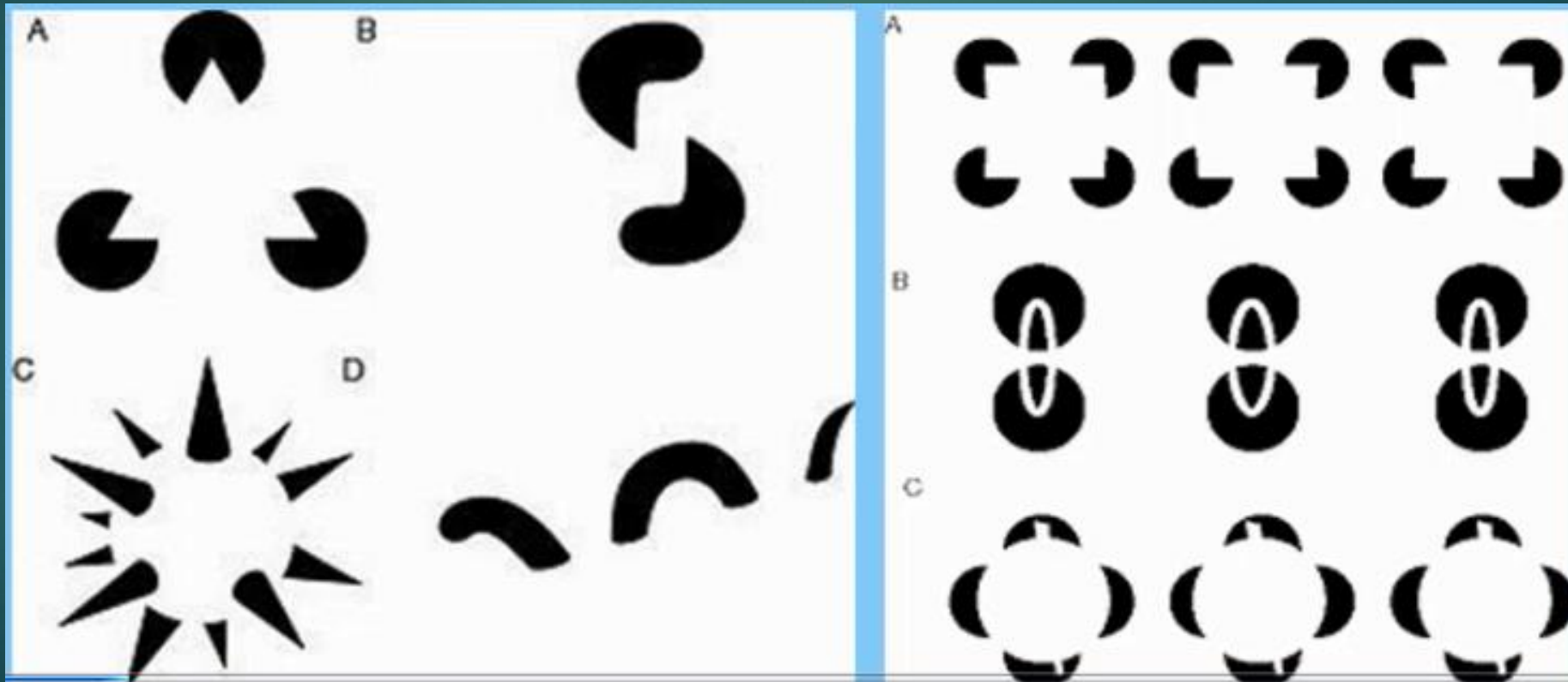
# EMERGENCE

The dog emerges from other spots as a whole and not as individual parts.



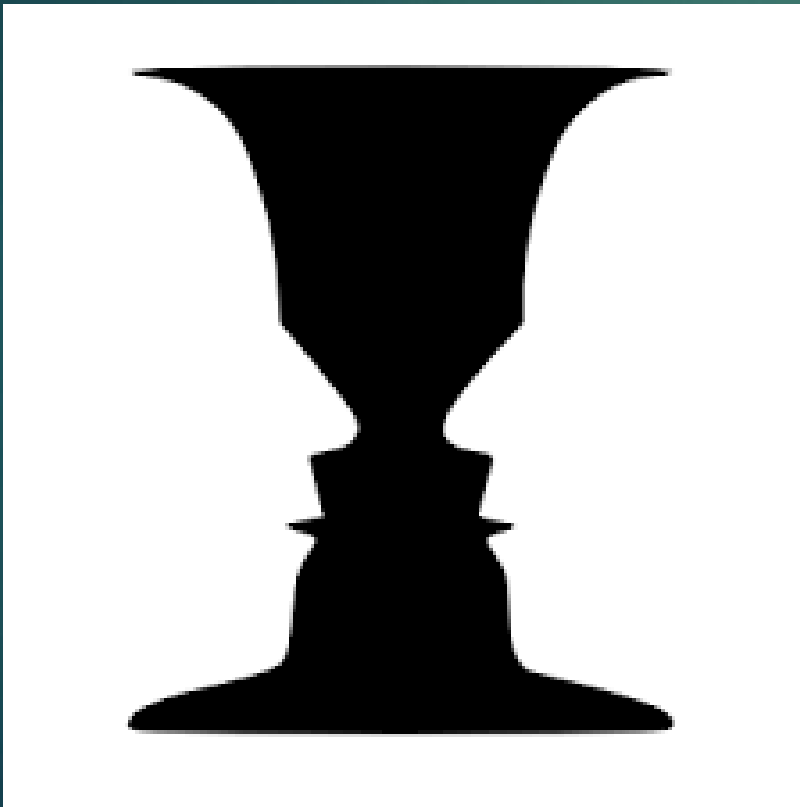
# REIFICATION

This is the “constructive” aspect perception, i.e. we draw shapes in our mind even though there is nothing actually drawn.



# MULTI- STABILITY

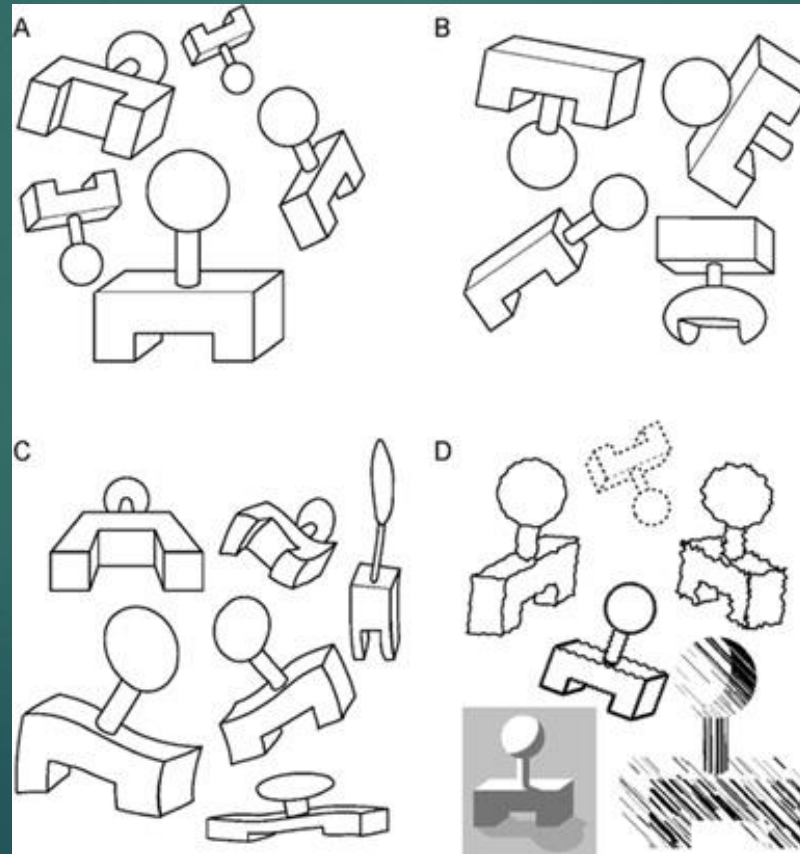
The tendency for us to see a static image pop back and forth, or for us to see two images in one alternately.





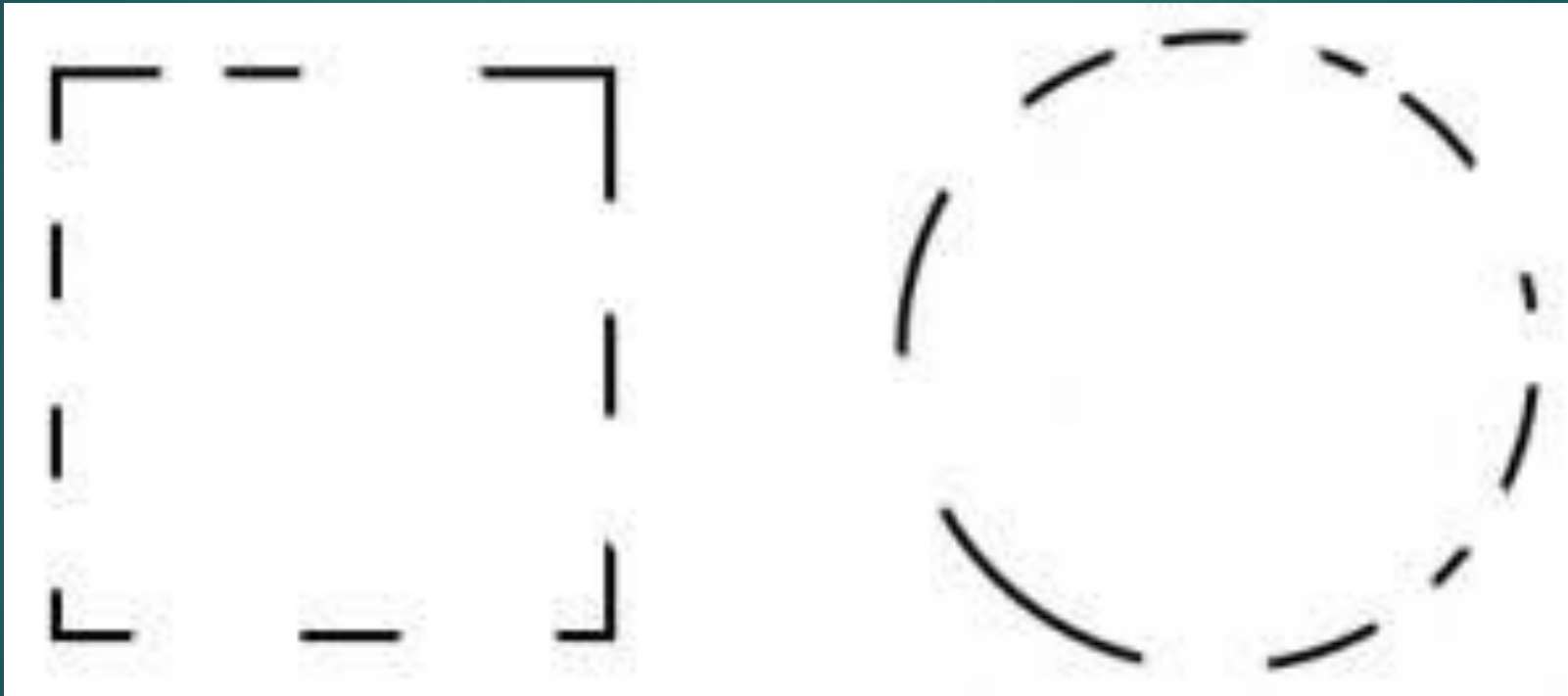
# INVARIANCE

We recognize simple geometrical objects irrespective of rotation, scale or translation.



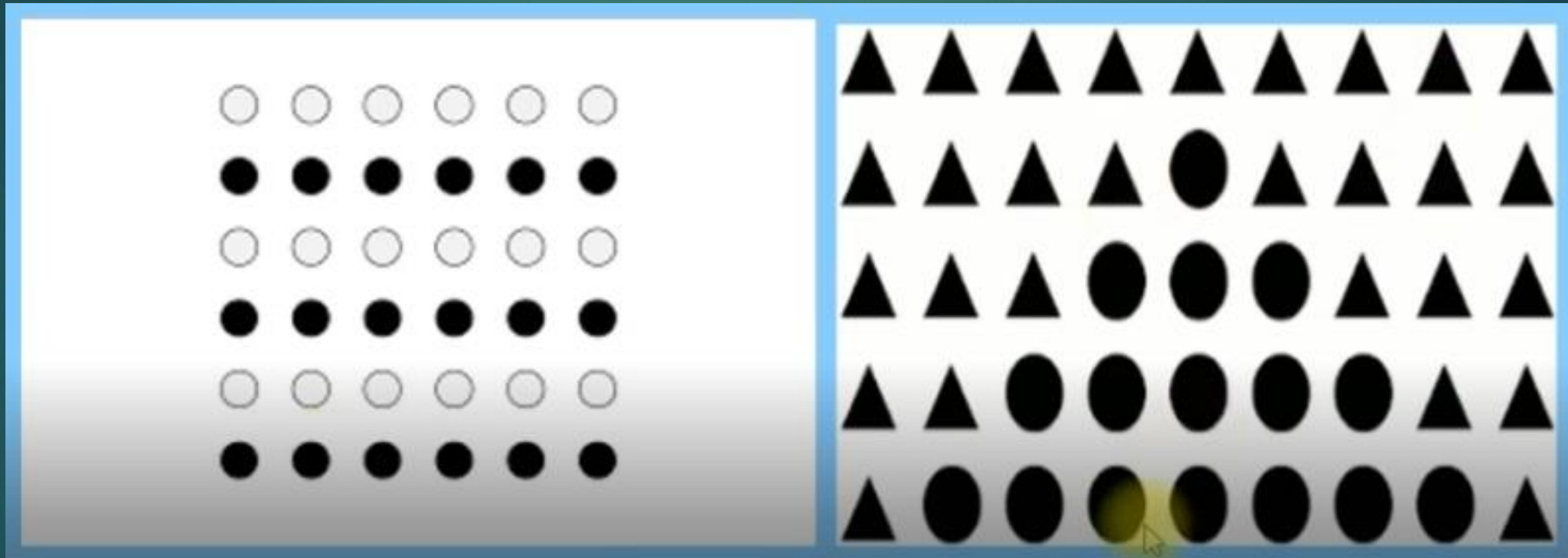
# CLOSURE

We have tendency to complete a regular figure.



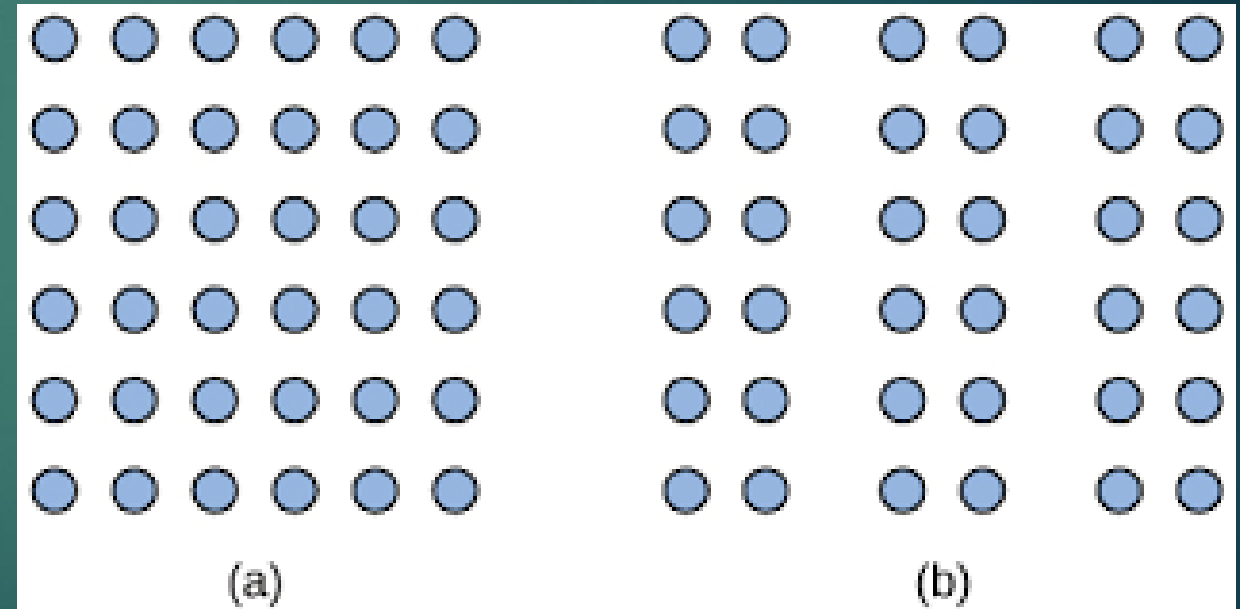
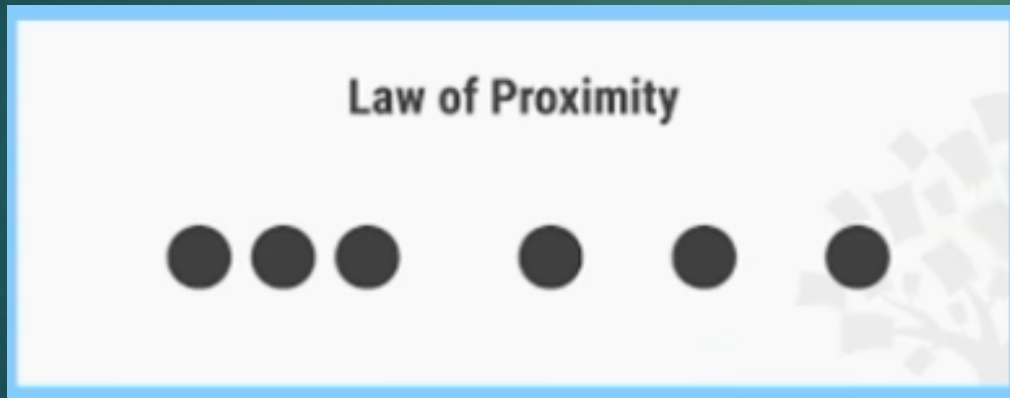
# SIMILARITY

The mind groups similar elements into collective entities.



# PROXIMITY

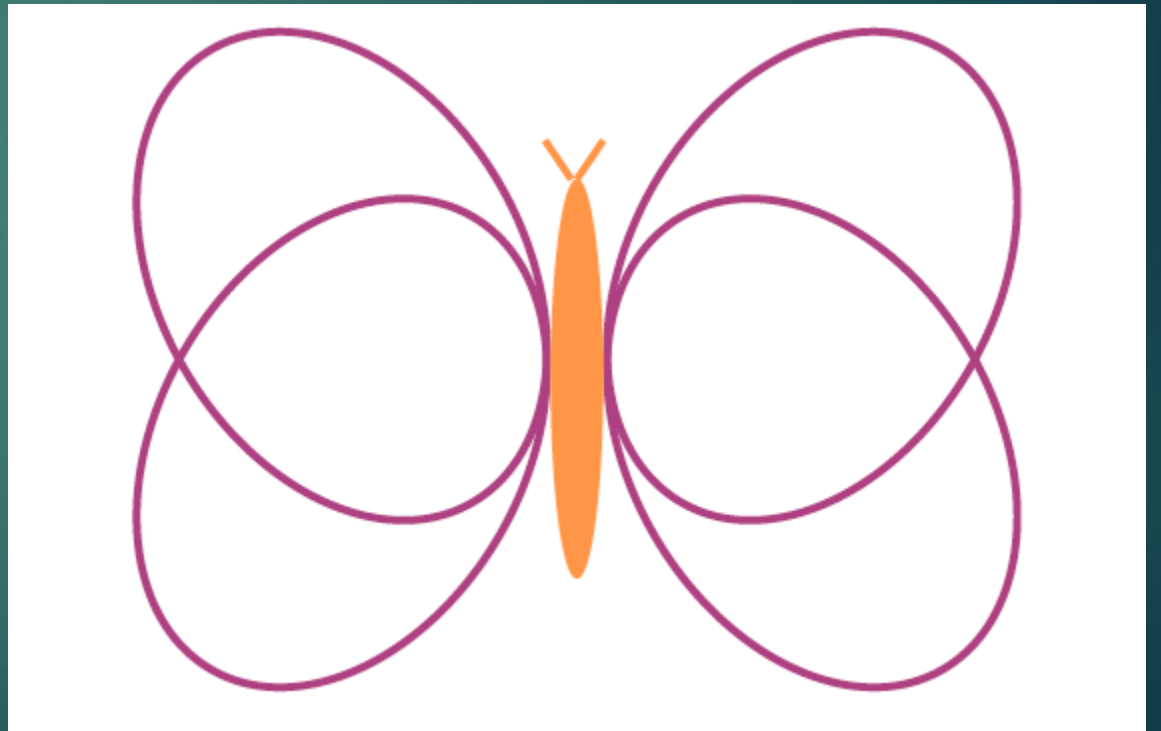
The minds groups elements into collective entities depending on their proximity.





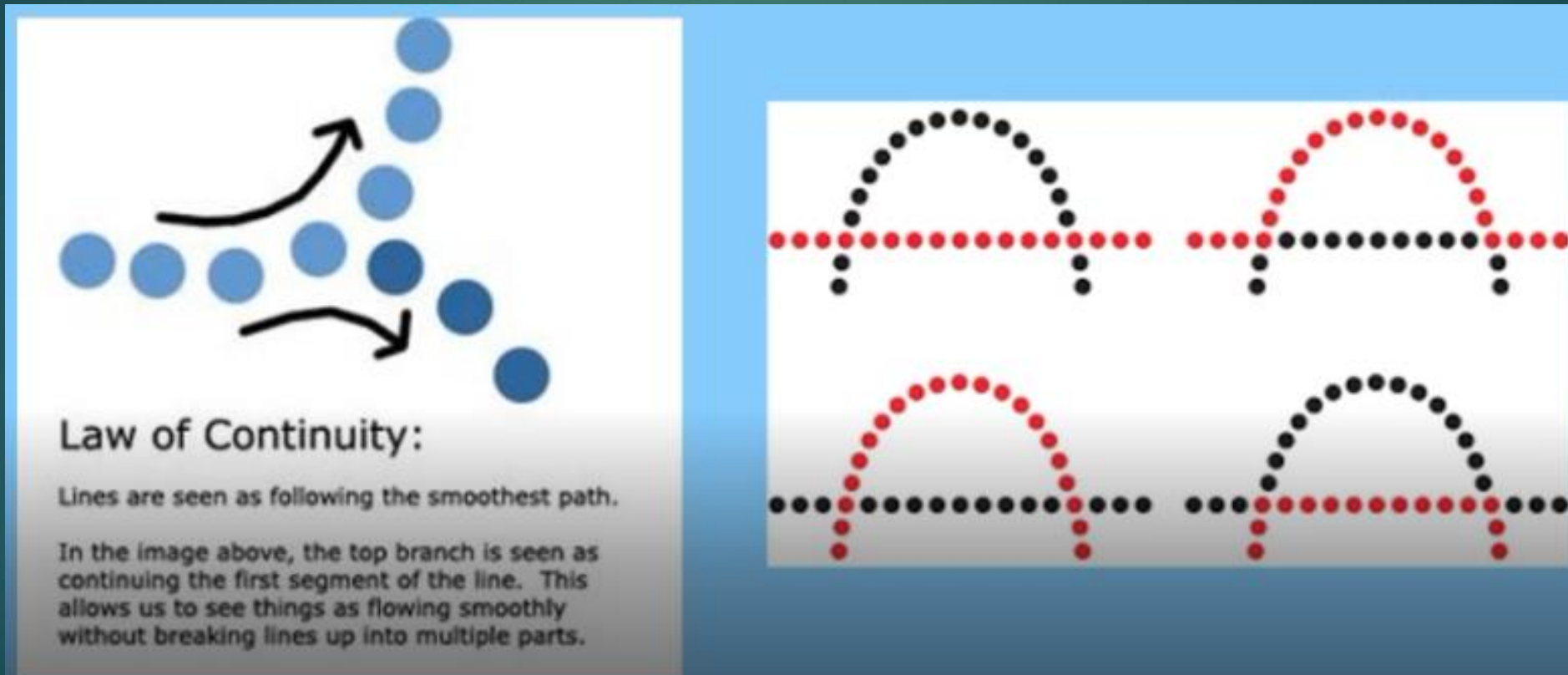
# SYMMETRY

States that elements that are symmetrical to each other tend to be perceived as a unified group.



# CONTINUITY

We will see the lines crossing each other rather than two angles.



# GOLDEN SECTION

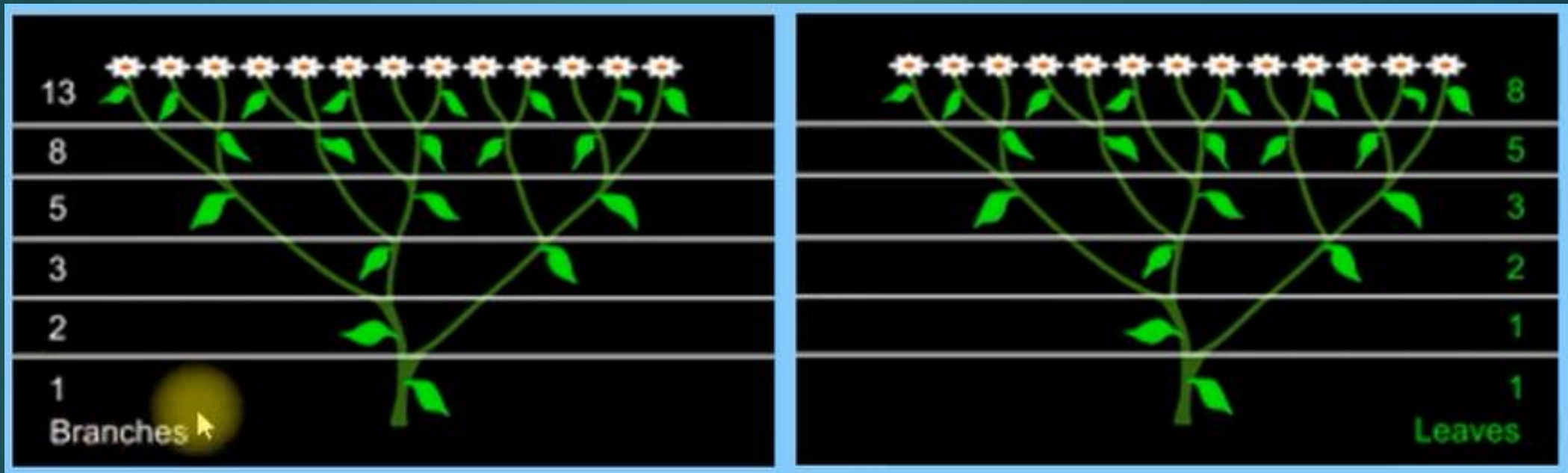
The Golden Section is also known as the Golden Mean and the Divine Proportion. It is also known as the law of nature. It is the ratio or proportion defined by the number Phi (1.618)

In the picture above A is 1.618 times B and B is 1.618 times C. Fibonacci series of numbers are based in this ratio.



# [Golden Section]

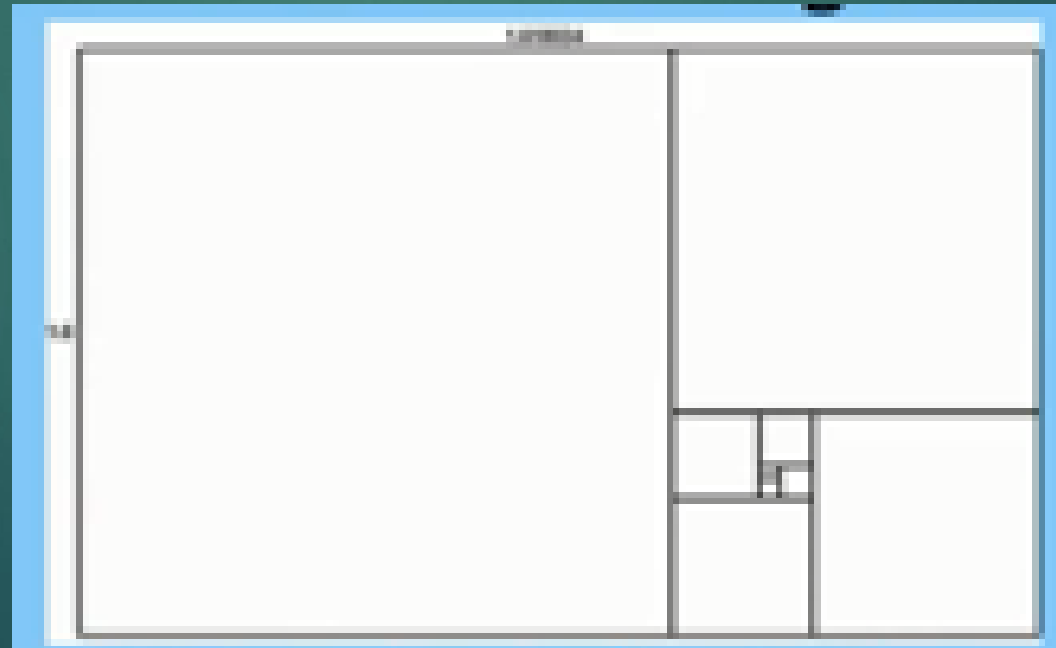
The illustration below show how the Fibonacci series works in nature.





# Why study Golden Section?

The rule of thirds is derived from the golden section. A golden rectangle is a rectangle whose sides have the ratio of 1:0.618. Below, the entire figure is a Golden Rectangle. By dividing the large rectangle at the 0.618 position, we get a square and another Golden rectangle, and so on and so forth.



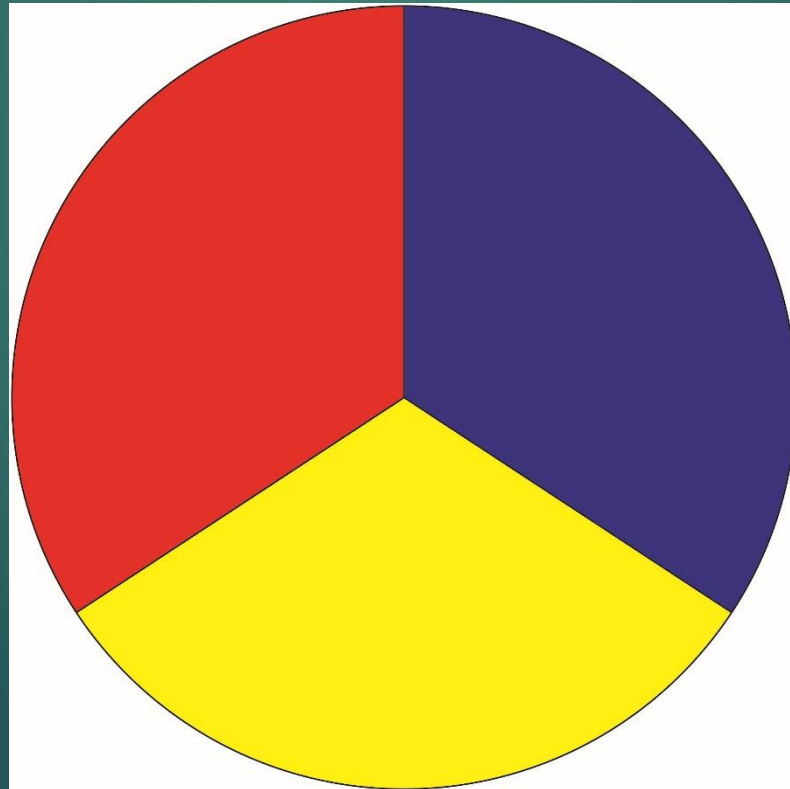
# Rule of Thirds

It is based on the fact that the human eye is naturally drawn to a point about two-thirds up a page. Crop your photo so that the main subjects are located around one of the intersection points rather than in the center of the image.



# COLOR THEORY

In traditional color theory, these are the 3 pigment colors that can not be mixed or formed by any combination of other colors. Red, Yellow and Blue are called Primary Colors. All other colors are derived from these 3 hues.

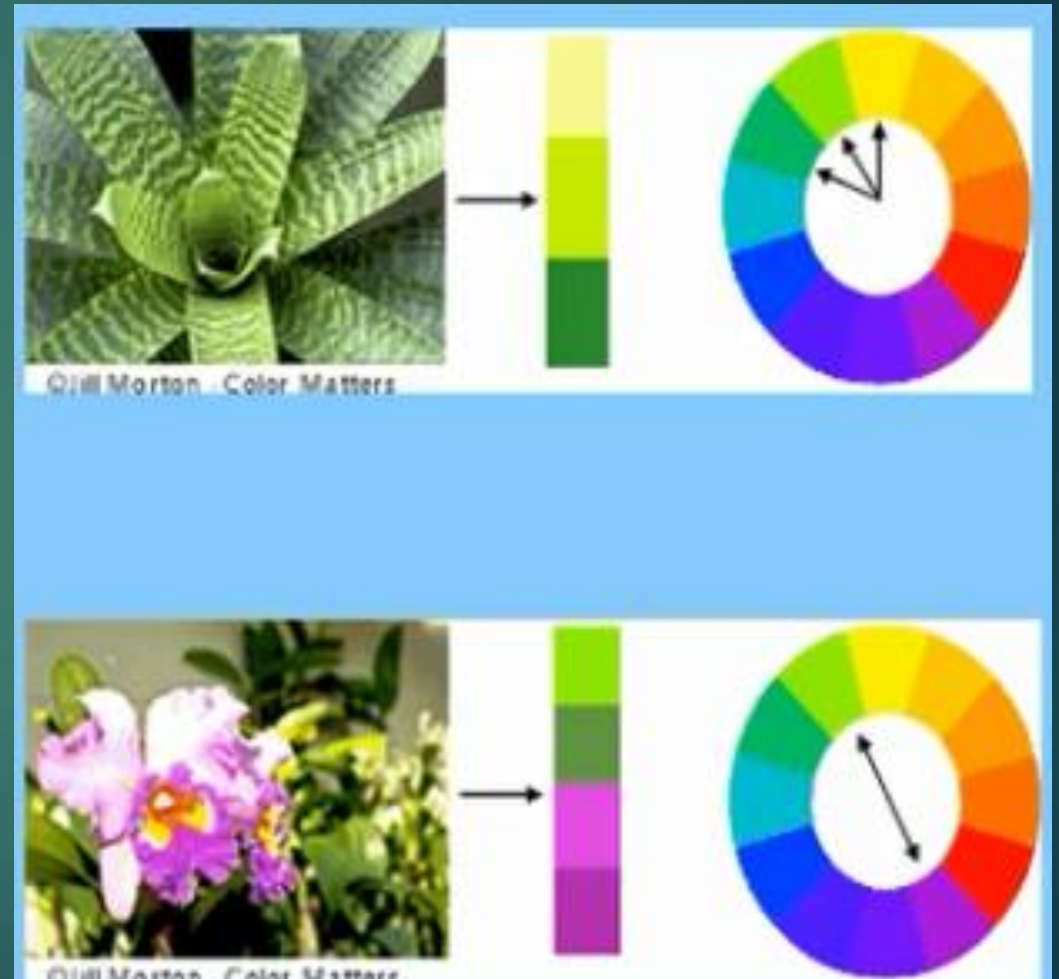


# WHY study Color Theory?

Knowledge of color harmonies and complimentary colors aid us in composition.

Harmonious Colors are colors that sit next to each other on the color wheel.

Complimentary Colors are colors opposite each other on the color wheel.





# COLOR and corporate ID

The psychological aspect of color is the main rationale behind its use in corporate ID. The other reason is that color is the first thing we perceive in any graphic element.



# Were learning objective met?

At the end of the presentation, the student should be able to:

1. Discuss the different principles in graphics design
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# Lesson- end Activity

Review any graphic design you encountered and identify if the principles of design , Gestalt Theories, Golden Section, Rule of Thirds and Color Theory is being applied or not.

Discuss what we needs to be improved. Consider in your discussion the concepts we have learned on our past lesson on “Fundamentals in Graphics Design Part 1 of 2.