



MULTIMEDIA SYSTEM

FUNDAMENTALS IN GRAPHICS DESIGN (PART 1)

Learning Objectives

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

1. Discuss the concepts of Graphic Design
2. Analyze the Fundamental Questions to Graphic Design
3. Apply the Designer's tool kit to Graphics Design

Lesson Presentation

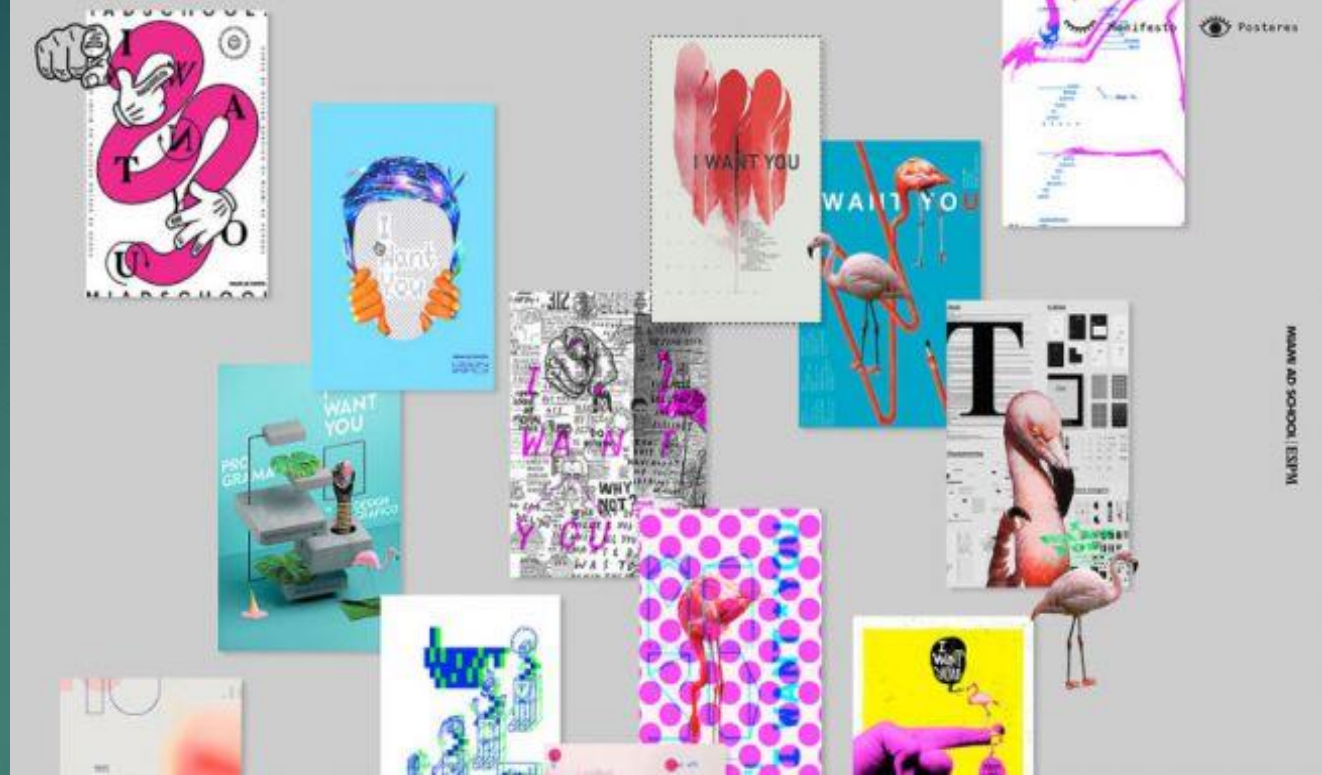
- Definition
- Fundamental Questions to Graphic Design
- Designer's tool kit
- Review
- Lesson- end Activities

Graphic Design

Definition:

Graphic design is the craft of creating visual content to communicate messages.

Applying visual hierarchy and page layout techniques, graphic designers use typography and pictures to meet users' specific needs.



Life is
not a
Problem
to be
Solved
But
A reality
to be
experienced



FUNDAMENTALS QUESTIONS TO GRAPHIC DESIGN

1. What is the objective of the communication
2. What needs to be said first and then next and then after that? (levels of hierarchy)
3. How do you want the eye to flow through the page?
4. Who are you speaking to?
5. What is the tone of voice?

FUNDAMENTALS QUESTION.

1. What is the objective of the communication

**What is the information that needs to be passed on?
When the audience reads your book/webpage/ad,
what's he supposed to get out of it?*

What are the objectives?

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EXTRA EXTRA EXTRA

PETERSON VERDICT


REDWOOD CITY DAILY NEWS

San Mateo County's 7-day-a-week newspaper

NOV 27, 2012

GUILTY

Crowds cheer verdict



INSIDE

- THE VERDICT** — A verdict of guilty was announced for the defendant in the case of the murder of a woman.
- THE VERDICT** — A verdict of guilty was announced for the defendant in the case of the murder of a woman.
- THE VERDICT** — A verdict of guilty was announced for the defendant in the case of the murder of a woman.

GD #3




GD #4



GD #5





What needs to be said first and then next and then after that? (levels of hierarchy)

**You'll want to think about what needs to be said first and foremost and what it should be followed by.*

How can you illustrate the Hierarchy of these graphical designs??

The Weather
Considerable cloudiness today and tonight with chance of showers tonight. High today, 86; low tonight, 66 to 68. Tomorrow's high, 72; low, 56. (Circle and Map, Page 12)

THE SUN FINAL
BALTIMORE, FRIDAY, AUGUST 9, 1974 10 Cents

NIXON RESIGNS

Ford will become president at noon

No deal made on prosecution, Jaworski says

Decision is laid to weakness of political base

BY HERBERT F. JAWORSKI
Investigative Editor of The Sun

Washington—Lawrence Jaworski, the Watergate special prosecutor, said last night there has been "no agreement or understanding of any sort" between his office and President Nixon.

Mr. Jaworski, as the man in charge of the Watergate criminal prosecutions, presumably would play a major role in deciding whether to press criminal charges against Mr. Nixon for his involvement in the Watergate scandal.

Despite the uncertainties over that question, it appeared likely to legal experts yesterday that as a private citizen Mr. Nixon will be summoned to appear as a witness at the trial of his former aide in the Watergate covering case scheduled to open next month.

Senator Edward M. Brooke (R., Mass.) said last night he had dropped his move in Congress to get immunity for the President, saying Mr. Nixon makes a "full confession" of his involvement in Watergate and related scandals.

"I believe that the President owes it to the American people to make full disclosure of his personal involvement in Watergate and related incidents," said Mr. Brooke, who earlier yesterday had announced a resolution calling for immediate action.

—There has been no agreement...

BY JOHN F. WEEB
Washington Bureau of The Sun

Washington—Five days after he succeeded the late John F. Kennedy, President Lyndon B. Johnson told Congress and the American people, "Let us continue."

When he became the nation's 36th President, Lyndon B. Johnson said, "Let us continue."

Unique in our history, Mr. Ford's predecessor is not leaving the first Presidency as though in the grips of the situation faced by his right-hand man, Vice President Spiro T. Agnew.

Washington—President Nixon, without consulting with his prosecution insurance, abandoned his fight against impeachment and announced last night that he was resigning at noon today.

Vice President Ford will be sworn in as the nation's 38th president then, and Mr. Nixon, who stood firm in the wake of Agnew's scandal-fueled resignation, asked the country to "put the bitterness and divisions of the recent past behind us" and rally behind Mr. Ford.

Mr. Ford then made a brief statement, praising Mr. Nixon's sacrifice, promising to keep Henry A. Kissinger on as Secretary of State in the period of peace and pledging to work with Democrats and Republicans in Congress, where, he said, "I don't think I have a single enemy."

After saying farewell to the Cabinet and the White House staff, Mr. Nixon and his family will leave the White House at 10:30 p.m. and fly to California at Air Force One. He will leave Washington as President, but his formal term of resignation will be determined by the Congress's office before noon and he will arrive at San Clemente as a former president.

Mr. Nixon, on his way back from the Oval Office, said he was resigning because his support in Congress had disappeared. He insisted, "I have never been a better" and said that resignation was personally "upheld" to him. Moreover, his family "unanimously" opposed the step, he said.

—The end of a political era...



How can you illustrate the Hierarchy of these graphical designs??

SURREAT. BOOTH. HAROLD.

War Department, Washington, April 20, 1865,

\$100,000 REWARD!

THE MURDERER

Of our late beloved President, Abraham Lincoln,
IS STILL AT LARGE.

\$50,000 REWARD

Will be paid by this Department for his apprehension, in addition to any reward offered by Municipal Authorities or State Executives.

\$25,000 REWARD

Will be paid for the apprehension of JOHN H. SURREAT, one of Booth's Accomplices.

\$25,000 REWARD

Will be paid for the apprehension of David C. Harold, another of Booth's accomplices.

LIBERAL REWARDS will be paid for any information that shall conduce to the arrest of either of the above-named criminals, or their accomplices. All persons harboring or secreting the said persons, or either of them, or aiding or assisting their concealment or escape, will be treated as accomplices in the murder of the President and the attempted assassination of the Secretary of State, and shall be subject to trial before a Military Commission and the punishment of DEATH. Let the stain of innocent blood be removed from the land by the arrest and punishment of the murderers. All good citizens are exhorted to aid public justice on this occasion. Every man should consider his own conscience charged with this solemn duty, and rest neither night nor day until it be accomplished.

EDWIN M. STANTON, Secretary of War.

DESCRIPTIONS.—BOOTH is Five Feet 7 or 8 inches high, slender build, high forehead, black hair, black eyes, and wears a heavy black mustache.

JOHN H. SURREAT is about 5 feet, 9 inches. Hair rather thin and dark; eyes rather light; no beard. Would weigh 145 or 150 pounds. Complexion rather pale and clear, with color in his cheeks. Wore light clothes of fine quality. Shoulders square; cheek bones rather prominent; chin narrow; ears projecting at the top; forehead rather low and square, but broad. Parts his hair on the right side; neck rather long. His lips are firmly set. A slim man.

DAVID C. HAROLD is five feet six inches high, hair dark, eyes dark, eyebrows rather heavy, full face, nose short, hand short and fleshy, feet small, instep high, round bodied, naturally quick and active, slightly closes his eyes when looking at a person.

NOTICE.—In addition to the above, State and other authorities have offered rewards amounting to almost one hundred thousand dollars, making an aggregate of about **TWO HUNDRED THOUSAND DOLLARS.**

3. How do you want the eye top flow through the page?

**The hierarchy mentioned above., along with elements like color, contrast, size etc., will automatically make your viewers eyes go through the page in a certain way.*

3. How do you want the eye top flow through the page?



4. Who are you speaking to?

**You have to be very sure about this as different people need to be spoken to differently, just the way it is in real life.*

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Unique Lifestyle = Unique Needs



There is no specific, set diet designed to serve every individual equally. That's because each adult has a unique lifestyle and body type. Someone who works in an office all day and has little time to exercise generally needs less fat and fewer calories than someone who works in a physically demanding job.

How much do you think about what you eat? If you think that paying close attention to your diet is only for those who are trying to drop a dress size, you've got the wrong idea. Each individual should be giving a lot of thought to the kinds of food that they fuel their body with, regardless of their current health status. Many health problems don't become obvious until later in life, because the body didn't get the nutrition that it needed to prepare for a long, healthy lifespan earlier. The first step toward better nutrition is knowing just how and what you should be eating.

Many of us have deeply rooted bad nutrition habits, possibly from as far back as our childhood. It takes hard work to change our tastes and give up foods that we love, but it's a change that we have to make if we plan to avoid disease and stay healthy into our later years.

If at all possible, combine a new nutritious diet with an excellent exercise routine. Building muscle mass and keeping your cardiovascular system active helps your body burn fat effectively, process vitamins and minerals, and prepare itself for a long, productive life. Exercise is also an important part of warding off diabetes, obesity, and even mental diseases like dementia.

Every adult has a unique lifestyle and body type which requires careful consideration and planning to develop nutritious habits.



LEARN MORE

Make smart decisions about your health and visit a physician or health specialist for advice and questions.

USDA Nutrition Information
www.choosemyplate.gov

National Agriculture Library
www.nutrition.gov

American Society for Nutrition
www.nutrition.org

NUTRITION FOR ADULTS



HEALTHY DIRECTIONS

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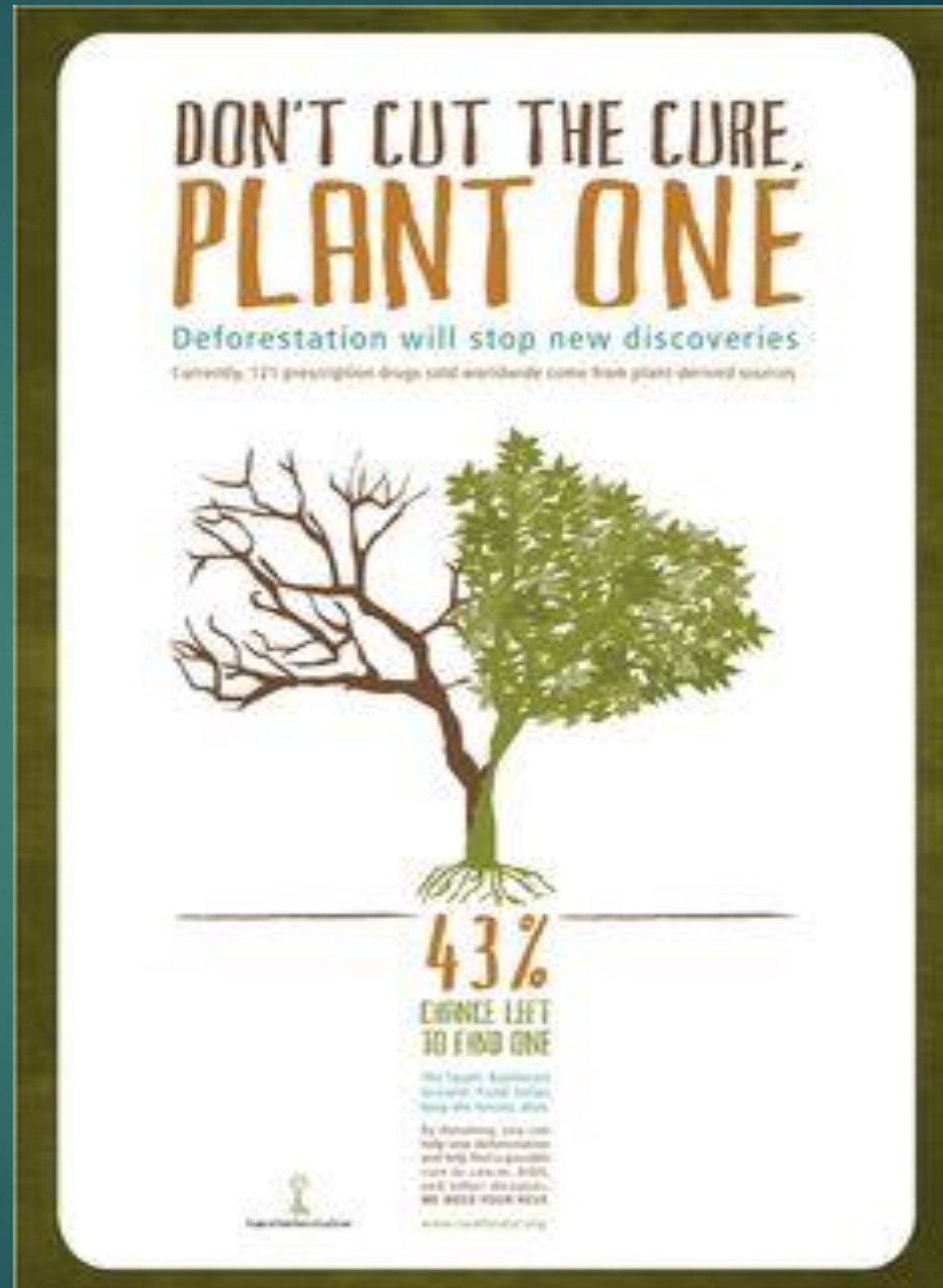
5. What is the tone of voice?

**Only once you have got the above figured out can you think about the more external elements of your piece of work.*

5. What is the tone of voice?



5. What is the tone of voice?



DESIGNER'S TOOL KIT

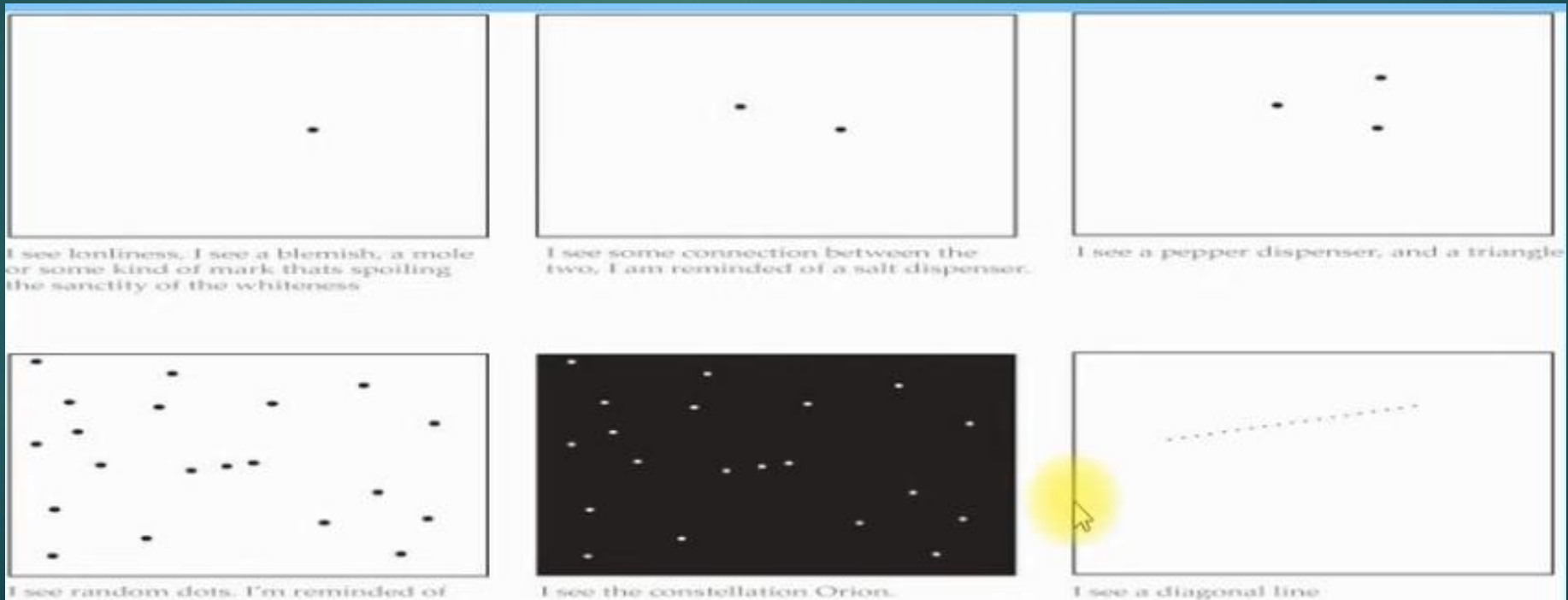
Broadly speaking, the following tools are available to him to solve the aforementioned issues:

- ✓ **Point**
- ✓ **Line**
- ✓ **Shape**
- ✓ **Pattern**
- ✓ **Texture**
- ✓ **Space**
- ✓ **Size**
- ✓ **Typography**
- ✓ **Color Image**

[Designer's Tool Kit]

POINT

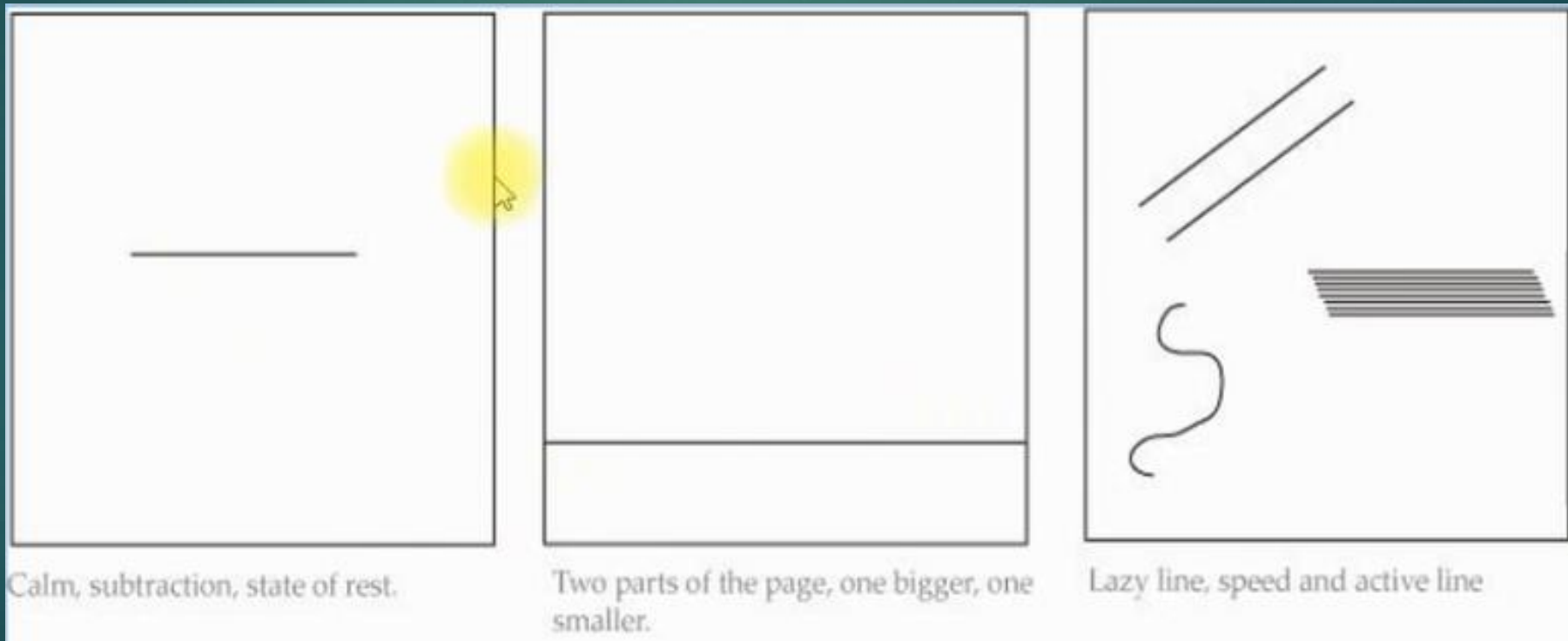
- ▶ A point marks a position in space. It takes form as a dot, visible mark.



[Designer's Tool Kit]

LINE

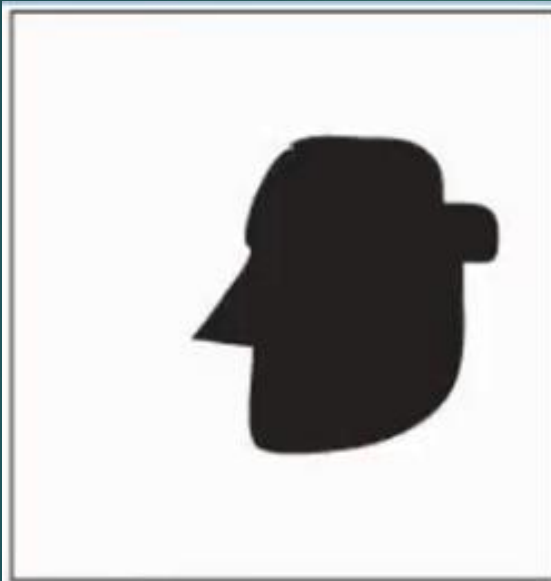
- ▶ A line is any mark connecting two points.



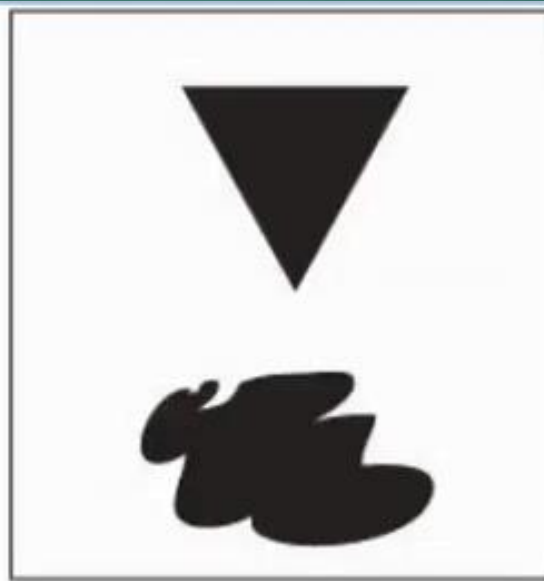
[Designer's Tool Kit]

SHAPE

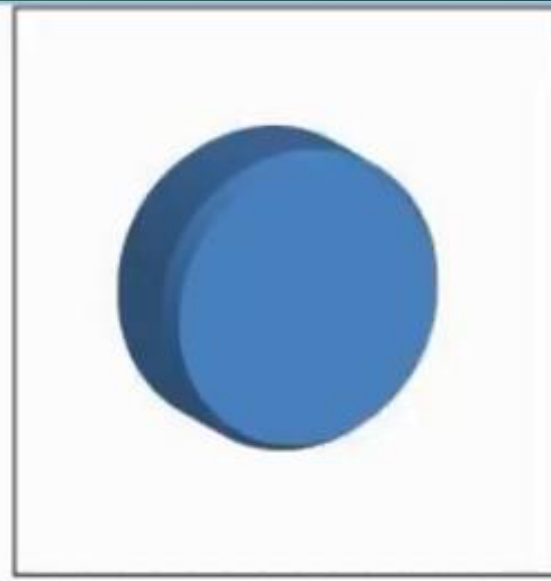
- ▶ Anything that has width and height is a shape.



It is a human tendency to make meaning out of a shape. In this case i recognise the profile of a man in the shape.



A geometrical shape and an irregular shape.

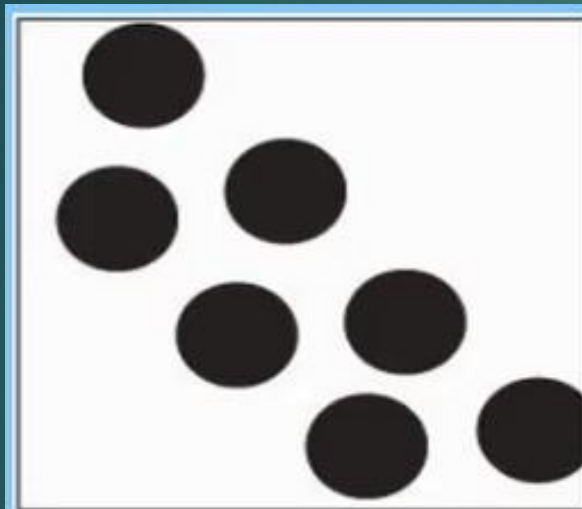


A three dimensional shape gives us an illusion of depth in the page and gives a shape a tactile quality.

[Designer's Tool Kit]

PATTERN

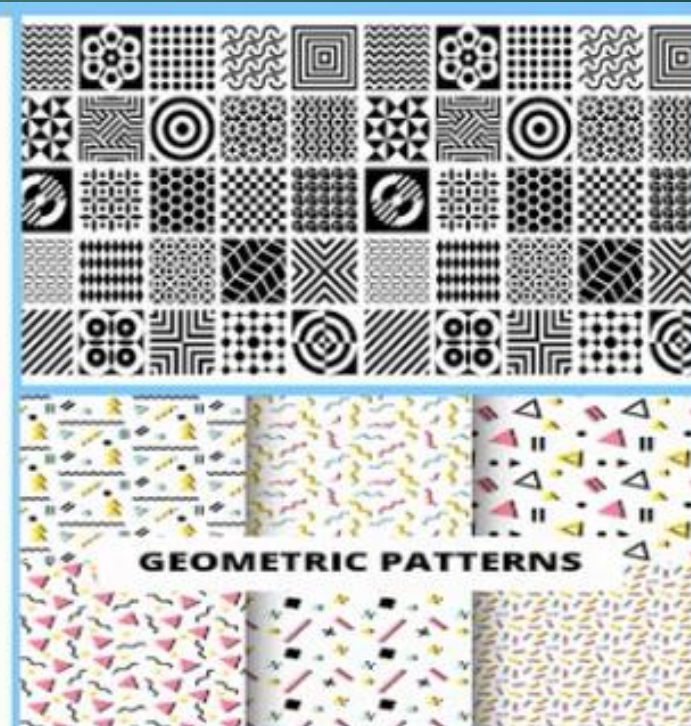
- ▶ Pattern relates to the repetition of a graphic motif on a material.



Patterns are a way of making sure the user can comprehend the page system logically. For example the user understands that there will be a continuation of the pattern above even beyond the page.



When a grid is used to lay out a page the underlying network of lines organizes the information for the viewer and helps him take in the information in logically



[Designer's Tool Kit]

TEXTURE

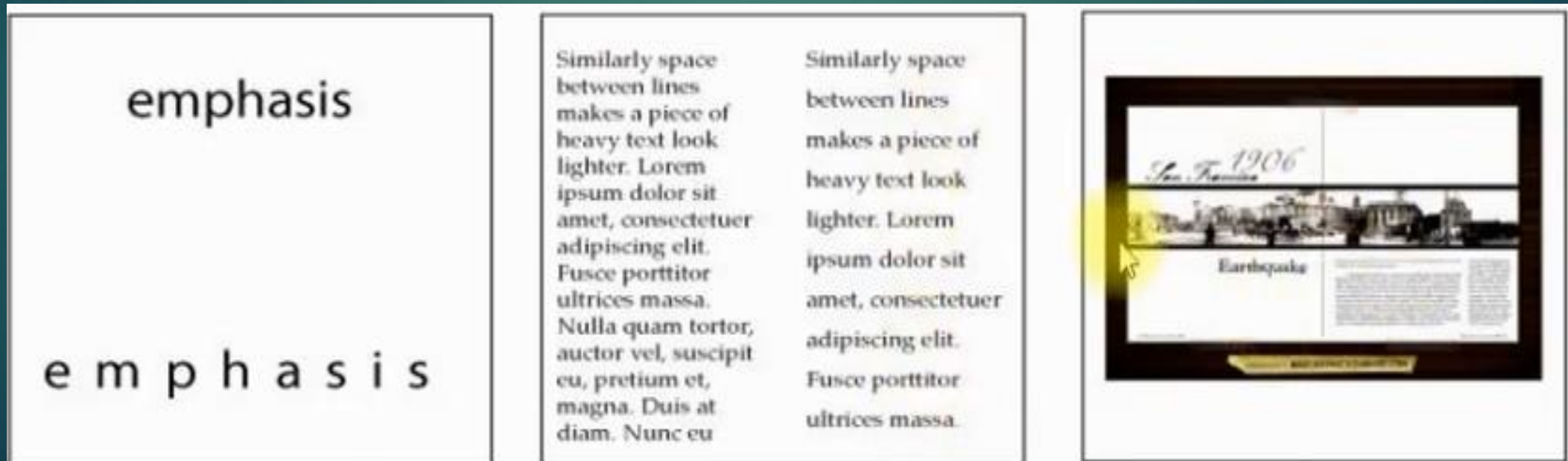
- Texture is the look or feel of a surface. It creates an illusion of texture on a printed publication or web page.



[Designer's Tool Kit]

SPACE

- ▶ Space is the distance or area between or around things. It separates or unifies, highlights, and gives the eye a visual rest.



[Designer's Tool Kit]

SIZE

- Size is how large or small something is. It shows what is most important, attracts attention, and helps to fit the layout together.



[Designer's Tool Kit]

TYPOGRAPHY

- It is the art or process of setting, arranging, or designing text. It provides context as visuals and eliminates misconceptions or miscommunications.



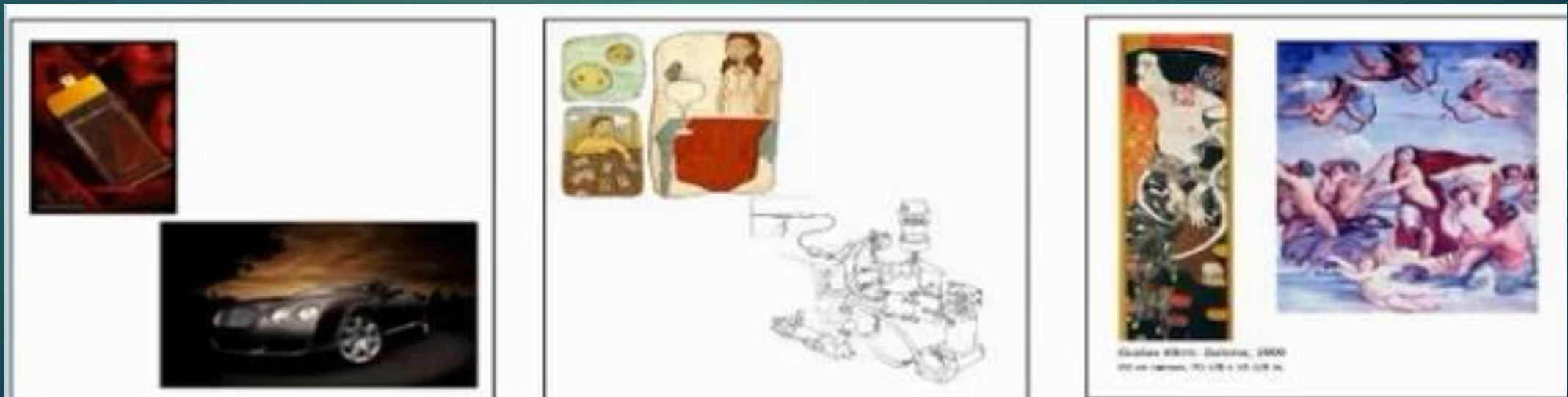
[Designer's Tool Kit]

COLOR

- Color in layouts can convey moods and attract attention, Think about what color to do and what is appropriate for your purpose.

| | | |
|---|---|--|
| BLACK sophistication power mystery formality evil death | GRAY stability security strength of character authority maturity | PURPLE royalty luxury dignity wisdom spirituality passion vision magic |
| YELLOW joy cheerfulness friendliness intellect energy warmth caution cowardice | WHITE freshness hope goodness light purity cleanliness simplicity coolness | PINK romance compassion faithfulness beauty love friendship sensitivity |
| RED danger passion daring romance style excitement urgency energetic | BLUE peace stability calmness confidence tranquility sincerity affection integrity | GREEN life growth environment healing money safety relaxation freshness |

- ▶ Images can be of basically three kinds; 1. Photographs, 2. Illustration and 3. paintings.
- ▶ Images can be interpreted in many ways and cultural differences should be kept in mind when “reading” an image.



Were learning objective met?

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

1. Discuss the concepts of Graphic Design
2. Analyze the Fundamental Questions to Graphic Design
3. Apply the Designer's tool kit to Graphics Design