Basics of Graphic Design

CSE 264
Web Systems Programming
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Why Graphic Design?

✔ Using a few basic graphic design principles can make your web applications:
- More Attractive
- Easier to Use

(Adapted from *The Non-Designers Design Book* by Robin Williams)

Four Core Principles

✔ Contrast
✔ Alignment
✔ Repetition
✔ Proximity

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Alignment

- Purpose: Organize, Unify page
- Choices:
  - Left, Right, Centered or Justified (if you know what you're doing)
- Rules of thumb:
  - Pick an alignment and stick with it.
  - Always have a reason for where you are placing an item.
  - Align each item with another item on the page.

Proximity

✔ Purpose: Organize page

✔ Rules of Thumb:

- Group related elements together
- Put more space between unrelated elements
- Whitespace is your friend :-)
- Avoid putting equal amounts of ws between items unless they are part of a group.

Contrast

✔ Purpose: Create interest. Organize page.

✔ Rules of Thumb:
– Make 2 items either exactly the same or really different.

✔ Ways of achieving contrast:
– Type size, style
– Color: warm / cool
– Width: narrow / wide

Repetition

✔ Purpose: Unify and add visual interest.

✔ Rules of Thumb:

– Repeat some aspect of the design throughout the application.

– Use "conscious consistency".

– Avoid overdoing it.

Color

- ✔ Associations
- ✔ Temperature
- ✔ Value
- ✔ Models
- ✔ Wheel
- ✔ Schemes

(Color section adapted from *The Principles of Beautiful Web Design* by Jason Beaird)

Color Associations (Western)

- ✔ Red – exciting, dramatic, passionate
- ✔ Orange – energetic, happy, informal
- ✔ Yellow – energy, activity
- ✔ Green – nature, soothing, growth
- ✔ Blue – openness, intelligence, calming
- ✔ Purple – royalty, wealth
- ✔ White – light, clean, pure
- ✔ Black – elegance, strength, mourning

Color Temperature

✔ Warm colors
- Red, orange, pink, brown, burgundy, yellow
- Heat and motion
- Pop out

✔ Cool colors
- Blue, violet, green
- Calm, reduce tension
- Recede into background

Color Value

✔ Measure of Lightness or Darkness
✔ Values
  – Pure
  – Tint
    • Add white
    • Soft, Light
  – Shade
    • Add black
    • Heavy, Dense
✔ Saturation/Intensity
  – Bright – intense, vivid – stands out
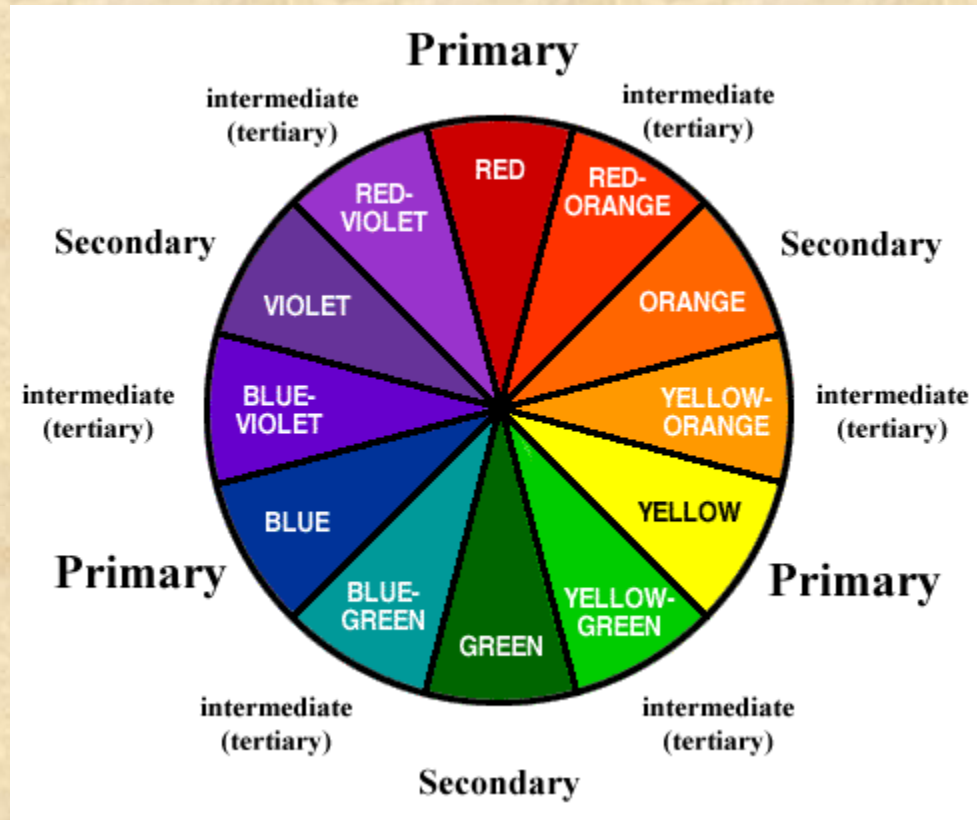 – Dull – add gray – reduce tension

Color Models

✔ Additive
- – RGB – Red, Green, Blue
- – Used for web pages - #RRGGBB (hex)

✔ Subtractive
- – CMYK – Cyan, Magenta, Yellow, Black
- – Used for print media

Color Wheel

Color Schemes

✔ Picking colors that work together

✔ Start with a color and then apply...

✔ Schemes

  – Monochromatic

  – Analogous

  – Complementary

  – Triad

✔ Tools

  – kuler.adobe.com

  – www.colorschemedesigner.com

Monochromatic

✔ Different intensity and values of the same color

✔ Examples
– www.haveamint.com
– www.cellzone.co.uk

Analogous

✔ Colors adjacent to each other on the color wheel

✔ Examples
  – regines.net.au
  – www.blinksale.com

Complementary

- ✔ Colors located opposite on the color wheel
- ✔ Examples:
  - – www.ufl.edu
  - – www.amazon.com
- ✔ Avoid foreground/background

Discordant

Triadic

✔ Three equally spaced colors

Shot Blue Marilyn by Andy Warhol

Typography

✔ Categories of Type

✔ Type Contrasts

✔ Rules of Thumb

(Adapted from *The Non-Designers Design Book* by Robin Williams)

Types of Type

- ✔ Oldstyle
- ✔ Modern
- ✔ Slab Serif
- ✔ Sans Serif
- ✔ Script
- ✔ Decorative

Oldstyle

- ✔ Serifs (slanted on lowercase)
- ✔ Diagonal Stress
- ✔ Moderate thick/thin transitions

Palatino

Garamond

Modern

✔ Horizontal, thin serifs on lowercase
✔ Vertical stress
✔ Radical thick/thin transitions

Bodoni

Transitional

✔ Between oldstyle and modern

Georgia

Slab Serif

- ✔ Horizontal, thick serifs on lowercase
- ✔ Vertical Stress
- ✔ Minimal thick/thin transitions

Clarendon New Century Schoolbook

Sans Serif

✔ No serifs
✔ No stress
✔ No thick/thin transitions

Gill Sans   Arial

Helvetica

Verdana

Script

- ✔ Variations: connect, don't connect, hand printed, calligraphic
- ✔ Use sparingly!

Edwardian Script ITC

Zapf Chancery

Comic Sans

Decorative

✔ Again, use sparingly.

✔ Chiller

✔ Jokerman

✔ KREDIT

Type Contrasts

✔ Size

✔ Weight

✔ Structure

✔ Form

✔ Direction

✔ Color

Type Rules of Thumb

- ✔ Use a small number of typeface families (1 or 2)
- ✔ Apply the principle of Contrast to your type.