

GRAPHIC DESIGNING

Typeface Families

Oldstyle (Traditional)

- Diagonal stress
- Slanted serif
- Subtle thick/thin contrast.
- Ex: Hoefler, Times, Palatino, Garamond, Baskerville, Garamond

- Space b/w any 2 letters is called Kerning.
- Adjusting the space among all of the letters of a word is called Tracking.
- The space b/w lines is called Leading.
- Red & Yellow stimulate the appetite

Colours

Meanings

Green

Fertility, Growth, Safety, Harmony.

Red

Energy, Power, Danger, Passion

Orange

Creativity, Success, Joy, Curiosity.

Yellow

Happiness, Intellect, Youth

Blue

Wisdom, Faith, Safety, Tranquility.

Use of white space brings Minimalism repetition.

Best Design Practice #1

Structure is important
You can't create in
Vacuum.


#7

Contrast Commands
Attention!

- Scale
- weight
- form
- color

Typeface families

Oldstyle (Traditional)

- Diagonal stress
- Slanted serif 
- Subtle thick / thin contrast.

Ex. Hoefler, Times, Palatino

Georgia, Baskerville, Garamond


Modern

(High fashion
Money
Luxurious
Showbiz)

- Vertical stress
- Flat serif
- Extreme Thick / Thin contrast

Ex Onyx, Bodoni, Modern

Slab Serif

- "Slabbed" serif 
- Vertical strokes
- Minimal Thick/Thin contrast
- Ex - Rockwell, Lubalin
- Use - Mechanical, Precise
Punched out of steel.

Sans Serif (Business like
signage...
Modern Design)

- means no
- No Serif
- very very subtle Thick / work
- Thin contrast
- Clean Type face
- Ex - Helvetica, Arial
Futura, Geneva, Franklin

Script - Potentially
very ugly

- Brush Script → human
hand
- Edwardian script writing
- Dakota

Decorative

Potentially
very silly
flyer

Best Design Practice #1

Structure is important
You can't create in
Vaccum.

#2

A good design should
always start with a
grid.

#3

Negative Space is just
as important as content.

Design Practice #4

- Limit ~~to~~ 2 typefaces and make certain they have contrast.

For eg. Sans - serif with
serif "

{ Gil Sans Bold, Baskerville
italic }

#5

Use color with
intention. Don't just
guess.

#6

Design, Don't Decorate!

7

Contrast Commands Attention!

- Scale
- weight
- form
- Color

#8

Use tension and movement to give your work life.

#9

Your audience should
be given an obvious
target or portal into the
composition.

#10

Give yourself as much as
time & distance as you
can in assessing your
own work.