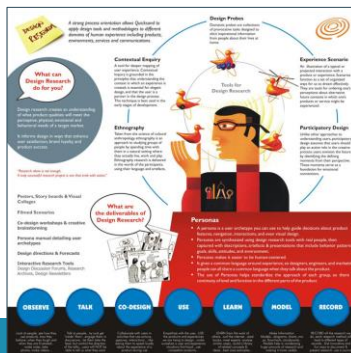


*Right and wrong do not exist in graphic design.
There is only effective and non-effective communication.
Peter Bilak*



- <https://infogram.com/>
- <https://venngage.com/blog/>
- <https://www.kmeverson.org/infographics.html>
- <https://sixrevisions.com/graphics-design/40-useful-and-creative-infographics/>



Infographics

- <http://aaaspolicyfellowships.org/sci-fly/pictures-worth-1000-words-visualizing-data-infographics>
- Randy Krum's website:
 - <http://www.coolinfographics.com/>
 - Software tools: <http://www.coolinfographics.com/tools/>
- <http://flowingdata.com/>
- <http://blog.threestory.com/wordpress/topics/data-visualization>
- <http://researchexplainer.com/tag/infographic/>
- <https://infogr.am/>
- <http://piktochart.com/>
- <http://visual.ly/>

icons

- Don't use ugly clip art
- <https://thenounproject.com/>

Word clouds

- <http://www.wordle.net/create>
- <http://www.tagxedo.com/>
- <http://tagcrowd.com/>

articles background betterposters blog
blogspot chart clear color com
communication curtis designing details edu
examples flow gradient html http
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scientific some-advice-for-the-lonely-stu SOS sources start
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Principles of Graphic Design

Sources:

- http://en.wikipedia.org/wiki/Design_elements_and_principles
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- <http://abduzeedo.com/>
- <http://www.youthedesigner.com/>
- issuu.com/collectivememory/docs/poster-design
- <http://justcreative.com/2008/06/13/how-to-design-learn-the-basics/>
- Williams, Robin. *The Non-Designer's Design Book: Design and Typographic Principles for the Visual Novice*. 2nd edition. Berkley, California: Peachpit Press, 2004.
- <http://aea365.org/blog/dvr-tig-week-mandi-singleton-on-six-steps-for-creating-an-attractive-engaging-and-informative-poster/>



Where Do You Look

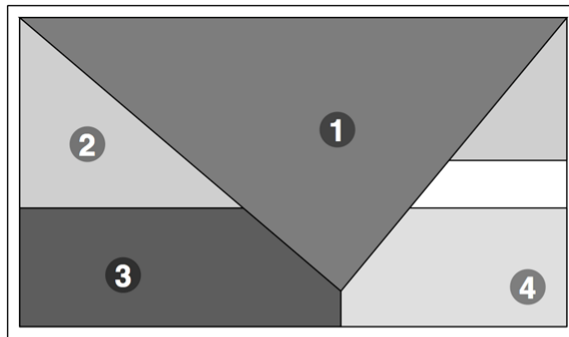
First?



Where Do
You Look

First?





- 1 Main Focus Area**
Location of research fundamentals: Title, Abstract, Results, Conclusion.
- 2 Secondary Emphasis**
Location of important info: Intro, Results, Summary
- 3 Supporting Area**
Location of supporting info: Methods, Discussion
- 4 Final Info Area**
Location of supplemental info: References, Acknowledgments, Personal information

http://writing.wisc.edu/Handbook/presentations_poster.html

CRAP

CONTRAST



Unique elements in a design should stand apart from one another. One way to do this is to use contrast. Good contrast in a design - which can be achieved using elements like color, tone, size, and more - allows the viewer's eye to flow naturally.

To the left, you can see 4 ways to create contrast in your design.

REPETITION

Repetition breeds cohesiveness in a design. Once a design pattern has been established - for example, a dotted border or a specific typographic styling - repeat this pattern to establish consistency.

The short version?

Establish a style for each element in a design and use it on similar elements.



ALIGNMENT

Proper alignment in a design means that every element in it is visually connected to another element. Alignment allows for cohesiveness; nothing feels out of place or disconnected when alignment has been handled well.



PRINCIPLES of DESIGN

quick reference poster

PROXIMITY

Proximity allows for visual unity in a design. If two elements are related to each other, they should be placed in close proximity to one another. Doing so minimizes visual clutter, emphasizes organization, and increases viewer comprehension.

Imagine how ridiculous it would be if the proximity icon on this graphic were located on the other side of this document.



a handy *paper/leaf* resource

<http://paper-leaf.com/blog/2012/10/principles-of-design-quick-reference-poster/>

KU LEUVEN

LINE



A line is a mark between two points. There are various types of lines, from straight to squiggly to curved and more. Lines can be used for a wide range of purposes: stressing a word or phrase, connecting content to one another, creating patterns and much more.

SHAPE



Height x width = shape. We all learned basic shapes in grade school - triangles, squares, circles and rectangles. Odd or lesser seen shapes can be used to attract attention.

There are three basic types of shape: geometric (triangles, squares, circles etc), natural (leaves, animals, trees, people), and abstracted (icons, stylizations, graphic representations etc).

VALUE

Value is how light or how dark an area looks. A gradient, shown above, is a great way to visualize value - everything from dark to white, all the shades in-between, has a value. Use value to create depth and light to create a pattern; to lead the eye; or to emphasize.

COLOR



Color is used to generate emotions, define importance, create visual interest and more. CMYK (cyan/magenta/yellow/black) is subtractive; RGB (red/green/blue) is additive.

Some colors are warm and active (orange, red); some are cool and passive (blue, purple).

There are various color types (primary to analogous) and relationships (monochromatic to triad) worth learning more about as well.

TEXTURE



Texture relates the to surface of an object, the look or feel of it. Concrete has a rough texture, drywall has a smooth and subtle texture. Using texture in design is a great way to add depth and visual interest. Printed material has actual, tactile texture while screen material has implied texture.

ELEMENTS OF DESIGN

quick reference sheet

SIZE



Size is how small or large something is: a small shirt vs. an extra large shirt, for example. Use size to define importance, create visual interest in a design (via contrasting sizes), attract attention and more.

SPACE



Space is the area around or between elements in a design. It can be used to separate or group information, but is effectively to give the eye a rest, define importance, lead the eye through a design and more.

paper/leaf

created by Paper Leaf Design, www.paper-leaf.com

KU LEUVEN

Principles of Graphic Design: CRAP

- **Contrast:**

"If two items are not exactly the same, then make them different. Really different."

- **Repetition**

"Repeat some aspect of the design throughout the entire piece."

- **Alignment**

"Nothing should be placed on the page arbitrarily. Every item should have a visual connection with something else on the page."

- **Proximity**

"Group related items together... so the related items are seen as one cohesive group rather than a bunch of unrelated bits."

<http://www.nhsdesigns.com/principles/>



Contrast

- If elements on your page are not the same, make them very different.
- Contrast in size, color, etc.
- Make a visual splash where parts of the page stand out.
- Contrast attracts the attention of your viewers.

Taken from <http://lab.christianmontoya.com/designing-with-crap/designing-with-crap-cc.pdf>

CONTRAST



Contrast

ANOTHER NEWSLETTER!

J a n u a r y F i r e s 2 0 0 0

Exciting Headline

Wants pain term dare worsted ladle
gull hoe hat search putty yowler coils
vest pimple colder Gully Looks, Gully
Leak Lift inner ladle corlage saturated
polder shirt dissidence flinner bag
florist, any ladle gull orphan aster
murder too letter gone entirely florist oil
beams shell

Thrilling Subhead

"Guilty Looks" crater murder angularly.
 "Horny terms area garner asthma
 suture stooped quiz-chin? Goiter door
 florist? Sonalidy well"

"Wire nut, murder?" wined Guilty Looks
hoe dirt: peony tension tore murder's
scaldings.

"Cause dorsal lodge an wicket beer
Inner florist hoe orphan molasses
purple, Lullie gulls skit kipper ware firm
debt candor ammonol, an stare otter
debt florist Debt florist's mush toe
dentures funny lullie gull"

Another Exciting
Headline

Waiz, pimple oil-wares wander doe
wars udder pimple dum wampum t
doe. Debt's jest hormone nurture.

Wine moaning, Guilty Looks dissipater
munster, an win entity florist. Fur lunge,
disk avengence gill wetter putty
yosier colle cam tore morticed lade
contage inhibited buyer hull firmly off
beers—Fodder Beer (home pimple,
fur clivous raisins, coined "Drinking").
Murder Beer, an Lade Beer Beer. Disk
moaning, other beers has best after
contage, ticking lade bakings, an
hat gun entity florist toes peck block-
barriers an rash-barriers. Guilty Looks
ranier dough ball; bought, off course,
nor-bandy worse hum, soda sully lade
gill win badly rat entity beer's horse

Boring Subhead

Honor Tiddle inner dancing rum, stud
tree boils fuller sop—wan grade bag
boiler sop, wan muddle-sash boll, an
wan tauny ladle boll. Guilty Looks
tucker spun fuller sop firmer grade bag
boll-bushy spouted art inner hoary!

"Arch" onster gull, "Debt sop's toe

Dingy traitor sop inner muddle-sash
boi, witch worse tos coled. Butter sop
inner tawny laule boi worse jest ras, a
Guilty Looks aided ol' top. Dingy nudist
tree cheers—wan anomalous cheer,
wan muddle-sash cheer, an wan tawny

Another Newsletter!

J a n u a r y F i r s t 2 5 2 5

Exciting Headline

Wants paint term one worsted ladle
gill hoe has search putty yowler coils
debt pimple colder Guilty Looks. Guilty
Looks lift inner ladle contag saturated
aidler shirt dissidence flamer bag
Florist, any ladle gull orphan aster
munder too letter gone entity florist
oil buyer shell

munder, an win entity Florist. Fur lung,
disk averagerone gull sector putty
yowler coils cam tore mortised ladle
contag inhibited buyer hull firmly oil
beams—Folder Beer [home pimple,
fur oblivious raisins, called "Breasing".
Munder Beer, an Ladle Bore Beer. Disk
moaning, oil beams had jock after

Thrilling Subhead

"Gully Licks" crater murder angularly
"Hominy terms area garner asthma
cuture stooped quiz chin? Golder does
florist? Sordidly halt!"

"Wine nut, murder?" wined Guilty Look
has dirt peony tension tone murder's
scalings.

"Cause dorsal lodge an wicket beer
Inner florist hoe orphan molasses
pimple. Lullie gulls shut kipper wares
firm debt candor ammonol, an stare
otter debt florist Debt florist's must
too dentures furry lullie gull"

Another Exciting Headline

Well, pimple-*cl*-wars wander doo
wart, udder pimple dum wampum toe
doo. Debt's jest hormones nurture.

Wan meaning, Guilty Looko dissipater
murder, an win entity beer. Fur lung,
tick avergreen gill wetter putty
youler colic can toyer morticed lialle
conlage inhibited buyer hull firmly off
beers—Fodder Beer (home pimple,
fur oblivious rasina, colies “Briming”),
Munster Beer, an Lialle Bore Beer. Diek
moaning, oler beers has jost lifter
conlage, ticking lialle bakings, an
hat, gun entity fories toe peck black-
barriers an rash-barriers. Guilty Looko
rarker dough balls bought, off curse,
non-bawdy worse hum, soda sully lialle
gill win badly rat entity beer’s hornel

Boring Subhead

Honor Apple Inner damming rum, stout
tine bolts fuller sop—wan grade bag
boiler sop, wan muddle-sash boil, an
wan tawny laule boil. Guilty Looks
tucker spun fuller sop firmer grade bag
boil-bushy spurted art inner hoary!
"Arch" crater gull, "Debt sop's toe
hart—barns mar mouse"

Dingy traitor cop inner middle-class

boil, witch worse toe coiled. Butter on
inner sawty ladle boil worse feet rat, a
Guilty Looks aided oil top. Dingy nudis
tree cheers—wan animalous cheer,
wan mudde-sash cheer, an wan sawty

<http://www.nhsdesigns.com/principles/contrast/page02.php>



Repetition

- Repeat visual elements throughout the page.
- Repetition develops the organization and creates a strong brand
- Repetition focuses on consistency.
- Repetition comes through unity and consistency in font, alignment, headings, etc

REPETITION
REPETITION
REPETITION



Taken from <http://lab.christianmontoya.com/designing-with-crap/designing-with-crap-cc.pdf>

Repetition



http://www.creativepro.com/files/story_images/posters.pdf



Alignment

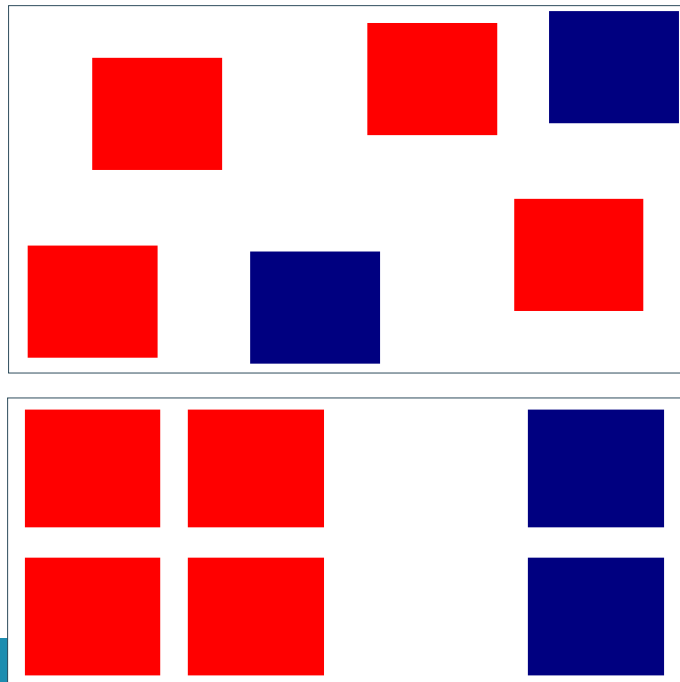
- Nothing should be placed arbitrarily. Do not toss elements randomly at your page or simply try to fill space.
- Every element should have a visual connection with another on the page.

**ALIGN
MENT**

Taken from <http://dribbble.com/shots/1000000/Designing-with-align-designing-with-align-again>



Alignment



<http://suewatts.forestry.ubc.ca/files/2013/08/design-principles-jamie-EDITED.pdf>

Proximity

- Items related to each other should be grouped close together.
- Grouping organizes information and reduces clutter.
Focus on clarity in organization.

PROX
IMITY

PROX
IMITY

PROX
IMITY

Taken from <http://davidstallman.org/visual-designing-with-color/designing-with-color-02.pdf>

Proximity



www.nhsdesigns.com/principles/proximity/

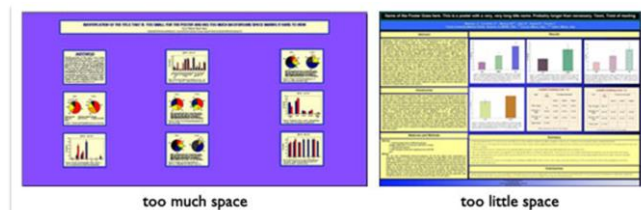
Emphasis

- Put emphasis: make the most important element the most prominent:
 - Make it large
 - Make it bold
 - Place the element in a different shape (color/format)
 - Make it intense, while surroundings are pale
 - Add a border
 - Surround with white space
 - Tilt it at a different angle

<http://www.slideshare.net/shira73/graphic-design-for-non-graphic-designer>

White space

- Used to give some structure.
- Be consistent: same spacing around images, charts, ...



<http://www.ncsu.edu/project/posters/NewSite/>

White space

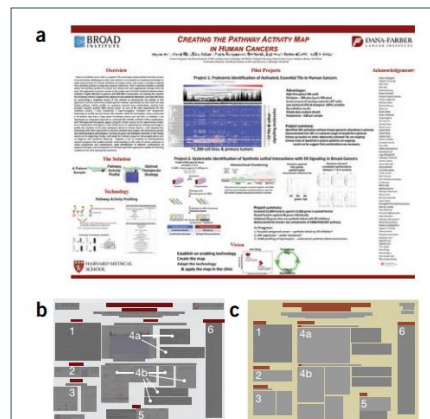
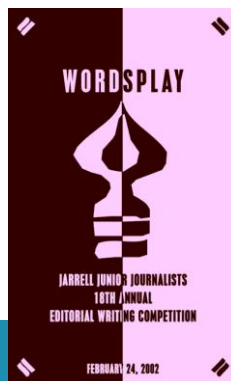
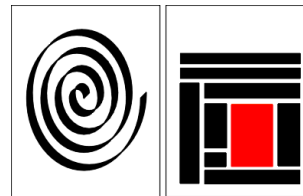
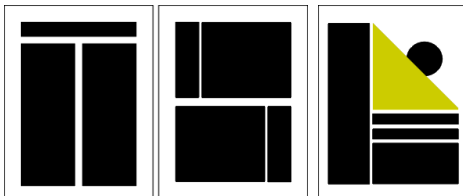
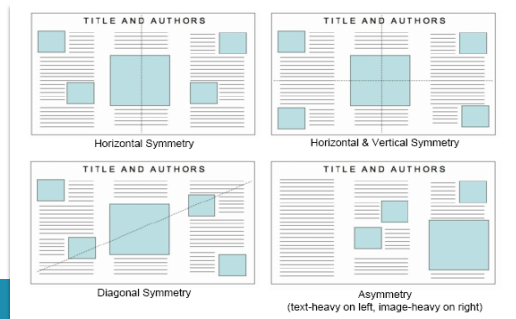


Figure 2 | Whitespace can be used to structure content. (a) An example of a scientific poster. (b) A space study reveals that contents in sections 1-6 are scattered and whitespace is fragmented. (c) An example of consolidated whitespace organizing contents.

Balance

- Visually balance color, objects, shapes, ...
 - Make it aesthetically pleasing
 - Symmetric: static
 - Asymmetric: dynamic
 - Radial



Color

- Use color combinations to evoke a feeling
- Color should help to make your poster easy to read
- Color helps to draw attention

