Design

Guest Graphic Designer, Julia Soroka
Instructor, Ms. Rechtin

- About communication, not decoration.
- "Design is not art, but there is art in design."
- Informs, educates, influences, persuades, and provides a visual experience.

What is design?

- Problem Solvers
- Communicators
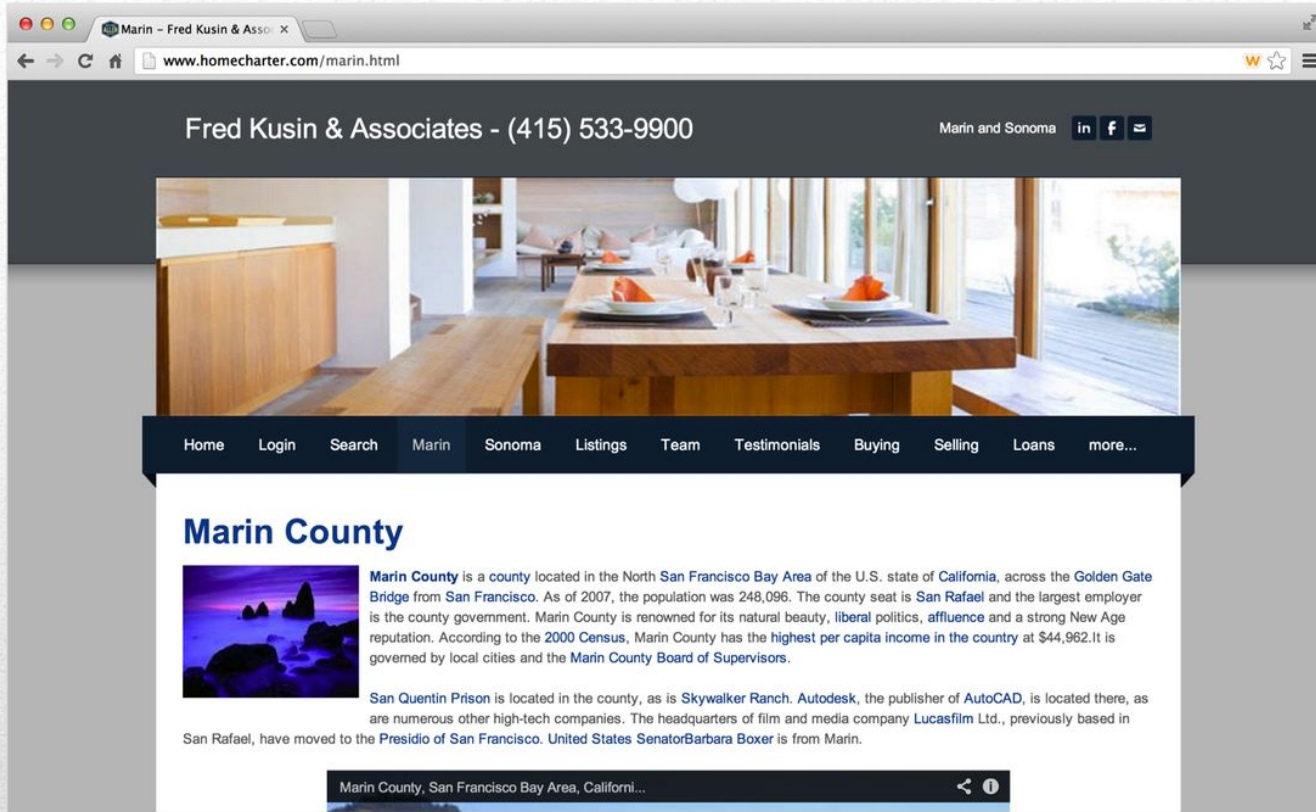- Take ideas and give visual form for better understanding.

What is a designer?

- Communication
- Visual Representation
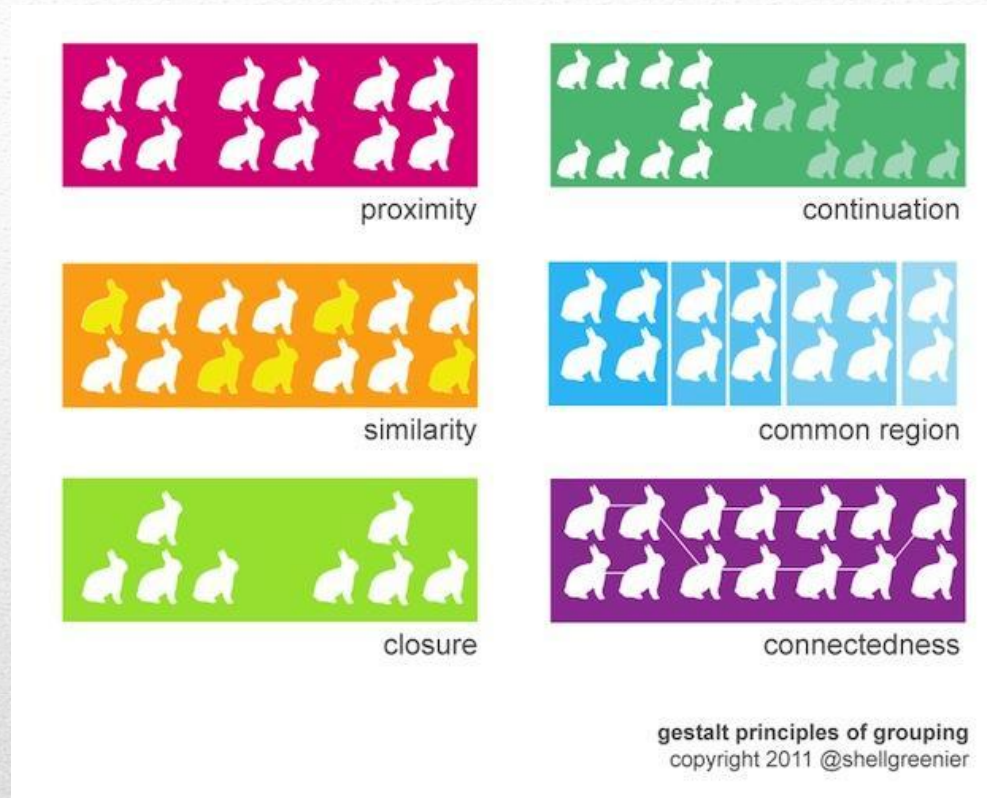- Problem Solving

What have you designed?

- Receive an idea
- Create a plan
- Build that design
- Most effective visual solution

Designers Must

Creating the most effective visual solution

- Color
- Line
- Shape
- Size
- Space
- Contrast
- Alignment
- Repetition

gestalt principles of grouping
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Principles of Design

- "Gestalt" is a psychology term that means "unified whole"
- "The whole is greater than the sum of its parts."
- Focuses on simplicity, the overall piece, unity, and contrast.

Gestalt Principles

- Proximity / Grouping
- Similarity / Anomaly
- Figure / Ground
- Continuation
- Closure
- Common Fate
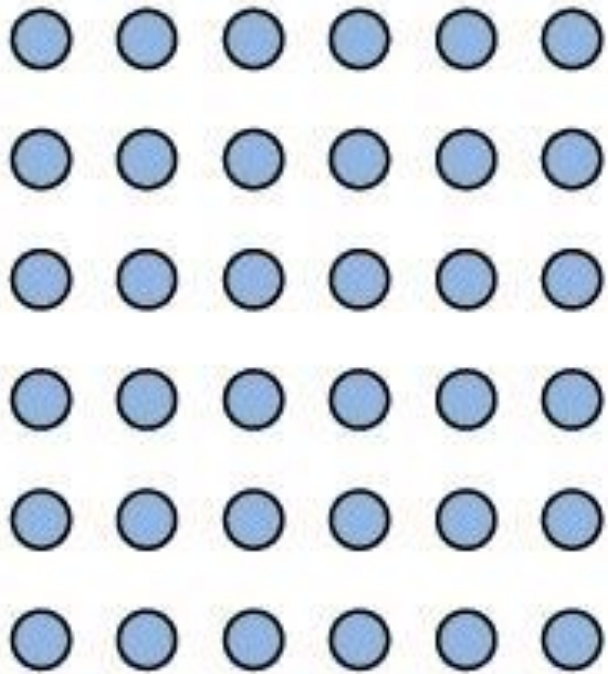- Uniformed Connectedness
- Symmetry
- Isomorphic Correspondence

Gestalt Principles

- Objects that are close together are usually seen as a group.

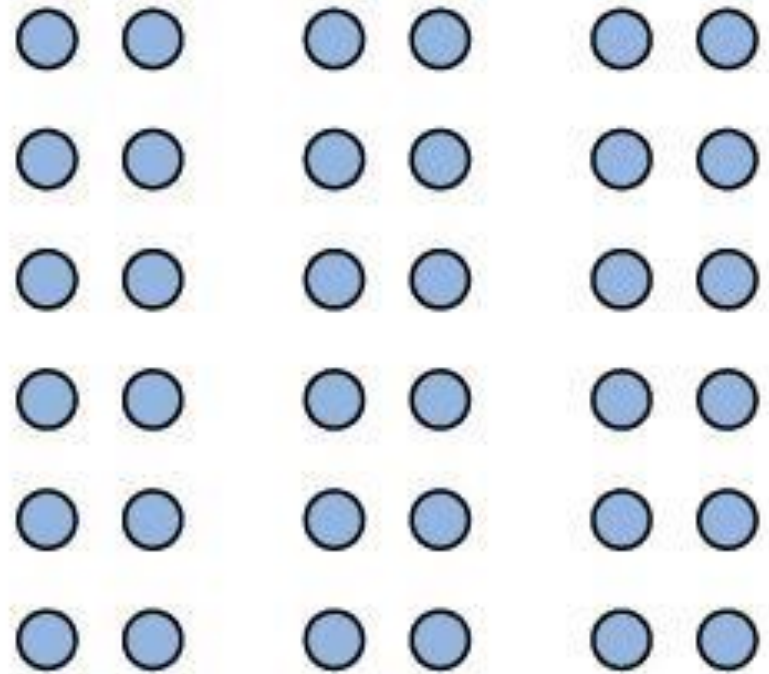- Proximity overpowers similarities in color/contrast.

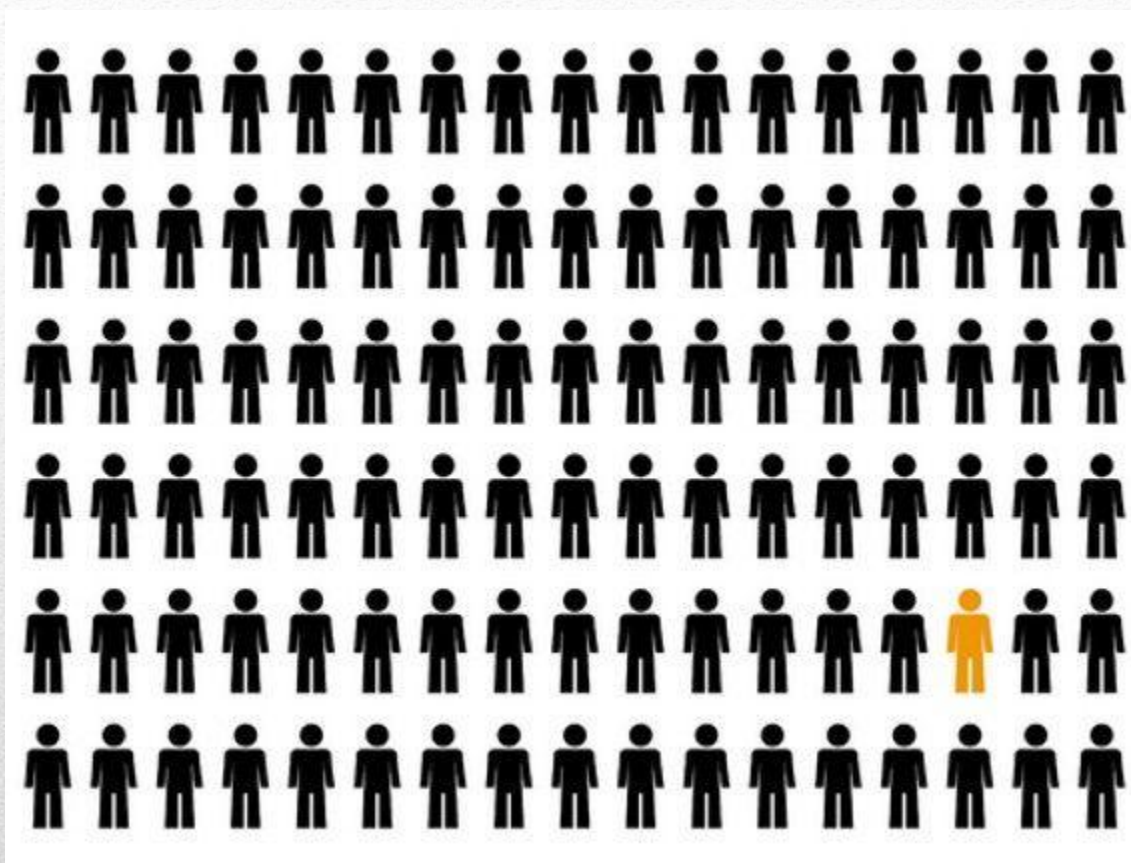# Proximity / Grouping

Proximity / Grouping

(a)   (b)

Proximity / Grouping

Foodmobile

Proximity / Grouping

- Elements that are similar in line, shape and form are usually seen as a group.
- Units that are similar in size, shape and color are typically seen as being grouped together.
- Color is the strongest way to suggest relationships.
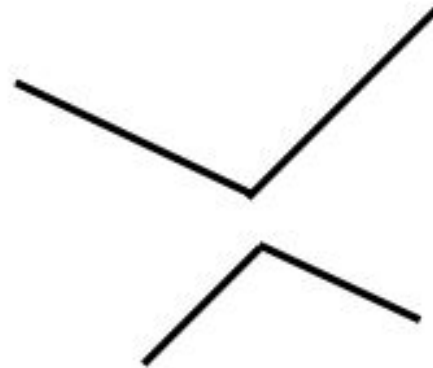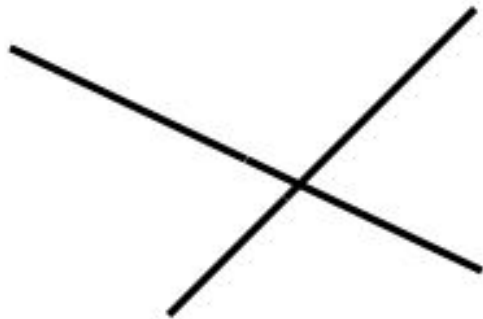
Similarity / Anomaly

Similarity / Anomaly

Similarity / Anomaly

- When elements are grouped in a continuous line, it leads us to believe that it continues on past what's visually viewable.
- Curves emphasize this over a straight line.

Continuity

Continuity

Continuity

- People will perceive an object (figure)
- People will perceive a shape (ground) even if the shapes are grouped together.
- We can't see figure ground at the same time.
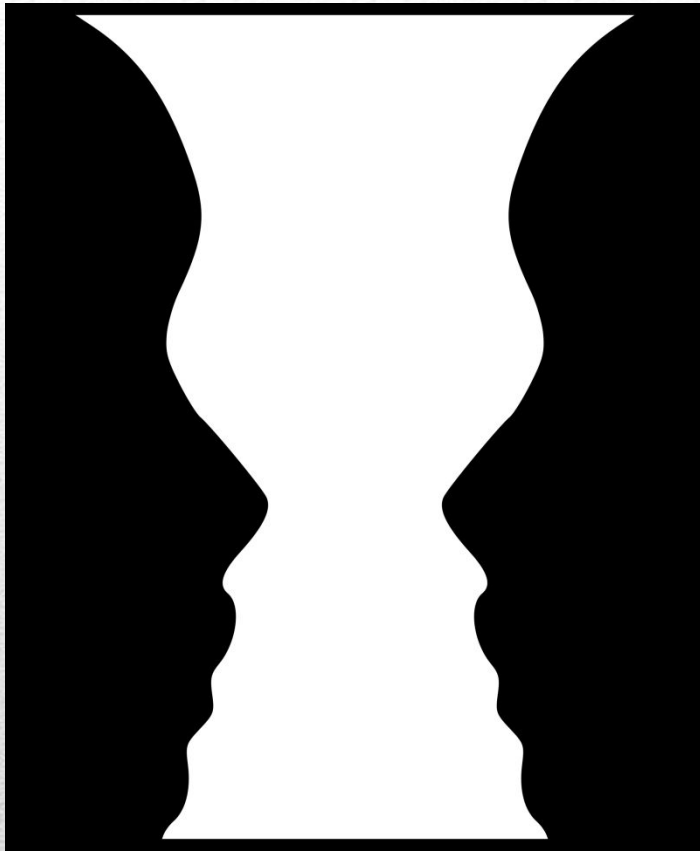- Created by a contrast in value, color, texture, or depth.
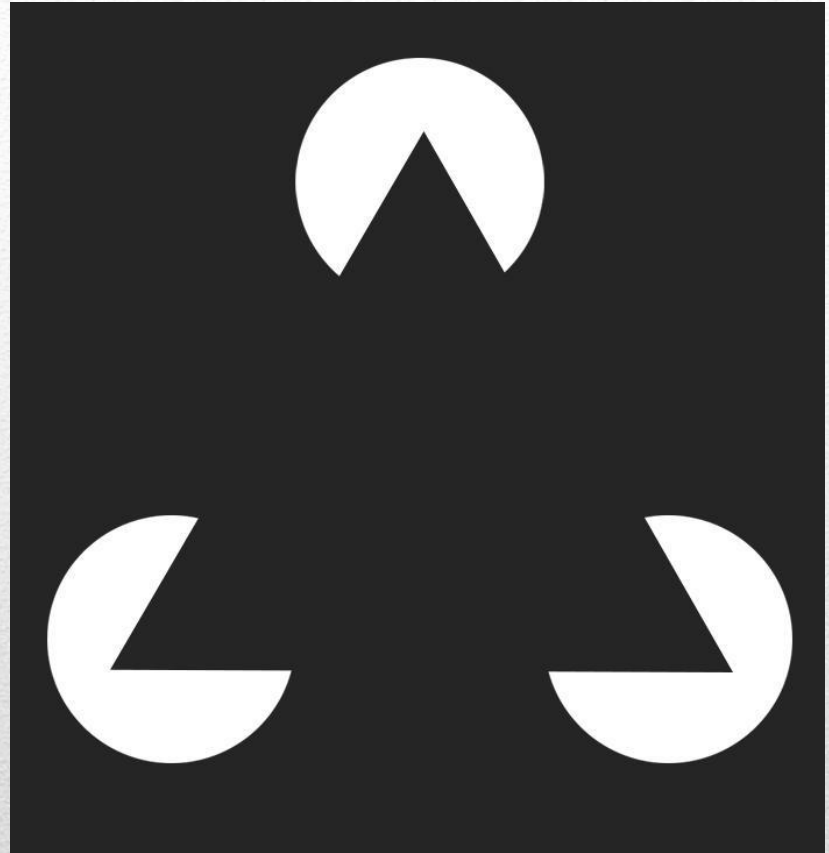
Figure Ground

Figure Ground

Figure Ground

Figure Ground

- The brain has a tendency to close shapes.
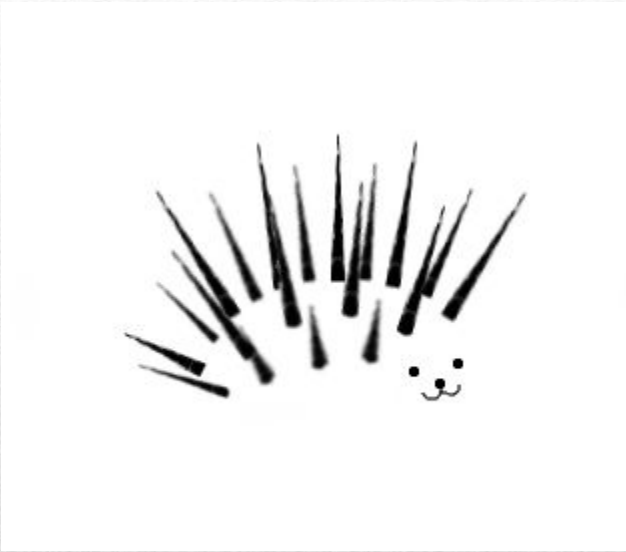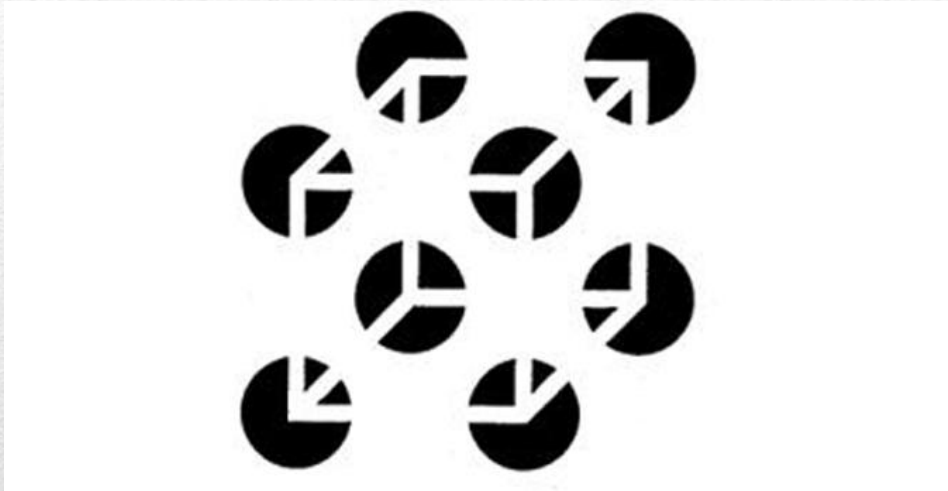- Closed shapes are see more easily than non-closed shapes.

Closure

Closure

Closure

Closure

Closure

- Objects moving in the same direction will be perceived as grouped together.

Common Fate

Common Fate

Common Fate

Web Design

- a system for organizing type that establishes an order of importance within the data, allowing the reader to easily find what they are looking for and navigate the content.

Type Hierarchy

Tony Pritchard

Concepts:
Word Shape, Copy Analysis, Syntax, Semantics

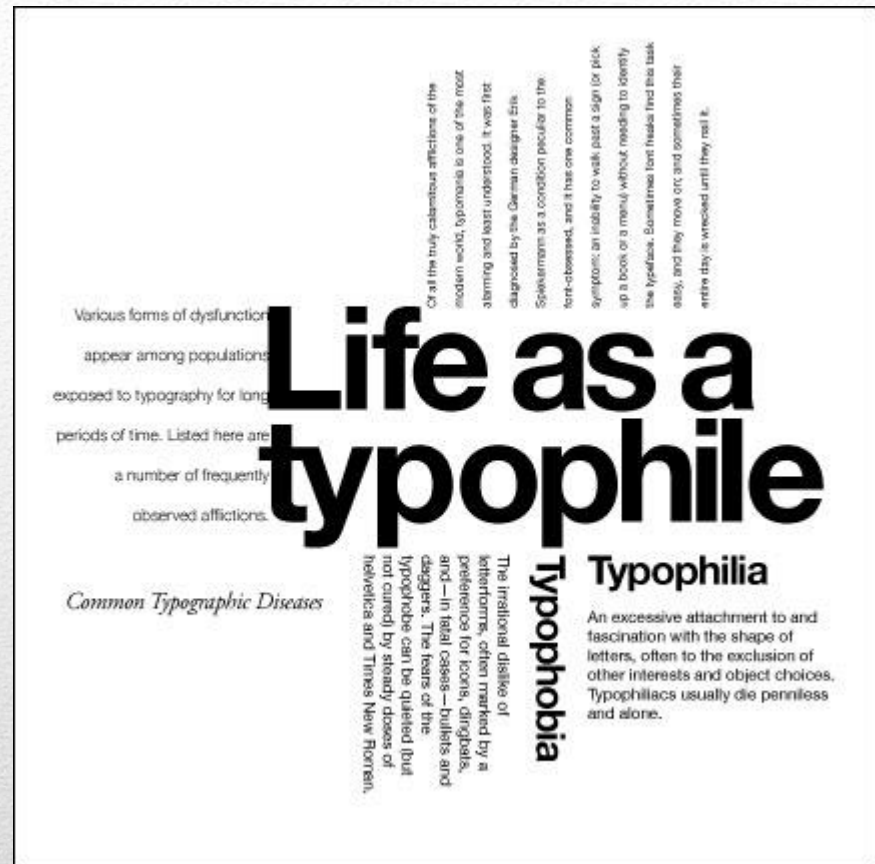# Typographic hierarchy

People of note:
Emil Ruder
Wolfgang Weingart
Armin Hofmann
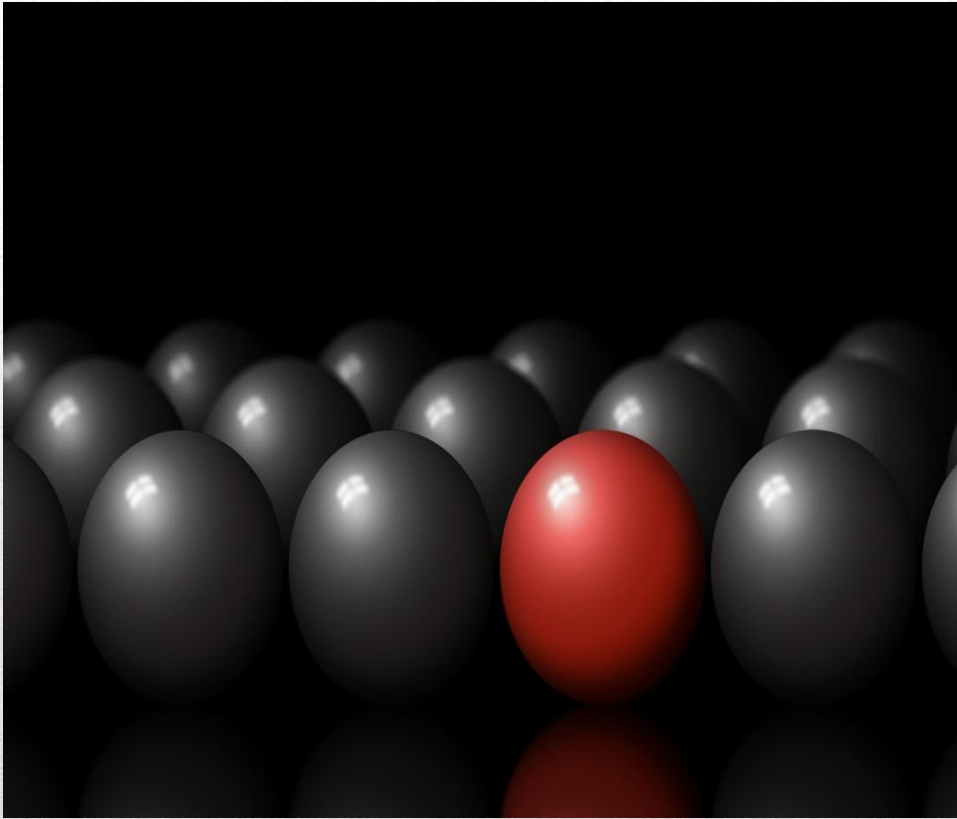**Josef Müller-Brockmann**
Helmut Schmid

Type Hierarchy

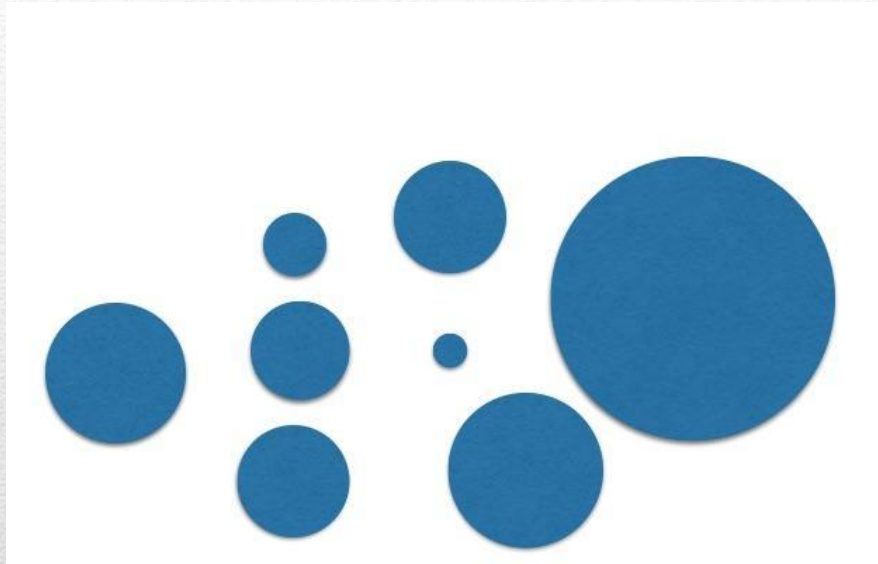- Use gestalt principles

What do you want the viewer to see first?

- Color text on black

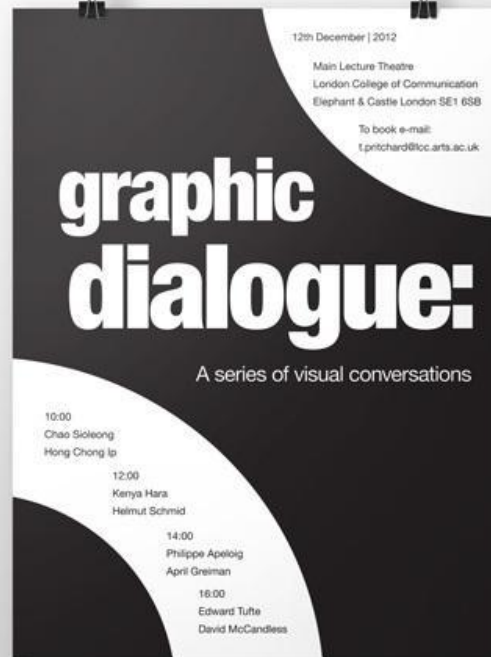- Similarity / Anomaly

Use Colors

- Most Common

- Usually the most effective

- Smaller is perceived as further away

- Can be combined with color

Larger Font

- Make this in slightly smaller font.
- Group it close to the main text.

What is the 2nd most important?

2nd Most Important

- Group the remaining data.
- Use proximity / grouping to convey that they go together.
- Don't have too many sections

Grouping

Visual Hierarchy

YOU READ THIS FIRST
You will read this when skimming
You will probably not read this on a skim
You will not read this. **Unless a phrase is bolded**

Psst...This is using "anomaly" to break the flow of the hierarchy. Cool huh?

Grouping

- Chaotic
- Shows some hierarchy
- What's the most important?
- Too much information

Grouping

On Computational Design

School of Design
2011 Lecture Series

Casey Reas
Code + Form
October 6

Martin Wattenberg
Art, Media, Science
October 27

Jer Thorp
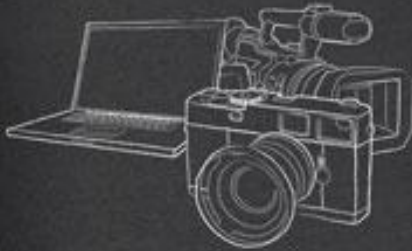Visualizing Complex Data
November 15

7:00pm

Admission Free
McConomy Auditorium
Carnegie Mellon Campus
5000 Forbes Avenue
Pittsburgh, Pennsylvania

- Main Idea (Easy)

- 2nd Most Important

- Additional Information in groups

Grouping

- Main Info?
- 2nd Info?
- Additional Info?

Web Design

Create Hierarchy of your website

Include:
- Company Name
- The CEO (put your name for this exercise. It won't be on the website, though.)
- What you're advertising (pet store: dog treats, dog beds, leashes, collars)
- Description of what each category means.
- Location (again, this won't be on the website unless you want to find a place outside of this area to "base" your fake company.)

May also Include:
- Where a picture would go
- Other information you think is important

Practice