



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.

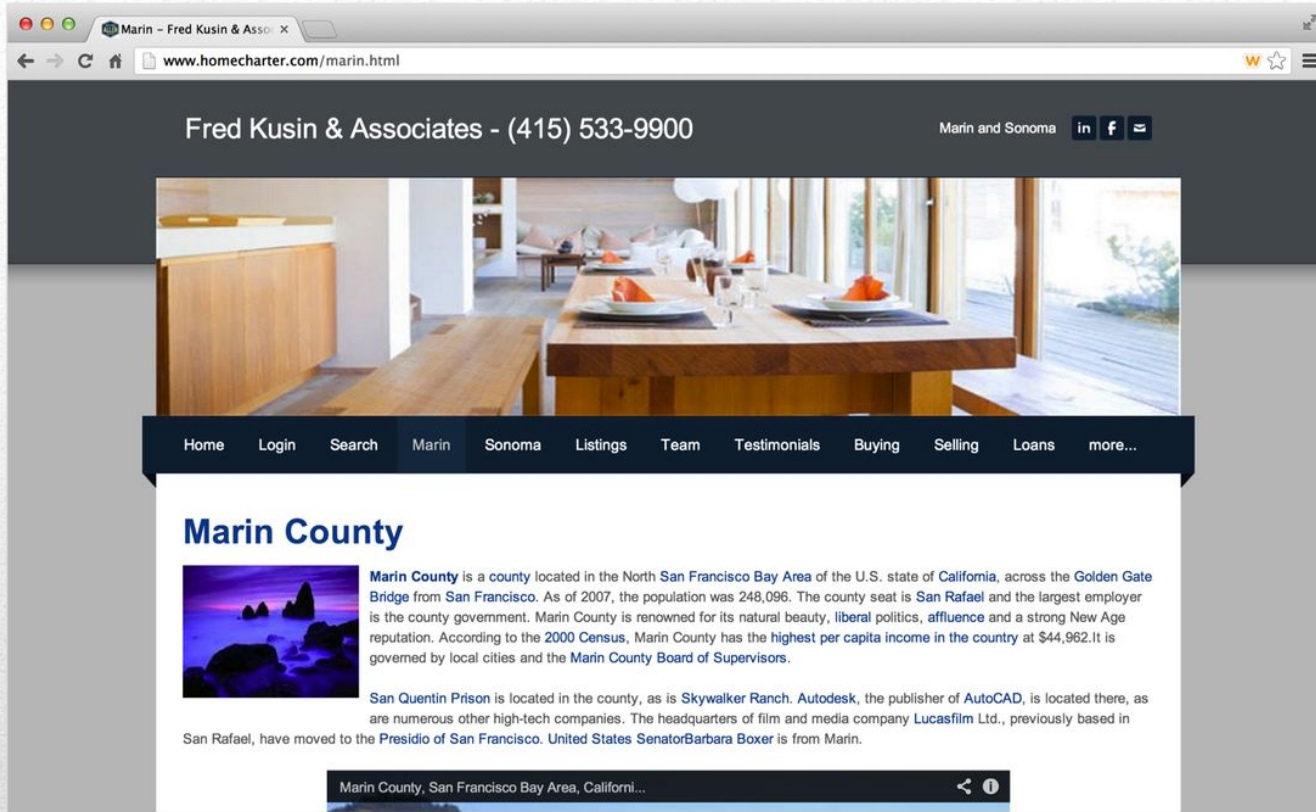
What is a designer?

- Communication
- Visual Representation
- Problem Solving

What have you designed?

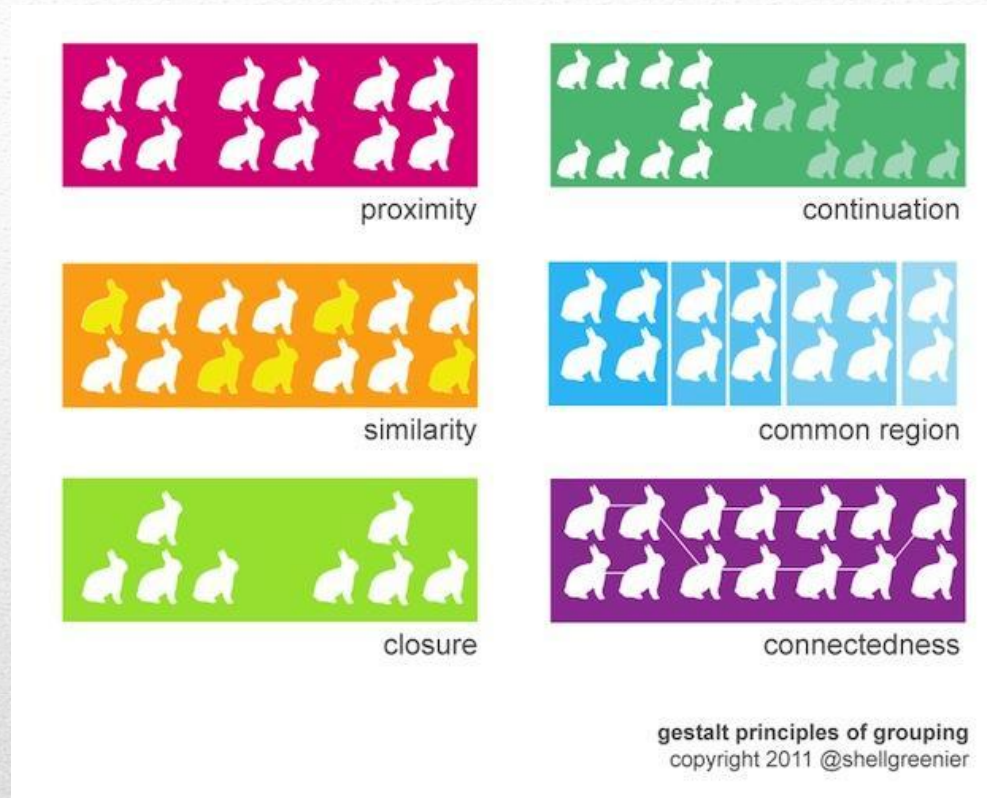
- Receive an idea
- Create a plan
- Build that design
- Most effective visual solution

Designers Must



Creating the most effective visual solution

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



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

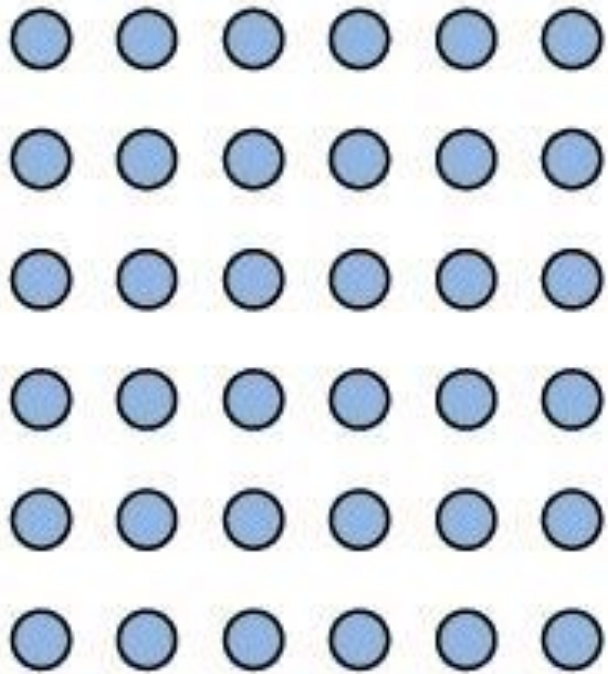
Gestalt Principles

- Objects that are close together are usually seen as a group.
- Proximity overpowers similarities in color/contrast.

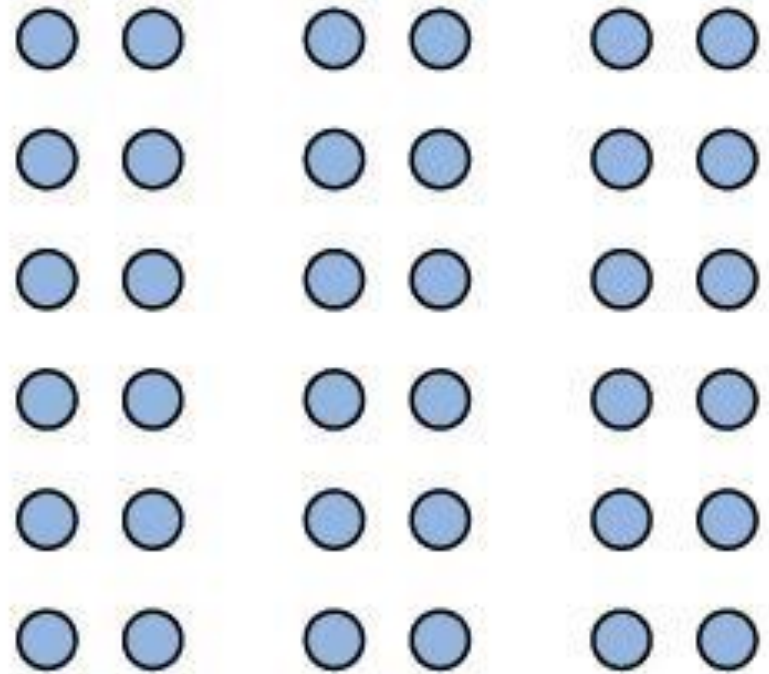
Proximity / Grouping



Proximity / Grouping



(a)



(b)

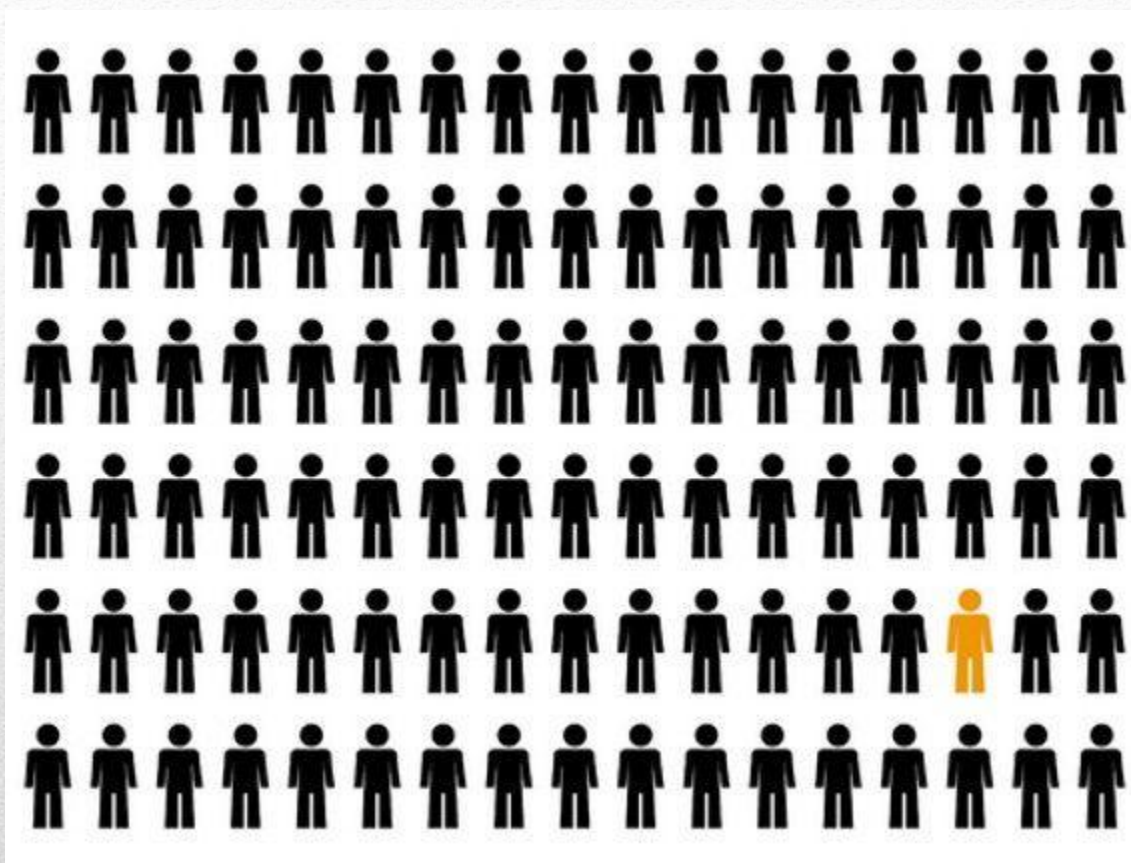
Proximity / Grouping



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



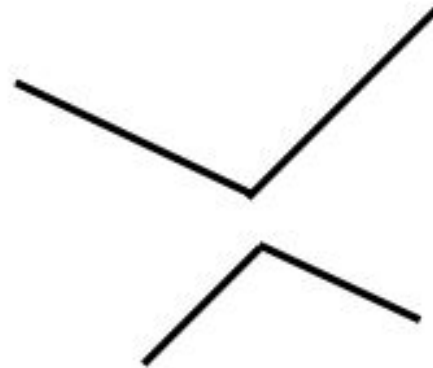
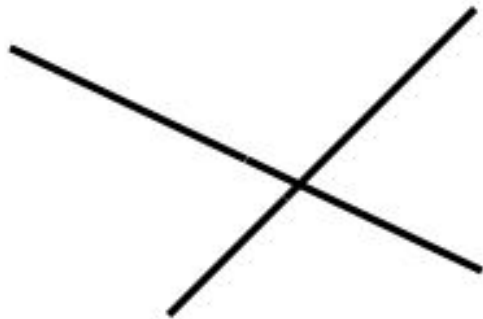
Similarity / Anomaly

- 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

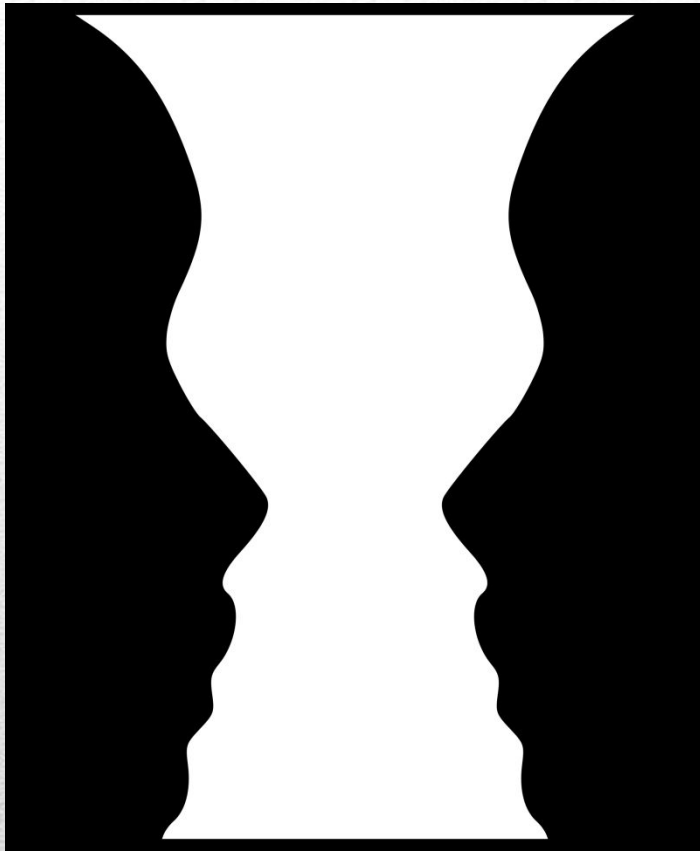


Figure Ground



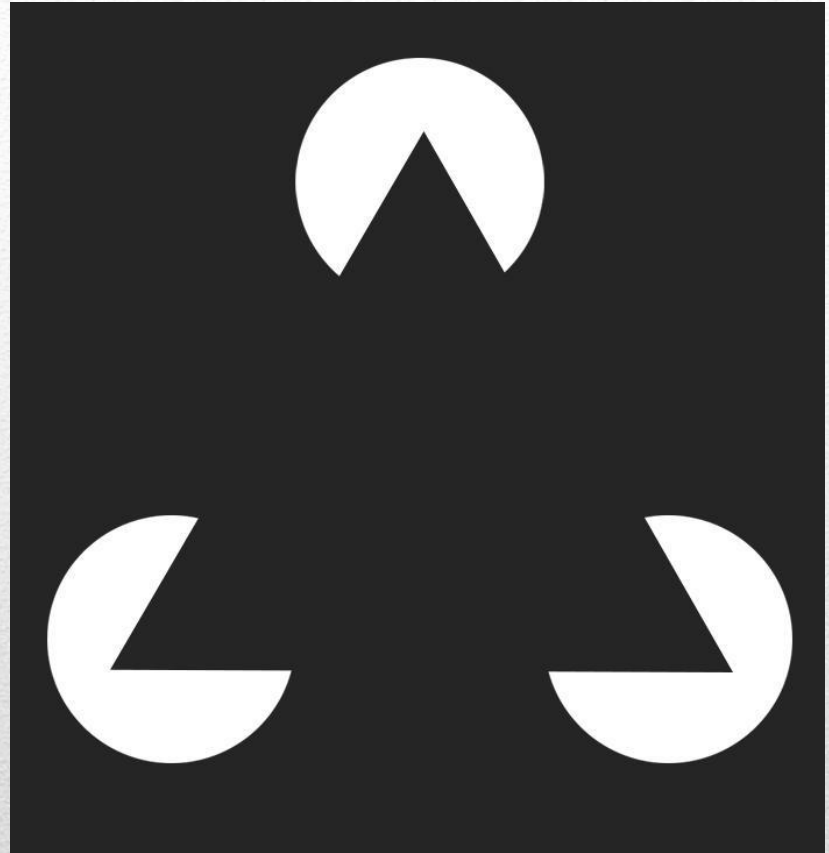
Figure Ground



Figure Ground

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

Closure



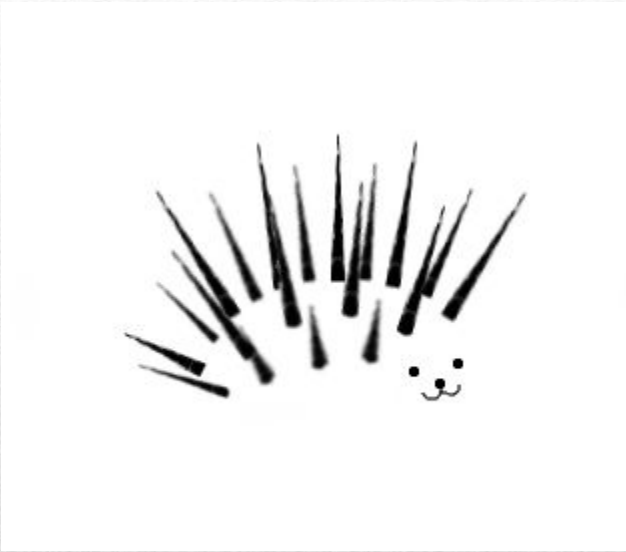
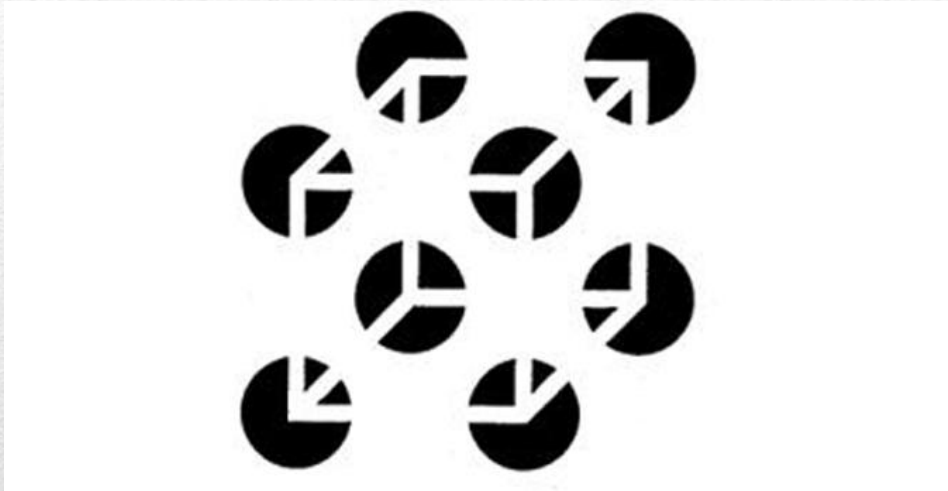
Closure



Closure



Closure



Closure

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

Common Fate



Common Fate



Common Fate

[HOME](#)[SERVICES](#)[ABOUT US](#)[CONTACT US](#)[BLOG](#)

BOLD BUSINESS

FREE INSPECTION

Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Maecenas sed diam eget risus varius blandit sit amet non magna. Praesent commodo cursus

[Free Inspection](#)

WE SERVE WITH PRECISION.

Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Maecenas sed diam eget risus varius blandit sit amet non magna. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean lacinia bibendum nulla sed consectetur. Praesent commodo cursus magna, vel scelerisque nisl consectetur.

VIEW OUR PROJECTS

Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Maecenas sed diam eget risus varius.

[Read More](#)

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

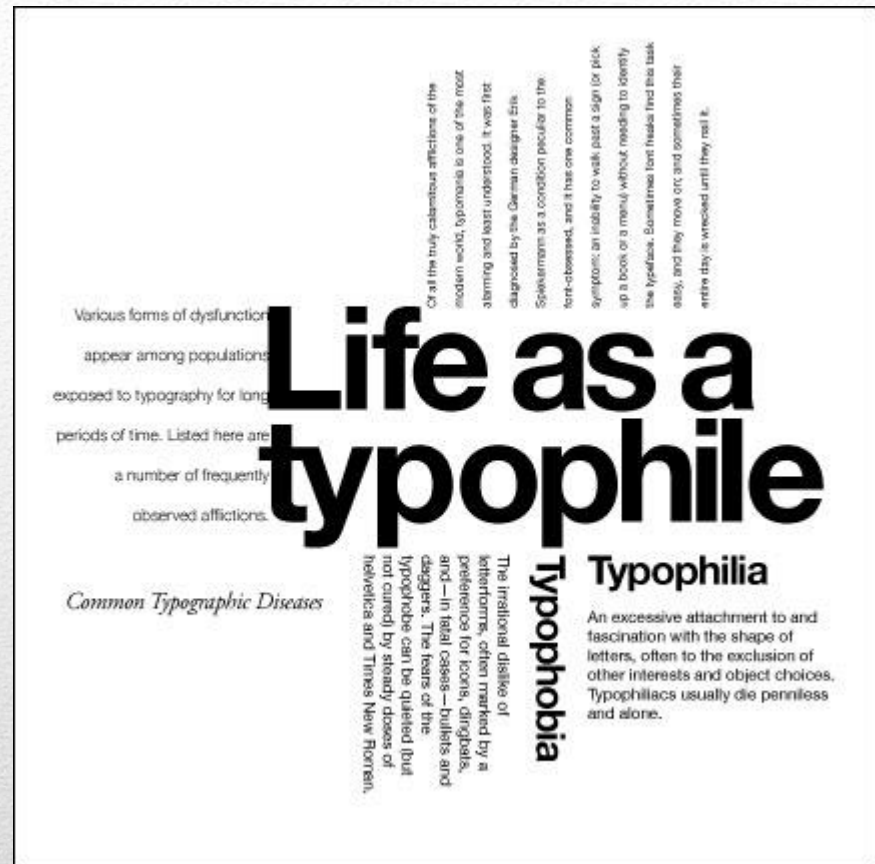
Armin Hofmann

Josef Müller-Brockmann

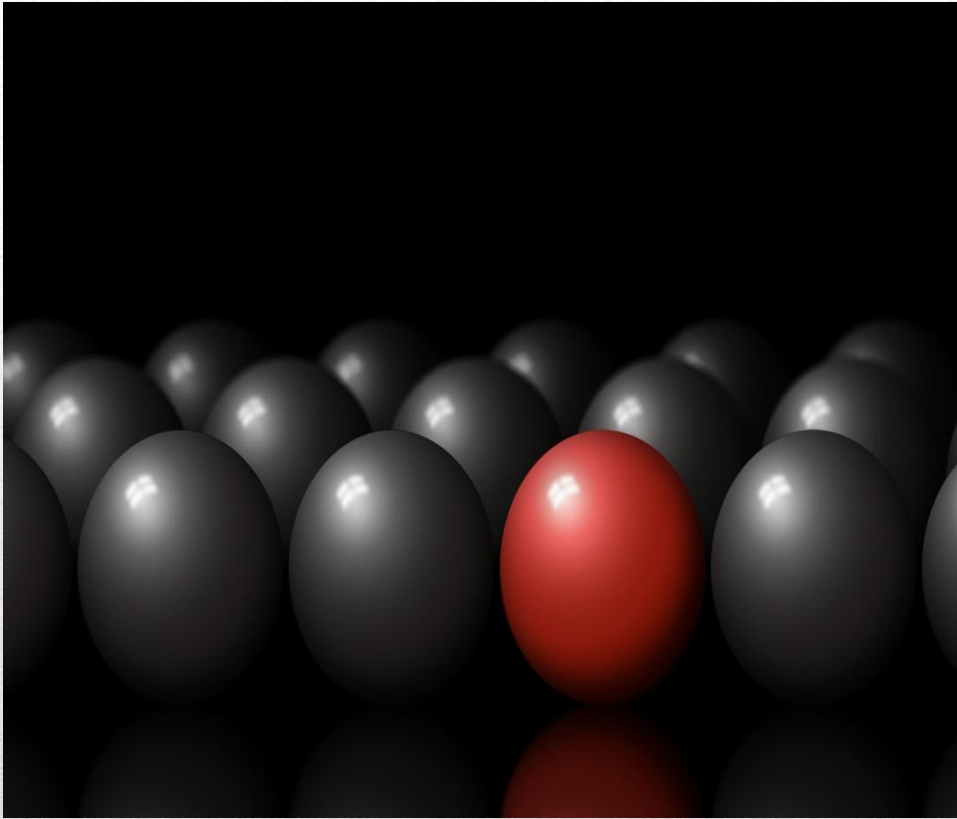
Helmut Schmid

Type Hierarchy

- Use gestalt principles

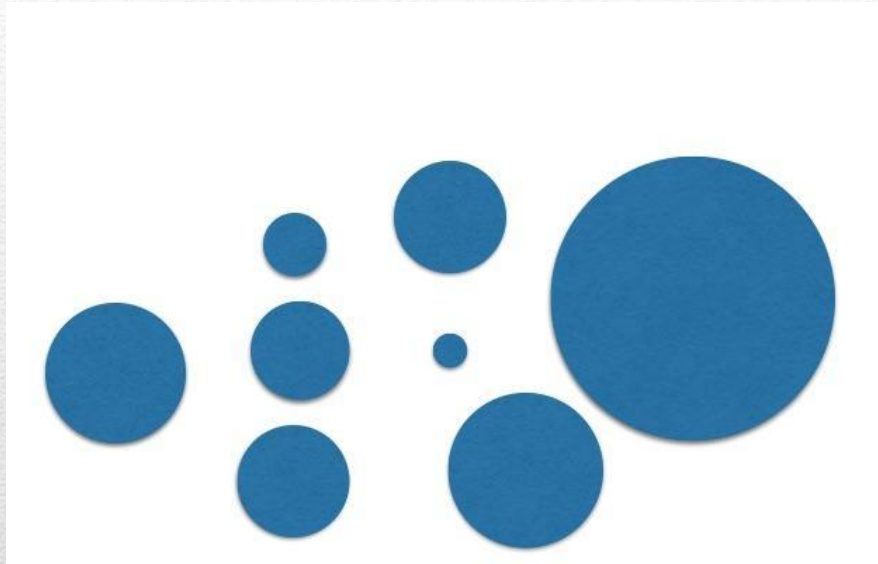


What do you want the viewer to see first?



- Color text on black
- Similarity / Anomaly

Use Colors

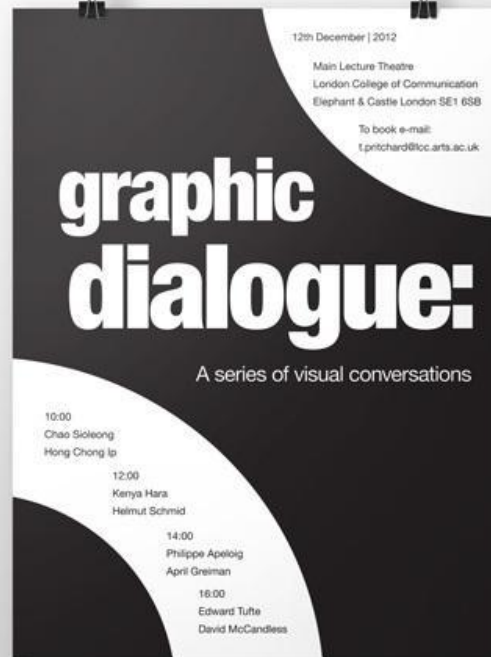


- Most Common
- Usually the most effective
- Smaller is perceived as further away
- Can be combined with color

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

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

**LOWEST PRICE EVER
ON TOP-QUALITY
BLUE WIDGETS!
SALE ENDS MONDAY,
SUPPLIES ARE LIMITED,
STOP BY TODAY.
(FIRST COME, FIRST SERVED.)**

These are our top-quality widgets and we've never offered them at such a low price. You must see them with your own eyes to believe the quality and workmanship that goes into the manufacture of each and every widget. They are the best on the market, and you won't find a better price anywhere, guaranteed.



Widgets Inc.
437 Widget Drive
Widgetville, TX 75701
www.widgets.com

- 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

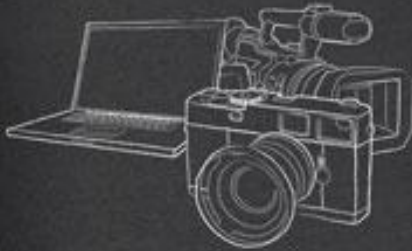
Admission Free
McConomy Auditorium
Carnegie Mellon Campus
5000 Forbes Avenue
Pittsburgh, Pennsylvania

- Main Idea (Easy)
- 2nd Most Important
- Additional Information in groups

Grouping

Charlie Gentle

web photo contact



Digital Portfolio

Hello

I'm Charlie and I'm a Web Developer working in Nottingham, UK. Thanks for visiting my site, an online portfolio of my digital creative work. I currently work for a leading digital agency on sites for big brands but if you have a small and interesting freelancing project, I'd love to [hear from you](#).

Latest News

28th January 2010

[My Tumblr](#) has been featured on Tumblr's own [Directory](#) and my number of followers is shooting up. Thanks Tumblr!

© Charlie Gentle 2010

- 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
