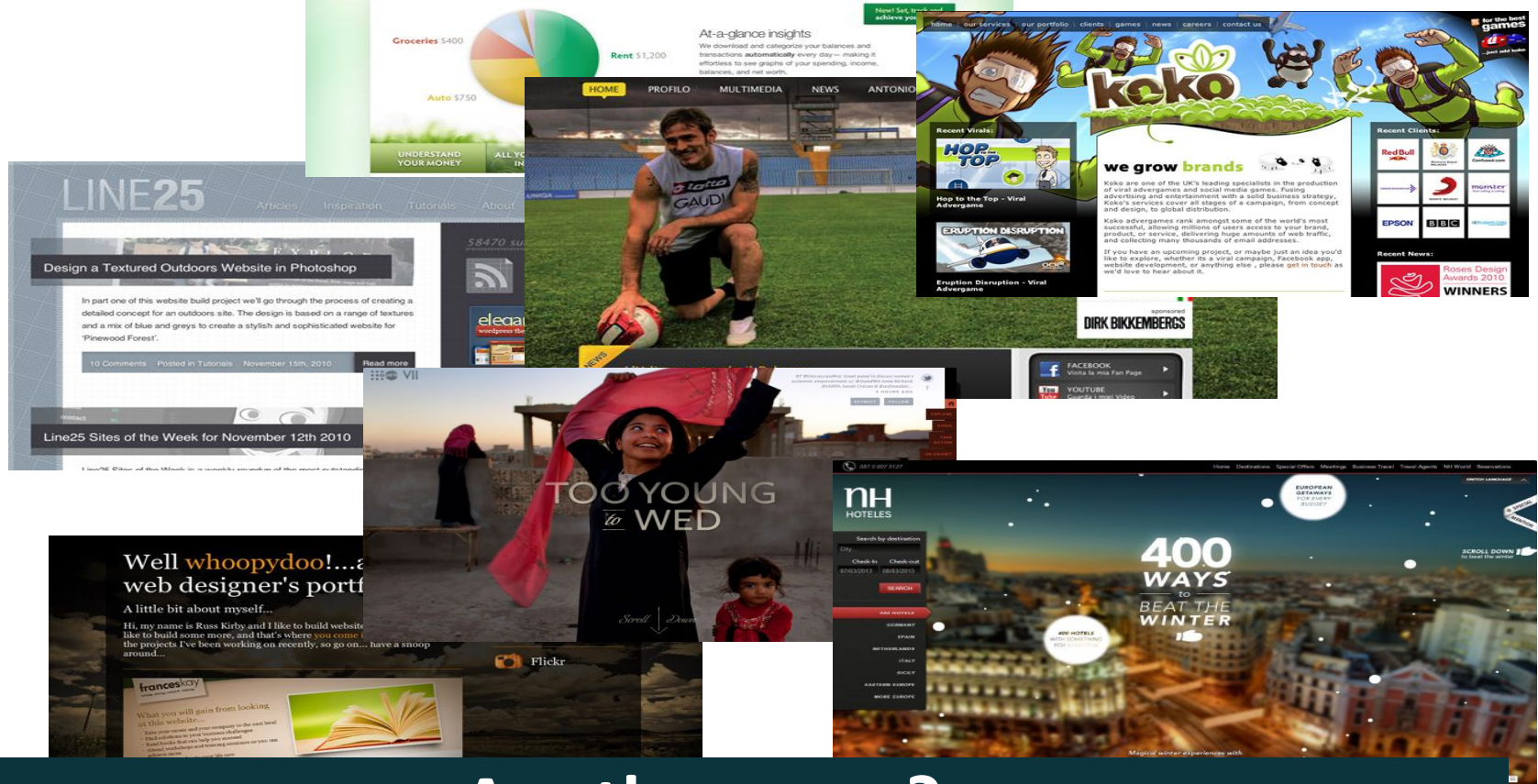# Principles of Design

Proximity & Alignment

What are the main principles?

Are there any?

The Purpose of Web Design

The *Atlantic* home page

Functional areas

Header and global navigation		
Content menu		Search
		Advertisement
Lead article		
		Contributor blogs
Article	Article and video	
Article		Internal advertising

The Purpose of Web Design

1. Create a clear visual **hierarchy of contrast**, so you can see at a glance what is important and what is peripheral

2. Define **functional regions** of the page

3. Group page elements that are related, so that you can **see structure in the content**

...How do we achieve this?

Find five differences

Good Design Is As Easy as 1-2-3

1. **Learn the principles.**
They're simpler than you might think.
2. **Recognize when you're not using them.**
Put it into words -- name the problem.
3. **Apply the principles.**
You'll be amazed.

Good design
is as easy as...

Learn the basic principles.
They're simpler than you might think.

Recognize when you're not using them.
Put it into words—name the problem.

Apply the principles.
Be amazed.

Find five differences

1. Removed the border that was crowding the edges
2. Used a stronger typeface whose bold has a bigger impact on the page (principle of **contrast**)
3. Repeated the bold to point out the three steps and repeated the light face to comment on them (principle of **repetition**)
4. Gave the text different alignments (principle of **alignment**)
5. Separated the three steps so you can instantly see there are three of them, making it unnecessary to use the numerals (principle of **proximity**)

Good Design Is As Easy as 1-2-3

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They're simpler than you might think.
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Four Basic Principles of Design

1. Proximity
2. Alignment
3. Repetition
4. Contrast

Today's topic:

Proximity & Alignment

Proximity

- ○ Group related items together: physical closeness implies a relationship

- ○ Organize content both semantically and visually

- ○ Question whether elements are close to the elements they belong with

- ○ Watch for elements that have inappropriate relationships

- ○ First, group the information by meaning; then, set the content in groups on the "canvas"

Principle of Proximity

Find the differences:

Differences

- Title is larger
- The rest of the type is smaller
- The three services are on three individual lines
- Related elements are grouped together
- Capitalized words in the email and web address so they are easier to read
  Don't do this!
- Got rid of the extra heart
- Got rid of the word 'available'
- Lightened the heart so it doesn't compete with the text.
- Enlarged the heart and overlapped it with the text to integrate it.

First Friday Club
Winter Reading Schedule

Friday November 1 at 5 p.m. *Cymbeline*
In this action-packed drama, our strong and true
heroine, Imogen, dresses as a boy and runs off to a
cave in Wales to avoid marrying a man she hates.
Friday, December 6, 5 p.m. *The Winter's Tale*
The glorious Paulina and the steadfast Hermione
keep a secret together for sixteen years, until the
Delphic Oracle is proven true and the long-lost
daughter is found.
All readings held at the Mermaid Tavern. Spon-
sored by I Read Shakespeare.
Join us for $3!
For seating information phone 555-1212
Also Friday, January 3 at 5 p.m. *Twelfth Night*
Join us as Olivia survives a shipwreck, dresses as
a man, gets a job, and finds both a man and a
woman in love with her.

Differences

- The main text is smaller
- Title is larger, which can be done when the rest of the text is organized and smaller
- The information is organized consistently so the reader can find it.
- Headings are bold using the Principle of Contrast.
- A strong alignment is provided using the Principle of Alignment.

<div style="display: flex;">
<div>

Correspondences

Flowers, herbs, trees

Ancient Greeks and Romans

Historical characters

Quotes on motifs

Women

Death

Morning

Snakes

Language

Iambic pentameter

Rhetorical devices

Poetic devices

First lines

Collections

Small printings

Kitschy

Dingbats

</div>
<div>

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Dingbats

</div>
</div>

JOIN A
SHAKESPEARE CLOSE READING!

How would you like to . . .

understand every word and every nuance in a Shakespeare play?

Can you imagine . . .

seeing a play performed and actually understanding everything that's going on?

What if you could. . .

laugh in the right places in a play, cry in the right places, boo and hiss in the right places?

Ever wanted to . . .

talk to someone about a Shakespeare play and have that person think you know what you're talking about?

Would you like to . . .

have people admire and esteem you because you know whether or not Portia betrayed her father by telling Bassanio which casket to choose?

It's all possible.

Live the life you've dreamed about!

Be an Understander!

For more info on how to wisen up and start your joyous new life as an Understander, contact us right away:
**phone: 1-800-555-1212;
email: SFSreaders@gmail.com
web: http://www.meetup.com/SFSCloseReaders/**

JOIN A
Shakespeare CLOSE READING!

How would you like to . . .
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Can you imagine . . .
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GERTRUDE'S PIANO BAR

STARTERS:
GERTRUDE'S FAMOUS ONION LOAF - 8
SUMMER GARDEN TOMATO SALAD - 8
SLICED VINE-RIPENED YELLOW AND RED
TOMATOES WITH FRESH MOZZARELLA AND BASIL
BALSAMIC VINAIGRETTE
HAMLET'S CHOPPED SALAD - 7
CUBED CUCUMBERS, AVOCADO, TOMATOES,
JARLSBERG CHEESE, AND ROMAINE LEAVES
TOSSED IN A LIGHT LEMON VINAIGRETTE
CARIBBEAN CEVICHE - 9
LIME-MARINATED BABY SCALLOPS WITH RED
PEPPER, ONIONS, CILANTRO, JALAPENOS, AND
ORANGE JUICE
SHRIMP COCKTAIL - 14
FIVE LARGE SHRIMP WITH HOUSE-MADE COCKTAIL
SAUCE
ENTREES:
NEW YORK STEAK, 16 OZ - 27
ROTISSERIE CHICKEN - 17
NEW ORLEANS LUMP CRAB CAKES
WITH WARM VEGETABLE COLESLAW, MASHED
POTATOES, SPINACH AND ROMESCO SAUCE - 18
GRILLED PORTOBELLO MUSHROOM
STUFFED WITH RICOTTA CHEESE, GARLIC, ONIONS
AND SPINACH, SERVED OVER MASHED POTATOES
- 18
NEW ZEALAND RACK OF LAMB - 26
BARBEQUED BABY BACK RIBS - 24
AUSTRALIAN LOBSTER TAIL, 10 OZ - MARKET PRICE
SURF & TURF
AUSTRALIAN LOBSTER & 8OZ FILET - MARKET
PRICE

Gertrude's Piano Bar

Starters

Gertrude's Famous Onion Loaf - 8

Summer Garden Tomato Salad - 8
sliced vine-ripened yellow and red tomatoes
with fresh mozzarella and basil Balsamic vinaigrette

Hamlet's Chopped Salad - 7
cubed cucumbers, avocado, tomatoes, Jarlsberg cheese,
and romaine leaves tossed in a light lemon vinaigrette

Caribbean Ceviche - 9
lime-marinated baby scallops with red pepper, onions,
cilantro, jalapenos, and orange juice

Shrimp Cocktail - 14
five large shrimp with house-made cocktail sauce

Entrees

New York steak, 16 ounce - 27

Rotisserie Chicken - 17

New Orleans Lump Crab Cakes - 18
with warm vegetable coleslaw, mashed potatoes, spinach,
and Romesco sauce

Grilled Portobello Mushroom - 18
stuffed with Ricotta cheese, garlic, onions and spinach,
served over mashed potatoes

New Zealand Rack of Lamb - 26

Barbequed Baby Back Ribs - 24

Australian Lobster Tail, 10 ounce - Market Price

Surf & Turf
Australian Lobster & 8 ounce Filet - Market Price

Gertrude's Piano Bar

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Surf & Turf	Market Price
Australian Rock Lobster and 8-ounce Filet	

What can we improve?

1. Move the bullets closer to the copy

2. Provide at least a tiny bit of space between the photos to define them

3. The body copy needs space between it and the photos.

4. The address and contact information need space to separate them from the photo

5. The sides are crowded, yet there is lots of empty space at the top and bottom. The advantage for you here is that this gives you some flexibility in arrangement

6. Tip on redesigning this ad: Get rid of the redundancies in the text.

BEST VALUE IN MILES CITY

- Free Hot Breakfast: Eggs, Waffles
- Outdoor Pool
- Free Wireless Internet
- Microwave/Fridge
- Truck Parking
- Restaurants Nearby
- HBO
- Beautiful Courtyard
- Flat screen TV in all rooms

Moonlight Inn

We have lovely secret courtyard and spacious outdoor pool. Clean and quiet. Very comfortable big room. Free Wi-Fi in room, nice english breakfast, microwave and refrigerator in all rooms. Friendly staff. Short walk to restaurant. Pets allowed with pet fee.

9715 Cerro Blanco, Miles City, MT 35492
Phone: 765-555-8970 Fax: 765-555-7999
moonlightinnofmilescity@gmail.com

SPEICHERANBIETER.DE

STARTSEITE   WEBHOSTING   DOMAINS   VORSCHAU   SERVICE   UNTERNEHMEN   FAQ - HILFE   BLOG

▶ **WEBHOSTING ANGEBOTE:**

Speicher .de 1,5 GB

1 .de Domain inklusive
1,5 GB Speicherplatz
Traffic Flatrate

10 E-Mail Postfächer
20 E-Mail Accounts
10 Subdomains
1 MySQL Datenbank

+ PHP5 mit eigener php.ini

Speicher .de 2,5 GB

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Benutzername:

Kennwort:

Login

Passwort vergessen?

Premium Provider
10632
webhostlist.de

HOSTtest

VISA MasterCard

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Kennwort: [_____]

[Login]

Passwort vergessen?

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HOST**test**

VISA   MasterCard   [JCB]

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VISA   MasterCard

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Kennwort:

Login

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Premium Provider
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webhostlist.de

HOSTtest
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VISA   MasterCard

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Center alignment can work

… as long as it's not paragraph text

Contrast
The idea behind contrast is to avoid elements on the page that are merely similar. If the elements (type, color, size, line thickness, shape, space, etc.) are not the same, then make them very different. Contrast is often the most important visual attraction on a page—it's what makes a reader look at the page in the first place. It also clarifies the communication.

Repetition
Repeat visual elements of the design throughout the piece. You can repeat colors, shapes, textures, spatial relationships, line thicknesses, fonts, sizes, graphic concepts, etc. This develops the organization and strengthens the unity.

Alignment
Nothing should be placed on the page arbitrarily. Every element should have some visual connection with another element on the page. This creates a clean and sophisticated look.
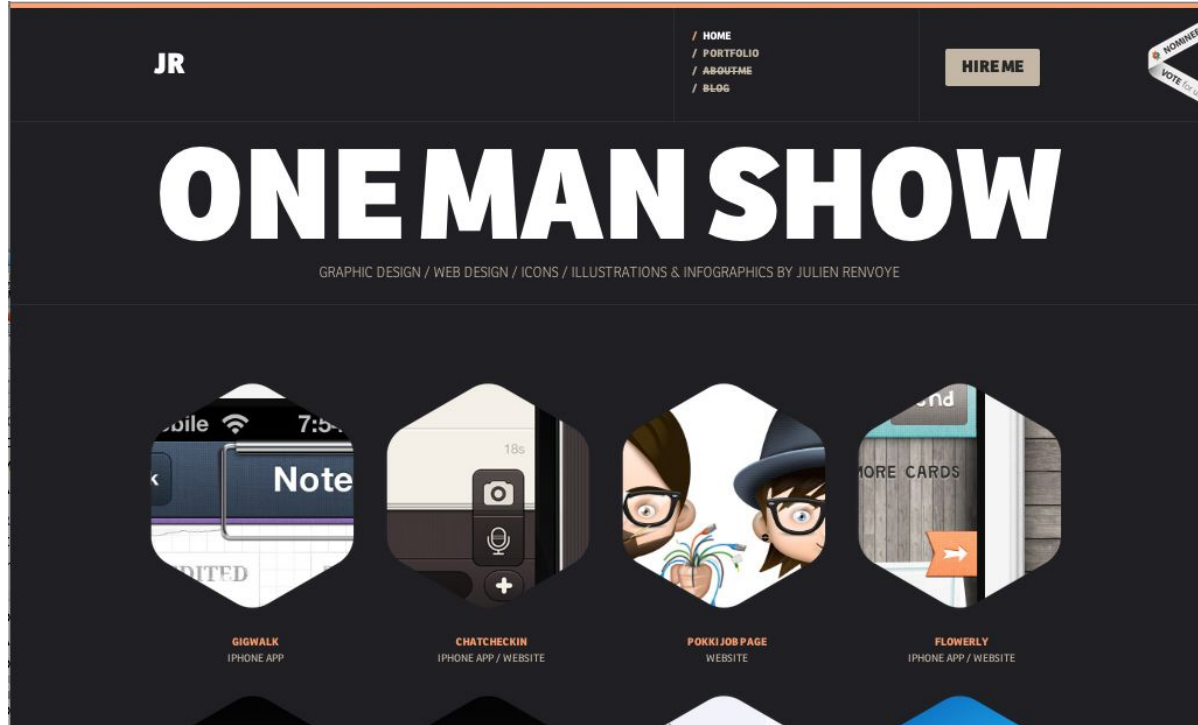
Proximity
Items relating to each other should be grouped close together. When several items are in close proximity to each other, they become one visual unit rather than several separate units. This helps organize information, reduces clutter, and gives the reader a clear structure.

Center alignment can work
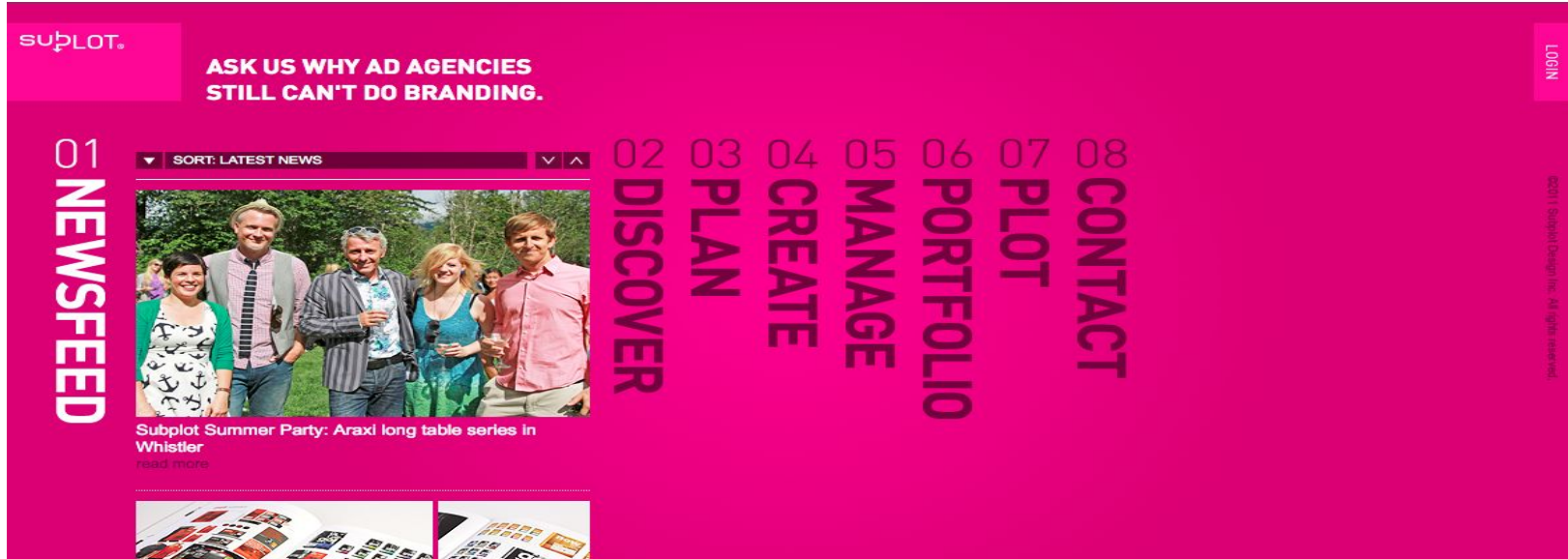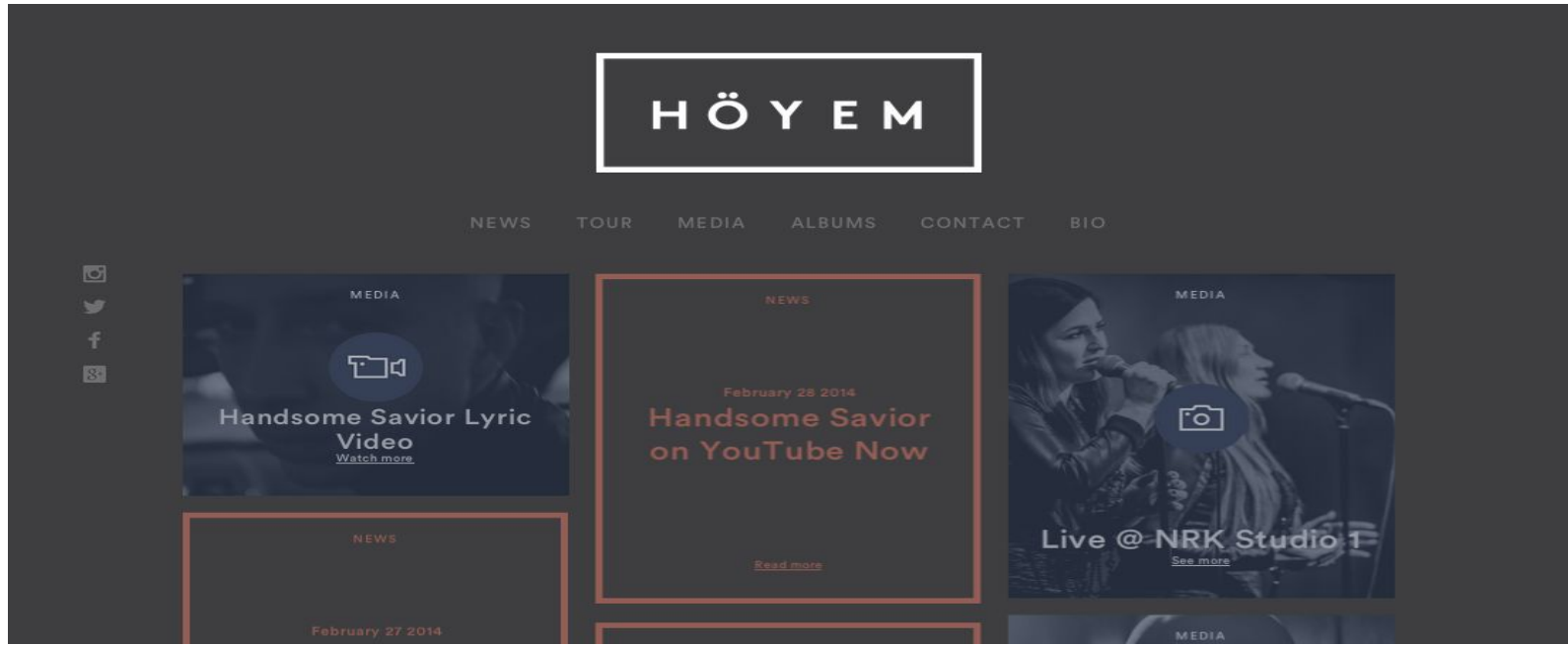
Center alignment can work

Center alignment can work

...and so can non center alignment!

...and so can non center alignment!

…and so can non center alignment!

Alignment: a summary

- The basic purpose of alignment is to organize the page

- Nothing should be placed on the page arbitrarily

- Every item should have a visual connection with something else on the page

- Use an invisible line that connects elements, both in eye and in mind

- The arrangement of elements in such a way that the natural grid lines created by them match up precisely

- Such elements become unified and form a greater whole

- Unaligned elements tend to fall apart