

# Principles of Design

Repetition & Contrast



# Four Basic Principles of Design

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

Today's topic:

Repetition & Contrast

*(..and a few more details on designing for the web)*

# Repetition

- Repeat some aspect of the design throughout the entire piece
- It can be anything that a reader will visually recognize.

# Repetition

- Repetition of visual elements unifies a piece
- Repetitions strengthens a design by tying together otherwise separate parts
- Avoid repeating the element so much that it becomes annoying or overwhelming

# Repetition

## THE ELIZABETHAN HUMOURS

In ancient and medieval physiology and medicine, the humours are the four fluids of the body (blood, phlegm, choler, and black bile) believed to determine, by their relative proportions and conditions, the state of health and the temperament of a person or animal.

### Eyes have Power

When two people fall in love, their hearts physically became one. Invisible vapors emanate from one's eyes and penetrate the other's. These vapors change the other's internal organs so both people's inner parts become similar to each other, which is why they fall in love—their two hearts merge into one. You must be careful of eyes.

### Music has power

Songs of war accelerate the animal spirits and increase the secretion of blood in

phlegmatics. Songs of love reduce the secretion of choler, slow down the pulse, and reduce melancholic anxiety. Lemnius (1505–1568) wrote that music affects "not only the ears, but the very arteries, the vital and animal spirits, it erects the mind, and makes it nimble." Marsilius Ficino (1433–1499) wrote in his letters: "Sound and song easily arouse the fantasy, affect the heart, and reach the inmost recesses of the mind; they still [quiet], and also set in motion, the humours and the limbs of the body."

### Wine!

Ken Albala states: "Wine is the most potent corrective for disordered passions of the soul. In moderation it reverses all malicious inclinations, making the impious pious, the avaricious liberal, the proud humble, the lazy prompt, the timid audacious, and the

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# Repetition on the Web

- On a website, repetition means consistency
- It is not boring
- Gives your site a consistent graphic identity
- Allows users:
  - to ***adapt quickly*** to your design; and
  - to ***predict with confidence*** the location of information and navigation controls across the pages of your site.

# Repetition on the Web



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LOCUS SOLUS, GAE AULENTI 1964

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# Contrast

- Contrast on a page draws our eyes to it; our eyes like contrast
- If you are putting two elements on the page that are not the same (such as two typefaces or two line widths), they cannot be similar—for contrast to be effective, the two elements must be very different
- Contrast is crucial to the organization of information: a viewer should always be able to glance at a page and instantly understand what's going on

# Contrast

## HUGS PIE SHOP

We are Santa Fe's only Pie Shop!

SAVORY MEAT PIES  
SAVORY VEGETARIAN PIES  
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DREAMY CREAM PIES  
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PIE IS ART  
EVERY PIE WE MAKE  
IS A PIECE OF ART AND  
WANTS TO BE SHARED

SOMEBODY NEEDS A  
HUG!

## HUGS PIE SHOP

Santa Fe's only Pie Shop  
and Gallery!

sweet fruit pies  
dreamy cream pies  
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503 Lattice Lane • Monday to Saturday 8 a.m. to 4 p.m.  
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**SOMEBODY NEEDS A HUG!**

Every pie  
we make  
is a piece of art  
and wants  
to be shared!

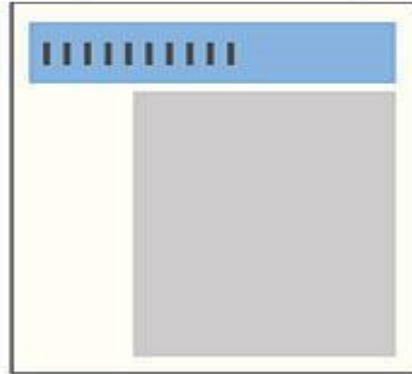
# Contrast on the Web

- Readers first see pages as large masses of shape and color, with foreground elements contrasting against the background field
- Then they begin to pick out specific information, first from graphics if they are present
- And only after this do they start parsing the harder medium of text and begin to read individual words and phrases

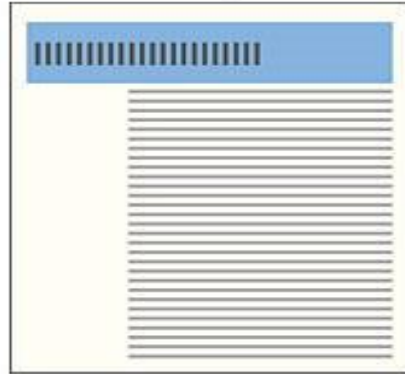
# Contrast on the Web

Visual scanning of page structure over time

Rough visual scanning



Finer scanning



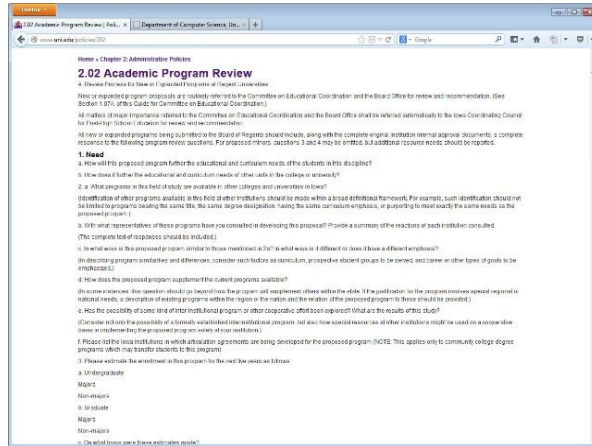
Start reading headers

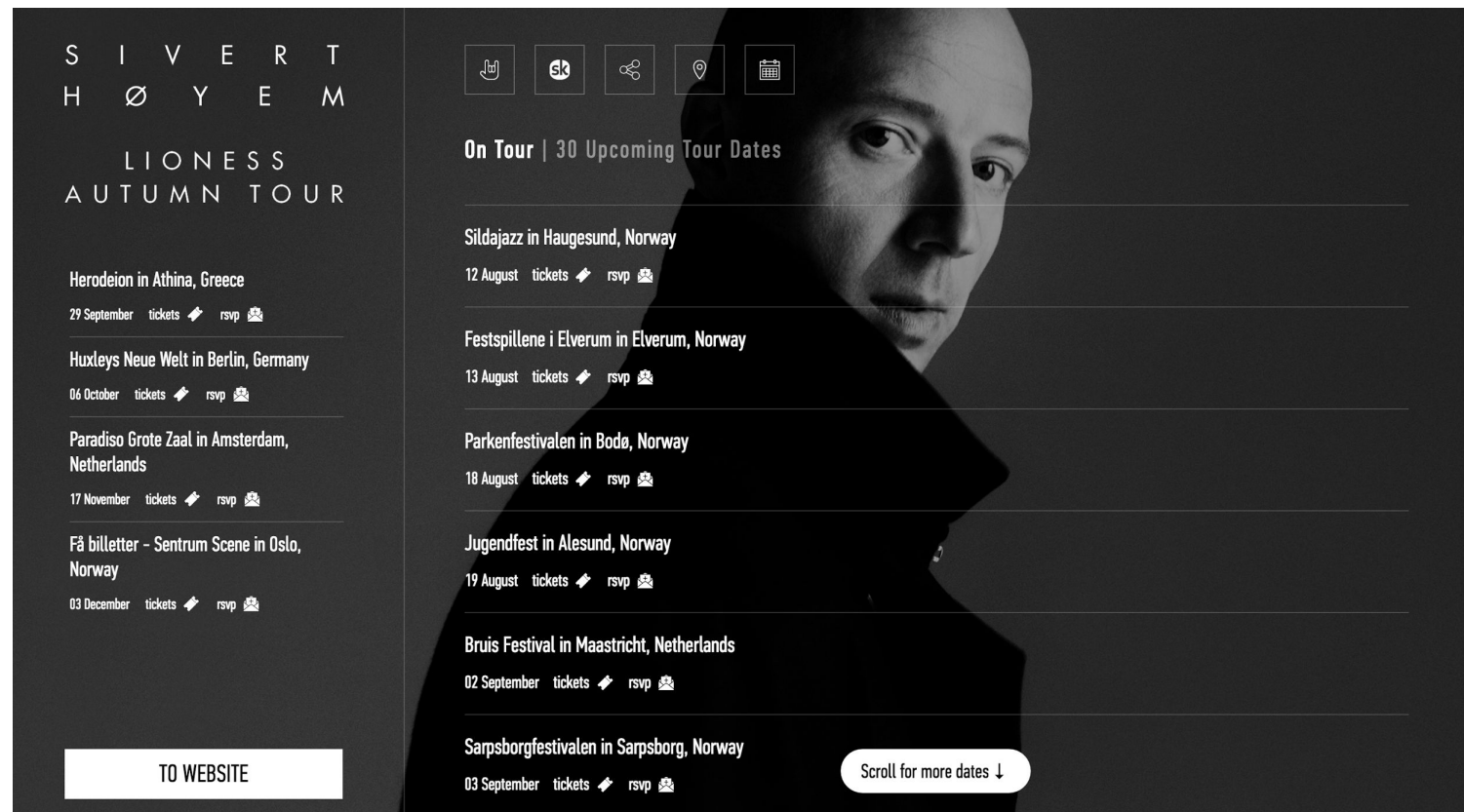




# Contrast on the Web

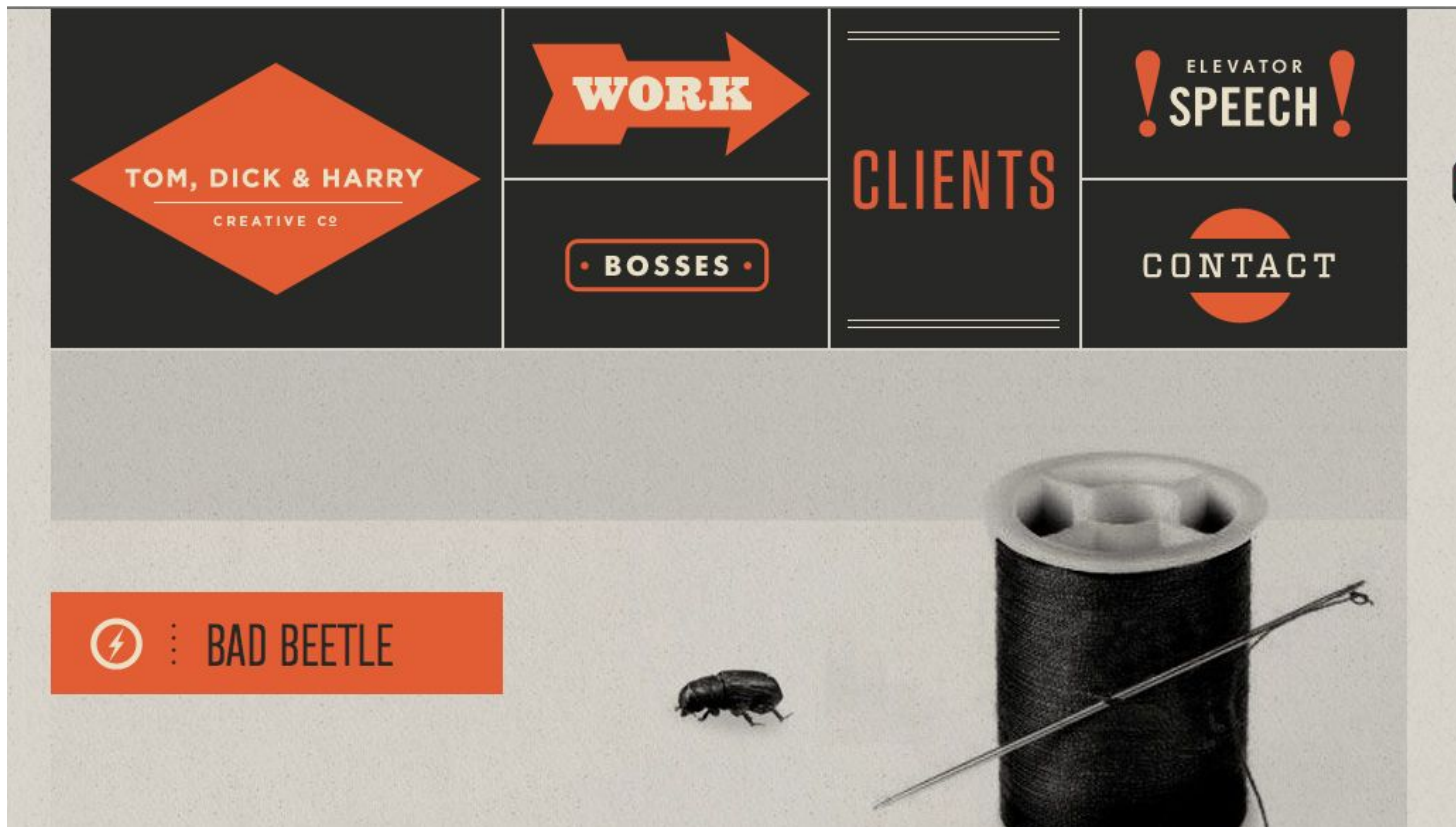
- Need balance between text and visual elements:
  - A page of solid text: no obvious cues to the structure of the information
  - A page dominated by poorly designed or overly bold graphics or typography will distract





This website has strong alignment and strong proximity, but it is confusing because it is too repetitive and doesn't offer enough contrast





If you use a second **color** for accent, make sure the colors contrast--**dark brown** or **dark blue** doesn't contrast as effectively with black text.

“The easiest ways to add interesting contrast is with typefaces” (p. 74)



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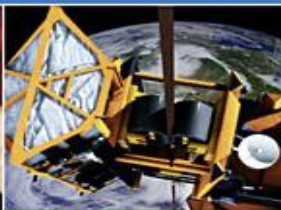
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## AGING

Will research into "longevity genes" help us live longer and healthier lives?



## SPACE ELEVATOR

Can we build a 22,000-mile-high cable to transport cargo and people into space?



## MAYA

NASA archeologists use satellites to pinpoint ancient ruins buried deep in the jungle.

## CURRENT BROADCAST

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## AIRING ON PBS AUGUST 6



Aging, Space Elevator,  
Maya, Profile: Bonnie Bassler  
Will research into "longevity genes" help us live longer and healthier  
lives? [\[more\]](#)

## Explore an Interactive

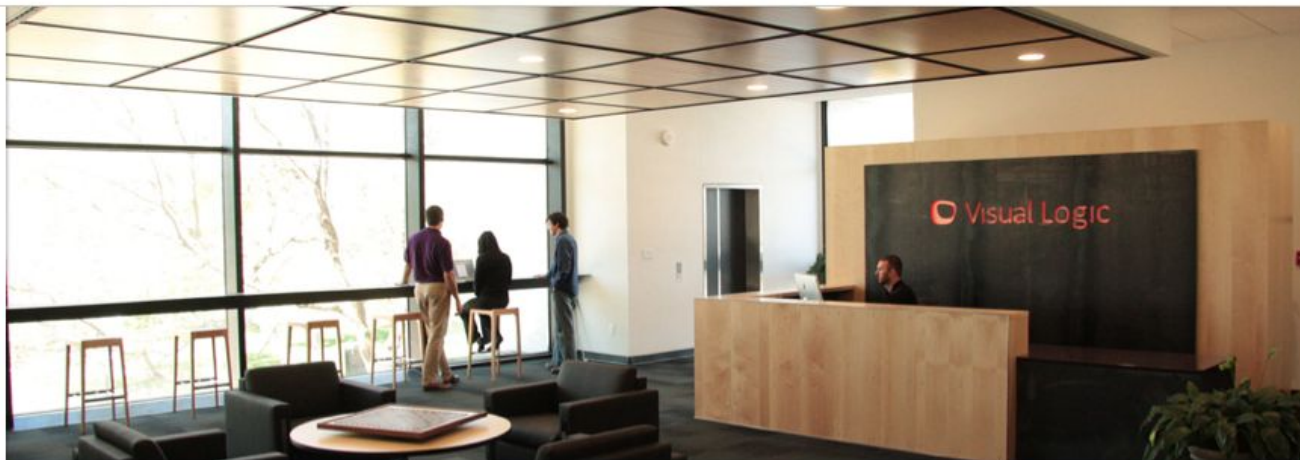
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Explore a 2,000-year-old mural, one of the greatest discoveries of  
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Nemanja Ivanović

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# SPOTLIGHT.

Visual & Interactive Designer Nemanja Ivanović



FOLLOW ON Behance

...and a few more details on web design



# Balance

- As elements are grouped together in a design, they create visual weight
- Typically, this weight must be balanced out by an equal and opposite weight in order to achieve balance in the design
- Not doing so results in a design that feels unstable
- Can be symmetrical and asymmetrical

# "Simplicity is the ultimate sophistication"

shortly: **Web and Graphic Design Studio** / est. 2009



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# "Simplicity is the ultimate sophistication"

shortly: **Web and Graphic Design Studio** / est. 2009

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studio

UTS Studio on 2010 a. loodud firma mis tegeleb kontserkkorraldusega, haldab endas stuudioid ja proovikat. Mis annab võimaluse lülistada demosid või võtta live lülistusi otse proovist.

Loe lähemalt: [utseproovist](#)



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Menu

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*What*  
WE SOLVE

*The*  
PRODUCT

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COMPANY

TRY  
Us

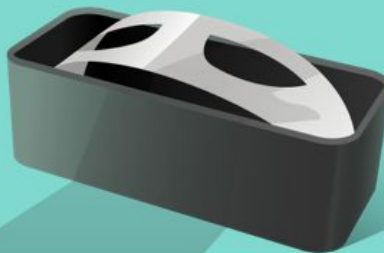
*Captain*  
**DASH**

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*Try our superpowers and*  
**BECOME**  
**A SUPERHERO**  
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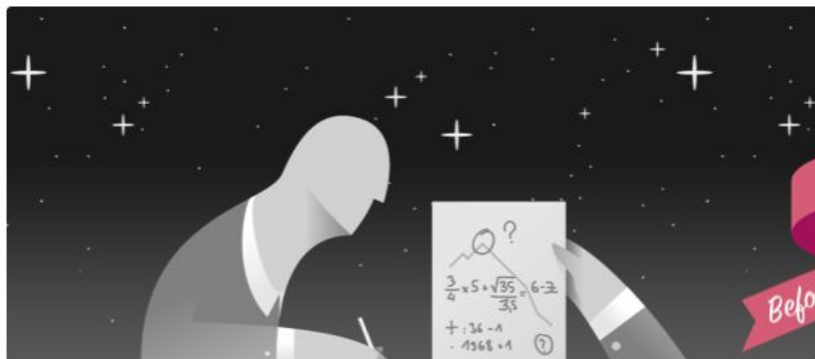
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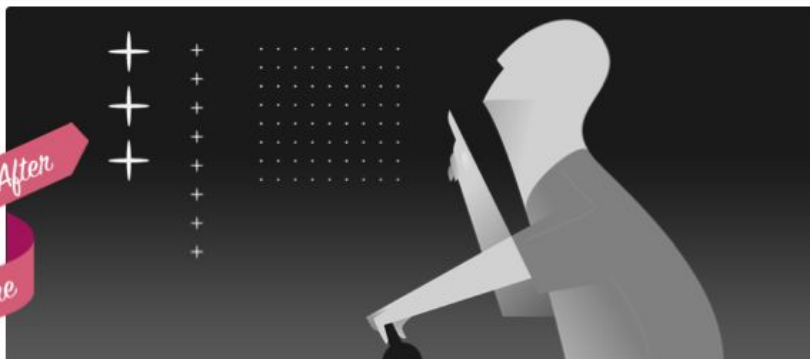
TRY  
Us

# Captain DASH



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Reporting costs time and money Manual methods imply human errors



## REPORTING PRODUCTION IS AUTOMATED

CaptainDash can automatically generate and export reports which data, types of representation, formats, frequencies and recipients are fully customizable.



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# White Space

Graphic design is ultimately the management of white space:  
the ground field behind all figure elements on the page



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den bekannten Luxus Herren-  
ausstatter aus München.*



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# White Space: some useful articles

- <http://webdesignledger.com/tips/whitespace-the-underutilized-design-element>
- <http://webdesignledger.com/inspiration/21-inspiring-examples-of-white-space-in-web-design>
- <http://blog.teamtreehouse.com/white-space-in-web-design-what-it-is-and-why-you-should-use-it>

# Keep it simple!

- Functionality and content determines the look
- Prefer the conventional over the eccentric
- Design should never intrude on the experience
- For some users simplicity is critical: with a lack of spatial cues and with radically different approaches to navigation, vision-impaired users or people with cognitive disabilities can easily get disoriented or lost
- *The best style is one that viewers never notice*

