

PR 486: INTRO TO DESIGN TOOLS

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# THE BASICS OF DESIGN

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**DESIGN IS THINKING MADE  
VISUAL.**



Saul Bass

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## DESIGN NEED NOT BE COMPLEX OR OVERTHOUGHT OR SCARY!

- ▶ We see design every day. As humans, we are intuitively drawn to pleasing aesthetics. We have some built-in design instincts.
- ▶ Think about how you react to certain colors – like the red of a stop sign.
- ▶ Think about how you feel when you look at ads, or read signs.
- ▶ Think about how your brain sometimes tries to right things that are crooked, or notices when spacing is off, or gets overwhelmed when you can't figure out where to start reading a poster.

Sprint LTE 12:00 PM 11% 



Ed >

They have Adirondack chairs at the Syracuse airport ... cuz we're in the Adirondacks. That's cute.



I would never have made that connection in a million years

This is what happens when you are a design nerd



iMessage





Chris Do  
19 mins · 

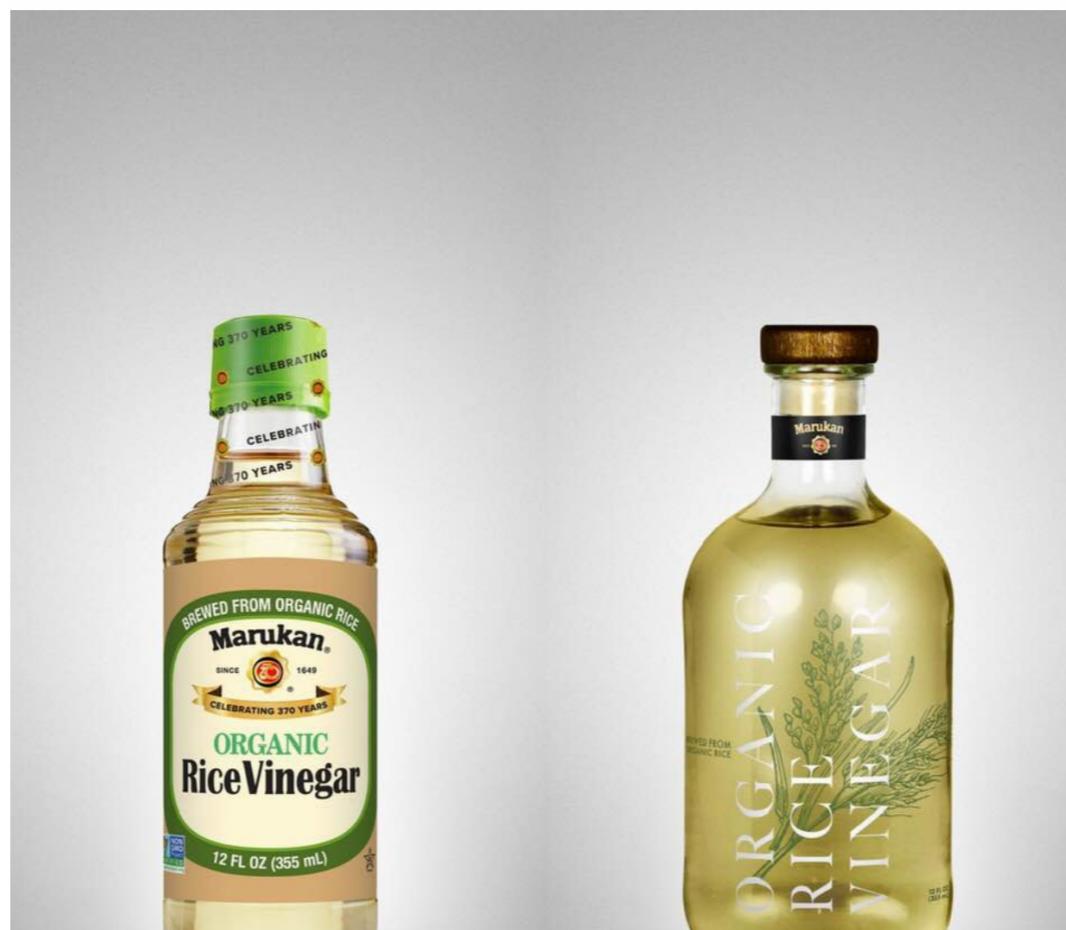
...

Does design matter?

Quick test. Which bottle do you think is more expensive, higher quality and would catch your eye at the store?

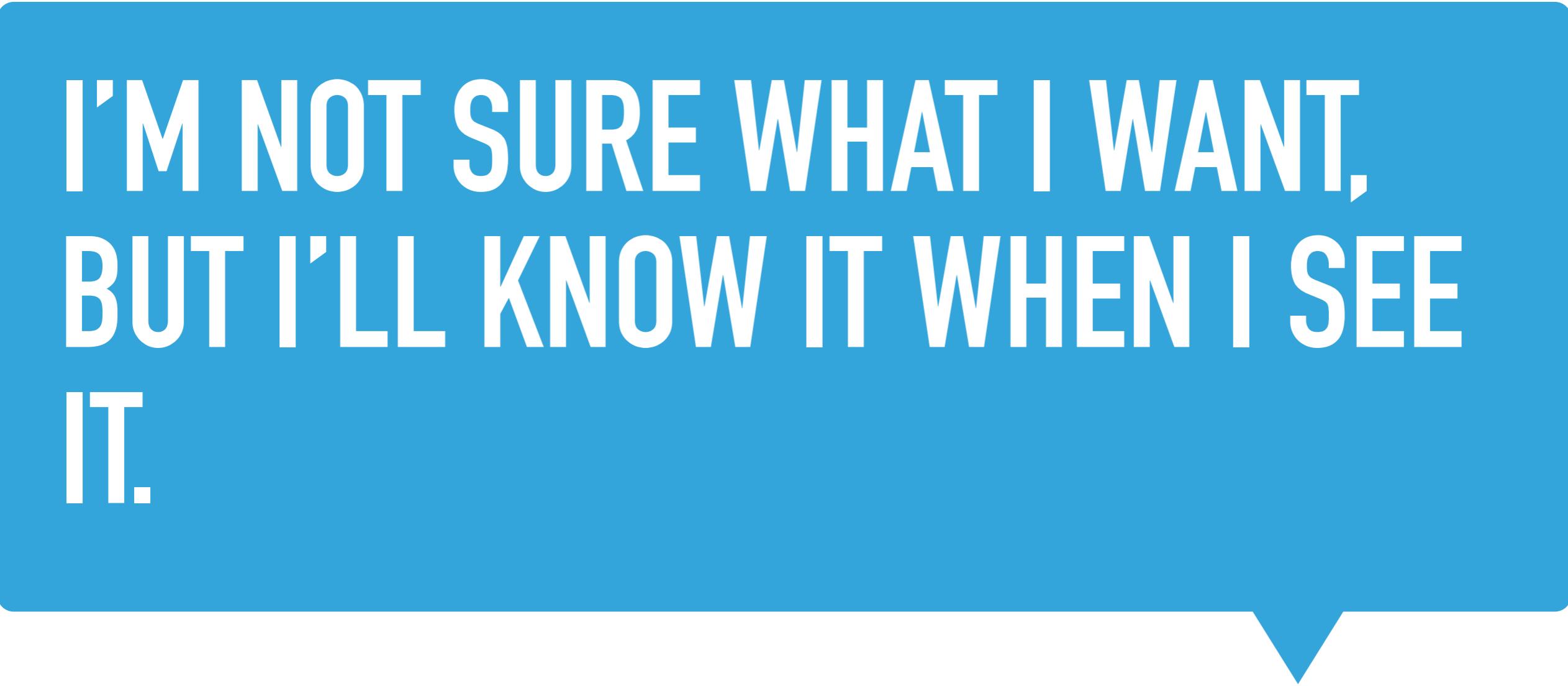
The logos are exactly the same but everything else is different. Perhaps it's time to reevaluate the assumption that design is superficial unless you are willing to admit that you are superficial. This is the impact that design can have on your product, service, website, communication, positioning, perceived value and bottom line.

Designed by **Matthew Encina**.  
**#bizofdesign**



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I'M NOT SURE WHAT I WANT,  
BUT I'LL KNOW IT WHEN I SEE  
IT.



Every terrible client, ever

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# SOME BASIC DESIGN CONCEPTS

- ▶ Color
- ▶ Typeface
- ▶ Hierarchy
- ▶ Spacing / Rhythm

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## COLOR

- ▶ Certain colors can evoke certain feelings and emotions.
- ▶ Don't overuse color. Sometimes all you need is two or three.
- ▶ Don't use too many bold shades. One will catch someone's attention; five will make people's eyes bleed.
- ▶ If you're not sure about color combos, there are some basic rules you can follow by looking at a color wheel.

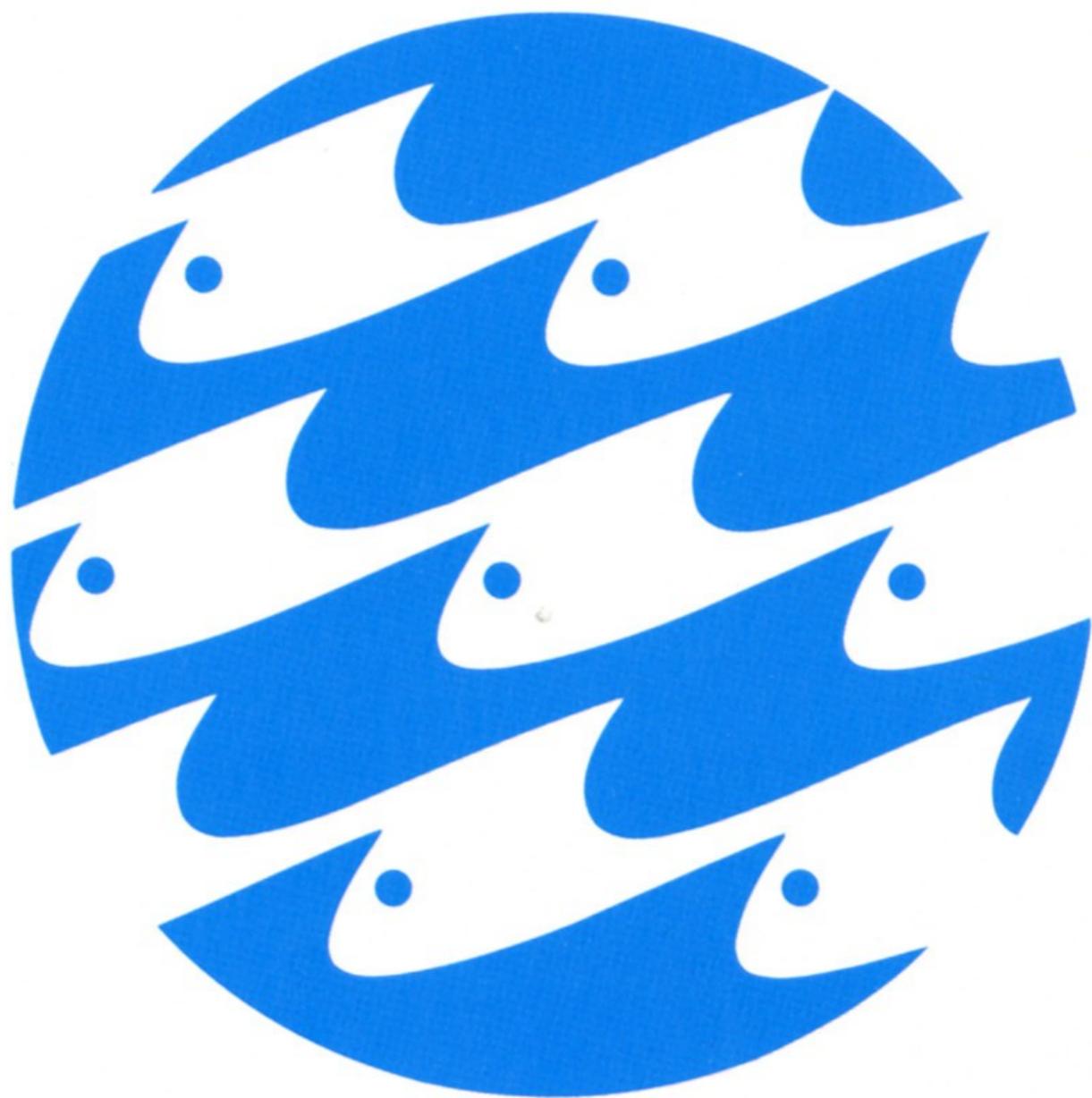


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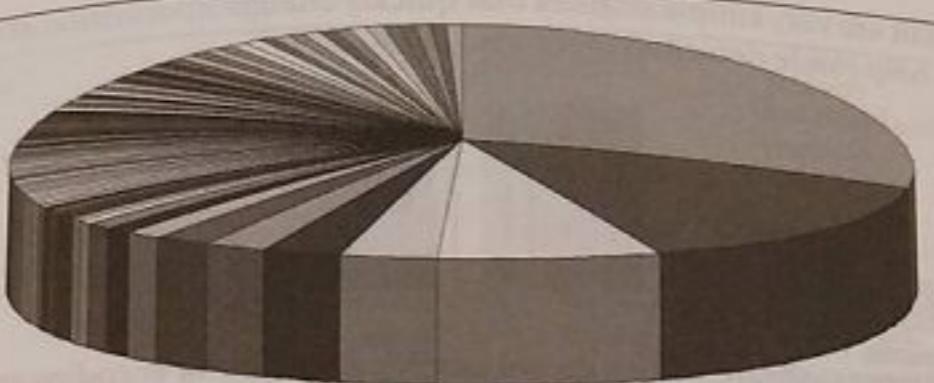
## COLOR WHEEL RULES

- ▶ **Complementary colors:** Colors that are opposite each other on the color wheel. For example, blue + orange, red + green, yellow + purple.
- ▶ **Analogous colors:** Colors that are next to each other on the wheel. For example, green + yellow, red + purple, blue + green.
- ▶ **Monochromatic colors:** The same color, but in different shades. For instance, red + pink.







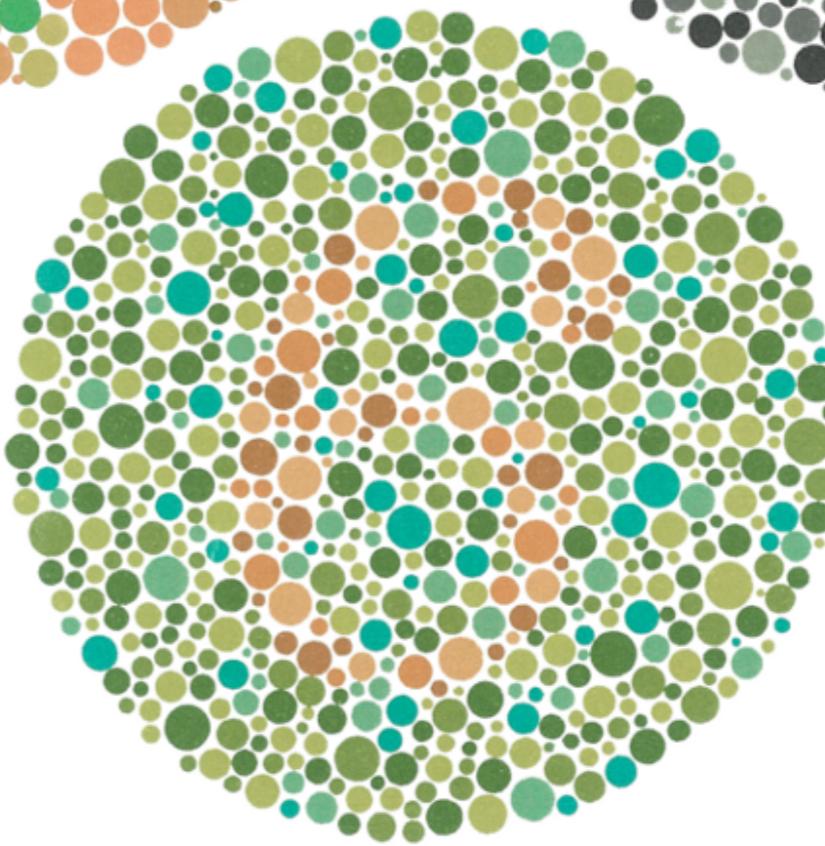
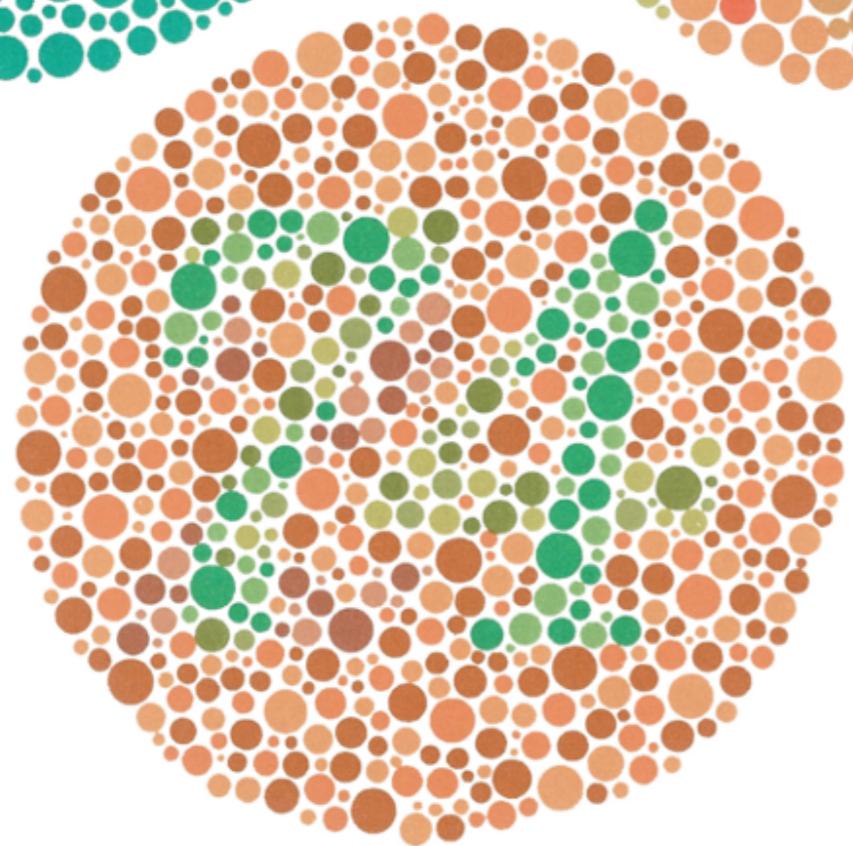
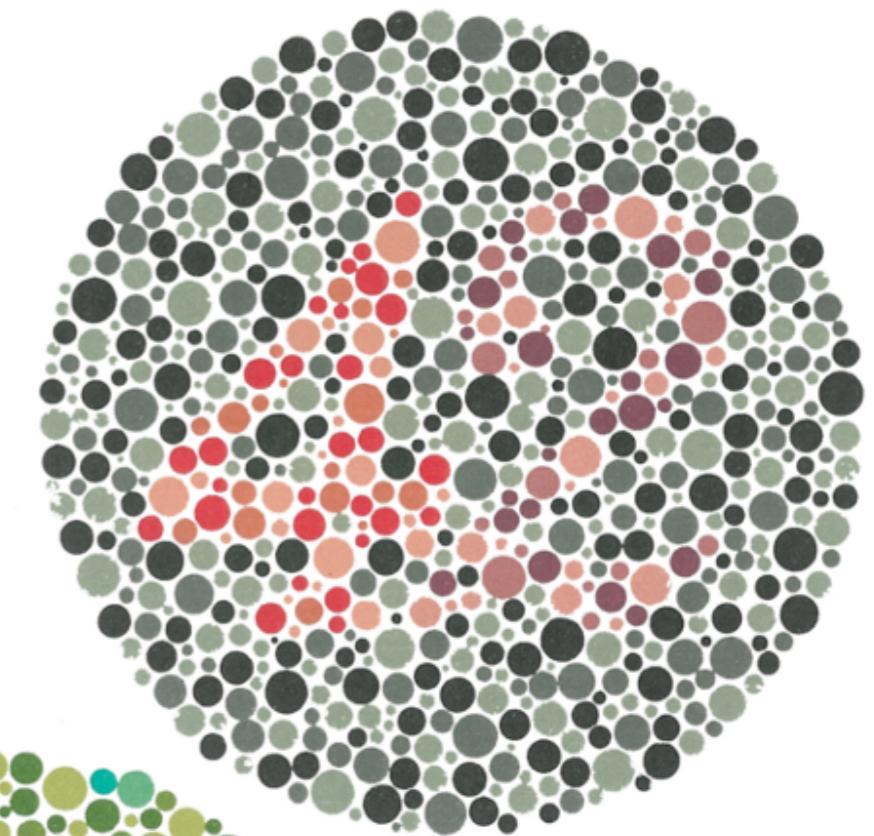
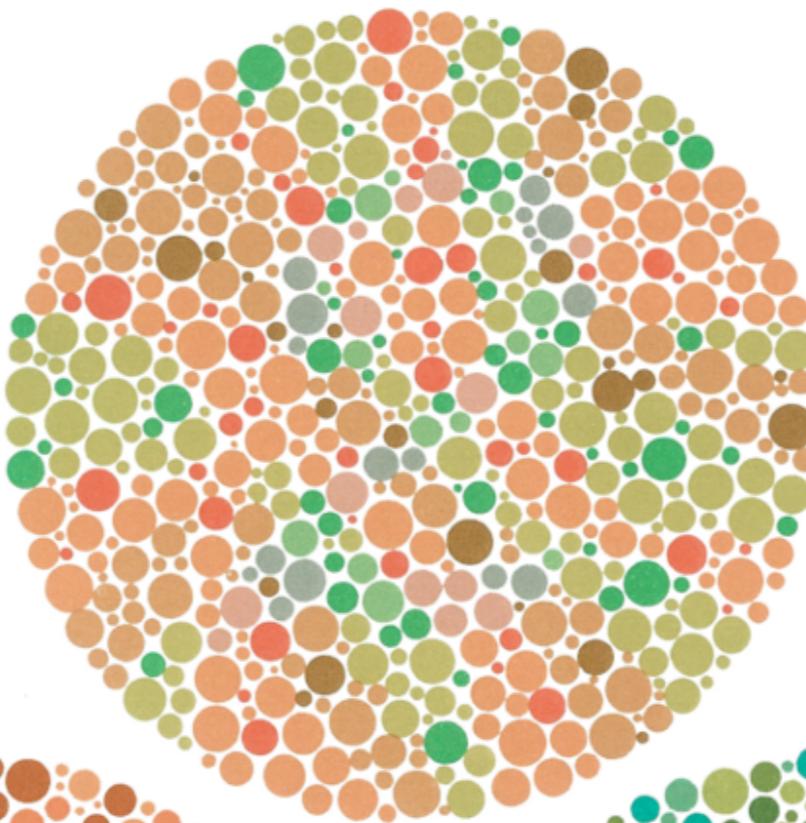
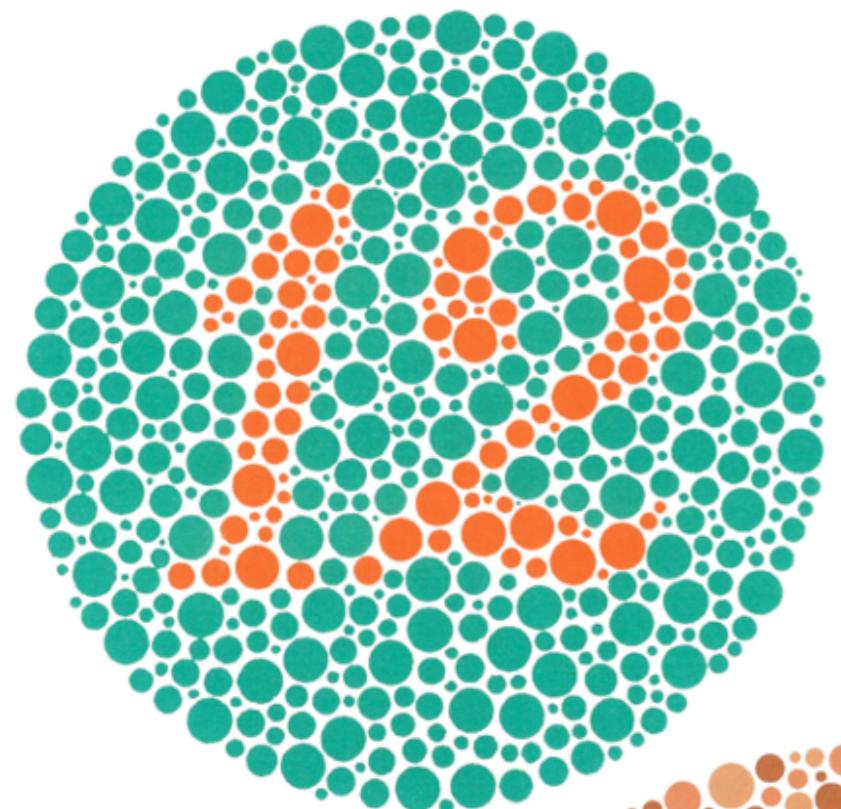


- Other Packers
- Other Installers
- ASProtect.b
- Aspack
- FSG
- NsPack
- MEW
- RLPack
- RP Crypt
- Armadillo
- PKUTE32
- PE-Pack
- NTKml
- Petite
- NSPack
- PE-Armour
- Yoda
- Hmimys
- BeRoEXEProtect
- nPack
- PELOCK
- ACProtect
- Obsidium
- Packman
- EXE Stealth
- EXE Pack
- Enigma
- XorFF
- Punisher
- VPacker
- WW pack
- The Draw
- UPX
- PE-Compact
- Unpack2
- Themida
- Morphine
- TeLock
- NSpack
- YodaProtect
- PEBundle
- SVK Protect
- EXE Crypter
- VMProtect
- PEspin
- PE-Compact
- Molebox
- Unpack1
- NakedPack
- Expressor
- ASProtect
- Kkrunchy
- PC-Guard32
- Cex ec
- ARM
- Orien
- NS Anti
- PE Armour
- PKlite
- Neolite
- PE Patch.crypt
- AntiDote
- SDprotector
- LZexe

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## A WORD ABOUT COLORBLINDNESS!

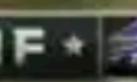
- ▶ There are an estimated 300 million people who have some kind of color vision deficiency!
- ▶ 1 in 12 men and 1 in 200 women are color blind.
- ▶ Red/green colorblindness is the most common type. These are folks who cannot differentiate between red and green (it all looks brown to them).





CBS

TNF



BUF 3

NYJ 3

2ND 5:42

NETWORK

---

## TYPEFACE (ALSO KNOWN AS FONTS)

- ▶ Fonts can convey meaning and a specific feel. You wouldn't use a frivolous cursive or handwriting-style font if you were talking about a serious subject matter!
- ▶ Readability is key. Don't use a cursive font in all caps. That's just terrible.
- ▶ Size **\*does\*** matter, especially when it comes to light type on dark backgrounds. Use larger type in this situation. Also keep reading length in mind.

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## MORE TYPEFACE TIPS

- ▶ Don't use more than two or three fonts at once or you'll look like a club flyer.
- ▶ Pairing a sans-serif and a serif font together is a classic pairing. You can also pair two sans-serif fonts or two serifs. Just make sure they don't look radically different from each other if you use two serifs or sans-serifs.
- ▶ You can always use one typeface in multiple weights, like regular and bold, or thin and bold. You want some contrast.
- ▶ Google Fonts is a great source for fonts! (And it's free!)

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## SOME MORE GREAT TYPOGRAPHY TIPS

- ▶ Does type have personality? Absolutely!
- ▶ Should you pick a typeface willy-nilly? Probably not.
- ▶ Line length does matter. Help your readers out.

# Amanda's Toddler Day Care!

"Your precious kid  
will be fine with us!"

11:49 ↗

5G

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HOWies

Bruce Schneider · 16h ·

...



😂👍 Velvette de Laney and 30 others

3 Comments

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Comment

Send

Su Jung Kim added 47 comments.

...



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[www.w4kbl.org](http://www.w4kbl.org)

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CALLING ALL  
STATIONS**

**145.230  
179.9 PL**



CONTACT  
[n4mht@mchsi.com](mailto:n4mht@mchsi.com)

**VE TESTING AT 9:00  
WALK-INS WELCOME**

**WELCOME  
TO THE  
PENNINGTON FOLK MUSIC FESTIVAL**

**•••• FIRST ANNUAL ••••**

**"PENNINGTON"**

# **HAMFEST**

**INDOOR TABLES ARE AVAILABLE - FCFS**

**NO FEES TO ENTER OR SETUP**

**DOOR  
PRIZES**

**FOOD AND DRINKS  
WILL BE AVAILABLE**

**DOOR  
PRIZES**

**PRINCETON, KY  
FIRE TRAINING CENTER**

**EXIT 12 OFF WK PKWY**

**2001 HWY 62 WEST**

**JUNE 2nd, '12 7:00 AM till NOON**

**PRINCETON HAM RADIO CLUB AND CALDWELL CO ARES**

7:04 ↗



Sarah Button ► HOWies

8h ·

...

Hard to find good designers these days.



47

37 Comments 1 Share

Like

Comment

Share



Bruce Schneider

I wonder if this outdoor board has met the company's performance expectations?

[View 1 previous reply...](#)



Bruce Schneider

They've had some anxiety over it.



Write a comment...





### NO STYLING



- Difficult to read text
- Lazy



### DROP SHADOW ON TEXT



- Better than no styling at all
- Legibility of text depends on image used



### COLOR OVERLAY



- Text will be readable on any image
- More stylised approach
- Use dark grey overlay for more neutral style



### GRADIENT OVERLAY (OUR PREFERRED METHOD)



- #000 gradient that starts at 100% opacity and fades to 0% (bottom to top)
- You can also use a dark and dominant color from the image rather than black
- Text will be readable on any image
- Subtle technique that does not interfere with image



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# KNOW YOUR FONT TERMS!

- ▶ **Leading:** The space between lines of text.
- ▶ **Kerning:** The space between letters.
- ▶ **Serif:** “With feet.” Typefaces that have ornamentation at the end, like Times New Roman, Palatino. Sometimes you’ll see the term “Slab Serif,” which just means the “feet” are straighter. (Think typewriter-type fonts.)
- ▶ **Sans serif:** “Without feet.” Typefaces that are straight with no orientation, like this one. (Avenir) Arial and Helvetica are other well-known examples.

**Howto  
piss off  
your  
designer  
friends  
and give  
them a  
migraine.**

*Zag*



Most tragic kerning ever.

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## HIERARCHY

- ▶ If everything is the same size or color, no one will know what to look at first. Make the important stuff stand out. Make it bigger, use a highlighting color, etc.
- ▶ Contrast is a great principle to think of when thinking of hierarchy. If something looks different than the other text on it, it's eye-catching. Same goes for if you use a photo.
- ▶ A great post about contrast: It's not always just about color.



Read about it:

<https://www.itsnicethat.com/news/wieden-plus-kennedy-portland-rxbar-graphic-design-071118>

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"American Stories, American Solutions."

U. S. A. +2008 Election 20081108 Terrorism

Sarah Palin - Barack Obama +2008 Election +Electoral - Sarah Palin +Racist - Federal - Investigation - Intelligence - Sarah Palin blamed by the US Secret Service over death threats against Barack Obama; post election Republican Vice Presidential Candidate Sarah Palin's attacks on [2008 Election Democratic President-Elect] Barack Obama's petition provoked a spike in death threats against the future president. Secret Service agents revealed during the final weeks of the campaign. "The Republican vice presidential candidate attracted criticism for accusing Mr. Obama of "palling around with terrorists", citing his association with the sixties radical William Ayers." ... "The attacks revolved a near

TV WORLD 20081108 Politics

Sarah Palin - John McCain - Clothes - \$60 Money - Canadian - Canada - France - Mexico - US - +2008 Elections - +2012 Election - Palin calls critics among McCain aides 'jerks.' ... "The 2008 election Republican Presidential Candidate John McCain campaign aides complained about the \$150,000 that the Republican National Committee had spent on [2008 Election Republican Vice Presidential Candidate Sarah] Ms. Palin's clothes, the way a Canadian comedian was able to embarrass the campaign by calling her and pretending to be the president of France, and the political ambitions she seemed to harbor beyond 2008." ... "By the end of the week, their complaints had escalated considerably, with Fox News quoting unnamed McCain campaign officials as saying that Ms. Palin had not known that Africa was a continent, not a country, and claiming that she did not know which countries were covered by the North American Free Trade Agreement [the US, Canada, and Mexico]." ... "Ms. Palin told reporters in Alaska that the anonymous criticism was "cowardly," and that she had

INTELLIGENCE IRAQ NEWS

Dick Cheney - +Secret - +Osama bin Laden - Senate committee: Bush knew Iraq claims weren't true. - By Maxine P. Global-McCainDC.com Article of Impeachment DECEIVING CONGRESS WITH FABRICATED THREATS OF IRAQ WMDs TO FRAUDULENTLY OBTAIN SUPPORT FOR AN AUTHORIZATION OF THE USE OF MILITARY FORCE AGAINST IRAQ

War Crimes +Torture - +Prison - Human Rights

**SPECIAL JUMBO ISSUE**

**F** for women

December 17, 2018

**Easy Christmas Mmm...**

**TIREDNESS? JUST GONE!**

The \$2 natural cure that ends the "dream deprivation" making 80% of women tense & drained

**NEWS:** Nature's Prozac boosts sleep & mood!

**QUICK CURES**

- ✓ Digestion oh no's
- ✓ Bad breath yikes
- ✓ Hormone ughs
- ✓ Night vision argh
- ✓ Memory oops

**YES!** Kitchen cure de-bloats your belly + boosts calorie burn by 42%

**YOU, PARTY BEAUTIFUL!**

**THINNER YOU** Easy style secrets that shave off 10+ lbs

**THICKER HAIR...instantly!**

**CHEERS!** The healthy cocktails that rev slimming

**FOOD LOVER'S GUIDE TO HOLIDAY KETO!**

You can say **BYE-BYE, HANGRY!** on this Keto-meets-Mediterranean proven plan

Mary Roberts lost 105 lbs on the plan and reversed her Type 2 diabetes: "It was so satisfying, I feel duped by all the low-fat diets I'd tried before!"

**Drop 10 lbs in 7 days**

**101 SHORTCUTS**  
Dazzle without the frazzle with these genius tips

**Special XXL issue \$3.99**

**HAPPY IS WITHIN REACH**

**HI THERE HAPPY!**

**REBA!** Her secrets to stunning at 63—plus the pantry staple she swears by to end aches

**SAVE BIG** on gifts, dinners & décor!

**Wow YOUR crowd!**

The cover of Fit for Women magazine features a woman with brown hair and blue eyes, wearing a red sequined dress, smiling. The title 'Fit for women' is at the top, with 'Fit' in large red letters and 'for women' in smaller yellow letters. Below the title is a large green banner with the words 'FOOD LOVER'S GUIDE TO HOLIDAY KETO!' in white. To the left of the banner is a yellow box with 'QUICK CURES' and a list of five items. To the right is a yellow circle with the text 'Drop 10 lbs in 7 days'. There are also several other text boxes and images related to health, cooking, and shopping.

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## SPACING AND RHYTHM

- ▶ Another way to think of this is grouping. If you group things together, it makes them seem related. For instance, if you're advertising a concert, you probably want to put the venue, date, and time near each other. On a business card, you want to put all the contact info near each other.
- ▶ Create a visual flow for a reader.
- ▶ Don't be afraid of white space. You don't need to fill up every square inch. Let your design breathe.

23 Lawnhill Drive      Happyville, NB

## Joe's Graphics

555-555-4444      [joesgraphics.com](http://joesgraphics.com)

## Joe's Graphics

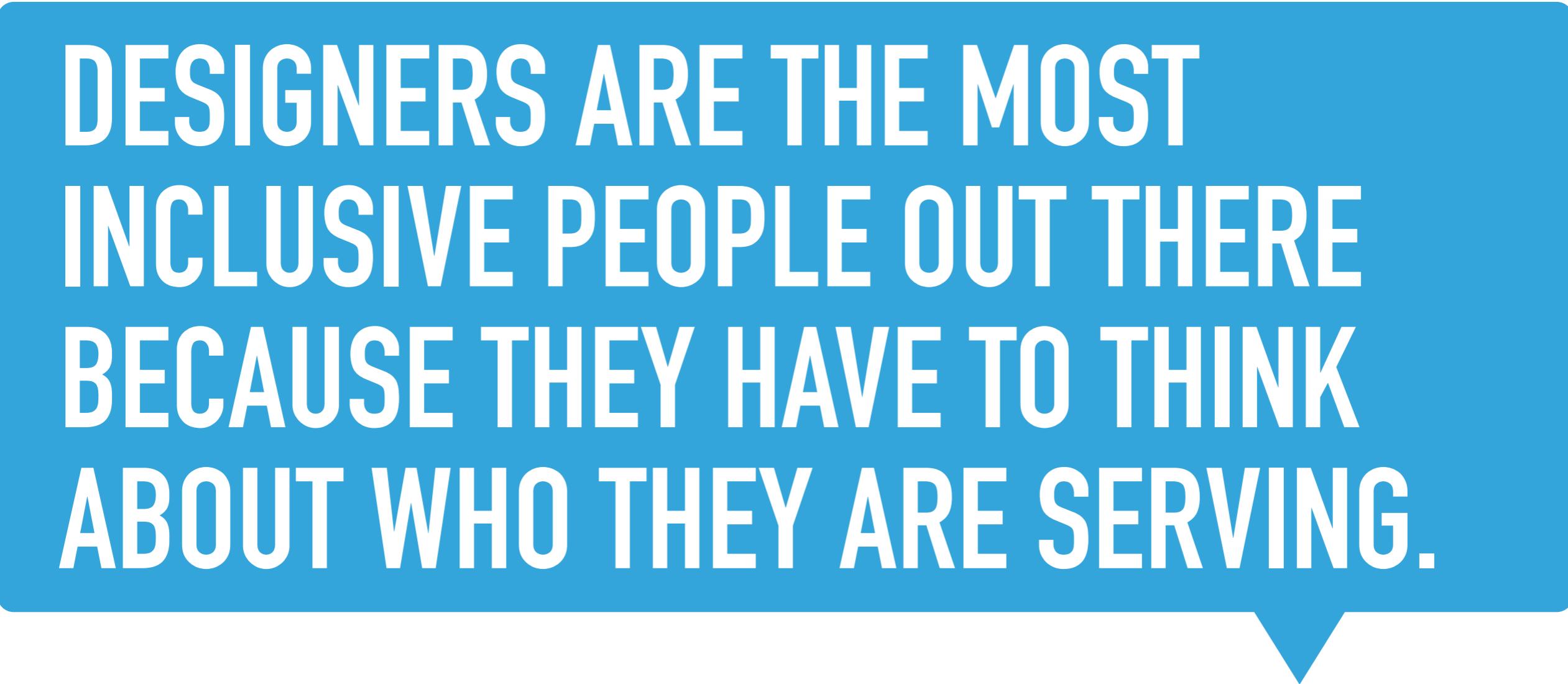
23 Lawnhill Drive  
Happyville, NB

555-555-4444  
[joesgraphics.com](http://joesgraphics.com)

**A WORD ABOUT AMBIGUITY  
(AND UNINTENTIONAL  
HILARITY)!**

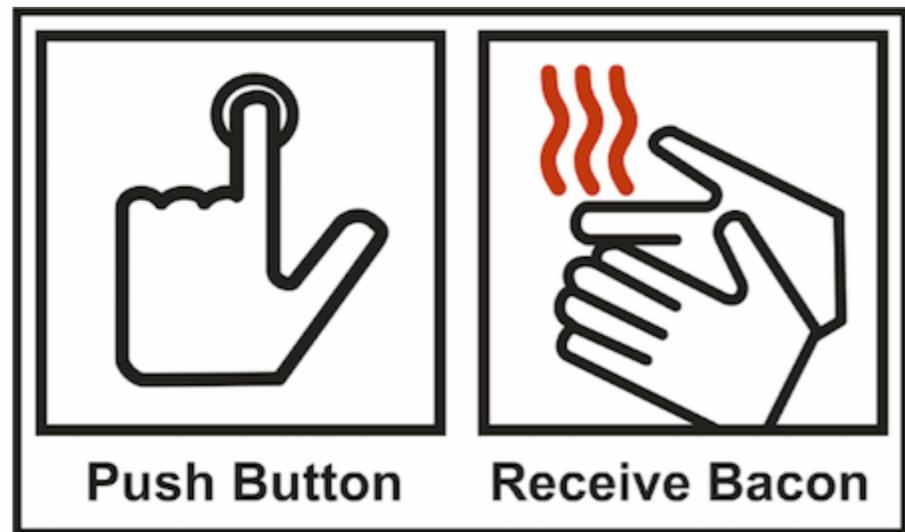
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DESIGNERS ARE THE MOST  
INCLUSIVE PEOPLE OUT THERE  
BECAUSE THEY HAVE TO THINK  
ABOUT WHO THEY ARE SERVING.



John Maeda, head of global computing, Automattic

# BE WARY OF MISINTERPRETATION OR UNINTENTIONAL MEANING IN YOUR DESIGN!



Julie Goldsbearsy ► HOWies  
5 hrs · 

Design counts.



I went to the grocery store and they now have a parking spot for Fat guys that like to grill. That's so considerate.

You

1 Share

Like

Comment

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Tom Stephan

Visual Storyteller · April 28 at 12:58 PM ·

....how deep?



The Great PNW

Sponsored

Our love for the Pacific Northwest runs deep, ar  
in every design we produce so you can wear you



Woodsy Sticker

\$3.75

Shop Now

5:06 ↗

Cheri Hirschbaum · 1d ·

Once you see it you can't not see it.

Congrats on the sex

@DanCrenshawTX

Done

vimeo.com

AA



vimeo



DAN'S  
FIRST  
ANIMAL



Summer of 1776



from Dan Crenshaw

3 weeks ago — via Parallel Uploader

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Tweet your reply



18

6 Comments

Like

Comment



9:13 ↗



facebook



Like

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Shoshana Steinmetz ► HOWies

5 hrs ·

...

Hi, kids!



呕 😱 😳 😳 Velvette de Laney and 20 others

13 Comments

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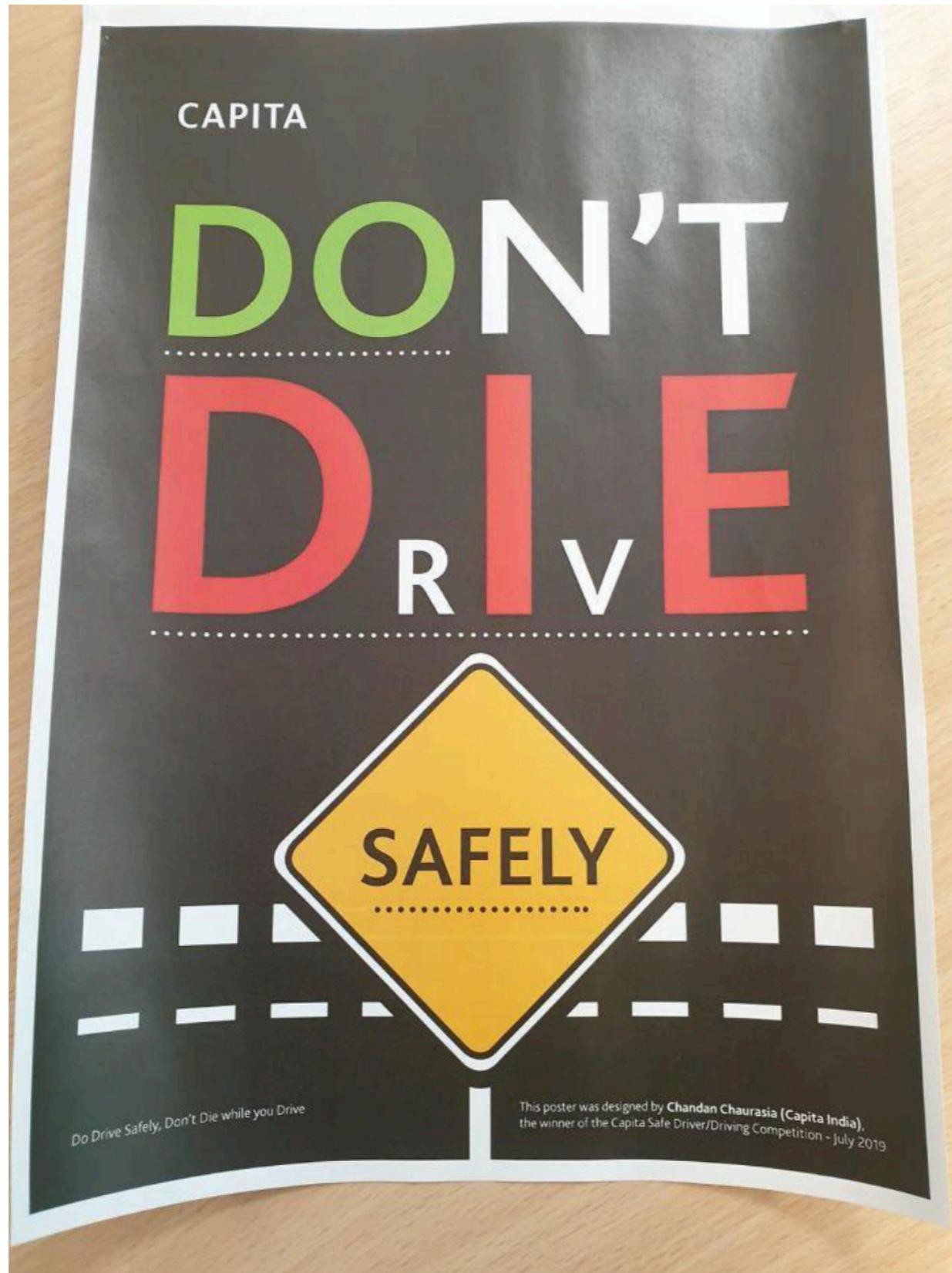
Janet Little Jeffers

I know I'm still only halfway into my first cup of coffee, but I honestly started readin... See More

[View 2 previous replies...](#)







9:13 ↗

LTE



Jason Hardy ► HOWies

1 hr ·

Kerning is important with handwritten letters too



😂👍😱 Rachel Elnar and 22 others

4 Comments

Like

Comment



Jessie Malina



5:53 ↗

LTE



Jon Fisher ► HOWies

10 hrs ·

Typeface choices matter.

## WHEN YOU MISREAD A SIGN



😂👍❤️ 37

2 Comments

Like

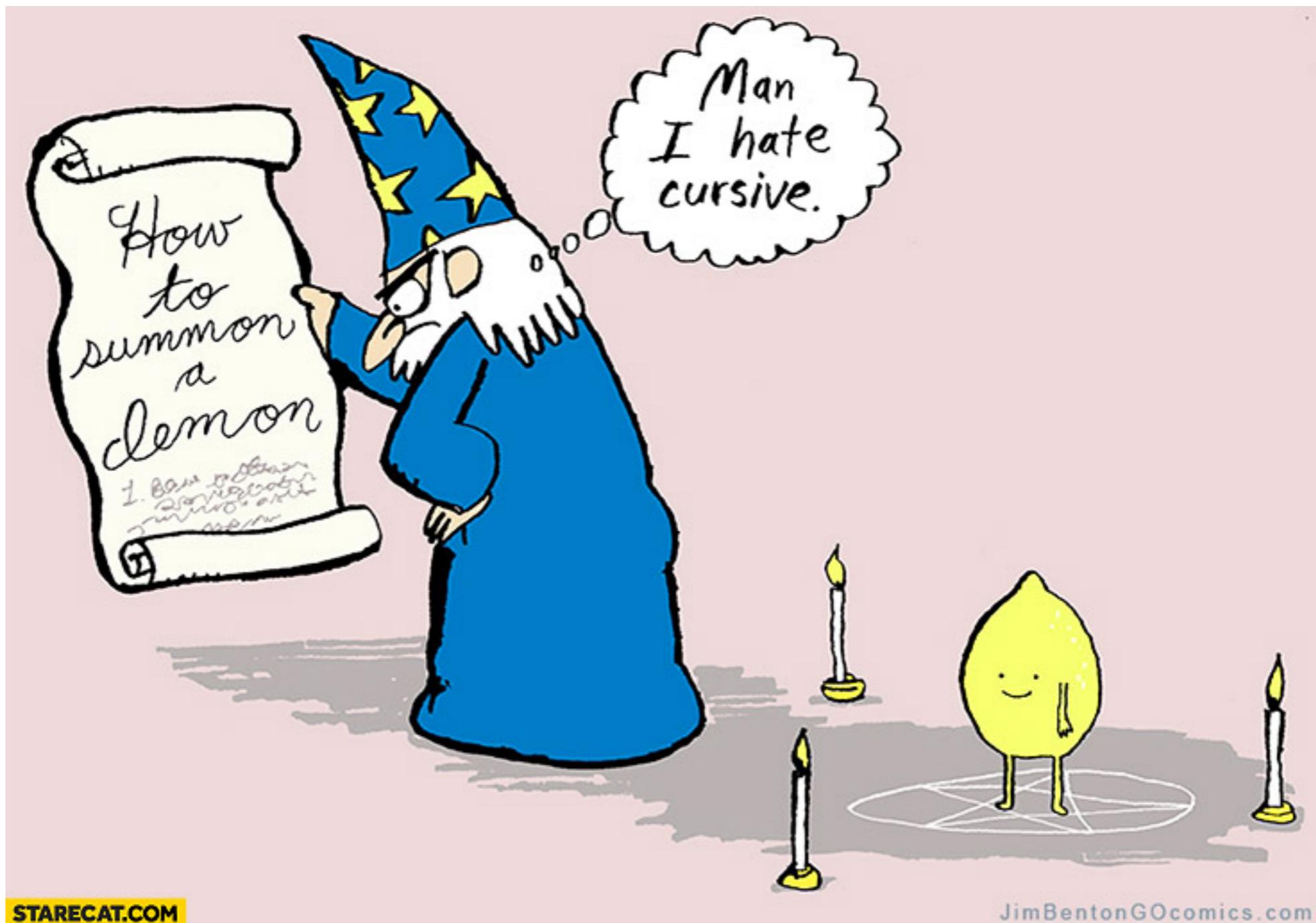
Comment



Roxy Goetz

I'm going to tell myself that he crosssd the convention hall and saw someone e... See More









## ASSIGNMENT #1

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# CREATE YOUR RECORD COMPANY OR PODCAST

Now that you've had some design inspiration, you get to apply design principles to an actual project!

Create a record company or podcast of your choosing. For the record company, it can be anything beyond the bounds of a traditional company – a collection of artists, a showcase for a single genre, a festival. Think of a name and write 1-2 paragraphs describing this company, its ethos, its music/ subject matter, and the target demographic you want to reach.