

PR 486: INTRO TO DESIGN TOOLS

THE BASICS OF DESIGN

**DESIGN IS THINKING MADE
VISUAL.**



Saul Bass

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 ·

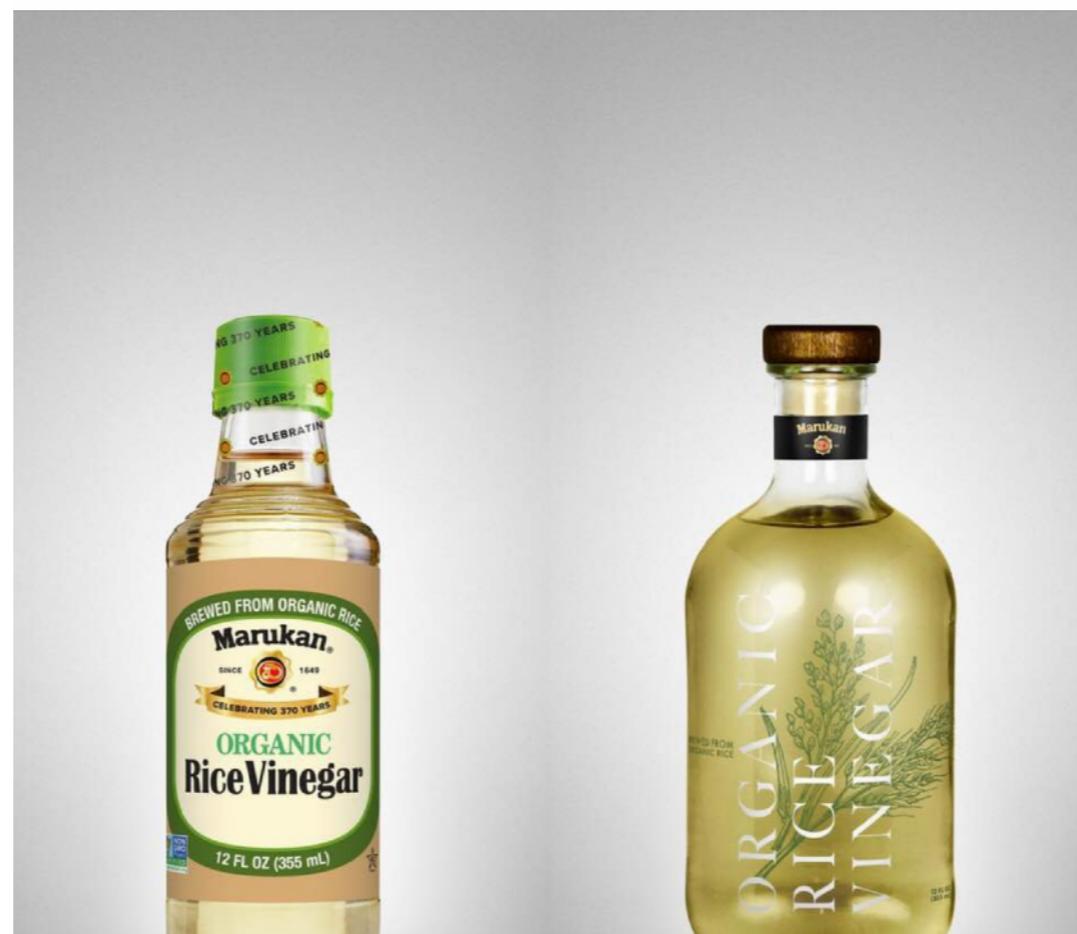
...

Does design matter?

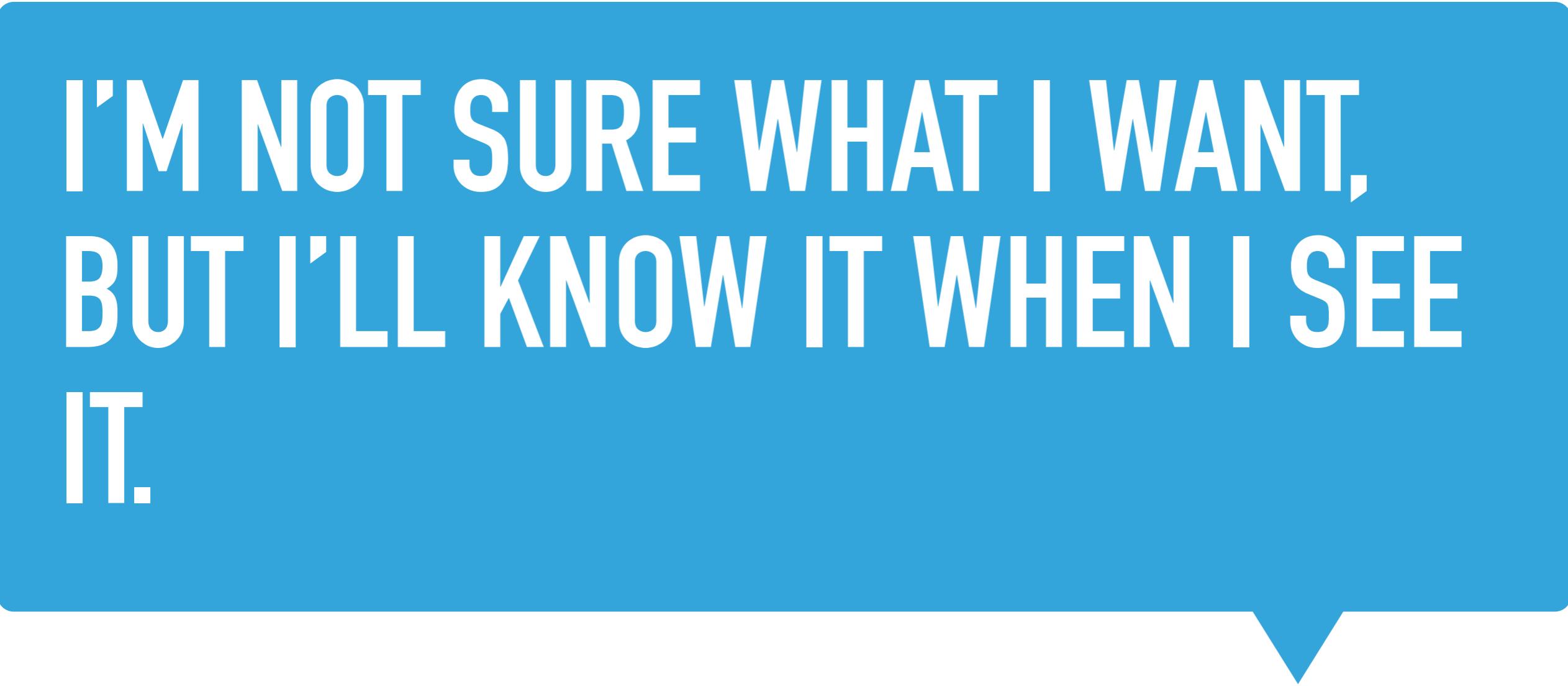
Quick test. Which bottle do you think is more expensive, higher quality and would catch your eye at the store?

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



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



Every terrible client, ever

SOME BASIC DESIGN CONCEPTS

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

COLOR

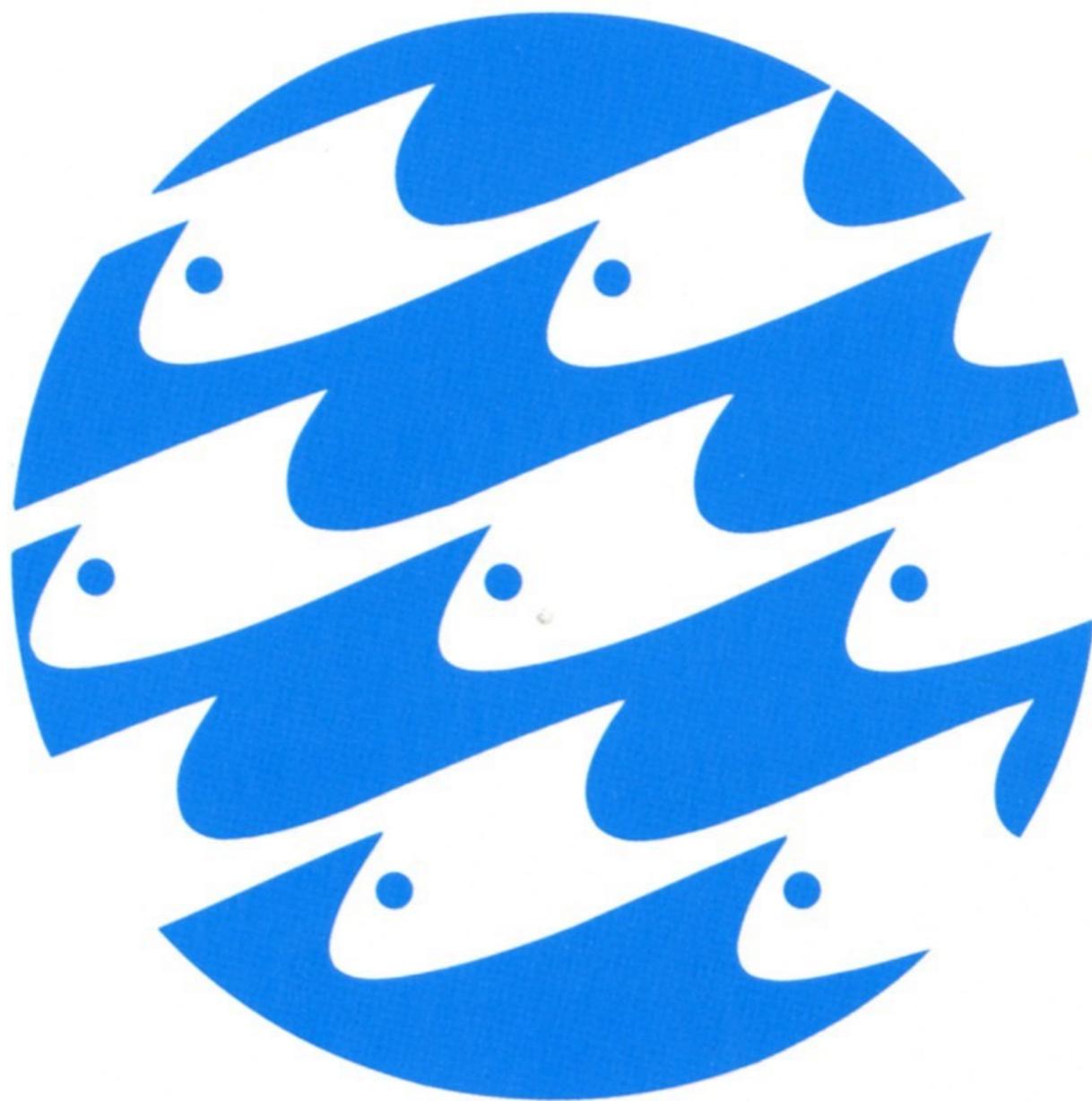
- ▶ Certain colors can evoke certain feelings and emotions.
- ▶ Don't overuse color. Sometimes all you need is two or three.
- ▶ Don't use too many bold shades. One will catch someone's attention; five will make people's eyes bleed.
- ▶ If you're not sure about color combos, there are some basic rules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



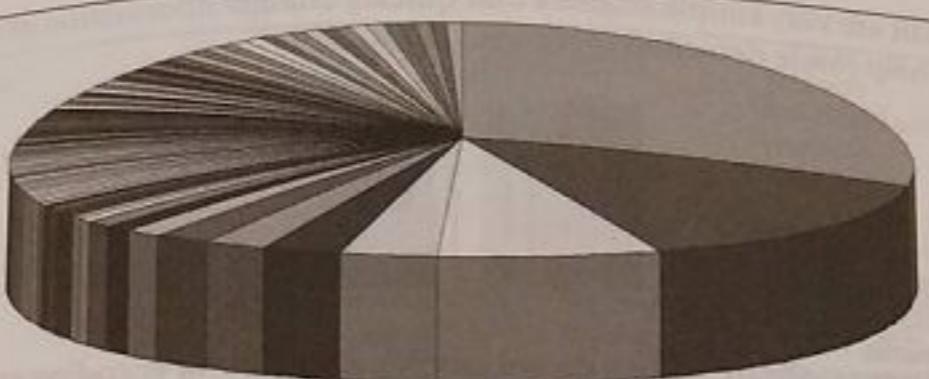
COLOR WHEEL RULES

- ▶ **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.





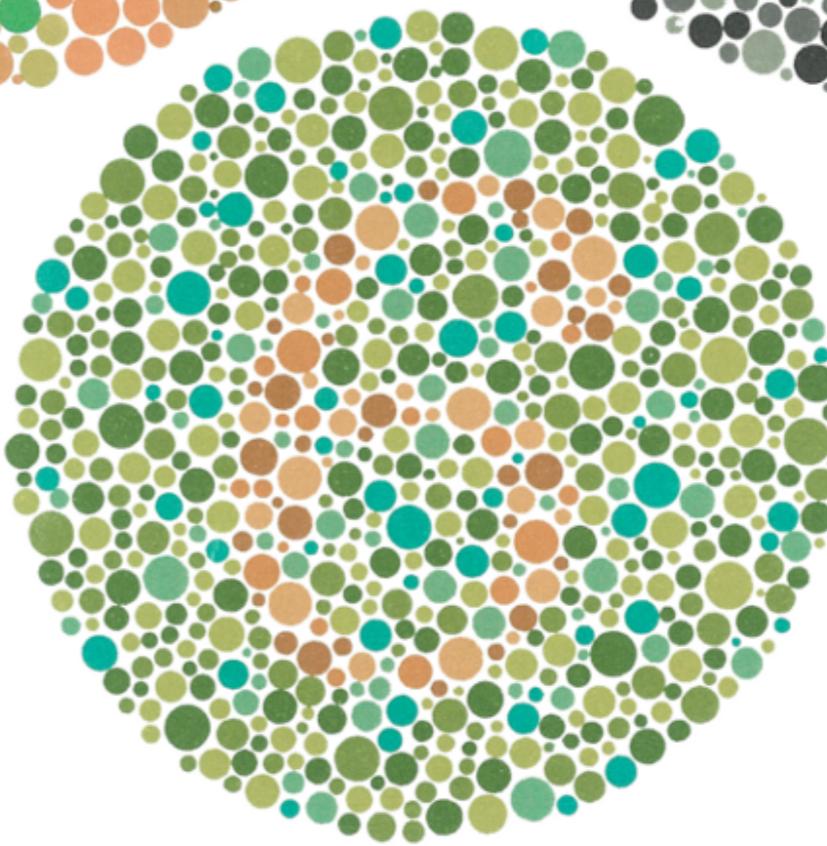
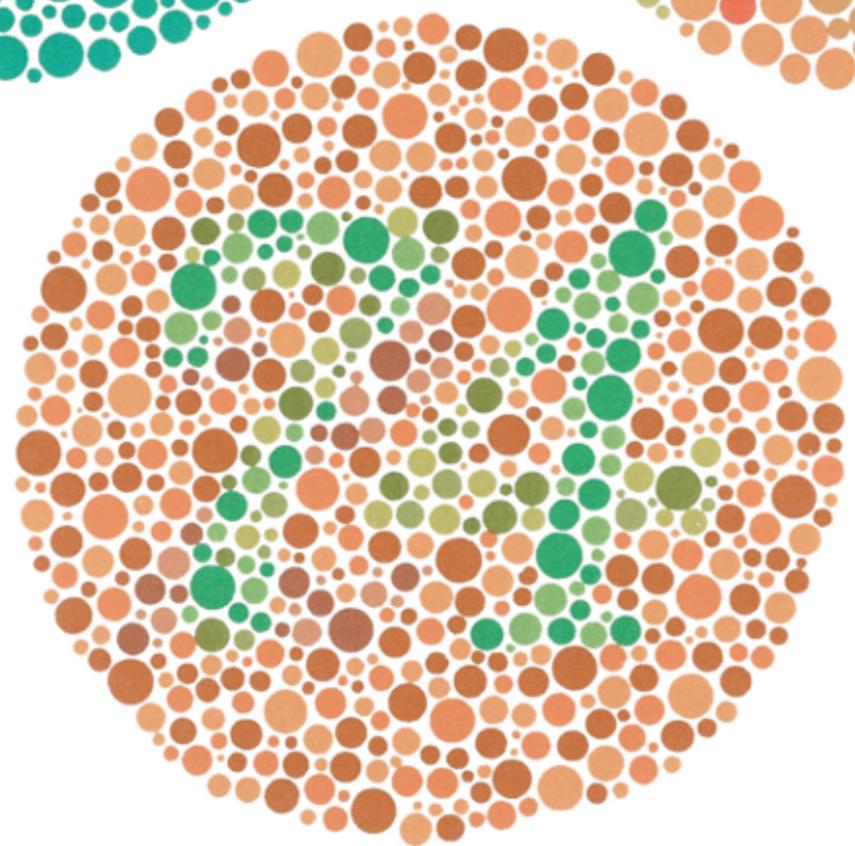
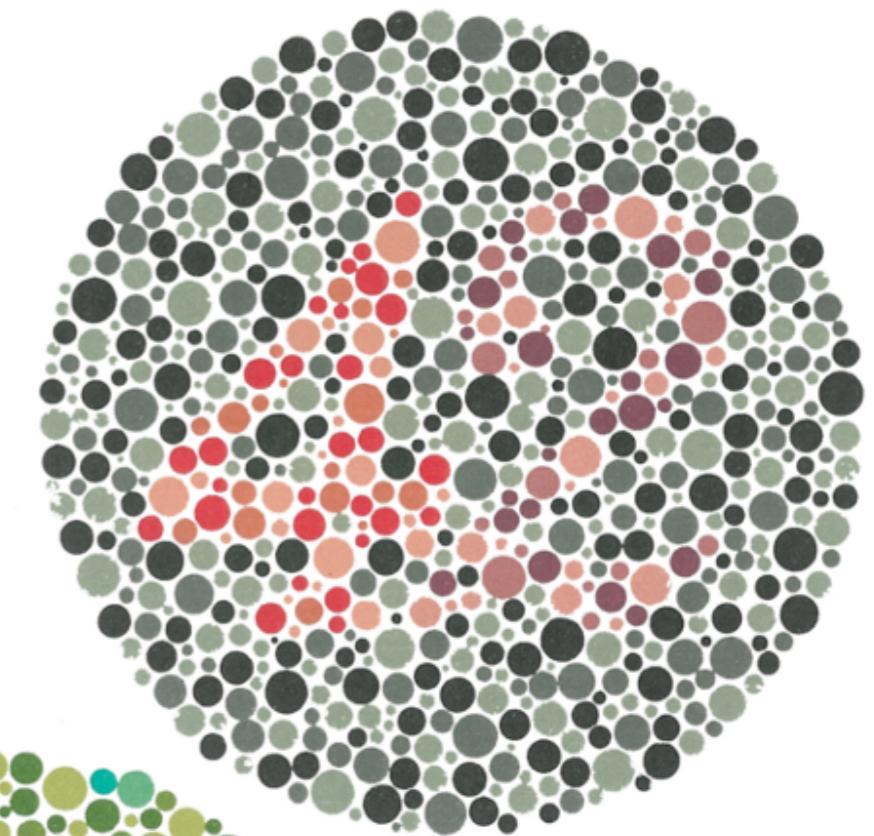
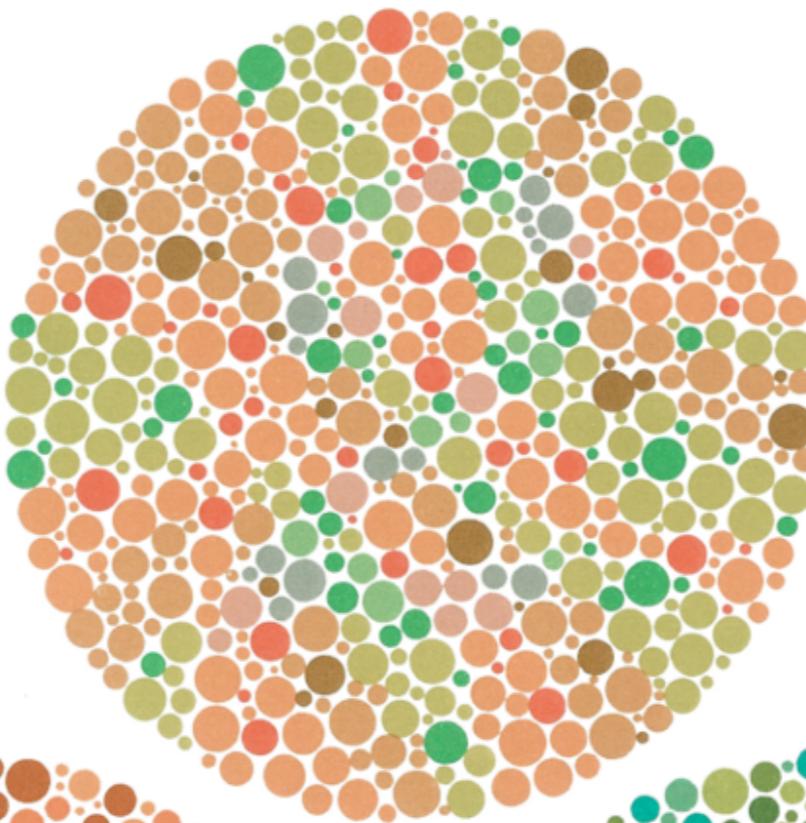
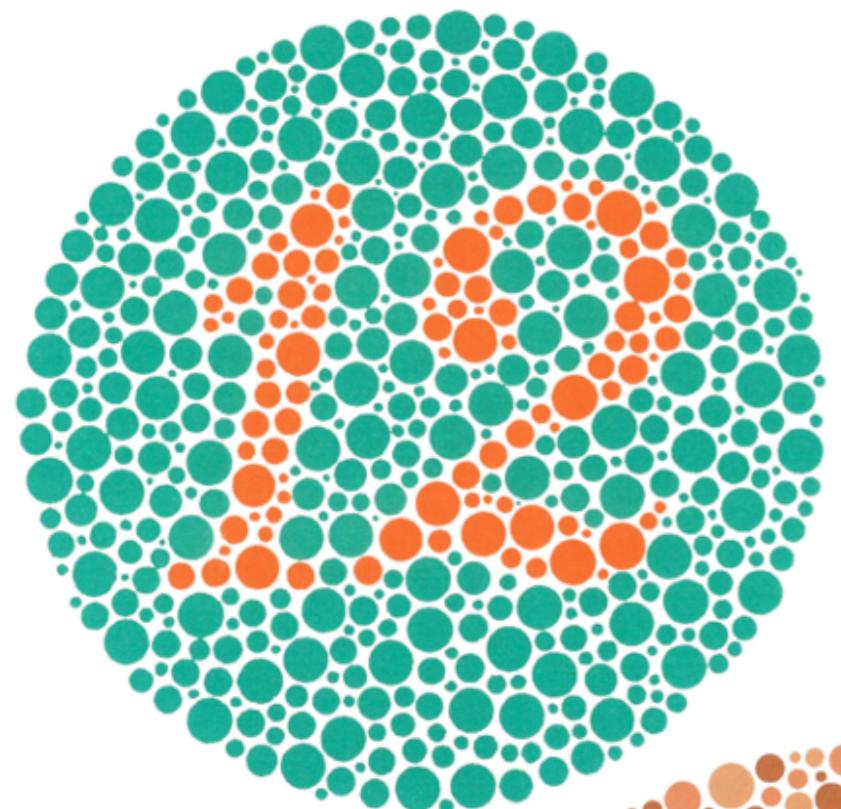




- | | |
|--------------------|------------------|
| ■ Other Packers | ■ UPX |
| □ Other Installers | □ PE-Compact |
| ■ ASProtect.b | ■ Unpack2 |
| ■ Aspack | □ Themida |
| ■ FSG | ■ Morphine |
| □ NsPack | □ TeLock |
| ■ MEW | ■ NSpack |
| ■ RLPack | ■ YodaProtect |
| ■ RP Crypt | □ PEBundle |
| □ Armadillo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

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).





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.

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!)

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.

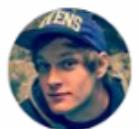
oasis

MUSE

the
MILLERS

Amanda's Toddler Day Care!

"Your precious kid
will be fine with us!"



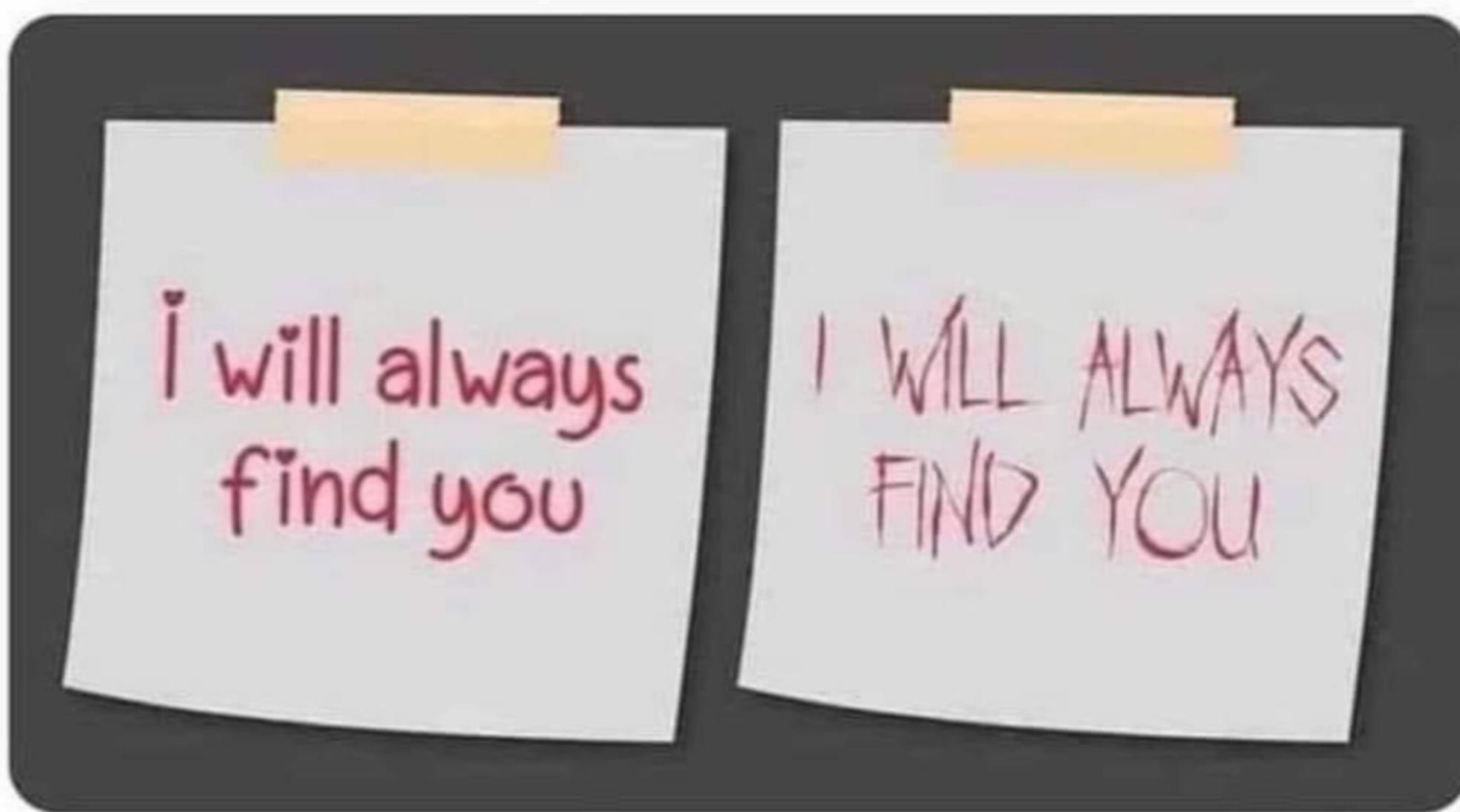
MC Lars · Follow

Suggested for you · 7h · 🌎

... X

"The difference between the almost right word and the right word is really a large matter—it's the difference between the lightning bug and the lightning." - Mark Twain

FONT MATTERS!



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n4mht@mchsi.com

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

**HAM RADIO
SWAPMEET**

**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

**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



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



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.
- ▶ Some great typographic hierarchy tips



Read about it:

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



iamthirtyaf

...

Daniil Birsan
@daniilbirsan

...

Graphic design has rules, and they work.

And you will read this last

You will read this first

And then you will read this

Then this one



Liked by dafne.go and 104,911 others

iamthirtyaf I'm UNIQUE. I am my own person. My experiences are MINE and mine ONLY. But also... ✨ totes ✨ #teehee .
Twitter/daniilbirsan

View all 592 comments

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- "In the wake of [2008 Election Democratic President-Elect Barack] Obama's overwhelming victory, and Democratic gains in the House and Senate, conservatives are desperately trying to convince the world that these results are meaningless. "Democrats should not make the mistake of viewing Tuesday's results as a repudiation of conservatism," insisted [Ohio Republican Representative] John Boehner, "Barack Obama

Democratic

- [Obama TV](#)
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- "American Stories, American Solutions."

U. S. A.

+2008 Election
20081108
Terrorism

Sarah Palin - Barack Obama + 2008 Election + Electic - Palin + Racist - Federal - Investigation - Intelligence - Sarah Palin blamed by the US Secret Service over death threats against Barack Obama; 2008 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 socialist radical William Ayers." ... "The attacks revolved a near

TV

WORLD

20081108
Politics

Sarah Palin - John McCain - Clash - \$60 Money - Canadian - 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

Noteworthy

Dick Cheney - +Secret - +Osama bin Laden
Senate committee: Bush knew Iraq claims weren't true. - By [Vivian 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.

Noteworthy

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.

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

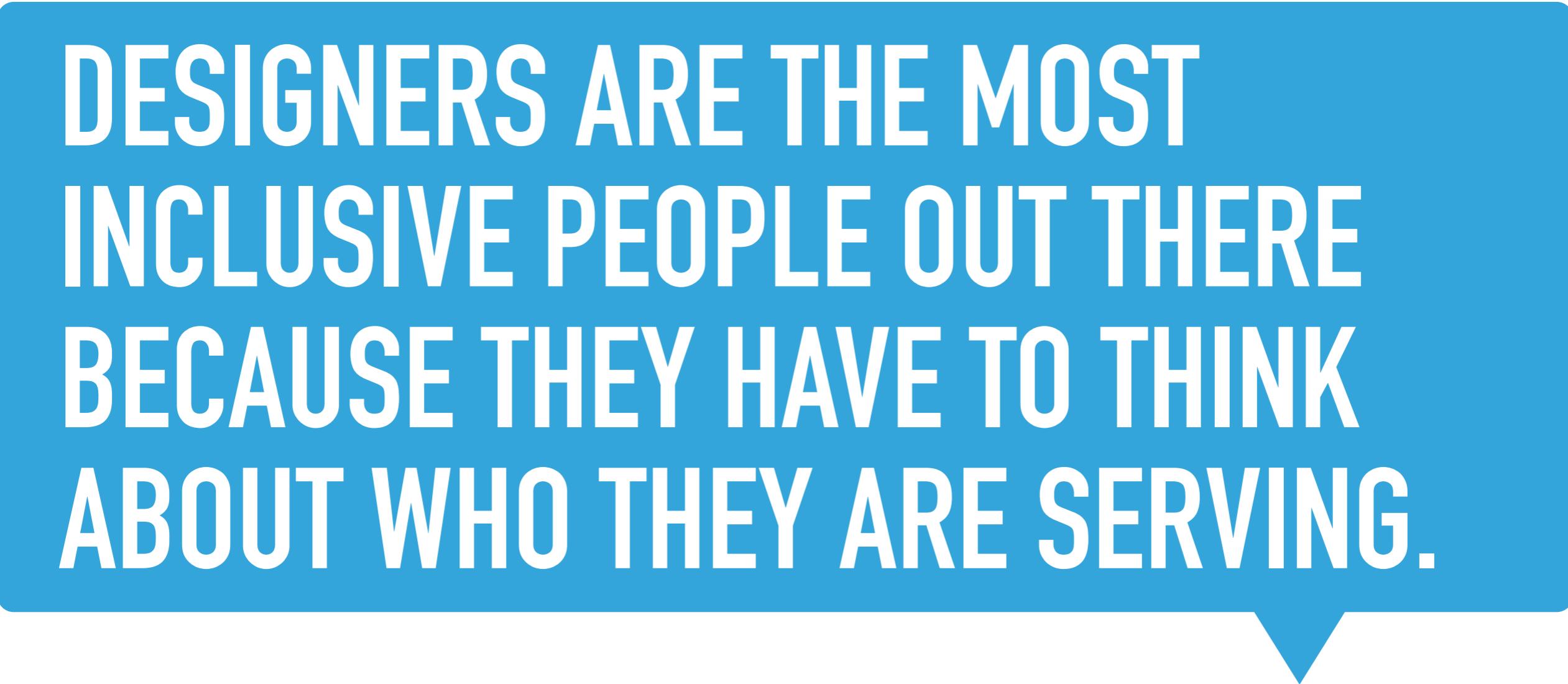
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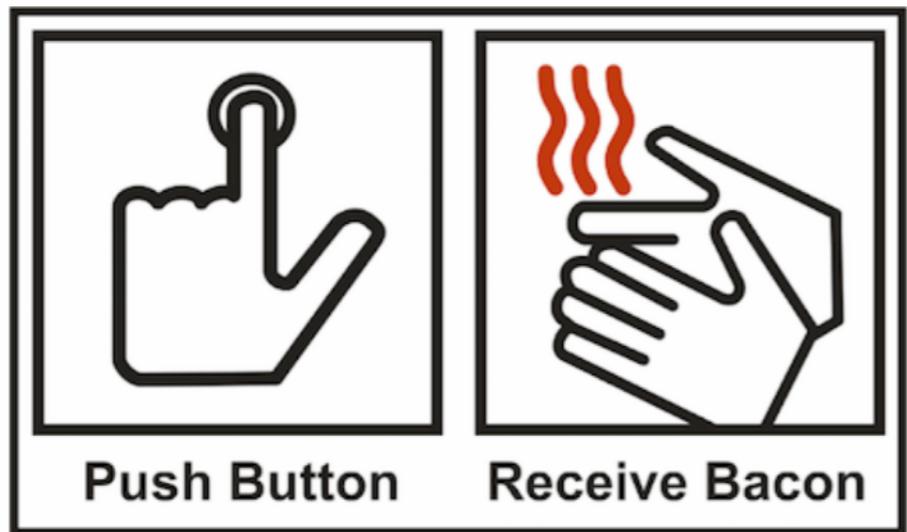
**A WORD ABOUT AMBIGUITY
(AND UNINTENTIONAL
HILARITY)!**

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.





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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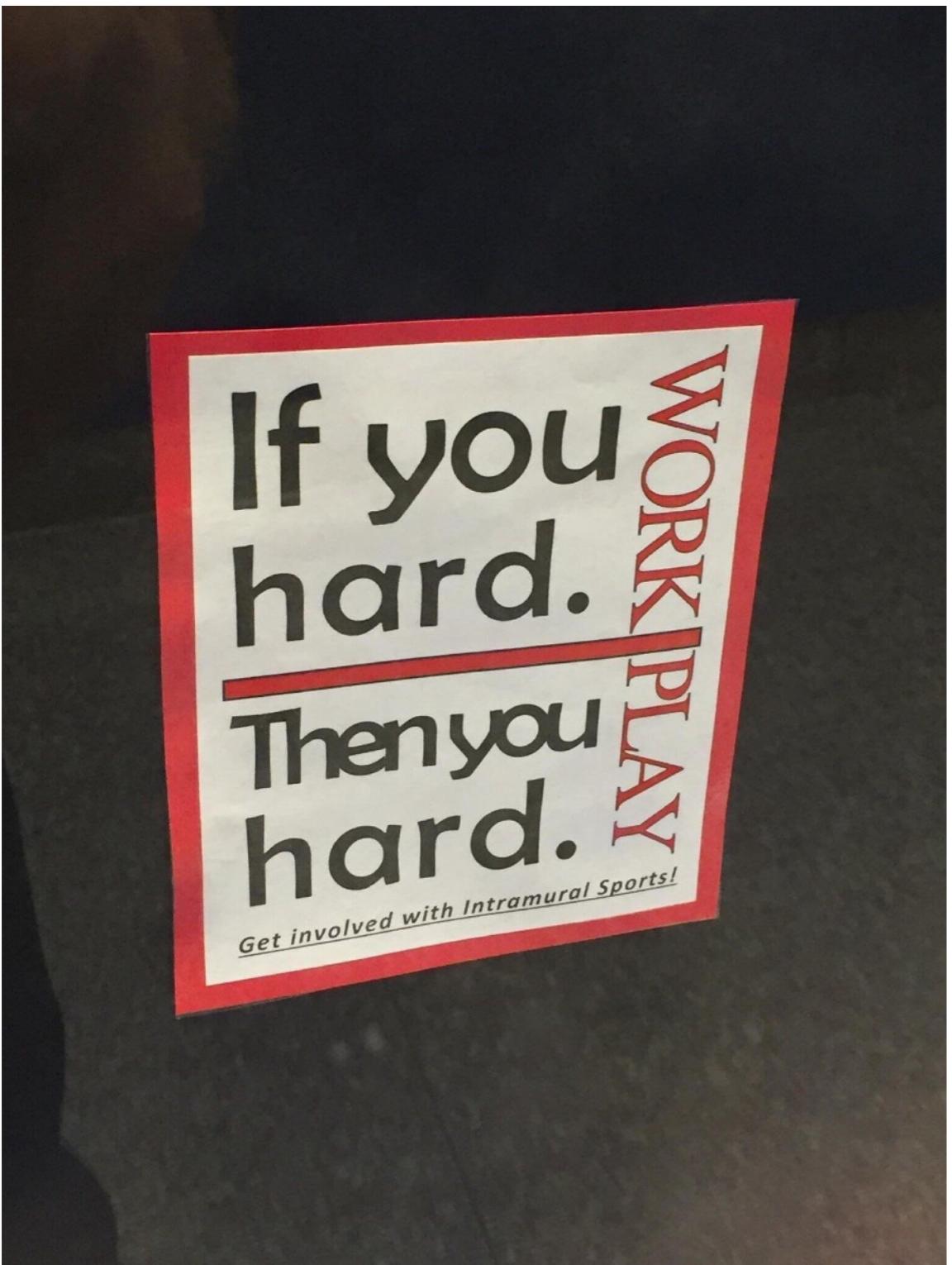
18

6 Comments

Like

Comment





6:26



Like

Comment

Share



Patti Bachelder ► HOWies

Yesterday at 7:02 AM ·

...

Hopefully no one reads this straight
across from left to right like I did...



2022 Australian Grand Prix

RAWE
CEEK



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...



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

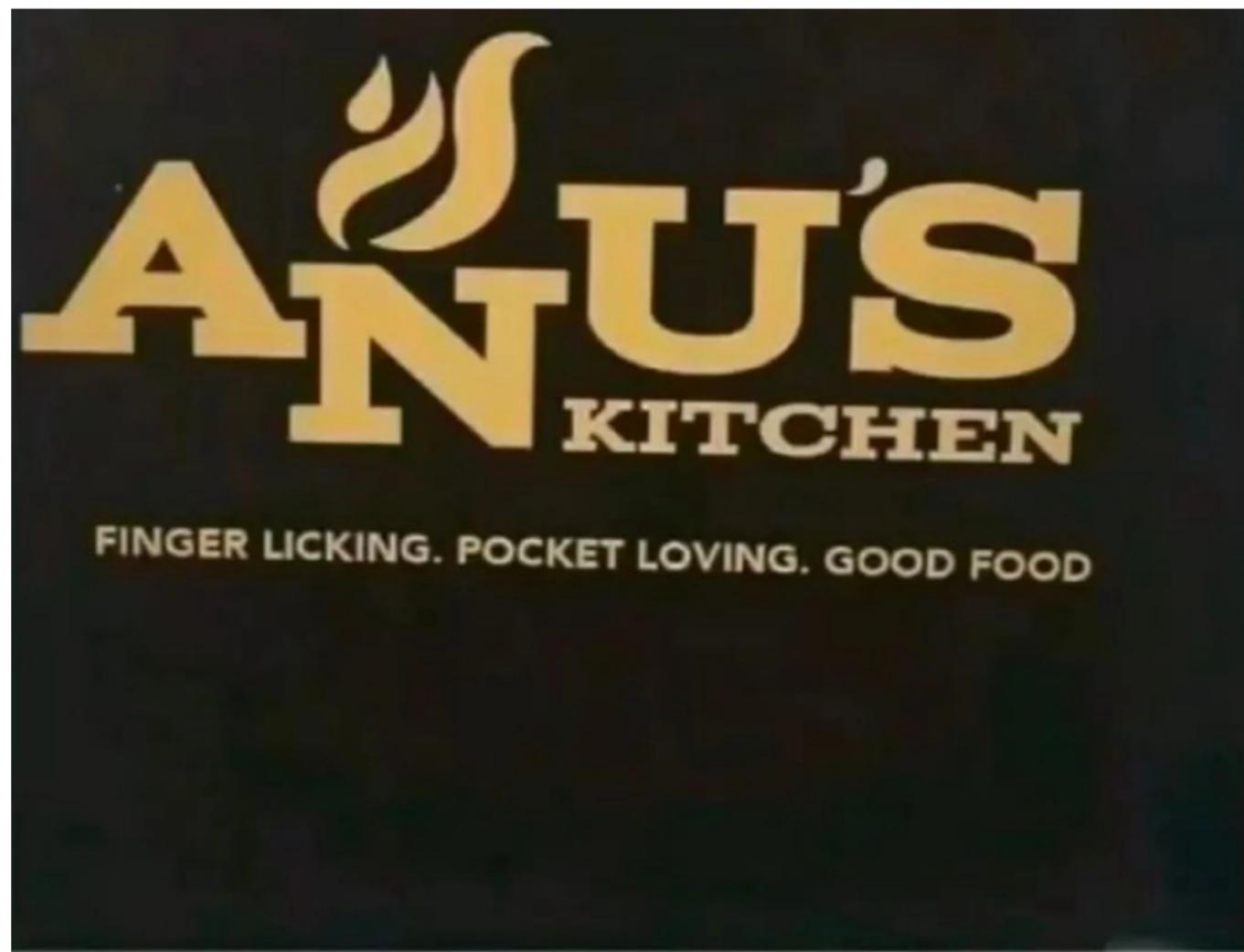
I'm going to tell myself that he crosssd the convention hall and saw someone e... See More





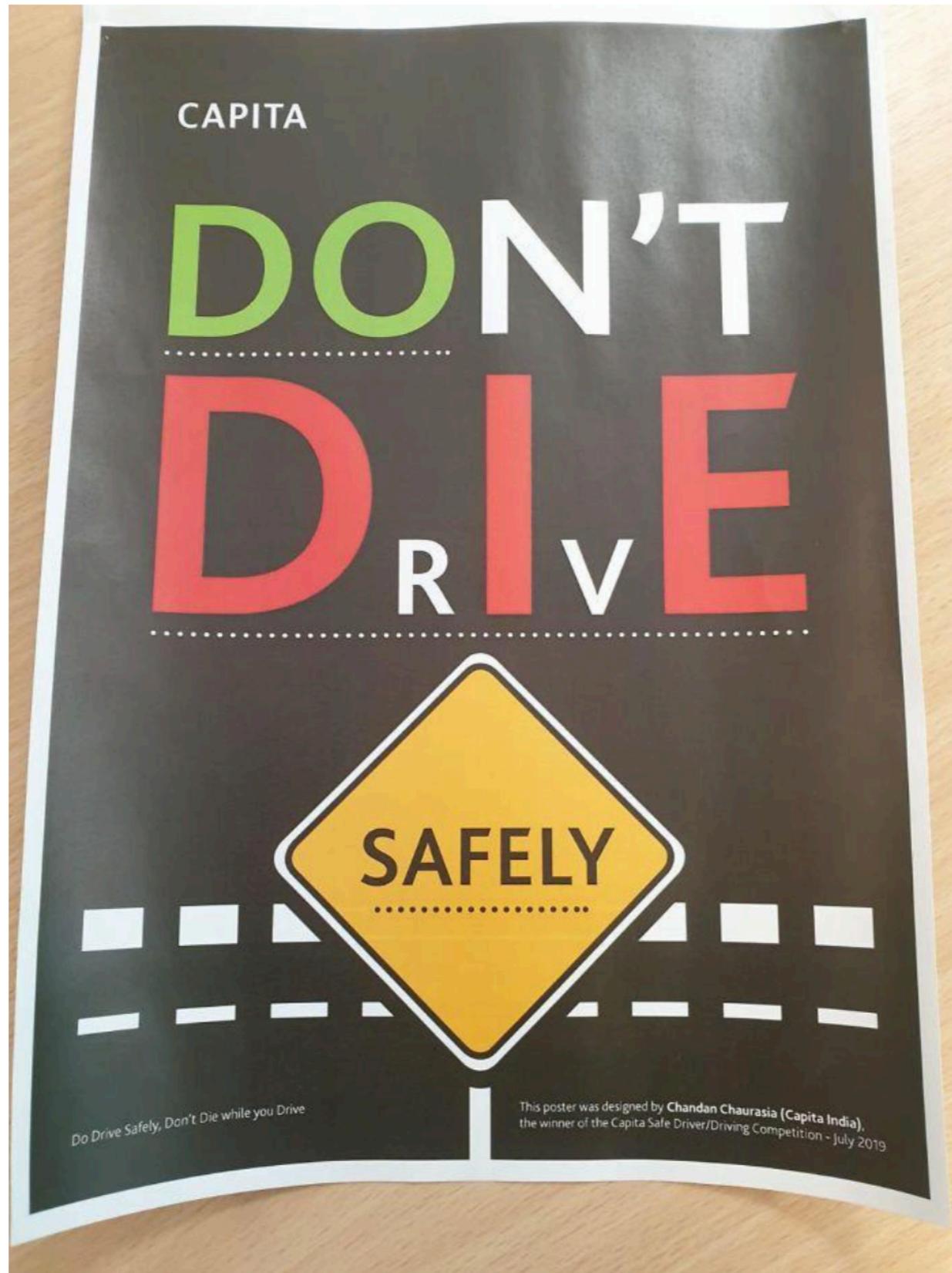
reallybadhumor

...



Andy, but festive
@ImACultHero

Possibly the most important apostrophe I've
ever seen



ABOUT WHOREPRESENTS.COM





Douglas Cheape
@CheapeDouglas

...

You're in luck, I HAVE brought urine.



British Memes
@memesofbritish

...

This is why fonts are so important

Unfortunate reflection

CAROLYN HARRIS

Living

SECTION 13

SUIT YOURSELF!

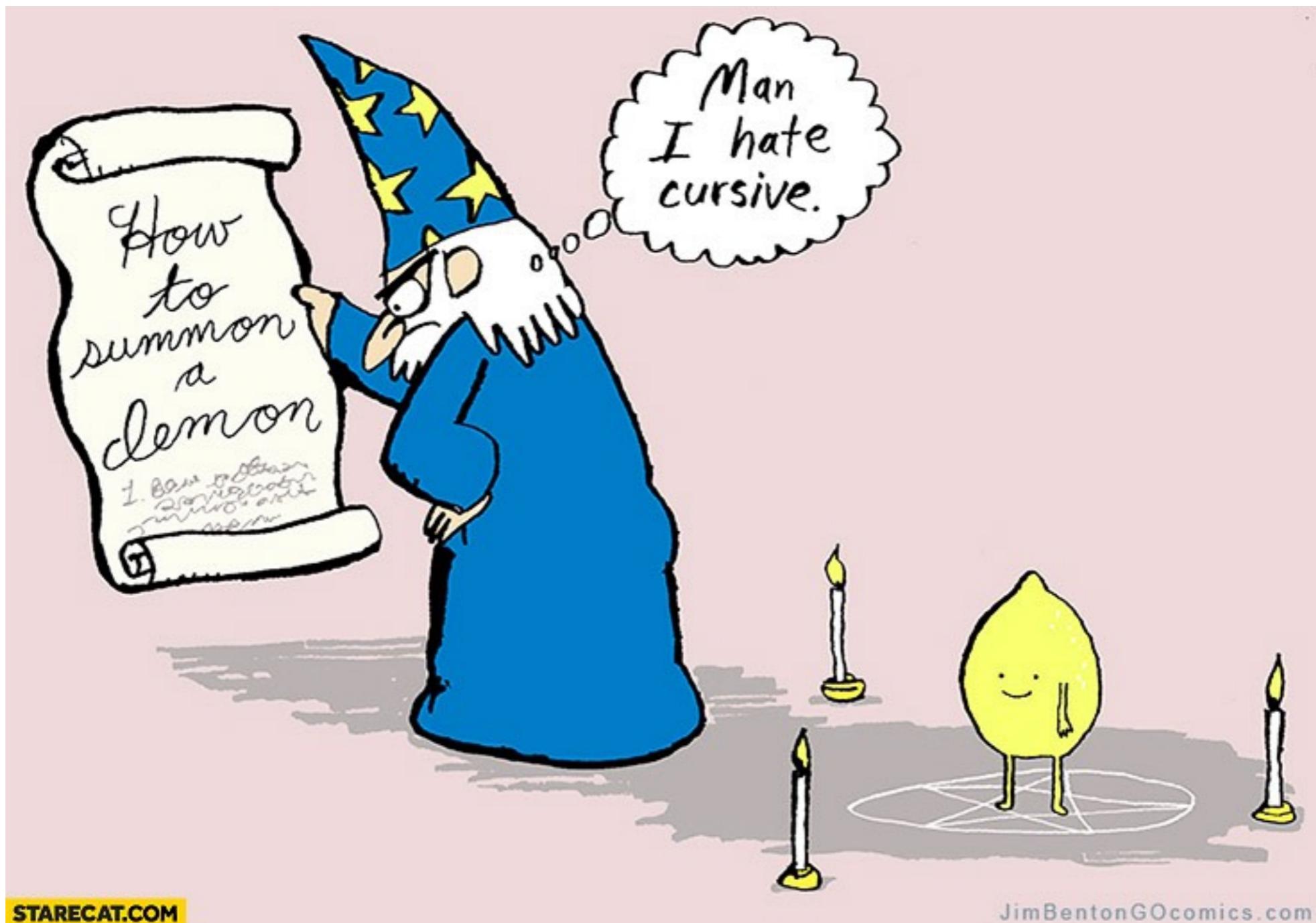
A woman in a bikini stands in shallow water, looking towards the camera. In the background, a small beach hut with a purple roof sits on stilts in the water. The word "SUIT YOURSELF!" is printed in large, bold, pink letters across the bottom of the image.

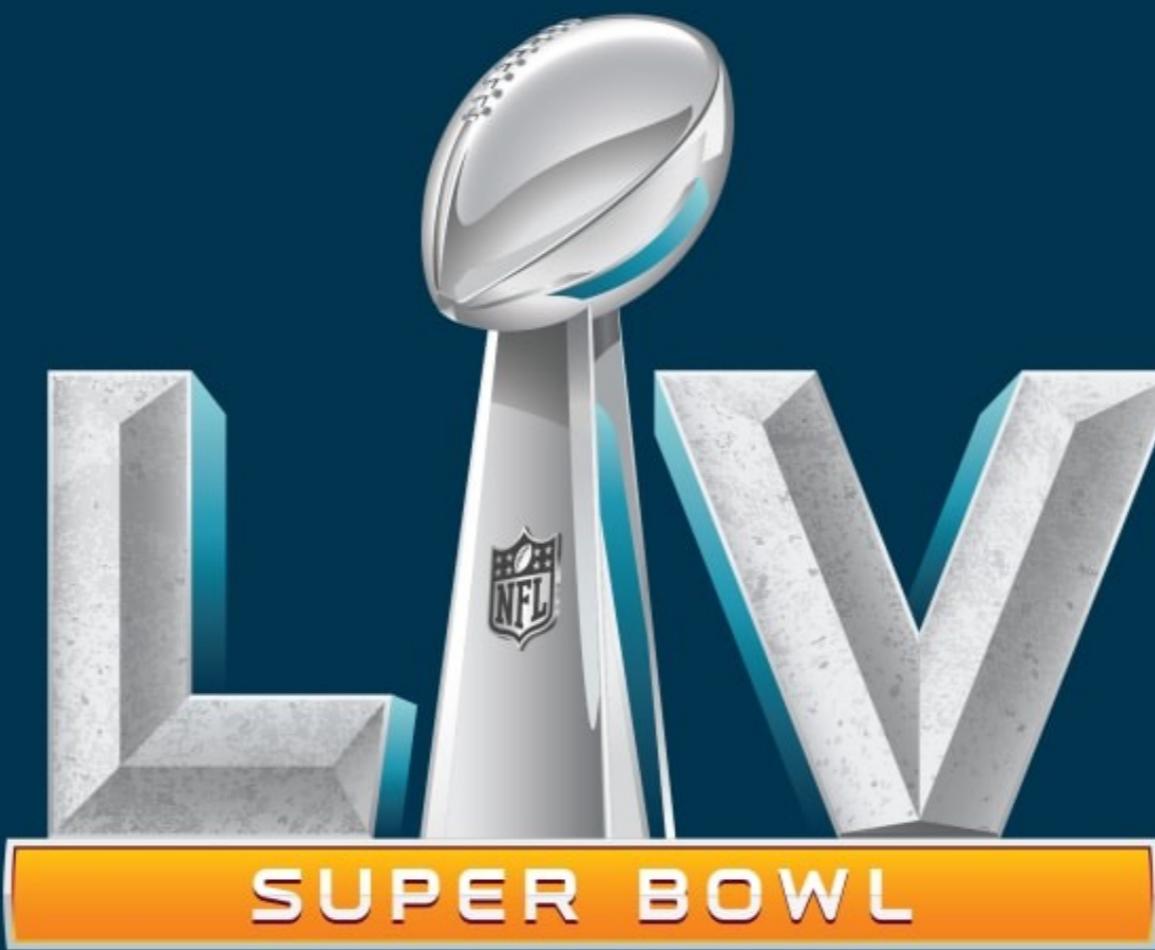
Spouse's outbursts are hard to take

By Carolyn Harris

I am Carolyn Harris. My husband doesn't usually understand my wife's outbursts. He gets angry, speaks in short bursts, and says things like, "I could tell if I thought it's just that he's had enough," or, "He won't make him feel bad—permanently." But when he's been really angry at me, I do notice a few who sit with the anger, holding doors, holding babies, holding hands. As if to say, "I'm here to help you deal with what's going on."

— Carolyn Harris







ASSIGNMENT #1

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.