

PR 488: INTRO TO VISUAL COMMUNICATION

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.



Chris Do
19 mins · 

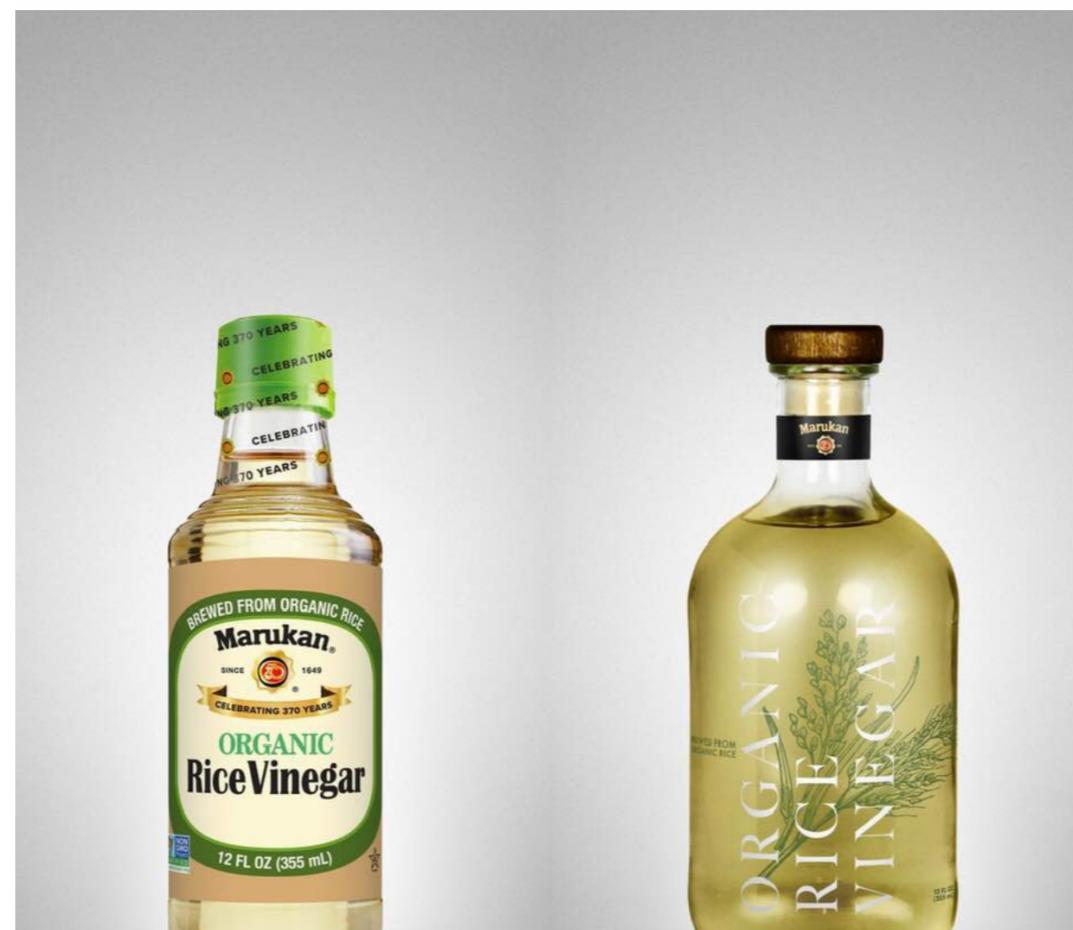
...

Does design matter?

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

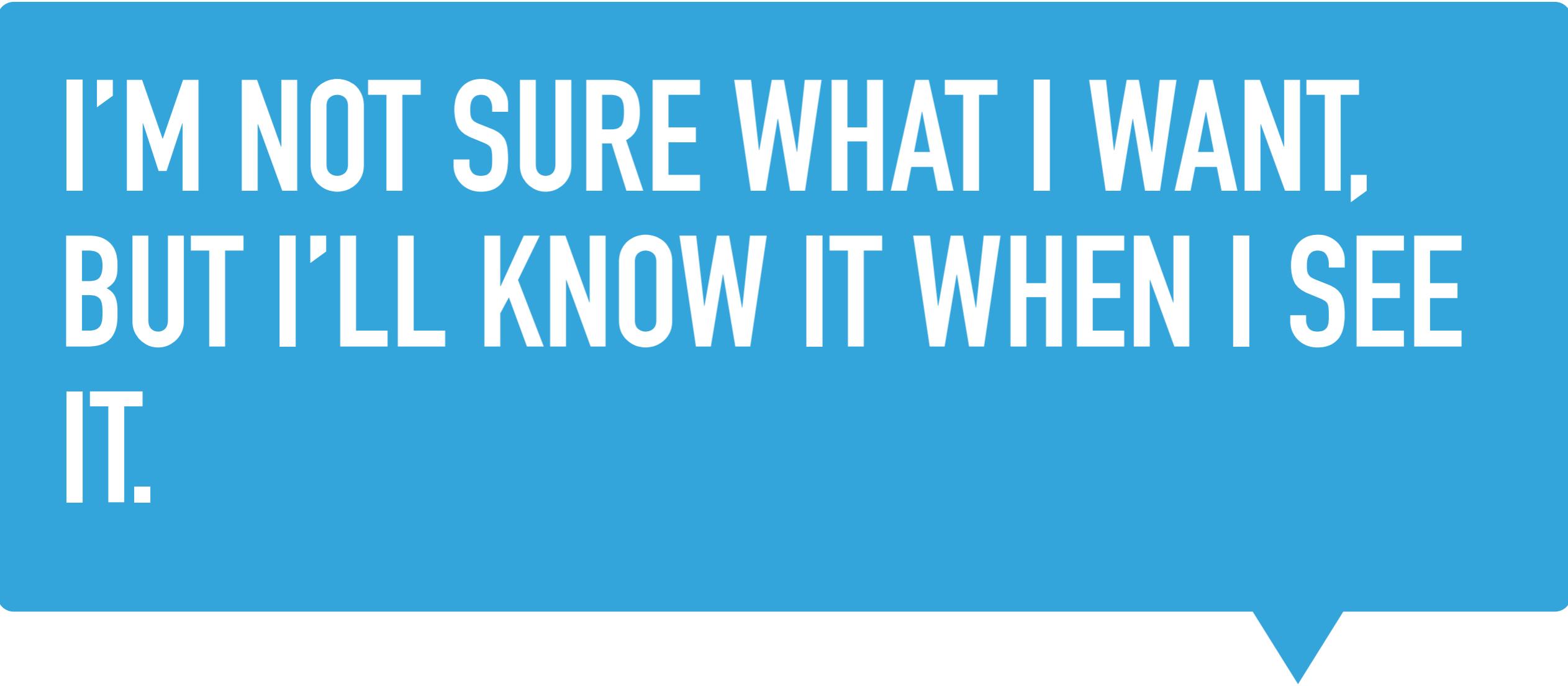
The logos are exactly the same but everything else is different. Perhaps it's time to reevaluate the assumption that design is superficial unless you are willing to admit that you are superficial. This is the impact that design can have on your product, service, website, communication, positioning, perceived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

Designed by **Matthew Encina**.
#bizofdesign



SOMETIMES, WE HAVE A FEELING THAT SOMETHING IS OFF-KILTER, EVEN IF WE CAN'T PUT A FINGER ON WHY IT BOTHERS US. SAME WITH THINGS WE FIND PLEASING. WE CAN'T ALWAYS EXPLAIN WHY WE LIKE IT. THIS IS OUR DESIGN INTUITION AT WORK.

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



Every terrible client, ever

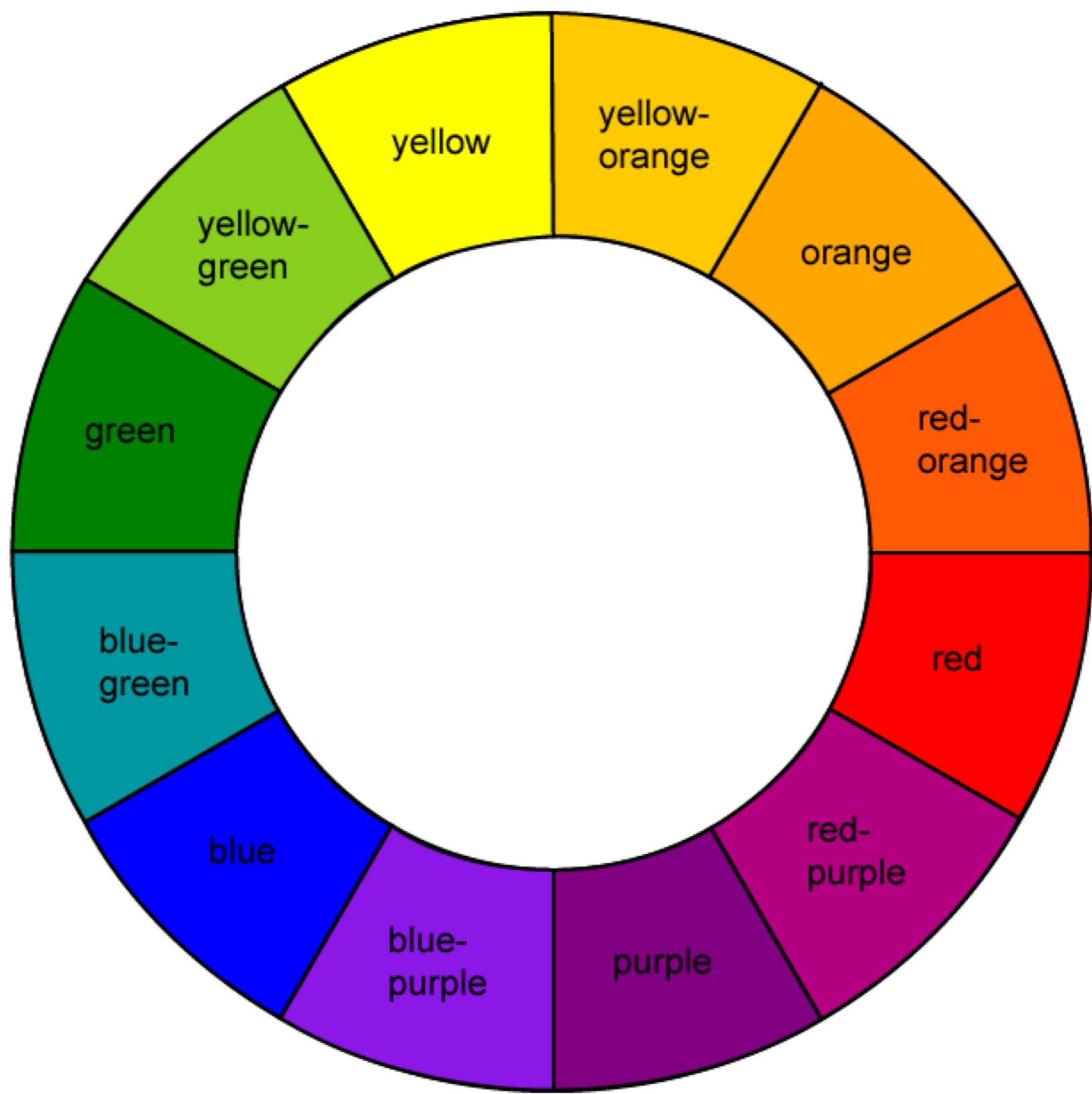
IF YOU WANT TO MOVE PAST THE TERRIBLE
CLIENT MENTALITY, YOU SHOULD LEARN
SOME BASICS ABOUT DESIGN. THAT WAY,
YOU CAN BETTER ARTICULATE WHAT
YOU'RE LOOKING FOR INSTEAD OF HOPING
SOMEONE CAN READ YOUR MIND.

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.

COLOR THEORY

QUICK REFERENCE SHEET

CMYK SUBTRACTIVE

CREATED WITH INK

WHEN WE MIX COLORS USING PAINT, OR THROUGH THE PRINTING PROCESS, WE ARE USING SUBTRACTIVE COLOR METHOD. SUBTRACTIVE COLOR MIXING MEANS THAT ONE BEGINS WITH WHITE AND ENDS WITH BLACK; AS ONE ADDS COLOR, THE RESULT GETS DARKER AND TENDS TO BLACK.



RGB ADDITIVE

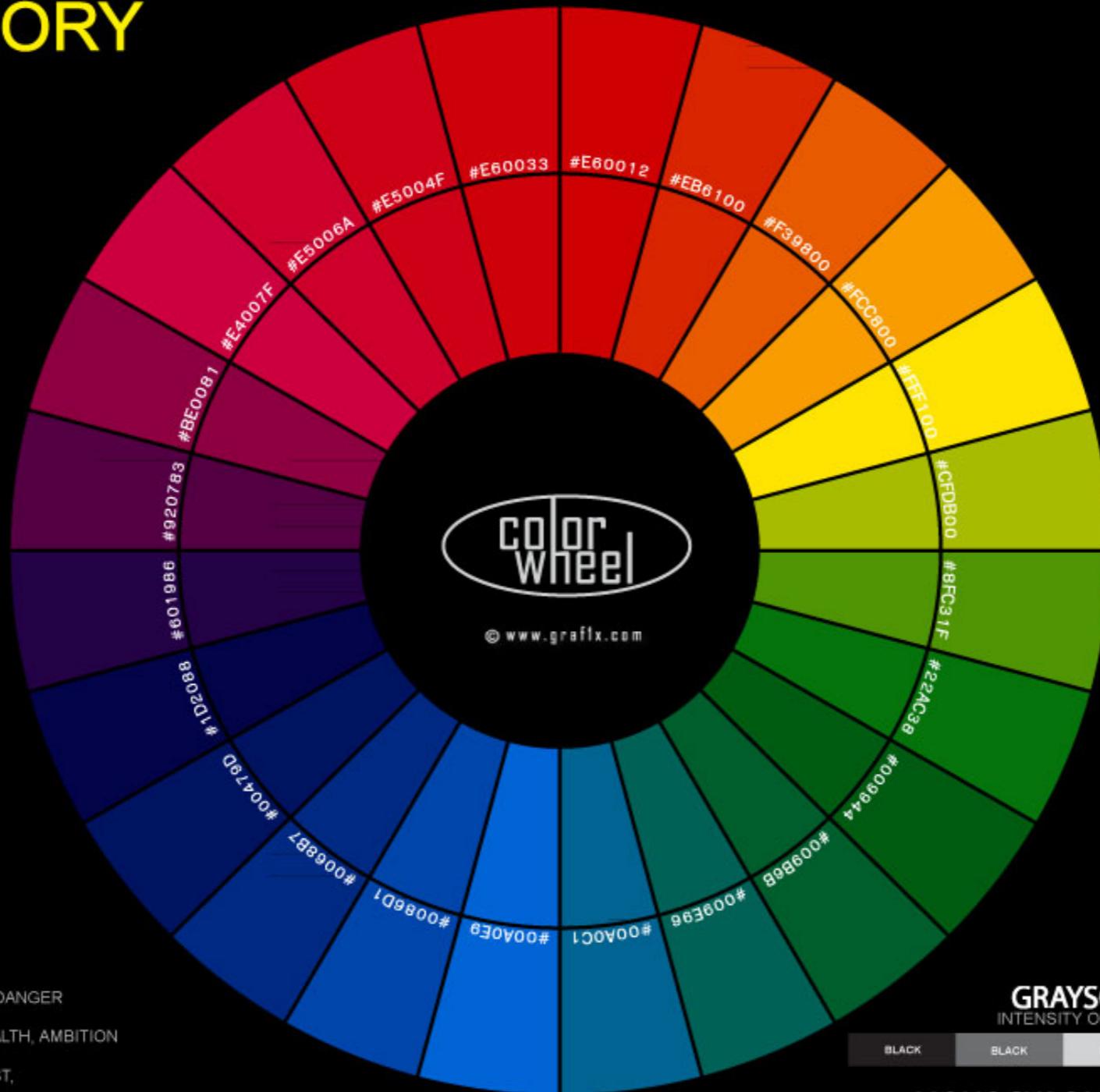
CREATED WITH LIGHT

IF WE ARE WORKING ON A COMPUTER, THE COLORS WE SEE ON THE SCREEN ARE CREATED WITH LIGHT USING THE ADDITIVE COLOR METHOD. ADDITIVE COLOR MIXING BEGINS WITH BLACK AND ENDS WITH WHITE; AS MORE COLOR IS ADDED, THE RESULT IS LIGHTER AND TENDS TO WHITE.



COLOR MEANINGS

RED	INTENSE, FIRE, BLOOD, ENERGY, DANGER, LOVE, PASSIONATE, STRONG.
RED VIOLET	ROYALTY, POWER, NOBILITY, WEALTH, AMBITION, DIGNIFIED, MYSTERIOUS.
BLUE	SKY, SEA, DEPTH, STABILITY, TRUST, MASCULINE, TRANQUIL.
GREEN	NATURE, GROWTH, FERTILITY, FRESHNESS, HEALING, SAFETY, MONEY.
YELLOW	SUNSHINE, JOY, CHEERFULNESS, INTELLECT, ENERGY, ATTENTION.
ORANGE	WARM, STIMULATING, ENTHUSIASM, HAPPINESS, SUCCESS, CREATIVE, AUTUMN.



ANALOGOUS

COLORS THAT ARE ADJACENT TO EACH OTHER ON THE COLOR WHEEL

RED	RED ORANGE	YELLOW ORANGE
YELLOW	YELLOW GREEN	GREEN

COMPLEMENTARY

COLORS OPPOSITE EACH OTHER ON THE COLOR WHEEL

BLUE GREEN	RED ORANGE	YELLOW	VIOLET
BLUE	ORANGE	YELLOW GREEN	RED VIOLET
BLUE VIOLET	YELLOW ORANGE	GREEN	RED

TRIADIC

THREE COLORS SPACED EQUALLY APART ON THE WHEEL

RED	YELLOW	BLUE
RED ORANGE	YELLOW GREEN	BLUE VIOLET
ORANGE	GREEN	VIOLET
YELLOW ORANGE	BLUE GREEN	RED VIOLET

SPLIT COMPLEMENT

A COLOR AND THE TWO COLORS NEXT TO ITS COMPLEMENT ON THE COLOR WHEEL

YELLOW	BLUE VIOLET	RED VIOLET
YELLOW GREEN	VIOLET	RED
GREEN	RED VIOLET	RED ORANGE
BLUE GREEN	RED	ORANGE
BLUE	RED ORANGE	YELLOW ORANGE
BLUE VIOLET	ORANGE	YELLOW
VIOLET	YELLOW ORANGE	YELLOW GREEN
RED VIOLET	YELLOW	GREEN
RED	YELLOW GREEN	BLUE GREEN
RED ORANGE	GREEN	BLUE
ORANGE	BLUE GREEN	BLUE VIOLET
YELLOW ORANGE	BLUE	VIOLET

GRAYSCALE

INTENSITY OF BLACK

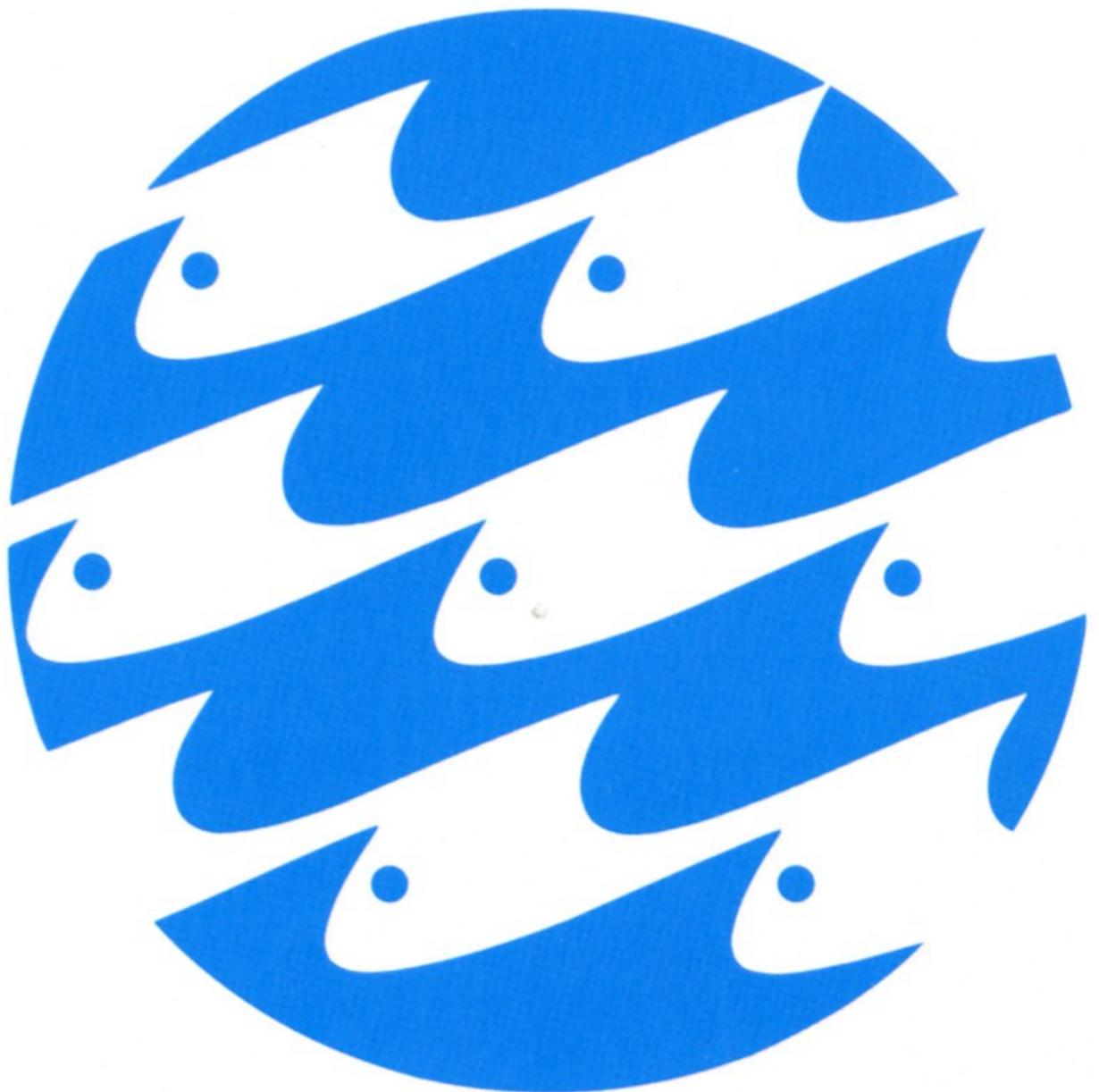


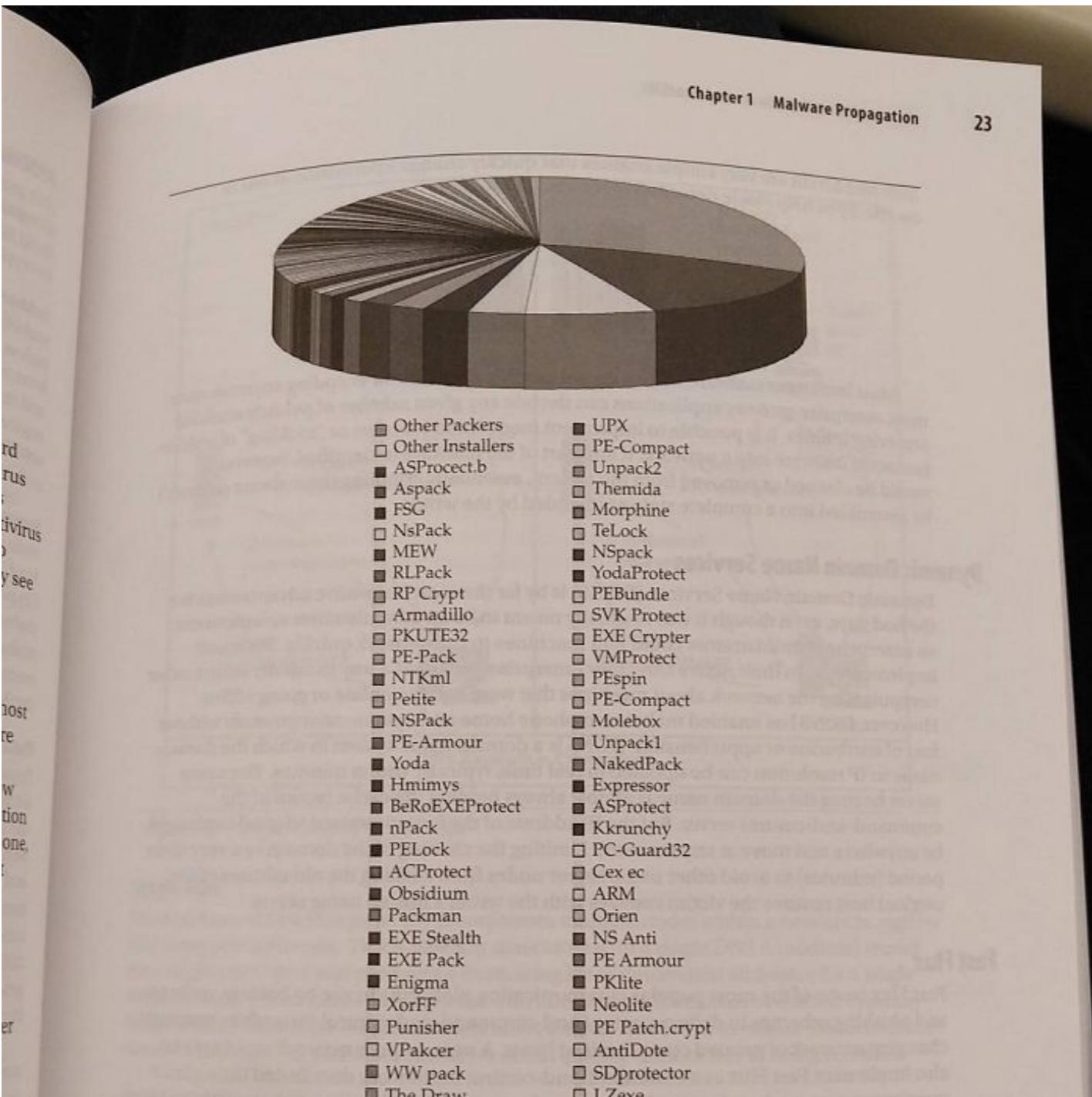
MONOCHROMATIC

COLORS OF SINGLE HUE



This is a logo for the National Aquarium in Baltimore. Notice the wave patterns and the fish. If this logo wasn't in blue, would it still have the same effect?





Always be aware of how your design would look if it had to be in black and white. Would shades of colors be too similar and cause confusion or giant unintentional blobs that lose detail?

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.
- ▶ Serif fonts have little "feet." Think Times New Roman.
- ▶ Sans-serif fonts don't have feet (like this font). Think Arial or Helvetica.

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!)

Amanda's Toddler Day Care!

"Your precious kid
will be fine with us!"

Smith & Smith

FUNERAL DIRECTORS

This is what I like to call "club flyer syndrome". Where do you look first? What is this even about? Proper typeface use and white space goes a long way.



Sprint 7:32 PM 36%



Steve Mehallo
11 hrs ·

...



Ramin Nasibov
Saturday at 2:17 PM ·



graphic design
is
my passion

49

7 Comments 2 Shares

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TypeEd
3 hrs ·

...

When you try to emphasize words but end up making them harder to read... maybe a modern calligraphy font is not the best choice. #readability #peopleareinahurry #starbucks #typecrime



14

2 Comments

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In the event of
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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.

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.



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



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Anti-hierarchy at work!

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Sarah Palin - Barack Obama - +2008 Election - Racist - Federal - Investigation - TaxIssues - 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 - Canada - France - Mexico - US - +2008 Elections - +2012 Election - Palin calls critics among McCain aides 'junks.' ... "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 Steven P. Grobe McClatchyDC.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

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.

Think about text placement and how blocks make things easier to read, and how grouping helps a reader continue a flow.

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