

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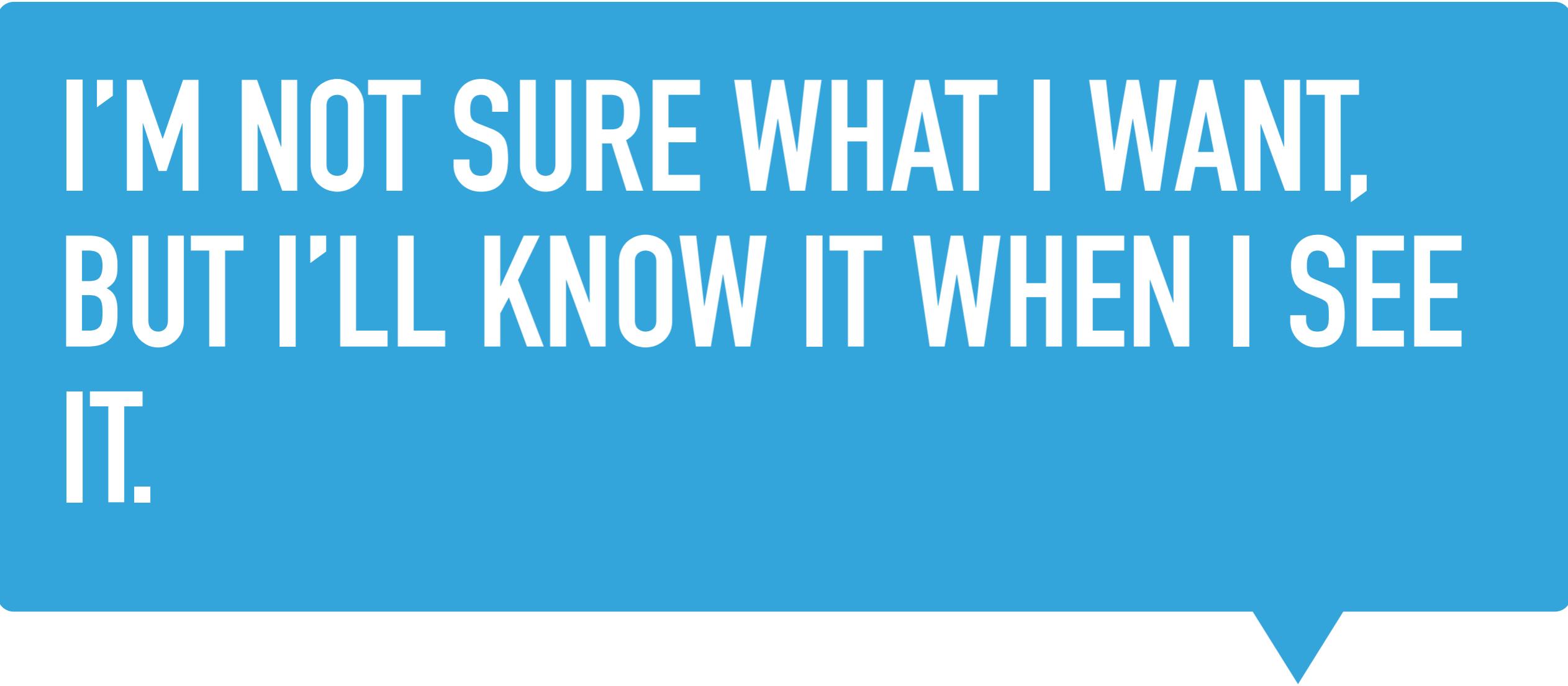
## DESIGN NEED NOT BE COMPLEX OR OVERTHOUGHT OR SCARY!

- ▶ 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.

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.

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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.

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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.

# 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

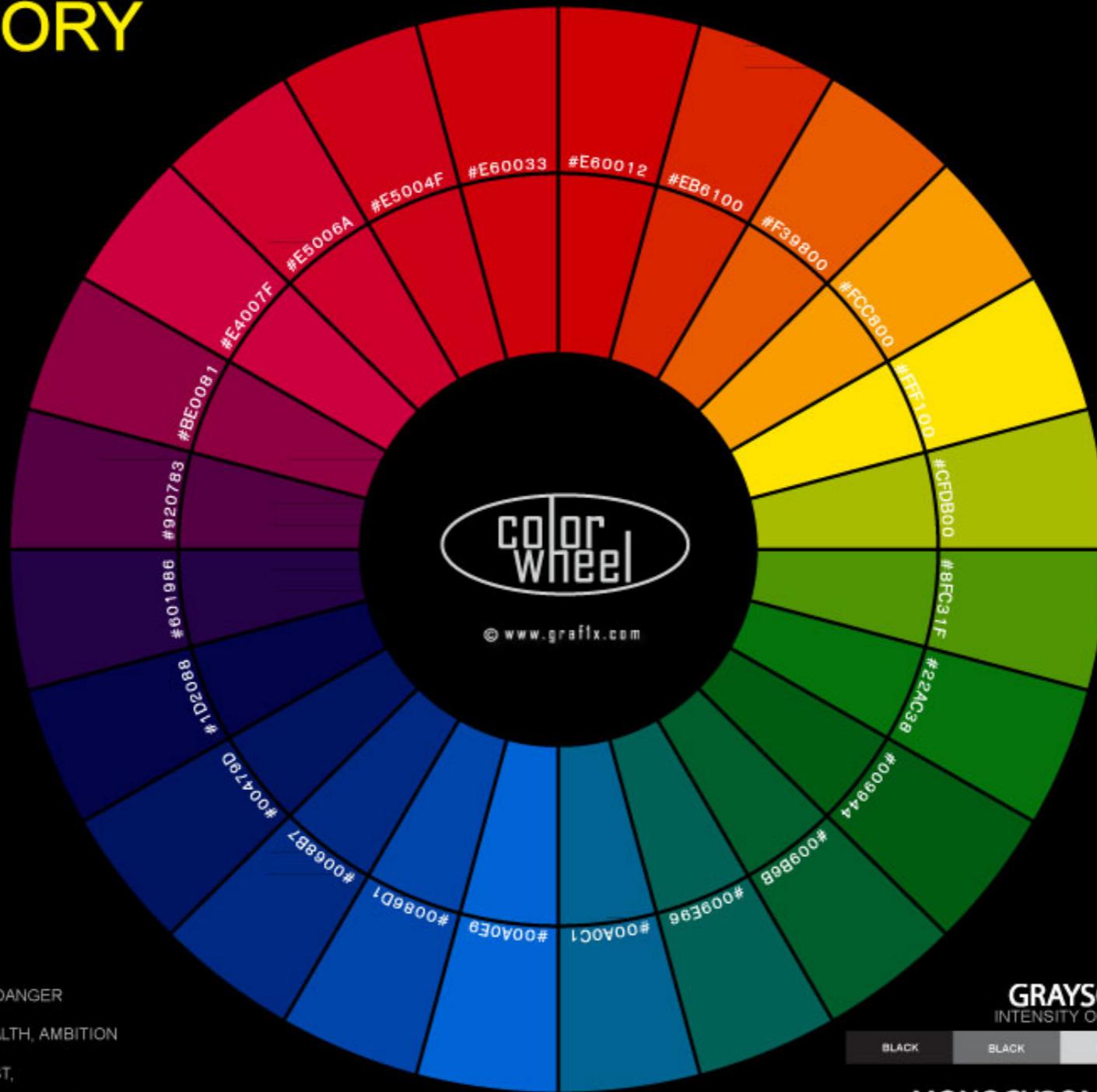
CREATED WITH LIGHT

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

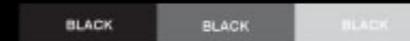
### SPLIT COMPLEMENT

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

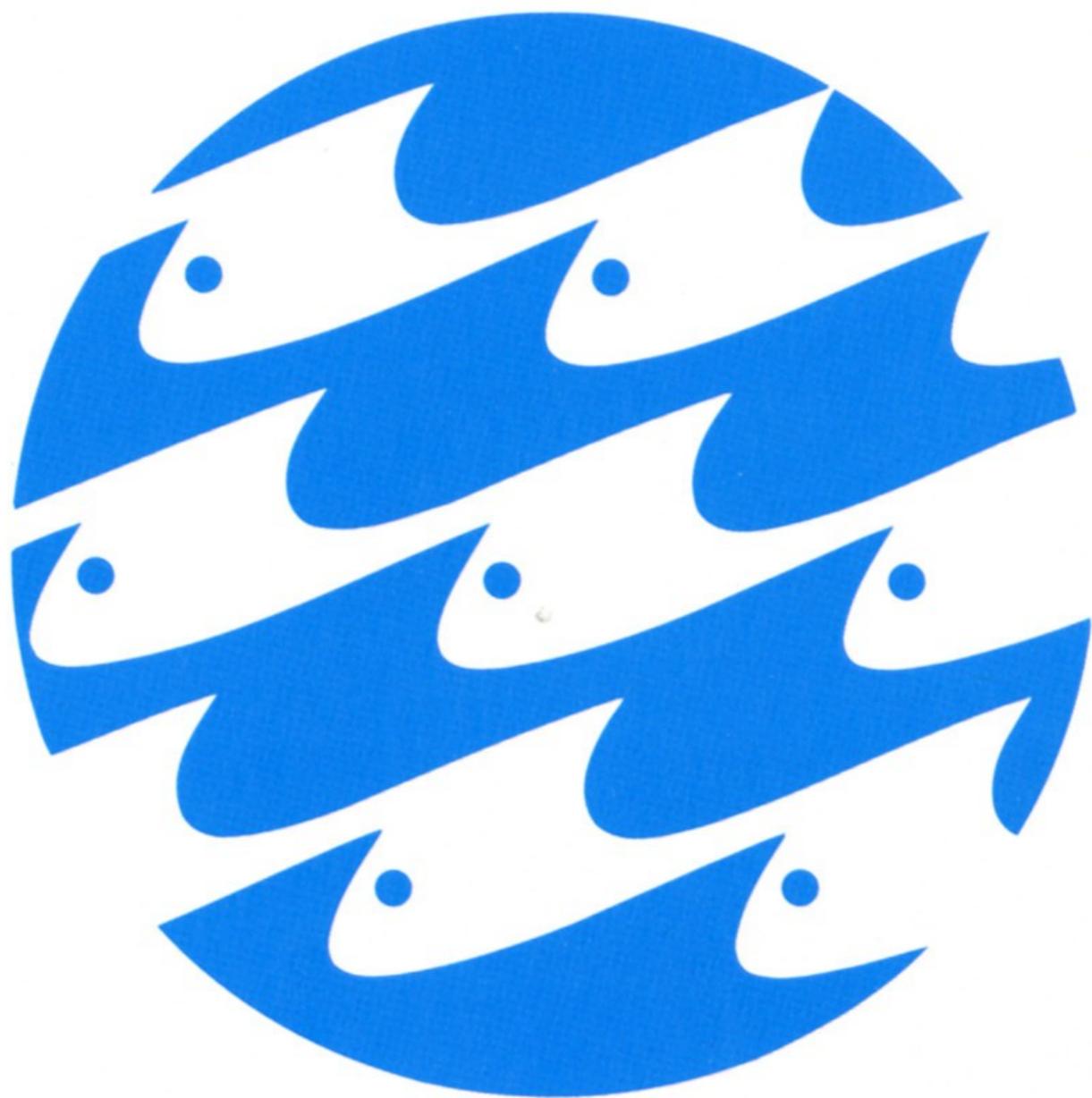


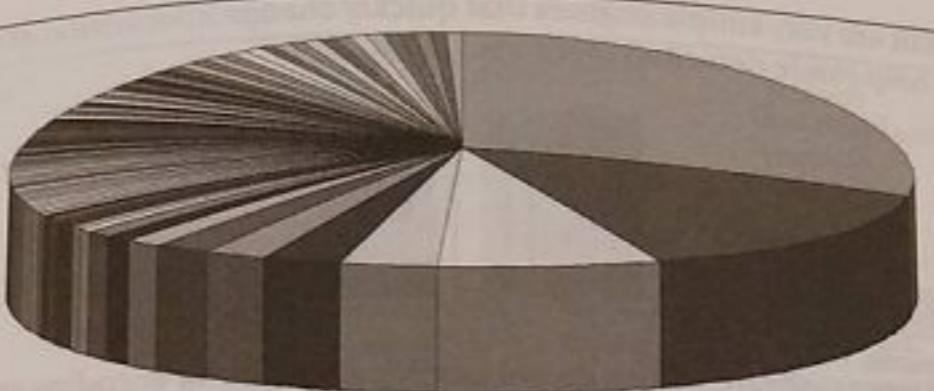




## 1989 Boat Show

Boat and Camper Show • Corning Glass Center  
Friday, March 17, 6-10 pm • Saturday, March 18, 12-9 pm  
Sunday, March 19, 12-5 pm • Admission Free





- 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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## 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

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FUNERAL DIRECTORS

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

**CQ CQ  
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**



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**

LINDA LAVIN  
TONY ROBERTS MICHELE LEE  
THE TALE OF  
**THE ALLERGIST'S WIFE**

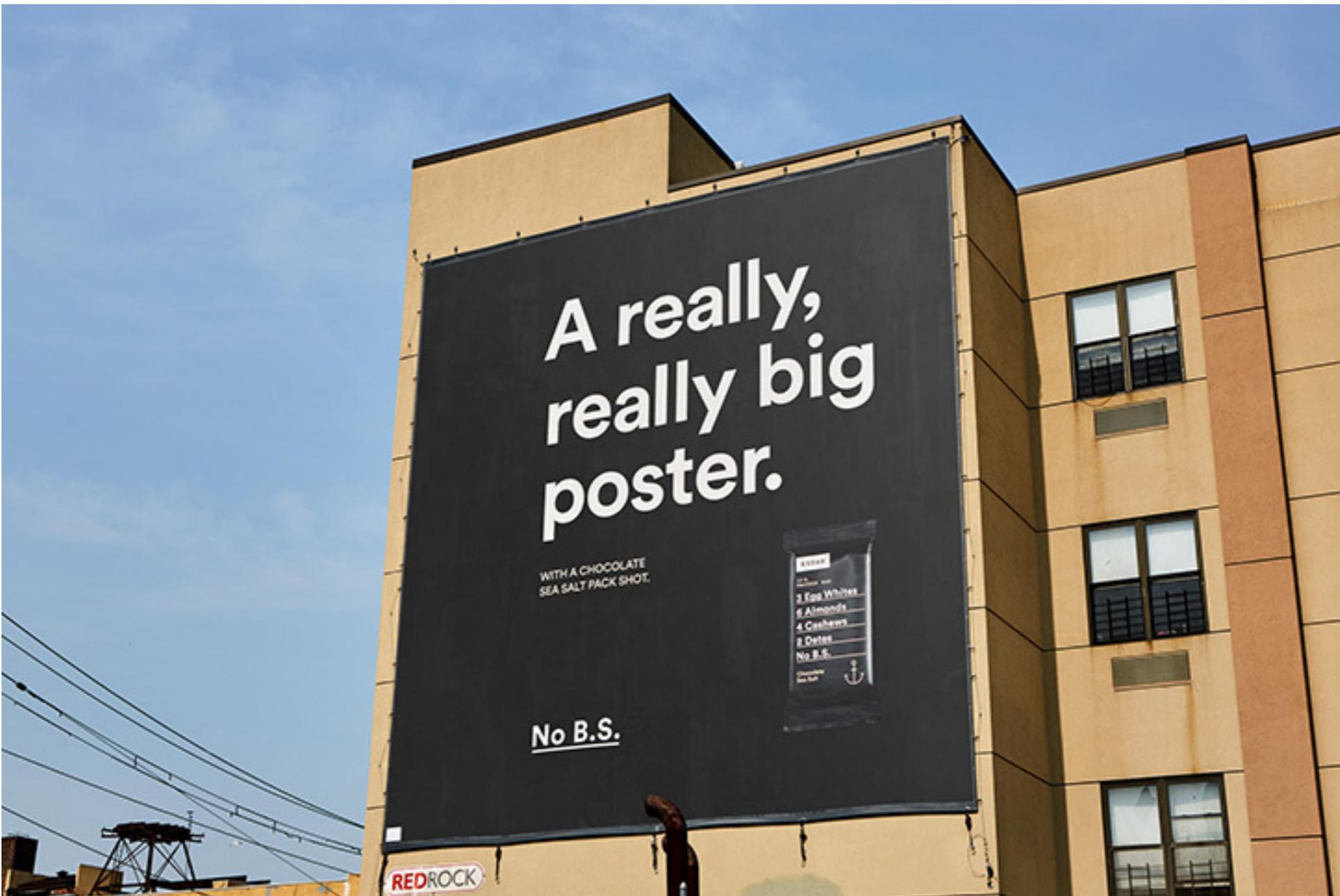
A NEW COMEDY BY CHARLES BUSCH  
"DIRECTED BY LYNNE MEADOW"



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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.



Read about it:

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



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

**BIG BOLD  
TYPEFACES**  
WORK WELL FOR **HEADLINES**

**THIN TYPE**  
ALSO WORKS RATHER WELL

HERE'S A **CIRCLE** FOR YOUR **ENTERTAINMENT**



DID YOU **ENJOY** IT?  
GOOD BECAUSE THIS IS WHERE I **LEAVE** YOU

Join Us For A



FUNDRAISER!

When: Monday, October 15 2012

Cost: \$7.00

Includes:

- Sandwich
- Chips
- Cookies
- Bottled water



Pre-sale October 10, 11, 12 in the café !  
See Stephanie Adams, Kelly Dye or Cynthia Tamboue

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Tuesday, 11 November 2008 CALENDAR

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Bill Moyers J FRONTLINE NOW! Ex

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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 socialist 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

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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)

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23 Lawnhill Drive  
Happyville, NB

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



I've got all these  
design ideas...

But I don't know  
how to get them  
on paper!

If this is you, don't fret.  
**PR 486** can fix that problem.

Want to brush up on your Photoshop, Illustrator, and InDesign skills? We'll work on a fun semester-long project – your own record company – and you'll learn to create all your own promo materials for it. Taught by Jenn de la Fuente.

**Summer 2017**  
Tuesday/Thursday  
6-8:05 p.m.

**Fall 2017**  
Thursdays  
2-3:40 p.m.  
*2 units*

# Before

The Eby Emergency/Trauma Center  
The Eby Emergency/Trauma Center treats more than 40,000 patients annually, including 1,500 major trauma cases. As a state-designated regional trauma center for Montgomery County and the surrounding area, we offer superior emergency care in a high-tech facility with a specially trained medical team.

In addition, we are a certified Stroke Center with a dedicated NIH Stroke Team, which provides rapid diagnosis and cutting-edge treatment of strokes. Our rapid chest pain evaluation provides early recognition of heart attack, which can now be treated in our new, state-of-the-art NIH Heart Center at Suburban Hospital. A separate Pediatric Emergency Center is staffed 24 hours a day by an emergency pediatrician and specially trained pediatric staff.

Thank you for your support of quality patient care!

**Suburban Hospital FOUNDATION**  
8600 Old Georgetown Road | Bethesda, MD 20814  
301.896.3971 | 301.896.7894 Fax  
[www.suburbanhospital.org](http://www.suburbanhospital.org)

**Suburban Hospital Auxiliary GOLF TOURNAMENT**  
**23rd Annual**  
September 15, 2008  
Woodmont Country Club • Rockville, Maryland  
Benefiting the Eby Emergency/Trauma Center at Suburban Hospital

**About the Tournament**  
Suburban Hospital 23rd annual Gold Tournament, sponsored by the Suburban Hospital Foundation and Auxiliary will be held on Monday, September 15th at Woodmont Country Club. This year's tournament will be benefiting the Eby Emergency/Trauma Center at Suburban Hospital. This year's co-chairs are Larry Bank and David Ruben.

**Event Highlights**

- Brunch on the terrace and evening reception and dinner;
- Award ceremony;
- Putting Contest, raffle drawing and other opportunities to win great prizes;
- Commemorative tournament gifts;
- Exciting on-course activities to make your golfing experience an enjoyable one.

**Golf Format**  
This year's tournament will be held on Woodmont's north and south courses. The tournament format will be Captain's Choice (scramble) to accommodate male and female golfers of all levels. Scramble format allows all golfers to hit from the best ball within the foursome, recording one score at the end of the play. Foursomes on each course will be divided into three divisions based on handicaps. First place prizes for best team in each division will be awarded at the evening reception and dinner.

Everyone will have a chance to win a prize. Closest-to-the-pin and Longest Drive competitions will be held with other specialty competitions to test your golfing skills. Jim Coleman Automotive will sponsor a hole-in-one contest on each course, giving everyone a chance to win a lease for a new Jim Coleman Cadillac, Infiniti, Toyota or Honda.

**Registration**

10 a.m. | Registration  
11 a.m. | Brunch on the Terrace  
12:30 p.m. | Shot-gun Start  
5 p.m. | Cocktails and Dinner

# After

**The Eby Emergency/Trauma Center**  
For over 25 years, Suburban Hospital has been home to the region's dedicated Level I trauma center. Thousands of individuals have been cared for after serious motor vehicle accidents, falls and incidents of personal violence, like the 2002 sniper attacks.

In 2006, Suburban Hospital was selected as one of just five "highly prepared" trauma centers in the U.S.A. The center is constantly evolving by enhancing and adding new services for the community, such as certification as a primary stroke center, and emergency preparedness partnerships.

From the chef who sliced his hand with a razor-sharp knife to the high school sports star injured in a game, from victims of auto collisions on the Beltway to the grandmother who suffered chest pains while visiting from Florida, there is nothing routine about emergency care. Your support is needed to ensure that we continue to excellently meet ALL the emergencies and traumas that come through our doors.

Thank you for your support of quality patient care!

**Suburban Hospital FOUNDATION**  
8600 Old Georgetown Road | Bethesda, MD 20814  
301.896.3971 | 301.896.7894 Fax | [www.suburbanhospital.org](http://www.suburbanhospital.org)

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**Registration**  
10 am | Registration begins  
11 am | Brunch on the Terrace  
12:30 pm | Shotgun start  
5 pm | Cocktails, dinner, awards, prizes and auction

**Golf Format**  
The tournament will be held on Woodmont's north and south courses in a Captain's Choice format to accommodate male and female golfers of all levels. The scramble format allows all golfers to hit from the best ball within the foursome, recording one score at the end of the play. Foursomes on each course will be divided into three divisions based on handicaps. First place prizes for best team in each division will be awarded at the evening reception and dinner.

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- Exciting on-course activities to make your golfing experience an enjoyable one.

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

*Zag*



Jenn de la Fuente

May 12 at 11:52am · ▾

I am staring at this sign during the journalism graduation ceremony and that terrible kerning and space between "Southern" and "California" bothers the crap out of me.



**GET INSPIRED!**



PAUL RAND

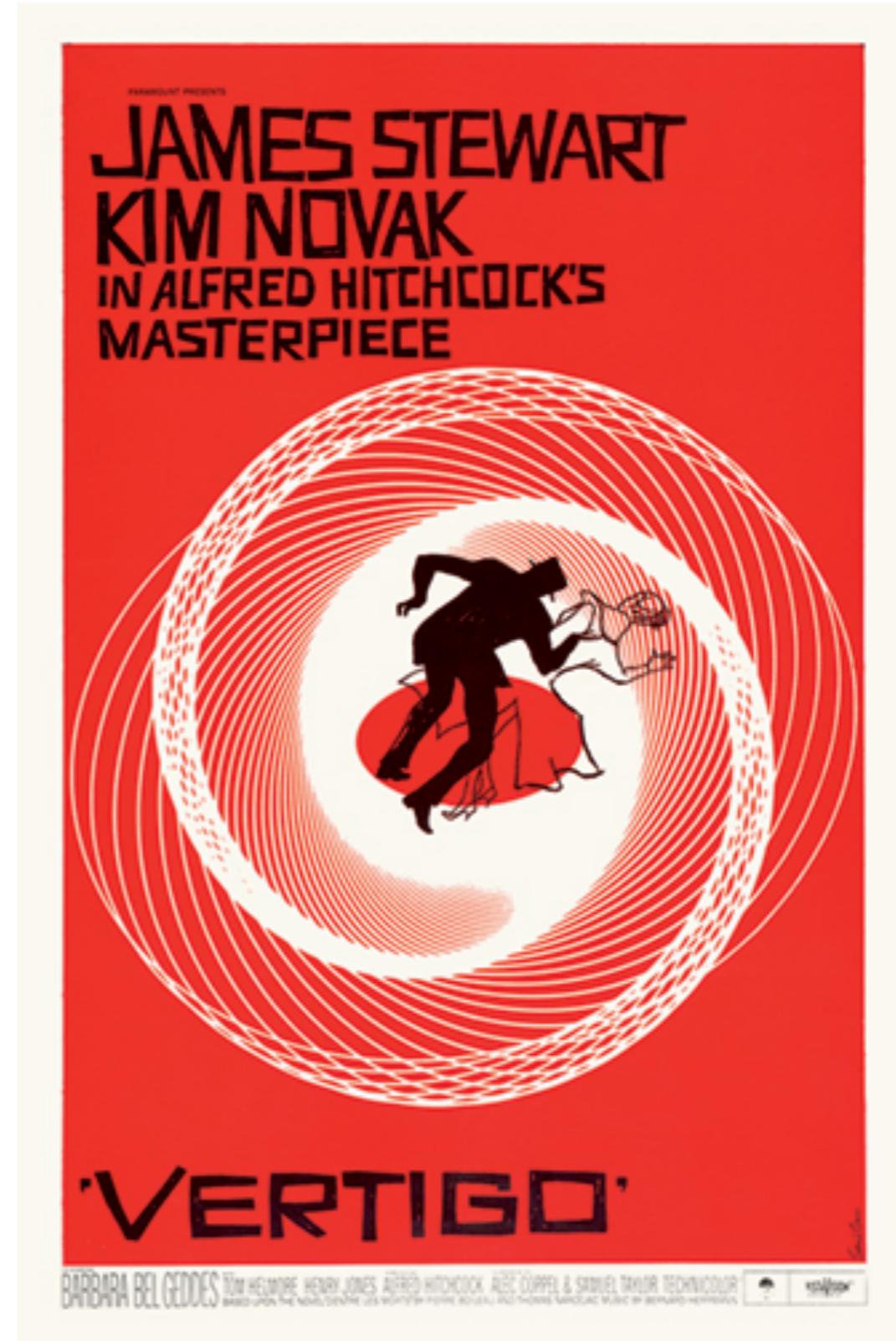
SAUL BASS





THESE ARE SOME OF  
SAUL BASS' MOST  
FAMOUS LOGOS.

# SAUL BASS ALSO DESIGNED MOVIE POSTERS.





IBM



MORNINGSTAR®



THESE ARE SOME OF PAUL RAND'S  
MOST FAMOUS LOGOS.

## ASSIGNMENT #1

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# CREATE YOUR RECORD COMPANY

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

Create a record company of your choosing. It can be anything – a collection of artists, a showcase for a single genre, whatever. Think of a name and write 1-2 paragraphs describing this company, its ethos, its music, and the target demographic you want to reach.

**Due via email to [jdelafue@usc.edu](mailto:jdelafue@usc.edu) by 11:30 a.m. on Thursday, January 17.**