

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.

**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

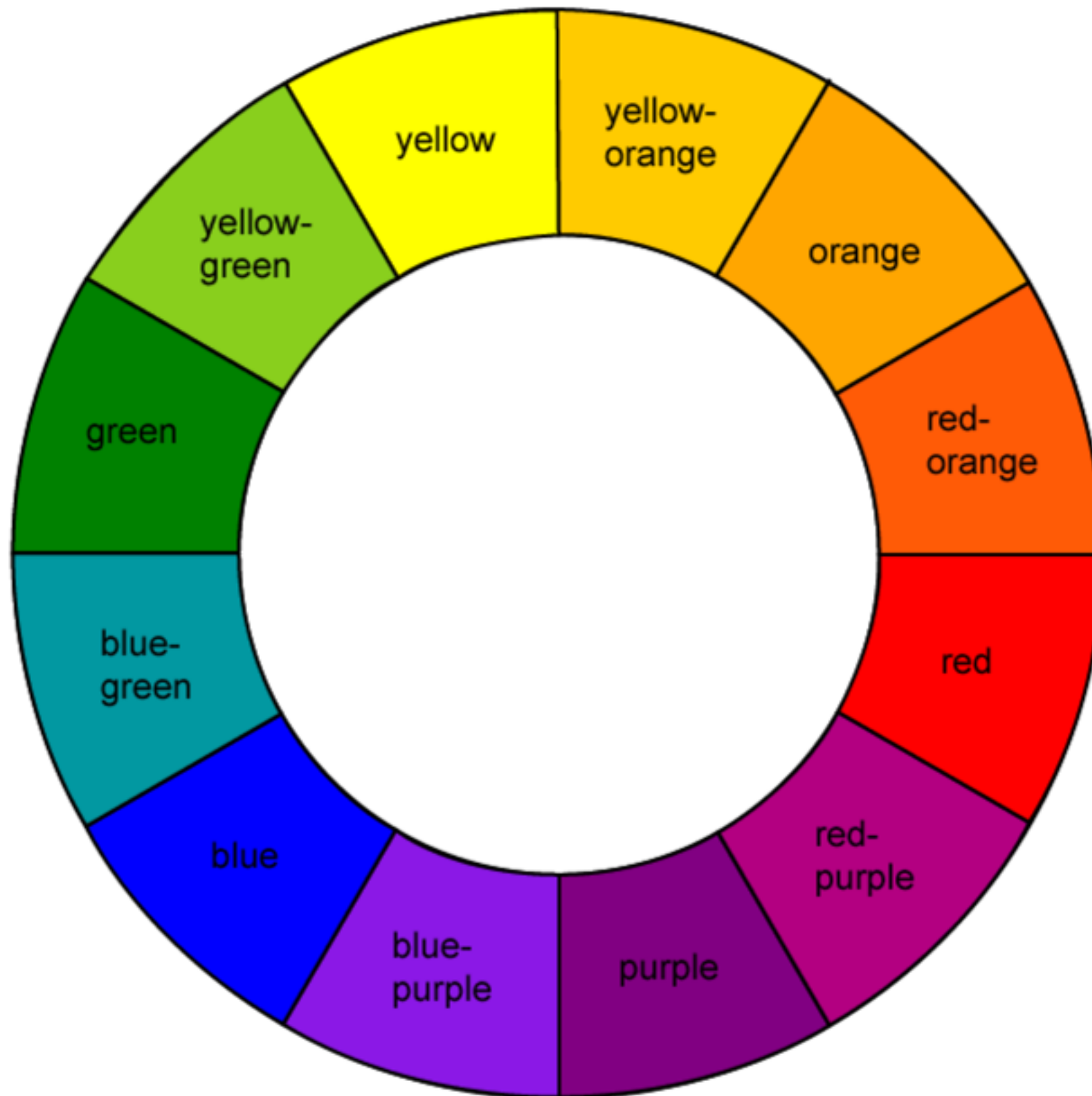
**IF YOU WANT TO MOVE PAST THE TERRIBLE
CLIENT MENTALITY, YOU SHOULD LEARN
SOME BASICS ABOUT DESIGN. THAT WAY,
YOU CAN BETTER ARTICULATE WHAT
YOU'RE LOOKING FOR INSTEAD OF HOPING
SOMEONE CAN READ YOUR MIND.**

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

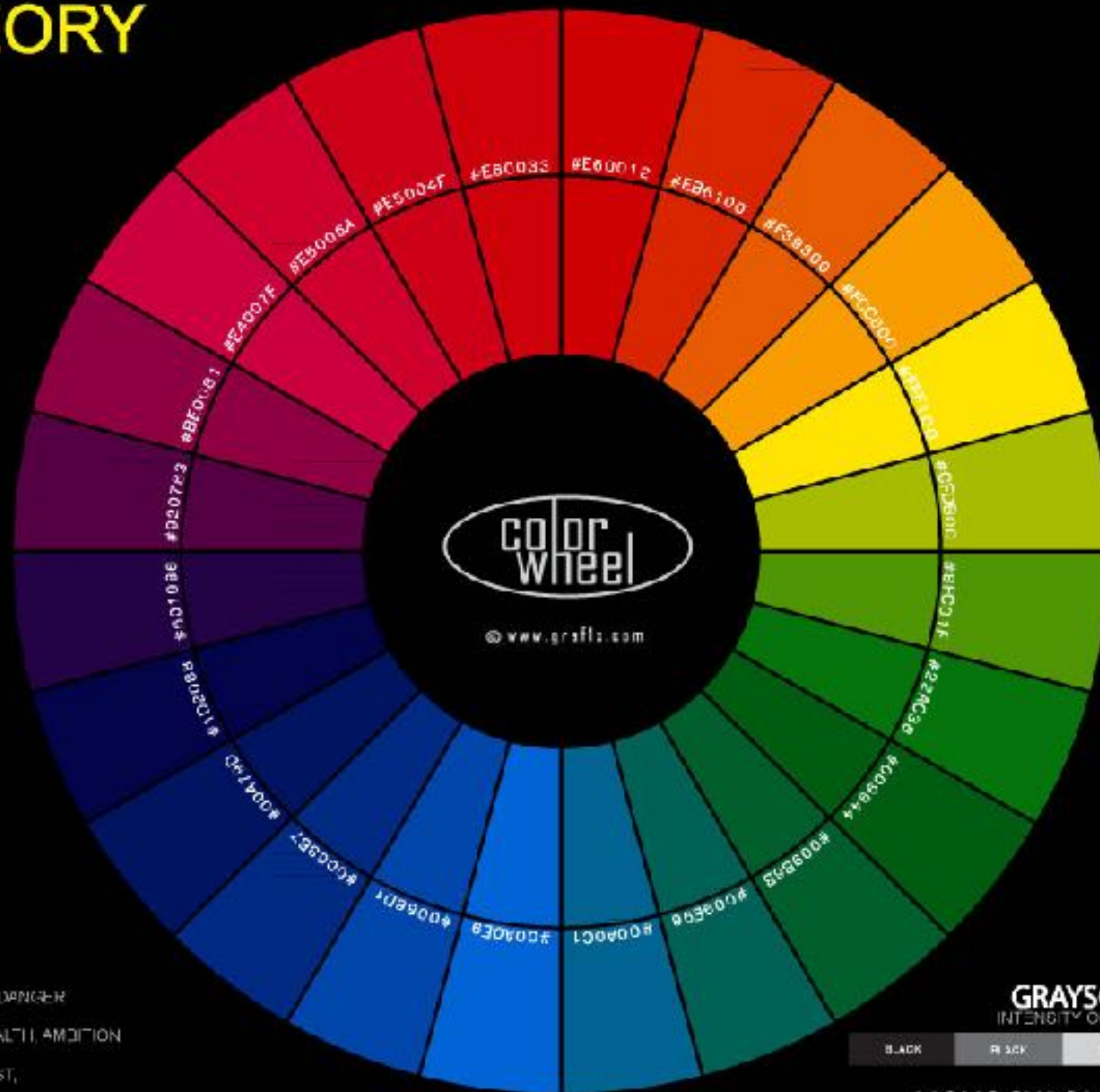
CREATED WITH LIGHT

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



GRAYSCALE

INTENSITY OF BLACK

BLACK	GRAY	WHITE
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MONOCHROMATIC

COLORS OF SINGLE HUE

BLUE	BLUE	BLUE
RED	RED	RED

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

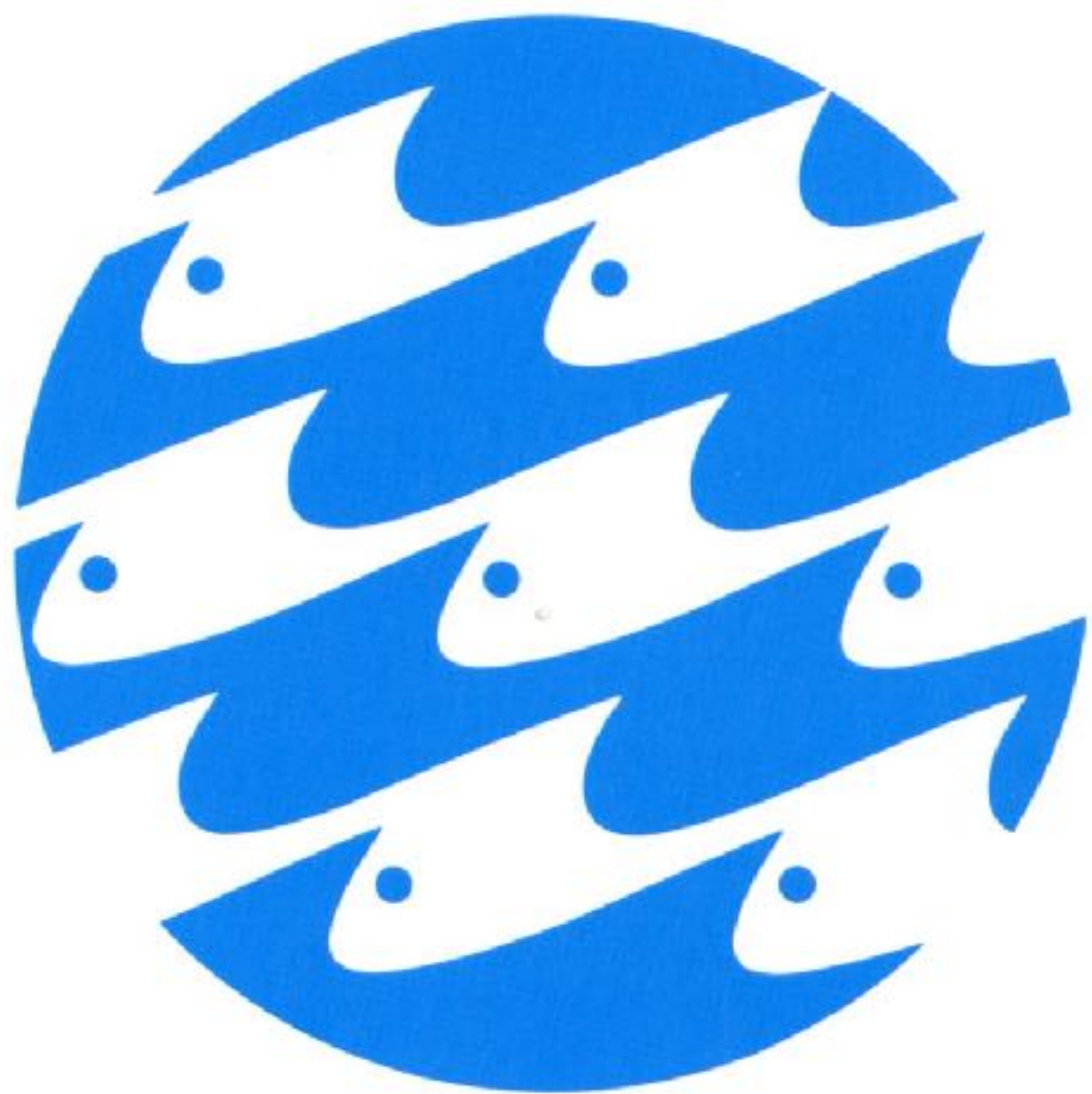
YELLOW	BLUE VIOLET	RED VIOLET
YELLOW GREEN	VIOLET	RED
GREEN	RED VIOLET	RED ORANGE
BLUE GREEN	RED	ORANGE
BLUE	RED ORANGE	YELLOW ORANGE
BLUE VIOLET	ORANGE	YELLOW
VIOLET	YELLOW ORANGE	YELLOW GREEN
RED VIOLET	YELLOW	GREEN
RED	YELLOW GREEN	BLUE GREEN
RED ORANGE	GREEN	BLUE
ORANGE	BLUE GREEN	BLUE VIOLET
YELLOW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





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



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

CHECK OUT
www.w4kbl.org

CQ CQ
CALLING ALL
STATIONS

145.230
179.9 PL



CONTACT
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** **DOOR PRIZES**
WILL BE AVAILABLE

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



n. clw

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.

YOU'LL READ THIS TEXT FIRST.

- ▶ I make a salient point here.
- ▶ Hey, that's a nice windmill.
- ▶ You can see these all over the desert in California.



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

HavenWorks.com

A-Z

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A-B-C-D-E-F-G-H-I-J-K-L-M-N-O-P-Q-R-S-T-U-V-W-X-Y-Z-2008 Election

Tuesday, 11 November 2008

CALENDAR

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News

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2888 News / Blog

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Obama

2008 Election

"Barack Obama Wins Presidency."

CBSNews

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Republican News:

Obama TV

BarackObama.com

Begin

Franken

Hagan

Kleeb

Martin

Merkley

Noriega

Rice

Obama News

Dem'08 TV

"American Stories, American Solutions."

U. S. A.

2008 Election

20081108

Terrorism

Sarah Palin

Barack Obama

2008 Election

Rhetoric

Politics

Racist

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 petitioners 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 sinister radical William Ayers."

The attacks involved a near

W S R L D

20081108

Politics

Sarah Palin

John McCain

Charles

300 Money

Canadian

Canada

France

Mexico

US

2008 Election

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 dismissed the anonymous criticism."

INTELLIGENCE

IRAQ NEWS

Noteworthy

Dick Cheney

Secret

Osama bin Laden

Senate committee: Bush knew Iraq claims weren't true.

4y Yonah D

Global

McClellanDC.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

HavenWorks.com A-Z

Hartmann/MP3s/Vid

Greenwald's Radio Blogs

TV Blog

Weblog

OPINION

Barack Obama

John Boehner

Karl Rove

2008 Election

Media

Politics

SCOT

Congress

Healthcare

Obama

US

Iraq

Global

Climate

Sunday Roundup.

"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

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

Joe's Graphics

23 Lawnhill Drive

Happyville, NB

555-555-4444

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
301.896.3571 | 301.896.7894 Fax
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

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 USA. 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
301.896.3571 | 301.896.7894 Fax | www.suburbanhospital.org

**23rd Annual
Suburban Hospital
Auxiliary**

**GOLF
TOURNAMENT**

September 15, 2008

Woodmont Country Club | Rockville, Maryland

Benefiting the Eby Emergency/Trauma Center at Suburban Hospital

About the Tournament

Suburban Hospital 23rd Annual Golf 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

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5 pm | Cocktails, dinner, awards, prizes and auction

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**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!



SAUL BASS

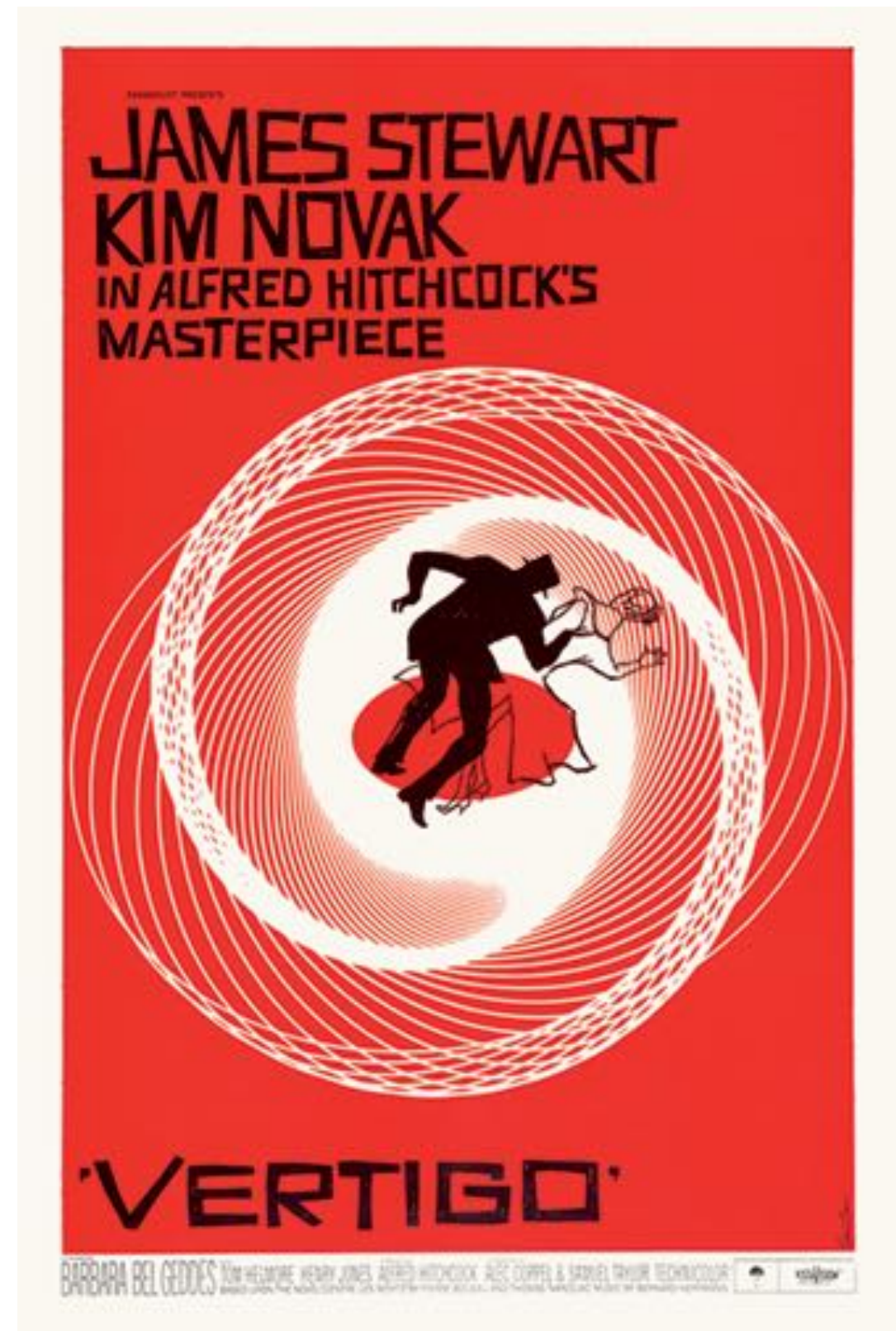
PAUL RAND





THESE ARE SOME OF
SAUL BASS' MOST
FAMOUS LOGOS.

SAUL BASS ALSO DESIGNED MOVIE POSTERS.





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

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 by 11:30 a.m. on Thursday, August 30.