

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 ·

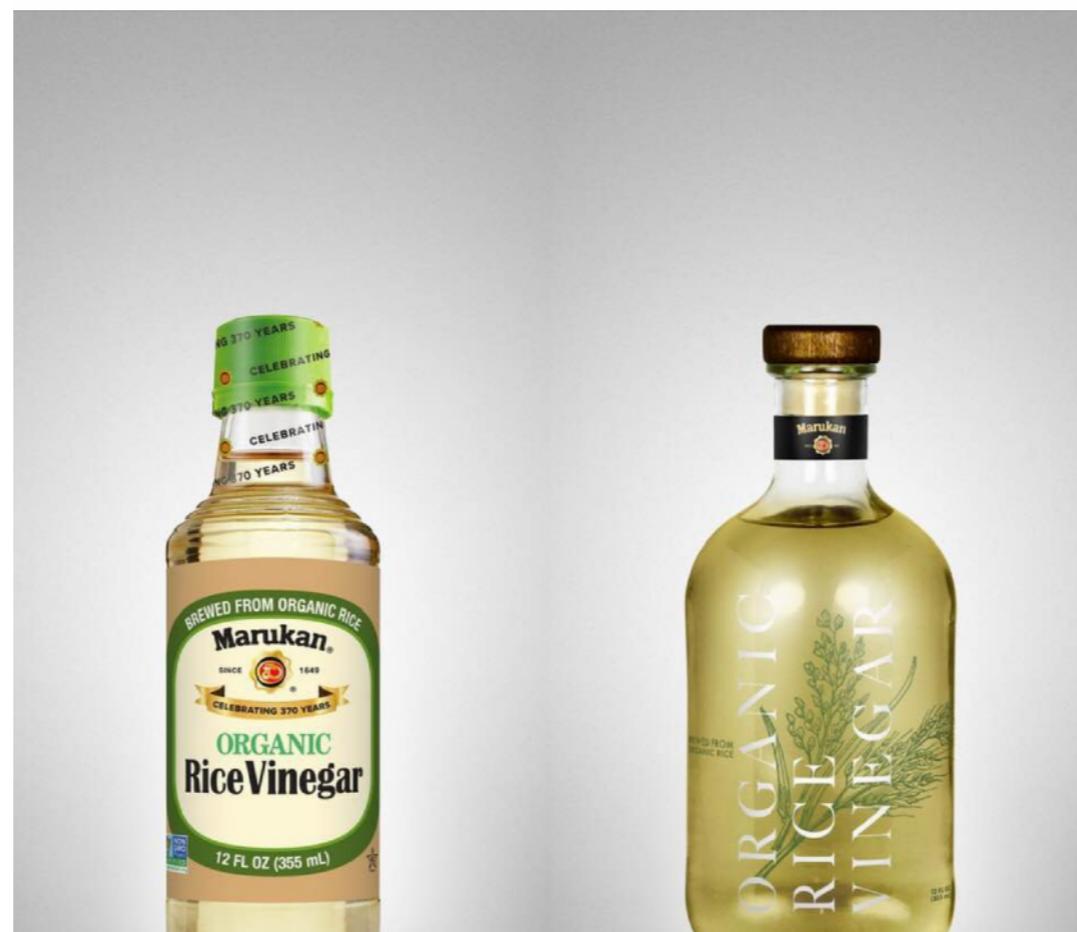
...

Does design matter?

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

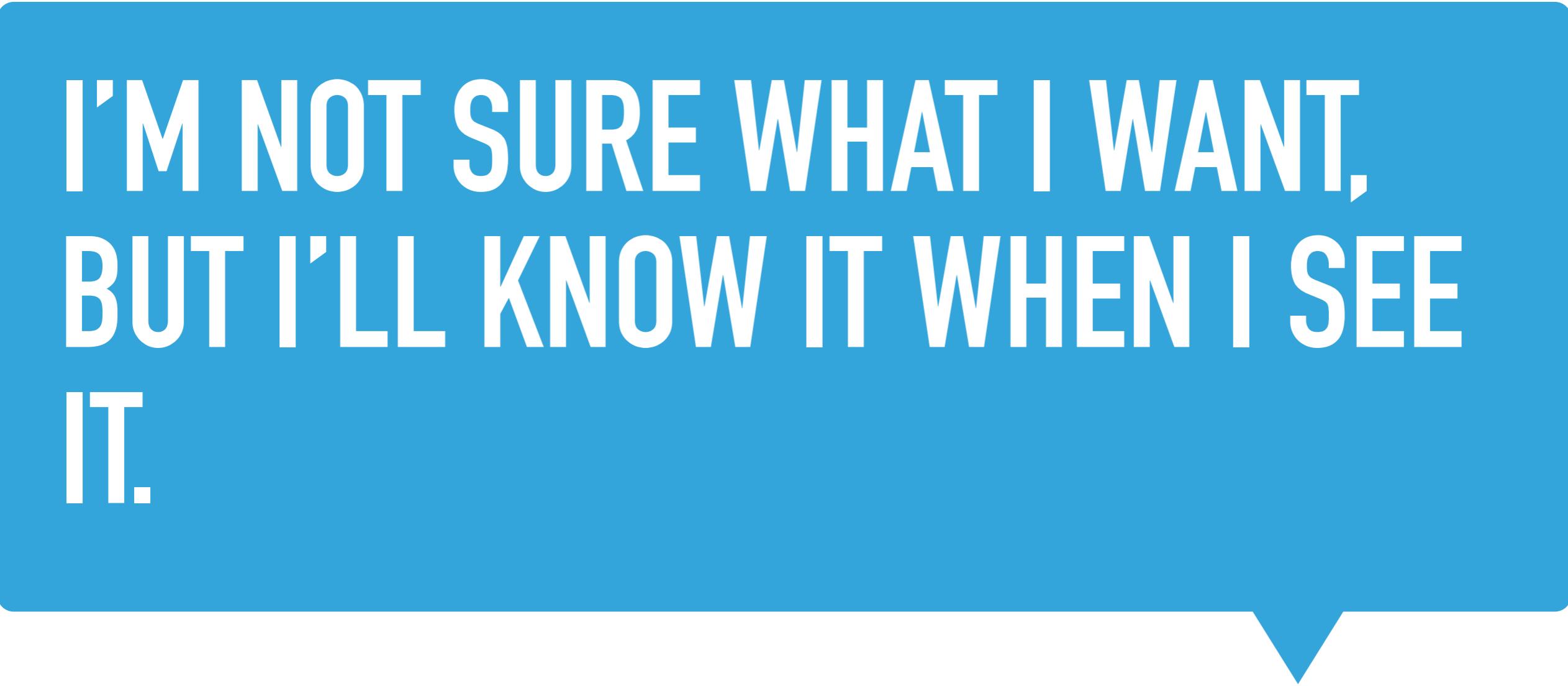
The logos are exactly the same but everything else is different. Perhaps it's time to reevaluate the assumption that design is superficial unless you are willing to admit that you are superficial. This is the impact that design can have on your product, service, website, communication, positioning, perceived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

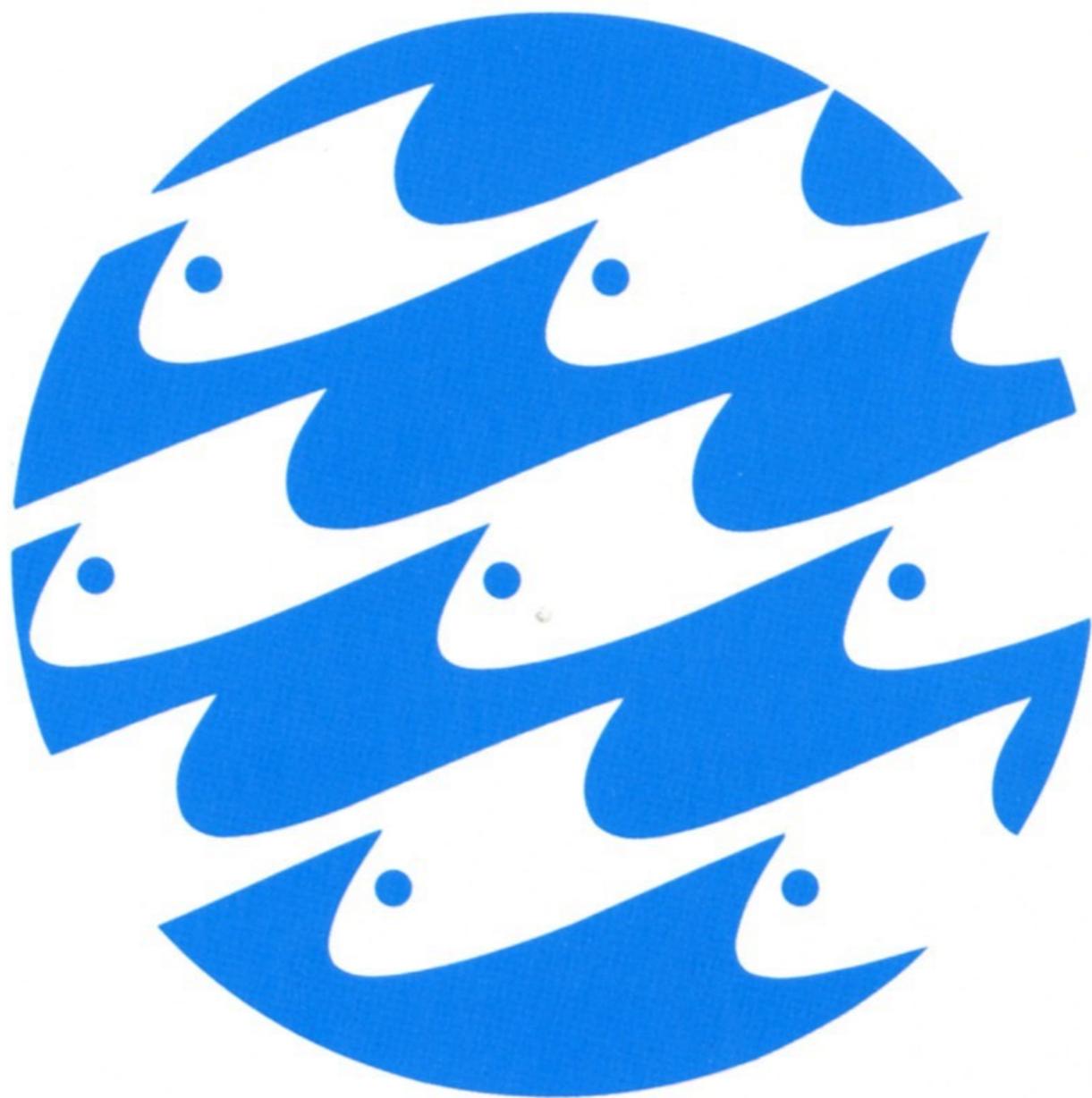


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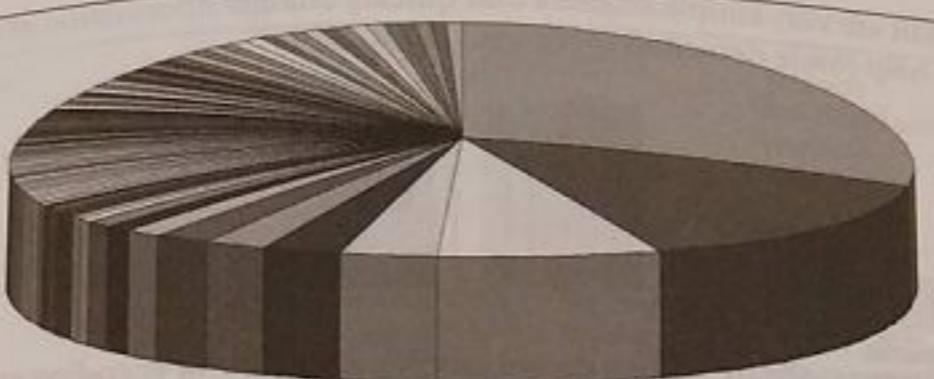
## COLOR WHEEL RULES

- ▶ **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.







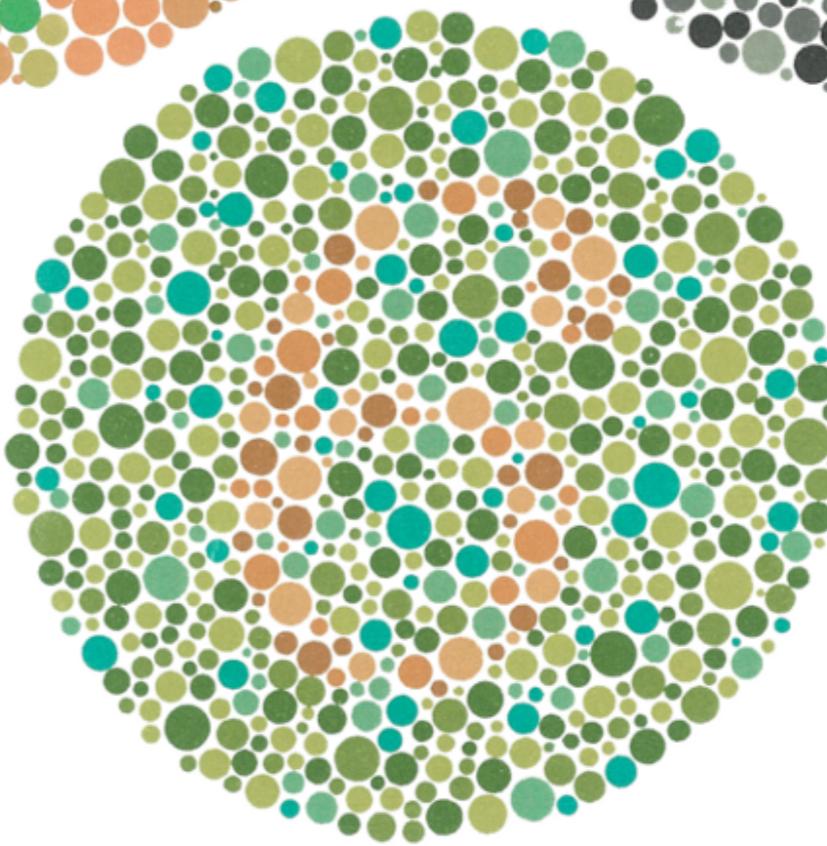
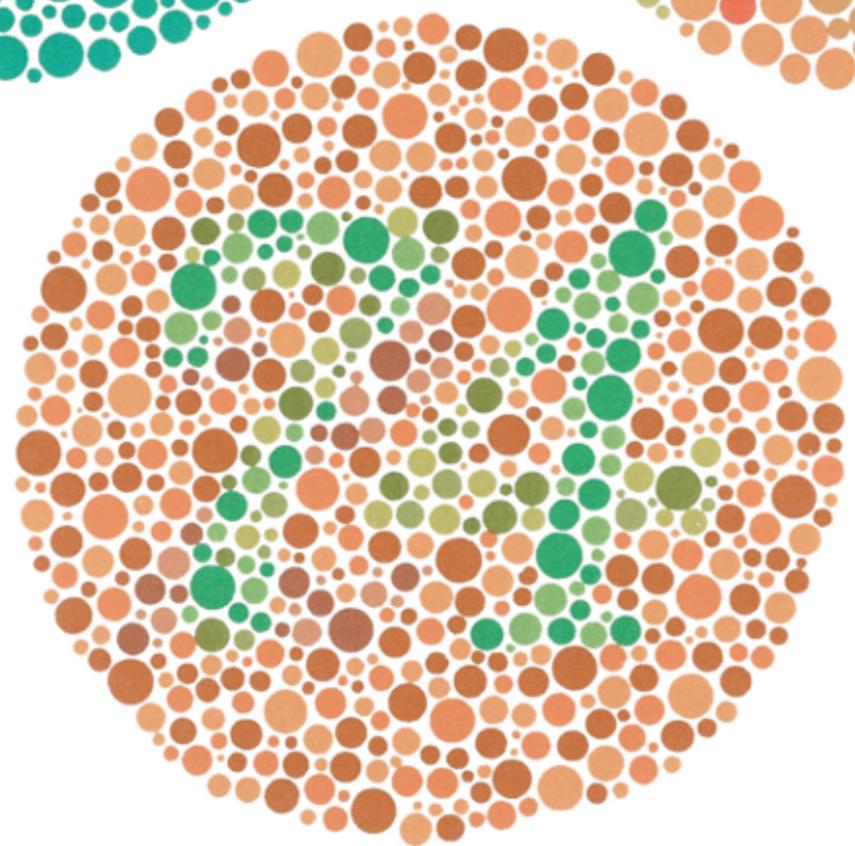
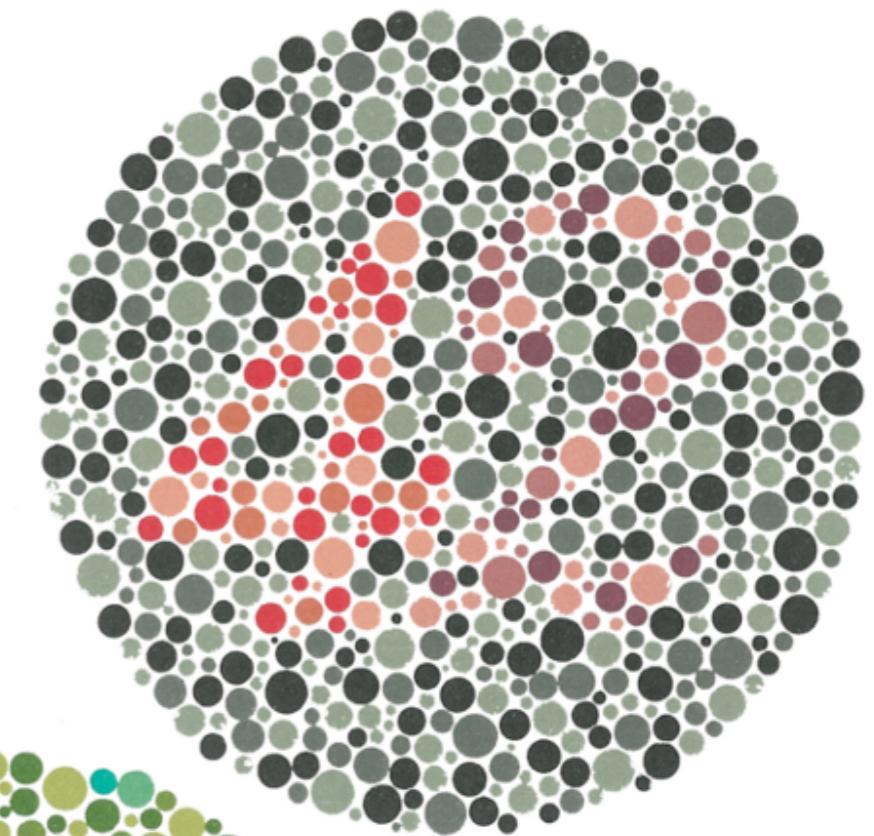
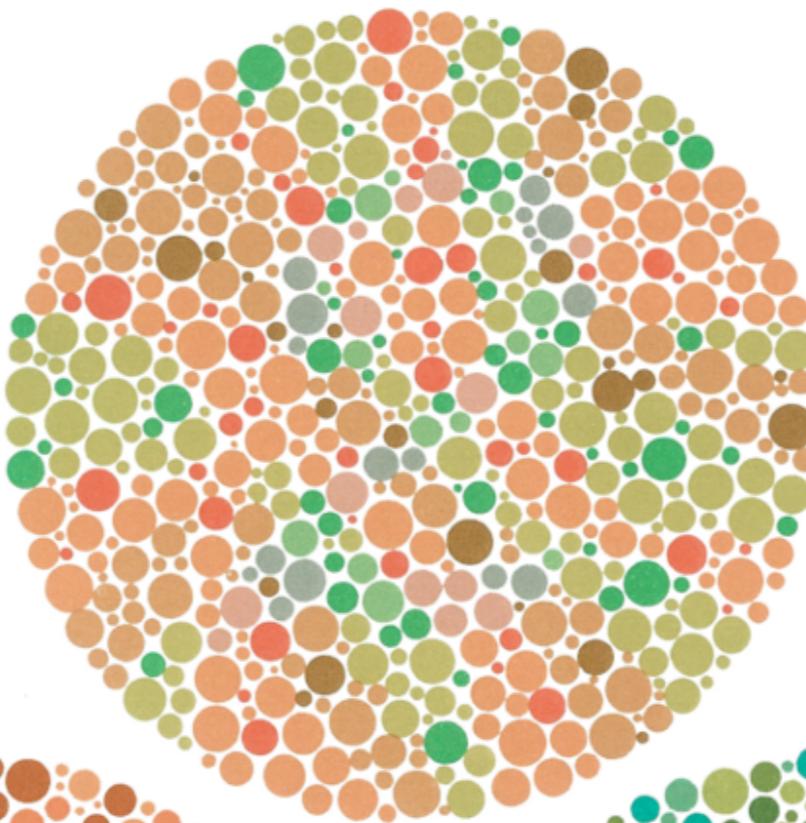
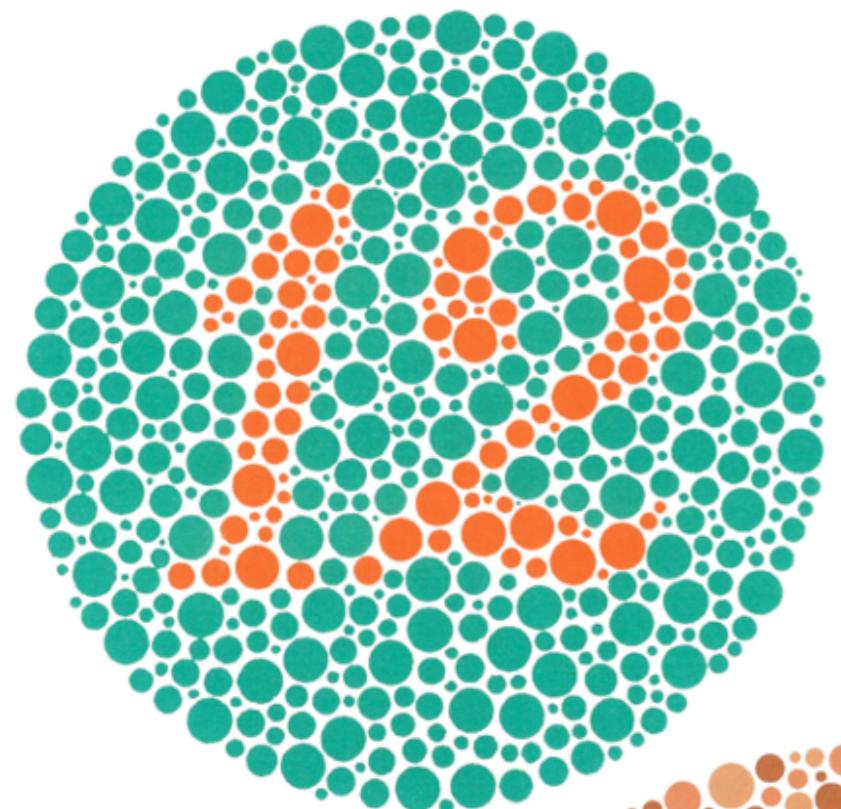


- Other Packers
- Other Installers
- ASProtect.b
- Aspack
- FSG
- NsPack
- MEW
- RLPack
- RP Crypt
- Armadillo
- PKUTE32
- PE-Pack
- NTKml
- Petite
- NSPack
- PE-Armour
- Yoda
- Hmimys
- BeRoEXEProtect
- nPack
- PELOCK
- ACProtect
- Obsidium
- Packman
- EXE Stealth
- EXE Pack
- Enigma
- XorFF
- Punisher
- VPakcer
- 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).





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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.
- ▶ 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!"



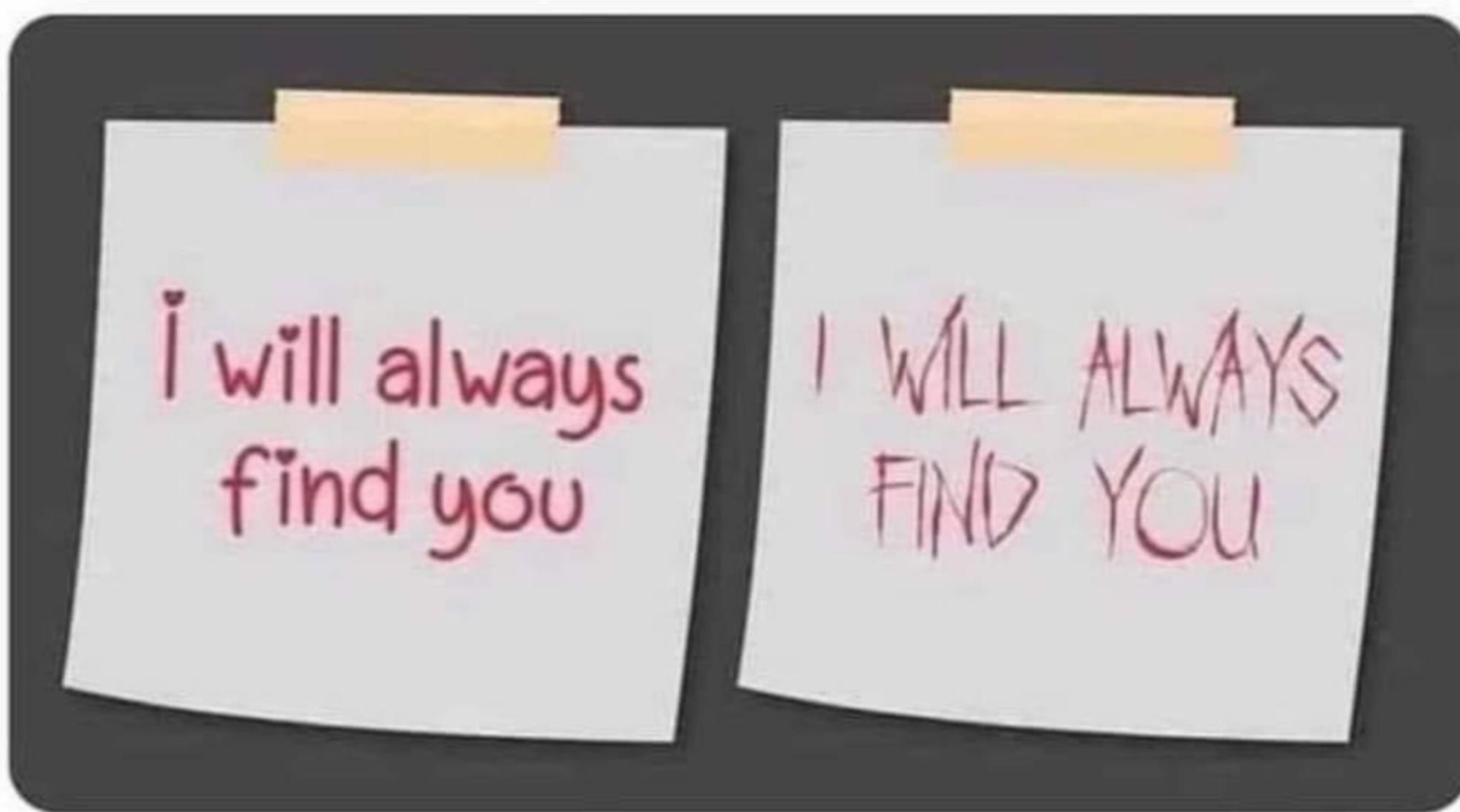
MC Lars · Follow

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!



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**

**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



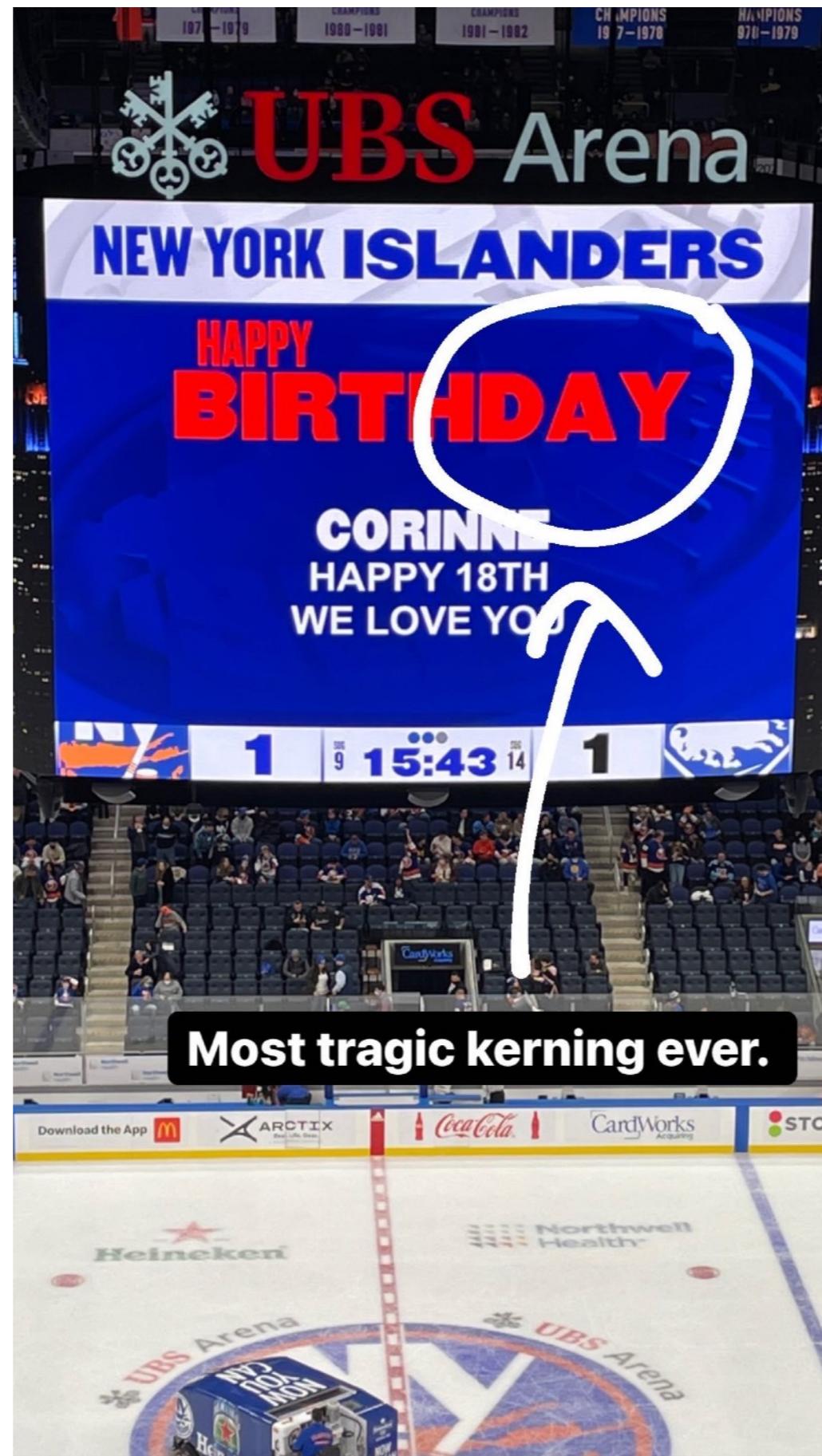
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# KNOW YOUR FONT TERMS!

- ▶ **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*



---

# 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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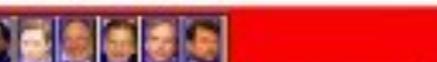
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"American Stories, American Solutions."

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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

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**Noteeworthy**

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.**

**Noteeworthy**

**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 features a large photo of Mary Roberts smiling, wearing a red sequined dress. The title 'Fit for women' is at the top, with 'Fit' in red and 'for women' in yellow. The date 'December 17, 2018' is in the top right. There are several text boxes and images of food throughout the cover.

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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

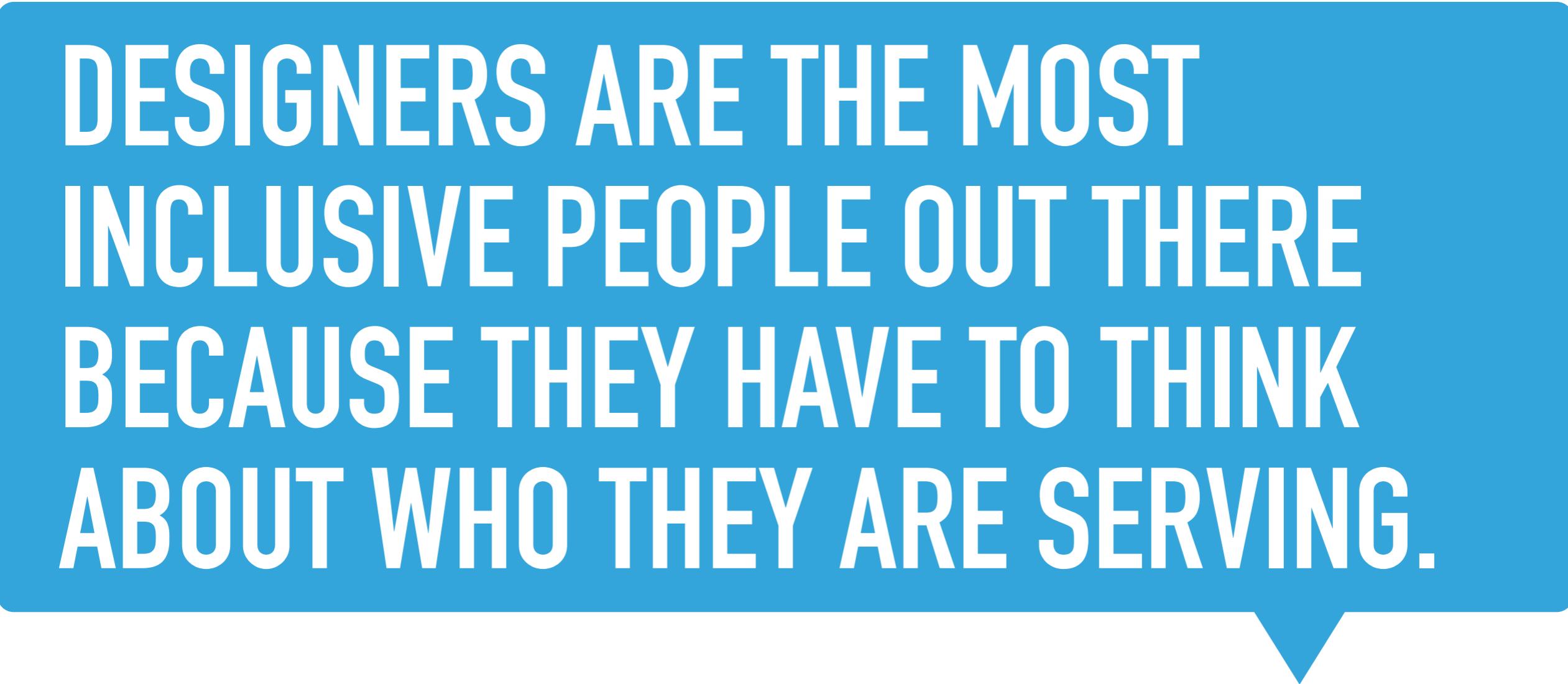
23 Lawnhill Drive  
Happyville, NB

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[joesgraphics.com](http://joesgraphics.com)

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

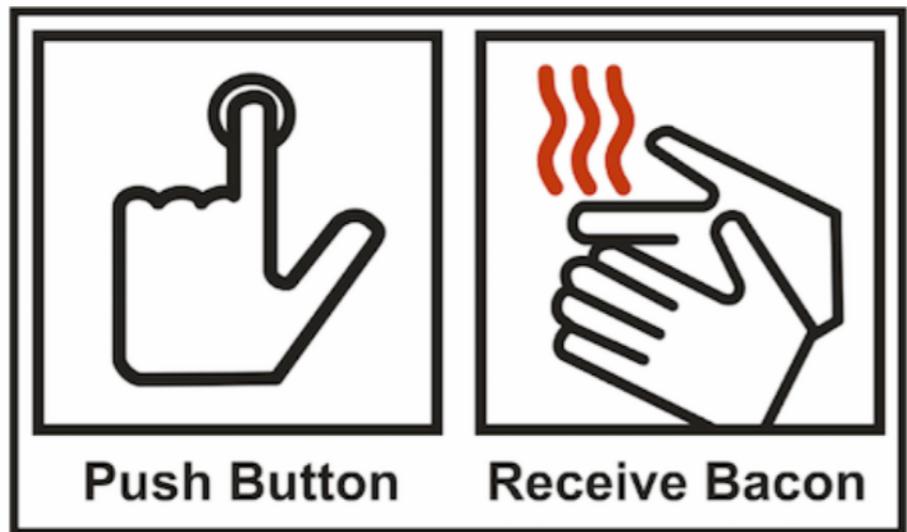
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DESIGNERS ARE THE MOST  
INCLUSIVE PEOPLE OUT THERE  
BECAUSE THEY HAVE TO THINK  
ABOUT WHO THEY ARE SERVING.



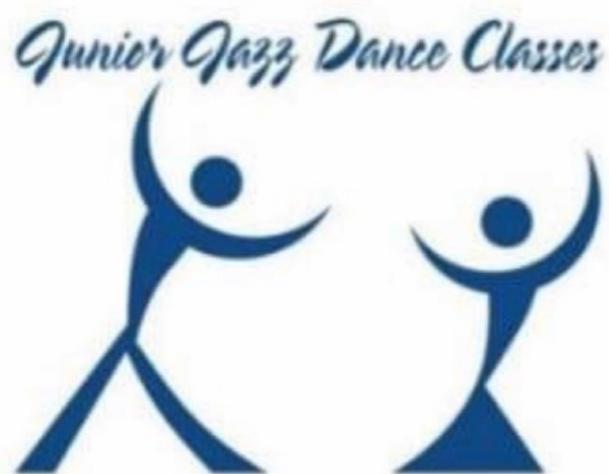
John Maeda, head of global computing, Automattic

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



Julie Goldsbearsy ► HOWies  
5 hrs ·

Design counts.





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



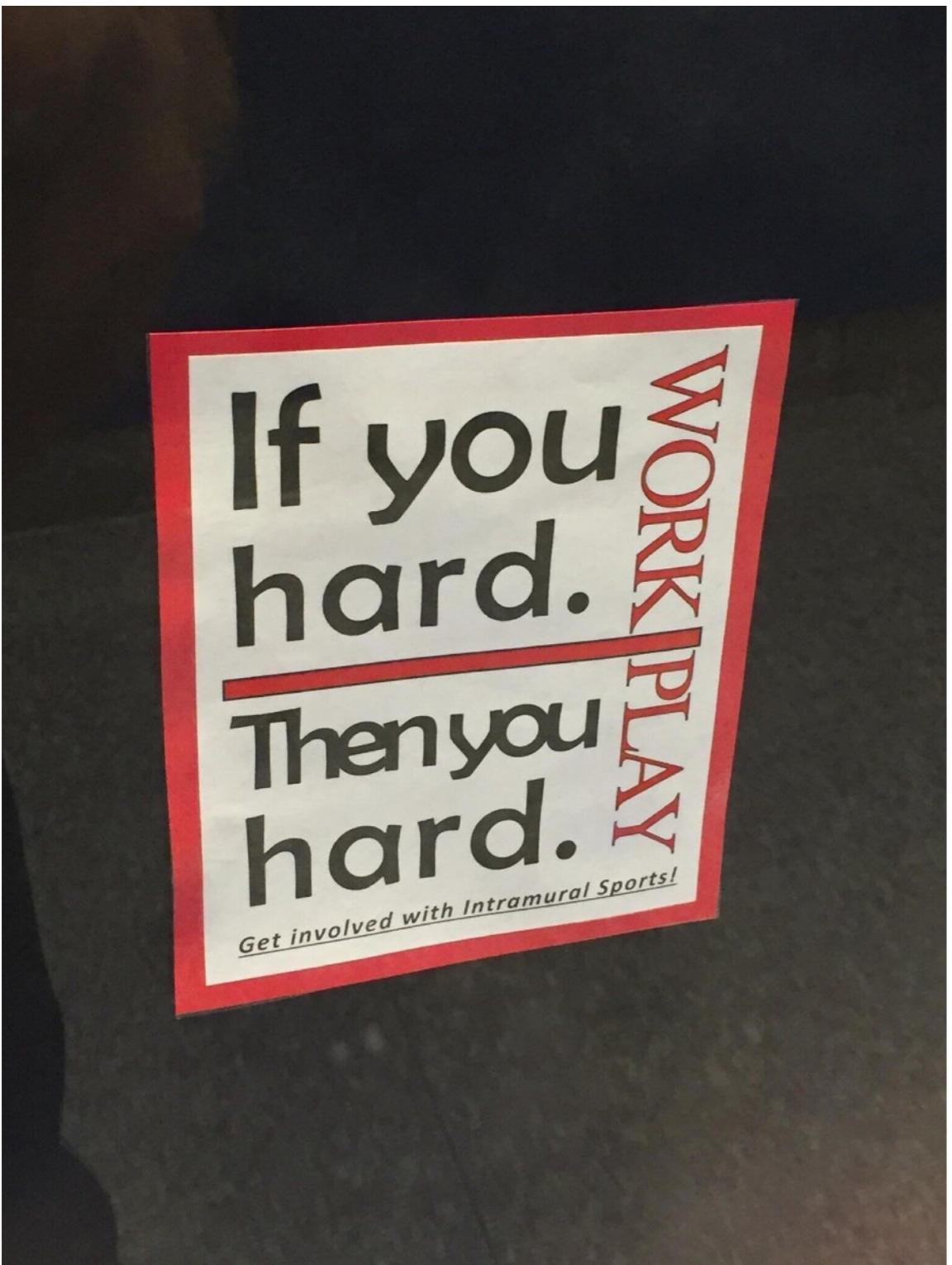
18

6 Comments

Like

Comment





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...



30

1 Comment

Like

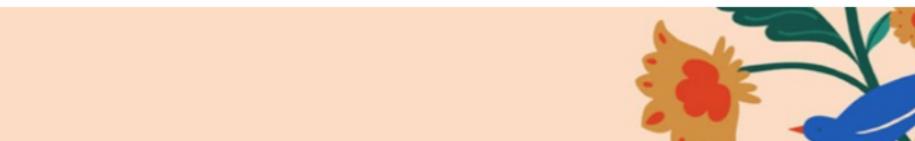
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Brenda Lachman ► Ecom & Etsy Sellers

Yesterday at 5:30 PM ·

...



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 Malino



5:53 ↗

LTE



Jon Fisher ► HOWies

10 hrs ·

Typeface choices matter.

## WHEN YOU MISREAD A SIGN



😂👍❤️ 37

2 Comments

Like

Comment



Roxy Goetz

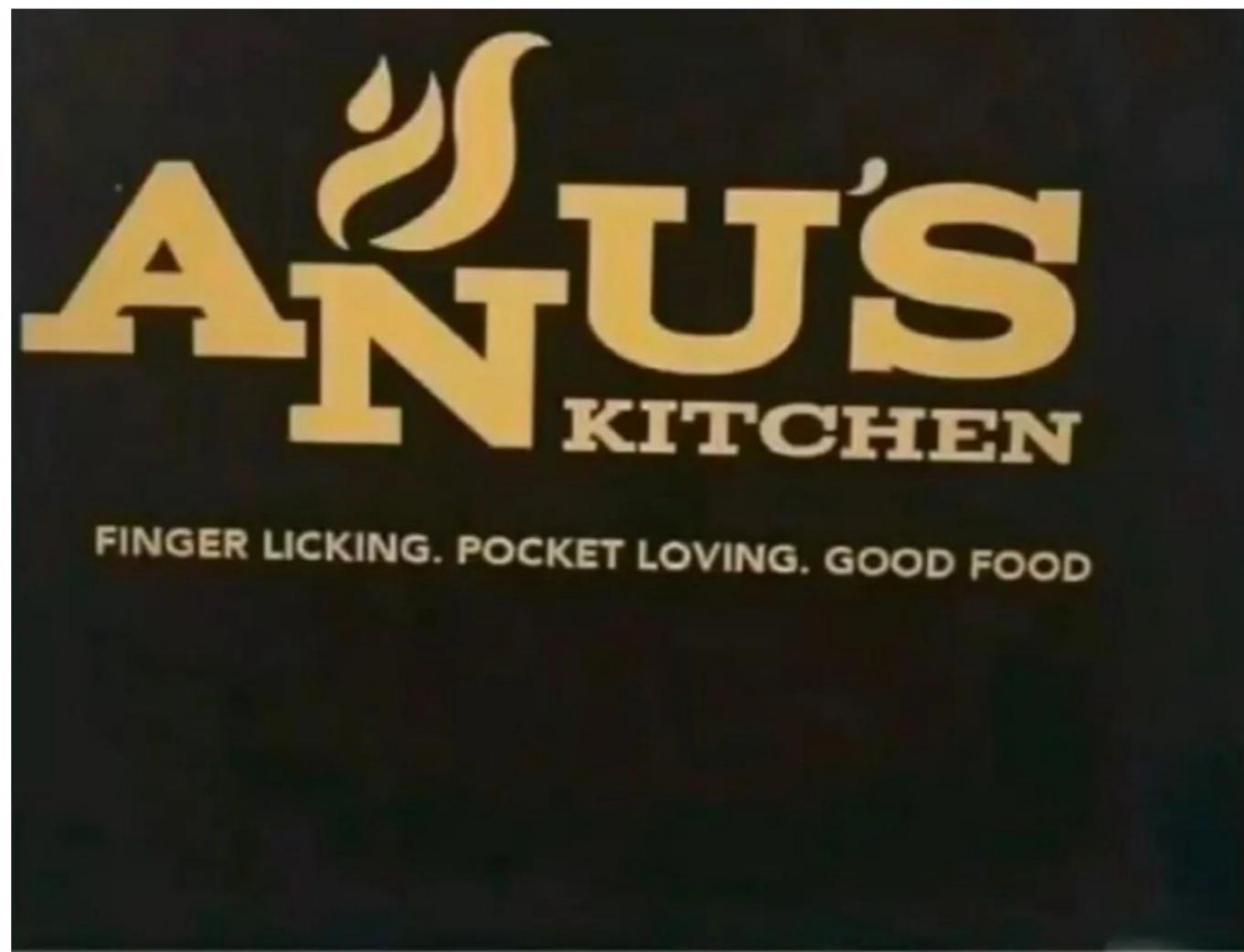
I'm going to tell myself that he crosssd the convention hall and saw someone e... See More





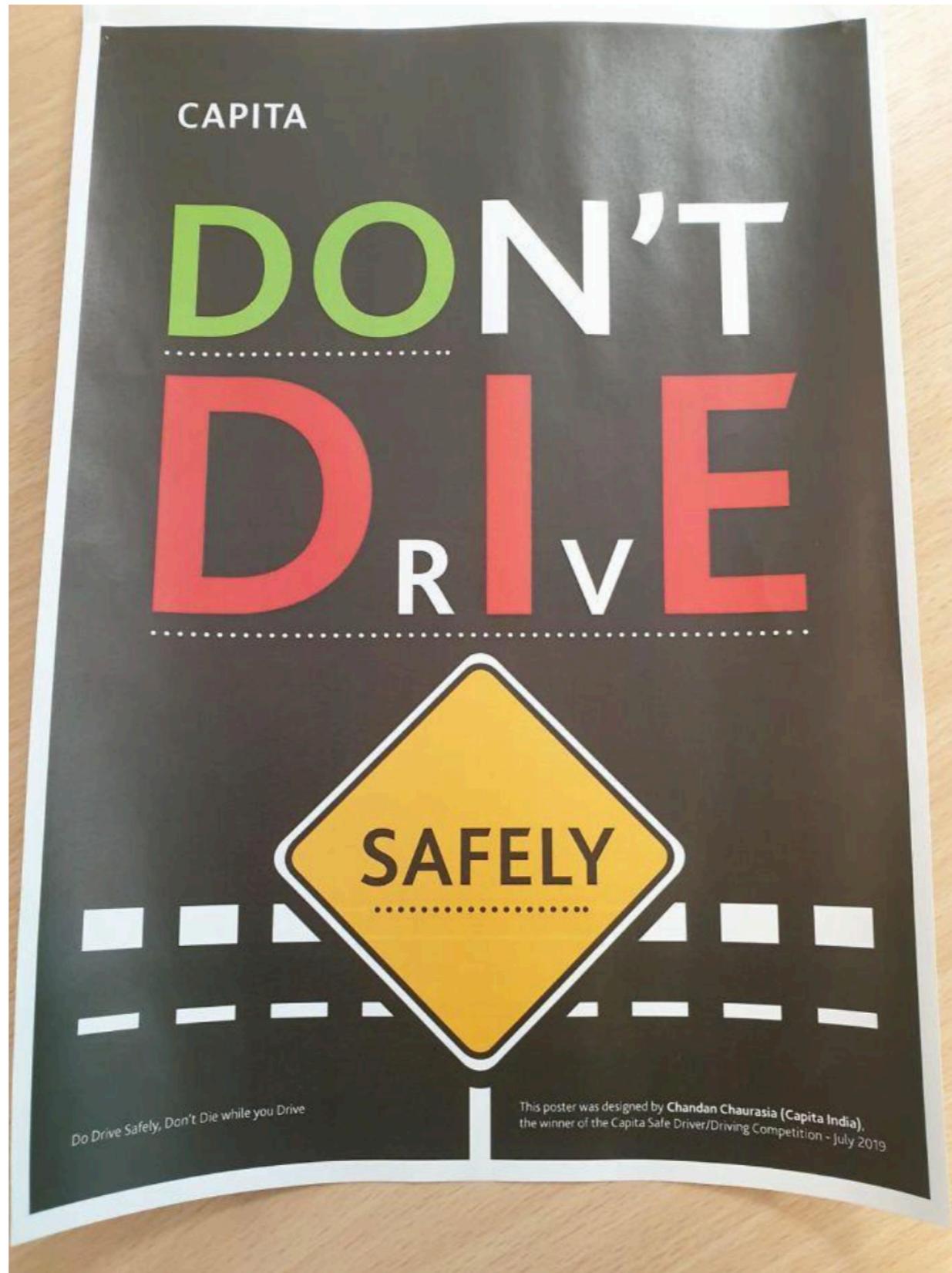
reallybadhumor

...

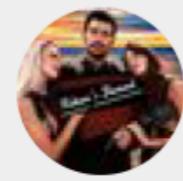


Andy, but festive  
@ImACultHero

Possibly the most important apostrophe I've  
ever seen



ABOUT WHOREPRESENTS.COM



rikersbeard7



rikersbeard7 So close!



Not quite kerning but an important  
lesson nonetheless



Douglas Cheape  
@CheapeDouglas

...

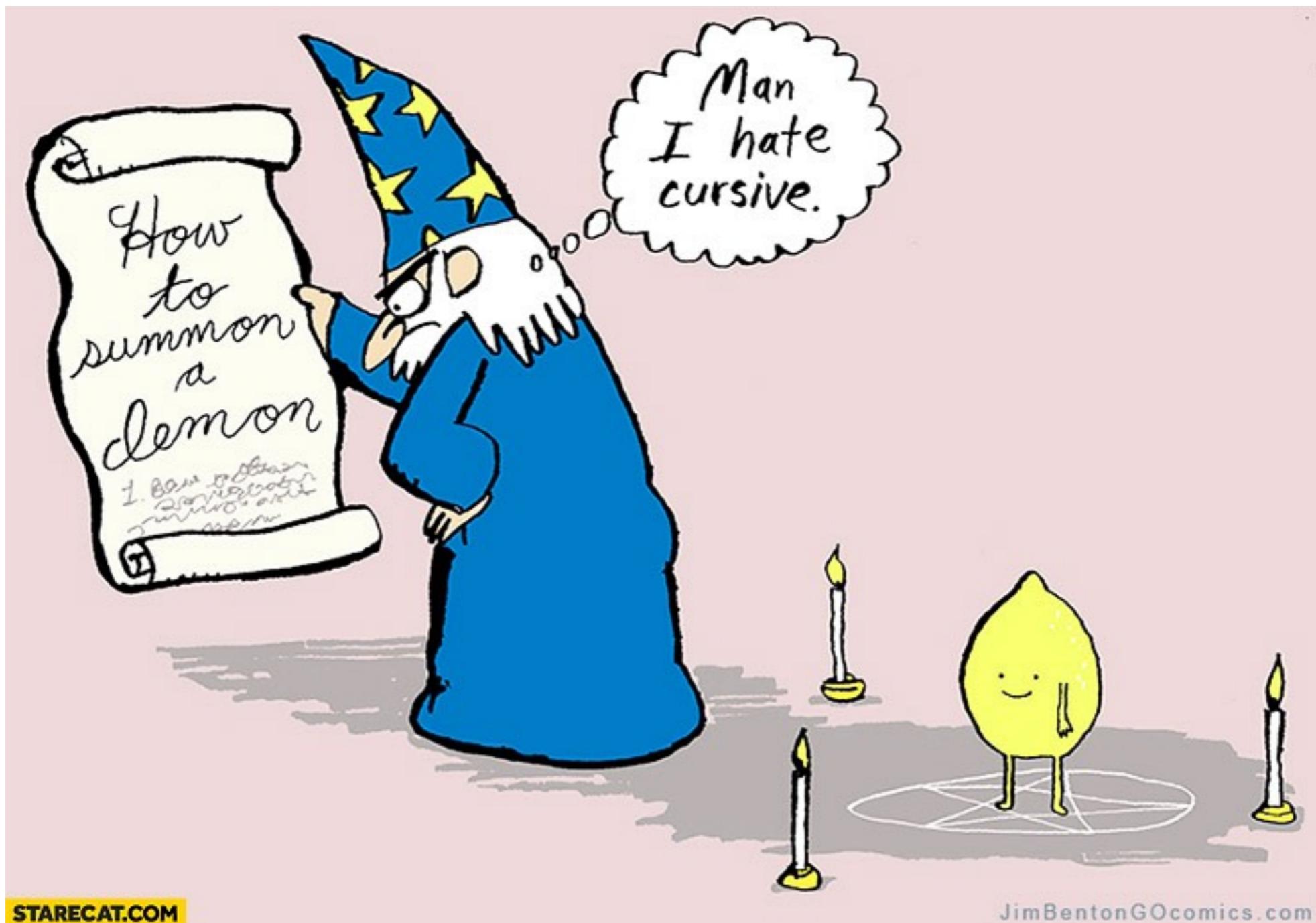
You're in luck, I HAVE brought urine.



British Memes  
@memesofbritish

...

This is why fonts are so important







## 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.