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

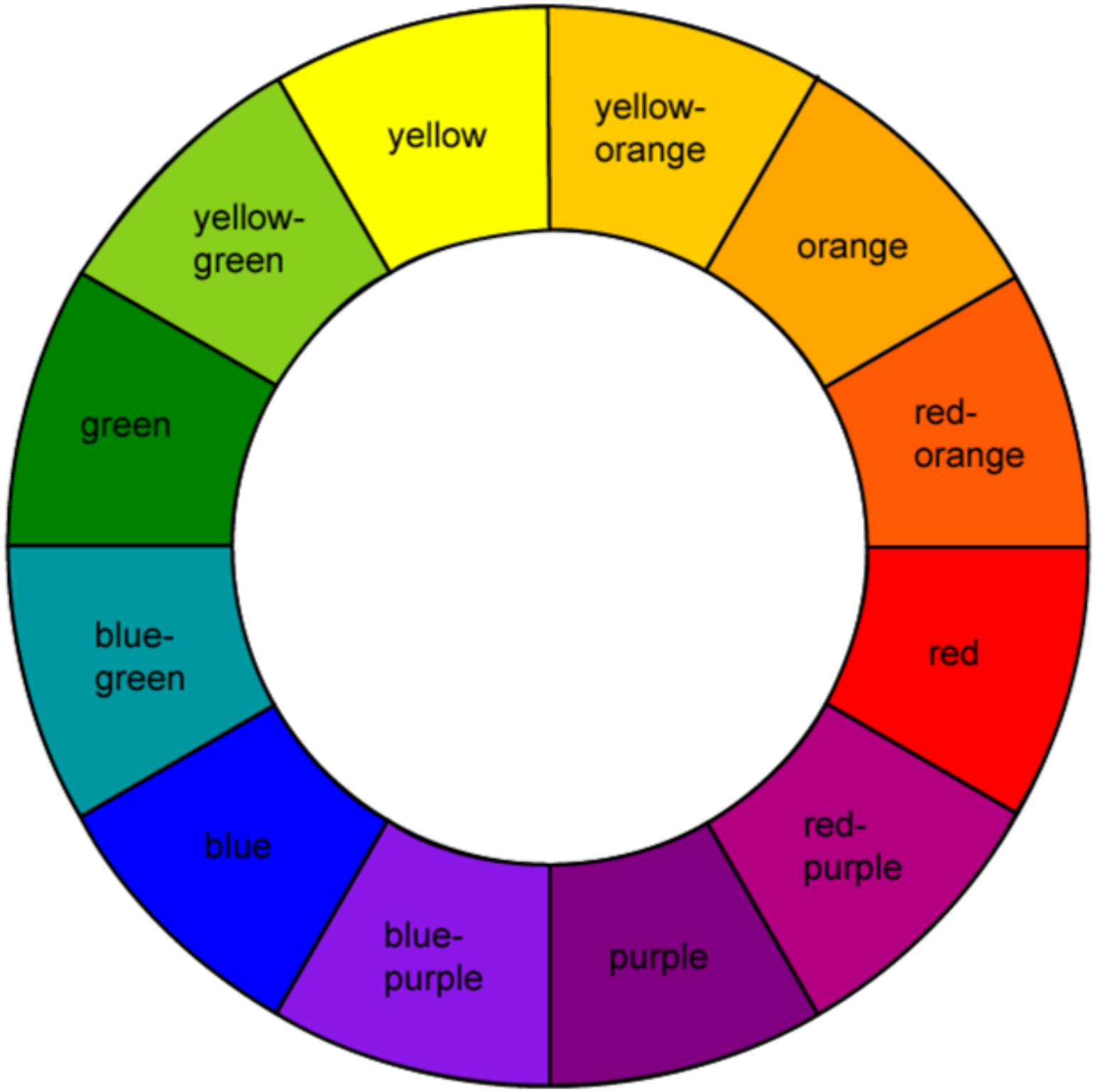
IF YOU WANT TO MOVE PAST THE TERRIBLE CLIENT MENTALITY, YOU SHOULD LEARN SOME BASICS ABOUT DESIGN. THAT WAY, YOU CAN BETTER ARTICULATE WHAT YOU'RE LOOKING FOR INSTEAD OF HOPING SOMEONE CAN READ YOUR MIND.

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.


yellow-
green
yellow
yellow-
orange
orange
red-
orange
green
red
blue-
green
blue
blue-
purple
purple
red-
purple

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

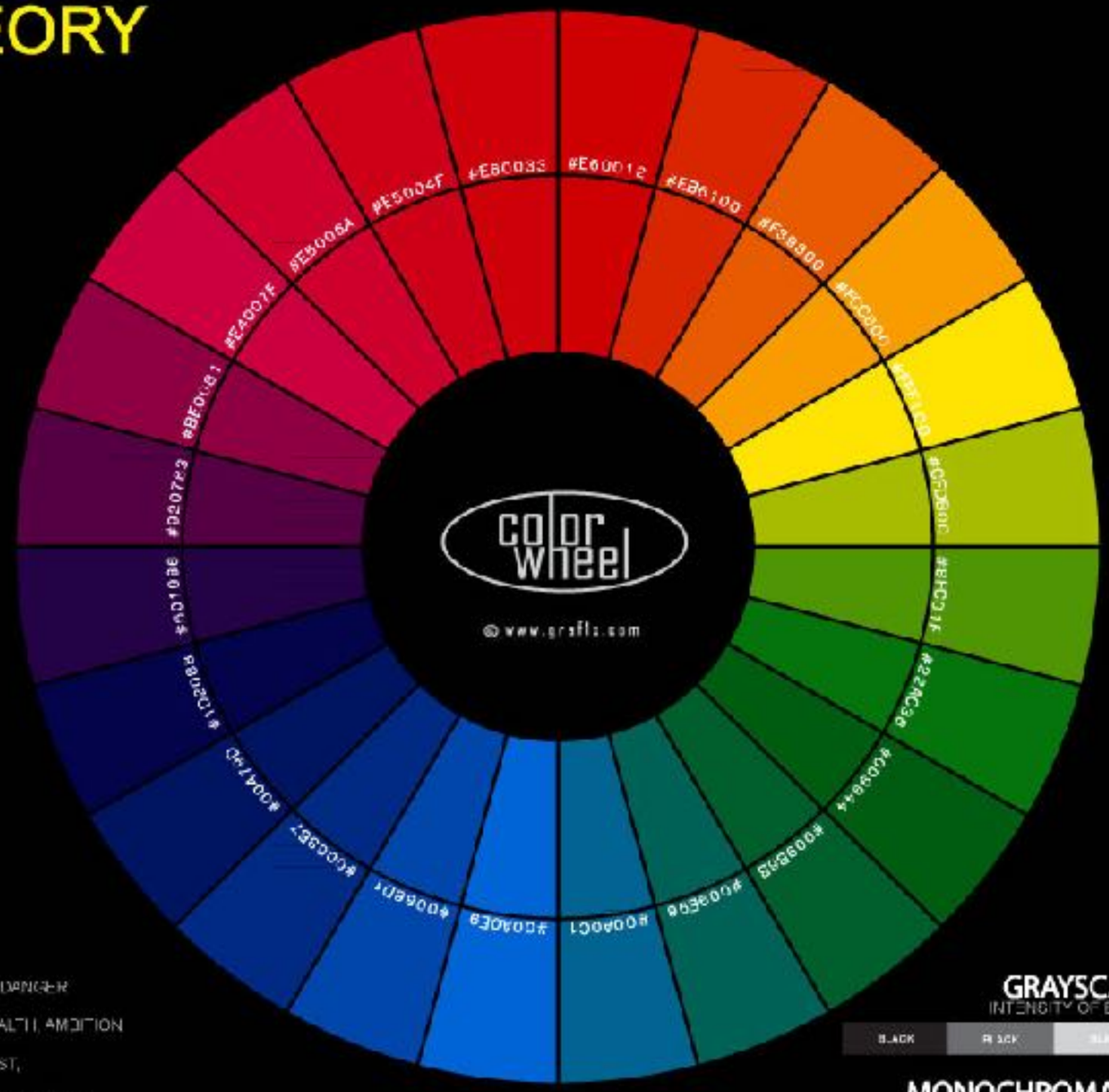
CREATED WITH INK

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 DARGER 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	ROYALITY, 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

BLACK	BLACK	BLACK

MONOCHROMATIC

COLORS OF SINGLE HUE

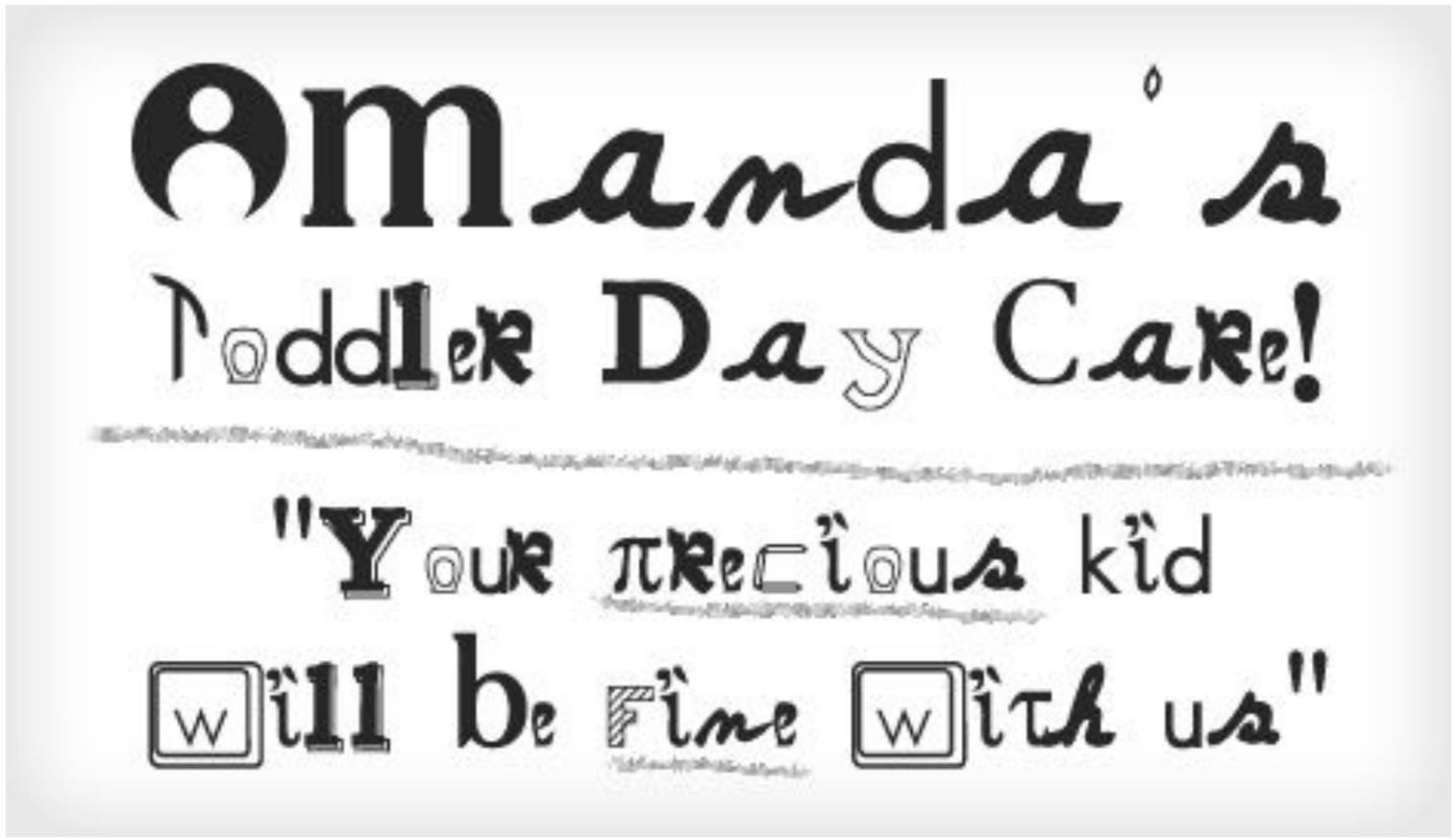
BLUE	BLUE	BLUE
RED	RED	RED

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

CONTACT
n4mht@mchsi.com

CQ CQ
CALLING ALL STATIONS

VE TESTING AT 9:00
WALK-INS WELCOME

145.230
179.9 PL

WELCOME
TO THE

HAM RADIO SWAPMEET

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

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

MKDESIGNS/SQUIGGLY MUFFINS/'89ER/2009

Join Us For A

Chick-fil-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
Search
News by Date
NewsStand
Global
_US_
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
HavenWorks.com
Tuesday, 11 November 2008
CALENDAR
News Reference Facts Information Sources Intelligence Haven Works
Search: Google
GO
HavenWorks Web
+2008 News / Blog
TV Online Television
News
Bill Moyers J
FRONTLINE
NOW! Ex
Democratic News:
2010
TV:
TV
Blog
Obama - +2008 Election - "Barack Obama Wins Presidency." - CBSNews - US - AK - AL - AR - AZ - CA - CO - CT - DE - FL - GA - HI - IA - ID - IL - IN - KS - KY - LA - MA - MD - ME - MI - MN - MO - MS - MT - NC - ND - NE - NH - NJ - NM - NV - NY - OH - OK - OR - PA - RI - SC - SD - TN - TX - UT - VA - VT - WA - WI - WV - WY
Republican News:
HavenWorks.com+A-Z
News Topics
Hartmann/MP3s/Vid
Greenwald/+/Radio
Blogs/+/TV Blog
Weblog
OPINION
Barack Obama - John Boehner - Karl Rove - +2008 Election - Media - Politics - DOD - Corporate - Healthcare - Ohio - 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
Democratic
Obama TV
BarackObama.com
Begich
Franken
Hagan
Kleeb
Martin
Merkley
Noriega
Rice
Obama News
Dem '08 TV
"American Stories, American Solutions."
U. S. A.
+2008 Election
2008/11/08
Politics
"Sarah Palin - Barack Obama - +2008 Election - Rhetoric - Politics - 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 patriotism 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." ...
TV
WORLD
2008/11/08
Politics
Sarah Palin - John McCain - Clothes - 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
INTELLIGENCE
IRAQ NEWS
Noteworthy
Dick Cheney - +Secret - +Osama bin Laden
"Senate committee: Bush knew Iraq claims weren't true," - By Warren P. Strobel, 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.

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

After

The California STEM Learning Network

Science • Technology • Engineering • Math

ADVANCING STEM LEARNING FOR STUDENTS IN OUT-OF-SCHOOL TIME

STEM Out-of-School Time (OST) Fact Sheet

WHAT IS THE STEM IN OST INITIATIVE?

The California Afterschool Network, in partnership with the California STEM Learning Network, is leading a statewide effort to advance students' understanding of science, technology, engineering and mathematics (STEM) in out-of-school time (OST). The goal of this initiative is to integrate high quality and engaging STEM activities in the more than 4,000 state-funded OST programs. Through its membership, stakeholders, and communications infrastructure, the California Afterschool Network has the capacity to reach one million young people and 40,000 OST professionals.

WHAT DOES THE INITIATIVE DO?

In November 2010, the initiative kicked off with a 10-month planning effort to examine ways of advancing students' understanding of STEM in out-of-school time settings. The critical question being answered during the planning period is: *What must be in place to create and implement a robust, statewide system that can deliver high quality STEM experiences during out of school time?*

Specifically, the goals of the planning effort are to:

- Build a knowledge base or "map" of available resources and assets to support the inclusion and implementation of high quality STEM learning opportunities for OST learning
- Design a STEM OST workforce capacity development system to increase OST professionals' exposure, interest, comfort, and skill to provide quality STEM content and activities to students
- Plan and pilot test three regional OST STEM Innovation Centers that can connect OST programs to appropriate physical and online resources, curriculum, training, funding opportunities, and individuals to facilitate bringing promising STEM practices to scale

WHAT ARE THE CRITICAL RESOURCES FOR THIS INITIATIVE?

ASES: Established in 2002 by Proposition 49, the After School Education and Safety (ASES) program funds local after-school education and enrichment programs. ASES serves K-9 students through partnerships between schools and community resources to provide academic enrichment in high-need communities. The ASES program serves as an excellent foundation for providing high quality STEM activities to the students because:

- California's extensive network of 4,000 state-funded out-of-school programs provide the perfect setting in which to expand the number of hours spent in quality STEM activities
- Out-of-school settings are ideal places to deliver STEM activities in innovative ways that have relevance to students
- Out-of-school settings reach a diverse group of students at a developmental stage when they loose interest in STEM
- Out-of-school settings provide an excellent training ground for future STEM educators

before

The California STEM Learning Network

Science • Technology • Engineering • Math

STEM Out-of-School Time (OST) Fact Sheet

ADVANCING STEM LEARNING FOR STUDENTS IN OUT-OF-SCHOOL TIME

WHAT IS THE STEM IN OST INITIATIVE?

The California Afterschool Network, in partnership with the California STEM Learning Network, is leading a planning process to develop a statewide effort to advance students' understanding of science, technology, engineering and mathematics (STEM) in out-of-school time (OST). The goal of statewide STEM in OST initiative is to integrate high quality and engaging STEM activities into the OST setting, including a wide range of summer and after school programs, but with a particular emphasis on serving the more than 4,000 state-funded OST programs based in California's highest need schools. Through its membership, stakeholders, and communications infrastructure, the California Afterschool Network has the capacity to reach one million young people and 40,000 OST professionals.

WHAT DOES THE INITIATIVE DO?

In November 2010, the initiative kicked off with a 10-month planning effort to examine the strategies, systems and infrastructure needed to support engaging STEM learning in out-of-school time settings. The critical question being answered during the planning period is: *What must be in place locally, regionally and across the state, to create and implement a robust, statewide system that can deliver high quality STEM experiences during out of school time?* Specifically, the goals of the planning effort are to:

- Build a knowledge base or "map" of available resources and assets to support the inclusion and implementation of high quality STEM learning opportunities for OST learning.
- Design a STEM OST workforce capacity development system to increase OST professionals' exposure, interest, comfort, and skill to provide quality STEM content and activities to students.
- Plan and pilot test three regional OST STEM Innovation Centers that can connect OST programs to appropriate physical and online resources, curriculum, training, funding opportunities, and individuals to facilitate bringing promising STEM practices to scale.

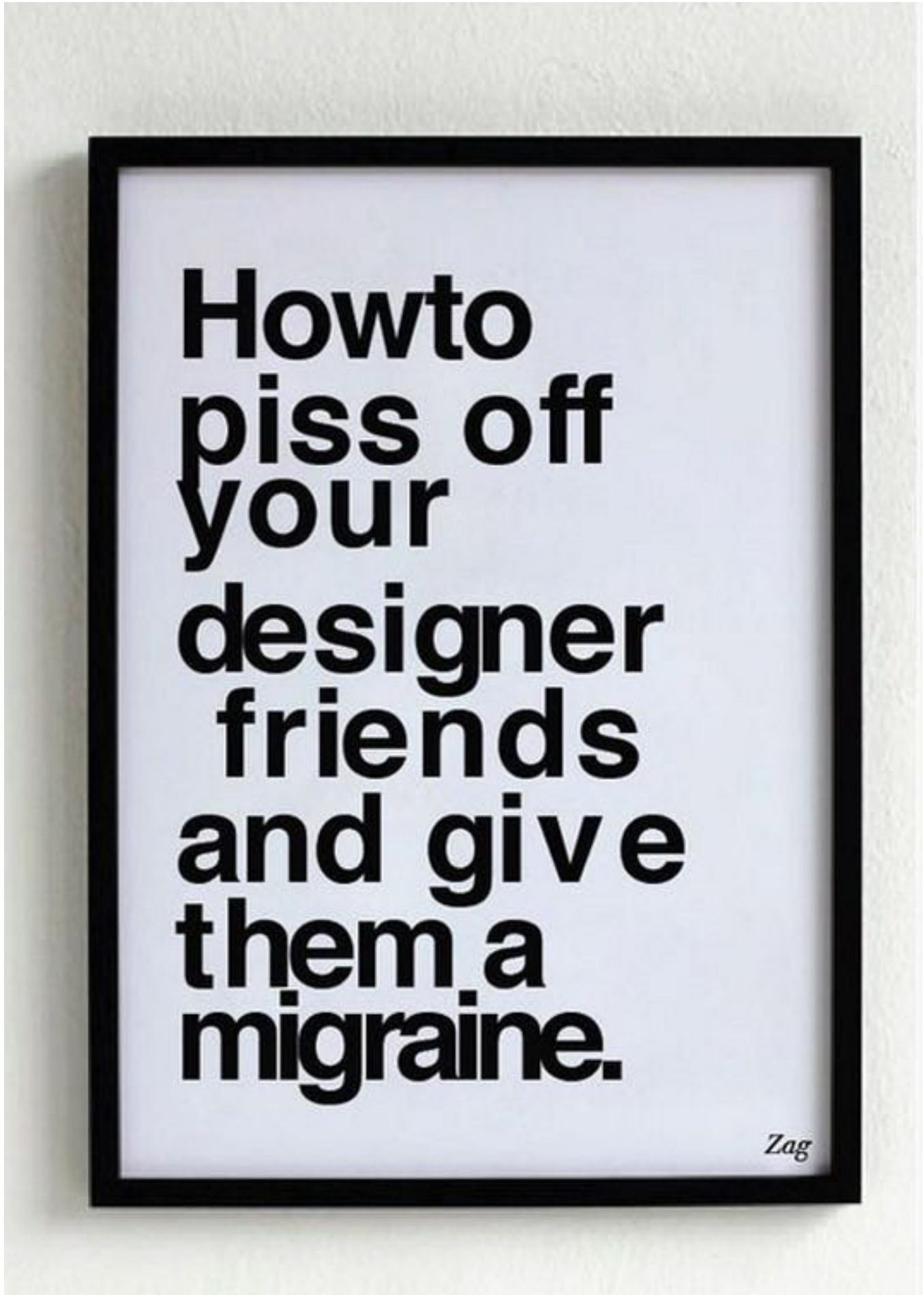
WHAT ARE THE CRITICAL RESOURCES FOR THIS INITIATIVE?

ASES: Established in 2002 by Proposition 49, the After School Education and Safety (ASES) program funds local after-school education and enrichment programs. ASES serves K-9 students through partnerships between schools and community resources to provide academic enrichment in high-need communities. The ASES program serves as an excellent foundation for providing high quality STEM activities to the students because:

- California's extensive network of 4,000 state-funded out-of-school programs provide the perfect setting in which to expand the number of hours spent in quality STEM activities.
- Out-of-school settings are ideal places to deliver STEM activities in innovative ways that have relevance to students.
- Out-of-school settings reach a diverse group of students at a developmental stage when they lose interest in STEM.
- Out-of-school settings provide an excellent training ground for future STEM educators.

1415 L Street, Suite 870 | Sacramento, CA 95814 | (916) 440-8800 | www.cstnet.org

after


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.

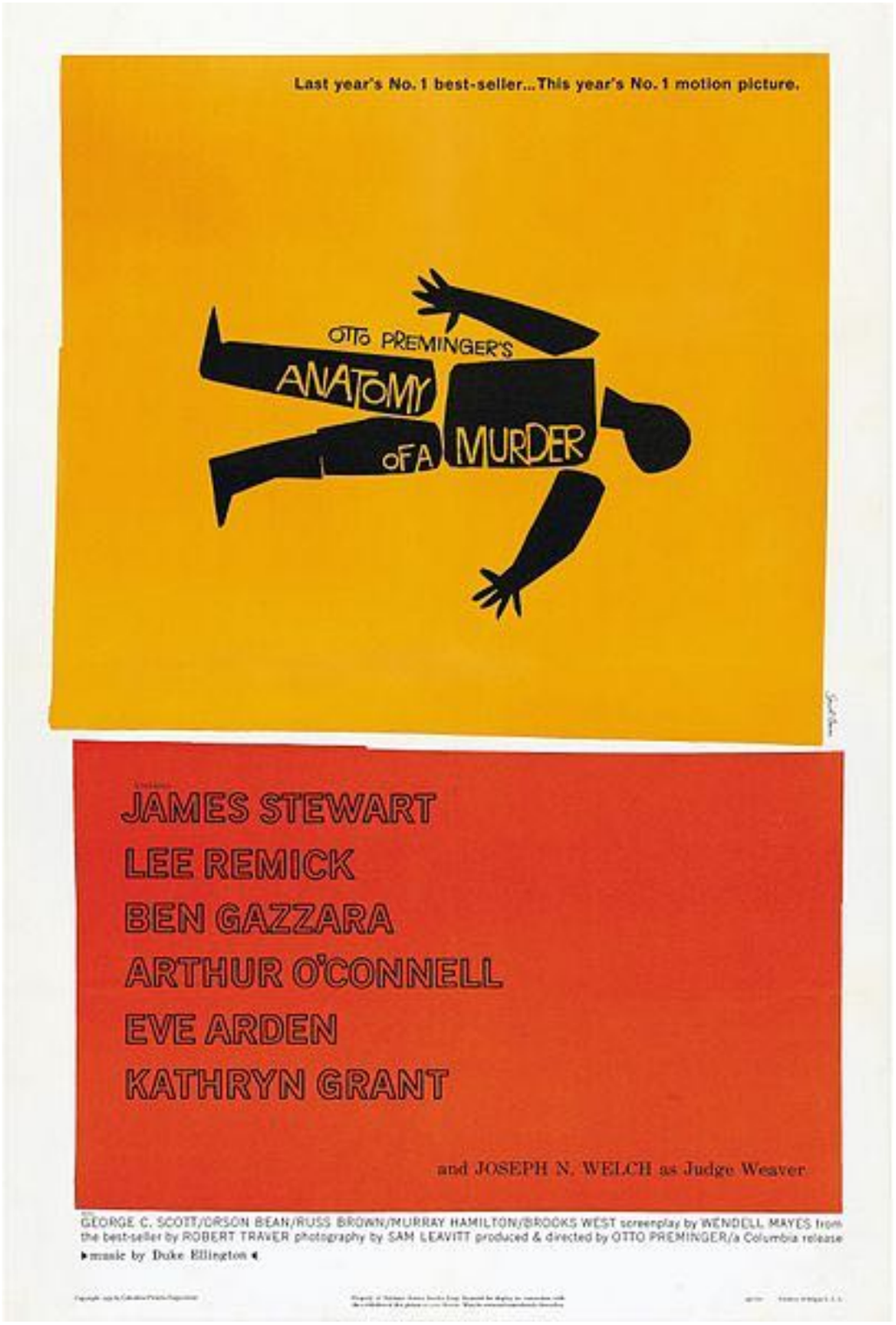
GET INSPIRED!

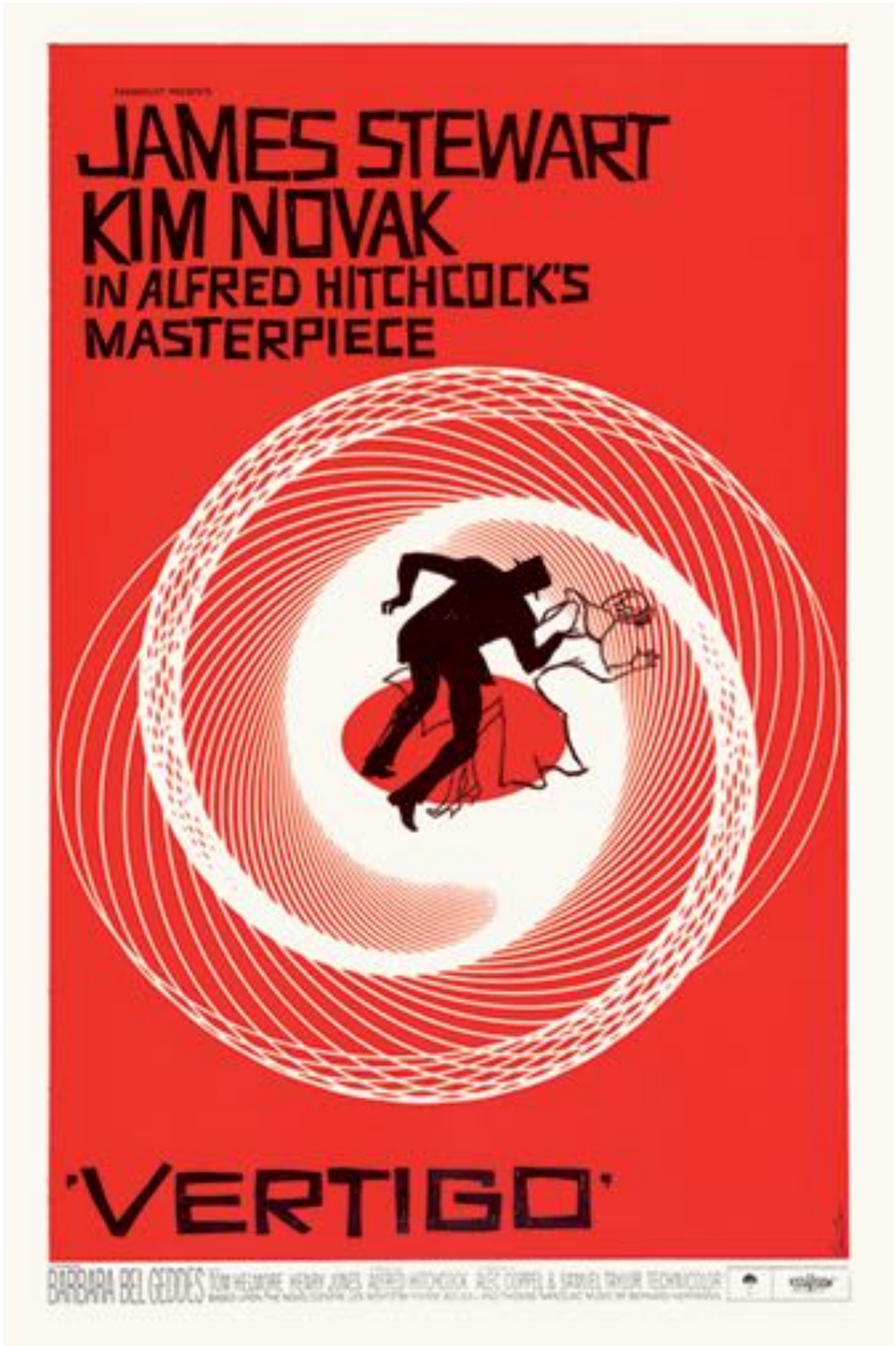
SAUL BASS

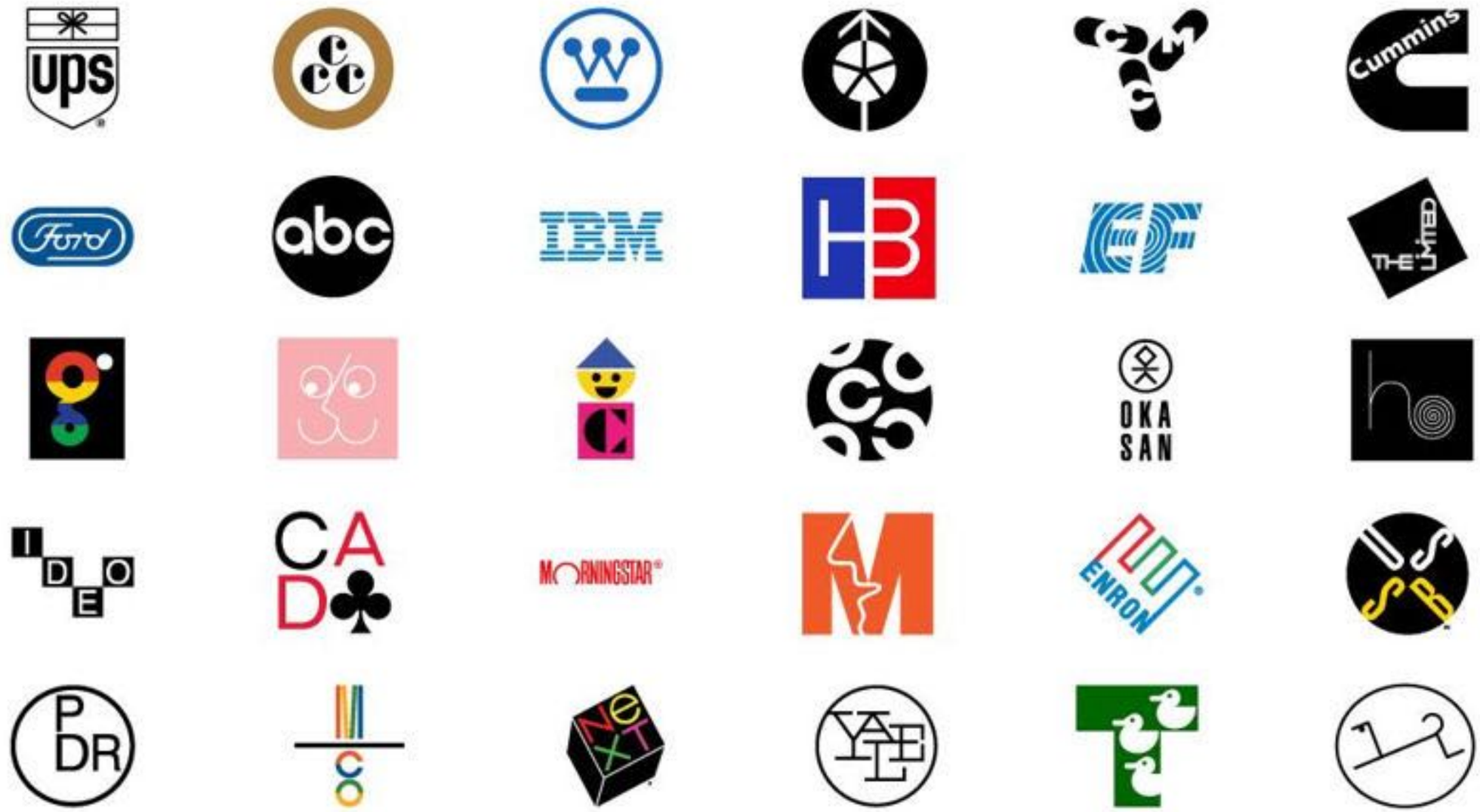
PAUL RAND

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.

ASSIGNMENT #1

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 5 p.m. on Tuesday, May 23.