

Good Design

Design Principles Study



Font

The long sleek font represents the essence of the 'New Yorker' Woman modeled on the cover.

Contrast

The constrasting umbrella shadow breaks up the womens face, creating different areas to look at.

Repetition

The two pops of red draw constant attention between the face and the hand holding the book.

Balance

The blue, white, and black throughout the peice balance out the pop of colors so it is not overwhledming.