

BASIC DESIGN

rom the Inside to the Outside Before considering formal issues such as livrout, color.	Subject + Audience + Purpose = Voice Did you ever notice how your spoken	and crowded composition we make sense for a Zen tea menu. Similarly, a slender, sa fort composed in a spanse field
and byselaces, think about who you want to say. Once you're clear on these to say. Once you're clear on these goods, an appropriate visual solution can gow in response. Begin with a dissection of your project. Who is your subject master? Who is your subject master? Who is your subject master? Who is your considerable with the time by your your control or solutions. It is not provided by any your way to finding the canonomistic your lengt on your way to finding the subject of your design.	voice and mannershins fluchable depending on with whom you are taking? You may brighten your tree and exaggreed detail when specific to a child, deepen and intensity it when angry, soften it while sharing a sacret. These instinctive responses memind us how much impact audience has no our behavior. The same logic papelle in a deep content in contribution or commission with the appropriate with the appropriate with the appropriate and specific with the appropriate and several contributions.	sal to conjuste in apparate restriction. Sal to conjuste the right feel for beel pint. Getting Beyond the Familiar Puplaces, thoughts, and things to sanillar through repeated experient the reason, the first ideas this to your head are generally the topy on head are generally the your head are generally the before. Take the time to this the familiar-your fresh ideas will and hold people's attention.

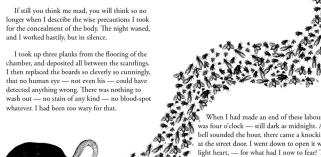
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Hierarchy	White Space	When you justapose an element wit
Once you've decided what you want to	Have you ever looked through a	its opposite the inherent qualitie
say, the first formal task is to determine	magazine and been struck by an	of that element stand out mor
a clear hierarchy: that is, the order in	almost empty page with just one	dramatically, thereby increasing th
which elements will be emphasized.	element on it? Like a whisper in the	overall dynamic of the design.
When design elements are too evenly	whir of noise and shouting, a simple	
weighted, the audience quickly loses	page catches our attention not by	Image
interest. This happens because the	shouting but by restraint. Think of white	Images bring publications to life
designer has not provided clear	space as you do any visual element-	When you create or crop images
visual cues to help readers navigate	notice and control the shape, volume,	several principles will help convey
the content.	and placement to add emphasis and	stronger, clearer visual point-of-view
	impact. Like good writing, the art of	First, compose or crop with an eye fo
Designing a hierarchy is both an	using white space involves what's left	bold, graphic form, high contrast, an
intuitive and logical process. Like	out as much as what's left in.	clear color. When denoting contex
sound, elements that command our		include only enough visual informatio
attention tend to be louder, separating	Symmetry vs. Asymmetry	to establish that context. Showin
themselves by their emphatic quality or location. Devices used to coaste.	Symmetry and asymmetry are two	part of a dog and not the entire do
	strategies for achieving compositional	will still say dog, yet may make
emphasis include increased size, weight and color. The hierarchy enables	balance. Symmetrical design is priented on a central axis: the right	more interesting image. Experiment with scale- make something hug
each level of emphasis or respective	side is a mirror image of the left. This	that's ordinarily tiny and vice versi
category (title, text, captions, images)	technique lends stability and is often	Try capturing your subject from
to stand clearly apart from every	used in more formal communications	a surprising angle- from above
other category.	like wedding invitations and	undeneath even inside out.
com campory.	announcements, Asymmetrical design	and and a service of the service of
Underlying Grid	is organic and achieves tension and	Color
A grid acts like a skeleton, providing	order through the uneven distribution	Color is a powerful communicato
structural support for your type and	and balance of type, images, and	More than perhaps any other visus
mages. Build a grid when opening	color in space. Generally speaking,	element, color can set the mood of
a new document by specifying the	governetrical design affracts and	signal a subject area. Red is dynami
margins, number of columns, and	holds your audience's attention longer	and often associated with passio
gutter width.	because the visual relationships are	or violence; blue can be calm of
	not optically predictable.	authoritative (think jazz and blu
Visual Path		suits); green evokes the environmen
Effective compositions often have a	Contrast	and health, and yellow is optimistic
major focal point-typically an image.	Contrast is among the most potent	and warm. Use color with discretion





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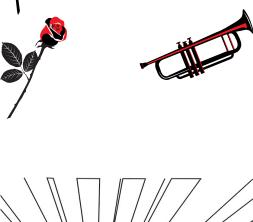


When I had made an end of these labours, it was four o'clock — still dark as midnight. As the bell sounded the hour, there came a knocking at the street door. I went down to open it with a light heatr. — for what had I now to feas? There entered three men, who introduced themselves, with perfect suavity, as officers of the police. A shriek had been heard by a neighbour during the night; suspicion of foul play had been aroused; information had been lodged at the police office, and they (the officers) had been deputed to search the premises.









Wardrobe



