

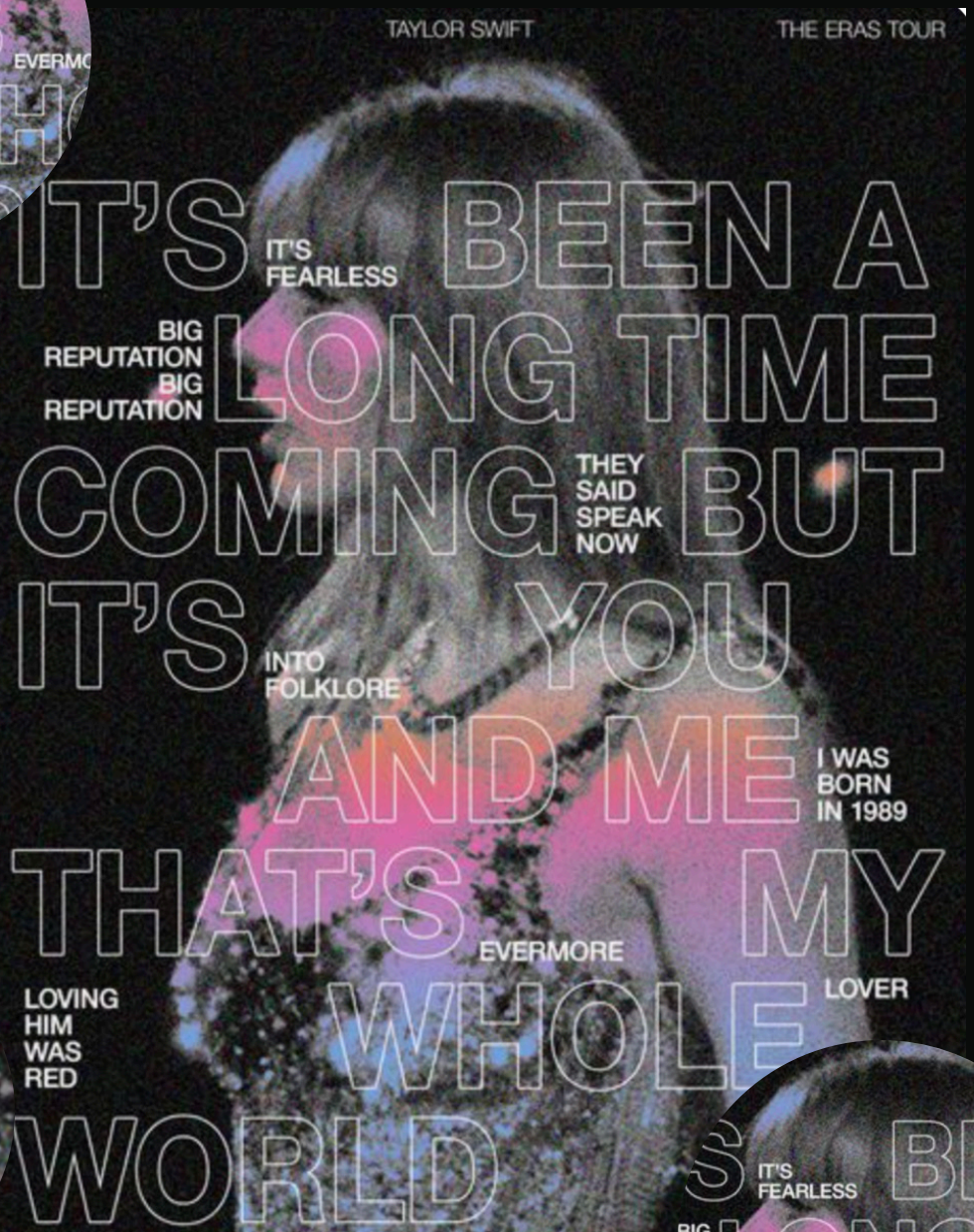
The main font choice being just an outline of each character allows the ability to see through the words into the different colors and textures underneath. The large size of the font still demands the focus of the viewer, but its overlap effect generates more interest.

# GOOD DESIGN

## DESIGN PRINCIPLES STUDY



The smaller phrases align in a way that makes sense with their surroundings. "Big Reputation" is in a corner so its alignment is also nestled into that corner. Whereas "Loving him was red" is on its own on the side, so it's aligned to the left so it still has a connection to the large words above and below it, but does not run into the subject's body.



The subject appears in mostly black and white, allowing its use in a large scale. Because it is black and white, words are placed over it and are still able to be read. That being said, the subject also has some spots with color, allowing for more interest to be drawn through the words while not overtaking the message of what the words say.