

GOOD DESIGN

DESIGN PRINCIPLES STUDY

The main font employs an unfilled outline that allows the viewer to see through the words to the various colors and textures underneath. The font's large size demands the viewer's focus, while its overlap effect generates more interest.



BIG
REPUTATION
BIG
REPUTATION

The alignment of the smaller phrases make sense with their surroundings. "Big Reputation" is in a corner so its alignment is nestled into that corner. "Loving him was Red" is on its own on the side, so it's aligned all the way to the left. This gives it a connection to the words above and below it without the phrase covering the subject's body.

LOVING HIM WAS RED

LOVING
HIM
WAS
RED

TAYLOR SWIFT THE ERAS TOUR

IT'S BEEN A
LONG TIME
COMING BUT
IT'S YOU
AND ME
THAT'S MY
WHOLE
WORLD

IT'S FEARLESS
BIG REPUTATION
THEY SAID SPEAK NOW
INTO FOLKLORE
I WAS BORN IN 1989
EVERMORE
LOVER

LOVING HIM WAS RED

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.

