

DESIGN

Fundamentals

...

where to start and where to go

Composition

...

the *entire* expression

Expression

...

through tension

Fundamentals of Design

...

Layout ~ Color ~ Shape

Layout

...

think photography

















Bad Layout

...

too little *or* too much tension







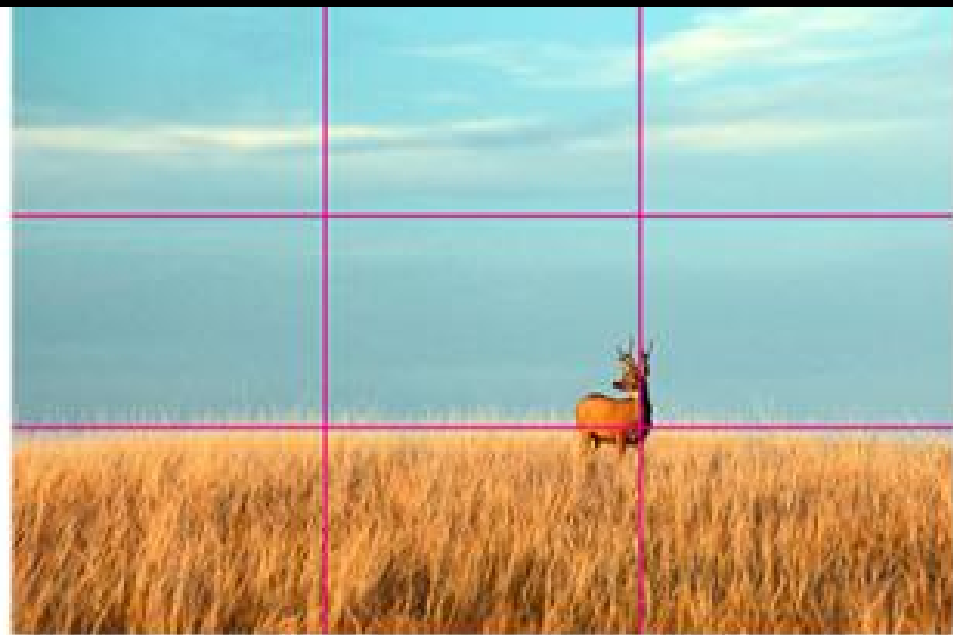


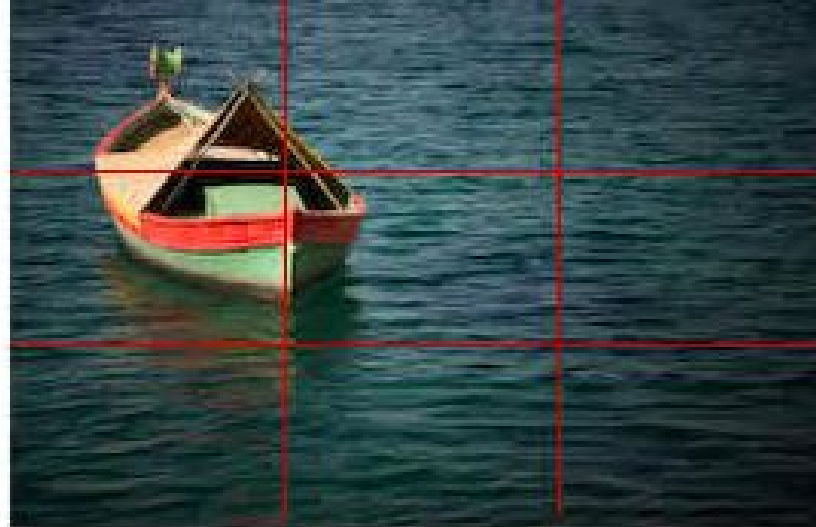
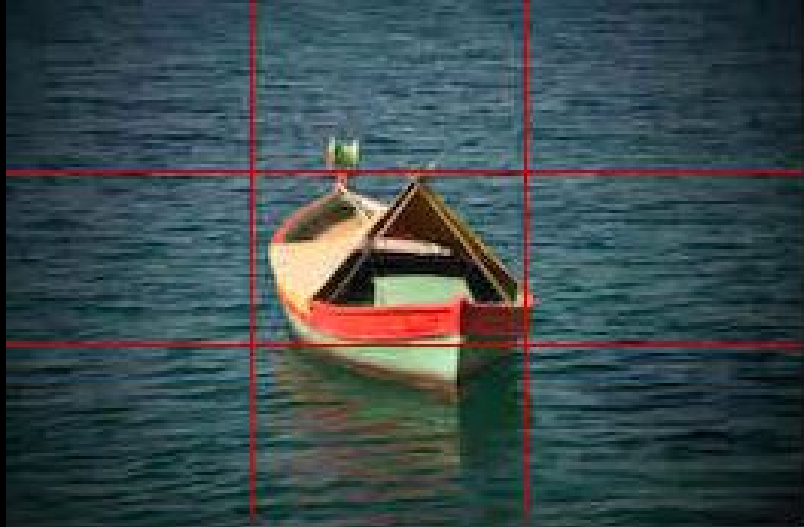


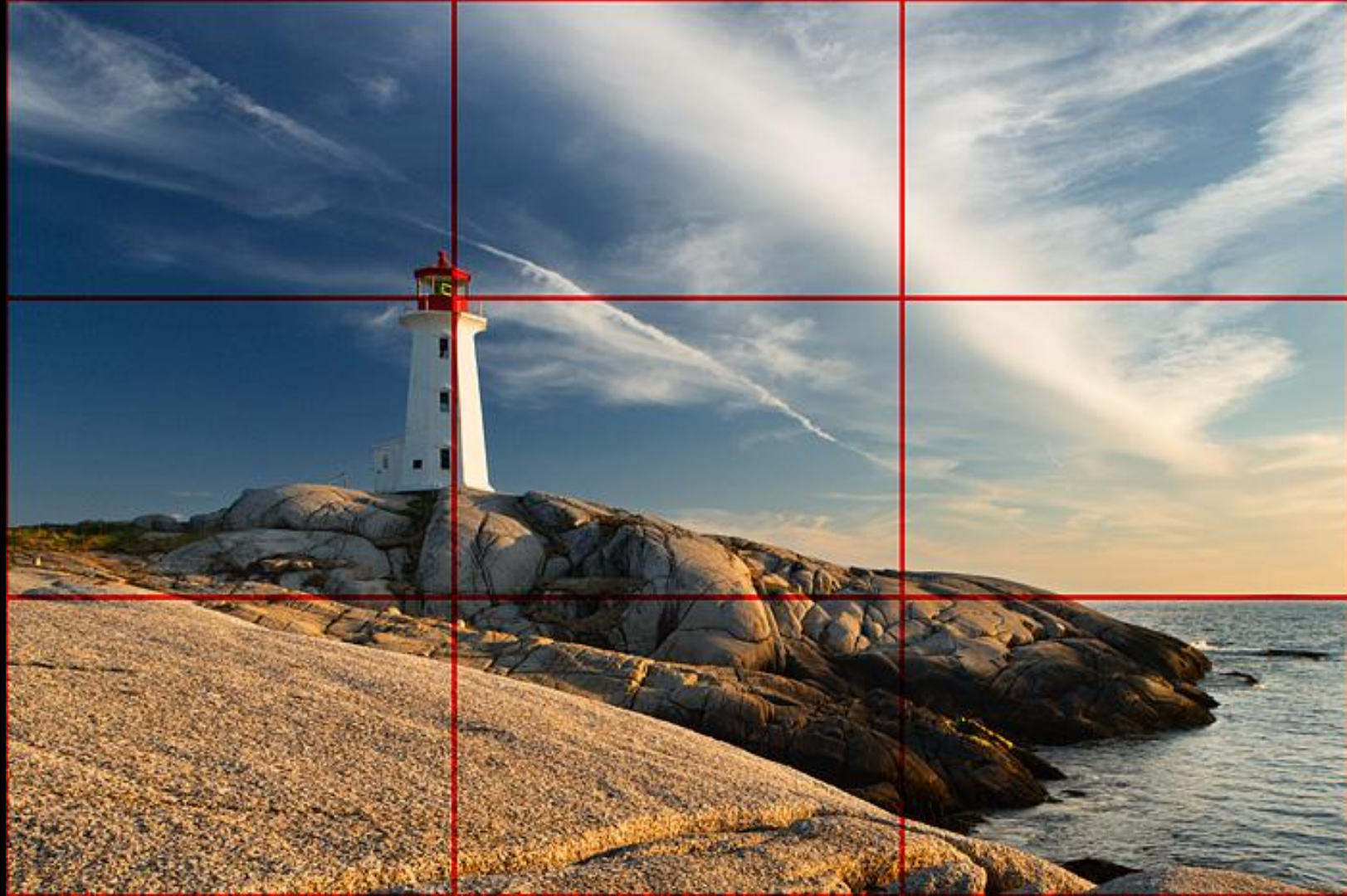
Good Layout

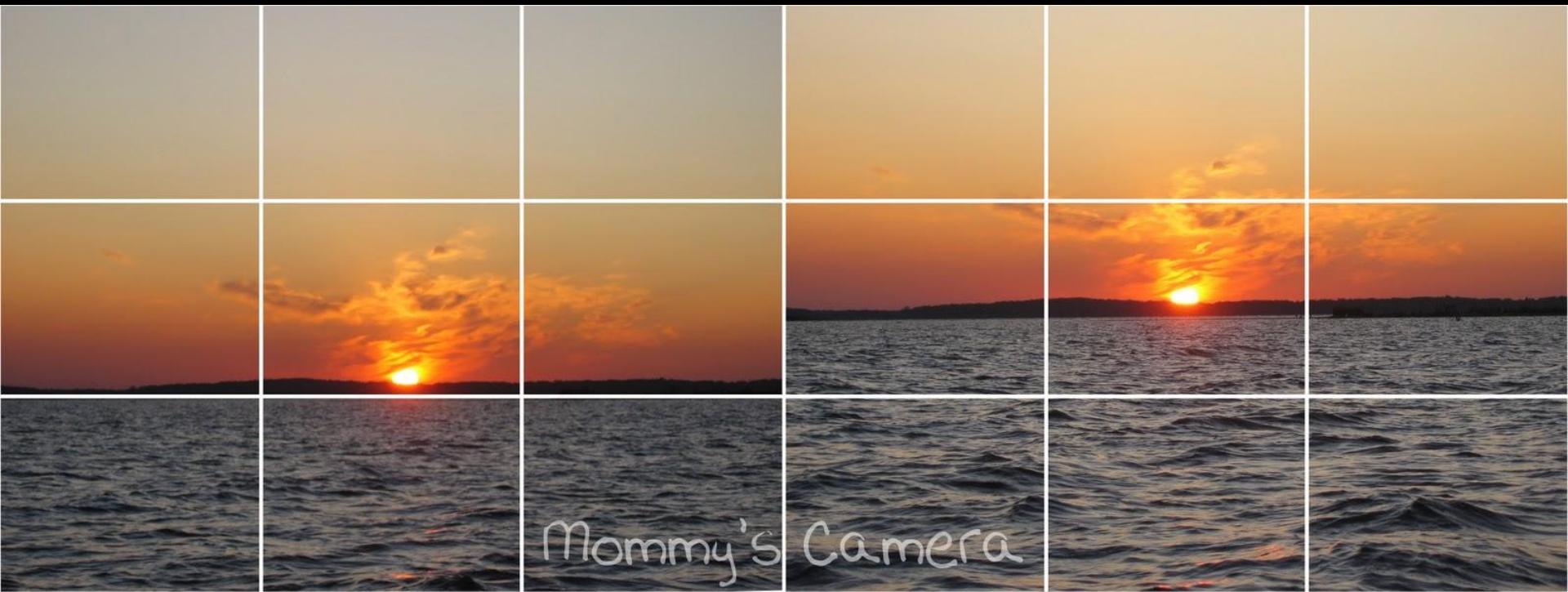
...

rule of thirds



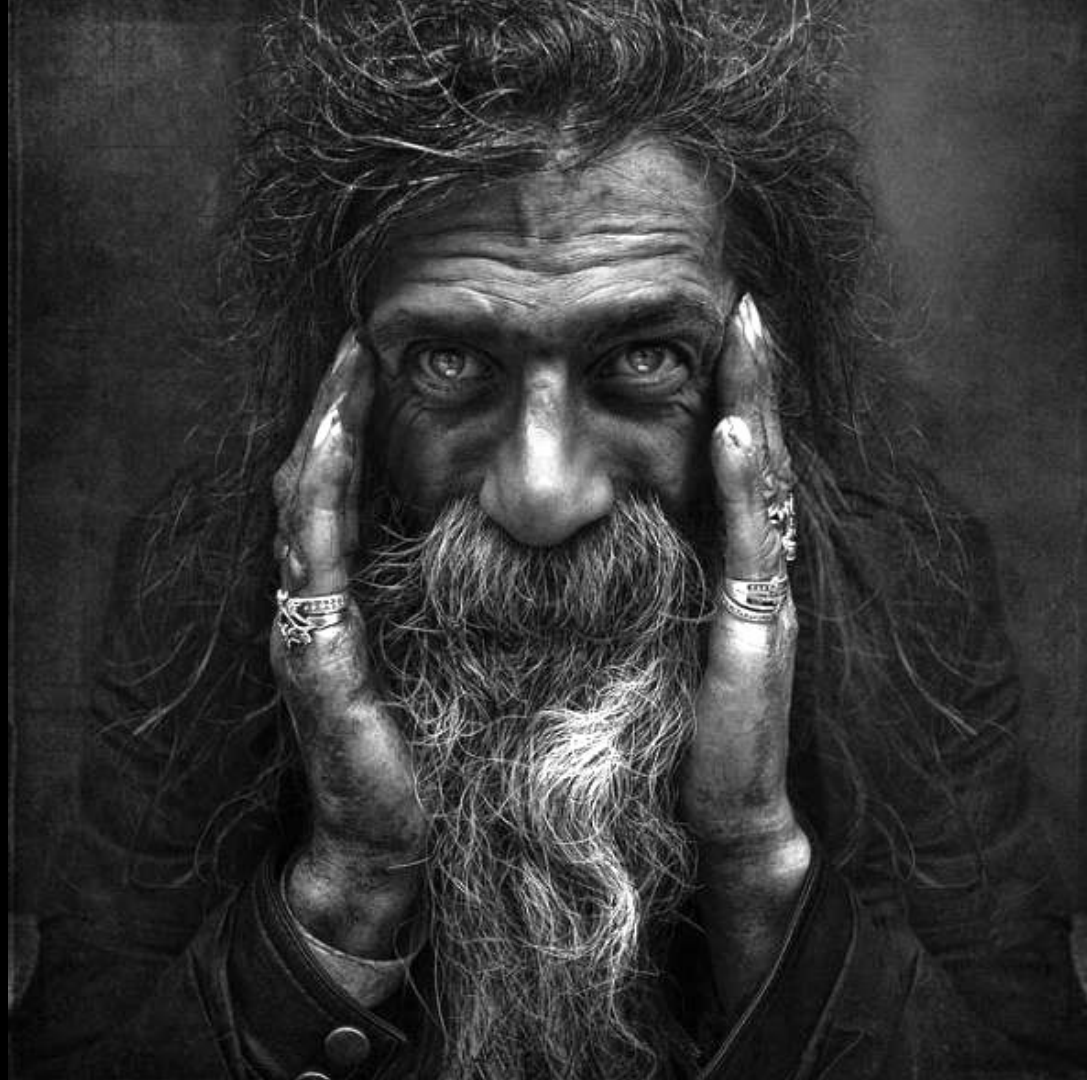








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Color

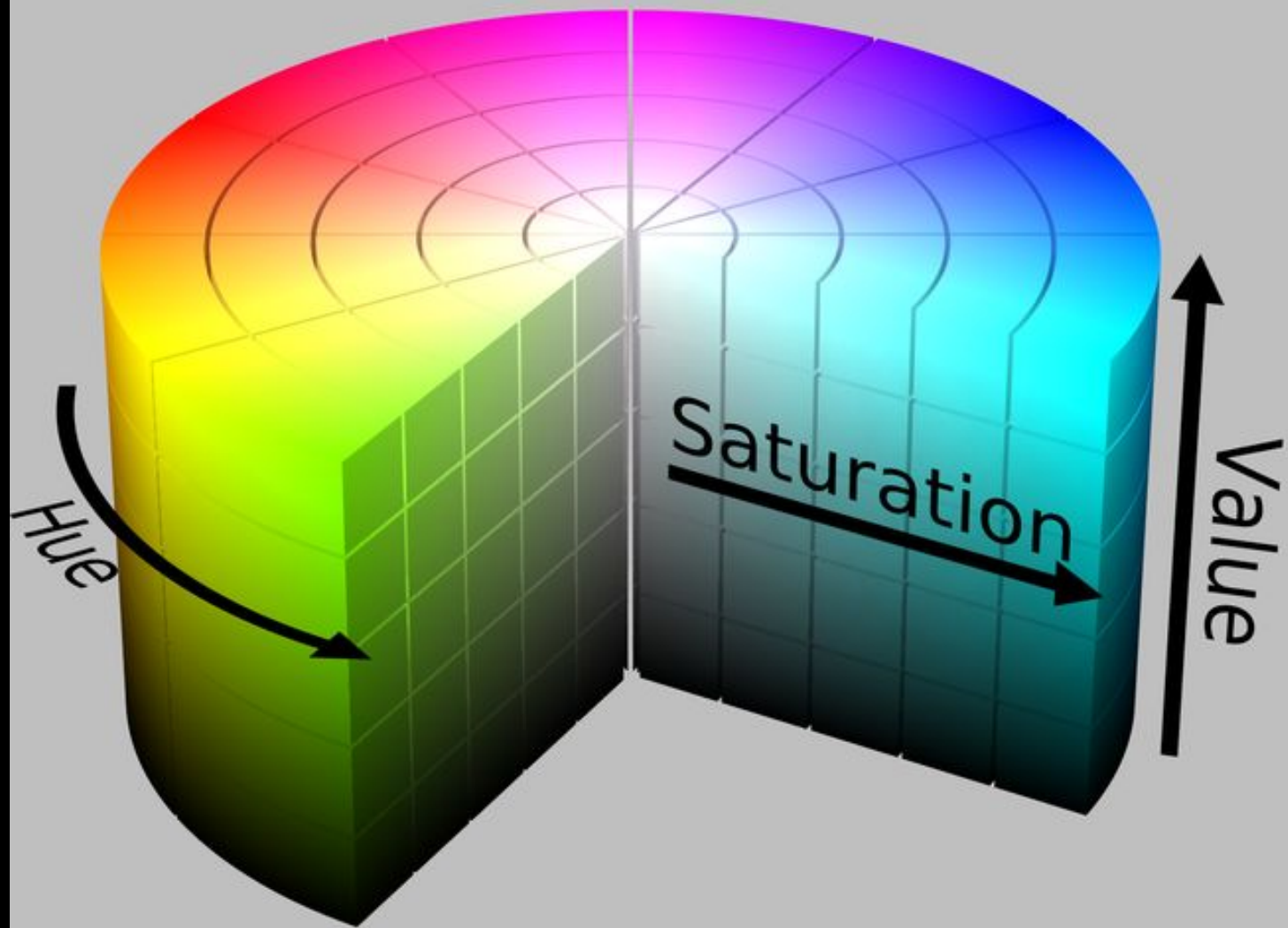
...

pay attention, this shit is important

HSV (Hue, Saturation, Value) Model

...

easy for designers



The Munsell System

...

what color is *your* unicorn?

http://www.harding.edu/gclayton/color/topics/001_huevaluechroma.html

I shall respect Rex
I shall never misuse Rex Kwon Do
I shall be a champion of freedom and justice

The Color Wheel

more powerful than Rex-Kwon-Do and easier to learn

Complementary and Adjacent

...

build your system

USE KULER! <https://color.adobe.com/>

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 DARKER AND TENDS TO BLACK.



RGB ADDITIVE

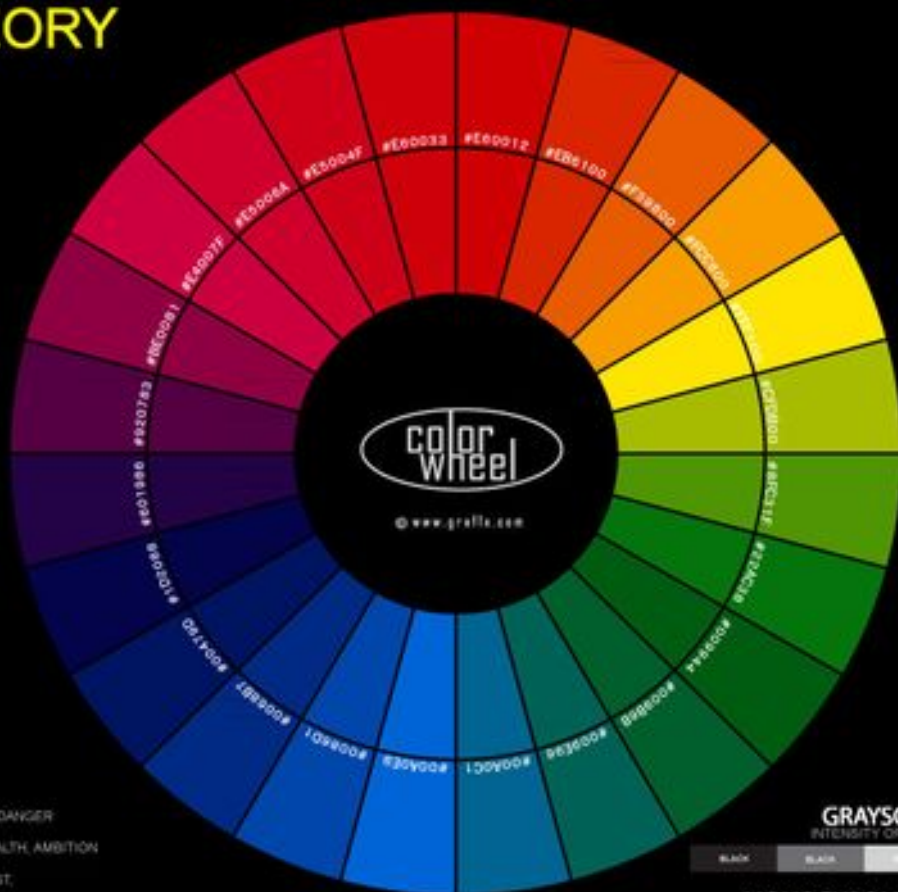
CREATED WITH LIGHT

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.
PURPLE	ROYALTY, POWER, NOBILITY, WEALTH, AMBITION, COMPLEX, 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	ORANGE
YELLOW	YELLOW-GREEN	GREEN

COMPLEMENTARY

COLORS OPPOSITE EACH OTHER ON THE COLOR WHEEL.

BLUE	RED
GREEN	PURPLE
YELLOW	BLUE
ORANGE	GREEN
PURPLE	YELLOW
RED	BLUE

TRIADIC

THREE COLORS SPACED EQUALLY APART ON THE WHEEL.

RED	YELLOW	BLUE
RED-ORANGE	YELLOW-GREEN	BLUE-VIOLET
ORANGE	GREEN	VIOLET
YELLOW	BLUE	RED
YELLOW-GREEN	BLUE-VIOLET	RED-ORANGE
GREEN	VIOLET	ORANGE

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-VIOLET	RED	ORANGE
BLUE	RED-ORANGE	ORANGE-YELLOW
BLUE-VIOLET	ORANGE	YELLOW
VIOLET	YELLOW-GREEN	YELLOW
RED-VIOLET	YELLOW	GREEN
RED	YELLOW-GREEN	BLUE-GREEN
ORANGE	GREEN	BLUE
ORANGE-YELLOW	BLUE-GREEN	BLUE-VIOLET
YELLOW	BLUE	VIOLET

GRAYSCALE

INTENSITY OF BLACK

BLACK	BLACK	WHITE
-------	-------	-------

MONOCHROMATIC

COLORS OF SINGLE HUE

BLUE	BLUE	BLUE
RED	RED	RED

Shortcuts

...

color harmonies give you specific balance right out of the box

<http://www.tigercolor.com/color-lab/color-theory/color-harmonies.htm>

- Shape -
Typography

...

more beautiful than double rainbows

Fonts

...

take the time to find some buddies you can trust
and call when you need help

Core Font



pick a family as complex as your project

<https://www.google.com/fonts>

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HELLO!

WELCOME TO GRIP

CONTACT US
HERE179 JOHN ST. 6TH FL
TORONTO, ONTARIO
CANADA M5T 1X4
PHONE 416.340.7111BRAWN!
FOLLOW US
ON TWITTERBLAB!
READ OUR
ERUDITE MUSINGS
(PROLIX BLATHERING IN THE)BLOG!
BIG ORANGE SLIDEIN CASE YOU DIDN'T KNOW, WE'RE AN
ADVERTISING
AGENCY.
WE DO THINGS LIKETV SPOTS
DIGITALTHE FOLLOWING
NAVIGATIONAL
TECHNIQUES
AND METHODS
ARE AVAILABLE TO ALL USERS TO HELP
GET AROUNDCLICK &
DRAGARROW
KEYSSCROLL
WHEELMENU
(IT'S AT THE TOP)SPACE
BAR

ENJOY THE RIDE

SMART
SEASONED
PEOPLEGET TO BETTER IDEAS FASTER
NOW, TAKE THOSE INDIVIDUALS—FROM
EVERY DISCIPLINE—AND PUT THEM
UNDER ONE ROOF.
AND WHAT YOU GET IS
AMAZING IDEAS
UNPARALLELED EFFICIENCIES
BIG COST SAVINGS, AND, YES,BETTER
BUSINESS RESULTSINTERCOMMUN
IPACKASTRATA
PROMOTISING™SO, YOU WANT A
JOB?WELL, THAT'S GREAT BECAUSE
WE'RE ALWAYS LOOKING FORDYNAMIC
TALENTED
GAME-CHANGING
BOAT-ROCKING
MAVERICK
UNORTHODOX
BRILLIANT
VISIONARIES
LIKE YOU.FOR ALL JOB-RELATED INQUIRIES,
PLEASE CONTACT

KAREN SAMPOGNA

Human Resources

jobs@griplimited.com

CRAP!
IT'S SERIOUS!
GARBAGE!YOU SHOULD
LOSE YOUR JOB
FOR THIS SHIT!
TRASH
REDO

THE ONLY THING FUNNY

★★ H & FJ PRESENTS ★★

THE
GREATEST
BOUT OF ALL TIME

KNOCKOUT

TYPOGRAPHY
WITH A PUNCH

★★★ 32 ★★★

WEIGHT CLASSES
CHARACTERS & GLYPHSTOBIAS & JONATHAN
FRERE-JONES | HOEFER

★ KA-POW! ★

HOEFER & FRERE-JONES

Accent Font



have fun! your accent font carries the weight
of what you're trying to express!

<https://www.google.com/fonts>

A little sunshine

Donate



A little sunshine ☀ Medium

A Year Without Rain by Kimberly Geswein

Donate



A Year Without Rain Regular

Austie Bost Lifted Up

Donate



Austie Bost Lifted Up Regular

Blessings through Raindrops

Donate



Blessings through Raindrops

Type Rules - Bad

...

If you have a long sentence
or paragraph never wrap it like this.

Type Rules - Good

...

If you have a long sentence or paragraph wrap it like this.

Type Rules - Good



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi vehicula varius lectus ut porttitor. Nunc et varius urna. Proin faucibus risus dui, eget porttitor ante aliquet ac. Praesent ullamcorper metus ipsum, ut luctus nulla ornare sed. Aliquam in iaculis dolor. Aenean egestas neque at tellus lobortis, vitae pellentesque odio tempor.

(there's always a but!)

Type Rules - Good



Break up lines according to how a sentence is most naturally read.
Start a new line with 'and', 'or' etc instead of ending with it.

I hope this lesson is going well and
someone brought adult beverages.

I hope this lesson is going well
and someone brought adult beverages.

Type Rules - Bad

...

Don't leave
rags laying out all over the
place, it's messy.

Type Rules - Good

...

Clean up the rags
and keep a nice edge
to your body copy.

Type Rules - Good

...

If you spell numbers like five, always spell them.
If you use periods always use them.

Type Rules - Good

...

Tell the copywriter to do their job and re-write the copy so that it plays nicely in the space you have to work with.
CSS can't do everything.

(for example, next slide)

Type Rules - Good

...

Tell the copywriter to do their job
and re-write the copy so that it plays nice.
CSS can't do everything.

(for example, next slide)

Affinity Designer

...

cuz Adobe sux

(and you're broke) <https://affinity.serif.com/en-us/>

Create Some Tension?

...

There are some easy practice exercises.
Let me know if you'd like to see
an example or two.