

# An Introduction to Graphic design

By Viraj Circar and Veena Sonwalkar

# Basic Questions

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- What is graphic design?
- How did it evolve?
- When did the profession come into existence?
- And why?

## Definition

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The term **graphic design** can refer to a number of artistic and professional disciplines which focus on visual communication and presentation.

Various methods are used to create and combine symbols, images and/or words to create a visual representation of ideas and messages.

All the pictures below are examples of Graphic Design



Bill Brant, *Nude*, 1952. Gelatin silver print.



Gustav Klimt: *Salome*, 1909  
Oil on canvas, 70 1/8 x 18 1/8 in.



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When people need to necessarily express something, usually with an aim towards promotion or information dispensing, the focus becomes how best to do it.

**Graphic design was born of art and technology (printing).**

# What does a Graphic Designer do?

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When he gets a graphic design job, be it a poster design, book design, web design, advertising, he has to start with asking himself the following **fundamental questions**:

- What is the objective of the communication
- What **needs to be said first** and then next and then after that? (levels of hierarchy)
- How do you want the **eye to flow** through the page?
- What is the **tone of voice**?
- Who are you **speaking to**?

# Fundamental Question 1: Objectives of the communication

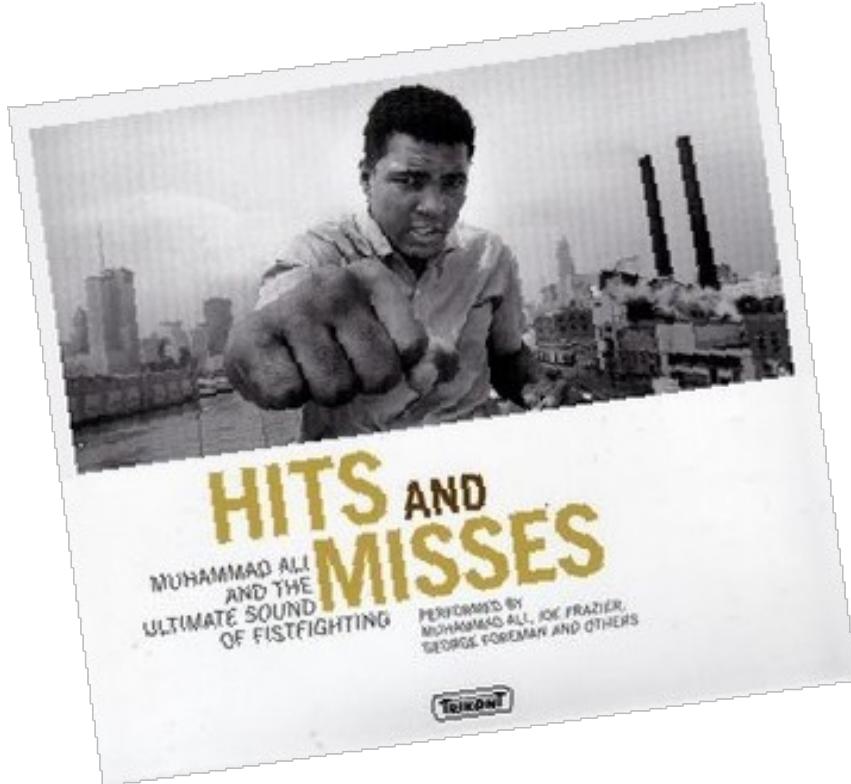
What is the information that needs to be passed on? When the audience reads your book/webpage/ad what's he supposed to get out of it?



An advertisement and a newspaper have different objectives of communication.

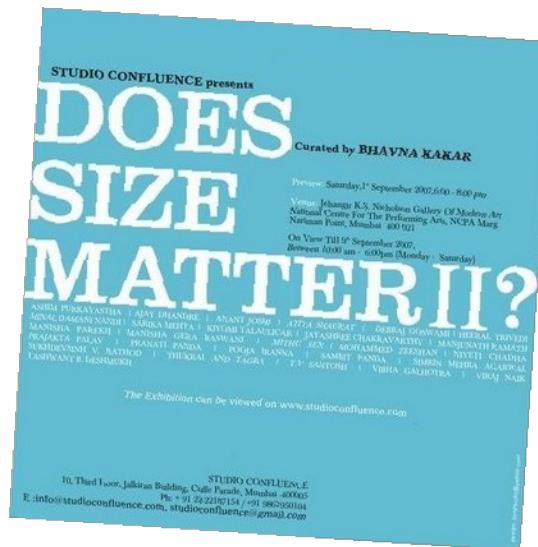
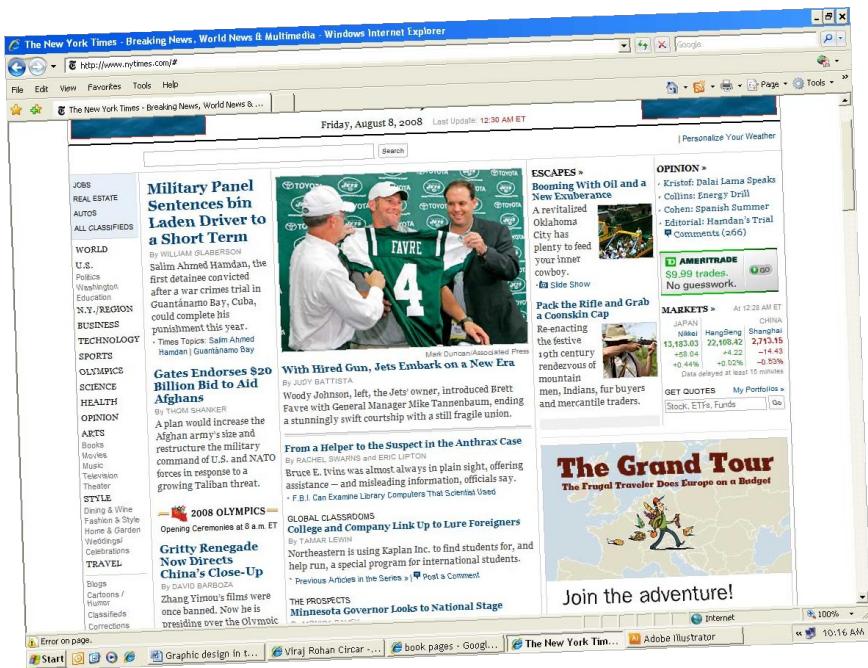
## Fundamental Question 2: What needs to be said first and then next and then after that? (hierarchy)

Once you have figured out what the objective of your communication is you'll want to think about what needs to be said first and foremost and what it should be followed by.



# Fundamental Question 3: How do you want the user's eye to move around the page?

The hierarchy mentioned above, along with elements like color, contrast, size etc, will automatically make your viewers eyes go through the page in a certain way. This can be manipulated as per your intention.



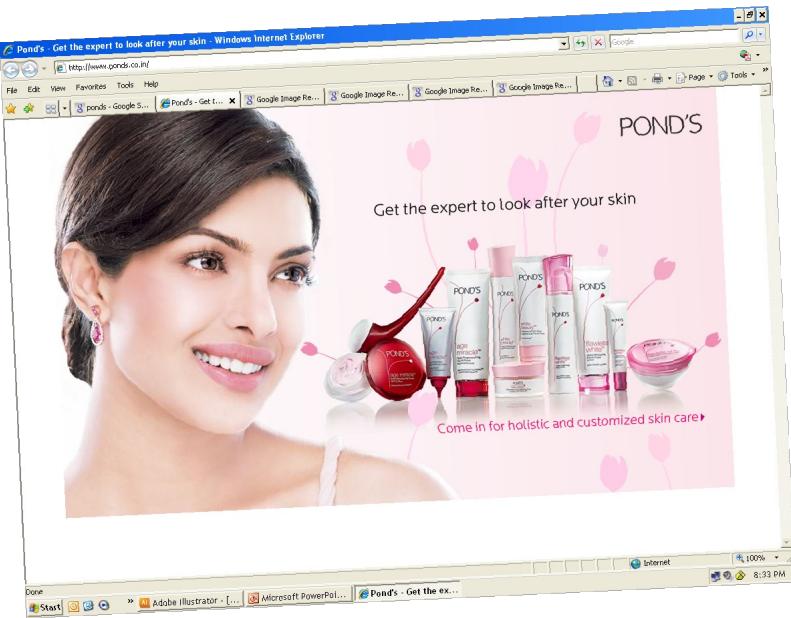
# Fundamental Question 4: Who are you speaking to?

You have to be very sure about this as different people need to be spoken to differently, just the way it is in real life.



## Fundamental Question 5: What is the tone of voice?

Only once you have got the above figured out can you think about the more external elements of your piece of work.



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The solutions to these questions are tackled using the graphic designer's **tool kit**.

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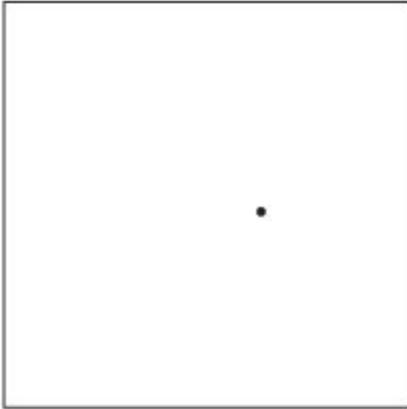
Broadly speaking, the following tools are available to him to solve the aforementioned issues:

- Point
- Line
- Form
- Pattern
- Texture
- Space
- Size
- Typography
- Color
- Image

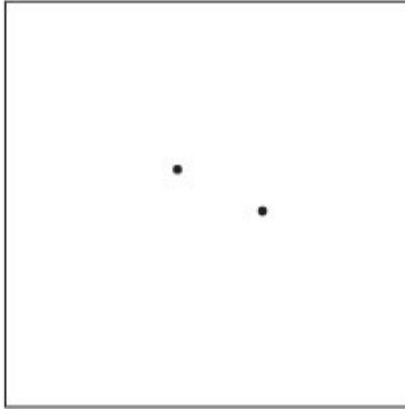
# Point

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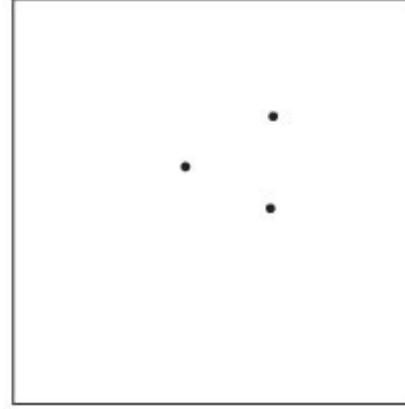
A point is the fundamental particle of graphic design.



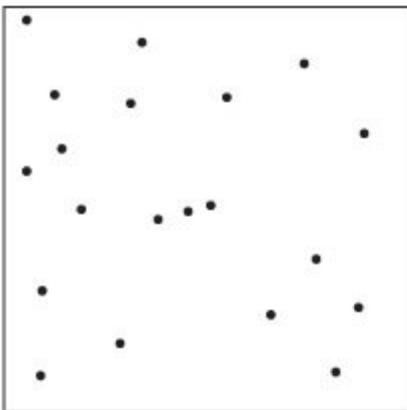
I see loneliness, I see a blemish, a mole or some kind of mark that's spoiling the sanctity of the whiteness



I see some connection between the two, I am reminded of a salt dispenser.



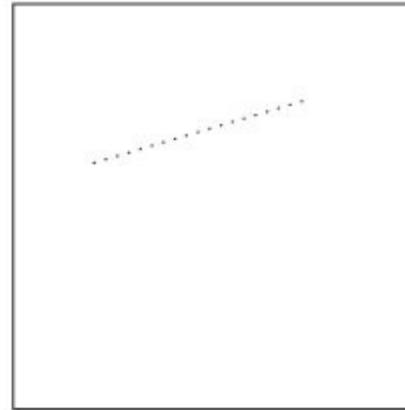
I see a pepper dispenser, and a triangle



I see random dots. I'm reminded of when I had measles.



I see the constellation Orion.

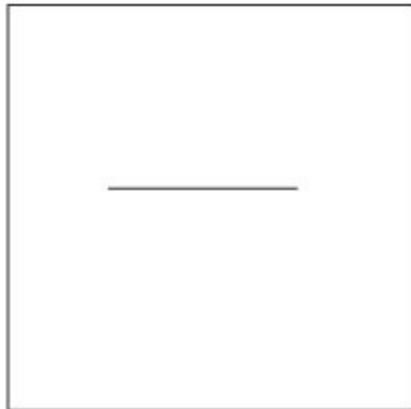


I see a diagonal line

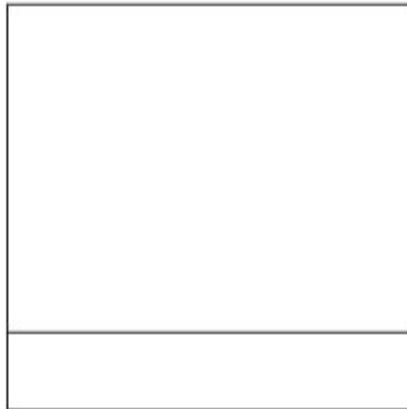
# The Line

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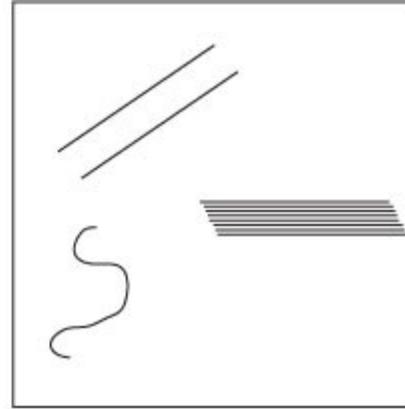
Line is any mark connecting two points.



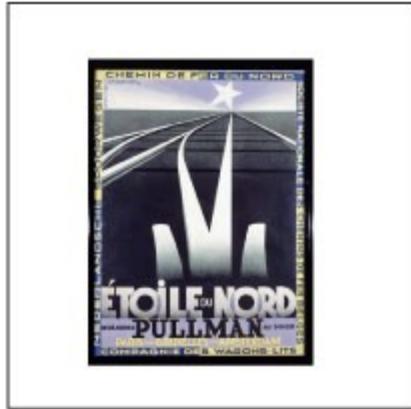
Calm, subtraction, state of rest.



Two parts of the page, one bigger, one smaller.



Lazy line, speed and active line



Acting as a compositional tool leading the eye to a point.



Criss cross lines create an impression of volume and light and shade.



Lines are used to organize information.

# The Shape

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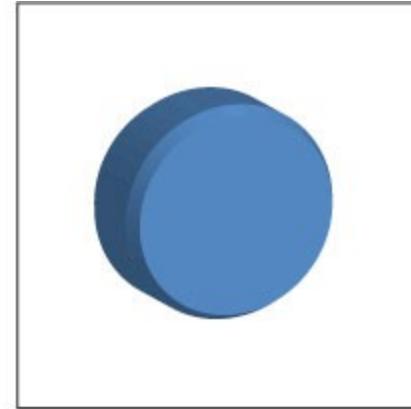
Anything that has a width and a height is a shape.



It is a human tendency to make meaning out of a shape. In this case i recognise the profile of a man in the shape.



A geometrical shape and an irregular shape.



A three dimensional shape gives us an illusion of depth in the page and gives a shape a tactile quality.



It is important to note that the negative space is as important as the positive space.



Here shapes have been used to organize information.

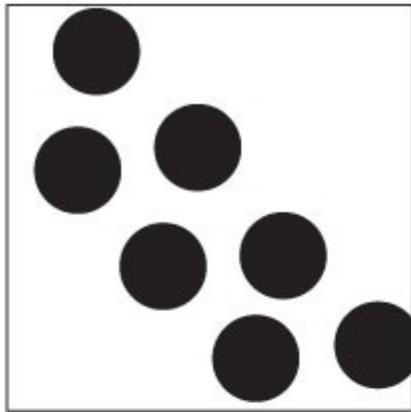


Shapes are used in icon design for their immediate cognition.

# Pattern

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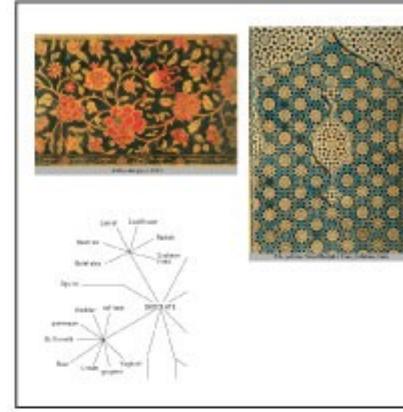
Our tendency to make meaning an order will find a pattern in things.



Patterns are a way of making sure the user can comprehend the page system logically. For example the user understands that there will be a continuation of the pattern above even beyond the page.



When a grid is used to lay out a page the underlying network of lines organises the information for the viewer and helps him take in the information logically



Branching and tessellations are two major types of patterns, both of which are used in organizing information.



Here pattern has been used to organize information logically.



Here the way pagination has been treated forms a pattern.



Here a repetitive pattern using colour and shape is used in textile design.

# Texture

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Texture is the look or feel of a surface. You can add richness and dimension to your layouts with texture. Visual texture creates an illusion of texture on a printed publication or web page.

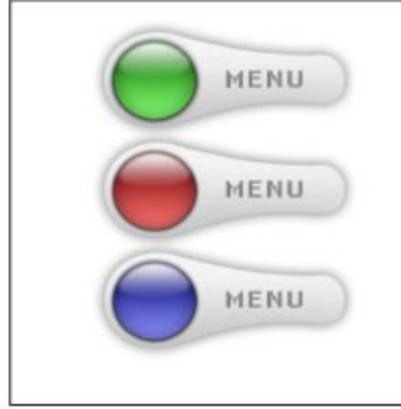
- Texture can create mood and personality
- Provoke emotion



Texture is the illusion of a tactile quality. It is used to give a surface an expression.



In real life the raised surface of the buttons of a remote control are depressed to perform an action.



With new web RIA technologies this is emulated to give a flat surface a tactile quality.



A texture can be used to provoke an emotion.



Texture is used in printmaking and palette knife work in painting to create interesting surfaces.



Texture is used in collage art and installation art to create new meanings.

# Space

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Space is the distance or area between or around things.

Space separates or unifies, highlights, and gives the eye a visual rest.



Space around bodies of text can make a page look lighter and reader friendly.

The Burnt Design

McNamee & Scott

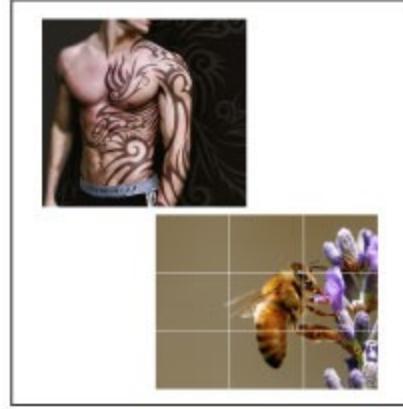
McNamee & Scott

We're a design studio in Dublin, Ireland, specialising in creative, thoughtful and effective design solutions for our clients. We believe in creating designs that are both visually appealing and functional, reflecting the unique needs and goals of each client. Our team consists of experienced designers, developers and project managers who work together to deliver high-quality results on time and budget.

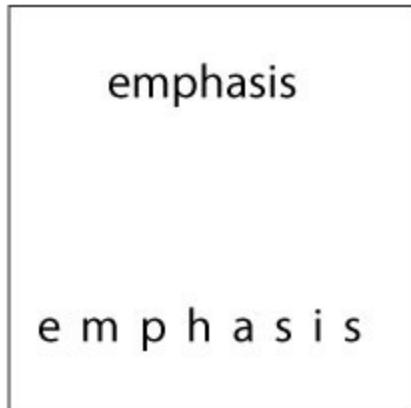
Our services include:

- Branding
- Web Design
- Graphic Design
- UI/UX Design
- Print Design
- Marketing Materials
- Product Design
- Interior Design
- Exhibition Design
- Event Planning
- Photography
- Video Production
- Animation
- Illustration
- 3D Modeling
- UI/UX Research
- Prototyping
- Testing
- Iteration
- Delivery
- Feedback
- Review
- Final Product
- Launch
- Maintenance
- Support
- Evolution
- Success

Here space has been used to create emphasis and structure and segment information. Grouping information using space reduces visual clutter too.



Here space has been used as a means of emphasising the subject of the photograph.



Space between letters can be used to create emphasis because the word is read more slowly.

Similarly space between lines makes a piece of heavy text look lighter. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce porttitor ultrices massa. Nulla quam tortor, auctor vel, suscipit eu, pretium et, magna. Duis at diam. Nunc eu

Similarly space between lines makes a piece of heavy text look lighter. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce porttitor ultrices massa.

Space can be used to make heavy text look lighter.



Here space has been used as an integral element in the layout of the page.

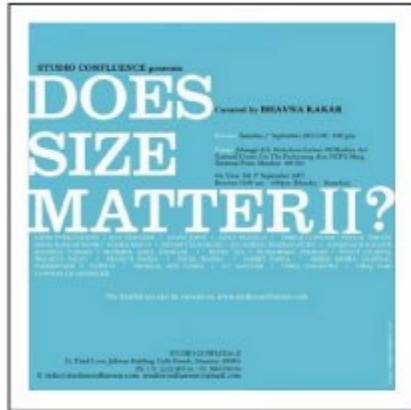
# Size

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Size is how large or small something is.

Size is very important in making a layout functional, attractive, and organized.

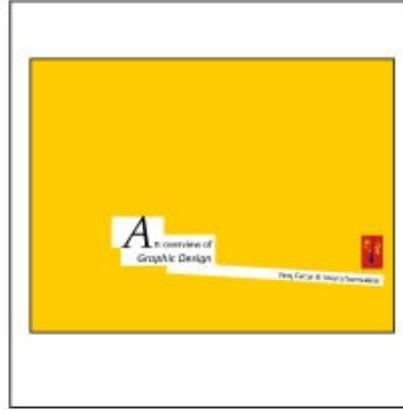
It shows what is most important, attracts attention, and helps to fit the layout together.



Size is important to create emphasis and hierarchy.



Here size has been used to indicate which feature is more important than the other. The different sets of sizes also organize information on the page into categories.



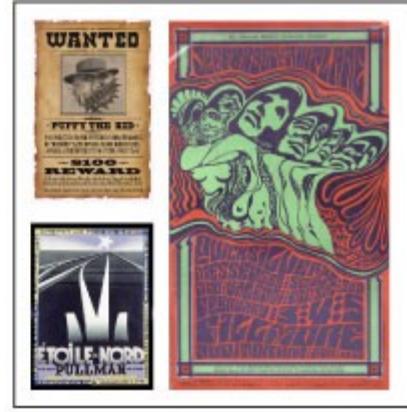
In the first slide of this presentation i had to use a lot of white and black to balance the mindtree logo .The red has a smaller size but a very heavy visual weight in this picture.

# Type

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Typography is one of the most important tools for a graphic designer.

Typography can take you back to a different time, set a mood, set a tone of voice, organize pages, create unity between objects etc.



Typography is used to make text legible and clear. Certain typeface are more readable than others. Choice of font, line spacing, line length are some functions to keep in mind when setting large amounts of text.

Stylized typography is used for creating distinctive logos. In this case the type has been inspired by roots of trees and work well with the image of the bird.

Type is used to evoke an era and an emotion.



Type is used to talk to different people differently.

Here type has been used to make organize a large amount of information.

Type is one of the primary elements in corporate identity.

# Color

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Color in layouts can convey moods, create images, attract attention, and identify objects.

When selecting colors for a publication or a web page, think about what you want the color to do and what is appropriate for your purpose.

The Psychology of Color	
Color	Associations
Reds	Energy, Passion, Power, Excitement
Oranges	Happy, Confident, Creative, Adventurous
Yellows	Wesom, Playful, Satisfying, Optimistic
Greens	Health, Regeneration, Contentment, Harmony
Blues	Honesty, Integrity, Trustworthiness
Purples	Regal, Mystic, Beauty, Inspiration
Browns	Earness, Passivity
Blacks	Finality, Transtional Color

Colour has the ability to immediately conjure up emotion



Colour is used to highlight important elements such as headlines and subheads.



Provoke emotion.



Colour is one of the most important elements in creating a corporate identity.



Colour can be used to represent ideology.



Knowledge of colour complimentaries and harmonies are used to create composition.

# Image

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Image is an essential part of graphic design.

Images can be of basically three kinds; Photographs, Illustration and paintings.

Images can be interpreted in many ways and cultural differences should be kept in mind when ‘reading’ an image.



Photographs can be of various kinds. the ones above are of the genre of fashion photography.



Photo journalism, also known as documentary photography.



Fine art photography which treats it purely as an art form.



Product photography

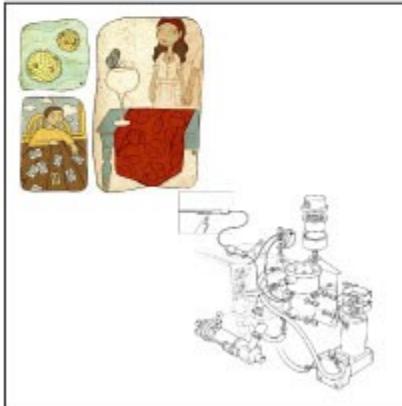


Illustration is a way of abstracting ideas and representing them. Technical drawing is often used in user manuals



And of course painting

# Miscellaneous examples of usage of graphic design



Graphic design is the coming together of type and image to communicate something. It is essential for advertising.



Poster design



Signage and icons



Expressing oneself



Packaging



And Yes, Graphic Design can change the world.

# COMPOSITION : The use of the PRINCIPLES OF DESIGN

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While using the tools we spoke about a designer that keeps in mind some principles of design that aid him in composing his work.

These **principles** are:

- Balance
- Rhythm
- Emphasis
- Unity

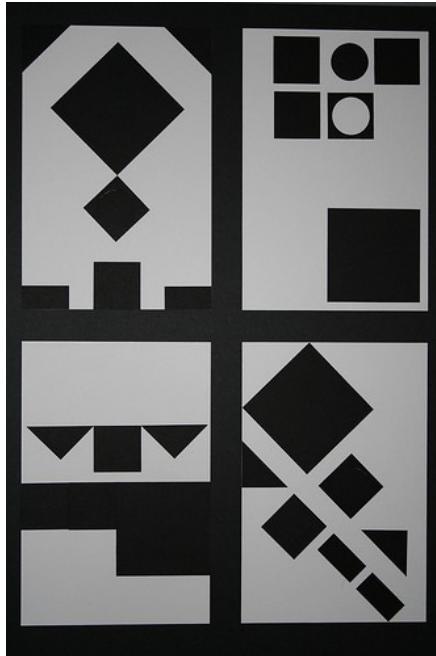
These principles of design help you to combine the various design elements into a **composition**.

# Balance

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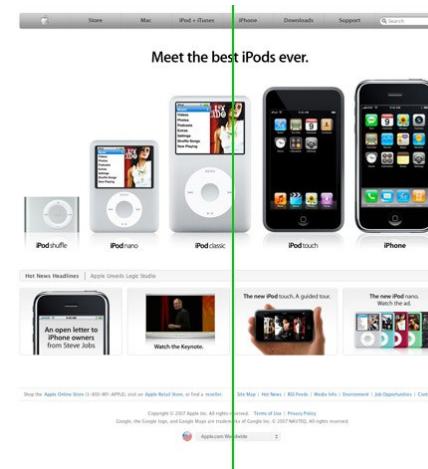
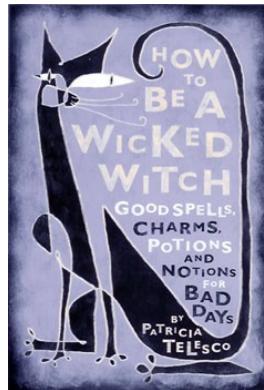
Balance refers to the **distribution of visual weight in art.**

Visual weight may not be a 50-50 distribution on both sides of the page.



All the quadrants in the picture at left are balanced. Clockwise from left, they are **Symmetrically**, **Asymmetrically**, **Horizontally** and **Diagonally** balanced.

Each element on a layout has visual weight that is determined by its size, darkness or lightness, and thickness of lines.



All the images above are balanced.

Let us discuss how.

# Rhythm

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Rhythm is a pattern created by repeating elements on a page in an expected manner.

Repetition (repeating similar elements in a consistent manner) and variation (a change in the form, size, or position of the elements) are the keys to visual rhythm.

**All News Videos Podcasts Customizes**

**Popular Topics: World & Business Technology Science Entertainment Gaming Sports Official News Comedy Videos**

**My Profile Add Friends Submit New Logout Search Digg**

**Popular Upcoming**

**1**

**Sex offenders do more harm than good - report**  
U.S. laws informing communities where sexual offenders live do little to prevent harassment and violence against the offenders, a Human Rights Watch report said on Wednesday. More... [Read Article] [Comment] [Share] [Email] [Report]

**2**

**The Next Enron? - Countrywide Workers Sue Over Retirement Plan**  
home... - The mortgage lender's employees say the value of retirement accounts plummeted as its company stock fell. Some Countrywide Financial Corp. employees sued the company last Wednesday, claiming they suffered heavy losses in their 401(k) retirement accounts after the company failed to warn them about the depth of its financial troubles. More... [Read Article] [Comment] [Share] [Email] [Report]

**3**

**Hugh Drama Over Highly Skilled Workers**  
business... - Governors and companies are pressuring Congress for immigration reform for the most talented as visa workers face a March 1 deadline. More... [Read Article] [Comment] [Share] [Email] [Report]

**4**

**Fair Use Worth More to Economy Than Copyright Laws**  
information... - Fair use exceptions to U.S. copyright laws account for more than \$4.5 billion in annual revenue for the United States, according to a new study by the Copyright Royalty Arbitration Commission. More... [Read Article] [Comment] [Share] [Email] [Report]

**5**

**McLaren hit with Formula 1 constructors' ban**  
news... - McLaren have been stripped of their points in the 2007 Formula One constructors' championship after the outcome of the final race in Brazil was tainted by a record \$100m fine bid. Drivers Lewis Hamilton and Fernando Alonso will be allowed to keep their points. More... [Read Article] [Comment] [Share] [Email] [Report]

**6**

**Dallas Mavericks Owner to Jump Into Mixed Martial Arts**  
sports... - Dallas Mavericks owner, Mark Cuban, is making the move into mixed martial arts with his own event on the cable network he runs. "MMA has just exploded over the last several years," he explained, "and there's no doubt that the UFC and Dina [Wright] deserve a ton of credit for making that happen." More... [Read Article] [Comment] [Share] [Email] [Report]

**7**

**The Abandoned Monkey Who Has Found Love with a Pigeon (Pic)**  
animal... - They're an odd couple in every sense, but a monkey and a pigeon have become inseparable at an animal sanctuary in China. The 12-week-old macaque was close to death. After being taken to an animal hospital, his health began to improve but he seemed spooked until he developed a fondness with a white pigeon. More... [Read Article] [Comment] [Share] [Email] [Report]

**8**

**Federal Criminal Defense**  
Law offices of David Oscar Markus 305-379-6667

**Documentary on Peak Oil**  
A film, *Crude Awakening: The Oil Crash*, the acclaimed doc on Peak Oil.

**Innis's Book**  
Innis's book, *Control of Nature: Conserving the Environment in an Age of Economic Reasoning* Advocating A New Strategy in Environmental Protection

**Top 10 in All Topics**

**1** Man Arrested after Saying No to Prostitute

**2** Why Marijuana cultivation should be made legal [map]

**3** Amazing 9/11 Video Processed With AI Effects - It Feels Like You Were There

**4** Nuclear Explosion Photographed Less than One Millisecond After Detonation

**5** Collection of Awesome 404 Pages

**6** "NO, your other right hand" [pic]

**7** Watching cats? Why is this big brother getting fed better treats?

**8** Valve releasing Senior Engineer port Windows-based games to Linux

**9** Apple's "Music" is no longer the word's press

**10** Coat of Seven Soldiers Who Wrote NYT Op-Ed Die in Iraq

**Get a Whiger of the Top 10**

Information Design Patterns

http://niceone.org/infodesign/

## INFORMATION DESIGN PATTERNS

HOME PATTERN SEARCH FACTSHEET BACKGROUND FURTHER READING FEEDBACK

### PATTERN SEARCH

TAGS ALL

SEARCH RESULTS

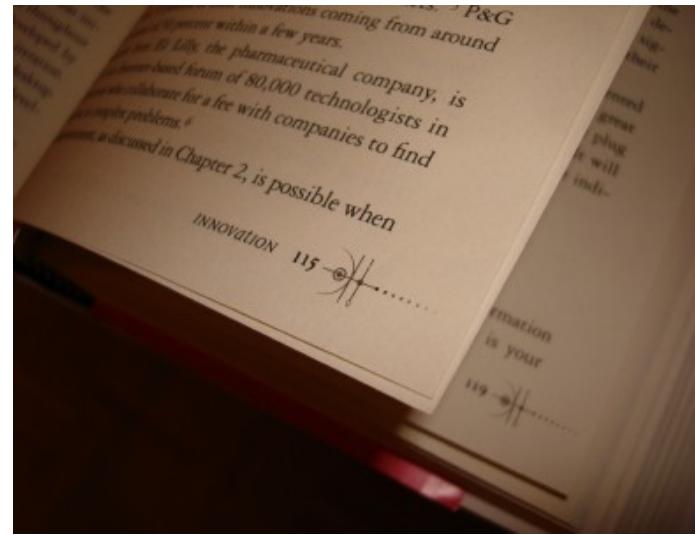
ORDER PRINCIPLE	
Navigation	SCATTERPLOT
Time	A.1.2 BUBBLE CHART
Category	A.2.1 SIMPLE LINE CHART
Sequence	MULTISET LINE CHART
Relationship	A.2.3 STACKED AREA CHART
Connection	SPIKES
Comparison	A.3.1 SIMPLE BAR CHART
Quantity	MULTISET BAR CHART
USER GOAL	
Navigation	A.3.3 DOT MATRIX
Exploration	A.4.1 SPAN CHART
Learning	A.4.2 ISOMETRIC BAR CHART
Arrangement	A.4.3 SPAN CHART
Filtering	B.1.4 LAYERING
Communication	B.2.2 ACTIVE OBJECTS
CARDINAL CLASS	
Chart	A.1.3 RING CHART
Map	A.5.1 SANKEY DIAGRAM
Graph	A.5.2 THREAD ARCS
Card	A.6.2 TEST DIAGRAM
NUMBER OF DIMENSIONS	
One	A.7.1 DIAGRAM MAP
Two	A.7.2 EXPANSION CIRCLE
Three	A.7.3 PEARL NESTLET
More than Three	A.8.1 TOPOGRAPHIC MAP
	A.8.2 THEMATIC MAP
	B.1.4 TIMELINE
	B.2.2 ACTIVE OBJECTS

PATTERN LIST

- A.1.1 Scatterplot
- A.1.2 Bubble Chart
- A.1.3 Ring Chart
- A.1.4 Multiset Line Chart
- A.1.5 Multiset Area Chart
- A.2.1 Simple Line Chart
- A.2.2 Stacked Area Chart
- A.2.3 Stacked Bar Chart
- A.3.1 Simple Bar Chart
- A.3.2 Multiset Bar Chart
- A.3.3 Dot Matrix
- A.3.4 Stacked Bar Chart
- A.3.5 Stacked Area Chart
- A.3.6 Span Chart
- A.4.1 Simple Card Chart
- A.4.2 Isometric Bar Chart
- A.4.3 Span Chart
- A.5.1 Sankey Diagram
- A.5.2 Thread Arcs
- A.5.3 Stacked Area Chart
- A.5.4 Stacked Bar Chart
- A.5.5 Stacked Area Chart
- A.5.6 Span Chart
- A.6.1 Test Diagram
- A.6.2 Thread Arcs
- A.6.3 Tree Map
- A.6.4 Chime Map

PREVIEW

There were 54 errors opening the page. For more information, choose Activity from the Window menu.



# Emphasis

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Every page needs a focal point.

Emphasis is also known as dominance in graphic design. It is the first thing the eye sees.

Emphasis is used to create a hierarchy of what should be most important on a page.

**ARTICLES • TOPICS • ABOUT • CONTACT • CONTRIBUTE • FEED**

**245**

SEPTEMBER 30, 2009

**Ironfist's Craig Hockenberry concludes his insightful series on designing with the iPhone in mind, and Adaptive Path's Sarah Nelson shows us how to pull back the curtain on the designer/client relationship.**

**A LIST apart**  
FOR PEOPLE WHO MAKE WEBSITES

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## Get Out from Behind the Curtain

by SARAH B. NELSON

Client input: positive process or creative noose? Many designers would probably say the latter. But it needn't be that way. Adaptive Path's Sarah Nelson shows how to create collaborative work sessions that take the clients' needs in hand while leaving creative control in yours.

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## Put Your Content in my Pocket, Part II

by CRAIG HOCKENBERRY

Screen size matters. And now that Apple is embedding mobile Safari in more iPods than the iPhone alone, it matters even more. Considering his remarkable two-part series, Craig Hockenberry covers the down and dirty details of designing and coding with the iPhone (and its brethren) in mind.

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*A List Apart explores the design, development, and meaning of web content, with a special focus on web standards and best practices. Explore our [articles](#) or find out more about us.*

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AN EVENT APART  
coming to a city near you

**Sale!** T-SHIRTS  
Sale! Sale! Sale!

A BOOK APART  
coming soon

**EDITOR'S CHOICE**  
originally ran: August 31, 2004

**Pocket-Sized Design: Taking Your Website to the Small Screen**  
by ELIKA STEIMAN, JORUNN D. NEWTH

Creating a handheld-friendly style sheet that works well even on handheld screens no wider than 120px.

Ad via The Deck

30 awesome HTML email templates  


30 free email templates that look great, even in Outlook 2007.

JO & BOA KAD  
Get a free [Design](#) Progress Board. See more on the [Board](#)

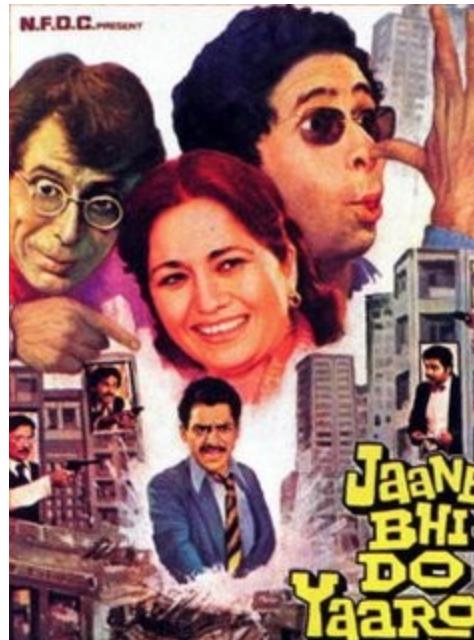
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HOSTED BY  
**TEXTDRIVE**

PUBLISHED BY  
**happy cog**



A screenshot of the Cosmopolitan.com website in Internet Explorer. The main content area features a large yellow banner with the text "DO GUYS THINK YOU HAVE GIRLFRIEND POTENTIAL?" and a photo of a smiling couple. To the left is a sidebar with various quizzes. The top navigation bar includes links for Home, Sex & Love, Style & Beauty, Hot Guys, Celeb Style, You, You, You!, Fun & Games, and CosmoLousious. A search bar at the top right allows users to search by gender and interests. The bottom of the page features an advertisement for Pantene hair products.



# Unity

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Unity helps all the elements look like they belong together.

Readers need visual cues to let them know the piece is one unit.

One should be consistent with fonts, sizes, styles, headers, footers etc.

The New York Times - Breaking News, World News & Multimedia - Windows Internet Explorer

File Edit View Favorites Tools Help

The New York Times - Breaking News, World News & ...

Friday, August 8, 2008 Last Update: 12:30 AM ET

Search | Personalize Your Weather

**JOB**  
REAL ESTATE  
**AUTOS**  
ALL CLASSIFIEDS

**WORLD**  
U.S.  
Politics  
Washington  
Education  
S.N.C.L.E.G.O.N  
**BUSINESS**  
TECHNOLOGY  
SPORTS  
OLYMPICS  
**SCIENCE**  
**HEALTH**  
**OPINION**

**ARTS**  
Books  
Movies  
Music  
Television  
**STYLE**  
Dining & Wine  
Fashion & Style  
Home & Garden  
Weddings/  
Occasions  
**TRAVEL**  
Blogs  
Cartoons /  
Humor  
Classifieds  
Corrections

**Military Panel Sentences bin Laden Driver to a Short Term**  
By MICHAEL J. ALBERICI  
Salim Ahmed Hamdan, the first detainee convicted after a war crimes trial in Guantanamo Bay, Cuba, could complete his punishment this year.

**Gates Endorses \$20 Billion Bid to Aid Afghans**  
By THOM SHANAHAN  
A plan would increase the military command of U.S. and NATO forces in response to a growing Taliban threat.

**With Hired Gun, Jets Embark on a New Era**  
By BRETT FAVRE  
Woody Johnson, left, the Jets' owner, introduced Brett Favre with General Manager Mike Tannenbaum, ending a stunningly swift courtship with a still fragile union.

**From a Helper to the Suspect in the Anthrax Case**  
By RACHEL SADINOFF AND ERIC LIPSON  
Bruce E. Ivins was almost always in plain sight, offering assistance — and misleading information, officials say.

**2008 OLYMPICS**  
Opening Ceremonies at 8 p.m. ET

**Gritty Renegade Now Directs China's Close-Up**  
By DAVID BARBOZA  
Zhang Yimou's films were once banned. Now he is presiding over the Olympic

**ESCAPES**  
Reeling With Oil and a Room Extravagance  
A revitalized Oklahoma City has plenty to feed a visitor's cowboy...  
43 Side Show

**Pack the Rifle and Grab a Coonskin Cap**  
Re-enacting a 19th century rendezvous of mountain men, Indians, fur buyers and mercantile traders.

**OPINION**  
Reunions With Oil and a Room Extravagance  
A revitalized Oklahoma City has plenty to feed a visitor's cowboy...  
43 Side Show

**AMERITRADE**  
\$9.99 trades. No guesswork.

**MARKETS**  
At 12:28 AM ET  
JAPAN  
Nikkei HangSeng Shanghai  
13,183.03 22,108.42 2,715.16  
+0.44% +0.02% -0.53%  
Data delayed at least 15 minutes

**GET QUOTES** My Portfolio Stock, ETFs, Funds Go

**GLOBAL CLASSROOMS**  
Northeastern is using Kaplan Inc. to find students for, and help run, a special program for international students.

**THE GRAND TOUR**  
The Frugal Traveler Does Europe on a Budget  
By TARA LEONARD  
Cartoon by DAVID BARBOZA  
Join the adventure!

Error on page.

Start Graphic design in t... Viraj Rohan Cincar ... book pages - Google... The New Tim... Adobe Illustrator

10:16 AM

Information Design Patterns

http://niceone.org/infodesign/

INFORMATION DESIGN PATTERNS

HOME PATTERN SEARCH FACT SHEET BACKGROUND FURTHER READING FEEDBACK

PATTERN SEARCH

TAGS ANY ALL

ORDER PRINCIPLE

- Location
- Time
- Category
- Rank
- Sequence
- Hierarchy
- Association
- Proportion
- Quantity

USER GOAL

- Navigation
- Exploration
- Search
- Arrangement
- Filtering
- Comparison

GRAPHIC CLASS

- Chart
- Map
- Graph
- Text

NUMBER OF DIMENSIONS

- Two
- Three
- More than Three

SEARCH RESULTS

A.1.1 SCATTERPLOT	A.4.2 RING CHART
A.2.1 BUBBLE CHART	A.5.1 SANKEY DIAGRAM
A.2.2 SIMPLE LINE CHART	A.5.2 THREAD ARCS
A.2.3 MULTISET LINE CHART	A.6.1 TREE DIAGRAM
A.2.4 AGGREGATED AREA CHART	A.6.2 MAP
A.3.1 SPARKLINES	A.7.1 DIAGRAM MAP
A.3.2 SIMPLE BAR CHART	A.7.2 RELATION CIRCLE
A.3.3 MULTISET BAR CHART	A.7.3 NICKELS
A.3.4 DOT MATRIX	A.7.4 SPARKLINES
A.3.5 STACKED BAR CHART	A.8.1 MULTIPLE BAR CHART
A.3.6 ISOMETRIC BAR CHART	A.8.2 3D BAR CHART
SPAN CHART	A.8.3 STACKED AREA CHART
A.8.1 SIMPLE PIE CHART	A.8.4 SPANNING
A.8.2 LAYERING	A.8.5 ACTIVE OBJECTS

PREVIEW

Pattern List

- A.1.1 Scatterplot
- A.2.2 Bubble Chart
- A.2.3 Simple Line Chart
- A.2.4 Aggregated Area Chart
- A.2.5 Stacked Area Chart
- A.2.6 Sparklines
- A.3.1 Multiple Bar Chart
- A.3.2 3D Bar Chart
- A.3.3 Dot Matrix
- A.3.4 Stacked Bar Chart
- A.3.5 Isometric Bar Chart
- A.4.1 Ring Chart
- A.4.2 Sankey Diagram
- A.5.1 Tree Diagram
- A.5.2 Thread Arcs
- A.6.1 Map
- A.6.2 Diagram Map
- A.7.1 Relation Circle
- A.7.2 Sparklines
- A.7.3 Nickels
- A.7.4 Scatterplot
- A.8.1 Active Objects
- A.8.2 Layering
- A.8.3 Stacked Area Chart
- A.8.4 Spanning
- A.8.5 Multiple Bar Chart
- A.8.6 3D Bar Chart
- A.8.7 Stacked Area Chart
- A.8.8 Sparklines
- A.8.9 Tree Diagram
- A.8.10 Thread Arcs
- A.8.11 Map
- A.8.12 Diagram Map
- A.8.13 Relation Circle
- A.8.14 Sparklines
- A.8.15 Nickels
- A.8.16 Scatterplot

There were 54 errors opening the page. For more information, choose Activity from the Window menu.

# GESTALT THEORIES

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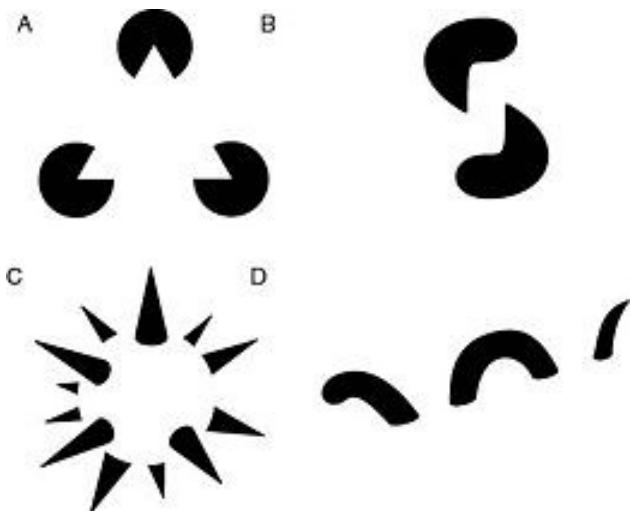
The Gestalt or ‘whole form’ theory sought to define the principles of perception.

These are innate mental laws that determine how we see images.

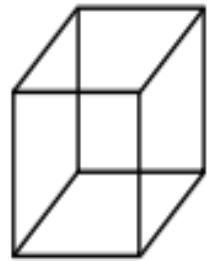
- Emergence
- Reification
- Multi-stability
- Invariance
- Closure
- Similarity
- Proximity
- Symmetry
- Continuity



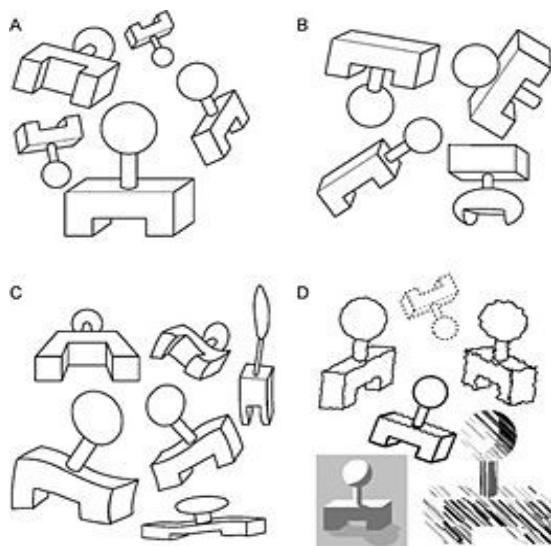
**Emergence:** The dog emerges from the other spots as a whole and not as individual parts.



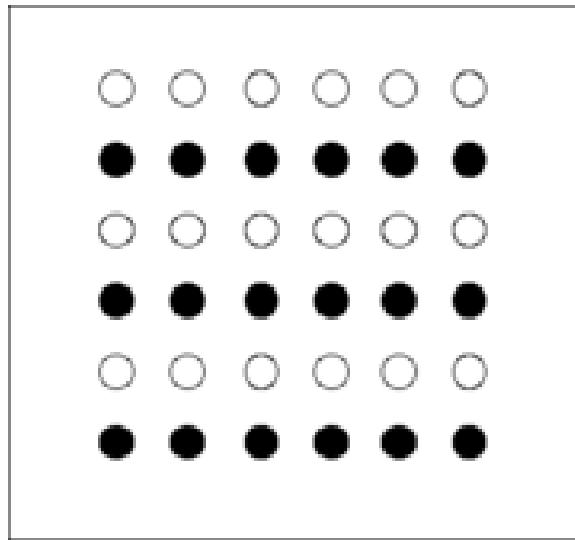
**Reification:** This is the ‘constructive’ aspect of perception, i.e. we draw shapes in our mind even though there is nothing actually drawn.



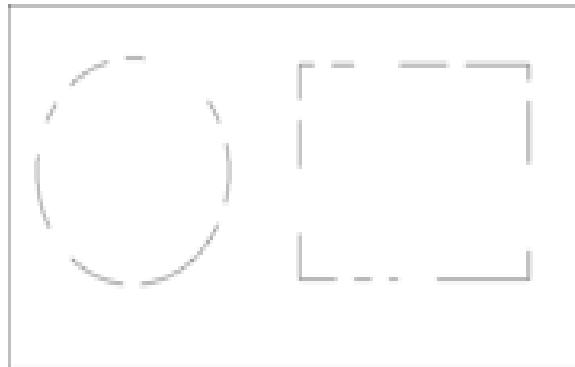
**Multi-stability:** The tendency for us to see a static image pop back and forth, or for us to see two images in one alternately.



**Invariance:** We recognize simple geometrical objects irrespective of rotation, scale or translation.



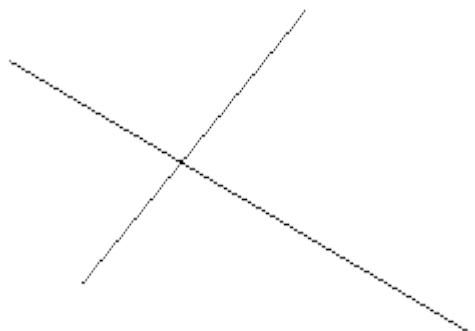
**Similarity:** The mind groups similar elements into collective entities.



**Closure:** We have a tendency to complete a regular figure.

0	0	0	0	0	0
0	0	0	0	0	0
0	0	0	0	0	0
0	0	0	0	0	0
0	0	0	0	0	0
0	0	0	0	0	0

**Proximity:** The mind groups elements into collective entities depending on their proximity.



**Continuity:** We will see the lines crossing each other rather than two angles.

# GOLDEN SECTION

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The Golden Section is also known as the Golden Mean and the Divine Proportion. It is also known as the law of nature.

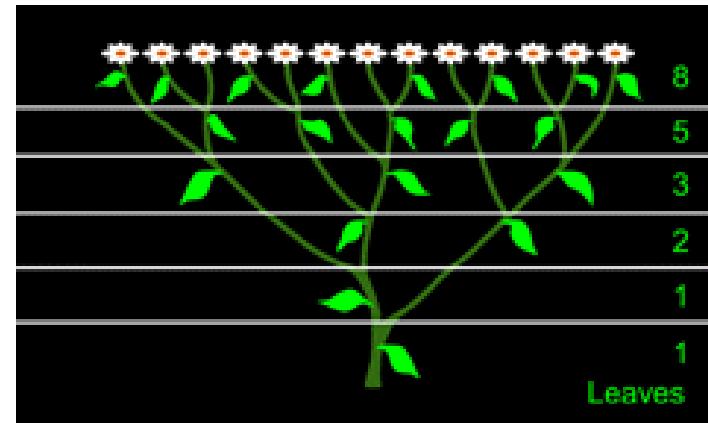
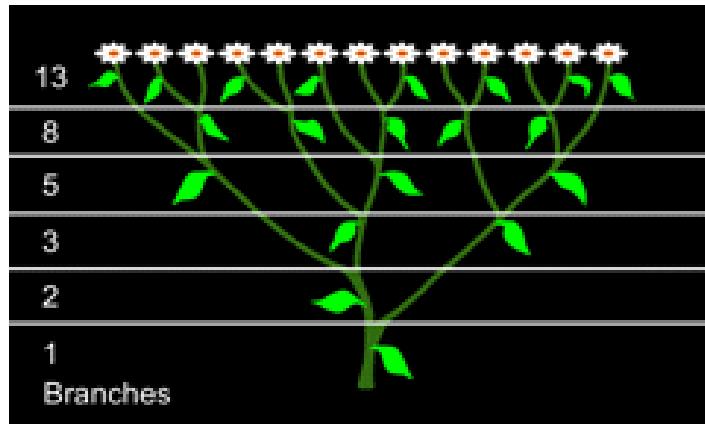
It is the ratio or proportion defined by the number Phi (1.618)



In the picture above A is 1.618 times B and B is 1.618 times C

The Fibonacci series of numbers are based on this ratio.

The illustration below shows how the Fibonacci series works in nature.

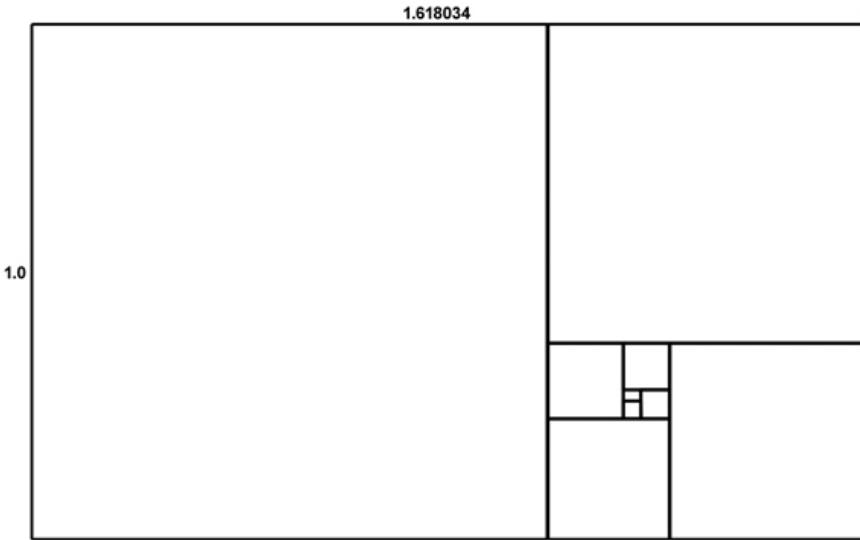


# What does this mean in art and design?

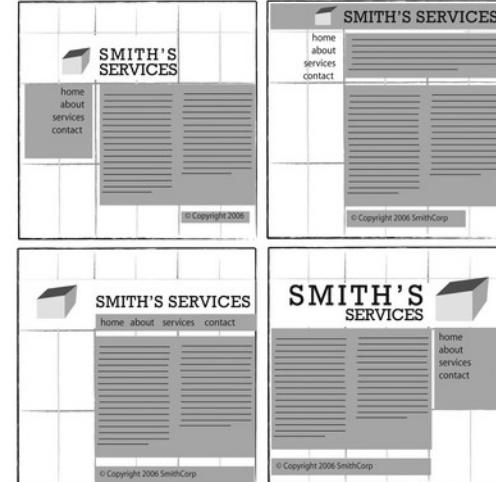
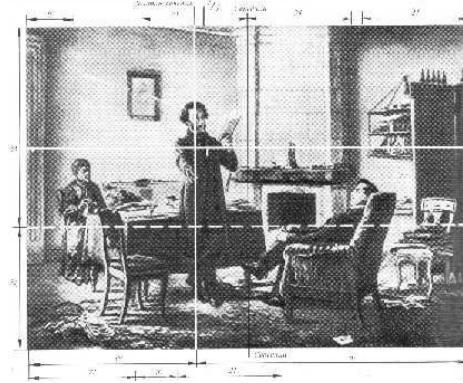
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The rule of thirds is derived from the golden section.

A golden rectangle is a rectangle whose sides have the ratio of 1:.62. Below, the entire figure is a Golden Rectangle. By dividing the large rectangle at the .618 position, we get a square and another Golden rectangle. And so on and so forth.



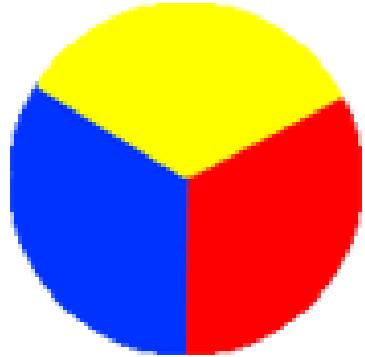
# The rule of thirds in composition



# COLOUR THEORY

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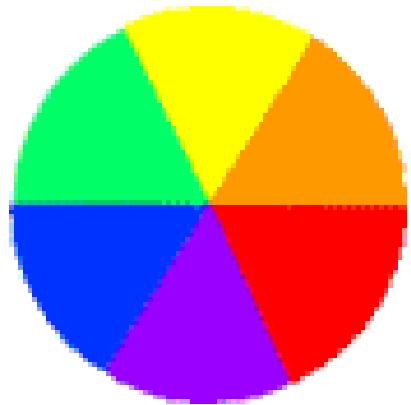
In traditional color theory, these are the 3 pigment colors that can not be mixed or formed by any combination of other colors.



**Red, Yellow and Blue** are called **Primary Colors**.  
All other colors are derived from these 3 hues.

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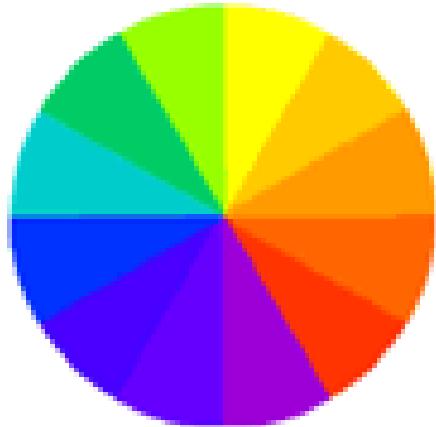
**Secondary Colors** are colors formed by mixing the primary colors.



**Green, Purple and Orange** are formed by the mixing of the primary colors.

---

**Tertiary Colors** are colors formed by a primary and a secondary color .

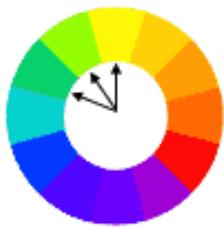
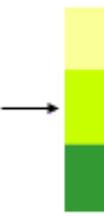


That's why the hue is a two word name, such as **blue-green**, **red-violet**, and **yellow-orange**.

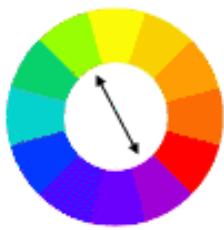
# Why do we need to know this?

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Knowledge of Color harmonies and complimentary colors aid us in composition.



**Harmonious Colors** are colors that sit next to each other on the color wheel.



**Complimentary Colors** are colors opposite each other on the color wheel.

## Use of color harmonies



## Use of complimentary colors



A screenshot of The New York Times website. The top navigation bar includes links for 'Home', 'Opinion', 'World', 'U.S.', 'Business', 'Technology', 'Sports', 'Olympics', 'Obituaries', 'Health', 'Arts', 'Books', 'Television', 'Travel', 'Style', 'Dining &amp; Wine', 'Fashion &amp; Style', 'Home &amp; Garden', 'Workplace', 'Classifieds', 'TV/Entertainment', and 'Multimedia'. Below the navigation, there are several news stories: 'Military Panel Sentences bin Laden Driver to a Short Term' (with a photo of two men), 'Gates Endorses \$20 Billion Bid to Aid Afghanistan' (with a photo of Bill Gates), 'With Hired Gun, Jets Embark on a New Era' (with a photo of two men), 'A Helper to the Suspect in the Anthrax Case' (with a photo of a man in a suit), 'Gates Renegades Directs China's Close-Up' (with a photo of a man in a suit), and 'The Grand Tour' (with a map of Europe). The right sidebar features sections for 'OPINION', 'ESCAPES', 'ARTS', 'MARKETS', 'QUOTES', and 'CLASSIFIEDS'.

A screenshot of the NowPublic website. The header features the logo 'nowpublic' and the tagline 'The News is NowPublic, fresh, crowd-powered media'. There are links for 'Register' and 'Sign In'. A search bar at the top right says 'Search NowPublic'. Below the header, a section titled 'World: popular' shows a thumbnail of a video titled 'Gummy worms are made from boiled animal p...'. To the right, there is a box for 'Got News?' with options to 'Write a Story', 'Upload your Photos, Video and Audio', and 'Highlight Something you are Reading'. Another box for 'News Tip Line: 1-866-225-9530' says 'Breaking News Reports to NowPublic'. At the bottom, there are sections for 'Good, Original Stuff from' (with profiles for 'XJustin...', 'Jordan...', 'month...', and 'selectr...'), 'Life' (with a thumbnail for 'Iraq War 4th Anniversary Extravaganza'), and '200 years since slavery ended; still no commemoration'.

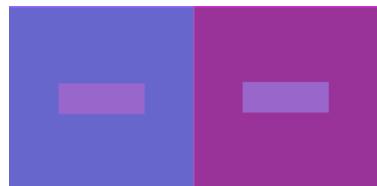
# Color against different colors

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One color may look different against different colors.



Red appears more brilliant against a black background and somewhat duller against the white background. In contrast with orange, the red appears lifeless; in contrast with blue-green, it exhibits brilliance. Notice that the red square appears larger on black than on other background colors.



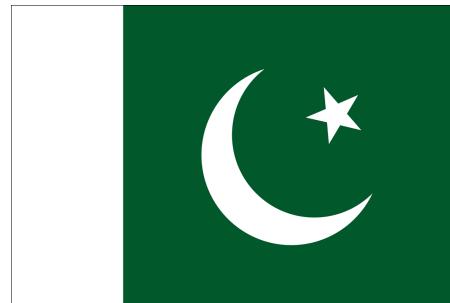
Here the smaller rectangle on the left appears to have a redder tint

# Color Symbolism

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The communicative properties of a color can be defined by two categories:

**Natural associations and Psychological (or cultural) associations.**



The color green can stand for both nature and Islam.

# Color and corporate ID

The psychological aspect of color is the main rationale behind its use in corporate ID.

The other reason is that color is the first thing we perceive in any graphic element.

The Psychology of Color	
Color	Associations
Reds	Energy, Passion, Power, Excitement
Oranges	Happy, Confident, Creative, Adventurous
Yellows	Wisdom, Playful, Satisfying, Optimistic
Greens	Health, Regeneration, Contentment, Harmony
Blues	Honesty, Integrity, Trustworthiness
Violets	Regal, Mystic, Beauty, Inspiration
Browns	Easiness, Passivity
Blacks	Finality, Transitional Color



# Graphic design and Web 2.0

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Web 2.0 is a disputed word and no one is really sure what it means.

What do you think Web 2.0 is?

## My definition of Web 2.0

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Mostly it describes the new *usage* of the world wide web and *automatically presupposes a look and feel that a web 2.0 site must have.*

The characteristics of the new web are *collaboration, user generated content, blogging and extensive database management* among other things.

These new uses of the web have been made possible by technological advancements in the means of putting content up on the web.

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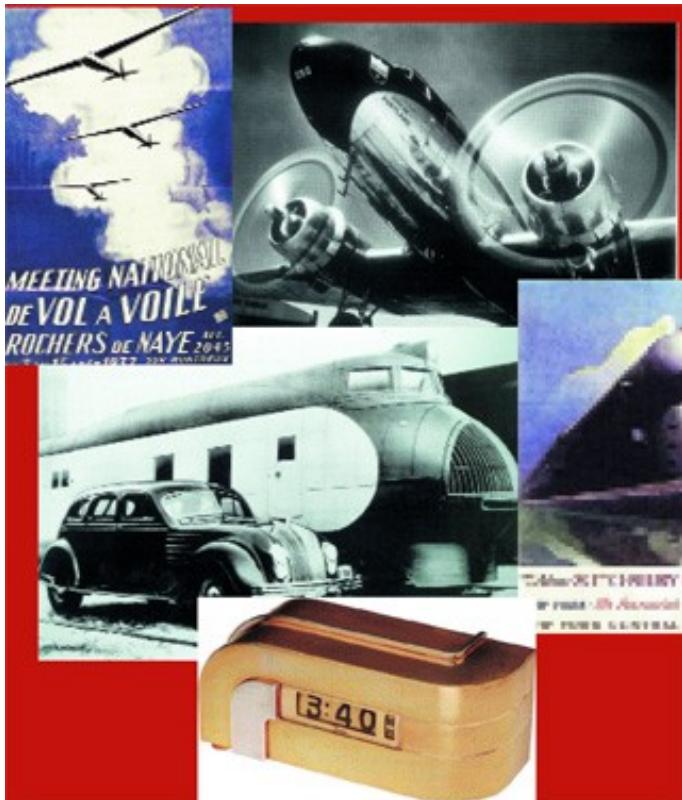
The reason for the presupposed ‘look and feel’ (aesthetic) is what I would like to discuss with you.

## **Statement :**

---

Science and Technology has always defined aesthetic.

When streamlining and aero dynamism was introduced to planes and motor-vehicles, it was automatically translated to fridges, furniture, clocks and fans too.



The Bauhaus aluminum stool with a perforated seat that was originally made to make the stool lighter to carry, inspired a ‘modern’ aesthetic that is even used today.



When diagonal typesetting was made possible with the advent of new typesetting technology, (previously type could only be set horizontally) it became one of the fundamental qualities of an art movement called futurism.



## Question :

---

So if technology defines aesthetic, what does the new web 2.0 technology mean for design on the web?

Logically speaking, the following can be deduced:

Screen sizes have increased and therefore white space. Layouts on the web can breathe better.  
Because of more space large type has also become popular.

**NEWARK1 WEB DESIGN GUIDE & PORTFOLIO**

color | order | form | tips | ask me | portfolio | contact me | home

In Praise of White Space

Ahhh, white space! This is perhaps one of the most misunderstood elements of web design. Yet, when used properly, it can be one of the most effective! White space, or negative space, are the blank areas between the graphics and text on your web page.

Most web designers focus solely on the graphics and text. However, white space is also an essential design element. Think about the best ads you have seen in glossy magazines that promote luxury items. Usually, the best of those advertisements have a common feature - an uncluttered layout.

**LINKS**

- Send This Page to Friend
- Our Travel Club Membership
- 6 Degrees of Celebration
- Our Travel Club Tours/Cruises
- CastaPoint Reality

**TIFFANY & CO.**

Welcome to Tiffany & Co., America's House of design since 1837.

Tiffany & Co. Jewelry  
• SWAROVSKI CRYSTAL  
• LUXURY JEWELRY  
• GEMSTONE JEWELRY

**finch**

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# fresh creative

*in every bite*

**Hello.**

Finch specializes in creating interactive and graphic designs that result in something great. A great look and feel. A great experience. And great for the bottom line. So, take a look around at the latest work.

**See the work.**

Lansing Popcorn Company needed an online storefront, so Finch gave them a sweet website and fresh new look. [Read the case study](#)

**Let's chat.**

Finch is always up for some good conversation and loves to get feedback. Drop me a line!

E-mail: [hello@getfinch.com](mailto:hello@getfinch.com)

© 2007 Francesco Incalcaterra      Published on TBO uncurated style

**The Morning News**

BLACK AND WHITE AND COLOR ALL ONLINE

**LETTERS FROM PARIS**

**Le Coq Sportif**

The third letter in HUGO GRAM'S column from France, in which Parisian editors toward the sporting life turn up in politics, philosophy, and what fashionable joggers choose to wear for "le running."

**GOING BACK TO KALI**

**Making It**

It's not the bookings but that of the positive reviews as a modern city with vibrant night life sent a surprisingly literary police force, saying the latest stop in PHILIPPE MALLA's troupe.

**THE BIR REPORT**

**Unfortunate**

Despite the nice what they have. That's not what anything. This week, ERIC REZELL helps a reader assess the accuracy of the Fortune cookie he just opened.

**Future of Web Design Conference**  
- Nov 7, NYC. Jeff Zeldman, Josh Davis, Threadless + more.

**Beauty Secrets**

**NAIL CARE**

**SKINCARE**

**MANIF**

**LISA**

# Ajax and Flash etc enable multiple content in the same space so visual clutter is greatly reduced. Widgets are very popular.

The screenshot shows the Newsweek website in Microsoft Internet Explorer. The page features a large banner image of a river and mountains under a blue sky. Below the banner, a headline reads "Generating Conflict" with the subtext "Dams are rejected in America, why not Latin America?". To the right of the banner, there's a "Latest World Headlines" section with a list of news items. A video player window titled "VIDEO PHOTO MORE" displays a black and white photograph of a man behind bars, with the caption "Shockingly Treatment: Photographer captures horrific conditions at asylums for mentally ill". Below this, another section titled "Conventional Wisdom" has a red arrow pointing down to the text "Economic Justice". At the bottom left, there's a "Cover Story" section with a thumbnail for "It's Not As Bad As You Think" and a "Related Stories" section. An advertisement for Sprint is visible on the right side of the page. The browser interface includes standard IE buttons like Back, Forward, Stop, and Refresh, along with a toolbar and menu bar.



---

Sans serif fonts, originally associated with modernity, and greatly used in web design because of better rendition on low screen resolutions, are slowly giving way to more and more serif faces because screen displays have become much better.

For example Georgia and Cambria are very popular now in web design.

The New York times, Boston Globe and some of the best designed sites in the world use Georgia as one of their major fonts because of its readability and character.

Also, now newer web technologies don't limit you to the default web fonts.

# The New York Times and the Boston Globe

# Boston Globe

ING NEWS UPDATES Local | Business | Politics | Health

## PAGE ONE

### A tough sell on Capitol Hill

Facing angry, testy, and skeptical legislators from both parties, the Bush administration's top economic leaders warned yesterday that the nation's economy could face a widespread meltdown unless Congress quickly passes the biggest financial rescue plan in US history. (By Michael Kranish, Boston Globe)

### Hopefuls' grand plans may be delayed

Campaigns are made for promises, and the presidential candidates have made many to voters in the past 18 months. But the crisis in the nation's financial system and the prospect of chronic, large federal budget deficits will probably delay many of their most ambitious proposals. (By Brian C. Mooney, Boston Globe)

#### RELATED COVERAGE

- Credit crisis triggers 'flight to safety'

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ARTS  
Books

### Military Panel Sentences bin Laden Driver to a Short Term

By WILLIAM GLABERSON  
Salim Ahmed Hamdan, the first detainee convicted after a war crimes trial in Guantánamo Bay, Cuba, could complete his punishment this year.

• Times Topics: Salim Ahmed Hamdan | Guantánamo Bay

### Gates Endorses \$20 Billion Bid to Aid Afghans

By THOM SHANKER  
A plan would increase the Afghan army's size and



Mark Duncan/Associated Press

### With Hired Gun, Jets Embark on a New Era

By JUDY BATTISTA  
Woody Johnson, left, the Jets' owner, introduced Brett Favre with General Manager Mike Tannenbaum, ending a stunningly swift courtship with a still fragile union.

---

Because of the search engine mechanism, text to graphic ratios have increased.

Plus with current web use there is lots of surfer generated content.

Due to this *type hierarchy* as a design element is extremely important in web pages.

Designers have been getting very creative with the way they use type.

Sites like Digg, Delicious and Technorati have to organize large amounts of text creatively.

Digg - All News, Videos, & Images - Windows Internet Explorer

File Edit View Favorites Tools Help

delicious - Google Search Delicious Digg - All News, Videos, ...

various birthday logos! More... (Tech Industry News)

digg it 50 Comments Share Bury brainnove made popular 1 hr 27 min ago

**274 diggs**

**Polar bears result to cannibalism as Arctic ice shrinks**

cnn.com — "The Arctic sea ice melt is a disaster for the polar bears," according to Kassie Siegel, staff attorney for the Center for Biological Diversity. "They are dependent on the Arctic sea ice for all of their essential behaviors, and as the ice melts and global warming progresses the Arctic, polar bears are starving, drowning, even resorting to cannibalism." More... (Environment)

72 Comments Share Bury ibatman made popular 1 hr 37 min ago

**309 diggs**

**"Designer vagina" Trend Worrying**

news.bbc.co.uk — A leading urogynecologist has spoken out against the growing popularity of cosmetic vaginal surgery. These include operations to make the external appearance more "attractive" and reshaping the vagina to correct laxity after childbirth, for example. More... (Health)

164 Comments Share Bury steve9924 made popular 1 hr 57 min ago

**267 diggs**

**Glowing Red Fish Discovered (PICS)**

news.nationalgeographic.com — Enneapterygius pusillus has found a creative way to communicate with other fish in a water dominated by blues and greens. The fish literally glows red. At least 32 species of reef fish that live at depths below 33 feet (10 meters) possess this unique method of signaling, researchers said in a September 2008 study. More... (Environment)

24 Comments Share Bury thankyouverylittle made popular 2 hr ago

**173 diggs**

**Mobile Phone Reads Brainwaves and Uses them for Applications**

techon.nikkeibp.co.jp — NeuroSky Demos Brain-controlled Mobile Phone Applications. Prototyped system that reads brain waves with a sensor and uses them for mobile phone applications. By reading brain waves such as  $\alpha$  and  $\beta$  waves, the system can roughly measure the degrees of brain's relaxation and concentration. The data of brain waves can be displayed on the screen of a m. More... (Gadgets)

14 Comments Share Bury rp22 made popular 2 hr 1 min ago

**360 diggs**

**CEO murdered by mob of sacked Indian workers**

timesonline.co.uk — Corporate India is in shock after a mob of sacked workers bludgeoned to death the chief executive who had dismissed them from a factory in a suburb of Delhi. More... (Business & Finance)

digg it 128 Comments Share Bury Erich100 made popular 2 hr 3 min ago

**Gilmour plays Pink Floyd tribute**

Shop free phones

\*Two-year contract and significant restrictions apply.

BETA Recommendation Engine

By matching you with Diggers like you, the Recommendation Engine helps you Digg up the next big thing!

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Digg on the Go

With more features and improved usability, we've enhanced our Digg mobile site! Check out the new enhanced mobile site or the original Digg.mobi for phones that don't support the full web browsing experience.

Auto Insurance compare competing quotes, quickly

Paying Too Much For Auto Insurance? Get Your Quotes!

ZIP code where you work or travel Unknown Zone

Done

Start Microsoft PowerPoi... Digg - All News, Vi... Adobe Illustrator

6:11 PM

A screenshot of a Microsoft Internet Explorer browser window. The address bar shows 'http://www.delicious.com'. The main content area displays a search results page for 'most popular bookmarks on Delicious right now'. Below the search bar, there's a 'Social Mention' section with a chart showing the most popular bookmarks. A sidebar on the right lists 'Popular Tags' such as 'delicious', 'social', 'web2.0', 'mention', 'bookmarks', 'news', 'software', 'music', 'video', 'travel', 'ebooks', 'internet', 'design', 'culture', 'politics', 'science', 'technology', 'business', 'lifestyle', 'gadgets', 'gaming', 'photography', 'food', 'cars', 'tech', 'apps', 'education', 'language', 'science', 'technology', and 'travel'. At the bottom of the window, there's a toolbar with icons for Back, Forward, Stop, Refresh, Home, Favorites, Tools, Help, and a search bar. The status bar at the bottom shows 'Delicious - Windows Internet Explorer'.

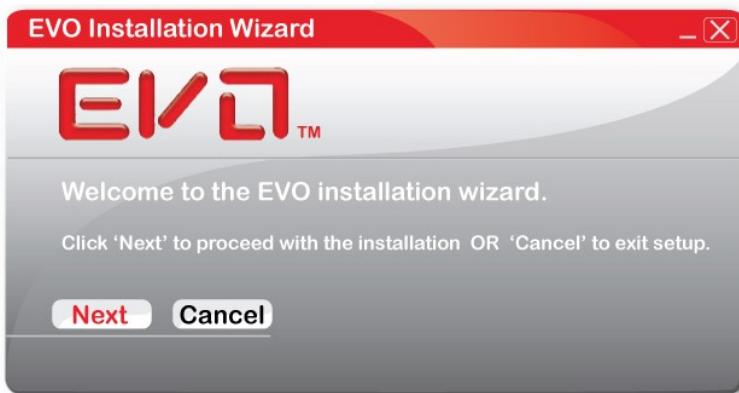
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But what is the most glaring, in your face characteristic of “Web 2.0”?

Large Type, Glassy surfaces, Beveled edges, gradients, badges, and reflections and more reflections.

What has inspired this? We can't do anything radically new in Photoshop now that we couldn't do in the past.

The emphasis is on some sort of shiny *material*. What material could that be?



(Samples only - Actual size - 700px wide)



## Badges and Gradients





## Diagonal Lines and Beveled edges





Sheen and soft outer glow



# The Culprit

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Apple

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Apple's products *physically look* glassy and reflective.

They are made of *materials* that are beautiful and shiny and glassy and reflective.

And their *contours are beveled*.



Millions of songs. Thousands of movies. Hundreds of games.

---

Their old logo was changed to this glassy one *because* of their product.



---

**Hence**, and hence, being the operative word, when they were designing an OS for the Mac it *necessarily* had to be shiny/glassy etc to *compliment the product*.

This is what we now call the Web 2.0 aesthetic. It is more of a trend like pre-faded jeans.

The Apple look has been used in sites, operating systems and applications that have nothing to do with being glossy at all.

In other words the *reason has been divorced from the design*.

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Add to this the fact that since a million new companies and products are more visible online than anywhere else, and they don't have to worry about printing costs of their logos, the mantra has become '**make it reflect**'.

It is okay to follow a trend but it is important to understand **why** you are using it and use it with ***discretion***.

Tweaking and modifying popular design aesthetics is the only way to avoid cliché.

***It is the only way to retain the originality for your site.***

---

You could argue that if technology does indeed shape design, and Apple's products have shaped our new aesthetic....

***then what is wrong with it?***

After all that's what happened with Streamlining and the Bauhaus stool and the Futurists.

This too is a aesthetic trend and will soon give way to something else. Why should we be any different in our attitude to following trends?

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The scary thing is the *new culture of amateur publishing*.

In the past, it was only professional painters, designers etc who had the means of putting content out there.

Now any joker with Photoshop is a designer, and what's worse, he can flex his design muscle by clicking submit.

This largely explains the irresponsible use of the Apple look on the web today.

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There are beautiful sites that don't use this Apple look but are still modern and smart and contemporary looking.

These are the truly designer websites.

The true web 2.0 websites.

The sites in the next two slides are designed intelligently, are modern and contemporary, and *are not typically 'Web 2.0'*

**Subtraction** Version 7.0 Kwei Verri's Hot Site

[Home](#) [Actions](#) [Members](#) [About](#)

Search in Google

**Talking at Length About Brevity**

By Kwei Verri Nov 2007 11:57 AM

**REMARKS:** It's no accident that after Liu Bolin and I come up with the idea for and launched **A Brief Message** five years ago last year, Brevity is a memo with a lot of surviving issues. You can see them just at our site, where the design options and the reader responses make longer items feel handles words a piece, but at approximately fifteen thousand characters, **Promote Your Petty**, where the entire point of writing is making that paragraph too long to fit on one screen, carries a warning with its formal acknowledgement of communication. Similarly, **Very Brief List** offers a kind of editorial curatorial that, in years past, might have not must longer than two or three paragraphs average length. Those Brevities People's attention spans are shorter, for sure, but there's an argument that by accommodating shorter attention spans, sites like ours are only encouraging the problem. Some people, in fact, find the whole brief element as a prominent design writer whom we invited to contribute to A.

[share](#) [embed](#)

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**flame digital.**

OUR WORK SERVICES ABOUT CONTACT US

CASE STUDIES

- INTERVOICE
- PARKDEAN HOLIDAYS
- FA SPORT
- PRACTICAL HI-FI
- BARKERS LEISURE
- THE GATE FILMS

CLIENT LIST

- amcat
- BALTIC
- Barkers Leisure
- BLUE GATE
- Civil + Marine
- eyesabroad

FEATURED PROJECT

"Through Flame Digital's creative thinking we have seen our bookings grow fantastically!"  
Pat McLaughlin  
Parkdean Holidays

Project showcase.

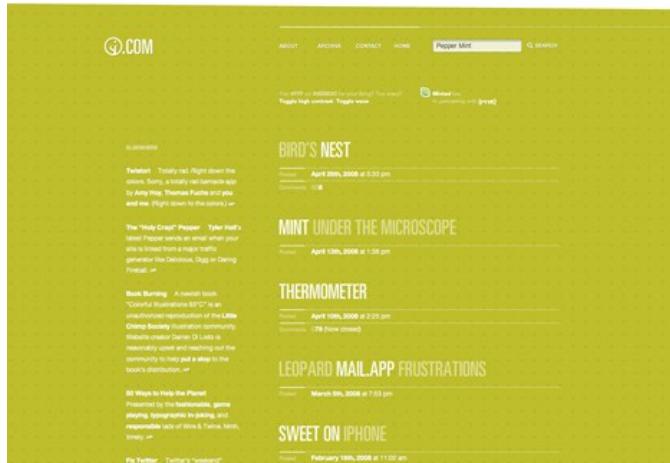
Connections made through gorgeous design and brilliant construction.

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The screenshot shows the homepage of happy cog, featuring a colorful header with the company name and a subtext "in New York City and Philadelphia". Below the header is a main content area with a dark banner containing "NEWS", "CONTACT", and "CLIENTS". A "FEATURED WORK" section highlights a redesign for AIGA, showing a comparison between the old and new websites. Below this are three client logos: Kongregate, Comholtas, and A List Apart, each with a brief description. At the bottom is a navigation bar with "share" and "embed" links, and a media player-like control bar.

The screenshot shows the Sitmore website, described as "the design studio of Jason Bennett-Cherrierotis". The top features a large image of a butterfly and a navigation bar with "HOME", "ABOUT", "PORTFOLIO", and "CONTACT". The main content area has a heading "Creative services for the design-challenged developer" and a testimonial from Jason Bennett-Cherrierotis. Below this are sections for "Highlighted Work for Developers" (showing a thumbnail for ExpressionEngine) and "Weblog Entries" (listing several posts with small images and descriptions). A footer at the bottom includes a "share" and "embed" link, and a media player-like control bar.



A screenshot of Elliott Jay Stocks' personal website. The header features his name in a stylized, handwritten font. To the right of the name are links for BLOG, PORTFOLIO, ABOUT, THE MUSE, CONTACT, and RSS. Below the header, there is a search bar and a Twitter feed. The main content area includes a blog post titled "Week one of working for myself" with a timestamp of 26.04.08, categorized under ALL CATEGORIES / The Business, and 21 comments. There is also a sidebar for "Speaking engagements" featuring a photo of him speaking at an event. The footer contains a "Featured" section with a link to "100% art magazine".

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However, given that the apple look it is here to stay for some time ***we need to ask whether it helps or impedes the surfer/user in carrying out his tasks on the web.***

## Some thoughts I had on the Web 2.0 look

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I think the 3dimensional quality of the buttons are useful because they emulate real life buttons and give **aural and visual feedback on clicking on them**. Tactile quality is achieved.

The reflections **create a z dimension on the page that makes pictures, especially of products, sit, better**. The page is no longer 2d as things are emerging from front to back, buttons are depressible etc.

The way 2d animation is being replaced with big 3d animated feature films in mainstream animation can be used as an analogy to what is happening to the web.