Graphic design

(Or, How I Learned to Stop Worrying
and Love the Grid)

Ollie Palmer / AKV St Joost / Nov 2019

Purpose

Graphics are there to facilitate the transfer of your knowledge to the audience.

They should present information in a logical, ordered way, with a clear hierarchy, whilst not distracting the reader.

Hierarchy

Put the most important information
in the most prominent place.

It’s far easier to work this out on paper
than on a computer.

date + time

really cool band name

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coolband.com

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1234 AB

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012 345 6789

townville

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Typography

Serif

Lorem ipsum dolor sit amet consectetur, adipiscing elit fusce dictumst etiam varius, cum convallis et mus.

Suscipit tellus eget aptent etiam cubilia tortor eros faucibus fringilla malesuada mus, hendrerit montes felis nisi ullamcorper vivamus in dui dictumst.Conubia purus libero mus amet morbi dolor et tempor, iaculis lacinia potenti tristique cras quam mi, per nisl ante tempus elit ligula varius.

Sans-serif

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AaBbCc

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General rule

Use sans-serif typefaces.

They are cleaner, and easier to read from a distance.

How many fonts?

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If combining fonts, make sure
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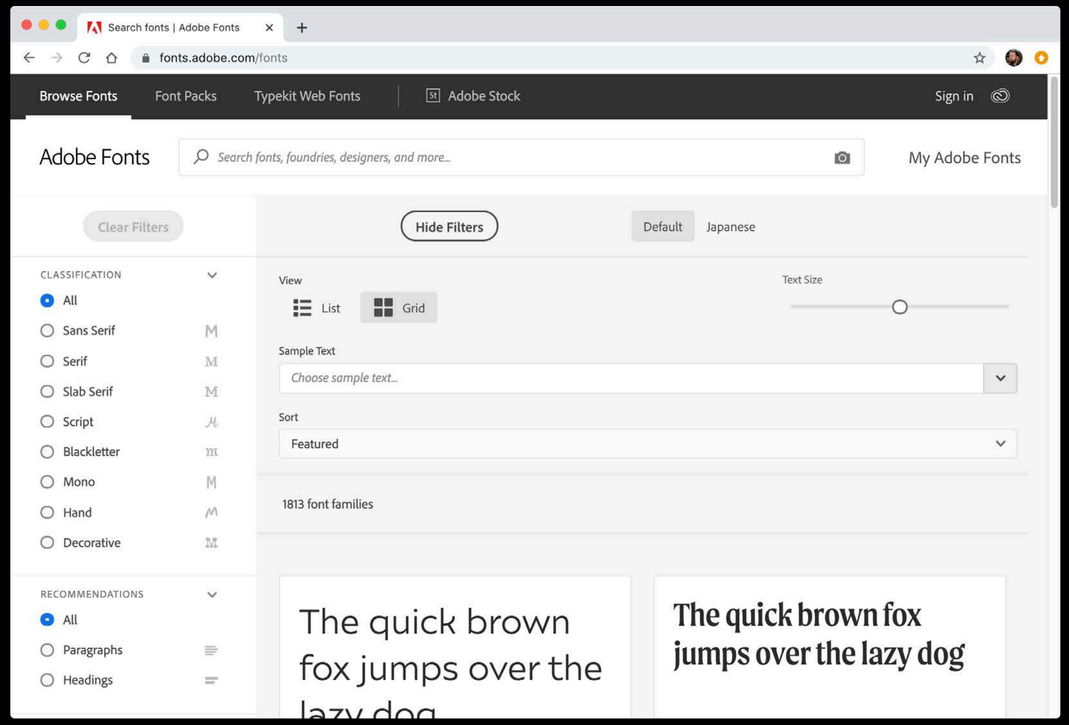
Look for a family

A type family will enable you to vary the **emphasis** without confusing your reader.



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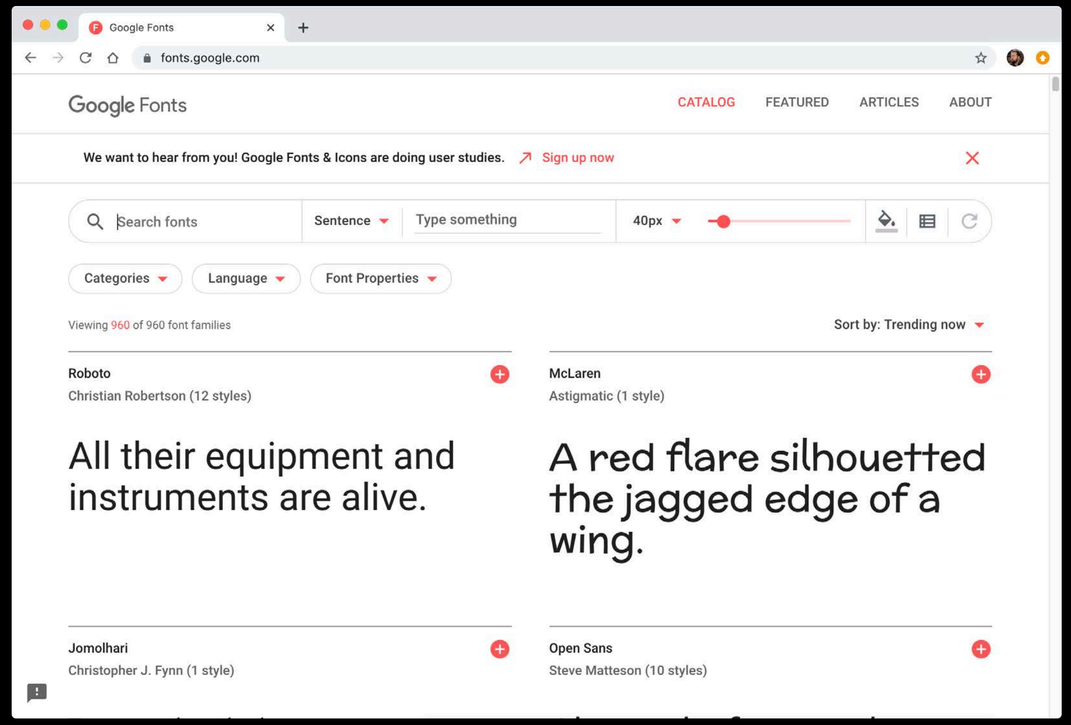

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Stylesheets save you time, and ensure visual consistency.

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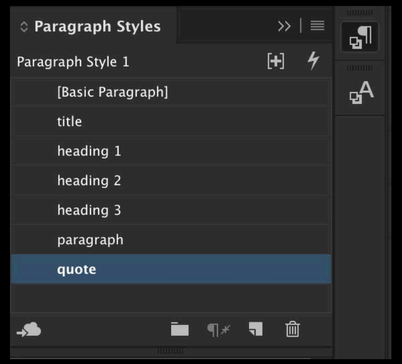
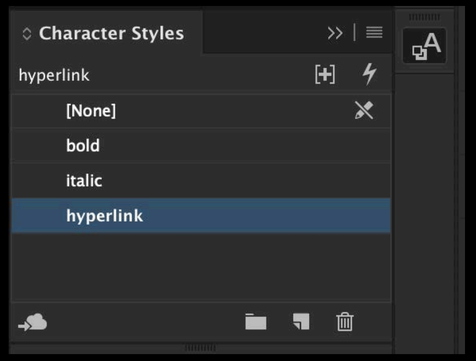


Paragraph Styles



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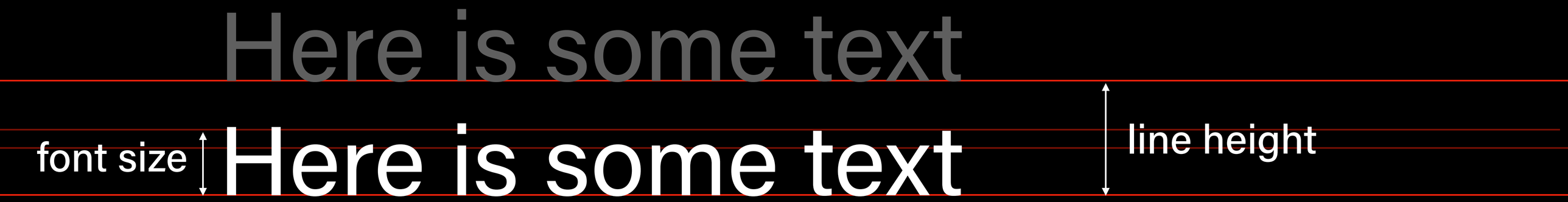
Here is some text
font size
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line height

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f o x j u m p e d o v e r

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Lorem ipsom dolor
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Ut molestie tortor in mi commodo facilisis. Nam molestie, augue et placerat porta, eros risus volutpat nibh, tincidunt porttitor enim velit id eros. Nullam et quam et elit posuere vulputate. Praesent pulvinar varius rhoncus. Aenean ac erat et lectus laoreet eleifend. Quisque et porttitor sem. In eleifend molestie lacus. Phasellus et ante sit amet lacus pulvinar porttitor sit amet quis lorem. Etiam rutrum pretium arcu quis mollis. In hac habitasse platea dictumst. Vivamus eget diam nec leo bibendum tempus eget sed purus. Morbi tempor commodo tempus. Sed at pretium leo, eu placerat sapien. Donec volutpat quam.

Type: recap

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The easiest way to create complementary palettes is on color.adobe.com

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Using the right tool for the job
will save you time and frustration.

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1.3 Mb

FC1033	101133	FC1034	FEEE55
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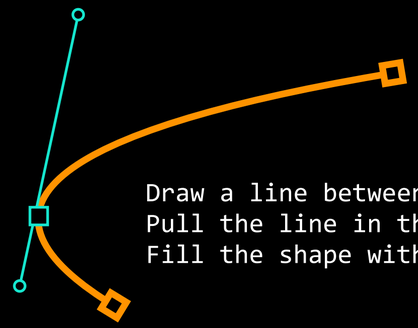

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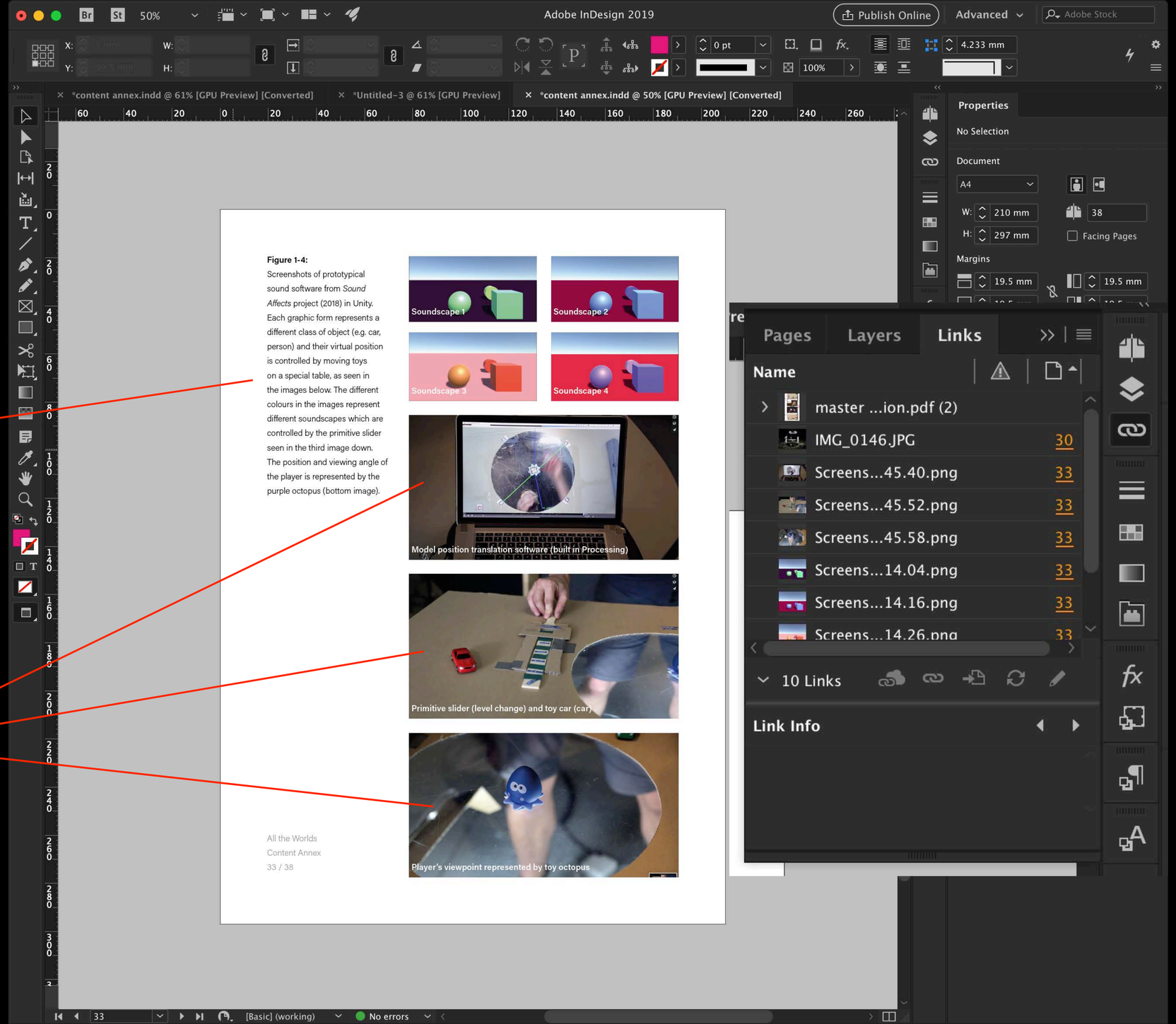

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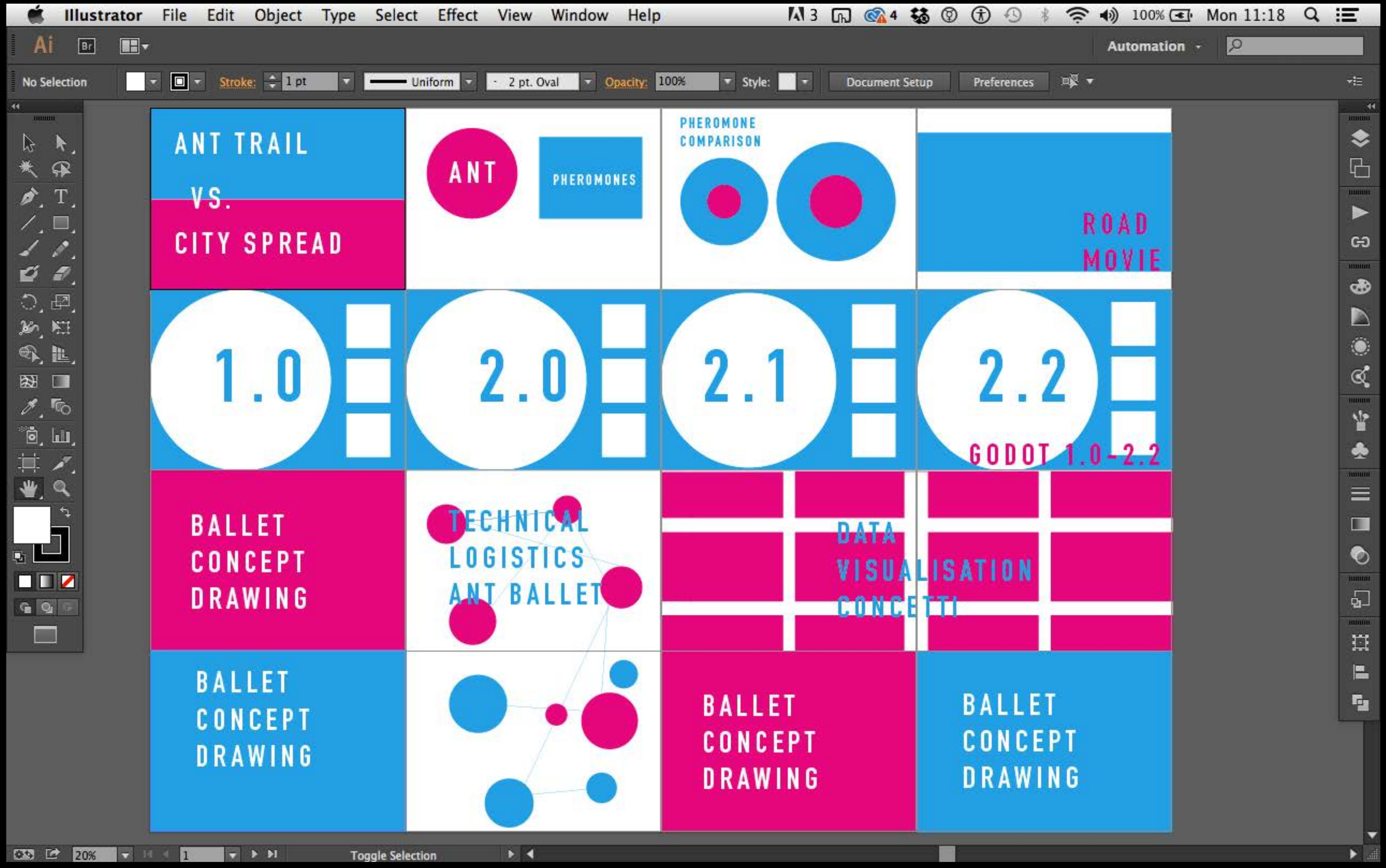
Logic and information flow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Things I've already made

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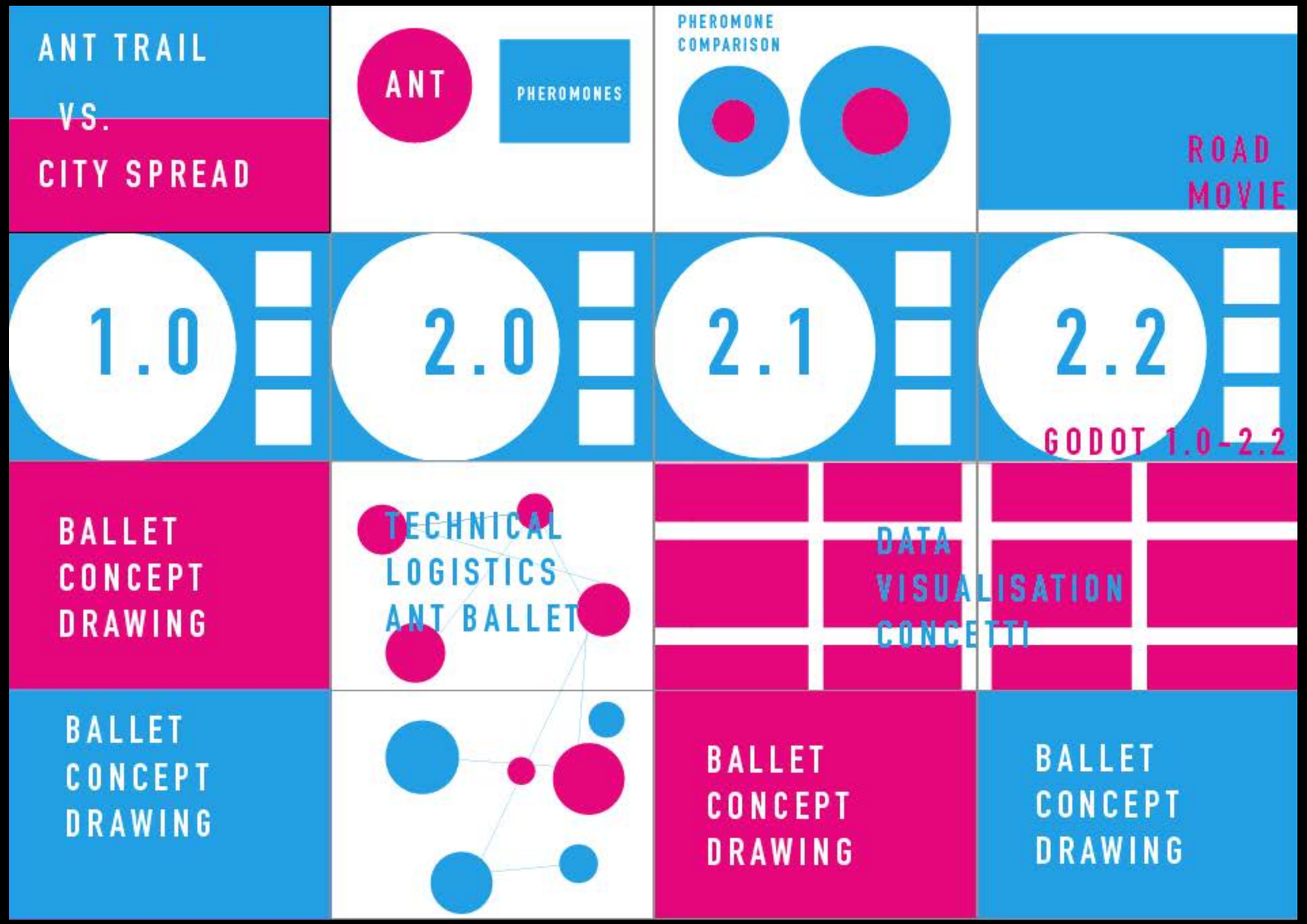

Introduction

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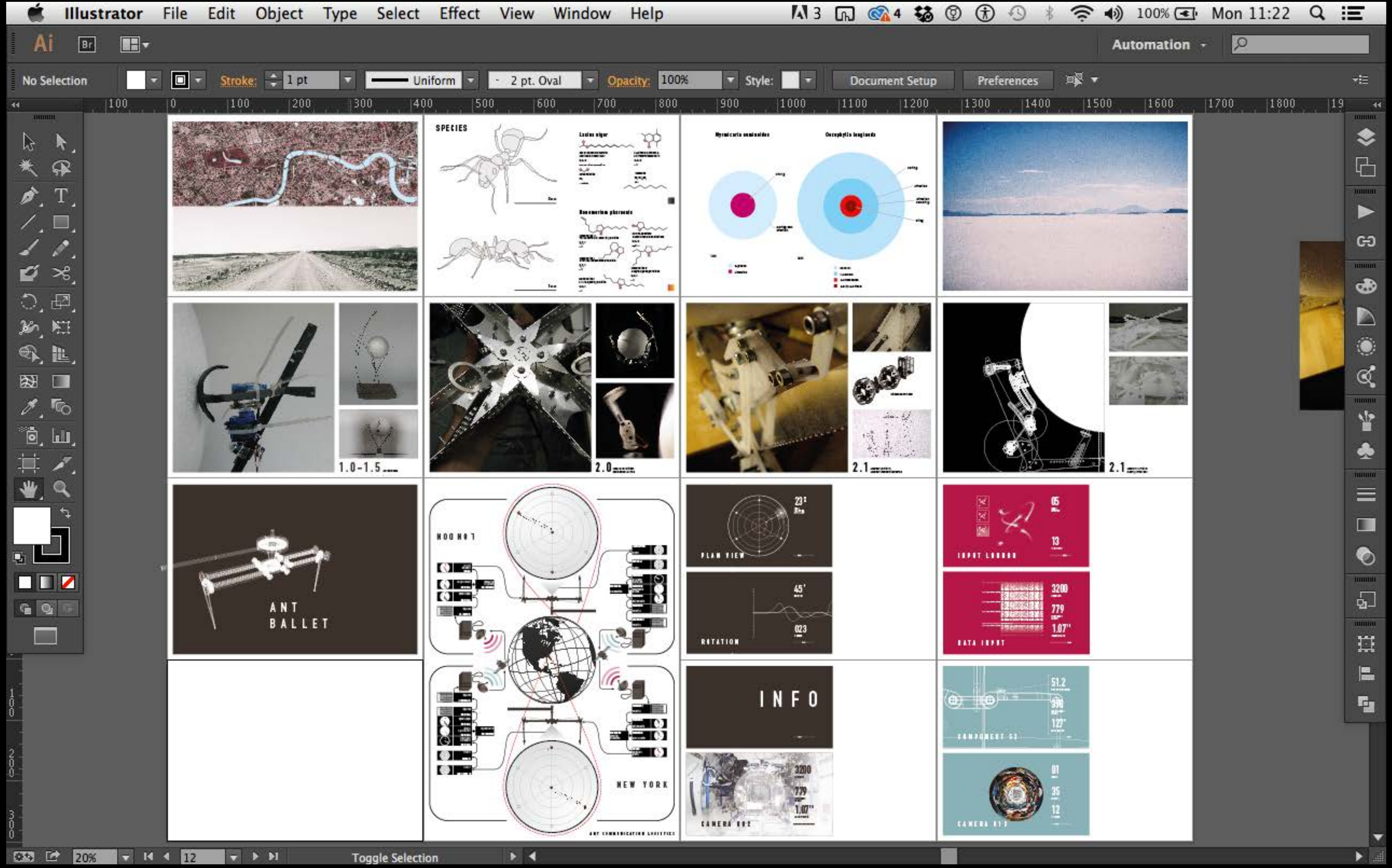
Future prototypes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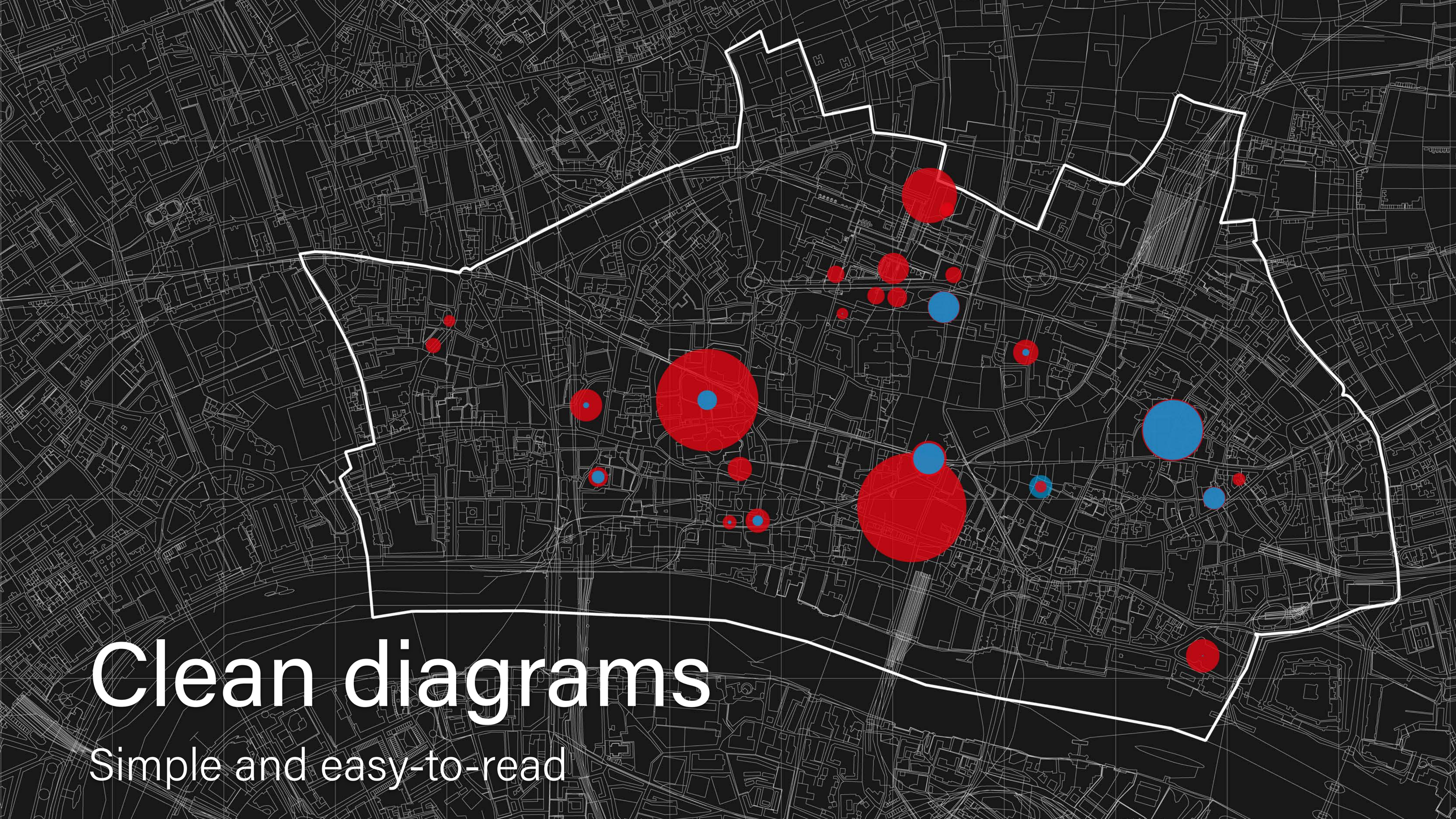

Clean diagrams

Simple and easy-to-read

Grids

Grids are the invisible scaffolding which hold graphics together.

To reach our intention nothing could be more useful than the grid. The grid represents the basic structure of our graphic design: it helps to organise thecontent, it provides consistency, it gives an orderly look and it projects a level of intellectual elegance that we like to express.

Massimo Vignelli, The Vignelli Canon

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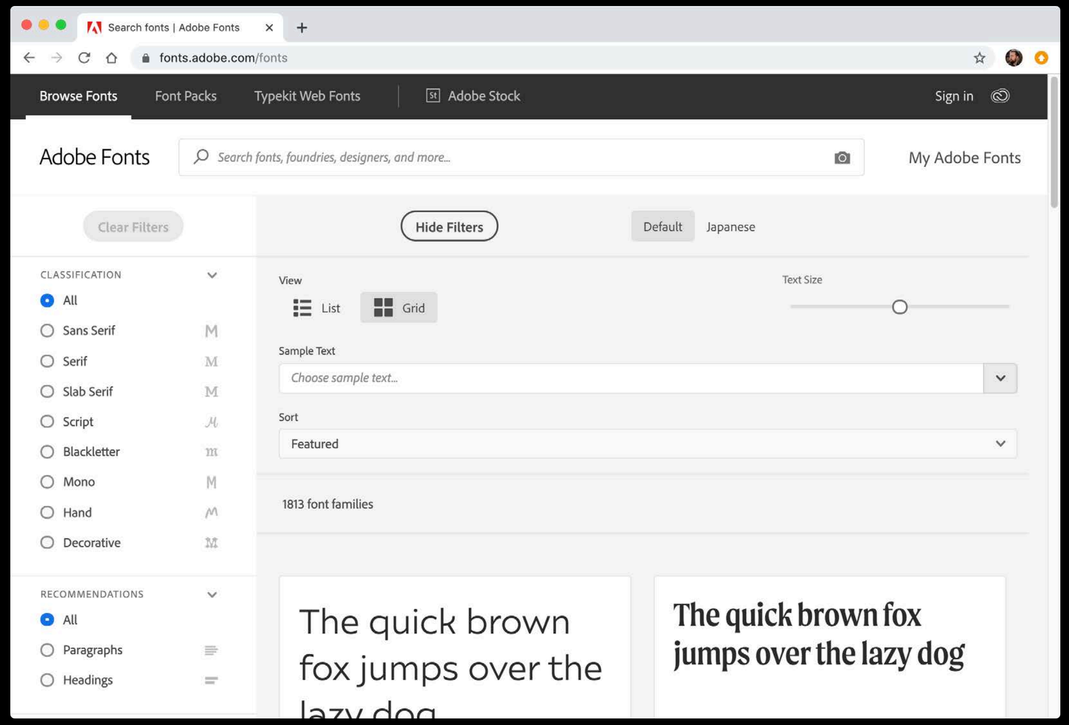

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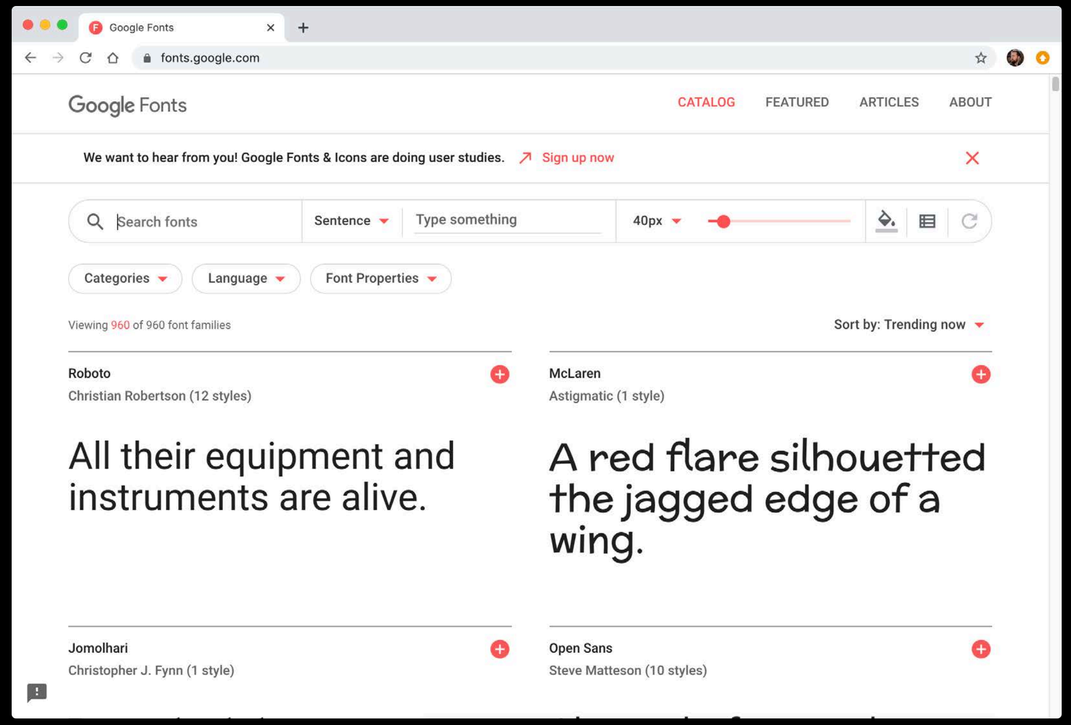

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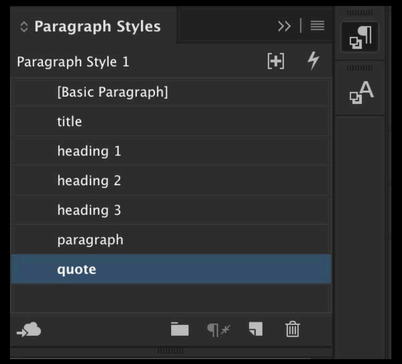

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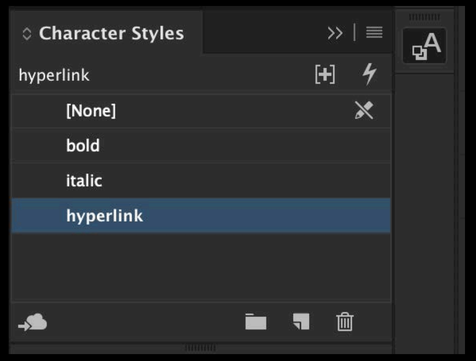

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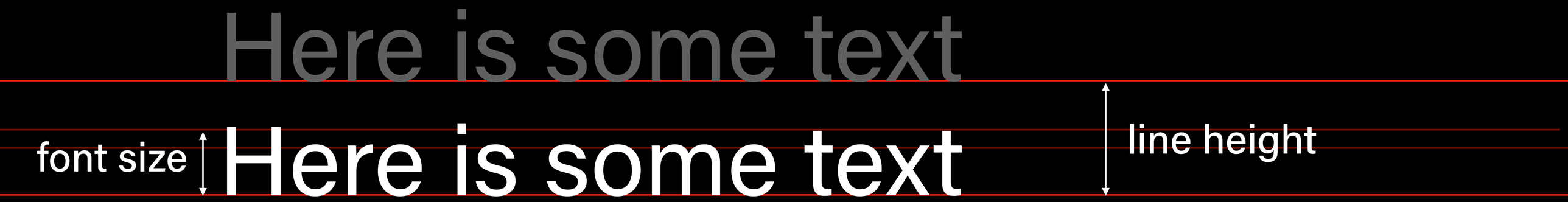
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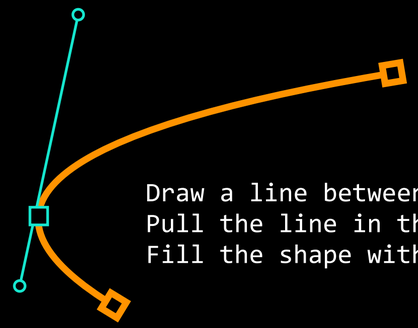

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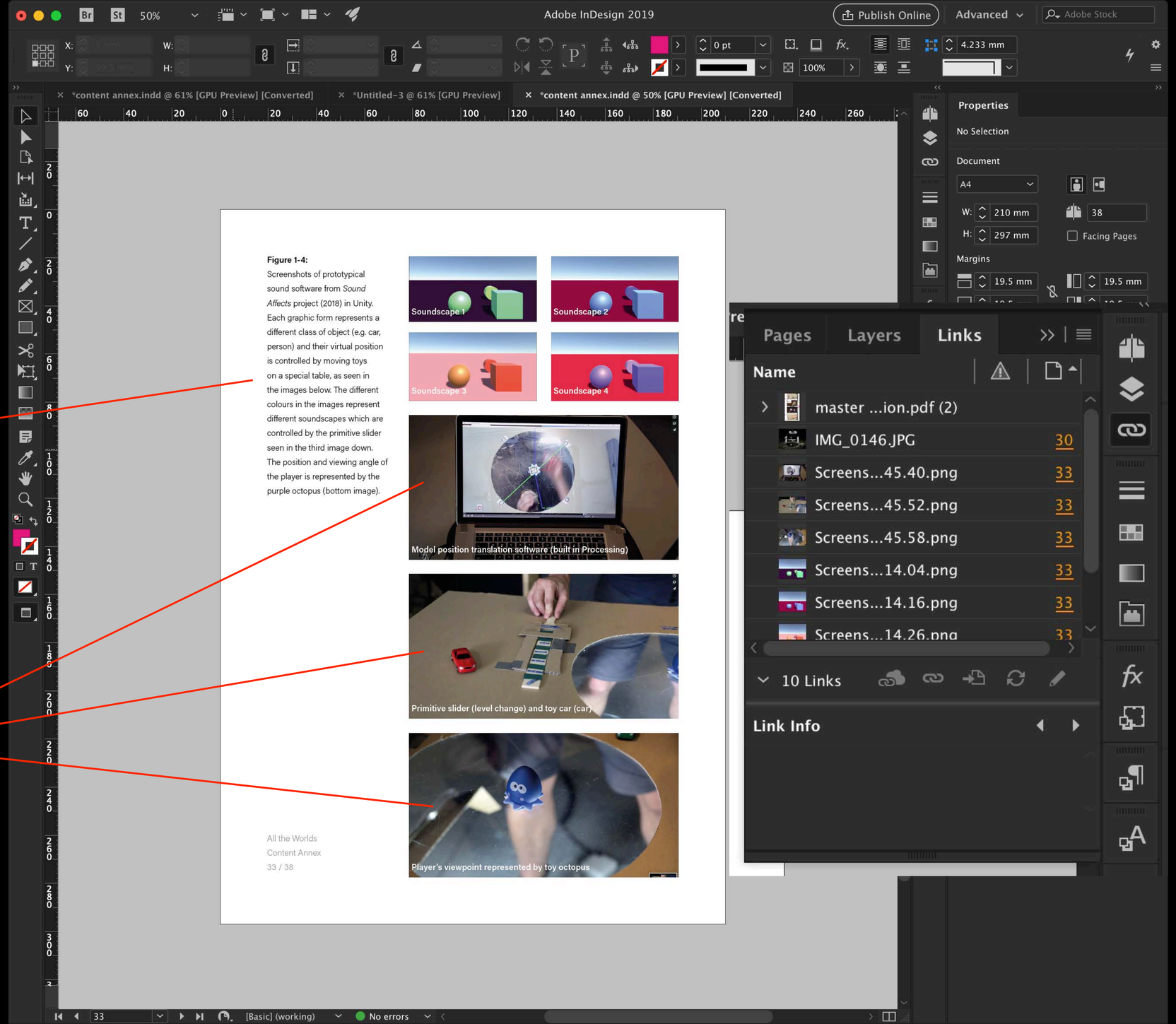

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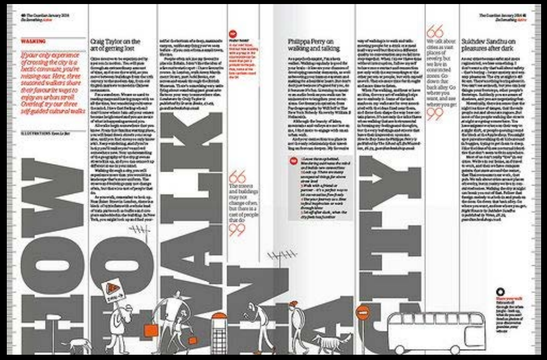
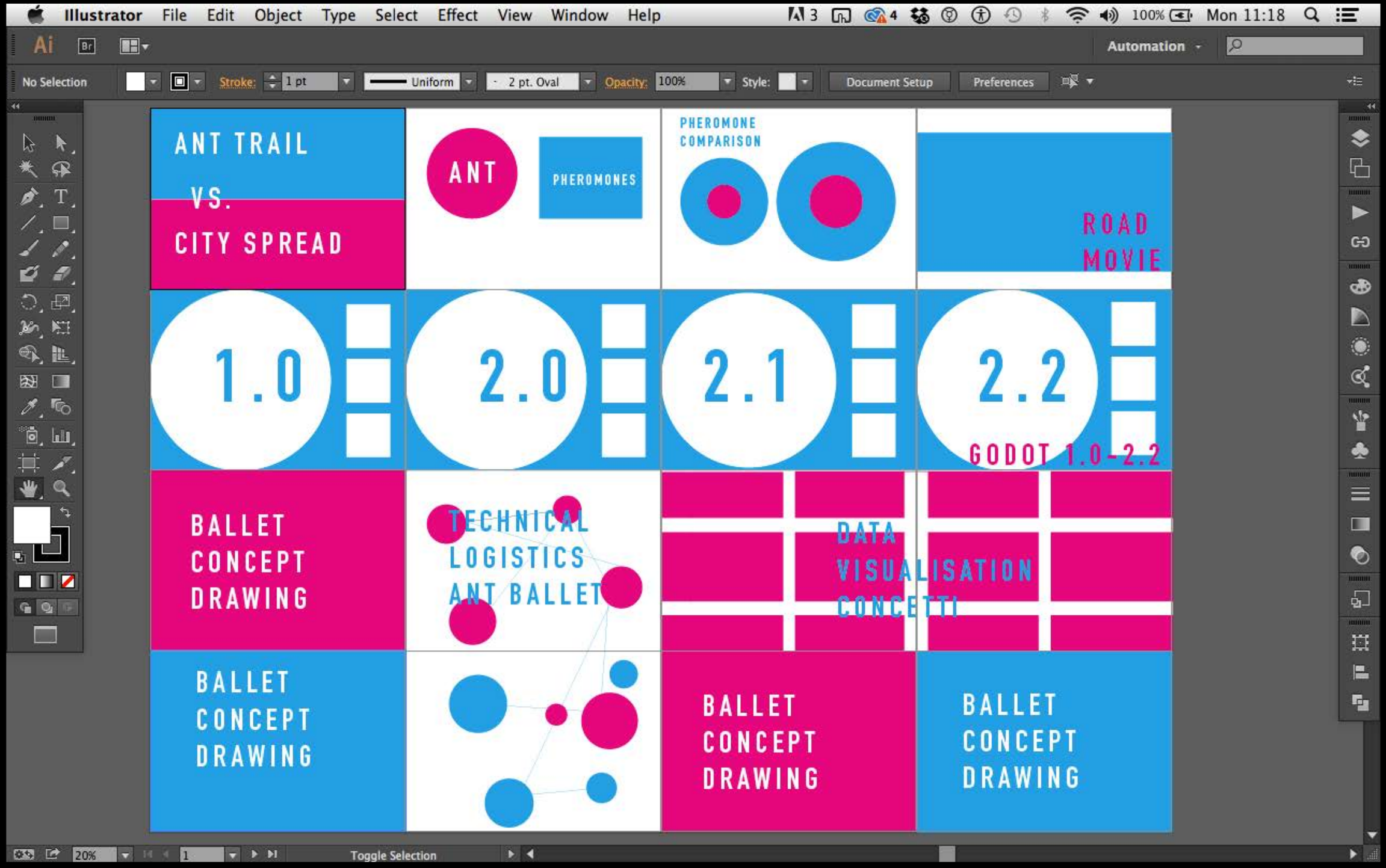
Logic and information flow

Man United cruise to Champions League semi-finals
theguardian
'Vote Mugabe or you die'. Inside Zimbabwe, the backlash begins
President's men launch campaign of violence and intimidation against MDC supporters


HOW TO WALK IN A CITY

The Guardian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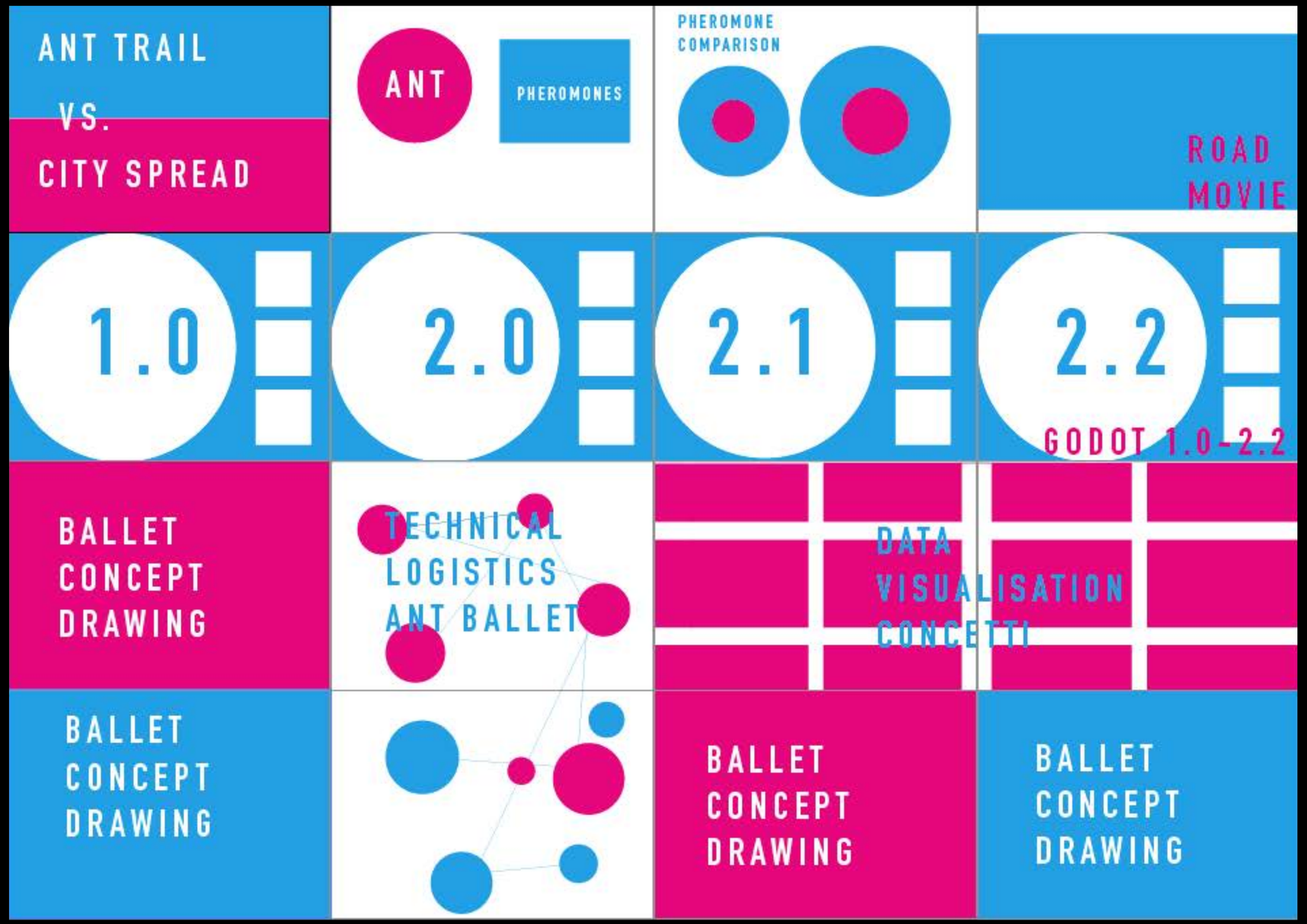

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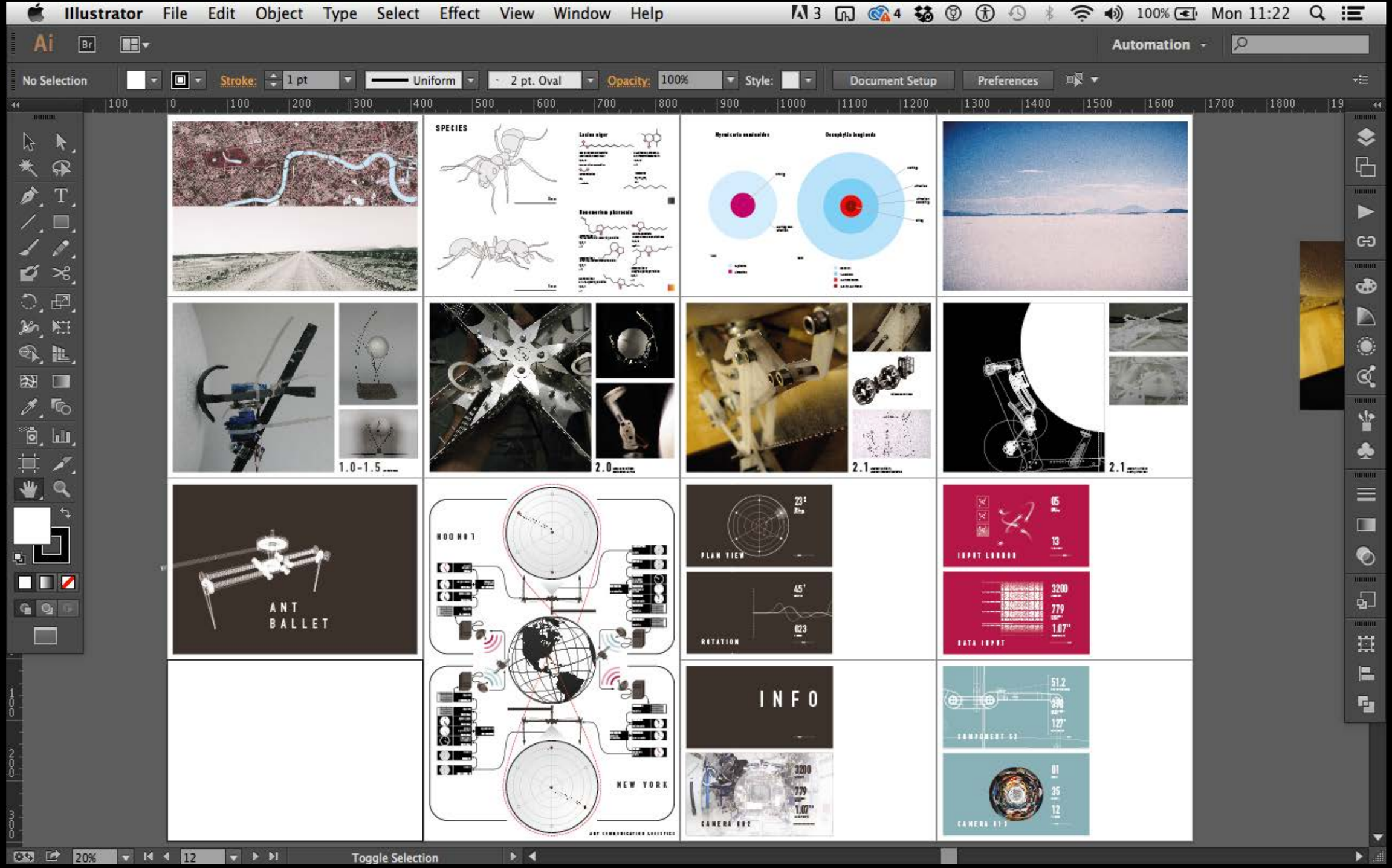
Future prototypes


Illustrator File Edit Object Type Select Effect View Window Help
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Automation
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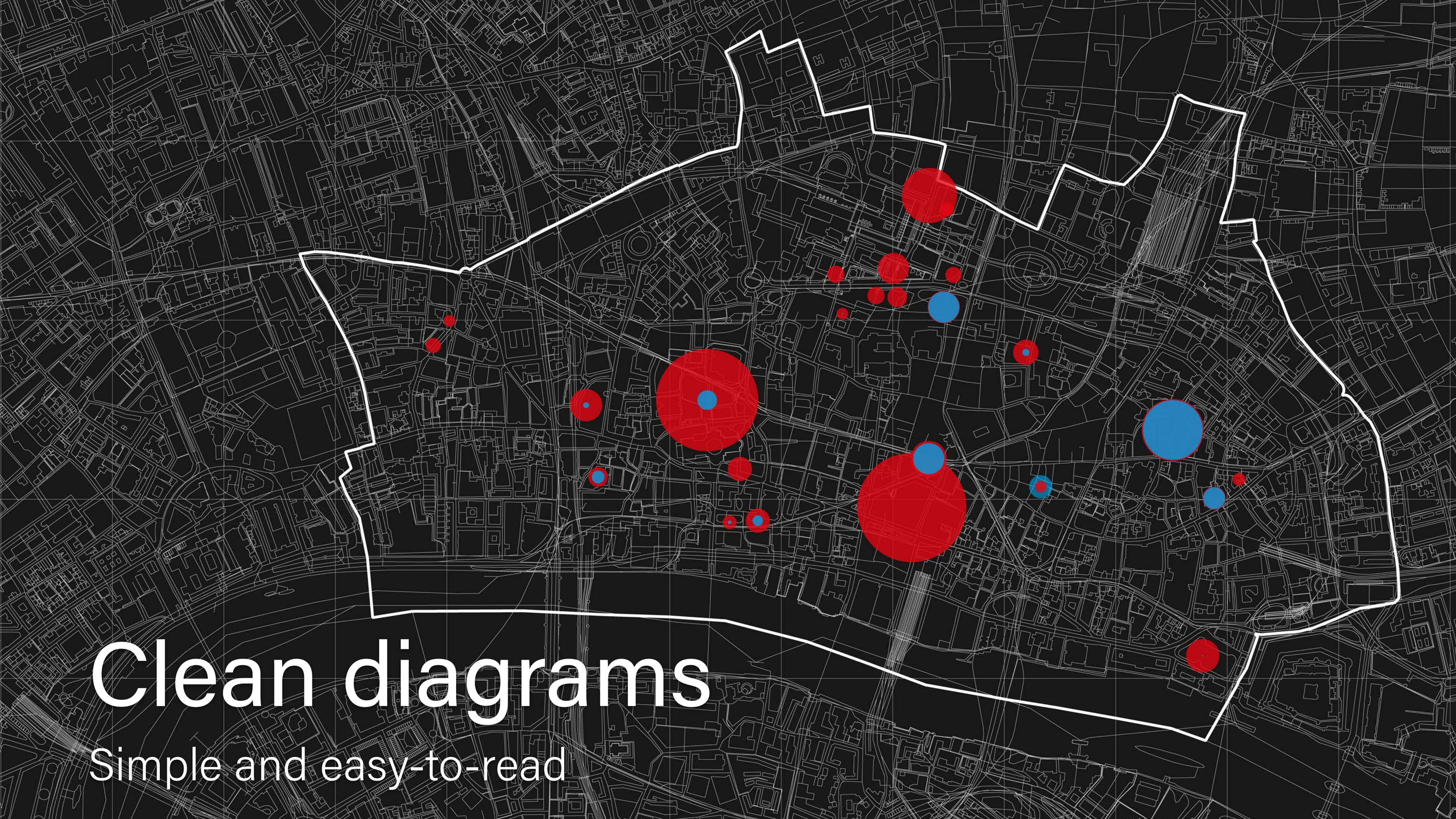


Clean diagrams

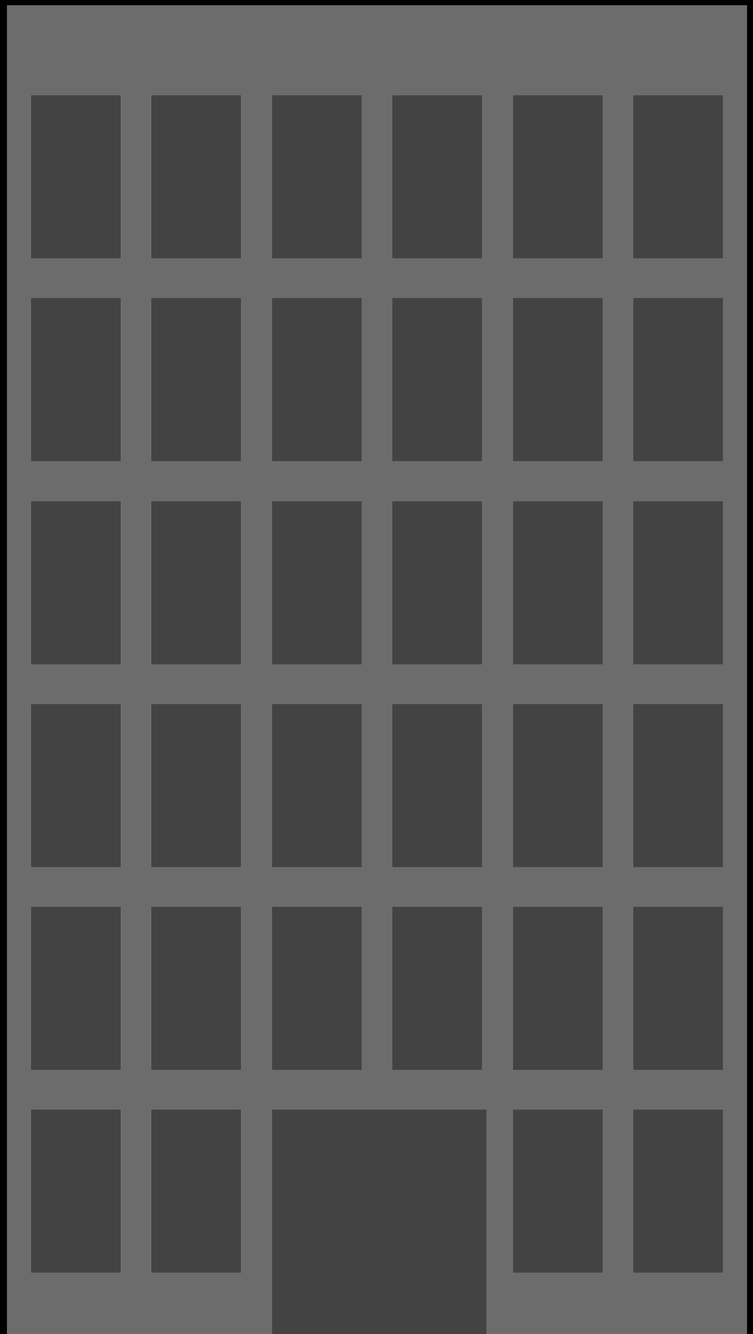
Simple and easy-to-read

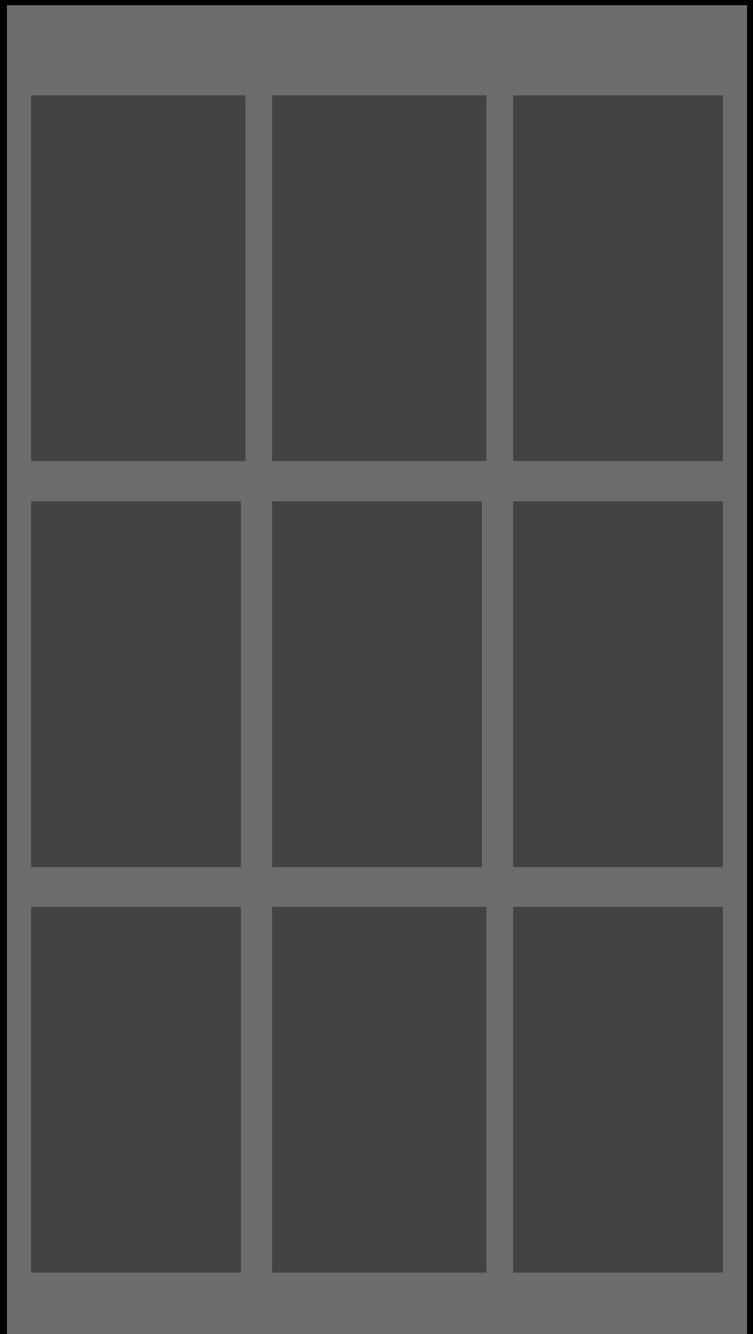
Grids

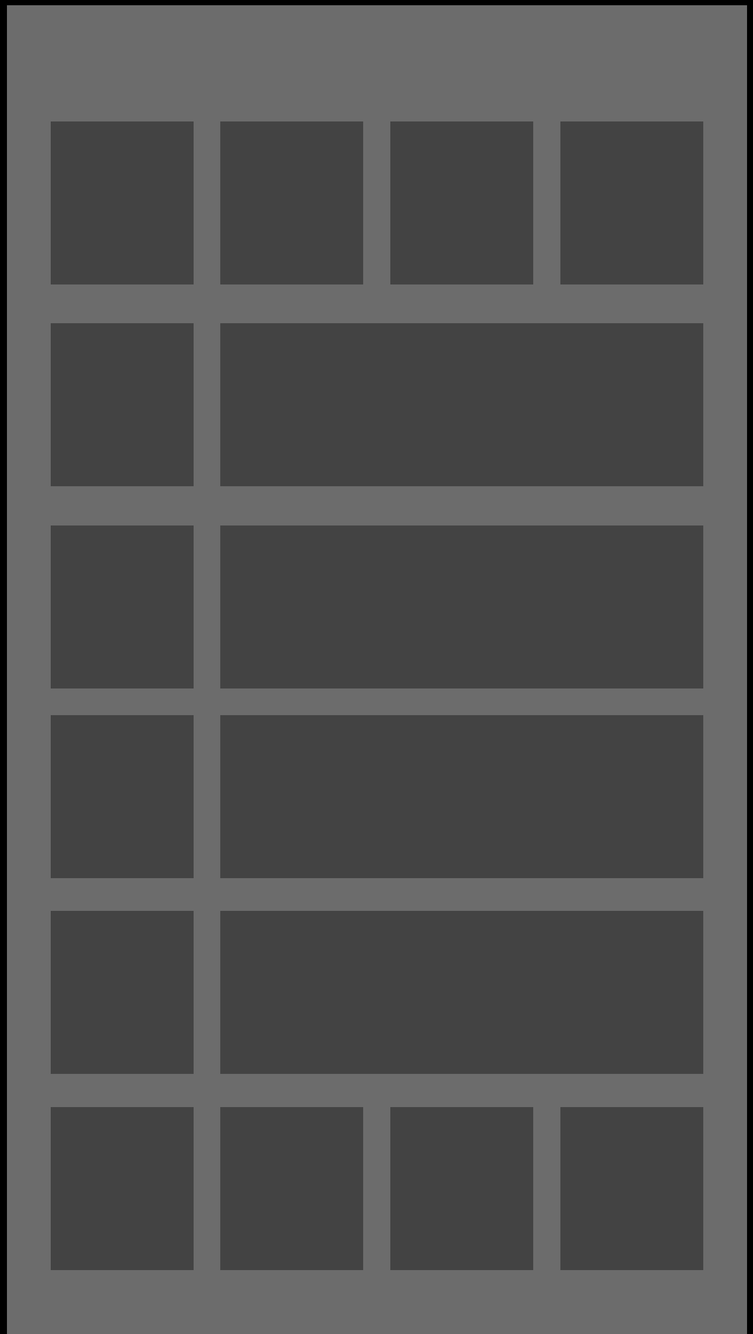
Grids are the invisible scaffolding which hold graphics together.

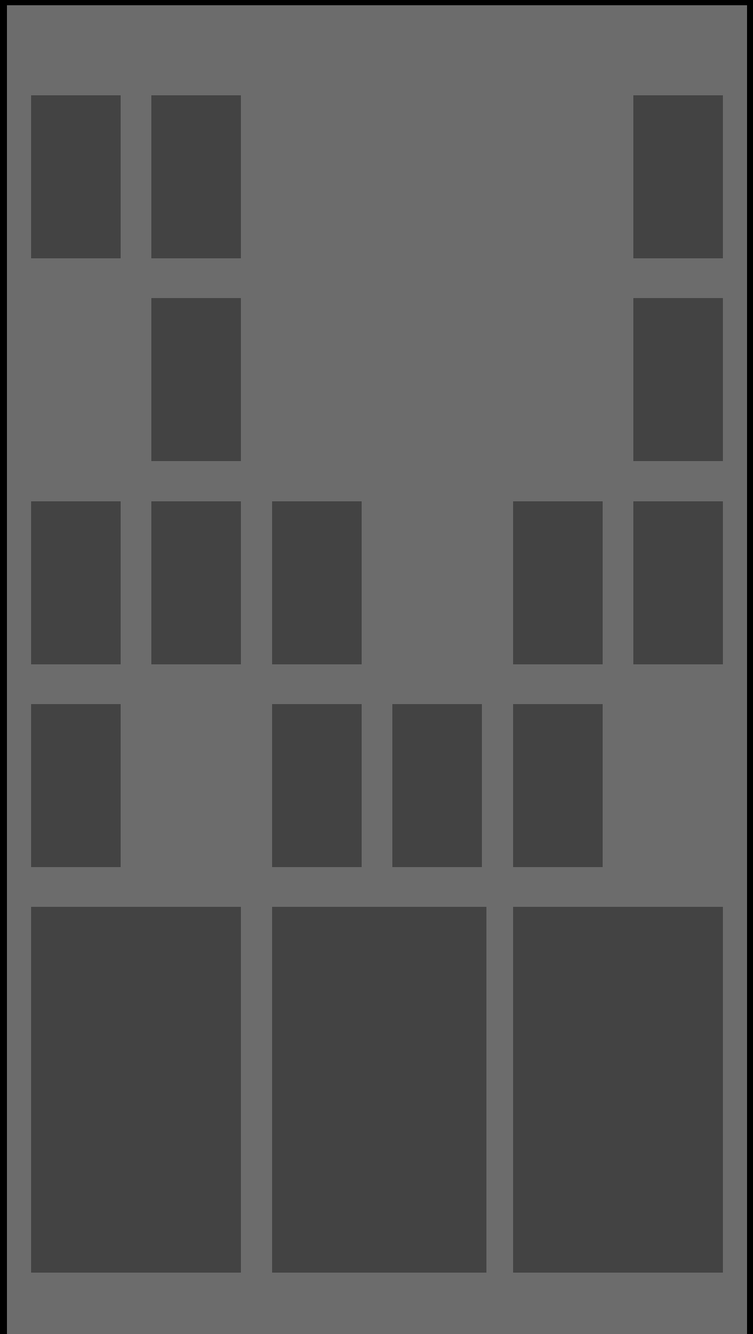
To reach our intention nothing could be more useful than the grid. The grid represents the basic structure of our graphic design: it helps to organise thecontent, it provides consistency, it gives an orderly look and it projects a level of intellectual elegance that we like to express.

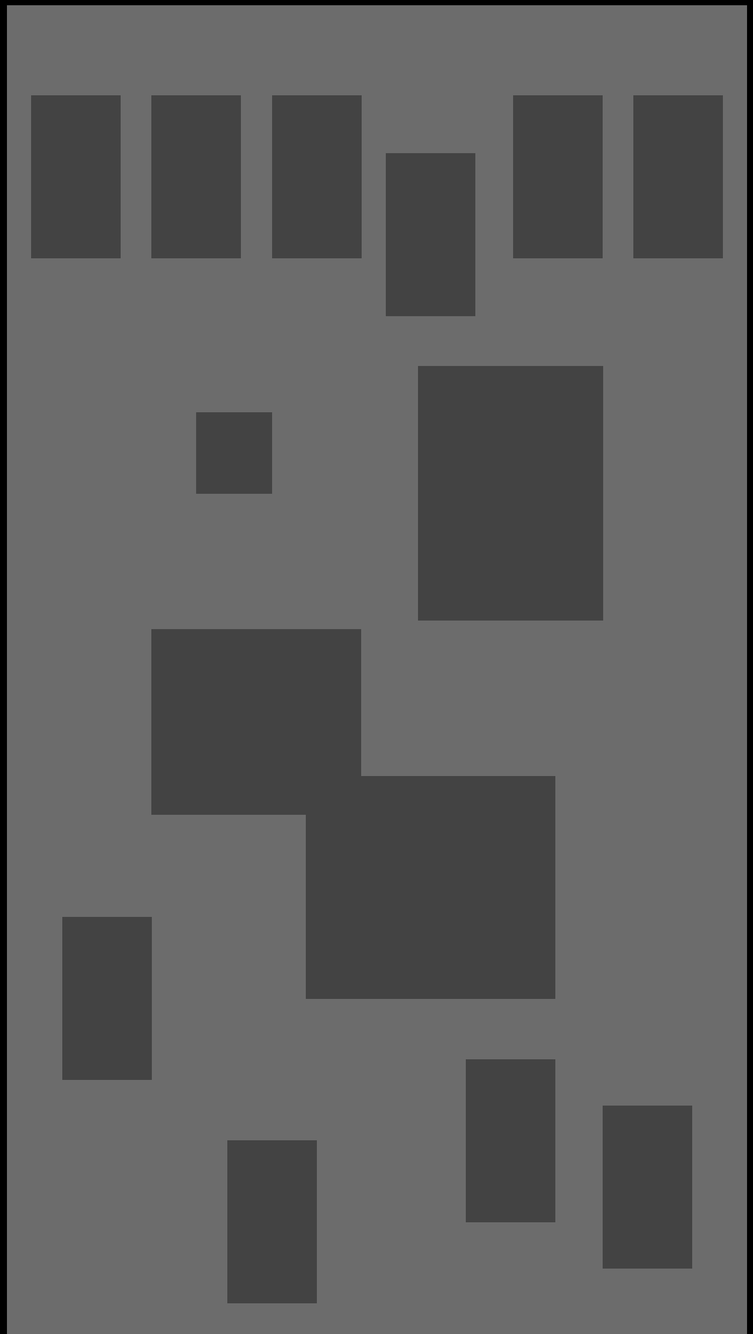
Massimo Vignelli, The Vignelli Canon











Avoid

Ps

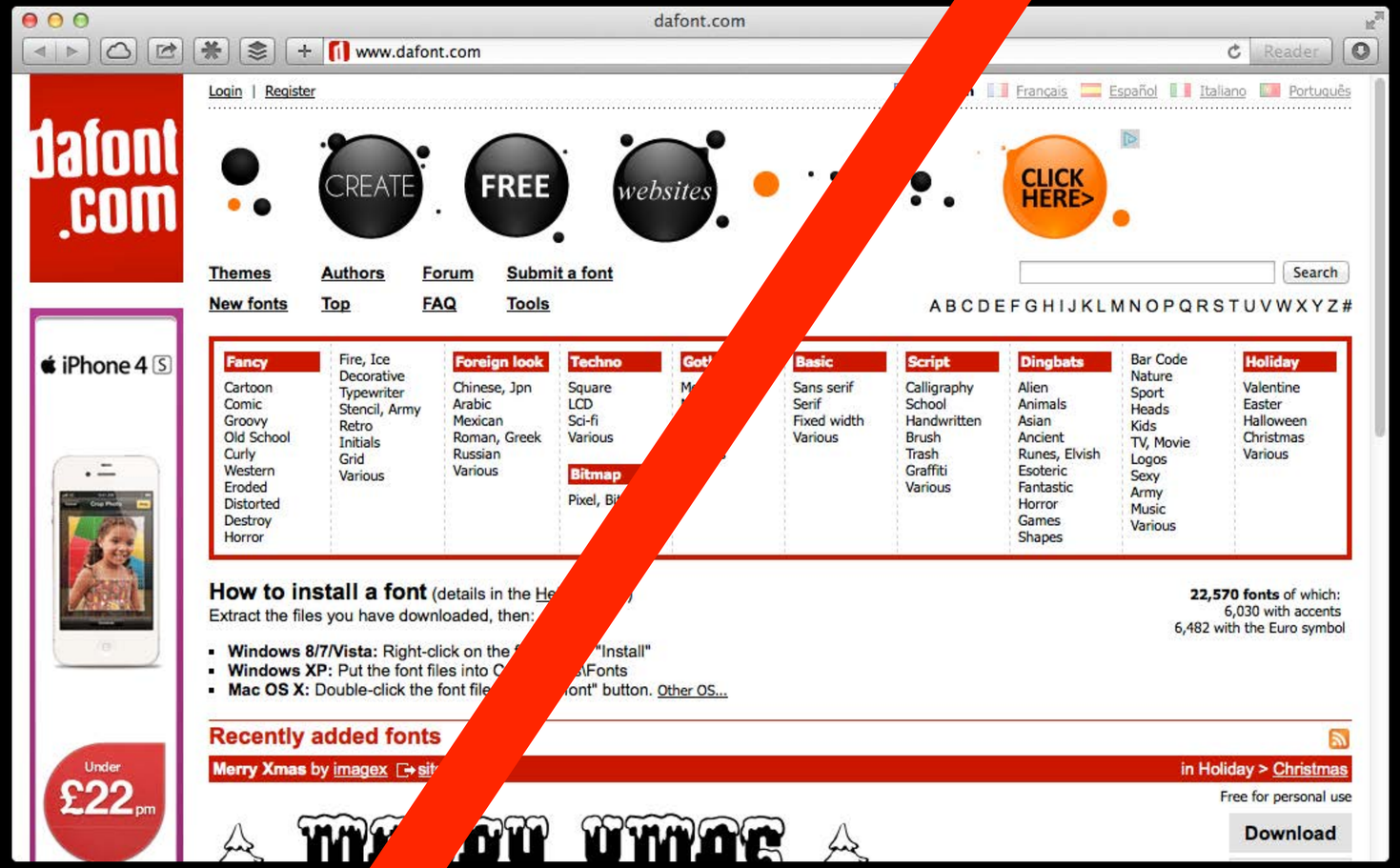
Wordart

~~Drop shadow~~

~~Cursive type~~

~~Handwriting to replace~~

Decorational typeface


dafont.com
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New fonts Top FAQ Tools
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Fire, Ice Decorative Typewriter Stencil, Army Retro Initials Grid Various
Foreign look
Chinese, Jpn Arabic Mexican Roman, Greek Russian Various
Techno
Square LCD Sci-fi Various
Bitmap
Basic
Sans serif Serif Fixed width Various
Script
Calligraphy School Handwritten Brush Trash Graffiti Various
Dingbats
Alien Animals Asian Ancient Runes, Elvish Esoteric Fantastic Horror Games Shapes
Bar Code Nature Sport Heads Kids TV, Movie Logos Sexy Army Music Various
Holiday
Valentine Easter Halloween Christmas Various
How to install a font
Extract the files you have downloaded, then:
Windows 8/7/Vista: Right-click on the
"Install"
Windows XP: Put the font files into
Fonts
Mac OS X: Double-click the font file
ont" button. Other OS...
22,570 fonts of which:
6,030 with accents
6,482 with the Euro symbol
Recently added fonts
Merry Xmas by imagex
in Holiday > Christmas
Free for personal use
Download

~~Pixellated~~

~~distracting music~~

~~hyphen-~~

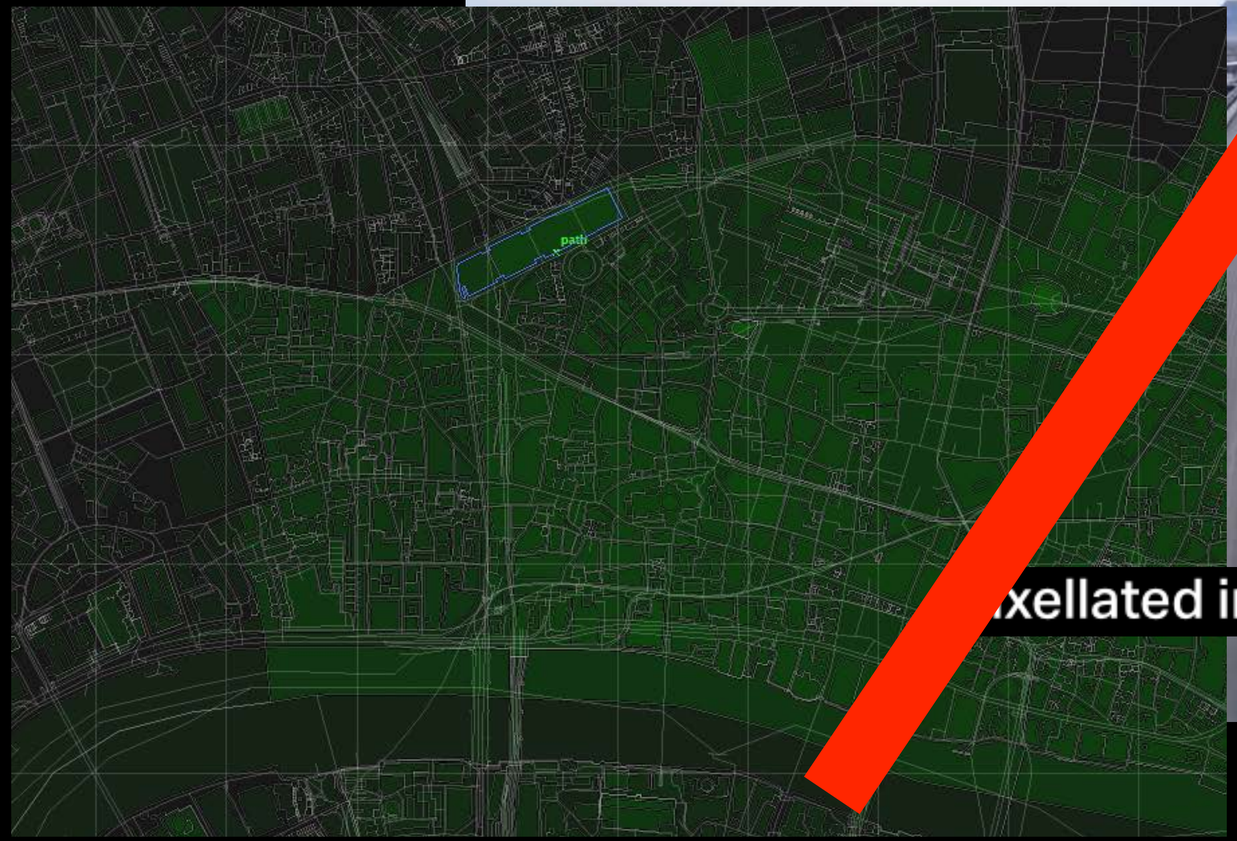
~~-ation~~

~~Comic sans~~

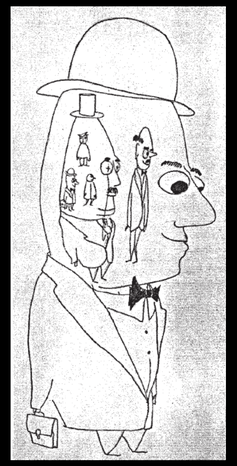
STRETCHED TYPE

Really busy pages

small
text
that
you
can't
read



xellated images



Stupid project titles

Re_cre(a_c)or

L.ove ma_chi**ne**

[ti_]le h-ere

Check yuor spelling

It is incredibly easy to make a spelling mistake.

Get a friend to proof-read your slides before you present.
It really does make a difference.

Key resources

typekit.com
color.adobe.com
lipsum.net

Massmo Vignelli
The Vignelli Canon j.mp/thevignellicanon

Josef Müller-Brockmann
Raster Systeme (Grid Systems)