

# Introduction to Visual Design

**examples of good design**

The background is a solid red color. A diagonal band, resembling a woven strap or belt, runs from the middle-left towards the top-right. It has a distinct grid-like texture with visible vertical and horizontal lines.

1993 - 2013



**JUST DO IT.** +

**deconstructing a logo**



**FEDEX**

**FedEx**

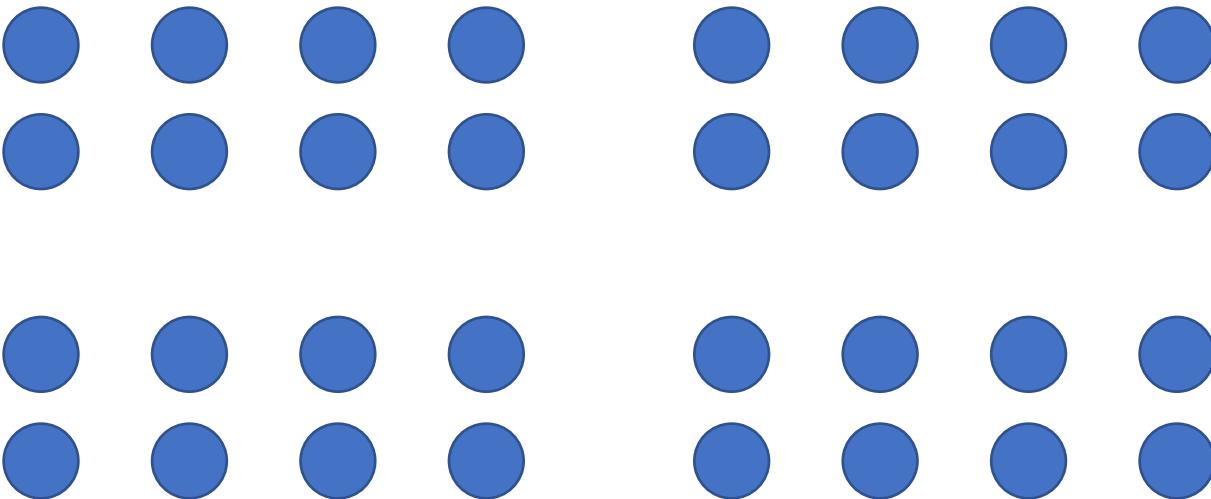
**FedEx**

**gestalt laws of human perception**

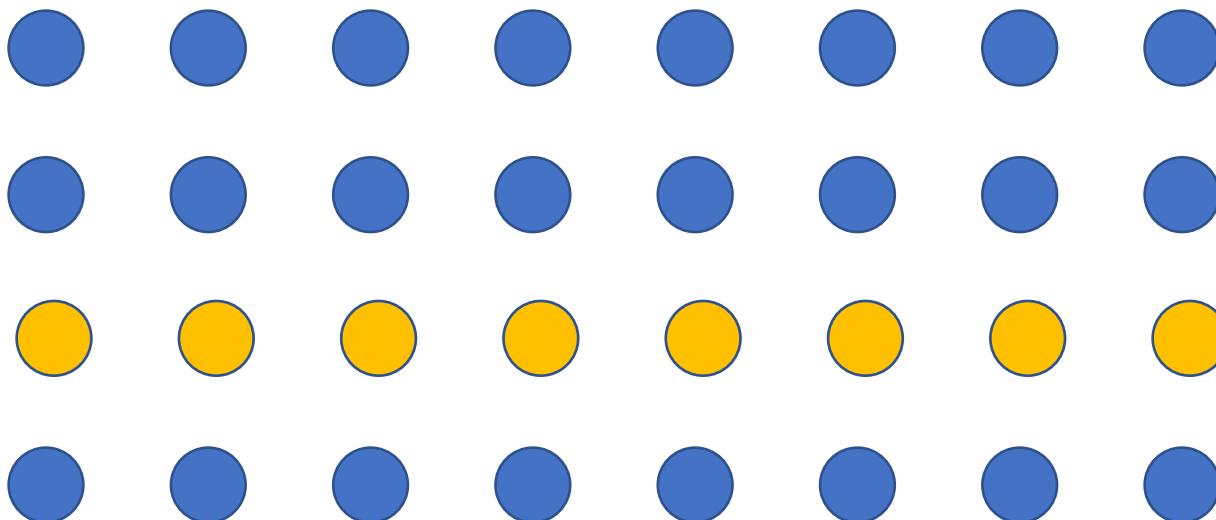
# GESTALT LAWS OF PERCEPTION

1. Proximity
2. Similarity
3. Continuity
4. Closure
5. Symmetry / Order
6. Figure/Ground
7. Common Fate

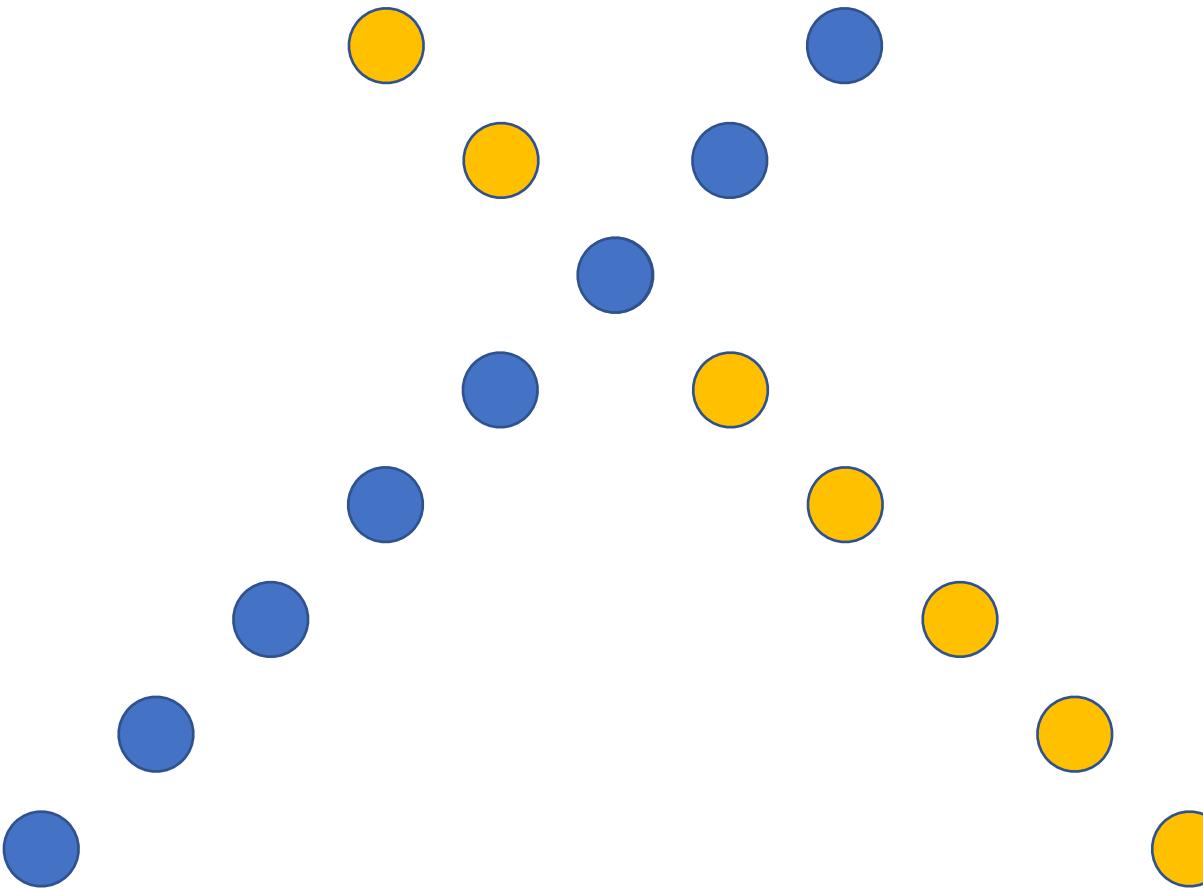
# PROXIMITY



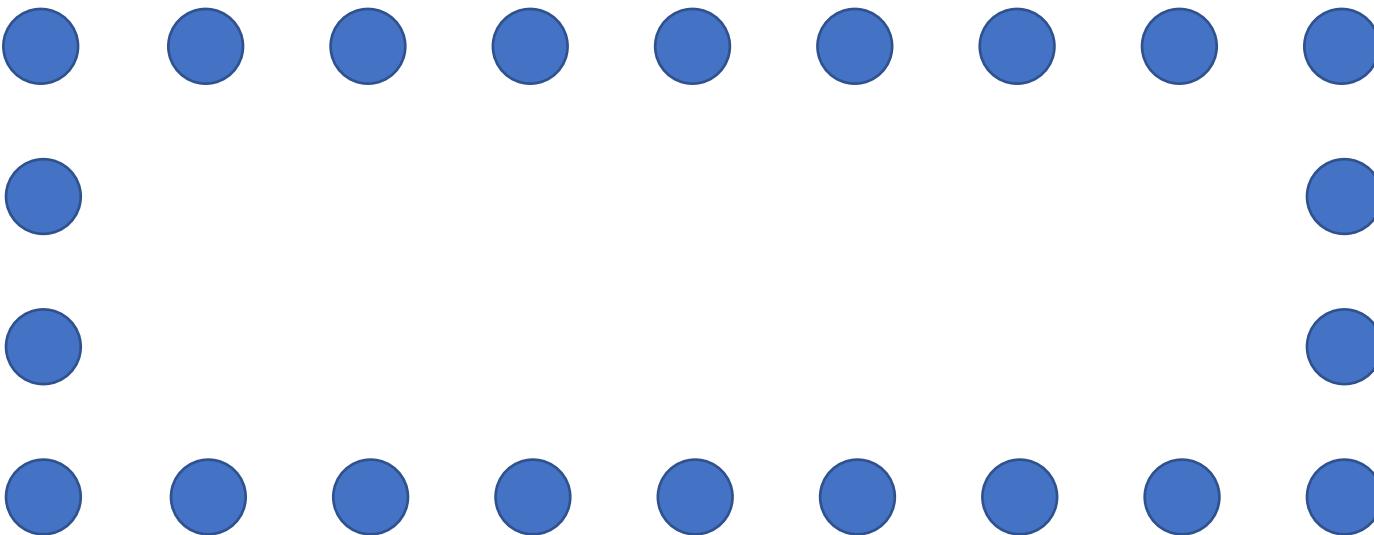
# SIMILARITY



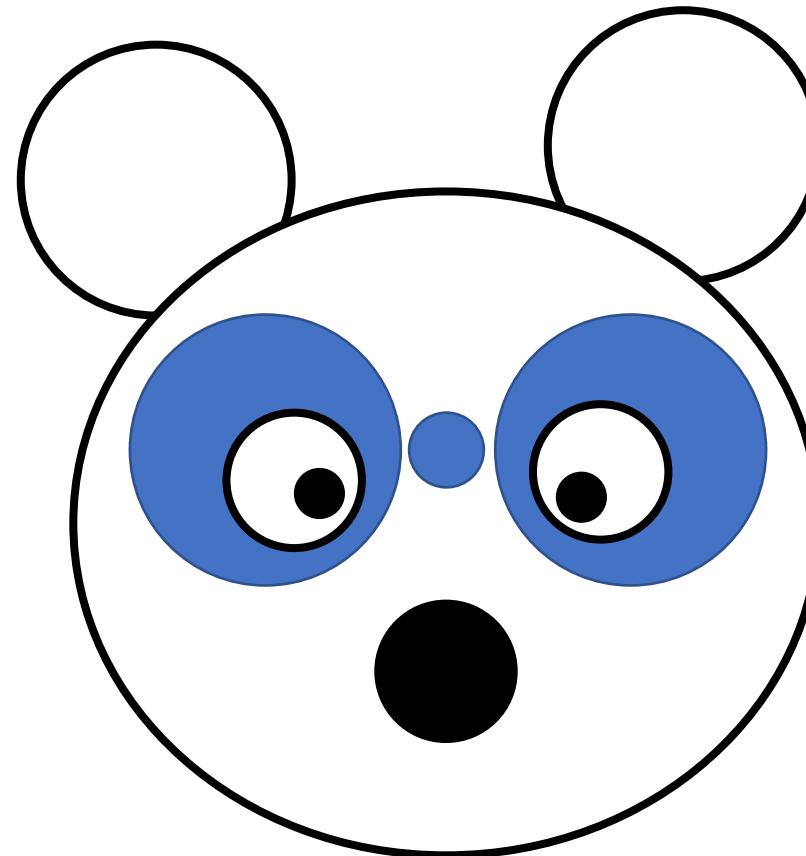
# CONTINUITY



# CLOSURE



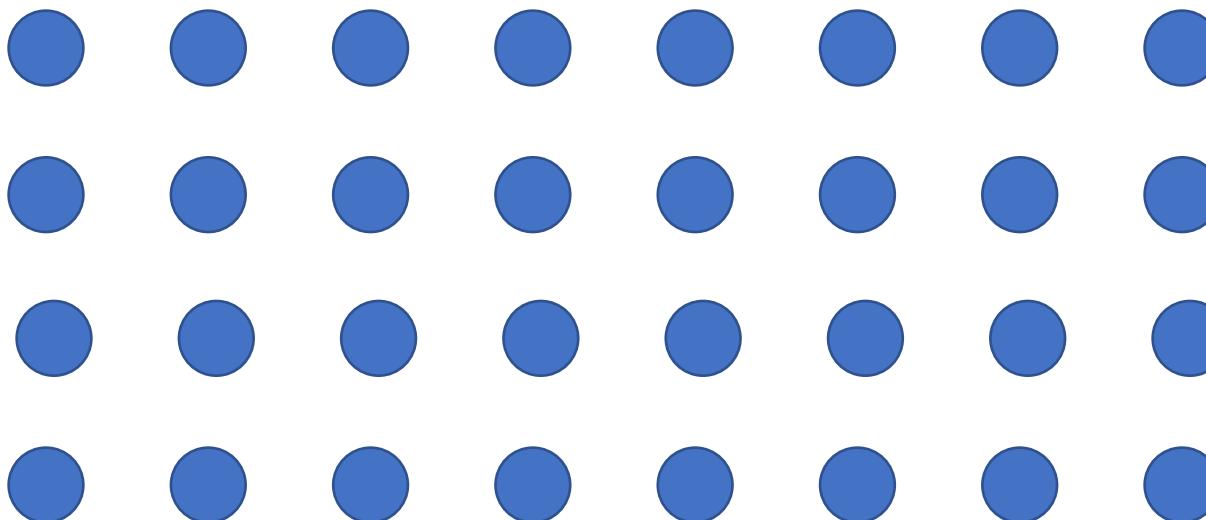
# SYMMETRY



# FIGURE / GROUND



# COMMON FATE



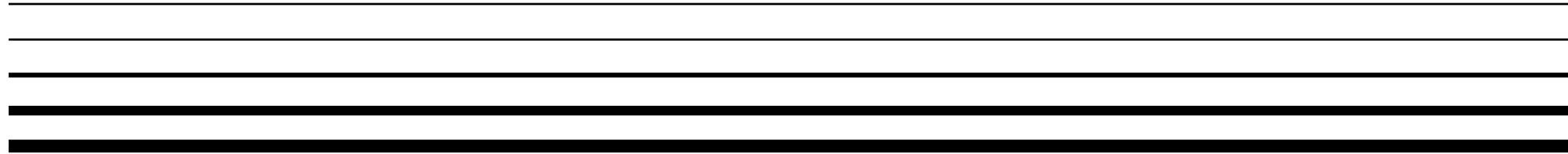
**elements of visual design**

# Typography

Serif Type

Sans Serif Type

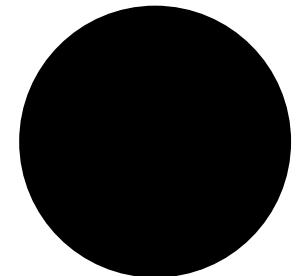
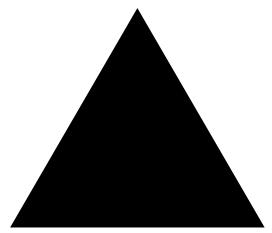
**Lines**



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**TITLE**      **BREAK**

**Shapes**

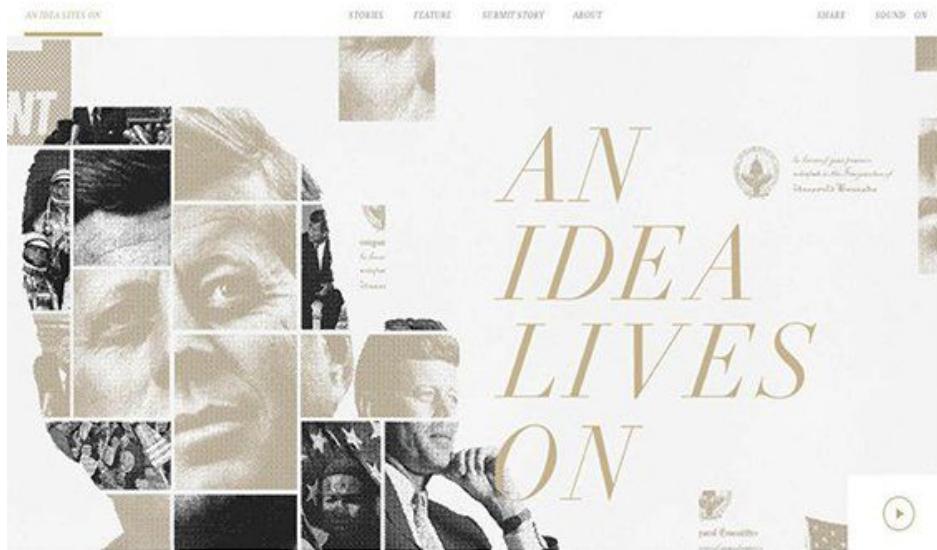


**Images**

**you can sell anything with kittens**



# Colours



Making pets better

Finding new customers can mean getting rid of others.

Hugh Evans Senior Project Manager

FRESH #4ABDAC

VERMILLION #FC4A1A

SUNSHINE #F7B733

CLEAN #DFDCE3

SMIT О проекте Экспозиции Каталог Партнеры FAQ Контакты

12 МИН ШОУ-РУМЫ

Высококвалифицированные гиды и актеры в каждом демонстрационном зале помогут погрузиться в атмосферу завтрашнего дня, используя инновационные технологии.

подробнее >

LUSH FRESH HANDMADE COSMETICS

Simply having a wonderful #LushTime

VIEW COUNTRIES

Oh, is that you in: United Kingdom?

VIEW FULL VIDEO

VOID #0E0B16

FUSCHIA #A239CA

JEWEL #4717F6

STARK #E7DFDD



**Space**

**Got your attention?**

**Texture**

THE SLEEK

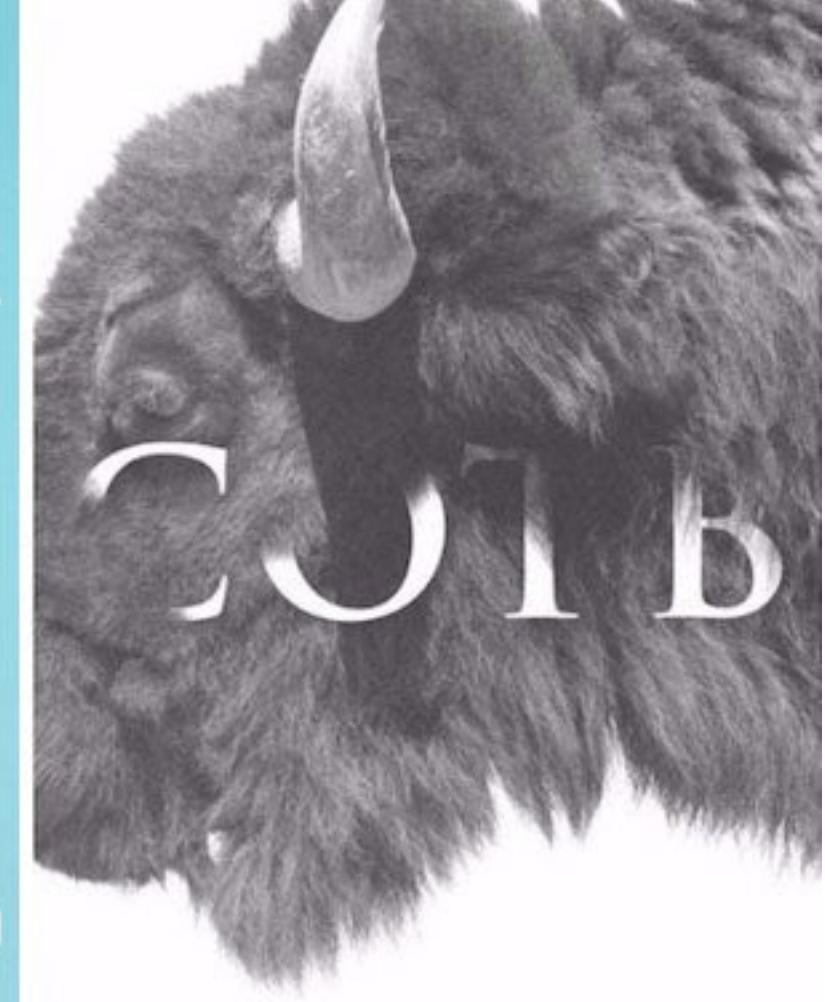


# ASSIGNMENT

THE ONE AND THE MANY

Photo: Nadeem Patel

G R A  
T U T  
D E



CALL *of the* BISON

APRIL EIGHTEEN TWO THOUSAND TWELVE  
ELICHEY'S 227 MAIN STREET HUNTINGTON BEACH, CA

**Size**

big

SMALL

**visual design techniques**

# **Contrast**

*Contrast is creating a difference between design elements, to bring out dominant elements while muting lesser elements*

# This is not a title

## This is not a title

## This is a title

## This is not a title

# This is not a title

## This is not a title

## This is not a title

## This is a title

## This is not a title

## This is not a title

## This is not a title

# **Repetition**

*Repetition is consistently repeating design elements to create a flow by unifying like elements together*

This is a title

This is not a title

This is not a title

This is a title

This is not a title

This is a title

This is not a title

This is not a title

This is a title

This is not a title

**This is a title**

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**This is a title**

This is not a title

# **Alignment**

*Alignment is using the positioning of visual elements to unify them together and create a coherent flow*

Chapter 1  
Section 1.1  
Section 1.2  
Section 1.3  
Section 1.4  
Chapter 2  
Section 2.1  
Section 2.2  
Section 2.3  
Section 2.4  
Chapter 3  
Section 3.1  
Section 3.2  
Section 3.3  
Section 3.4

Chapter 1  
Section 1.1  
Section 1.2  
Section 1.3  
Section 1.4  
Chapter 2  
Section 2.1  
Section 2.2  
Section 2.3  
Section 2.4  
Chapter 3  
Section 3.1  
Section 3.2  
Section 3.3  
Section 3.4

Chapter 1  
Section 1.1  
Section 1.2  
Section 1.3  
Section 1.4  
Chapter 2  
Section 2.1  
Section 2.2  
Section 2.3  
Section 2.4  
Chapter 3  
Section 3.1  
Section 3.2  
Section 3.3  
Section 3.4

**Proximity**

*Proximity is using the distance between visual elements to group together like things while separating out unlike things*

thesethingsgo**together**

thesethingsgo**together**

thesethings**godon't**

thesethings**godon't**

thesethings**godon't**

thesethingsgo**together**

thesethingsgo**together**  
thesethingsgo**together**

thesethingsgo**together**

thesethings**godon't**

thesethings**godon't**

thesethings**godon't**

**design over six decades**

**1950s**

**IBM**  
®

*The road isn't  
built that can  
make it  
breathe hard!*

Curves don't come too sharp or kill too steep for this smooth new Chevy. It's strong, smooth and easy with new safety V-8 power, new visibility, a new ride and everything it takes to make you the relaxed master of any road you travel.

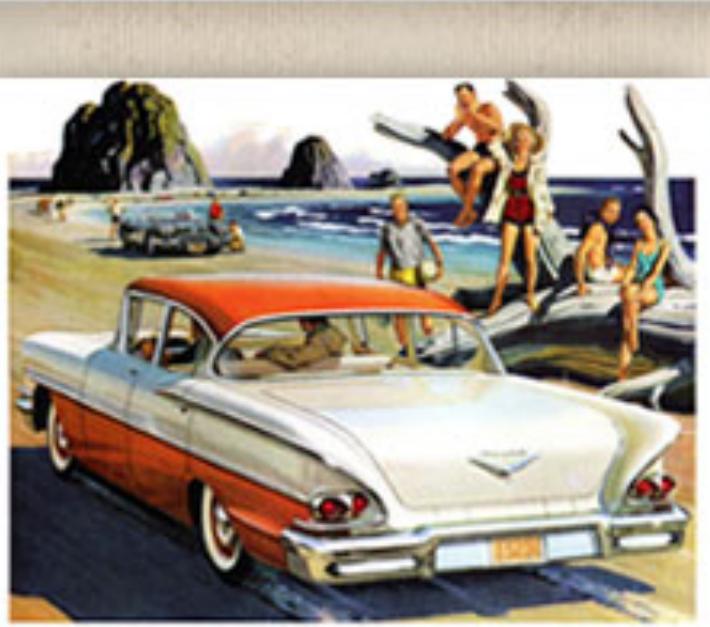
Bring on the mountains! This new Chevy takes steep grades with such an easygoing smile you hardly even give them a thought. What's plenty of fast-smooth power backed every mile by that hood, just easier to handle and easy till you see it all.

And no matter how curvy the road may be, a light touch keeps Chevrolet right on course. You'll like the really smooth way it stays put on sharp turns.

"I car has to have a special kind of build and balance to handle and ride just like a Chevy. It has to have Chevrolet's live, solid frame, its smoother ride over rougher, its specially engineered engine that's built with the power in the right places. Then this country smooth, and easy performance at your Chevrolet dealer's . . . Chevrolet Division of General Motors, Detroit, Michigan."



Illustration: Bob and Carol Galt for Chevrolet and Motor City Studios



**YOU'LL GET THAT CHEVY FEELING—FAST,** when you discover how quickly and easily this car responds, how beautifully it handles. And the ride makes roads seem as smooth as sea-pebbled sand!

With all you're learning along with the rapid response of a Turbo-Thrust V-8 under your car and you feel Chevy's more, stronger steering and Full-Cell suspension. You can't help but get that Chevy feeling! This is the kind of spirit that's exciting. It comes over you the moment your hands leave ground that slim steering wheel, and it just keeps mounting every mile you drive.

You can see Chevrolet's the most thoroughly new car in the class.

Besides, you'd find that Chevrolet gives you eight doors at the bottom of the ladder, plus that Chevy's got all kinds of luxury options available, including a real air ride at extra cost. But you have to feel Chevy's pulse out on the road to discover all the life and pure driving pleasure that's packed into those long, low lines. Let your Chevrolet dealer arrange it . . . Chevrolet Division of General Motors, Detroit, Michigan.

Copyright © 1957 GM Corp.



JAMES STEWART  
KIM NOVAK  
IN ALFRED HITCHCOCK'S  
MASTERPIECE



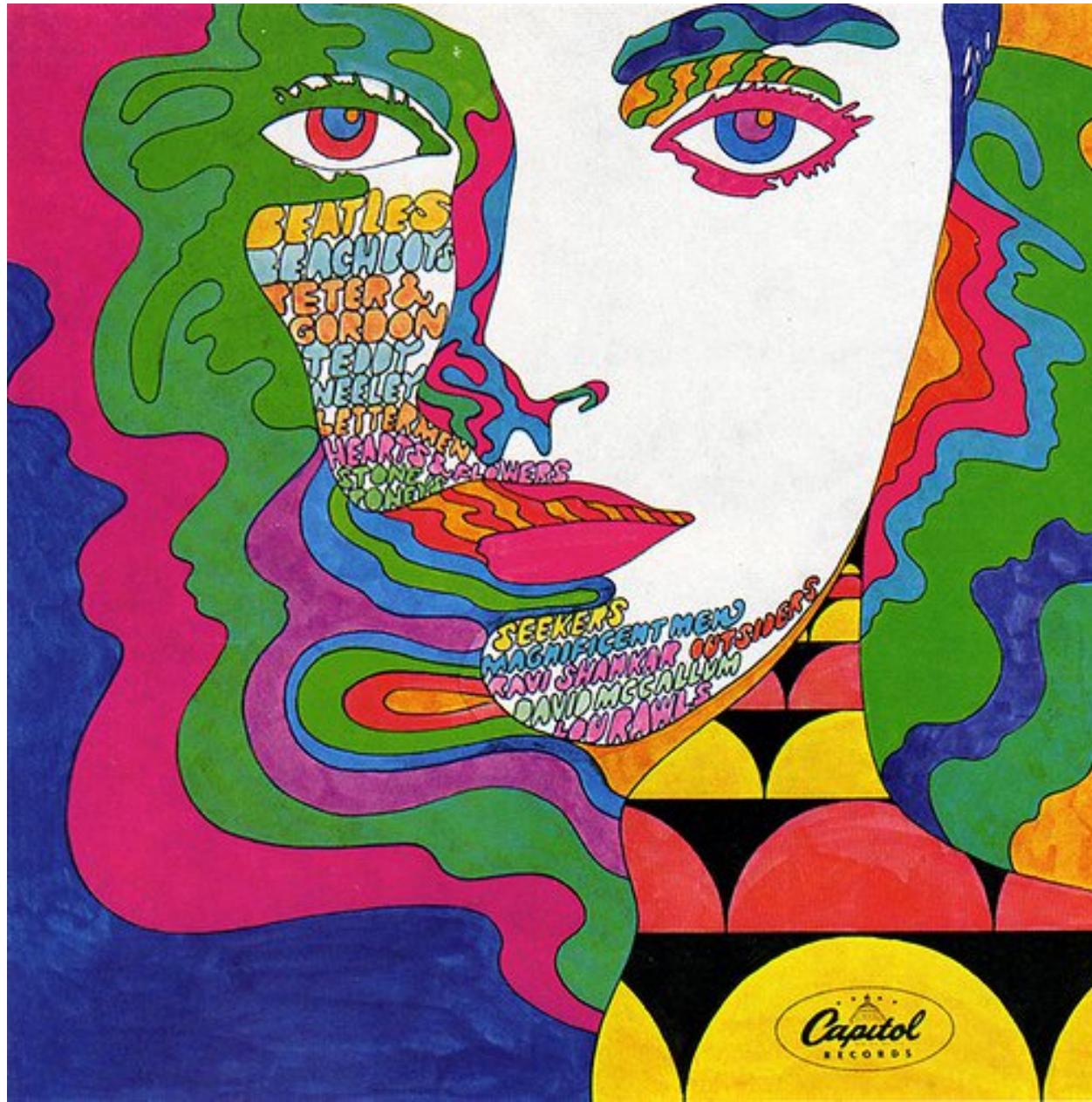
• VERTIGO •

# NEW YORK

FLY TWA



**1960s**







BILL GRAHAM PRESENTS IN SAN FRANCIS



**TICKETS** SAN FRANCISCO: City Lights Bookstore, House of Rockwell, Bally's Las Vegas, The New Theatre, 2010 Park, S.F. Civic Center (Box Office), Moscone, 2000SFN, Financial Services, Renaissance & Co., George Rarick's SAN MATEO: Town and Country, Novato, SAN FRANCISCO: Broadway, City of San Francisco, The French Laundry, CITY OF REDWOOD CITY: Redwood House of Books

**1970s**

I  NY

This charcoal filter gives you better tasting water.



This charcoal filter gives you better tasting cigarettes.

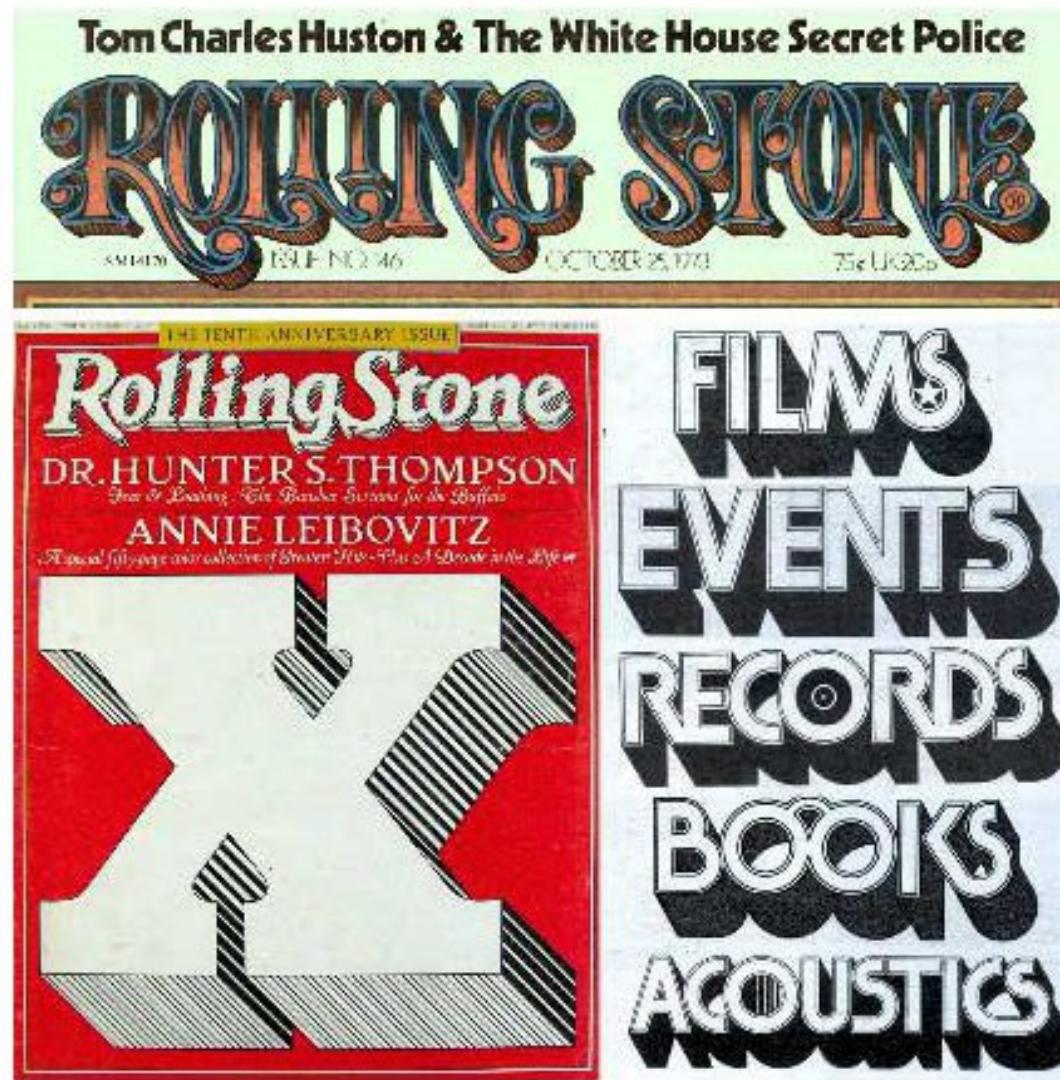


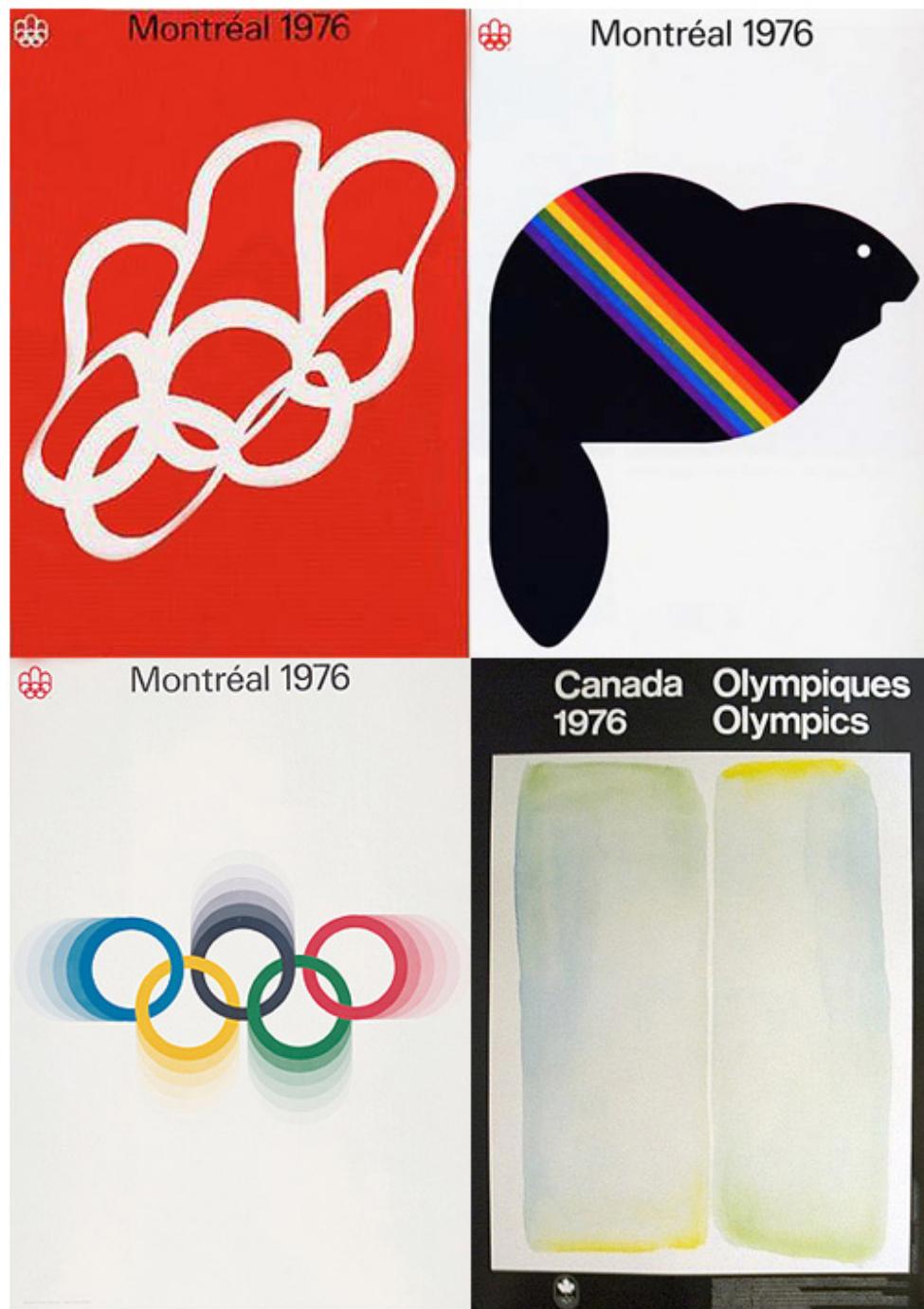
**Filter for better taste the Tareyton way with activated charcoal.**

Enjoy better tasting tap water with an activated charcoal water filter. Get this \$12.99 value water filter for just \$5.00 and two Tareyton wrappers. Send check or money order (no cash) to: Water Filter, Dept. 29, P.O. Box 4488, Chicago, Ill. 60677. Offer expires Dec. 31, 1972. Offer limited to residents of U.S.

Enjoy the mild taste of Tareyton with the Activated Charcoal Filter. King Size or 100's.

King Size and 100's: 19 mg "tar", 1.3 mg nicotine av. per cigarette. FTC Report Aug. '71





**1980s**

**ENTER THE REALM OF MOONWALKER**

One giant leap into the future of Home Video.



# MICHAEL JACKSON MOONWALKER



CO-STARRING SEAN LENNON, KELLY PARKER, BRANDON ADAMS AND [JOE PESO AS MR. BIG] ORIGINAL MUSIC BY BRUCE BROUGHTON  
"SMOOTH CRIMINAL" BASED ON A STORY BY MICHAEL JACKSON "SMOOTH CRIMINAL" SCREENPLAY BY DAVID NEWMAN  
EXECUTIVE PRODUCERS MICHAEL JACKSON & FRANK DILEO PRODUCED BY DENNIS E. JONES & JERRY KRAMER  
DIRECTED BY JERRY KRAMER & COLIN CHIVERS ©1990 CMV ENTERTAINMENT PRODUCTIONS

VHS  
hi-fi

DURAN DURAN

R L O



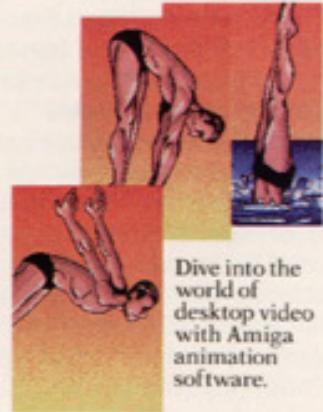
# The Computer for the Eyes.



Capture color or black and white images with New Tek's Digi-View.



Paint in up to 4096 colors with Microllusions' Photon Paint.



Dive into the world of desktop video with Amiga animation software.



Create spectacular video effects with A-Squared's Amiga Live!

With the Commodore® Amiga personal computer, you can create music videos right along with your MIDI music tracks. The Amiga® is being used by major recording artists and network television producers to create professional-quality video graphics, special effects, and animation in 4096 simultaneous colors. And you can get that same professional production power at a price that will fit right in with your home studio.

Get an eyeful of Commodore Amiga. It's the computer that looks as good as it sounds.

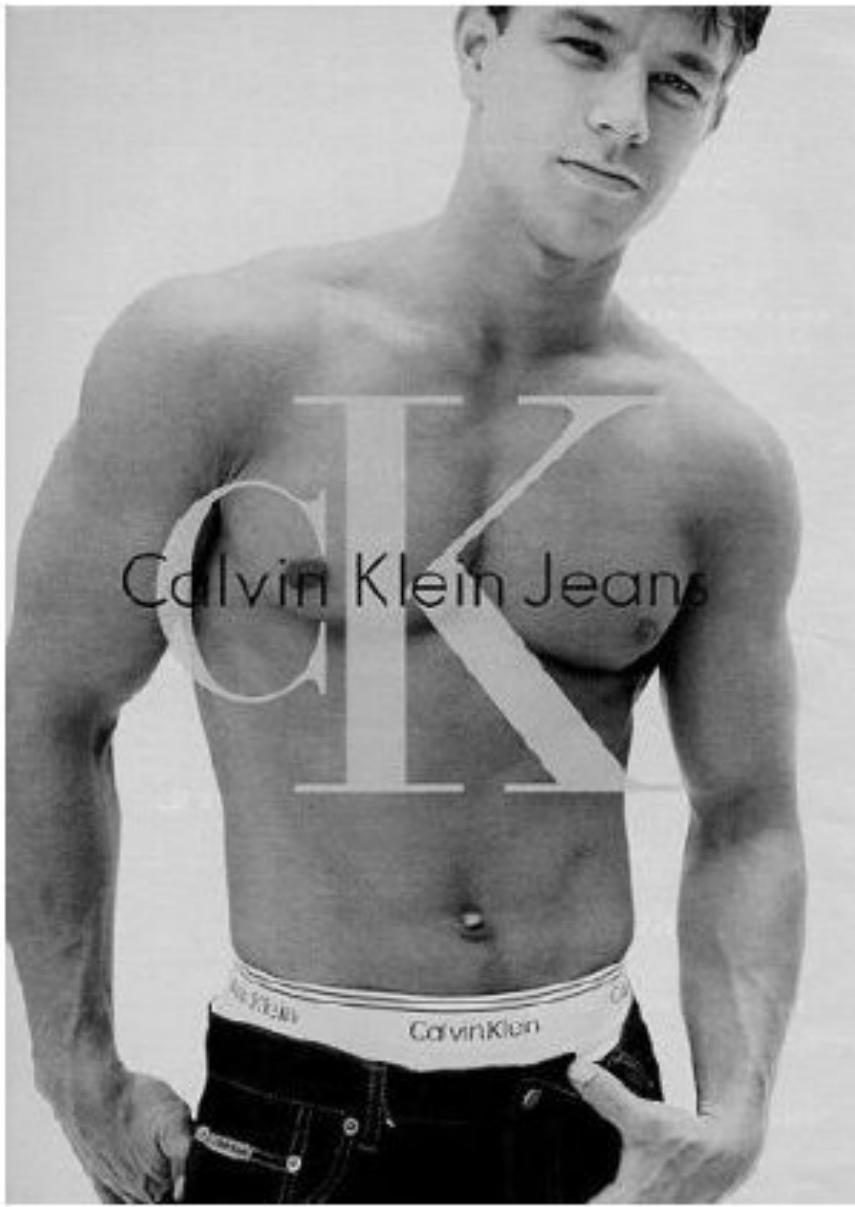


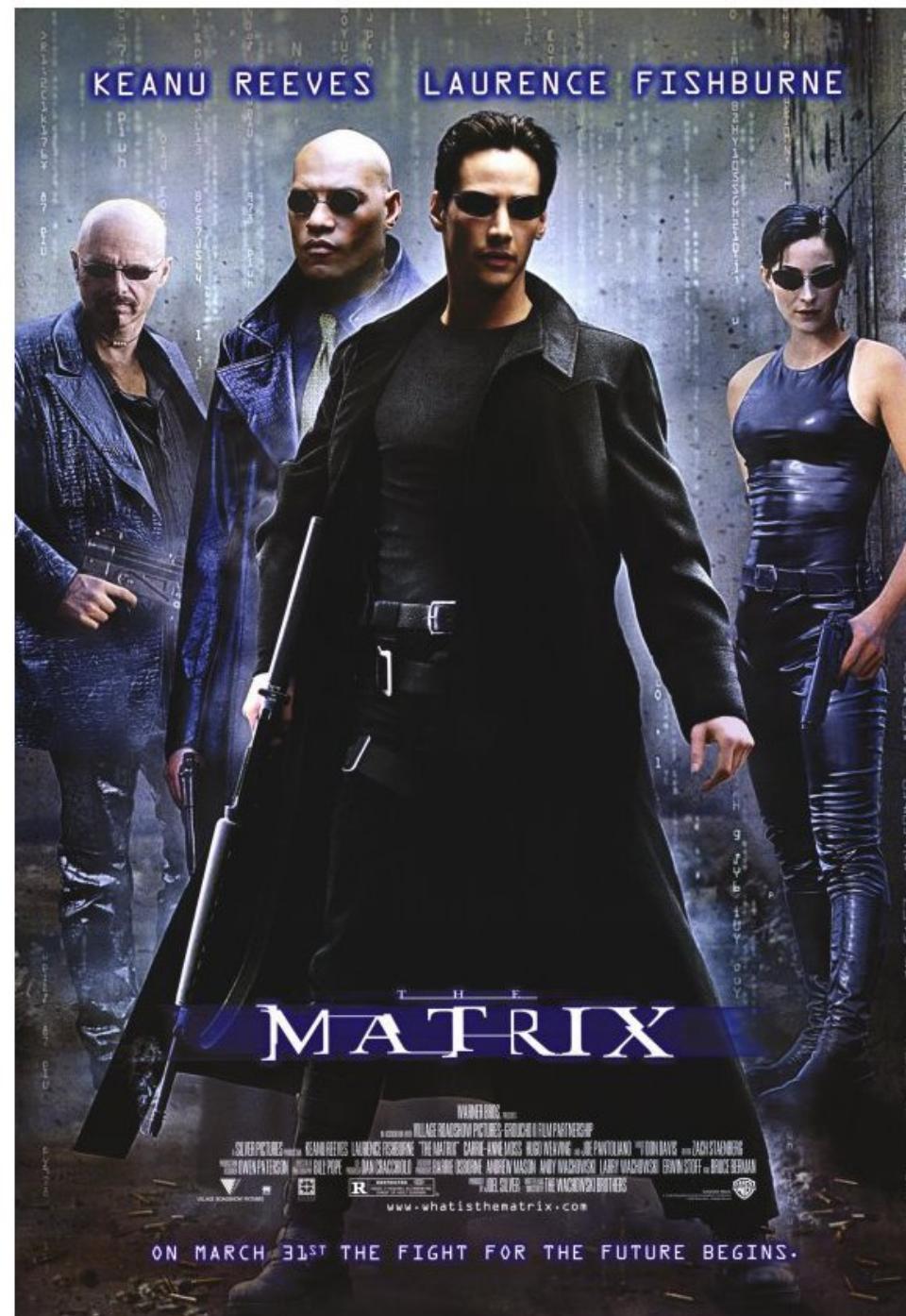
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**1990s**









**Shell**

**2000s**







FROM THE DIRECTOR OF "TITANIC"

# AVATAR

AVATARMOVIE.COM

