

GRAPHIC DESIGN

(*noun*) is the art and practice of planning and projecting ideas and experiences with visual and textual content.

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MEDIA GRAPHICS

- Used to convey news and information
- Targeted to a specific audience
- Published (print, online, etc.)

Advertisements, Infographics, Newsletters, Web sites, Newspapers, Magazines +

FOUR BASIC PRINCIPLES OF DESIGN

1. Contrast
2. Repetition
3. Alignment
4. Proximity

CONTRAST

- Occurs when two elements are different
- Grabs your attention
- Creates hierarchy amongst objects
- Directs focus onto a particular element

A few rules:

- *Elements should either be the same or very different*
- *Too many contrasting elements is confusing*
- *Make sure your elements and colors match and feel organic*

CONTRAST | *primary forms*



CONTRAST | *examples*



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CONTRAST | *examples*



Esquire
FEBRUARY 2012

79
THINGS
WE CAN
ALL
AGREE ON

BILL CLINTON

NO. 1

EVEN HIS STAINCHEST ENEMIES NOW REGARD HIS PRESIDENCY AS THE GOOD OLD DAYS. HE HAS BECOME THE RARE CONSENSUS FIGURE IN A COUNTRY THAT HAS LOST ALL SENSE OF CONSENSUS. SO WE TALKED TO HIM ABOUT WHERE IT WENT, AND HOW WE MIGHT GET IT BACK.

BY CHARLES P. PIERCE AND MARK WARREN

Twenty years ago this month, on the early afternoon of February 18, 1992, in a lousy room with two double beds at the Days Hotel in Manchester, New Hampshire—primary day—Bill Clinton's senior campaign staff frantically worked on two speeches, one of which the candidate would deliver that night after the day's results were known. Two weeks before, amid a firestorm of rumor and scandal, Clinton, who had the best organization and had been the front-runner, had seen his numbers collapse. Now he was mired down with the rest of the pack—Tom Harkin and

PHOTOGRAPHS BY PETER YANG

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CONTRAST | *examples*



REPETITION REPETITION REPETITION

- Reusing the same or similar elements throughout the design
- Use to create consistency (unity) and visual interest

- Repeat aspects of the design through the entire piece
- Repeat a bold font, a line, a bullet, color or other design element
- Use to tie together elements on a page or to create unity in a multipage document or design package

REPETITION | *examples*



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REPETITION | *examples*

The Roadstops

MAKING OUR WAY DOWN THE CALIFORNIA COAST

TO WEAR: NAUTICAL

NO1

MAVERICKS

A big-wave surfing spot that became popular in the early 1990s, Mavericks is located a few miles north of picturesque Half Moon Bay. Here, waves routinely reach heights of over 20 feet and almost 75 feet in winter. Only the most audacious surfers brave the unforgiving rocks and cold water to ride these monster waves.

TO WEAR: VINTAGE PRINTS

NO2

BIG BASIN REDWOODS STATE PARK

California's oldest State Park, Big Basin Redwoods, boasts the largest continuous group of ancient coastal redwoods south of San Francisco. 8000 acres of these massive trees mix with oak, conifers, and chaparral in this tranquil nature preserve that sits just inland of the coastal road near Santa Cruz.

TO WEAR: PREP

NO4

DYNAMO DONUT

This funky walkup storefront in San Francisco's Mission District built a steady reputation for its off-beat varieties of donuts and cakes since opening in 2008. An open kitchen and back patio reflect Dynamo's informal atmosphere, and local seasonal ingredients reflect a thoughtful yet trendy approach to comfort food.

TO WEAR: VINTAGE PRINTS

NO3

FERRY BUILDING MARKETPLACE

Located in San Francisco's Ferry Building, the farmers market is known for the quality and diversity of local farm products. Educational programs and cooking classes are held here weekly. In the city's most notable chefs, and great street foods like wood-fired pizza, grilled meats, and tacos nourish you before a long night on the town.

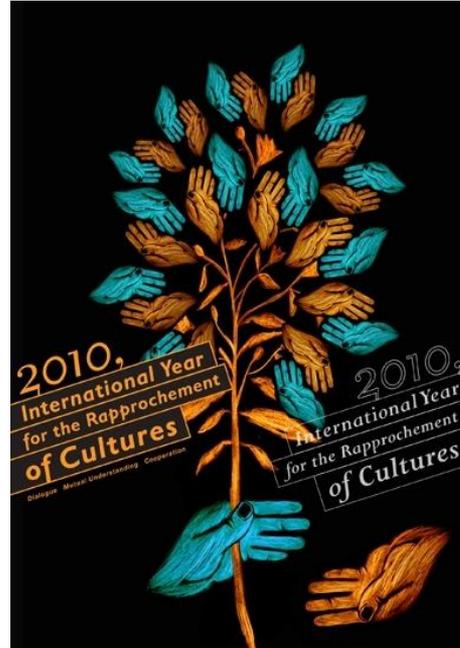
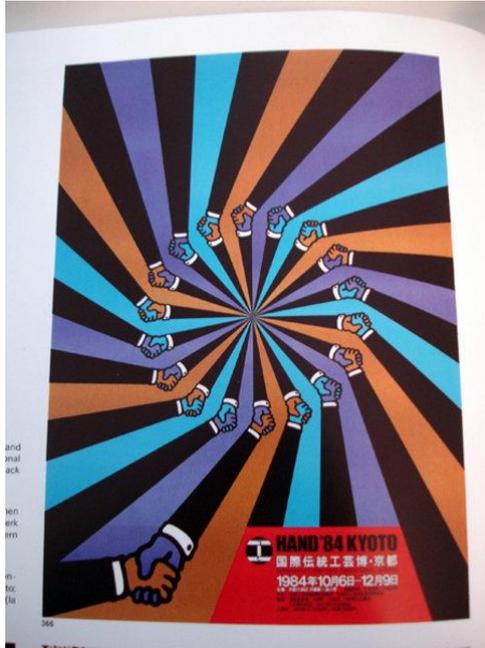
NO5

FERRY PLAZA FARMERS MARKETPLACE



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REPETITION | *examples*



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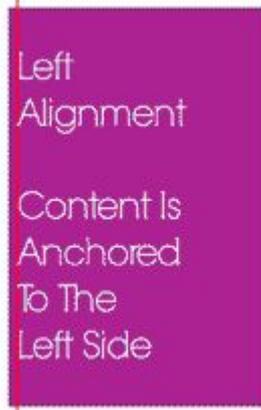
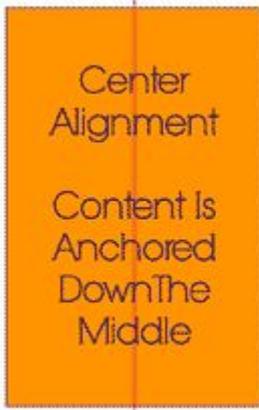
ALIGNMENT

- Use to create unity between elements and organize the page
- Nothing should be placed on the page arbitrarily
- Every item should have a visual connection with something else on the page.

A few rules:

- *Be conscious of where you place elements. Every element should be aligned with other elements.*
- *Avoid using more than one text alignment per page*
- *Do not use centered or justified text except where appropriate*

ALIGNMENT



ALIGNMENT | *example*

ChicGeek



123 Main St.
YourTown, ST

(123)456-7890
chicgeek@email.com

Regina
Phalanges

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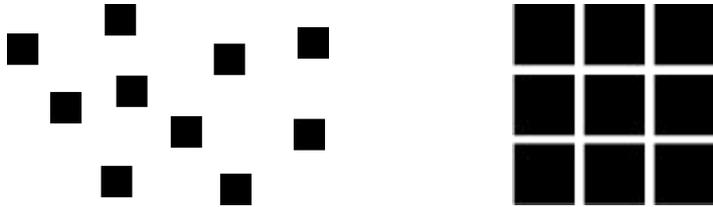
ALIGNMENT | *example*



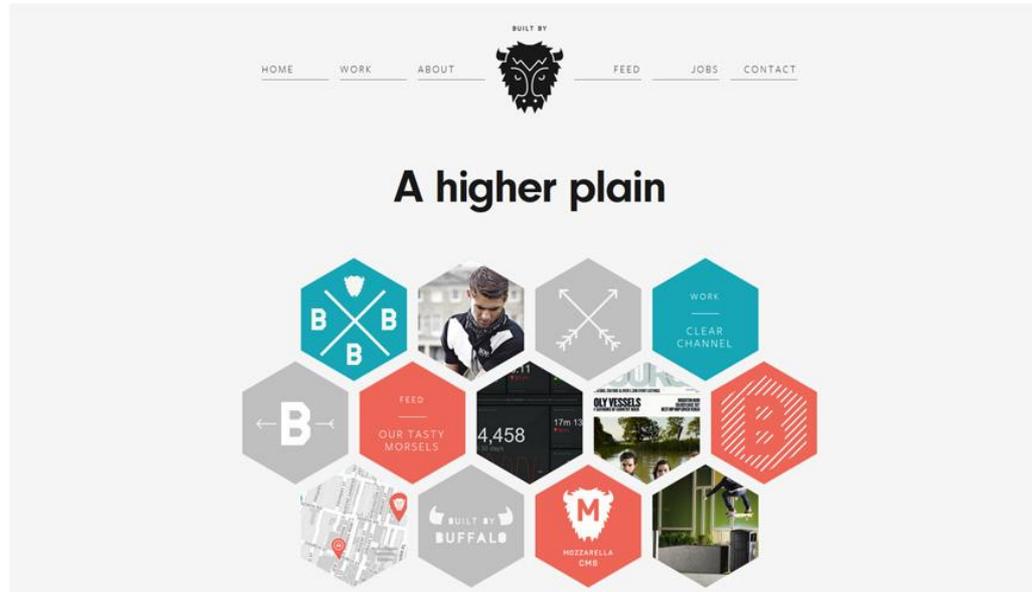
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PROXIMITY

- Used to group related items
- Move elements together so they are seen as one unit/group
- Use to reduce the number of elements on a page
- Do not group unrelated items - move them apart
- Physical closeness implies a relationship



PROXIMITY | *examples*



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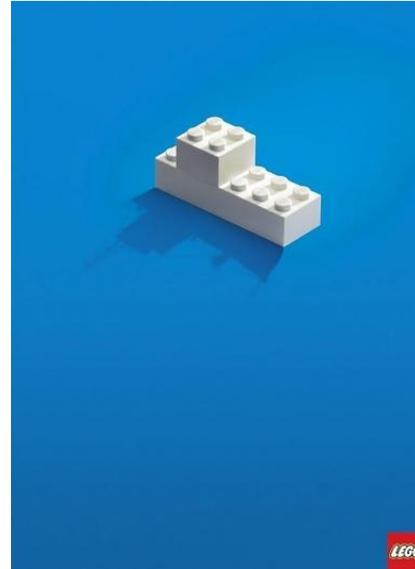
PROXIMITY | *examples*



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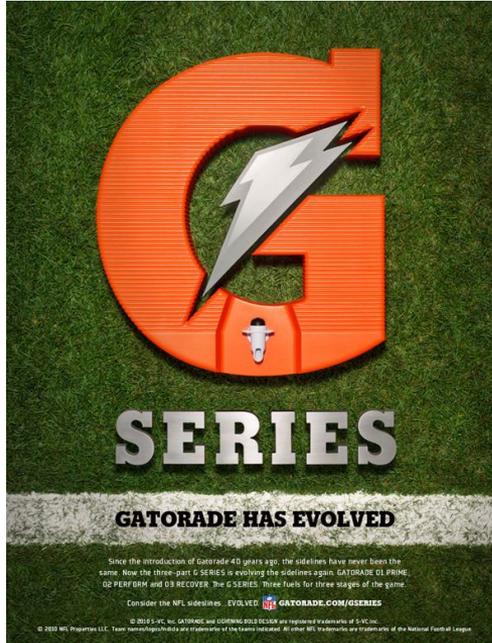
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PROXIMITY | *examples*



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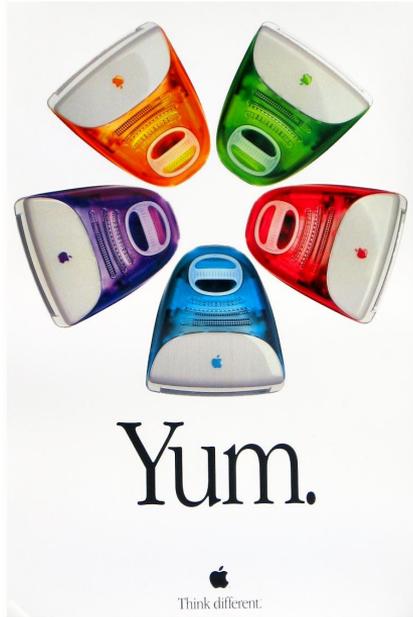
NAME THE DESIGN PRINCIPLE(S)



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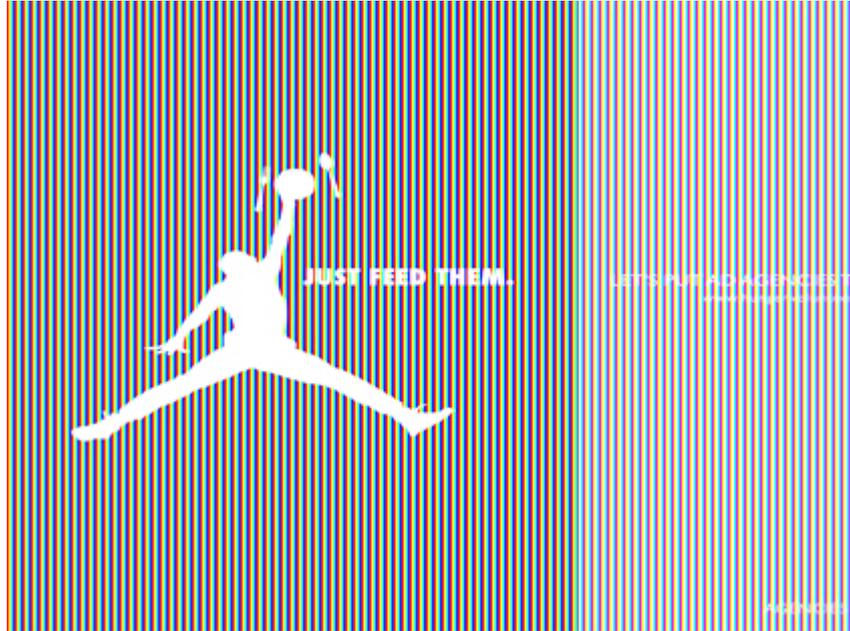
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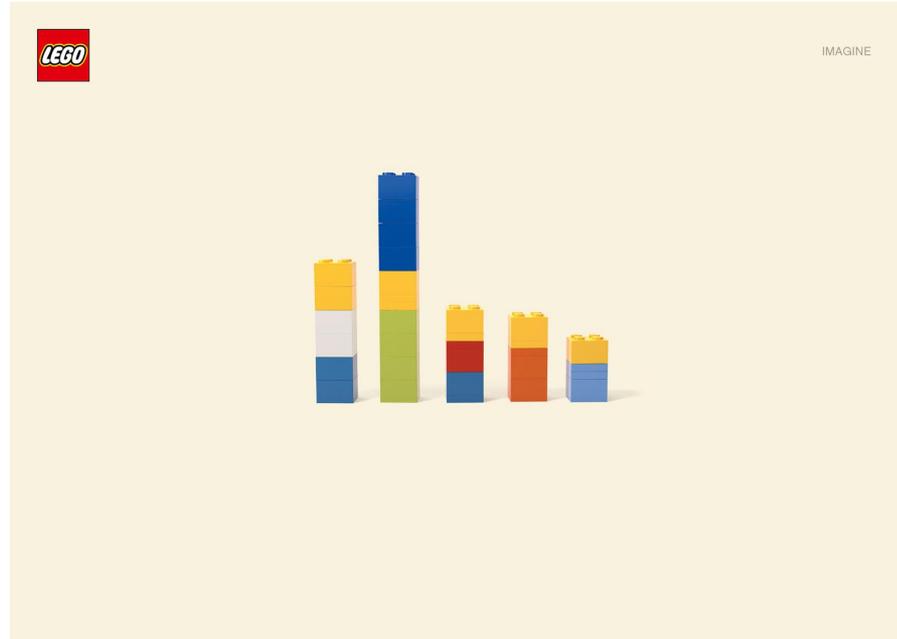
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DESIGN PROCESS

Develop a creative process

1. Research
2. Sketch
3. Rough draft
4. High resolution “comps”
5. Published product

DESIGN PROCESS | *research*

- Consider your audience, goal, format, budget, constraints
- Brainstorm ideas
- Research similar projects for inspiration

DESIGN PROCESS | *sketch*

- Explore ideas in rough form
- Literally, pencil and paper sketches
- Do them small scale and on one sheet for comparison

DESIGN PROCESS | *rough drafts*

- Take 2-3 of your sketches and refine those ideas into a draft
- Move to a computer based program such as Photoshop or InDesign
- Generally work in black and white to develop a concept, then add color in the final steps

DESIGN PROCESS | *comps*

- Piece of art that you supply to an editor or client for approval
- Should be clean and professional -- it should look identical to the final product
- Always be prepared to make changes

DESIGN PROCESS | *publish*

- Translate the design into the finished product
- Press, web, etc.

DESIGN EXAMPLES

SMOKING REDUCES WEIGHT
(one lung at a time)



CANCER PATIENTS AID ASSOCIATION

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water

ONLY HALF OF PEOPLE IN AFRICA
HAVE ACCESS TO SAFE WATER.

Water-borne diseases kill
one child every three seconds.
www.water.org
Support the African Medical
and Research Foundation.

No.

Still the most effective form of birth control.

When you make sure it should be safe. If you're not sure, don't use it. No other form of birth control is as effective as the pill. The pill is the most effective form of birth control. It's safe, easy to use, and doesn't require a doctor. The pill is the most effective form of birth control. It's safe, easy to use, and doesn't require a doctor. The pill is the most effective form of birth control. It's safe, easy to use, and doesn't require a doctor.

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Your typing while you drive
is as bad as your driving while
you type



Wir leben Autos.

**BLACK
WHITE
BROWN**

WE SAW NO REASON FOR DISCRIMINATION
GET ESPRESSO BLACK, HOT MILK, LEMON TEA, ALL AT RS. 25 EACH.



I'm lovin' it

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KING DING DONG KONG

DON'T LET THE DOORBELL INTERRUPT YOUR MOVIE.
PAUSE AND RESTART IT FROM WHERE YOU LET OFF. TIVIBU IPTV.

tivibu®

PISA

Travel with words,
meet the world.  PenguinBooks

I ♥ HERPES

love is blind 

I ♥ PREGNANCY

love is blind 

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HOMEWORK

- Read John Maeda, *The Laws of Simplicity*