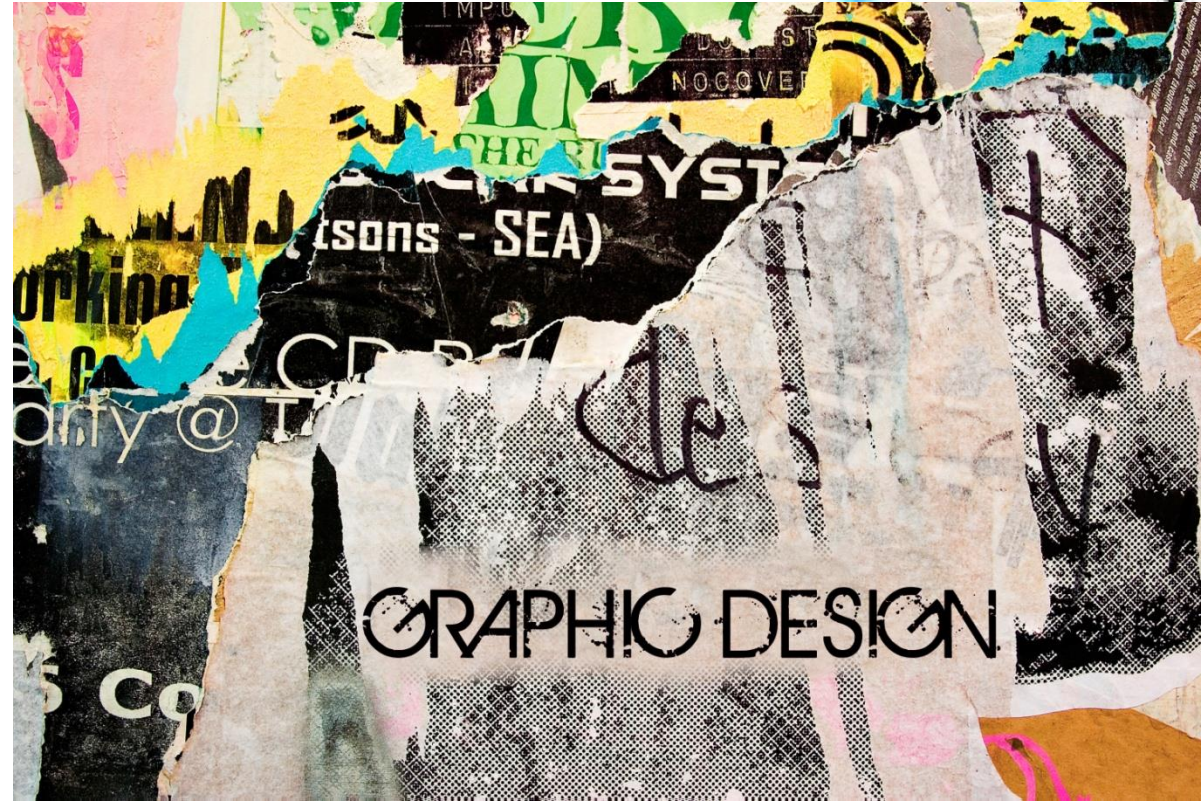
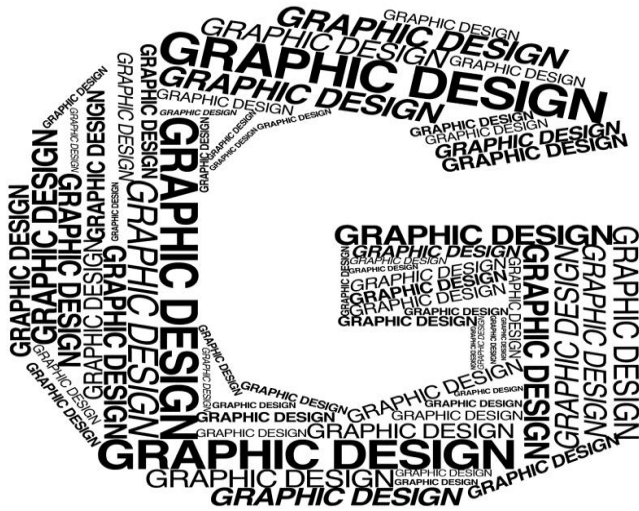


IBM®

I ♥ NY



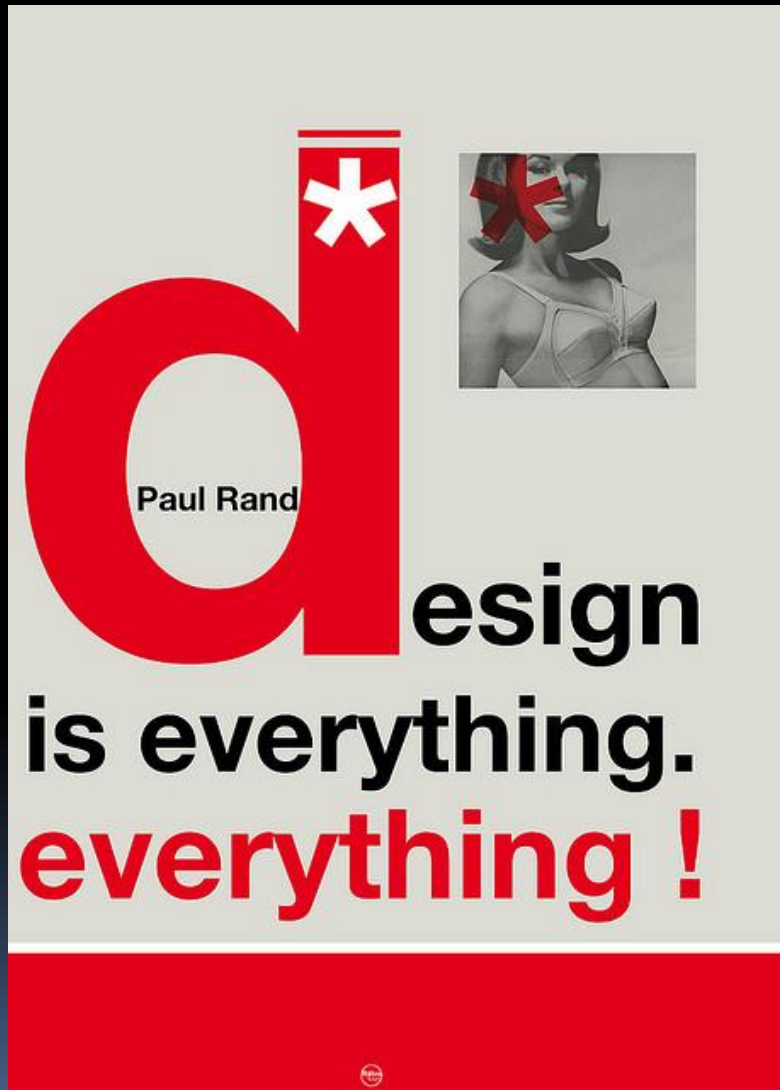
What is Graphic Design?

defined problem
+ visual solution

graphic design



Paul RAND



Paul Rand

esign
is everything.
everything !

© 1964 Paul Rand

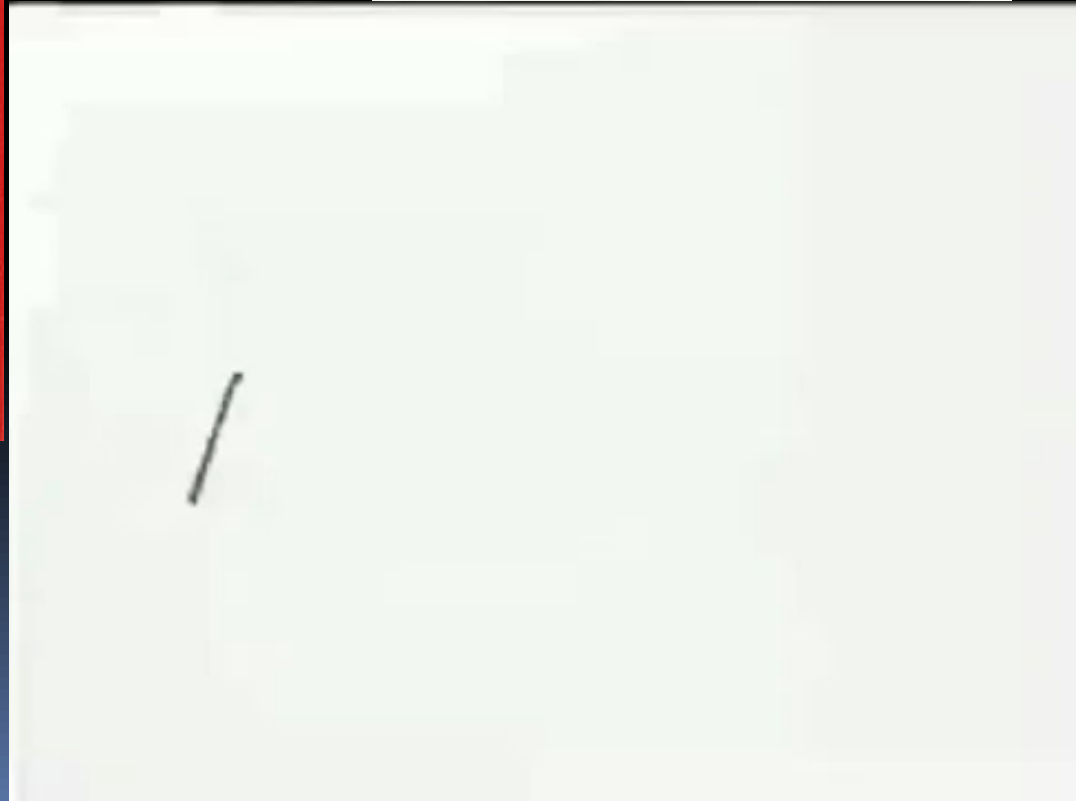
“To design is much more than simply to assemble, to order, or even to edit; it is to add value and meaning, to illuminate, to simplify, to clarify, to modify, to dignify, to dramatize, to persuade, and perhaps even to amuse.”

- Paul Rand

inspireUX

Paul Rand

Conversations with Paul Rand



Paul Rand

DESIGN – THE SYNTHESIS OF FORM AND CONTENT

- “Without content there’s no form – without form there’s no content”
 - “when form predominates, meaning is blunted – when content predominates, interest lags”



Paul Rand

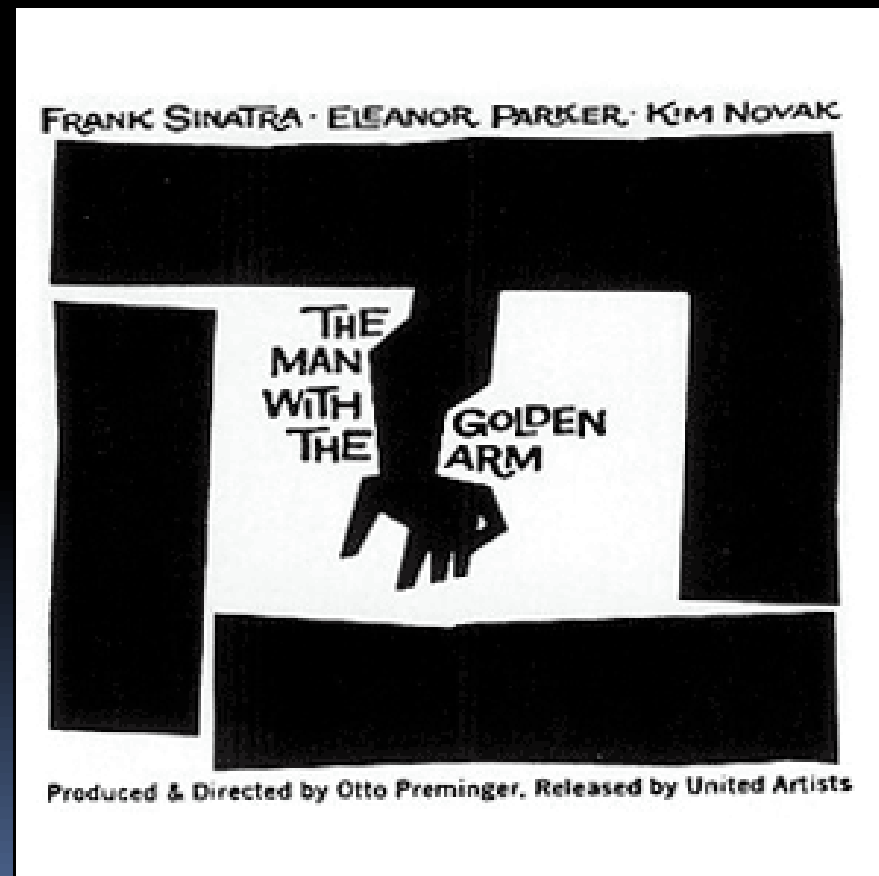
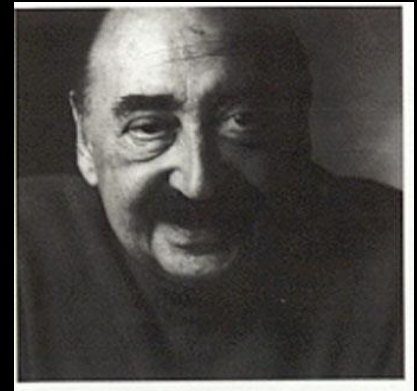
Language of Art - Aesthetics

- Order
- Variety
- Contrast
- Symmetry
- Tension
- Balance
- Scale
- Texture
- Space
- Shape
- Light
- Shade
- Color



Saul Bass

- Considered one of the most influential individuals in the world of graphic design
- Inspired by the book "Language of Vision" which stressed art should focus on the essentials
- He became an expert in the art of "reductionism"
- His fame allowed him to experiment at many levels from posters for film to full production of films
- The opening film sequence to "The Man with the Golden Arm", 1955, revolutionize movie posters and opening scenes to movies



ONE TWO THREE

BILLY WILDER'S EXPLOSIVE NEW COMEDY
STARRING JAMES CAGNEY HORST BUCHHOLZ
PAMELA TIFFIN ARLENE FRANCIS

HOWARD ST. JOHN HANNS LOTHAR & LILD DULVER

OTTO PREMINGER Presents
DEBORAH KERR, DAVID NIVEN
JEAN SEBERG, MYLENE DEMONGEOT
GEOFFREY HORNE
BONJOUR, TRISTESSE
JULIETTE GRECO, WALTER CHIARI

THE SCREEN ACHIEVES ONE OF THE GREAT ENTERTAINMENTS
IN THE HISTORY OF MOTION PICTURES

"WEST SIDE STORY"
ROBERT ALTMAN
— NATALIE WOOD
RICHARD BEYMER, RUSS TAMBLYN
RITA MORENO, GEORGE CHAKURIS
ROBERT ROSE, ALICIA HOOKER, GENEVIEVE LEE
LEONARD BERNSTEIN
MUSIC BY LEONARD BERNSTEIN
LIBRETTO BY STEPHEN SODERBERG
BOOK BY ARTHUR LAURENTS
SCREENPLAY BY ROBERT ALTMAN
DIRECTED BY ROBERT ALTMAN

**WEST
SIDE
STORY**

Last year's No. 1 best-seller... This year's No. 1 motion picture.

OTTO PREMINGER'S
**ANATOMY
of a MURDER**

OTTO PREMINGER PRESENTS PAUL NEWMAN, EVA MARIE SAINT, RALPH RICHARDSON, PETER LAWFORD, LEE J. COBB, SAL MINO, JOHN DEREK, HUGH GRIFFITH, GREGORY RATOFF, FELIX AYLMER, DAVID OPATOSHU, JILL HAWORTH
SCREENPLAY WRITTEN BY DALTON TRUMBO FROM THE BEST SELLING NOVEL BY LEON URIS - MUSIC BY ERNEST GOLD
PRODUCED AND DIRECTED BY OTTO PREMINGER IN PANAVISION 70 & TECHNICOLOR - A UNITED ARTISTS RELEASE

JAMES STEWART
LEE REMICK
BEN GAZZARA
ARTHUR O'CONNELL
EVE ARDEN
KATHLYN GRANT

EXODUS

MARK ROBINS
NINE HOURS TO RAMA
The murder that changed the face of a nation!

BUCHHOLZ, FERRER, BEARDON, BAKER, MORLEY, BORISENKO

Saul Bass

Leonardo DiCaprio



Catch Me if You Can Opening Title Sequence



AT&T



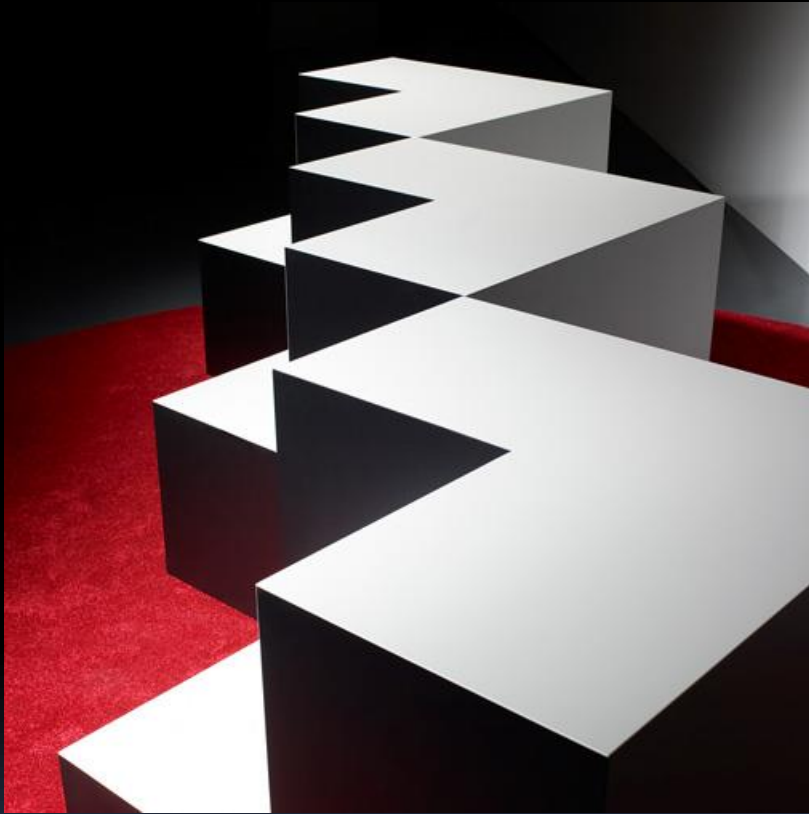
QUAKER



GIRL SCOUTS

- Saul Bass designed the 6th AT&T Bell System logo, that at one point achieved a 93 percent recognition rate in the United States.
- The use of white space to define the shape of human body parts are typical of Saul Bass's

Massimo Vignelli



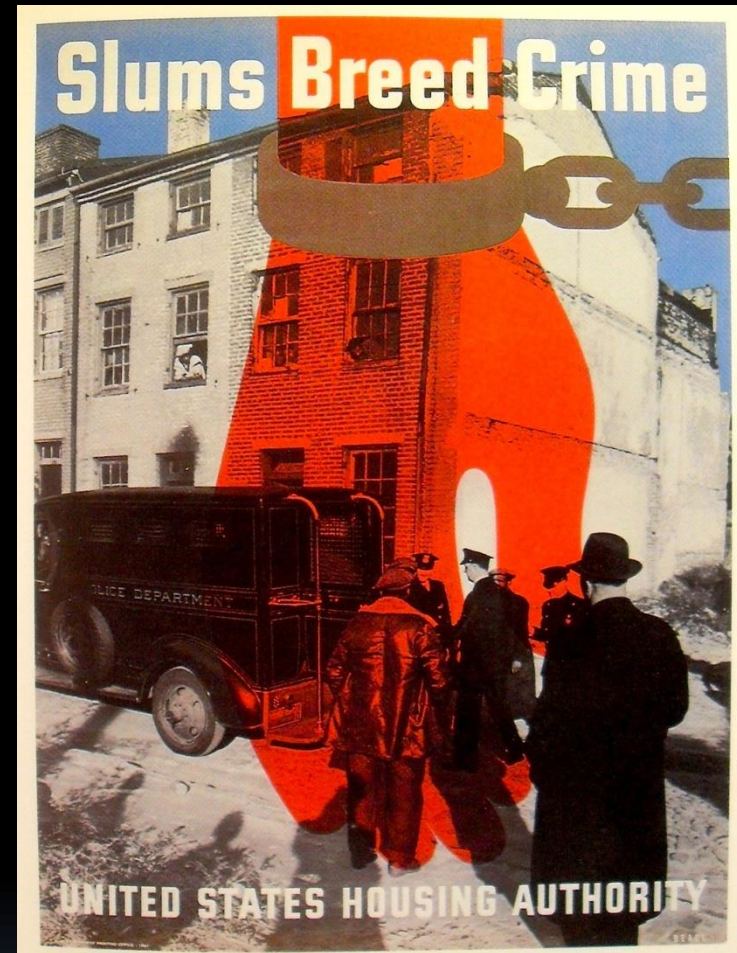
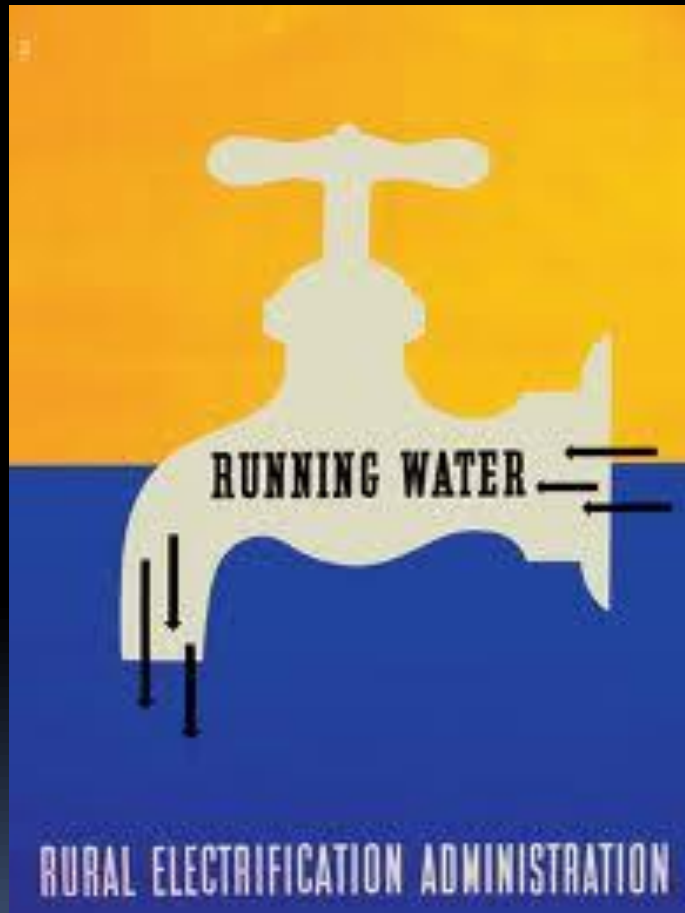
Vignelli works firmly within the Modernist tradition, and focuses on simplicity through the use of basic geometric forms in all his work.

Alvin Lustig



His abstract designs incorporated a modern design sensibility with a groundbreaking approach to typeface design and the unconventional dust jacket became a hallmark of New Directions publications

Lester Beall



He utilizes angled elements, iconic arrows, silhouetted photographs and dynamic shapes, all of which captures the essence of his personal style of the late 1930s.

Aleksandr Rodchenko



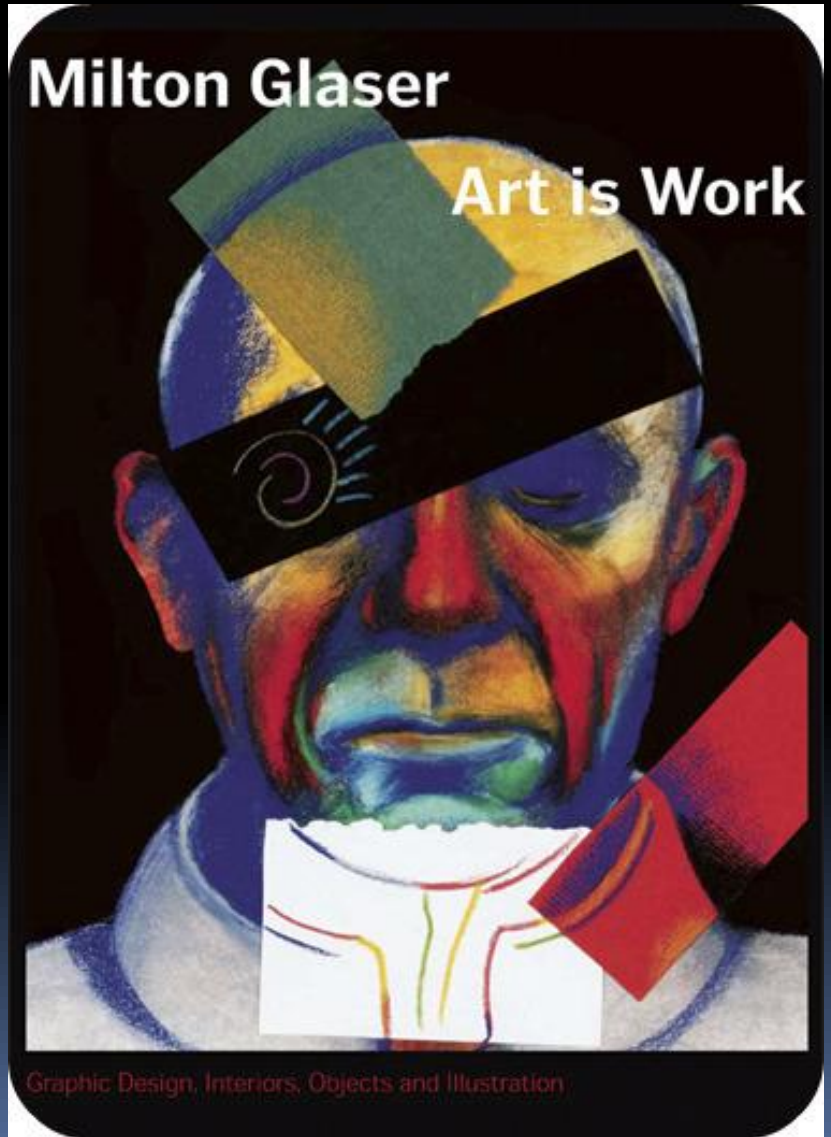
Rodchenko's work was heavily influenced by Cubism and Futurism



He utilized a compass and ruler in creating his paintings, with the goal of eliminating expressive brushwork

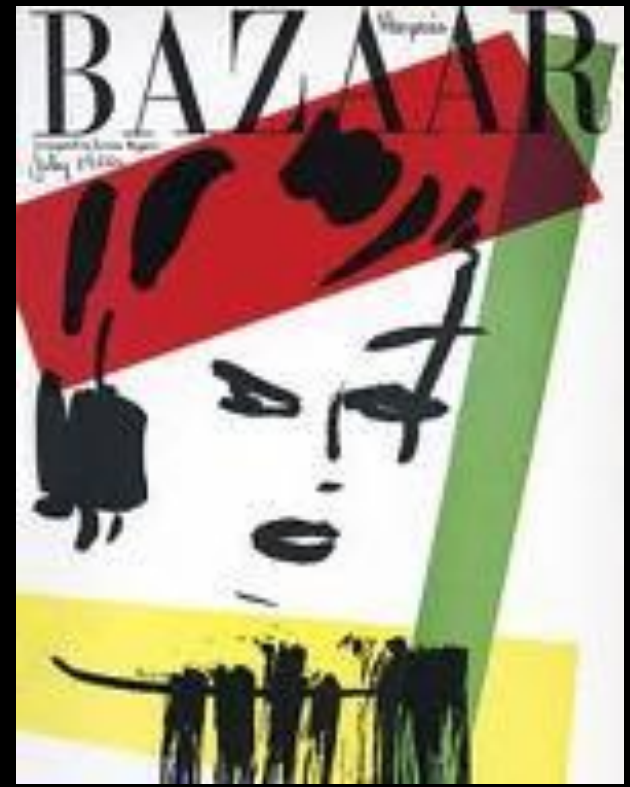
Milton Glasser



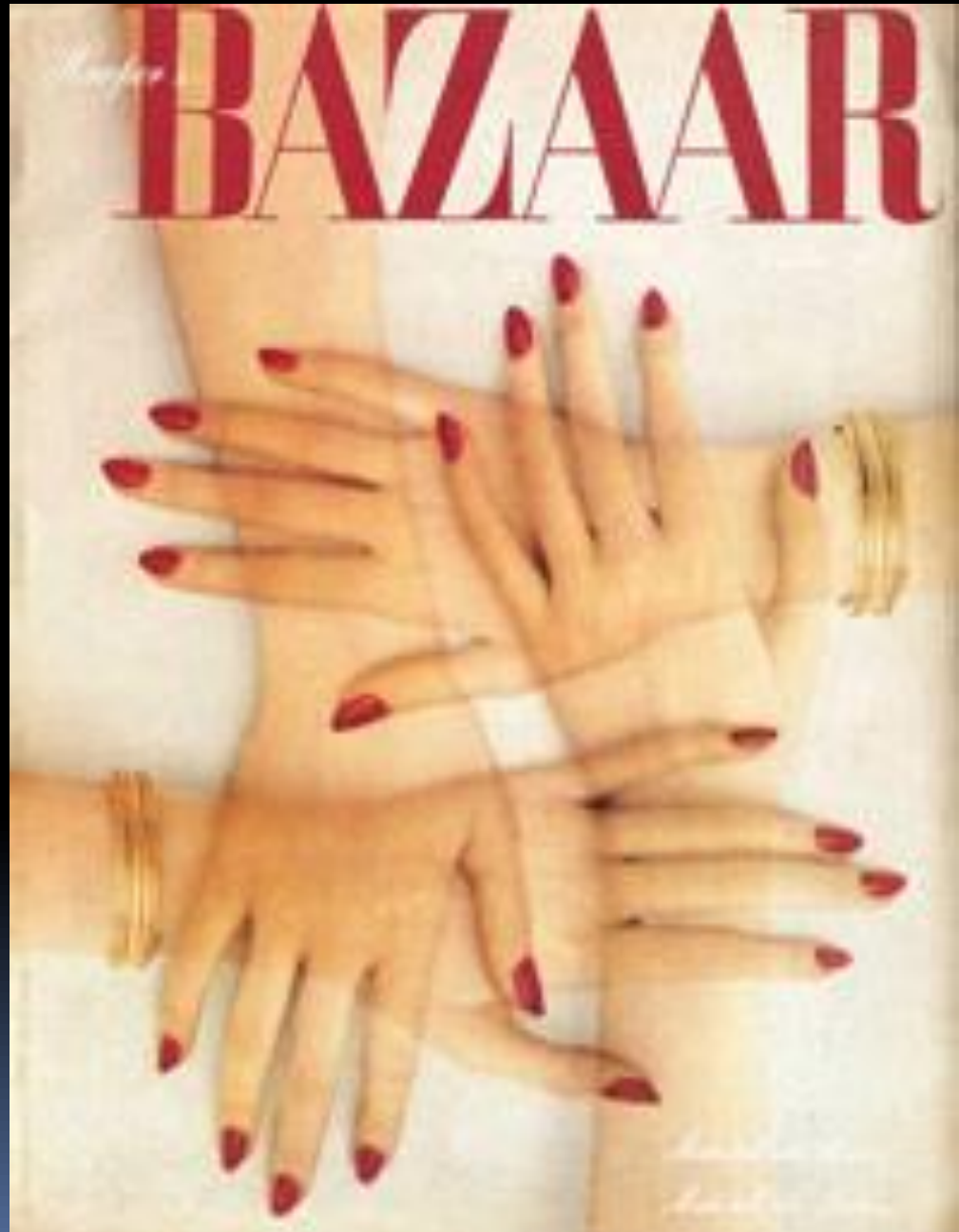


Graphic Design, Interiors, Objects and Illustration

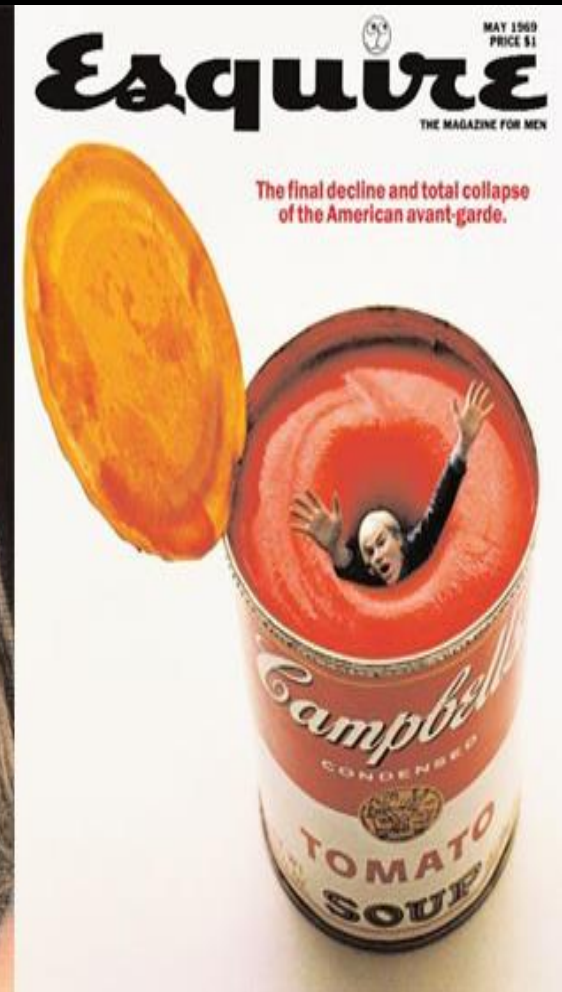
alexey brodovitch



- Brodovitch created a harmonious and meaningful whole using avant-garde photography, typography and illustration.



George Lois



He founded the creative revolution that spawned modern advertising, as his iconoclastic talent created icons dramatizing the problems, solutions, foibles, and promises of American life

Bradbury Thompson

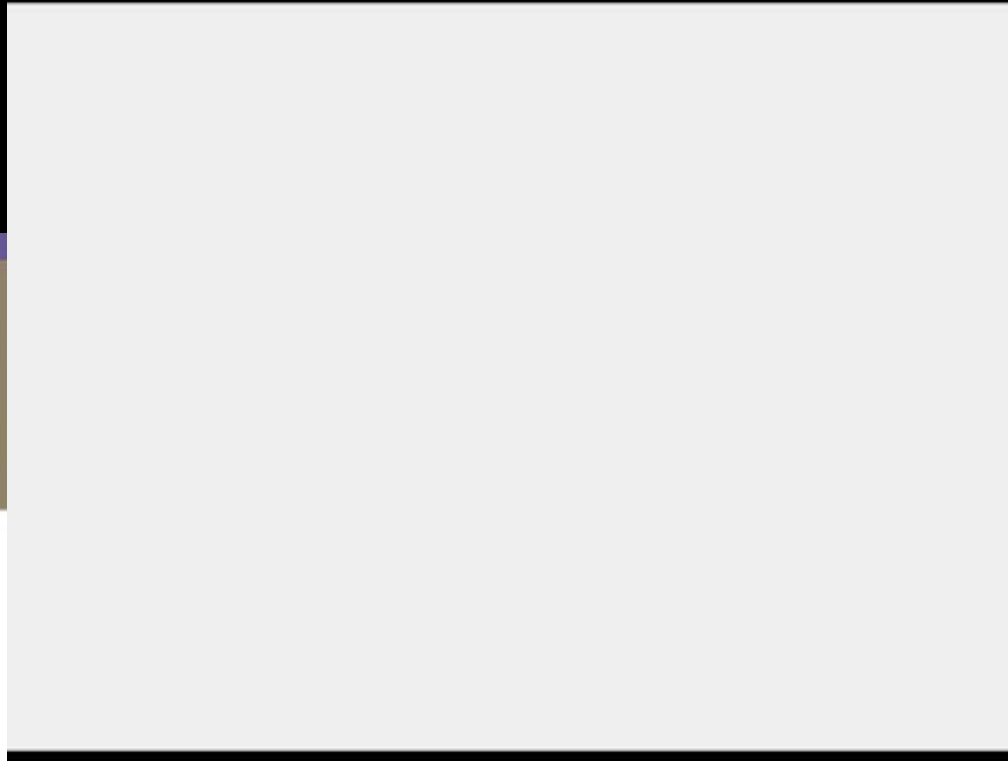
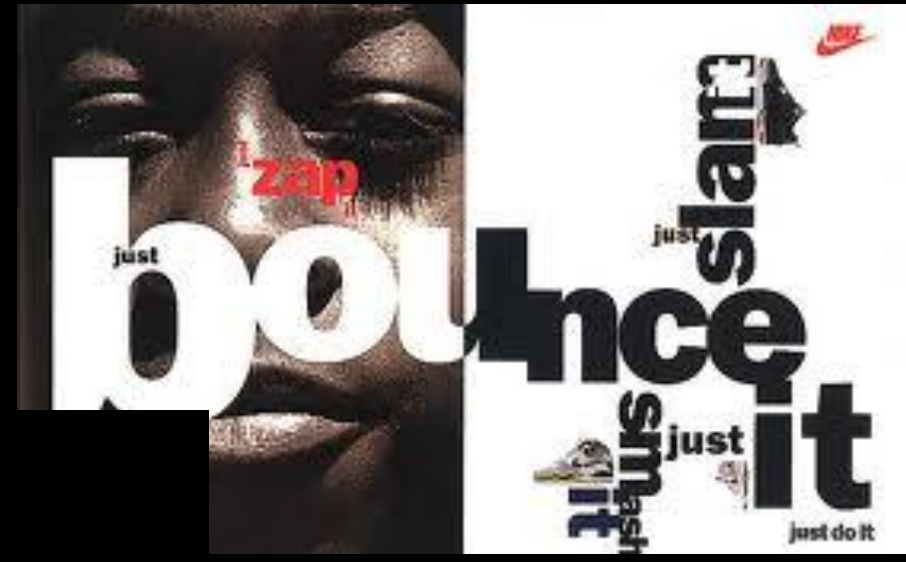
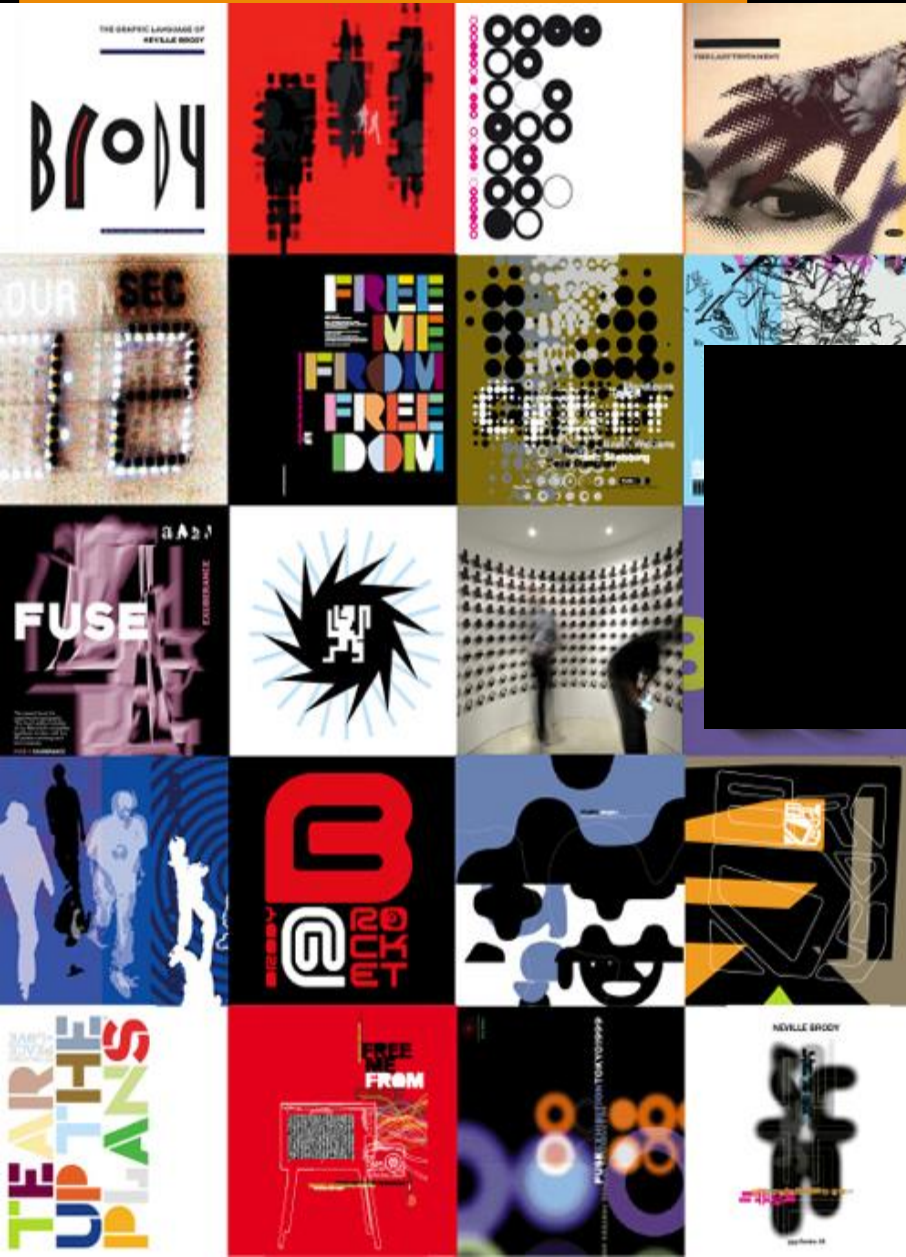
the blending of photography, typography and color,



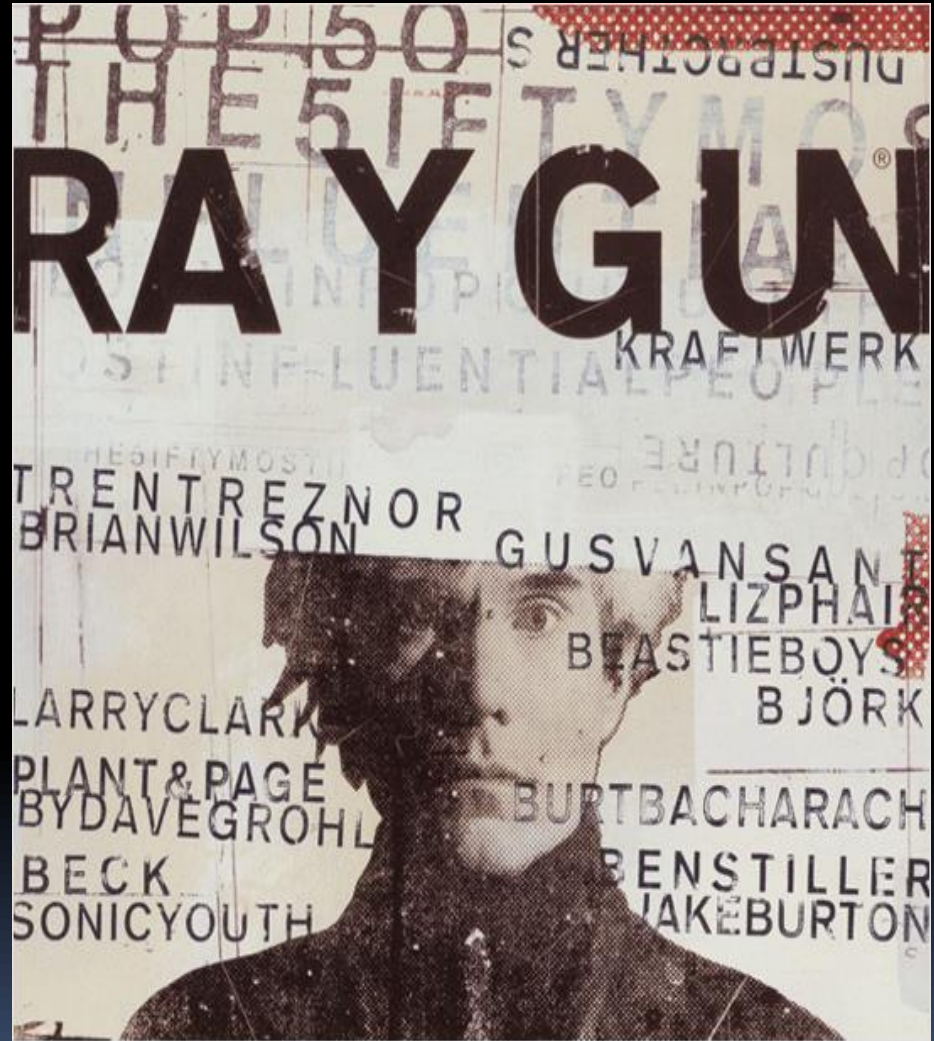
Many of his designs became iconic snapshots of American history and culture,



neville brody



David Carson





São Paulo
25 e 26 de Outubro.07
Teatro da Panamericana Escola de
arte e Design
Rua Groenlândia, 77

Curitiba
23 de Outubro.07
Teatro Positivo - Pequeno Auditório
Rua Pedro Viriato Parigot de Souza,
5300

DAVID
CARSON



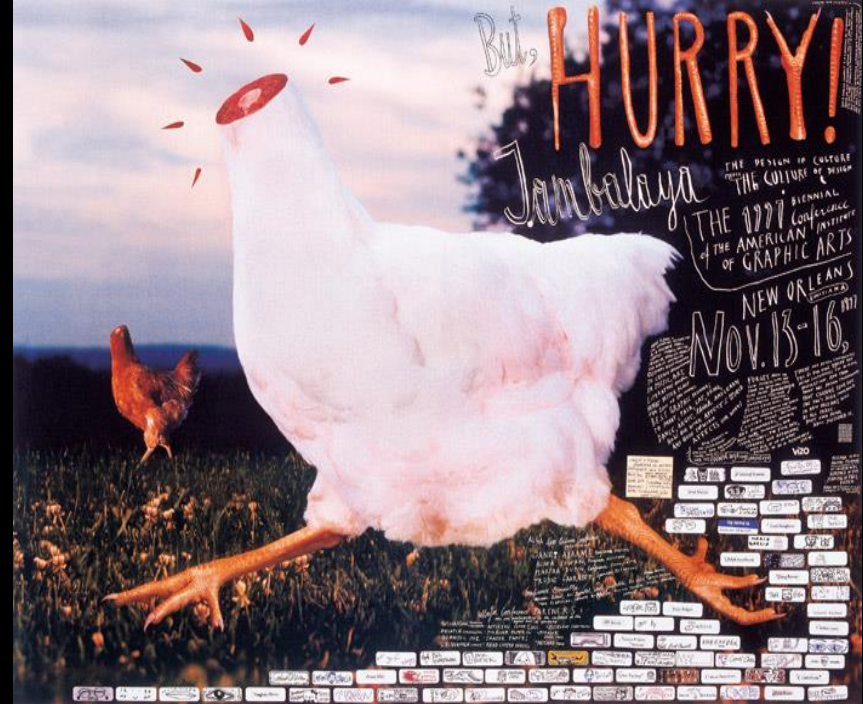
Herb Lubalin



changing from one typeface to another, always "fascinated by the look and sound of words (as he) expanded their message with typographic impact."



Stefan Sagmeister



"Design that needed guts from the creator and still carries the ghost of these guts in the final execution."

Paula Scher

Scher developed a typographic solution based on Art deco and Russian constructivism,



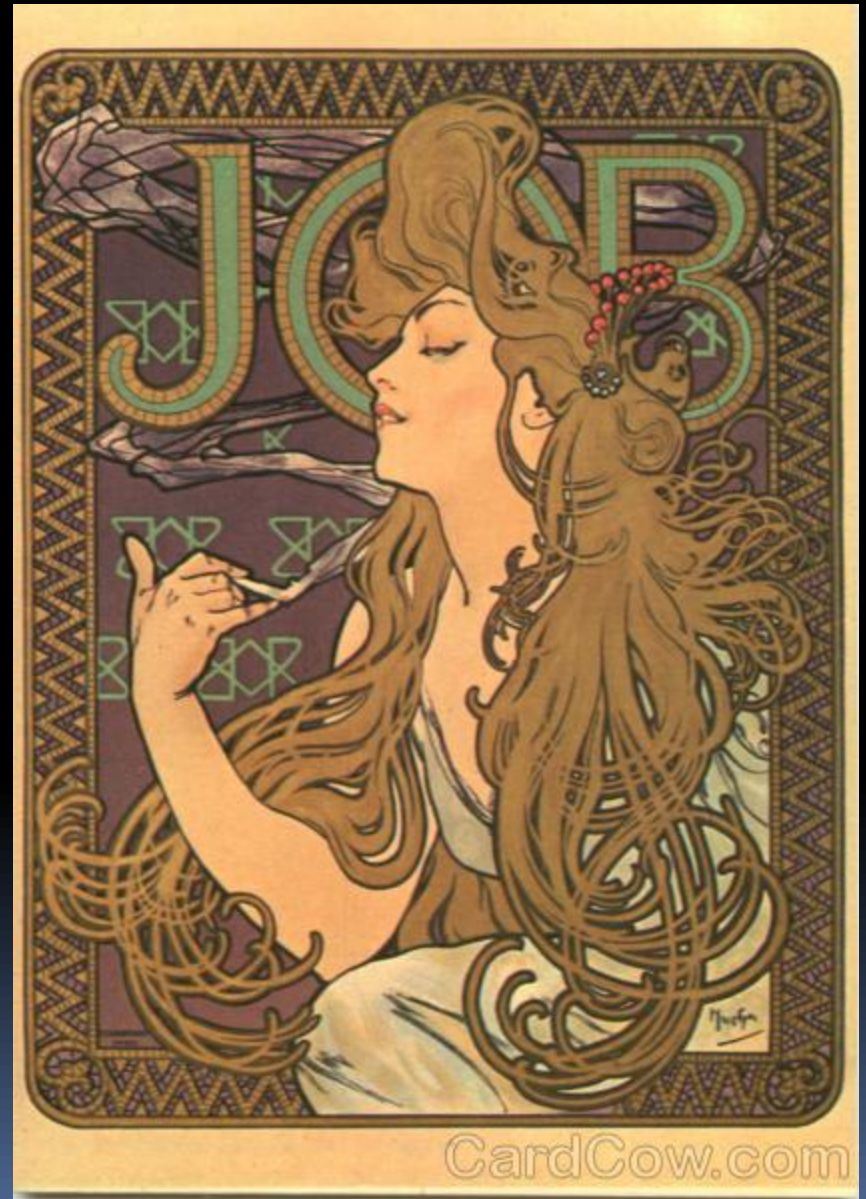
Scher created a graphic language that reflected street typography and graffiti-like juxtaposition

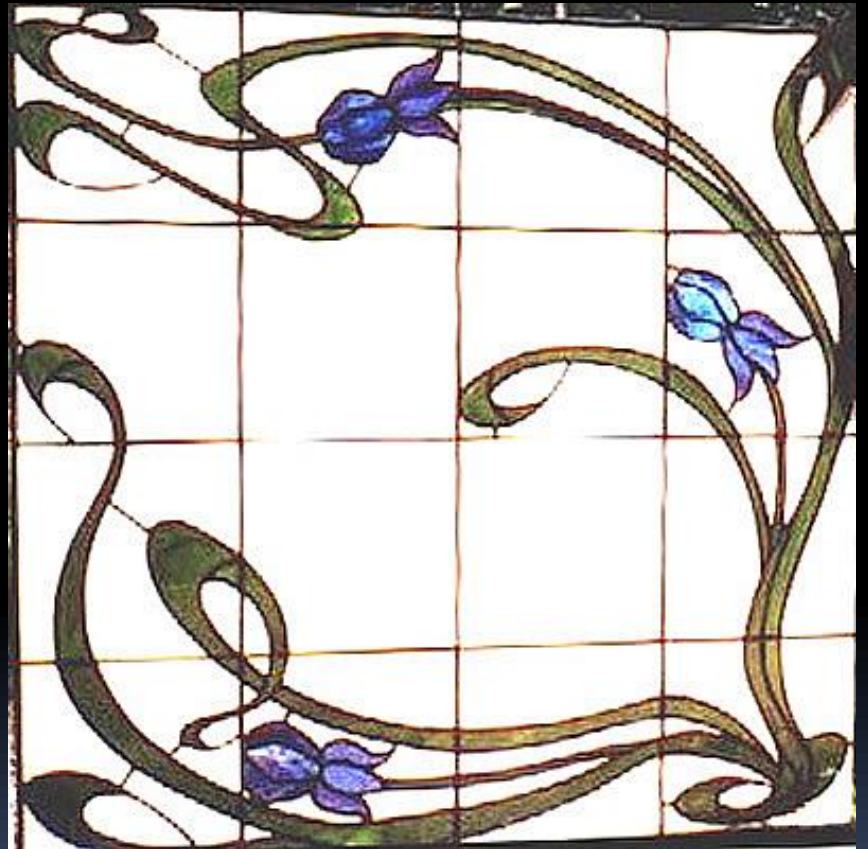
MAJOR FREE FORM SCHOOLS/STYLES

- Art Nouveau
- Art Deco
- Russian Constructivism
- Dada
- Pop Art
- Post Modernism
- Free Form –known for having free-flow of text and images in the design

Art Nouveau

- Highly influenced by Japanese art
- Stylized, plantlike vines, and typography mimicked the flowing curves of graphic elements
- A reaction to academic art of the 19th century, it was inspired by natural forms and structures, not only in flowers and plants but also in curved lines.





Paulette DUVAL



Václav ŠVOBODA

Bitter Oriental



CETTE AFFICHE NE PEUT ÊTRE PLACÉE SANS TIMBRE QU'É DANS LES ÉTABLISSEMENTS QUI DÉBITENT CE PRODUIT.

Art Deco

- The “last of the total styles” – also called art moderne in Europe
- Streamlined shapes and curved sans serif typography
- Critics viewed art deco as antiutilitarian







- The style is often characterized by rich colors, bold geometric shapes and lavish ornamentation.
- Deco emerged from the Interwar period when rapid industrialization was transforming culture. One of its major attributes is an embrace of technology. This distinguishes Deco from the organic motifs favored by its predecessor Art Nouveau.

GRANDSPORT

ADOPTÉE PAR LA CASQUETTE TOUS LES CHAMPIONS



HACHARD & C^{IE}

CASANDRE

pi Volo LAPERITIF



A. K. CASSANDRE

AUX VINS DE FRANCE

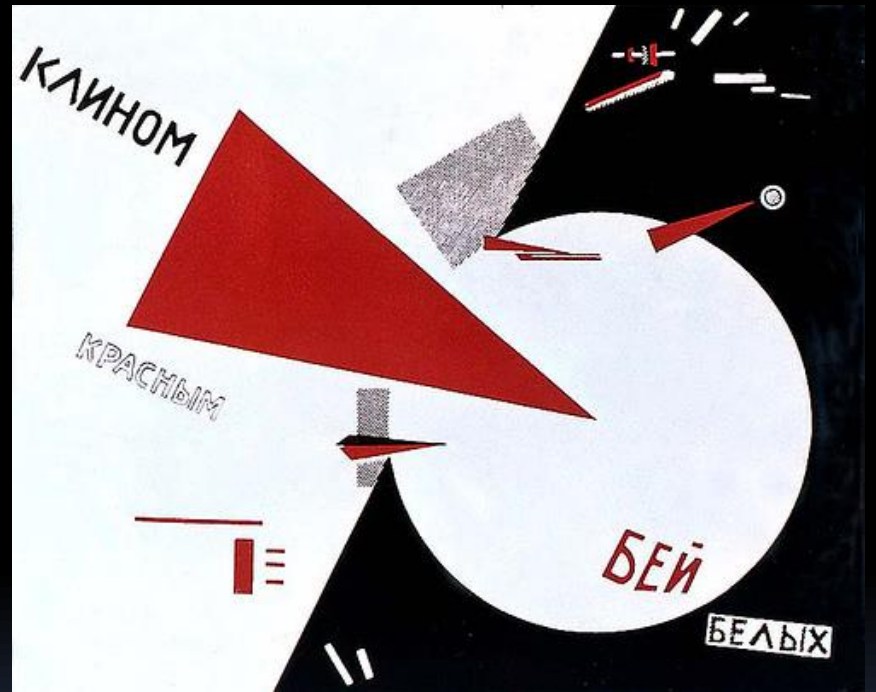
HACHARD & C^{IE}



Russian Constructivism

- Constructivism was the last and most influential modern art movement to flourish in Russia in the 20th century
- The seed of Constructivism was a desire to express the experience of modern life - its dynamism, its new and disorientating qualities of space and time.
- But also crucial was the desire to develop a new form of art more appropriate to the democratic and modernizing goals of the Russian Revolution

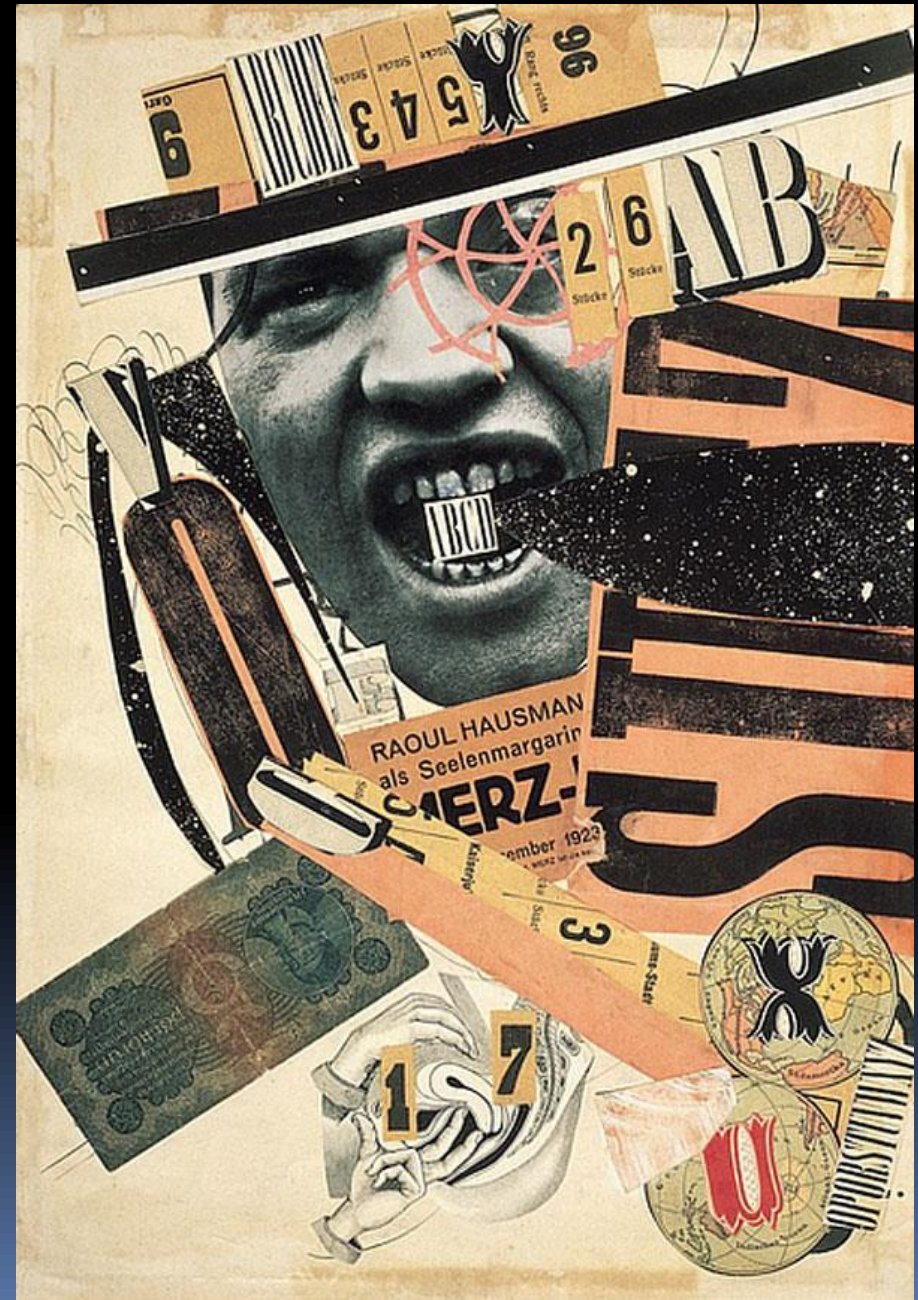


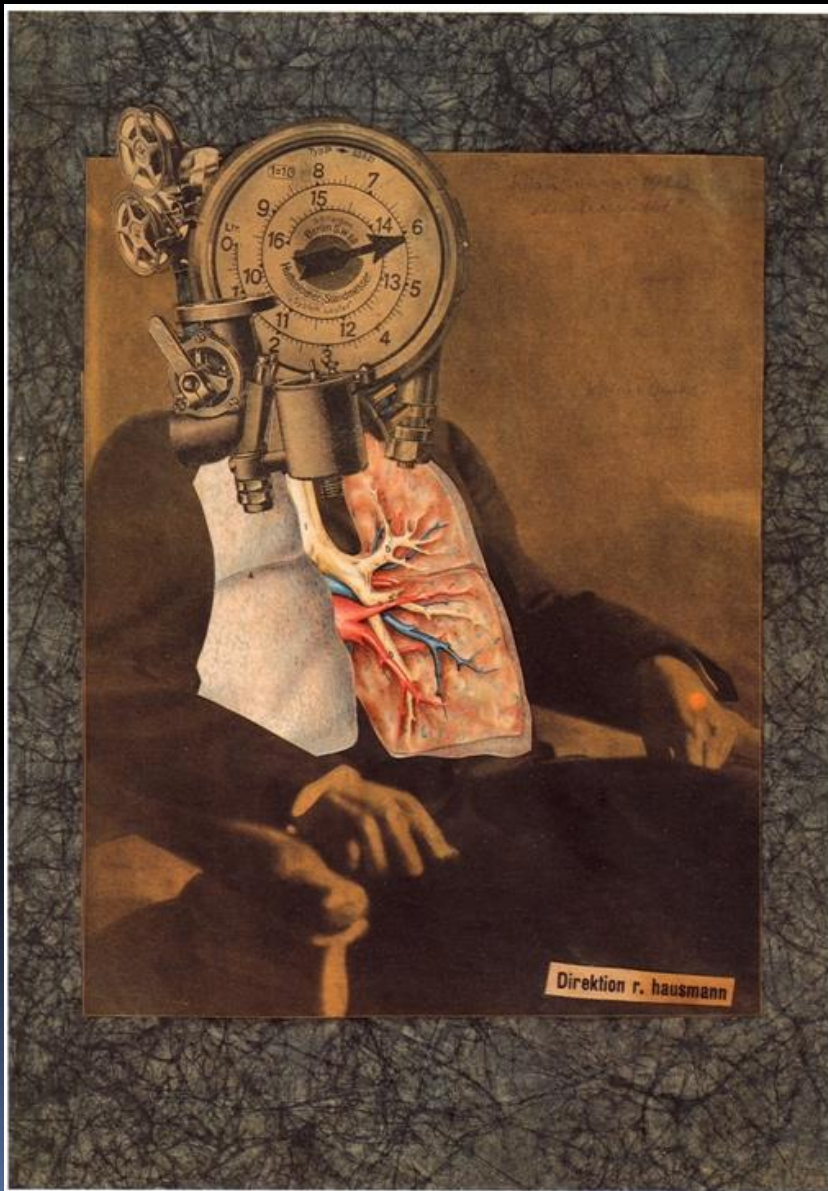




Dada

- Dada emerged as a critical examination of social structures
- Writing and graphics were intended to confuse, educate and gain attention
- Dadaism was an art movement of the European avant-garde in the early 20th century



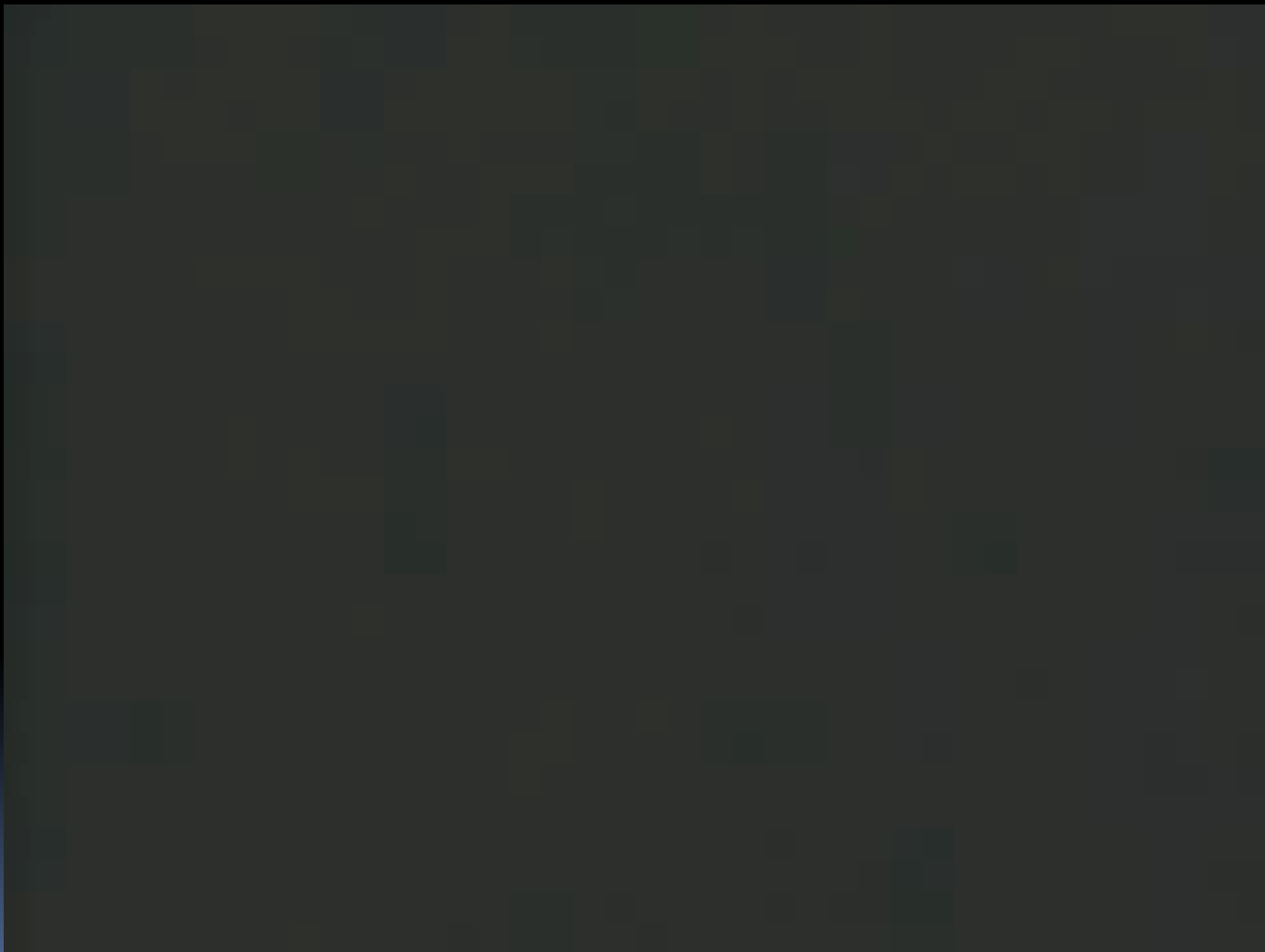


- Dada was born out of negative reaction to the horrors of World War I.
- This international movement was begun by a group of artists and poets associated with the Cabaret Voltaire in Zurich.
- Dada rejected reason and logic, prizing nonsense, irrationality and intuition.

Dada's Women



Ruth Hemus



Pop Art

- The style connected with alternative lifestyles – roots in the 60's
 - Andy Warhol's possibly the best example







KHAN
ACADEMY



Postmodern

- Initially called neo-dada in the 70's
- Designers placed typography and other visual elements in angry, rebellious, and random manner
- Influential on New Wave and later Hip-hop styles





- Where modernists hoped to unearth universals or the fundamentals of art,

postmodernism aims to unseat them, to embrace diversity and contradiction

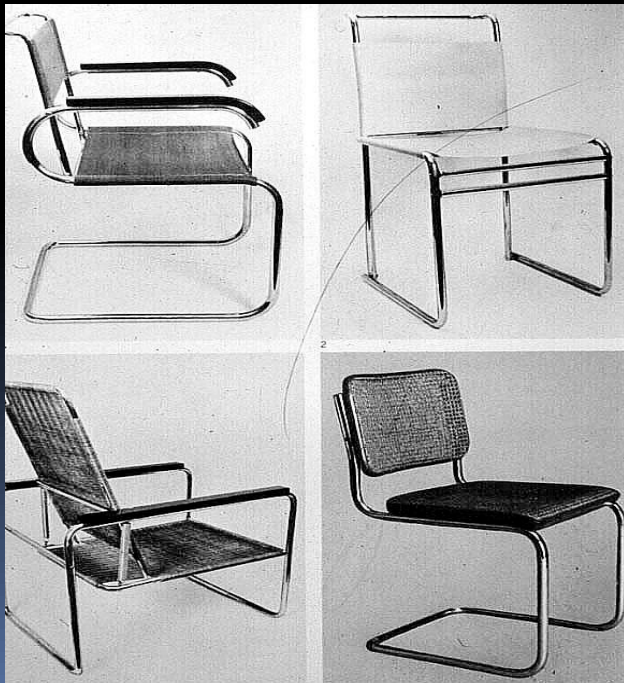


MAJOR GRID DESIGN SCHOOLS/STYLES

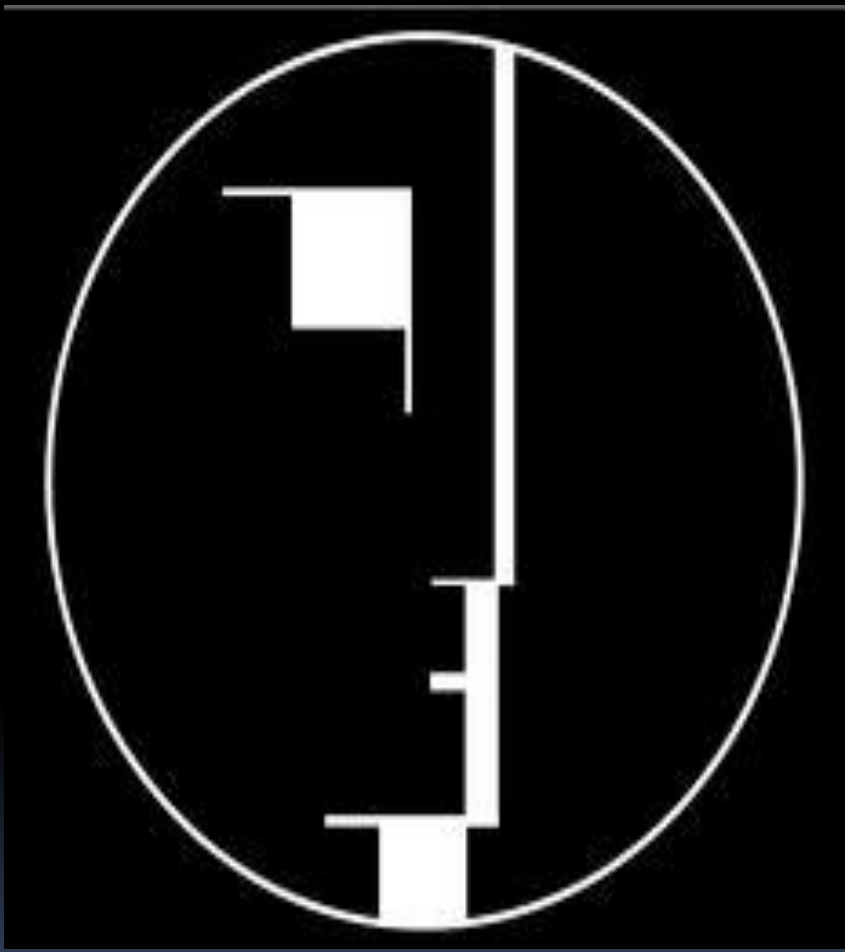
- Bauhaus
- De Stijl
- The Swiss Style
- Grid Art – carefully placed text and images so that they are aligned within the frame of the image

Bauhaus

- Purposely anti-academic – emphasis on useful, clearly defined shapes - industrial

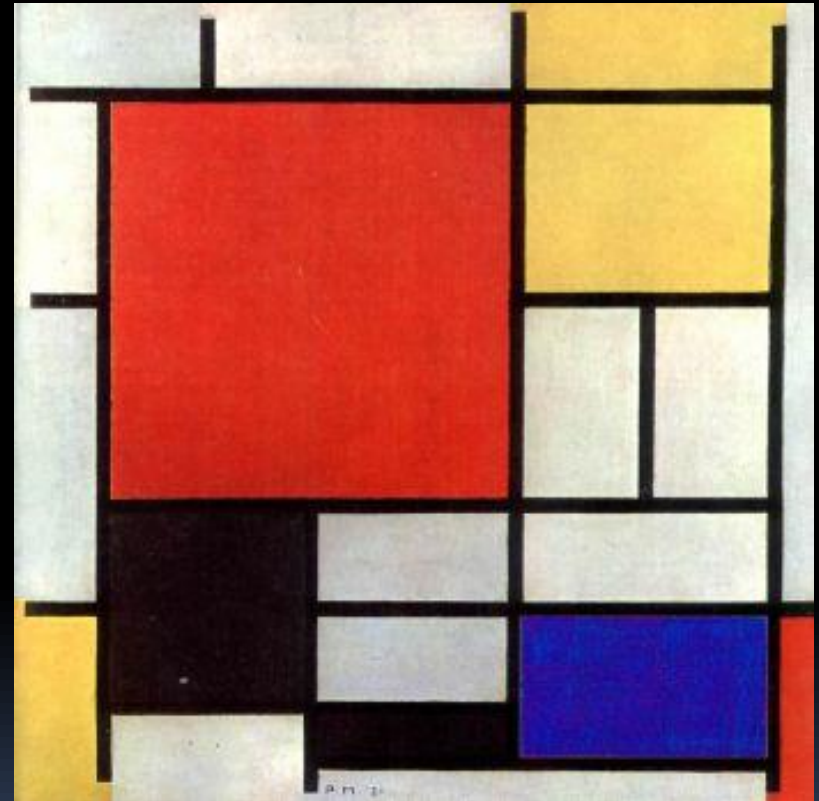


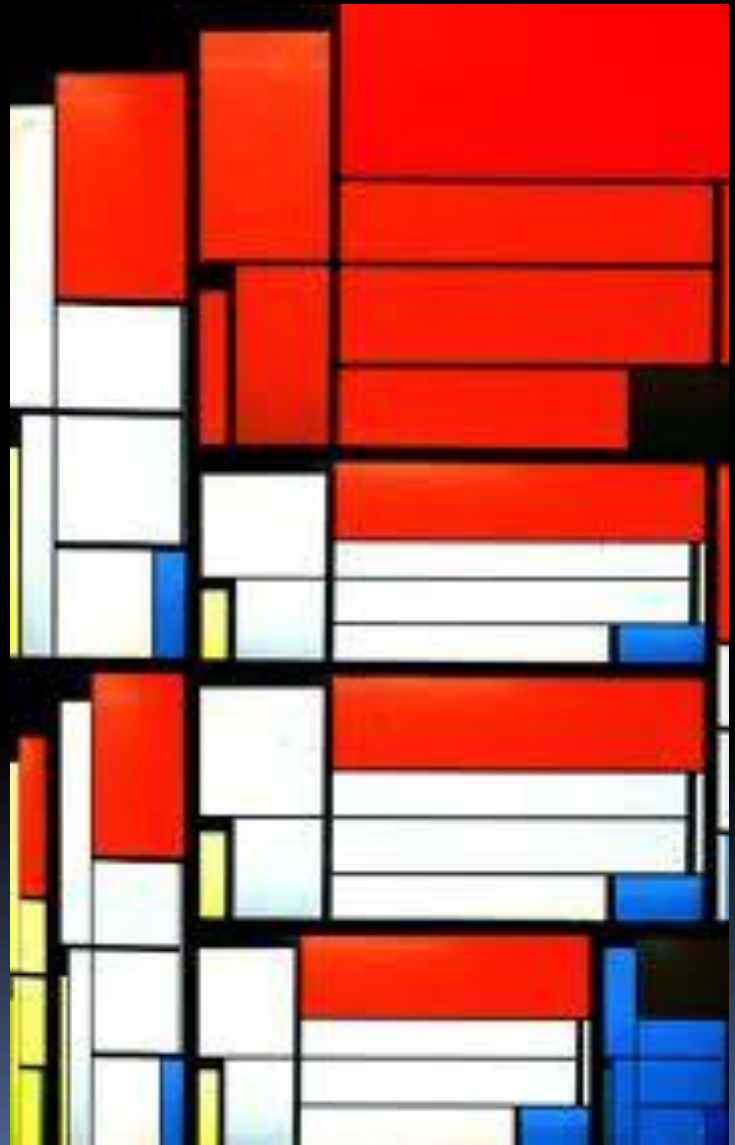




De Stijl

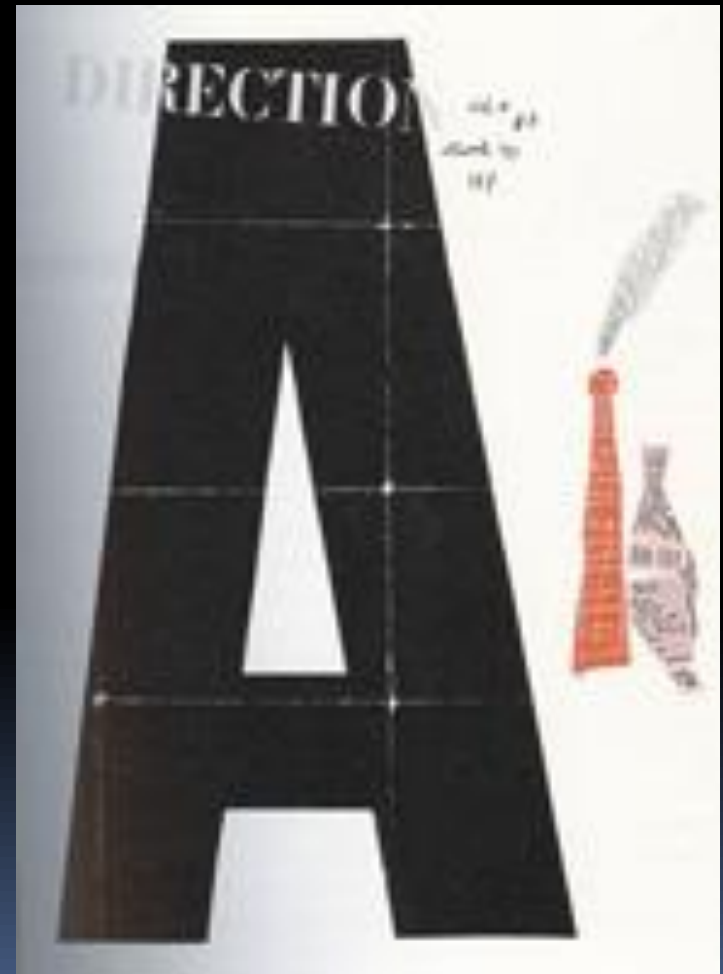
- Grid approach – composed of thick black horizontal and vertical lines – basic shapes – organized and efficient presentations
- The harmony and order was established through a reduction of elements to pure geometric forms and primary colors.

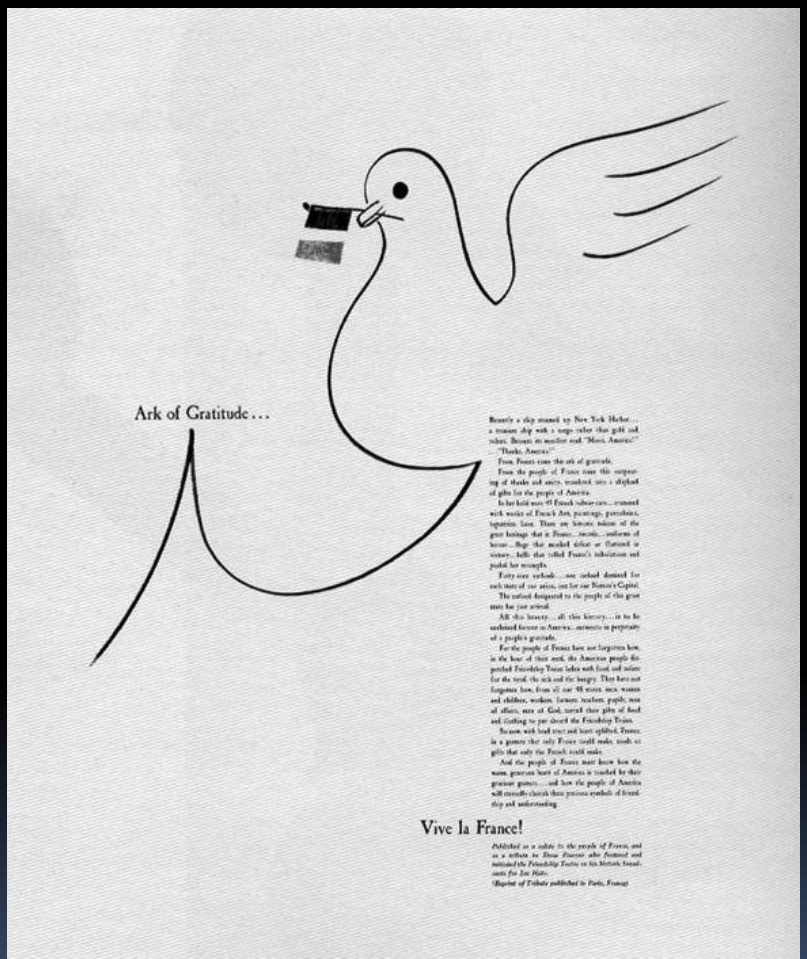
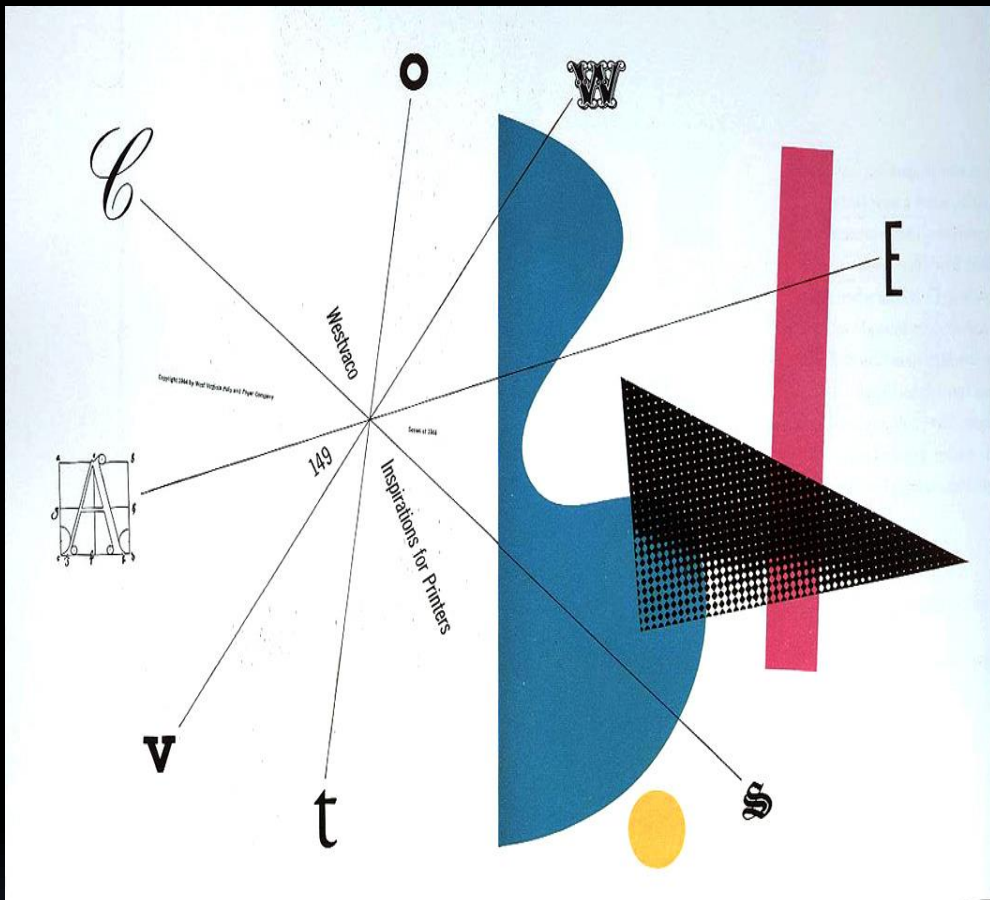




Swiss Style

- Emerged in Switzerland in the 1950s that would become the predominant graphic style in the world by the '70s.
- The style was marked by the use of a mathematical grid to provide an overall orderly and unified structure; sans serif typefaces (especially Helvetica, introduced in 1957) in a flush left and ragged right format; and black and white photography in place of drawn illustration.
- The overall impression was simple and rational, tightly structured and serious, clear and objective, and harmonious.





Ark of Gratitude...

France's Ark of Gratitude...
 a message ship with a message that will not
 fade. From the American people to the
 people of France...

From France come the Ark of Gratitude...
 From the people of France come the message
 of thanks and love, rendered with a depth
 of gifts for the people of America.

In her kind arms '67 France will see...
 with words of France's Ark, paintings, porcelain,
 tapestries, lace. They are tokens of the
 great things that in France...
 the great things that in France...
 the great things that in France...
 the great things that in France...

Every year...
 Every year...
 Every year...
 Every year...

All this...
 All this...
 All this...
 All this...

For the people of France have an...
 For the people of France have an...
 For the people of France have an...
 For the people of France have an...

And the people of France...
 And the people of France...
 And the people of France...
 And the people of France...

And the people of France...
 And the people of France...
 And the people of France...
 And the people of France...

And the people of France...
 And the people of France...
 And the people of France...
 And the people of France...

And the people of France...
 And the people of France...
 And the people of France...
 And the people of France...

And the people of France...
 And the people of France...
 And the people of France...
 And the people of France...

Vive la France!

Published in a column in the people of France, and
 in a column in the people of France who...
 in a column in the people of France who...
 in a column in the people of France who...

Impact of Four Elements on Graphic Design

Contrast

Make elements different to increase understanding.

Repetition

Repeat visual elements to create strong unity.

Alignment

Place elements deliberately and rationally to improve clarity.

Proximity

Place related items together to convey relationships.

Contrast

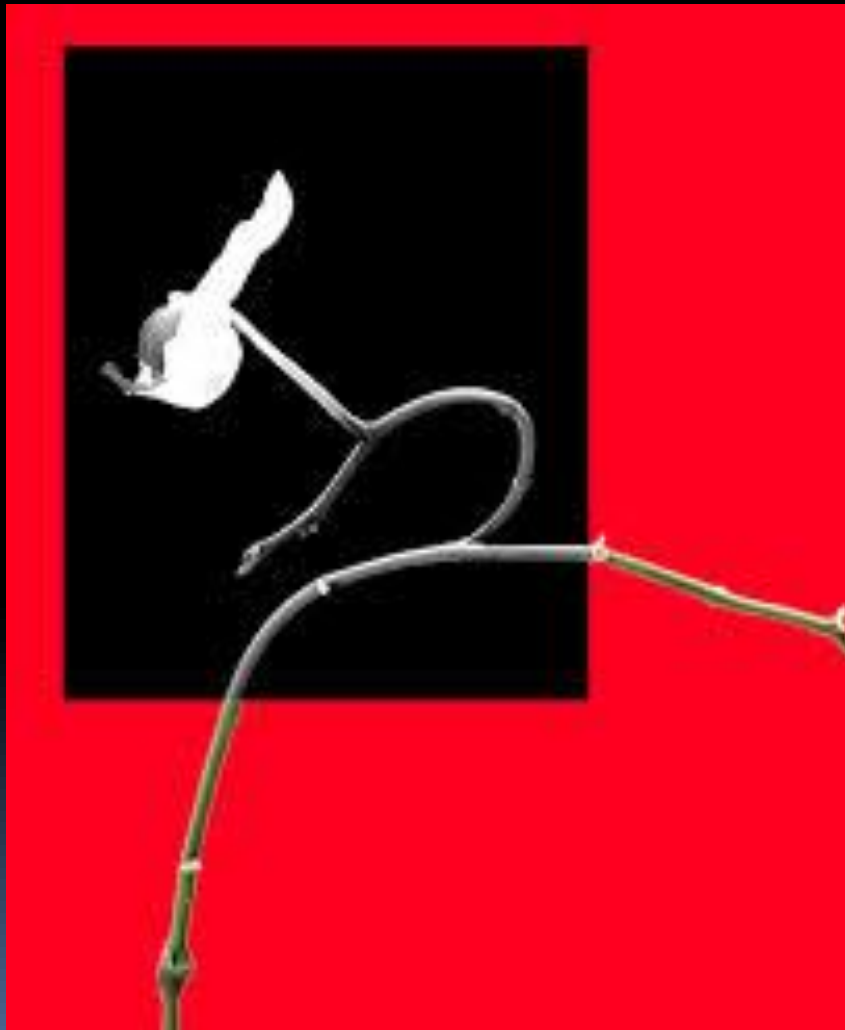
- Elements that aren't the same should be very different so they stand out.
- Making them "slightly different" confuses the user into seeing a relation that doesn't exist.

Contrast is what makes a reader look at the page in the first place. It is the most important visual attraction on the page

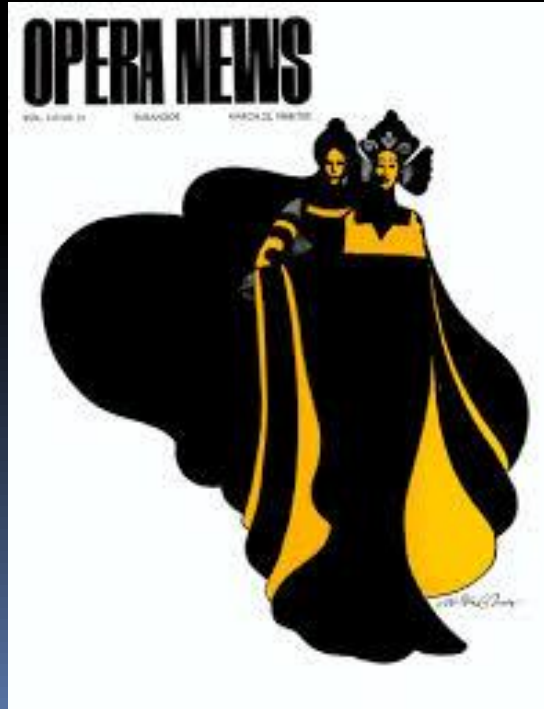
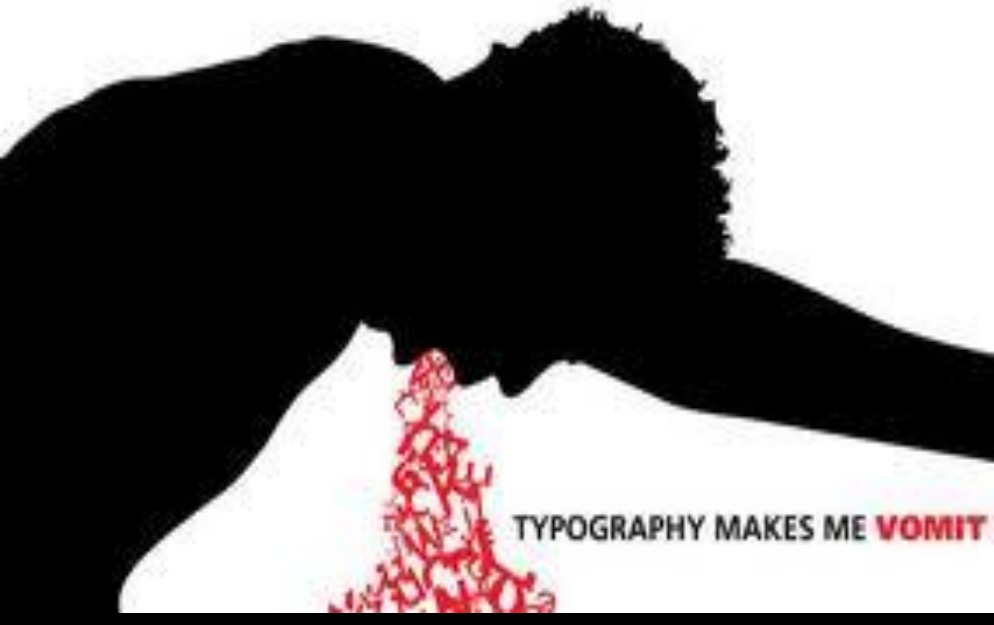
- Avoid elements on the page that are merely similar
- If elements are not the *same*, then make them **very different**

Contrast

- Contrast is making reference to the differences in color, size, symbolism, time, movement
 - A lot of contrast among elements signifies a busy and youthful design
 - Little contrast among elements usually indicates a no-nonsense and conservative approach
- Pattern contrast: intricate pattern vs. no pattern
- Edge contrast: hard edge vs. soft edges
- Value contrast: dark, middle and light values
- Intensity contrast: pure colors vs. muted colors
- Temperature contrast: cool colors vs. warm colors
- Texture contrast: textured vs. smooth
- Shape contrast: organic shapes vs. geometric shapes
- Size contrast: large shapes vs. small shapes



- Designs using colors that compliment each other, or have slight contrast are pleasing to see and grasp
- Designs using greatly contrasting colors will create tension in the viewer



Thematic Contrast

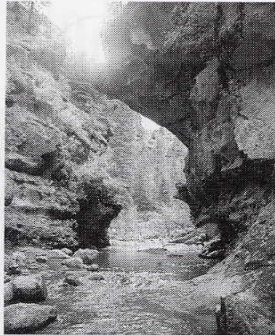
- Shock images and Shock advertising take advantage of the tension created by images that are not pleasing or are not aligned with would be considered normal content
- Barnardo's a London based charity –
 - using a photo that showed a baby about to inject itself with heroin



Question

To which design elements has the designer added contrast from the first version to the second?

PHOTOGRAPHY WORKSHOP *The Land and the Goddess*



Come explore the multitudes of ways in which goddesses appear in New Mexico and learn great photographic techniques in the process.

This workshop is taught at Ghost Ranch, north of the small village of Abiquiu, New Mexico. The stark and vast landscapes and phenomenal skylscapes will amaze and intrigue you and launch you into spiritual journeys with your camera and your soul.

Taught by Marcia Reefsdotter, an award-winning photographer and teacher who has mentored hundreds of students into not only prize-winning work, but into new visions of the world.

June 19-23
Marcia Reefsdotter
New Mexico School of Photographic Visions
(505) 555-1212



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Marcia Reefsdotter

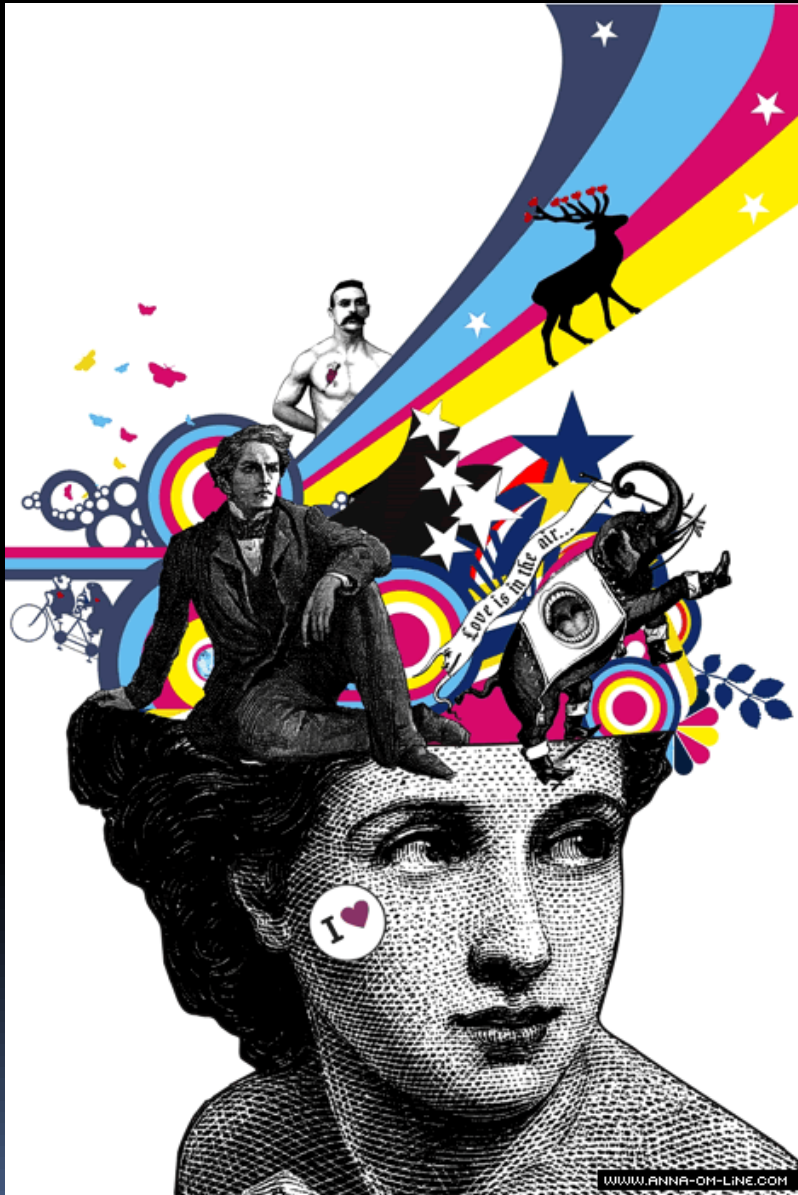
New Mexico School
of Photographic Visions
505.555.1212

Think about type, line thickness, dark and light areas, shapes, sizes, proportion, etc.



Contrast & Size

- Size – the size of the graphic elements should vary but be proportional to the overall frame of the design
 - Proportion, or scale, refers to the spatial relationship between design elements and the size of the page or frame
- 



EVERY DEVIL HAS A PUPPET
 JIM CARREY • JENNIFER GARNER • DENNY DE VITO



White Space & Contrast

- White-space is also very effective in creating contrast in writing and images



Repetition

- Repeat visual elements of the design throughout the piece. You can repeat color, shape, texture, spatial relationships, line thicknesses, sizes, etc.
- This helps develop the organization and strengthens the unity.

Repeating visual elements of the design throughout the piece.

- Repeat color
- Repeat shapes, textures
- Repeat spatial relationships
- Repeat line thickness, fonts, sizes, graphic concepts

Repetition



Navigation

[Nulla neque habitant morbi](#)
[Nullam laoreet commodo](#)
[Sed vitae nisi lacus enim](#)
[Curabitur cursus faucibus](#)
[Proin quis metus erat volutpat](#)
[auctor mauris tincidunt quis](#)

[Quisque sit amet est et](#)
[ullamcorper placerat eleifend](#)
[vehicula elit feugiat vitae](#)

Cras aliquam. Aliquam ultrices dignissim enim. Donec hendrerit magna in libero. Suspendisse accumsan. In sed sapien non lorem lobortis egestas.

Fusce in libero id lacus auctor dignissim. Sed et arcu. Nunc felis enim, dapibus ac, tincidunt nec, feugiat et, dolor. Donec gravida ligula. Nulla a augue.

Fusce porta suscipit eros

Mauris elementum. Proin quis dolor ut augue imperdiet fringilla. In cursus, magna ut eleifend aliquam, risus lorem mattis mauris, eu congue nisi nisi et sapien. Donec eget dui. Praesent a diam. Cras nunc. Morbi id orci quis nisi consequat scelerisque.

Duis vitae urna

Aenean ut risus nec tellus sodales bibendum. Morbi porta, urna nec aliquam condimentum, sapien lectus elementum est, in placerat elit mi pretium diam. Sed at lectus. Etiam laoreet massa vitae mauris blandit faucibus.

Fusce non ligula

Phasellus sit amet leo. Proin fermentum congue purus. Fusce non ligula. Donec a erat. Curabitur mollis ultricies elit. Ut ut tortor nec metus commodo tristique. In hac habitasse platea dictumst. Donec bibendum, neque non dignissim accumsan, urna felis commodo libero, euismod imperdiet arcu felis tincidunt velit. Duis mollis interdum sem. Nunc volutpat dictum justo.

Donec hendrerit magna

- Nulla sed tortor id neque consectetur auctor.
- Nullam laoreet erat eget nibh.
- Sed vitae nisi non enim semper rhoncus.
- Curabitur ac magna eu elit rhoncus ultrices.
- Proin quis metus nec mauris dictum convallis.
- In auctor mauris quis neque.

Vivamus sodales

- Nulla sed tortor id neque consectetur auctor.
- Nullam laoreet erat eget nibh.
- Sed vitae nisi non enim semper rhoncus.
- Curabitur ac magna eu elit rhoncus ultrices.
- Proin quis metus nec mauris dictum convallis.
- In auctor mauris quis neque.



Navigation

[Nulla neque habitant morbi](#)
[Nullam laoreet commodo](#)
[Sed vitae nisi lacus enim](#)
[Curabitur cursus faucibus](#)
[Proin quis metus erat volutpat](#)
[auctor mauris tincidunt quis](#)

[Quisque sit amet est et](#)
[ullamcorper placerat eleifend](#)
[vehicula elit feugiat vitae](#)

Cras aliquam. Aliquam ultrices dignissim enim. Donec hendrerit magna in libero. Suspendisse accumsan. In sed sapien non lorem lobortis egestas.

Fusce in libero id lacus auctor dignissim. Sed et arcu. Nunc felis enim, dapibus ac, tincidunt nec, feugiat et, dolor. Donec gravida ligula. Nulla a augue.

Fusce porta suscipit eros

Mauris elementum. Proin quis dolor ut augue imperdiet fringilla. In cursus, magna ut eleifend aliquam, risus lorem mattis mauris, eu congue nisi nisi et sapien. Donec eget dui. Praesent a diam. Cras nunc. Morbi id orci quis nisi consequat scelerisque.

Duis vitae urna

Aenean ut risus nec tellus sodales bibendum. Morbi porta, urna nec aliquam condimentum, sapien lectus elementum est, in placerat elit mi pretium diam. Sed at lectus. Etiam laoreet massa vitae mauris blandit faucibus.

Fusce non ligula

Phasellus sit amet leo. Proin fermentum congue purus. Fusce non ligula. Donec a erat. Curabitur mollis ultricies elit. Ut ut tortor nec metus commodo tristique. In hac habitasse platea dictumst. Donec bibendum, neque non dignissim accumsan, urna felis commodo libero, euismod imperdiet arcu felis tincidunt velit. Duis mollis interdum sem. Nunc volutpat dictum justo.

Donec hendrerit magna

- Nulla sed tortor id neque consectetur auctor.
- Nullam laoreet erat eget nibh.
- Sed vitae nisi non enim semper rhoncus.
- Curabitur ac magna eu elit rhoncus ultrices.
- Proin quis metus nec mauris dictum convallis.
- In auctor mauris quis neque.

Vivamus sodales

- Nulla sed tortor id neque consectetur auctor.
- Nullam laoreet erat eget nibh.
- Sed vitae nisi non enim semper rhoncus.
- Curabitur ac magna eu elit rhoncus ultrices.
- Proin quis metus nec mauris dictum convallis.
- In auctor mauris quis neque.

Repetition

- an example of *bad* repetition:

Government of Canada Official Web Site | Canada Site - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Supreme Court
Government News
About Government

Services
Service Canada
Canada Business
Canada International

Resource Centre
Contact Your Government
Contact Your MP
Departments and Agencies
A to Z Index
On-line Forms and Services
Frequently Asked Questions
What's New
Publications and Reports
About Canada
Provinces and Territories
My Government Account

Stay In Touch
RSS News Feeds
Mobile Wireless

PM ANNOUNCES CANADA'S NEWEST NATIONAL MUSEUM AT PIER 21
25 June 2009
Pier 21 to serve as monument to the role immigrants have played in Canadian history. [More]

PM REPORTS TO CANADIANS: 80% OF ECONOMIC ACTION PLAN INITIATIVES ALREADY BEING IMPLEMENTED
11 June 2009
The Harper Government's unprecedented effort to accelerate the job-creating investments contained in Canada's Economic Action Plan is paying dividends, with 80% of this fiscal year's (2009-2010) Economic Action Plan initiatives already being implemented. [More]

Popular Services

→ Weather Conditions	→ Financial Benefits
→ Jobs	→ GST/HST Credit
→ Employment Insurance	→ Passport

Features
Travelling to the U.S.?
Tax Credit for Public Transit
Write to Our Troops
National Anti-Drug Strategy
GIC Appointments
Apprenticeship Incentive Grant
Government Initiatives

SCIENCE.GC.CA
Science and Technology for Canadians

Documents for entry into the United States
U.S. WHTI

H1N1 Flu Virus
(Human Swine Flu)

FIGHT WITH THE CANADIAN FORCES

Repetition

- the same page, with better repetition:

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File Edit View History Bookmarks Tools Help

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About Government

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Service Canada
Canada Business
Canada International
Resource Centre
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FIGHT WITH THE CANADIAN FORCES

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Weather Conditions
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GST/HST Credit
Passport

Repetition & Rhythm

- Rhythm is a reference to how the design is supposed to control the movement of your eyes through the visual image
- Sequencing: positioning the images so that the viewer can easily follow along
- **Repetition rarely occurs on its own and so it imbues a sense of order onto the design.**
 - And because of this, repetition attracts attention and prompts viewers to investigate further.

PARAMOUNT PRESENTS

JAMES STEWART KIM NOVAK IN ALFRED HITCHCOCK'S MASTERPIECE



'VERTIGO'

STORY BY BARBARA BEL GEDDES
CASTING BY TOM HELMRE
DIRECTOR OF PHOTOGRAPHY HENRY JONES
MUSIC BY ALFRED HITCHCOCK
EDITED BY ALEC COPPEL & SAMUEL TAYLOR
TECHNICOLOR
BASED UPON THE NOVEL 'DENTRE LES MORTS' BY PIERRE BOILEAU AND THOMAS NARCEJAC
MUSIC BY BERNARD HERRMANN



THE SCREEN ACHIEVES ONE OF THE GREAT ENTERTAINMENTS
IN THE HISTORY OF MOTION PICTURES



'WEST SIDE STORY' A MUSICAL

—NATALIE WOOD

RICHARD BEYMER RUSSELL TAMBLYN
RITA MORENO GEORGE CHAKIRIS

CASTING BY ROBERT BRUL AND ALTON ROBBINS
DIRECTOR OF PHOTOGRAPHY ROBERT ALTON
MUSIC BY LUDWIG MEXNER
LIBRETTI BY STEVEN LINDENBERG
BOOK BY ARTHUR LAURENTS

CASTING BY ROBERT BRUL AND ALTON ROBBINS
DIRECTOR OF PHOTOGRAPHY ROBERT ALTON
MUSIC BY LUDWIG MEXNER
LIBRETTI BY STEVEN LINDENBERG
BOOK BY ARTHUR LAURENTS





Alignment

- Nothing should be placed on the page arbitrarily.
- Every element should have some visual connection with another element on the page.

Principle of Design 03:

Alignment

Nothing should be placed on the page arbitrarily.

Every element should have some visual connection with another element on the page.

sophisticated,

This creates a clean, fresh look.

Alignment

No alignment


Left alignment

Lorem ipsum dolor


Now is the time for all good men and women to come to the aid of their country. Oh, say can you see by the dawn's early light. We the people. Now is the time for all good men and women to come to the aid of their country.

Oh say can you see by the dawn's early light. We the people. Now is the time for all good men and women to come to the aid of their country. Oh say can you see by the dawn's early light.

We the people. Now is the time for all good men and women to come to the aid of their country.




Mr. Wright is highly qualified and aptly named for the position of right hand man for the President of the LoremIpsumFoundation.




Mr. Scofield is the new director of left alignment issues for the LoremIpsum Foundation.

Ms. Baker takes over from Mr. Johnson on all matters of a centered nature.



Are you ready to make your move?



Jiggy Carroll

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed donecummy nibh. *Illustration*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed donecummy nibh. *Tidy Illustration*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed donecummy nibh. *the waters of the Nile on every golden scapel*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed donecummy nibh. *the waters of the Nile on every golden scapel*

More alignments

Right alignment



Centered alignment



Alignment

- an example of *bad* alignment:



- this is not a straight line ...

Alignment

- the same web page, with better alignment:



Alignment & Balance

- Placements of elements
- Weight: an image is considered balanced if the objects within are "equalized" between the horizontal and vertical axis of each item
- Weight can be influenced by the size, shape or color intensity of the objects
- A balanced, symmetrical design is appropriate for formal presentations
- Asymmetrical designs are less formal and are used when you want to create tension with the image

SYMMETRY

We plant Web sites that **flourish** in the harshest climates.
WE SPEAK FLORIDIAN

▼ **USABILITY** ▼ **VISIBILITY**

▼ **AESTHETICS** ▼ **FLEXIBILITY**

FEATURED PROJECT

Quality Laundry
PROFESSIONALS

Home • *About* • *Services* • *Contact*

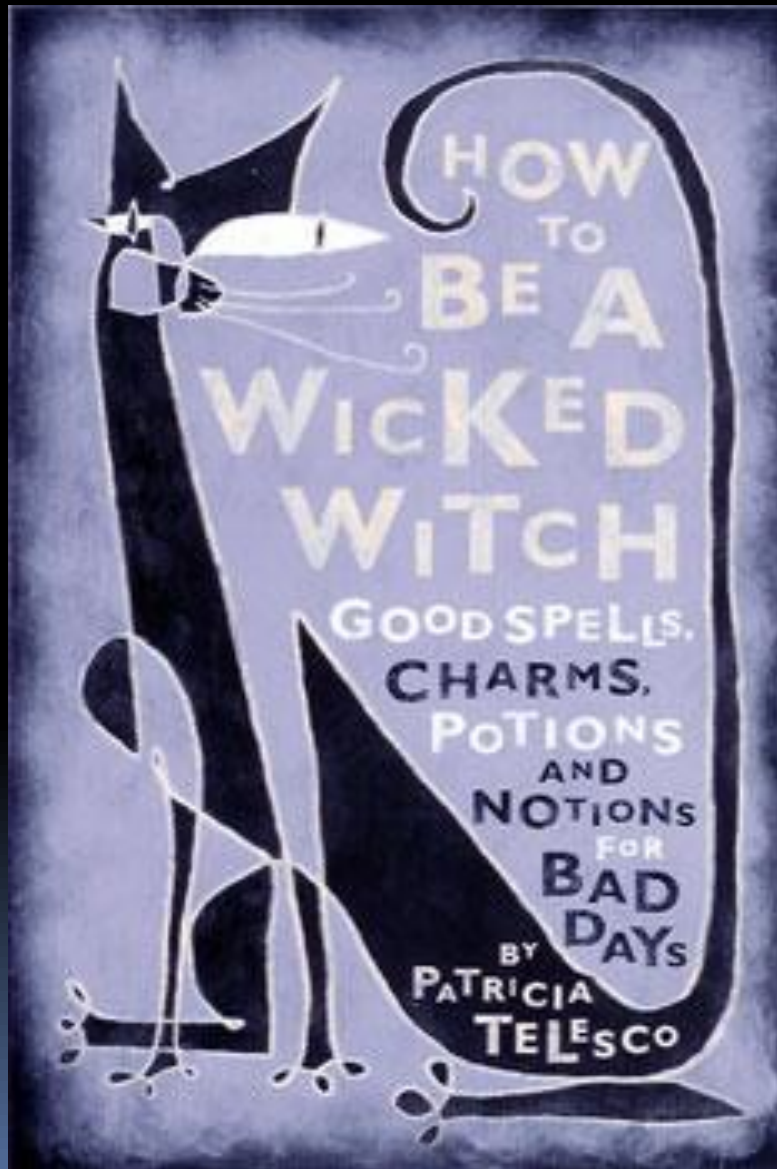
HOME OF
THE PERFECT SHIRT

WE USE THE LATEST TECHNIQUES AND TECHNOLOGY
TO REMOVE ALL STAINS. OUR CLEANERS BRIGHTEN, WHITEN
& RESTORE COLOR TO ALL FABRICS.

All items are Hand Pressed and finished to Perfection!

Prev Next

ASYMMETRY



Symmetry & Asymmetry





Proximity & Unity

- The idea of proximity comes from placing design elements that have the same shape or style closer to each other.
- In the same way, elements or items that are not related should not be placed in close proximity.
- Grouping elements closer makes it easier for the eye to find matching information easier and faster.

Principle of Design 02

Items related to each other should be grouped close together.

When several items are in close proximity to each other, they become **one visual unit** rather than several separate units.

This helps organize information and reduces clutter.

- Proximity is used to group the links on the navigation bar. Similarly the image, title, and price of each bottle are grouped together.

The screenshot displays the Moonlit website interface. At the top right, the logo features a stylized crescent moon and the text "Moonlit Hair care for the Planet Earth". A personalized greeting "Hello, Joe Bobcat. We have recommendations for you." is shown, along with links for "Your Account" and "Shopping Bag". A search bar with a "SEARCH" button is positioned below the header.

The navigation bar includes links for "About Us", "Hair Styling", "Hair Care", "Most Popular", "Shampoo", "Conditioner", "Heat Protection", "Hair Treatments", "Hair Tips", and "Contact Us".

The main content area is divided into two sections: "Shop Our Most Popular Products" and "Most Popular".

Shop Our Most Popular Products:

		
Moonlit Shampoo \$10.00	Moonlit Conditioner \$10.00	Moonlit Hairspray \$8.00
		
Moonlit PRO Shampoo \$15.00	Moonlit PRO Conditioner \$15.00	Moonlit PRO Hairspray \$12.00

Most Popular:

		
Moonlit Shampoo \$10.00	Moonlit Conditioner \$10.00	Moonlit Hairspray \$8.00
		
Moonlit PRO Shampoo \$15.00	Moonlit PRO Conditioner \$15.00	Moonlit PRO Hairspray \$12.00

© Joe Bobcat

Proximity

- Elements that are related should be grouped together,
- whereas separate design elements should have enough space in between to communicate they are different.



Proximity

- an example of *bad* proximity:



- which heading applies to the items in gray – "Services" or "Resource Centre"?
 - not clear from the spacing

Proximity

- the same web page, with better proximity:



- note the extra spacing on the menu
- it is now immediately clear which items the menu headings apply to

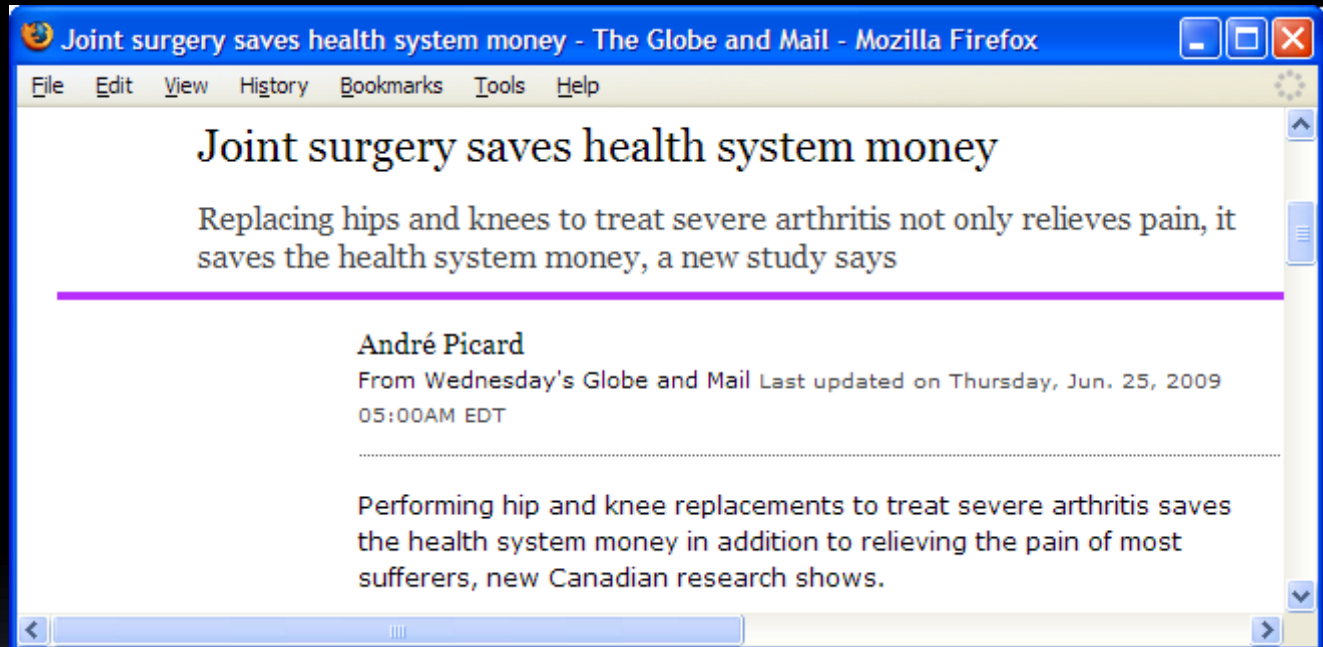
Proximity



- *bad* proximity: the subheading and the article have a huge space between them
 - they don't look like they're related

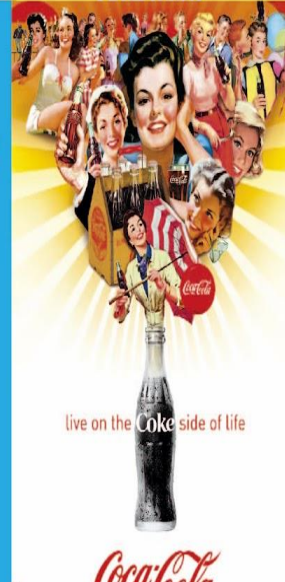
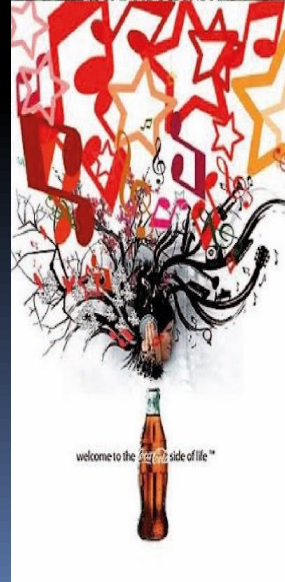
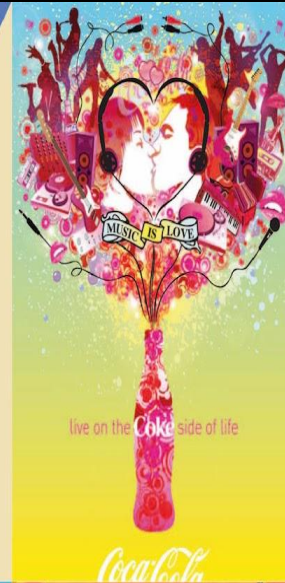
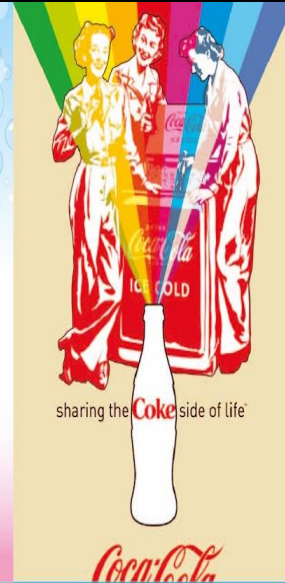
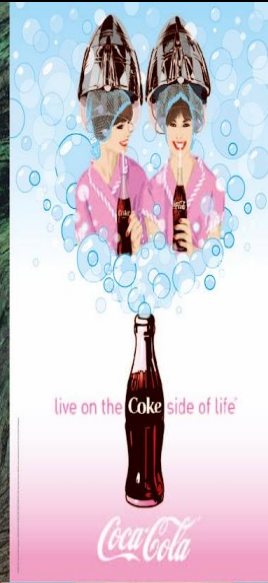
Proximity

- the same web page, with better proximity



Proximity & Unity

- Unity makes reference to the fact that elements within a design should be unified in content, color, and movement to avoid tension in the reader



Proximity & Unity

- **Simplicity**: a design with few elements can be read and interpreted easier and quicker than a complex design with multiple elements



Grid Systems

- **Scaling smaller images to larger works**
- **To break down the observed world into smaller, more manageable sections**
- **To help achieve organization**
- **Grids are useful for defining key alignments and intersecting points within a composition**

Grid Systems

- **Grid systems** bring visual structure and balance to site design.
- Used properly, they can enhance the user experience by creating predictable patterns for users to follow.
- Grids are structure imposed on chaos.

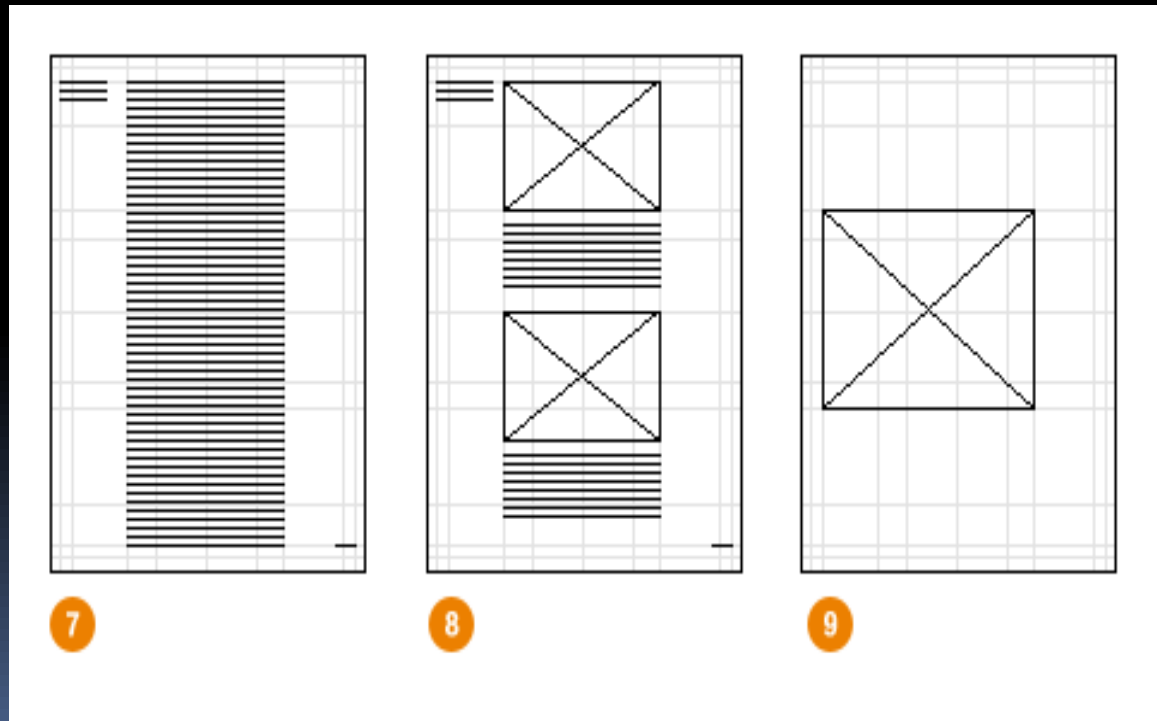


Arithmetic Grids

- Subdividing grids identifies dominant and subordinate intersecting points to use for the placement of elements

6	3	5	7	9	2	4	8	1
2	1	7	3	4	8	6	5	9
8	4	9	1	6	5	7	2	3
4	2	3	5	7	9	8	1	6
7	8	6	4	3	1	5	9	2
9	5	1	2	8	6	3	4	7
1	6	2	8	5	3	9	7	4
5	9	4	6	1	7	2	3	8
3	7	8	9	2	4	1	6	5

- Combining grid systems can suggest scale changes, movement, and emphasis



flourish

We plant Web sites that flourish in the harshest climates.

- USABILITY
- VISIBILITY
- AESTHETICS
- FLEXIBILITY

FEATURED PROJECTS

Florida Web Design

Small businesses don't often have the internal resources, knowledge, skills and budget to manage a professional Web site.

Fortunately, there's always an expert in Florida crafting a Web design that is professional and cost-effective for you. Our Florida Web Design will help you connect with your audience and create an online environment that will help you succeed in your industry.

Additional Services

PHI
PHI (Professional Health Information) systems, HIPAA, etc.

IDENTITY
Brand and online identity, social media, etc.

Kx Knowledge Pharmacy

HOME PATIENTS PHYSICIANS ABOUT US CONTACT US

The first pharmacy that dispenses education.

An Knowledge Pharmacy physician provides medical knowledge online. Their professional, personalized advice is delivered transparently and free because that's what their health and quality care is all about.

USER NAME: PASSWORD: **LOGIN**

Patients
Have you ever wished:
 1. For better answers to your medical questions?
 2. That your doctor could spend a little more time explaining why about your condition or treatment?
 3. That you could be more involved in decisions affecting your health care?

Physicians
Have you ever wished:
 1. That patients understand their medical condition more fully?
 2. That you could spend less time on time on their patients' issues when you know they don't "get" their condition?
 3. That you could spend more time understanding what your patients' issues are?

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CABRILLO

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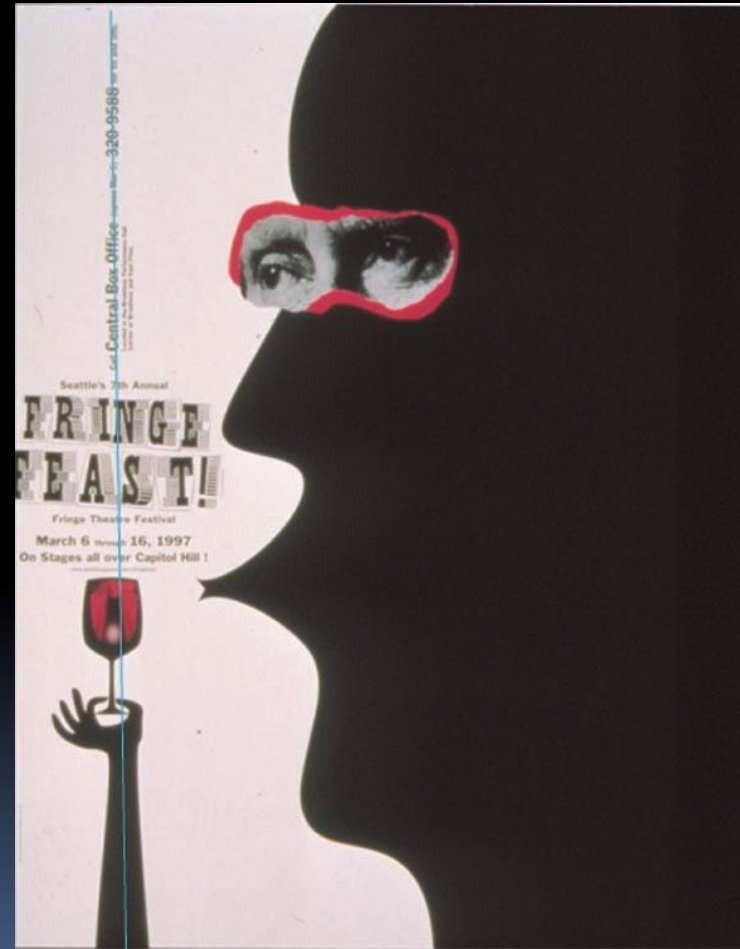
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---	---	--	--

We also offer a [free plan](#): 1 project, unlimited users, but no file sharing.

- A grid provides system or format for organizing elements in a composition.
- It can be a simple division, like the “invisible line” that serves as a means of aligning visuals in this poster





Web Design 101: Gridding Your Website



Balance of Form & Content

- Users are pleased by the design but drawn to the content
- The colorful graphics grow around the blocks of content, leading the eye back to the information without interfering with the pages' readability or organization.



Contrast

- The concept is simple: the greater the difference between a graphic element and its surroundings, the more that element will stand out.



Balance – Symmetry/Asymmetry

- *Symmetrical Balance*
- **symmetry**—called horizontal symmetry can be applied to web site layouts by centering content or balancing it between columns.



Balance – Symmetry/Asymmetry

- *Asymmetrical Balance*
- Asymmetrical balance, or informal balance, is a little more abstract, and generally more visually interesting, than symmetrical balance.
- Rather than having mirror images on either side of the layout, asymmetrical balance involves objects of differing size, shape, tone, or placement.



Rhythm & Repetition

- Any time you bring a set of like items together, they form a group.
- In the same way, repetition of colors, shapes, textures, or similar objects helps to tie a web page design together so that it feels like a cohesive unit



Vareity & Uniformity

- Users recognize each page as belonging to the site
- Even if there's a dramatic difference between the layout of the homepage and the rest of the site, a cohesive theme or style should exist across all the pages of a site to help hold the design together.



Format

- Format is used in two ways:
 - The surface area that contains the design composition
 - The general format that is determined by the venue or kind of design



Orientation

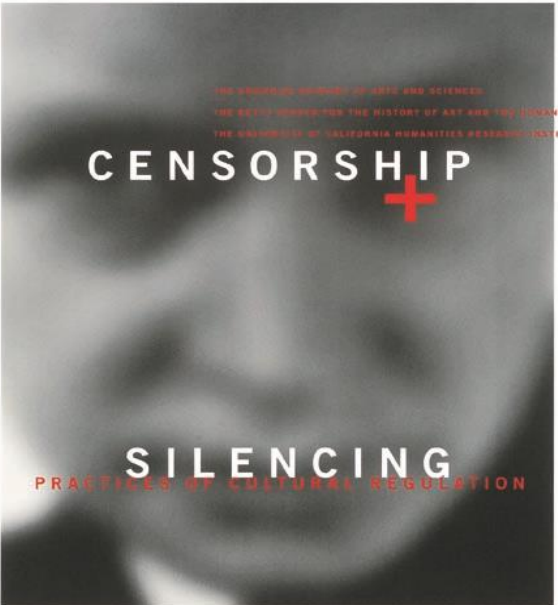
- The point of view determined by the designer , and it is the way the viewer is meant to relate visually to a design or an image
- Humans generally perceive the world standing or sitting perpendicular to the ground
- A person's (natural) field of vision is an oval shape with the width roughly double the height

Theme & Motif

- Theme: Visual theme determines the elements to use and ways to use them in relation to a subject/topic
 - Presented as the premise of a story, symbolic association, or the use of a visual metaphor
- Motif: Concept(s) related to a theme
 - Often culturally related
 - Example – Arabesque, seasonal, urban, etc.

Eye Movement in Web Design

- The eye tends to gravitate to areas of most complexity first
- In pictures of people, the eye is always attracted to the face and particularly the eyes



THE UNIVERSITY OF CALIFORNIA, THE HISTORY OF ART AND THE ECONOMICS
THE UNIVERSITY OF CALIFORNIA HUMANITIES RESEARCH INSTITUTE PRESENT

CENSORSHIP +

SILENCING
PRACTICES OF CULTURAL REGULATION

In 1994-1995 a year-long program of symposia on issues of repression and resistance will be presented at eight University of California campuses. California Institute of Technology, Stanford University, University of Southern California, and the Huntington Library. The topics of the conferences will range from historical consideration of the concept of the "censored" to the current controversy over the regulation of pornography. The program will culminate in a week-long seminar for invited participants at the Getty Center for the History of Art and the Humanities to be chaired by Robert Paul, Professor of Law at South West, UC Berkeley.

University of California, Berkeley	University of California, Santa Cruz	University of California, San Diego	Stanford University	University of California, Los Angeles
January 20, 1995 History, Media, and Communication Panel: History, Media, and Communication	February 4, 1995 Literature and History The World of the Novel	February 10, 1995 Literature and History The World of the Novel	February 17, 1995 Literature and History The World of the Novel	February 24, 1995 Literature and History The World of the Novel