

Design Principles

Graphic Design 101

Design Theories and Principles

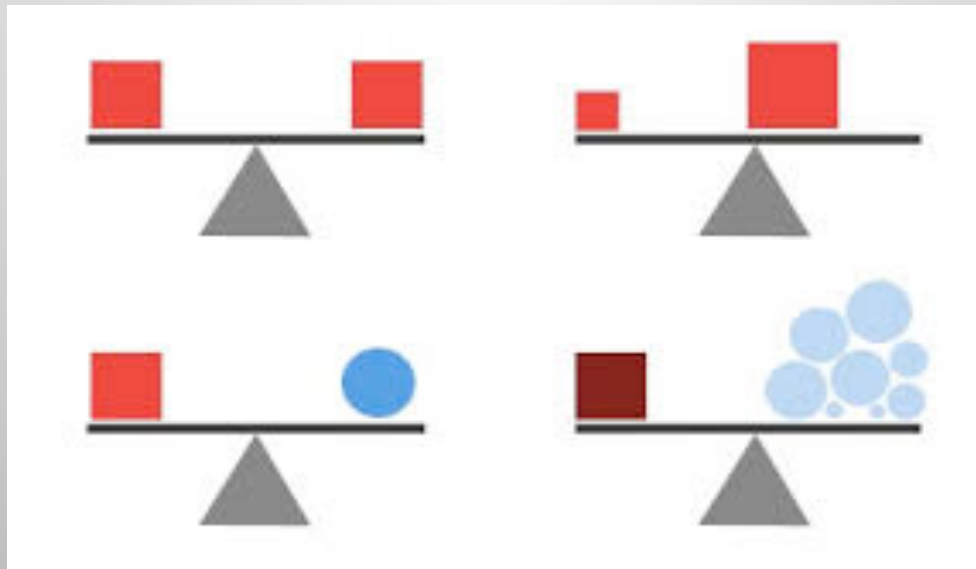
- What is graphic design?
 - “art of visual communication through the use of text, images and symbols.”
 - 3 aspect to graphic design
 - 1. Layout- how everything is arranged on your workspace.
 - 2. Color
 - 3. Typography- The selection of typefaces (fonts)-mood

Things to keep in mind

1. Research!! Know your audience and the goal of the piece. Look up everything you can about that particular event/culture/group of people/etc. that you can so you have a full well rounded idea as to who they are and what you are designing for.
2. A designer must communicate! It's our number one job.
3. Order and clarity make information easy to understand– Have a layout and a plan.
4. Build a design intelligence (taste) through practice. -- keep working on new ideas because practice does make perfect.

6 Key Rules and Concepts

1. Balance: visual weighting of objects in a work.
 - A. symmetrical: both sides of the design are a mirror image of each other. A sense of order. Downfall: it can look too planned.
 - B. Asymmetrical: creates a weight difference in the design. Working still in a framework: it's not chaotic it's just creating tension.

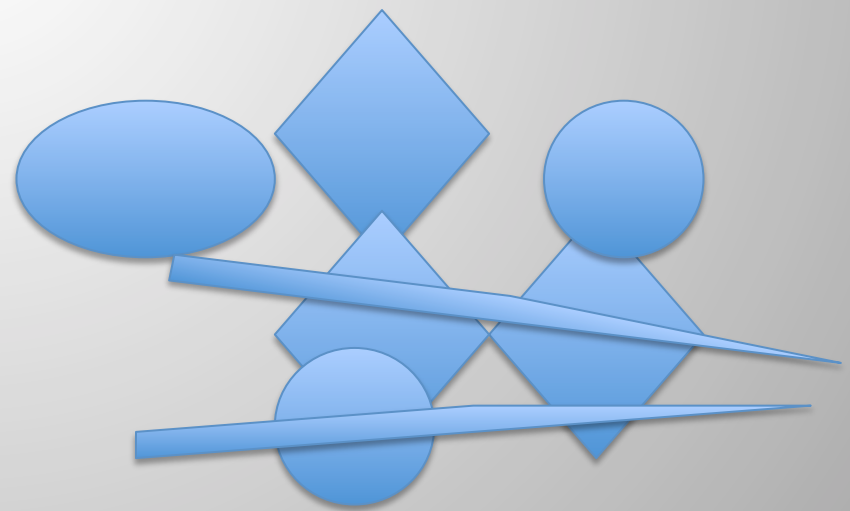
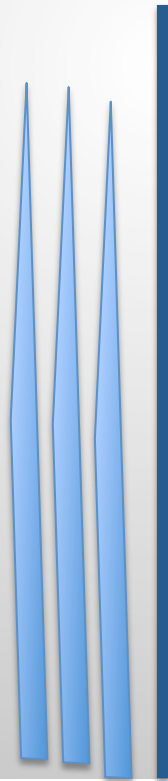
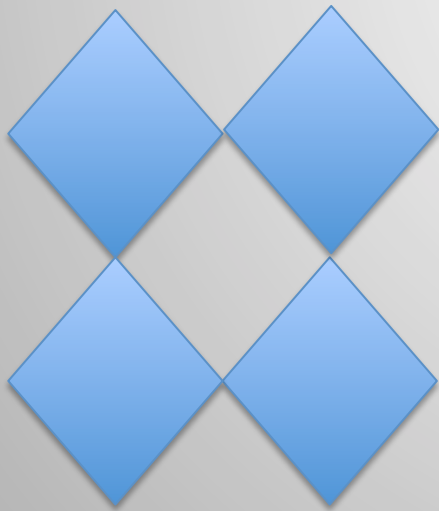


- Radial Balance: The concept that the very center of the design is there the eye should go first.
 - Eye Catching.



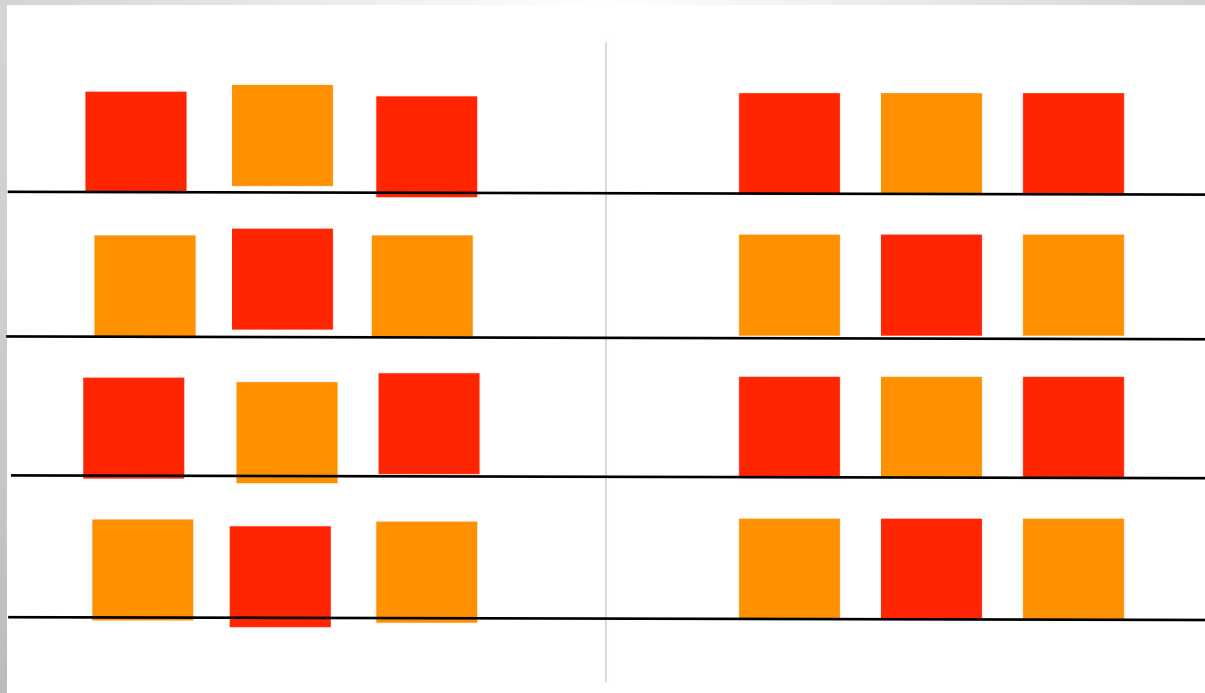
2. Proximity

- The Grouping and shaping of objects on a page.
 - Like things together and unlike things apart. Working with shapes to create patterns.



3. Alignment

- Keeping Object in-line with one another.
 - Keeping order to your design by using a grid and keep most things equidistant. It creates uniformity, and it will appear to have ORDER. Make it look intentional and professional

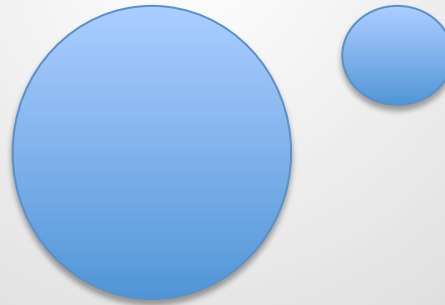


4. Contrast

- Creating distinction by highlighting differences. This helps the viewer know what is the most important thing to focus on and what to look for first!- called a focal point

– Change in text **HELLO** hello

– Change in size

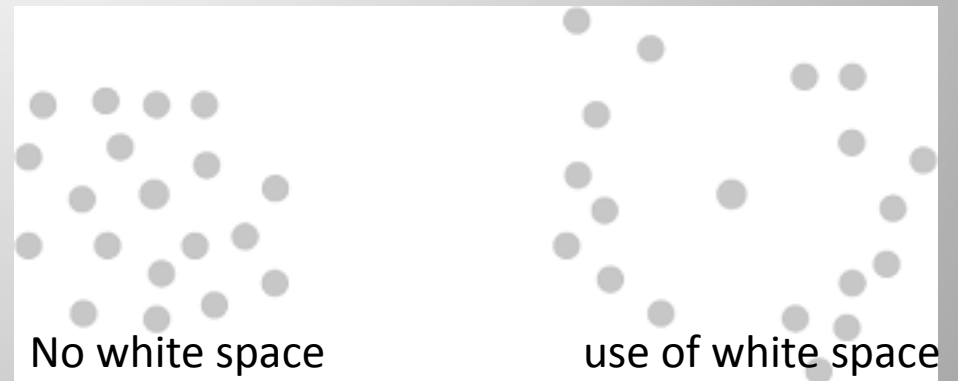
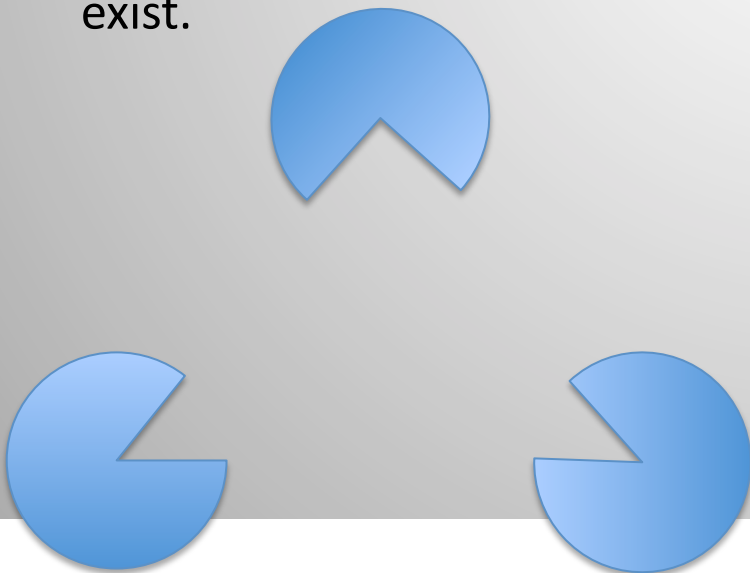


– Change in color or 'fill'



5. White Space:: Negative space:: the art of nothing

- The space in your design that you LEAVE ALONE.
- IT'S OK to have space that is left alone to give the viewer a visual break. If you don't, your design will be too busy and chaotic and the public will reject your idea.
- Your eye reads the triangle below even though the triangle doesn't actually exist.



6. Keep it simple!

- Avoid an overwhelming amount of colors or objects.
- Always ask yourself: what am I representing?
What am I trying to communicate?
- Simplify the data to things that are the MOST IMPORTANT IDEAS. 😊