

PR 486: INTRO TO DESIGN TOOLS

THE BASICS OF DESIGN

**DESIGN IS THINKING MADE
VISUAL.**


Saul Bass

DESIGN NEED NOT BE COMPLEX OR OVERTHOUGHT OR SCARY!

- ▶ We see design every day. As humans, we are intuitively drawn to pleasing aesthetics. We have some built-in design instincts.
- ▶ Think about how you react to certain colors – like the red of a stop sign.
- ▶ Think about how you feel when you look at ads, or read signs.
- ▶ Think about how your brain sometimes tries to right things that are crooked, or notices when spacing is off, or gets overwhelmed when you can't figure out where to start reading a poster.

Sprint LTE

12:00 PM

11% 



Ed >

They have Adirondack chairs at the Syracuse airport ... cuz we're in the Adirondacks. That's cute.



I would never have made that connection in a million years

This is what happens when you are a design nerd



iMessage





Chris Do
19 mins •

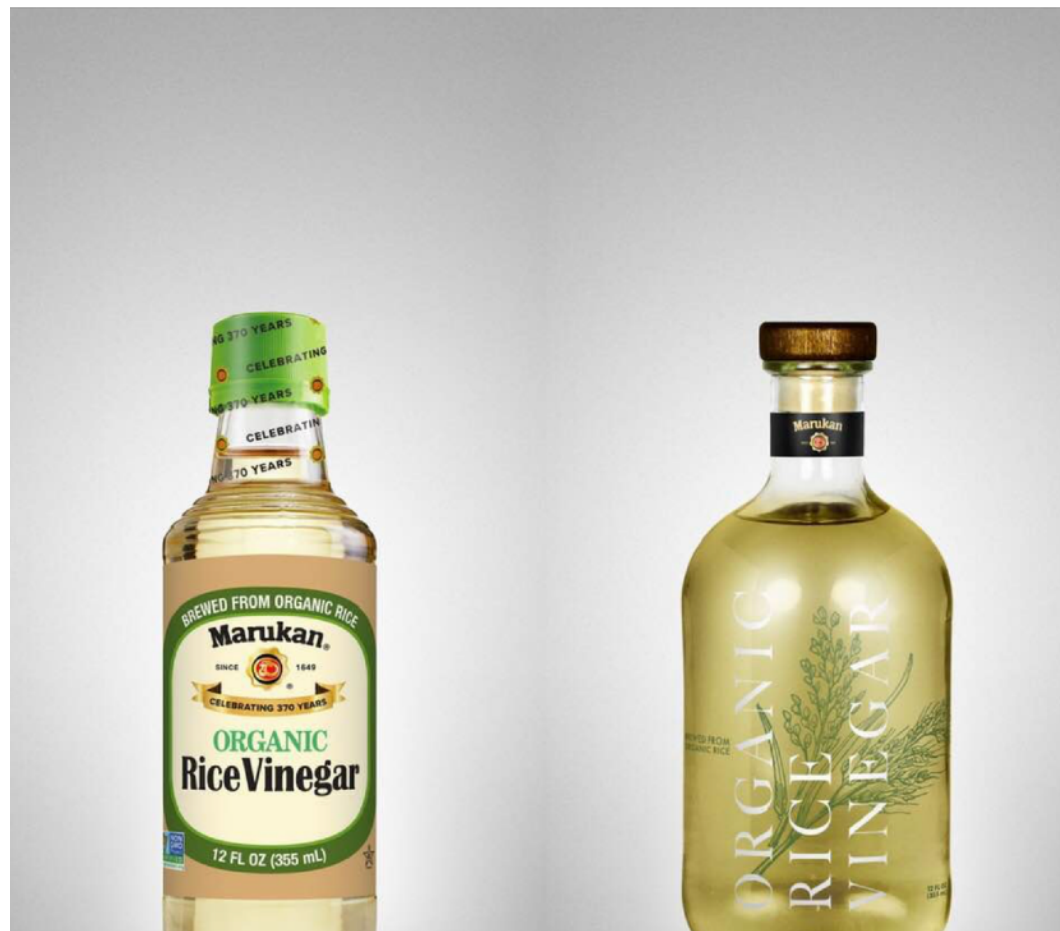


Does design matter?

Quick test. Which bottle do you think is more expensive, higher quality and would catch your eye at the store?

The logos are exactly the same but everything else is different. Perhaps it's time to reevaluate the assumption that design is superficial unless you are willing to admit that you are superficial. This is the impact that design can have on your product, service, website, communication, positioning, perceived value and bottom line.

Designed by **Matthew Encina**.
#bizofdesign



**I'M NOT SURE WHAT I WANT,
BUT I'LL KNOW IT WHEN I SEE
IT.**

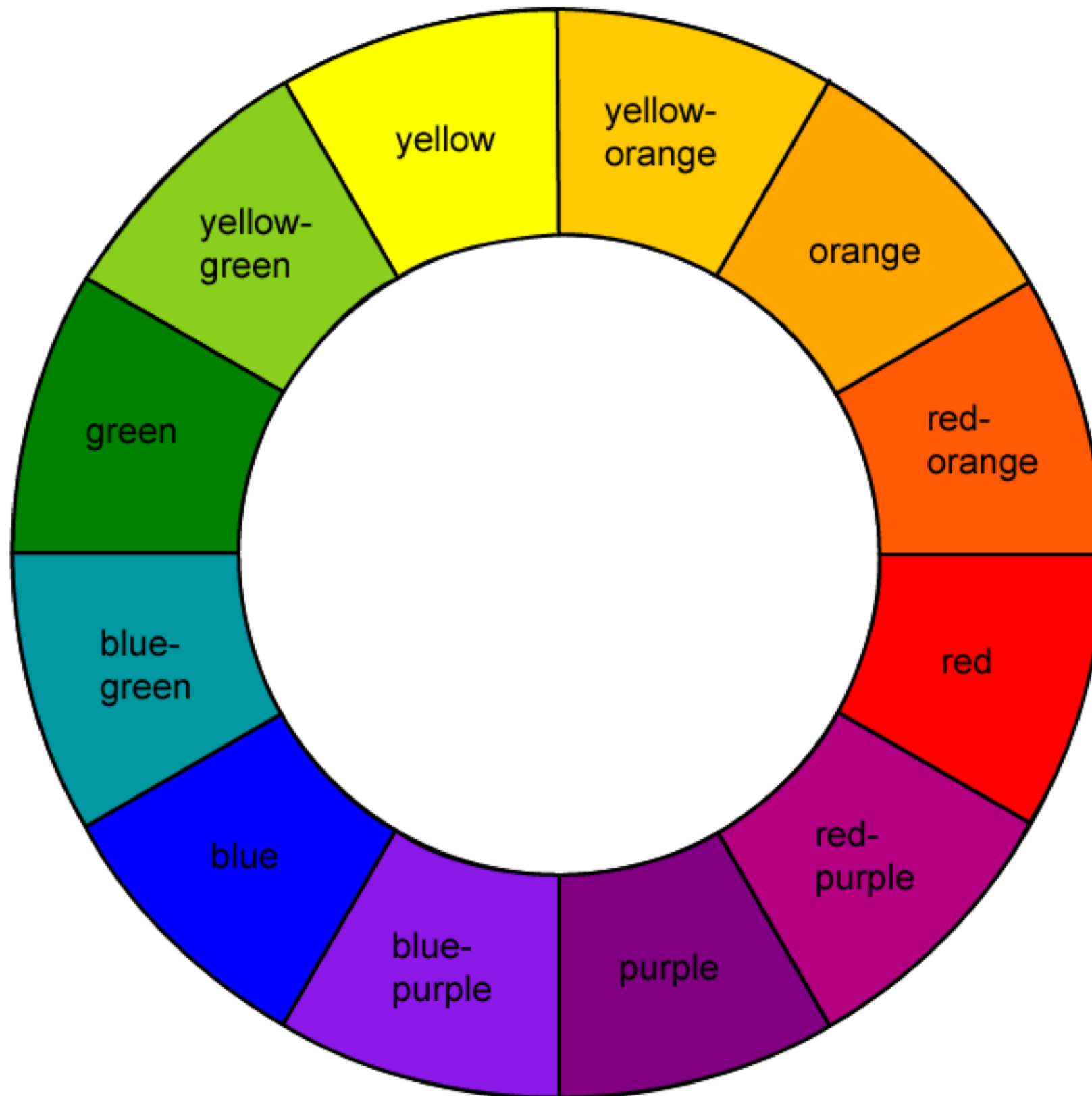
Every terrible client, ever

SOME BASIC DESIGN CONCEPTS

- ▶ Color
- ▶ Typeface
- ▶ Hierarchy
- ▶ Spacing / Rhythm

COLOR

- ▶ Certain colors can evoke certain feelings and emotions.
- ▶ Don't overuse color. Sometimes all you need is two or three.
- ▶ Don't use too many bold shades. One will catch someone's attention; five will make people's eyes bleed.
- ▶ If you're not sure about color combos, there are some basic rules you can follow by looking at a color wheel.



COLOR WHEEL RULES

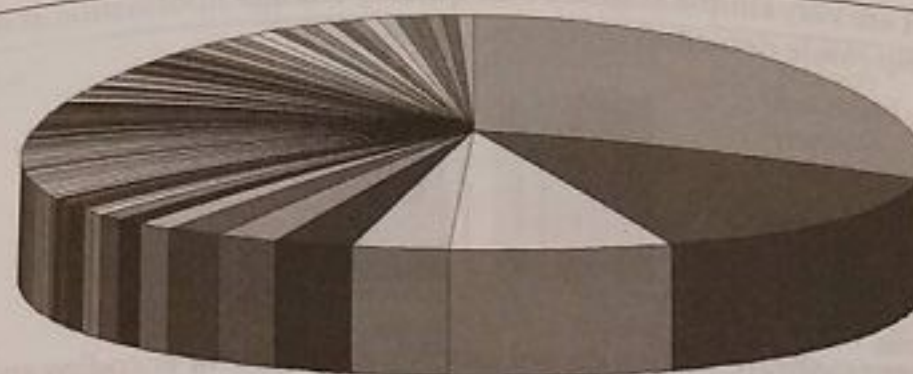
- ▶ **Complementary colors:** Colors that are opposite each other on the color wheel. For example, blue + orange, red + green, yellow + purple.
- ▶ **Analogous colors:** Colors that are next to each other on the wheel. For example, green + yellow, red + purple, blue + green.
- ▶ **Monochromatic colors:** The same color, but in different shades. For instance, red + pink.



P E A C E 平 和



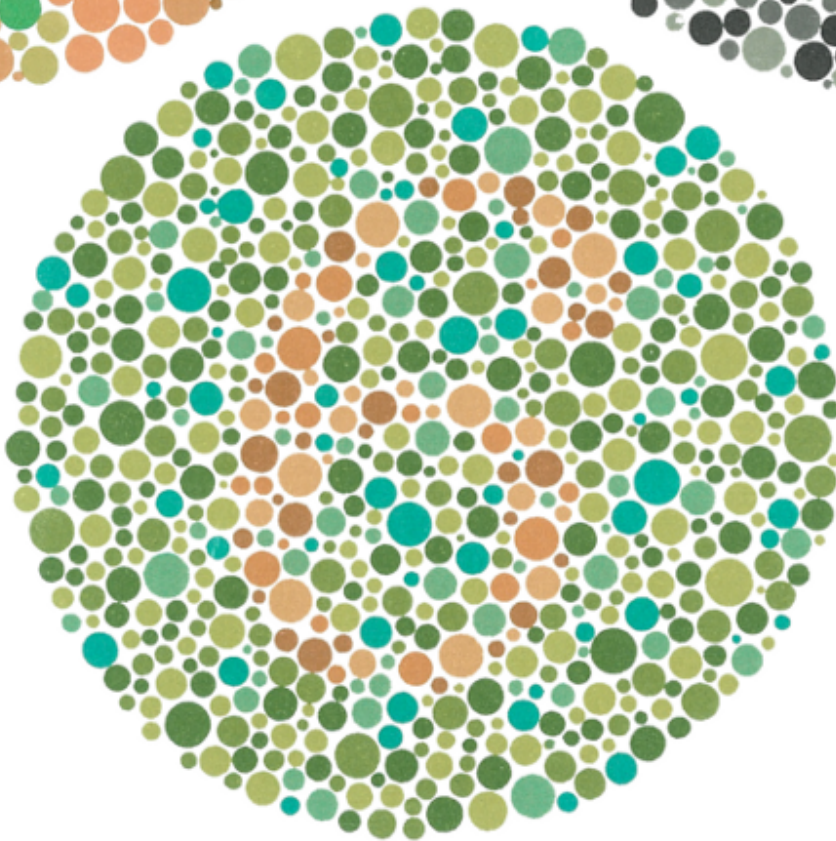
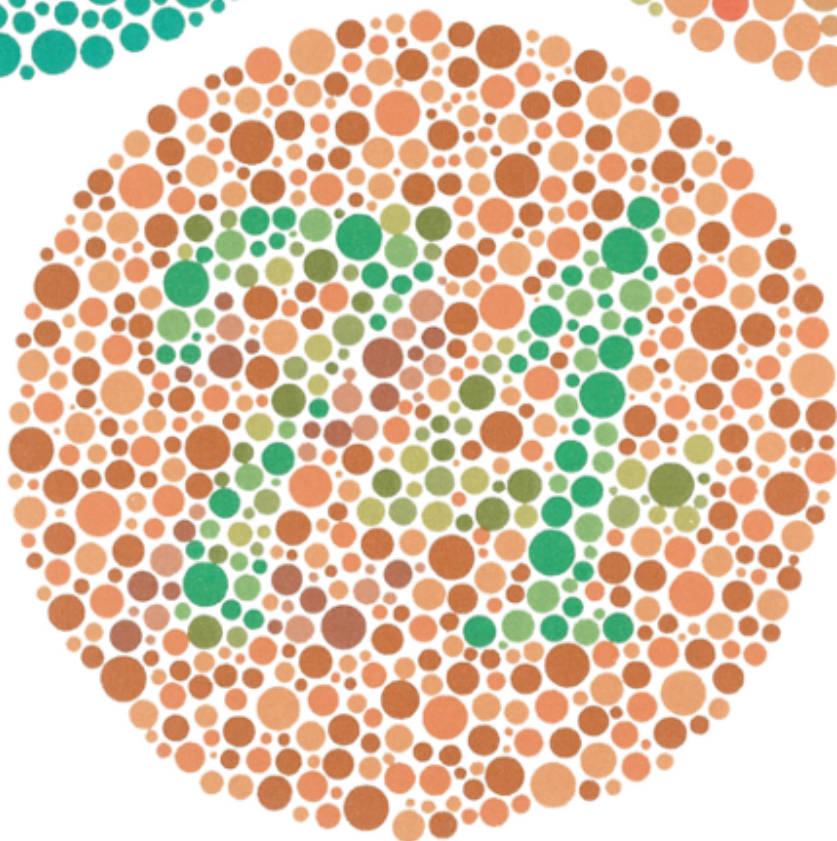
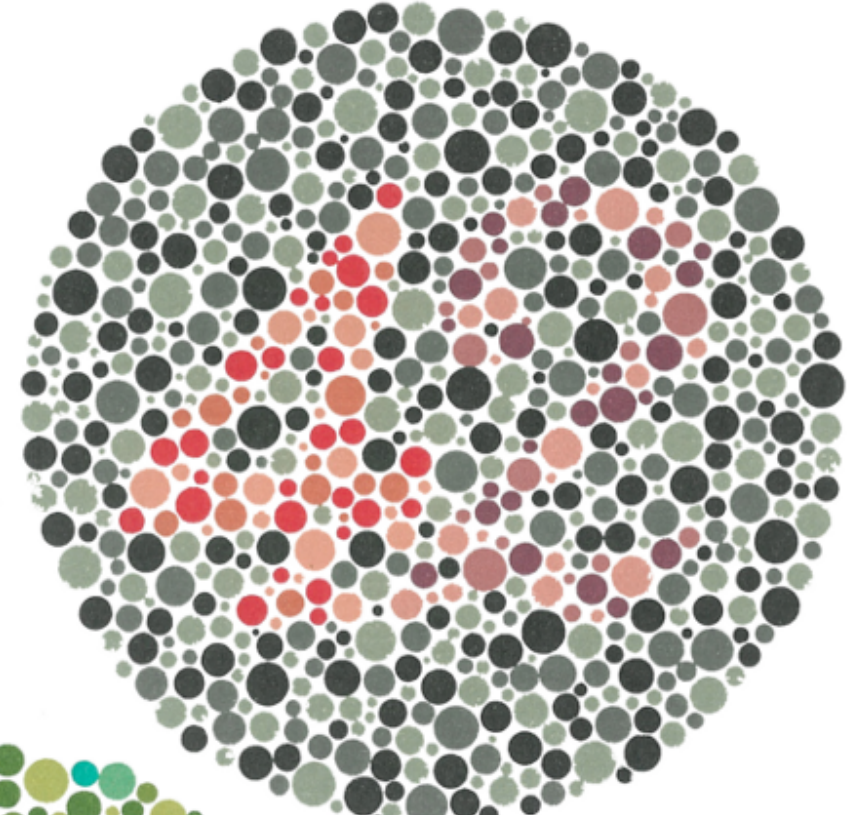
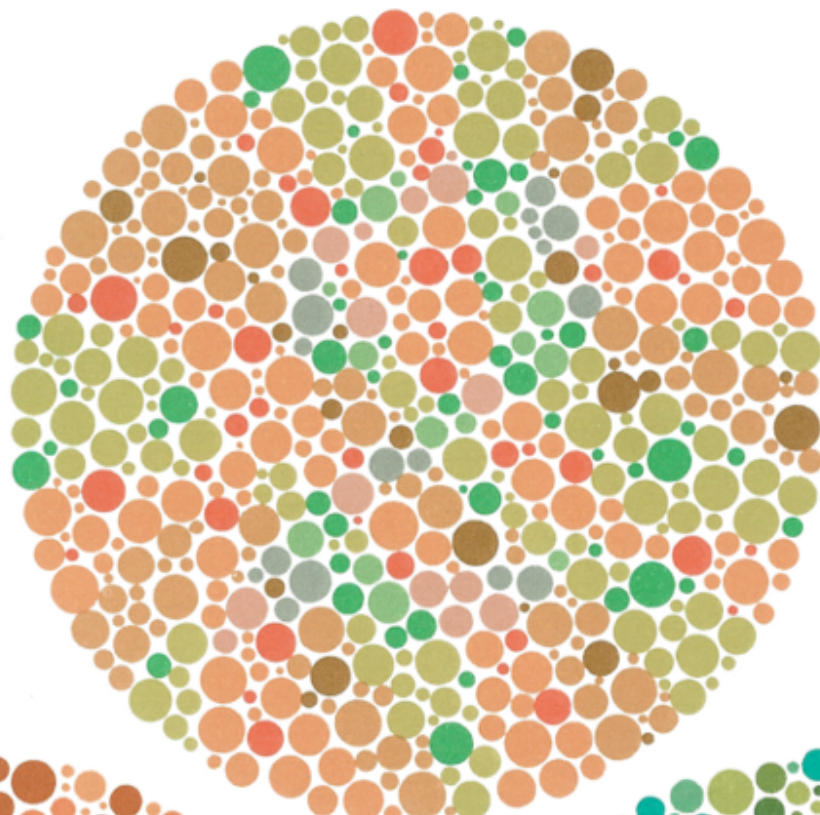
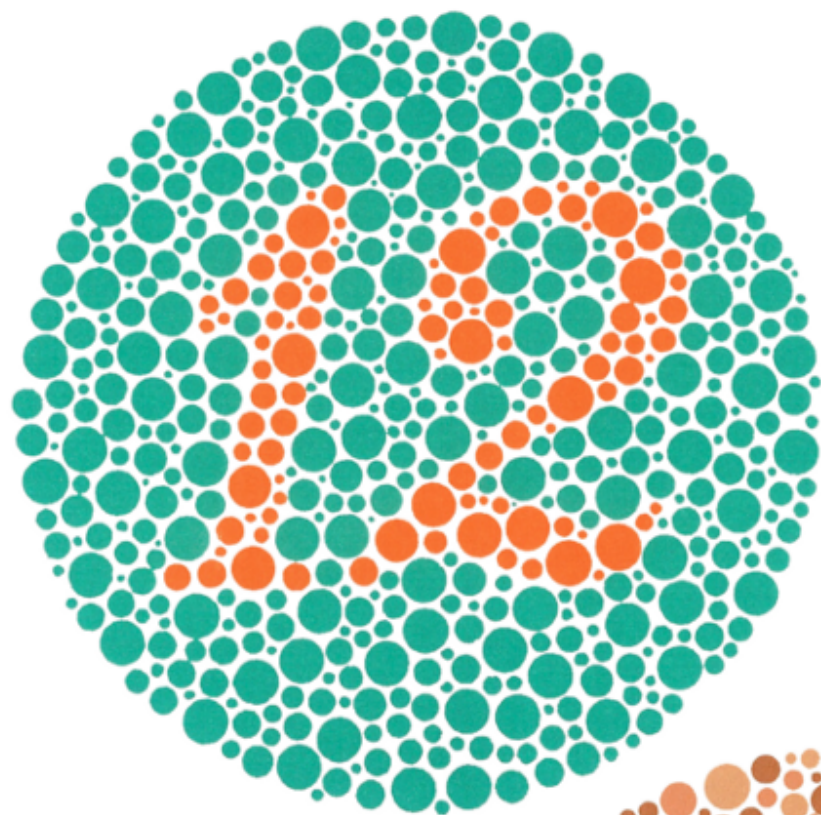




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| <input type="checkbox"/> Other Installers | <input type="checkbox"/> PE-Compact |
| <input type="checkbox"/> ASProect.b | <input type="checkbox"/> Unpack2 |
| <input type="checkbox"/> Aspack | <input type="checkbox"/> Themida |
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A WORD ABOUT COLORBLINDNESS!

- ▶ There are an estimated 300 million people who have some kind of color vision deficiency!
- ▶ 1 in 12 men and 1 in 200 women are color blind.
- ▶ Red/green colorblindness is the most common type. These are folks who cannot differentiate between red and green (it all looks brown to them).





TYPEFACE (ALSO KNOWN AS FONTS)

- ▶ Fonts can convey meaning and a specific feel. You wouldn't use a frivolous cursive or handwriting-style font if you were talking about a serious subject matter!
- ▶ Readability is key. Don't use a cursive font in all caps. That's just terrible.
- ▶ Size **does** matter, especially when it comes to light type on dark backgrounds. Use larger type in this situation. Also keep reading length in mind.

MORE TYPEFACE TIPS

- ▶ Don't use more than two or three fonts at once or you'll look like a club flyer.
- ▶ Pairing a sans-serif and a serif font together is a classic pairing. You can also pair two sans-serif fonts or two serifs. Just make sure they don't look radically different from each other if you use two serifs or sans-serifs.
- ▶ You can always use one typeface in multiple weights, like regular and bold, or thin and bold. You want some contrast.
- ▶ Google Fonts is a great source for fonts! (And it's free!)

SOME MORE GREAT TYPOGRAPHY TIPS

- ▶ Does type have personality? Absolutely!
- ▶ Should you pick a typeface willy-nilly? Probably not.
- ▶ Line length does matter. Help your readers out.

oasis

MUSE

the **KILLERS**

Amanda's Toddler Day Care!

"Your precious kid
will be fine with us"



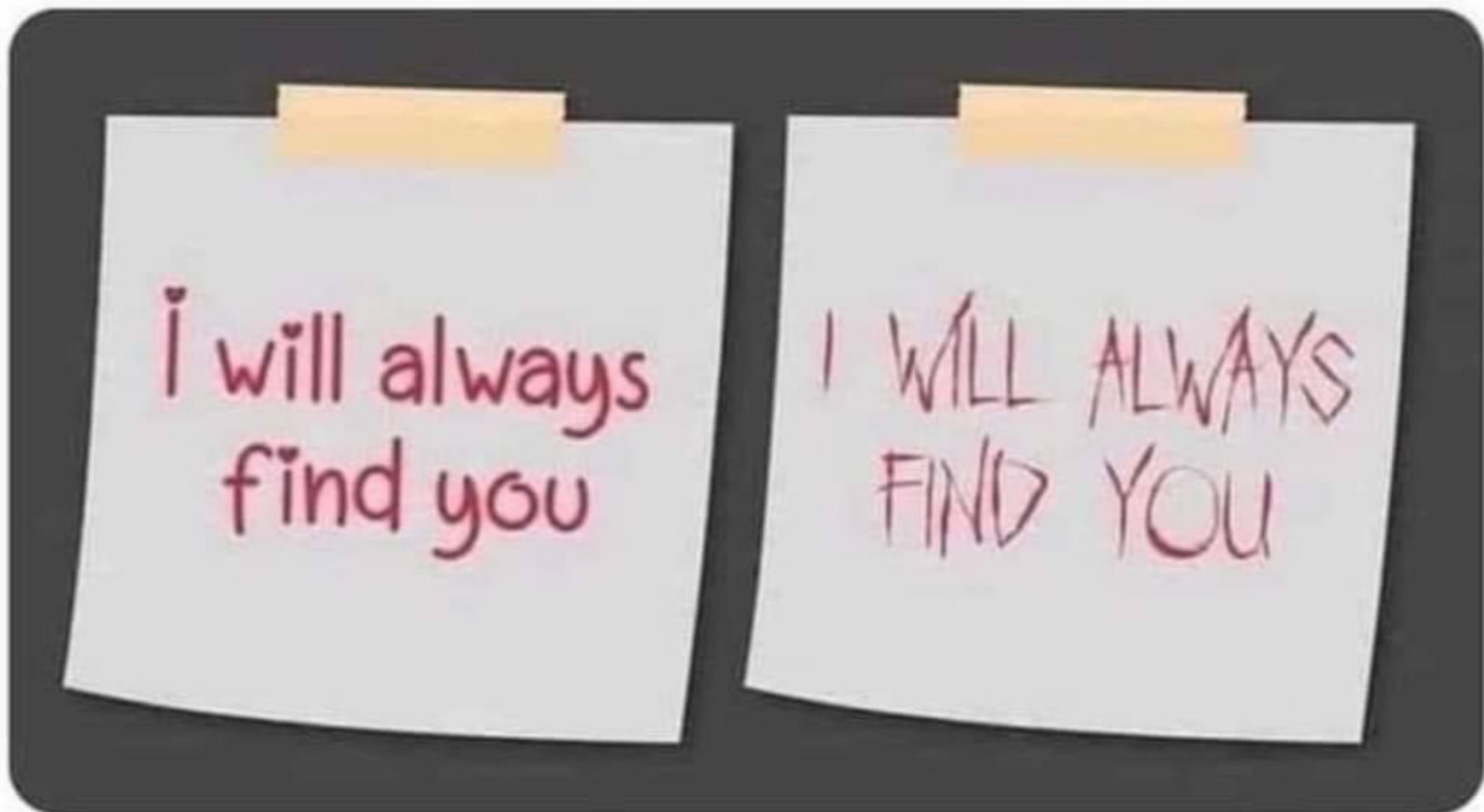
MC Lars  · [Follow](#)

Suggested for you · 7h · 



"The difference between the almost right word and the right word is really a large matter—it's the difference between the lightning bug and the lightning." - Mark Twain

FONT MATTERS!



CHECK OUT
www.w4kbl.org

CQ CQ
CALLING ALL
STATIONS

145.230
179.9 PL



CONTACT
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VE TESTING AT 9:00
WALK-INS WELCOME



WELCOME
TO THE

HAM RADIO
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PENNINGTON FOLK MUSIC FESTIVAL

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'PENNINGTON'

HAMFEST



INDOOR TABLES ARE AVAILABLE - FCFS

NO FEES TO ENTER OR SETUP

DOOR
PRIZES

FOOD AND DRINKS
WILL BE AVAILABLE

DOOR
PRIZES

PRINCETON, KY
FIRE TRAINING CENTER

EXIT 12 OFF WK PKWY
2001 HWY 62 WEST

JUNE 2nd, '12 7:00 AM till NOON

PRINCETON HAM RADIO CLUB AND CALDWELL CO ARES



NO STYLING

- Difficult to read text
- Lazy



DROP SHADOW ON TEXT

- Better than no styling at all
- Legibility of text depends on image used



COLOR OVERLAY

- Text will be readable on any image
- More stylised approach
- Use dark grey overlay for more neutral style



GRADIENT OVERLAY (OUR PREFERRED METHOD)

- #000 gradient that starts at 100% opacity and fades to 0% (bottom to top)
- You can also use a dark and dominant color from the image rather than black
- Text will be readable on any image
- Subtle technique that does not interfere with image



KNOW YOUR FONT TERMS!

- ▶ **Leading:** The space between lines of text.
- ▶ **Kerning:** The space between letters.
- ▶ **Serif:** “With feet.” Typefaces that have ornamentation at the end, like Times New Roman, Palatino. Sometimes you’ll see the term “Slab Serif,” which just means the “feet” are straighter. (Think typewriter-type fonts.)
- ▶ **Sans serif:** “Without feet.” Typefaces that are straight with no orientation, like this one. (Avenir) Arial and Helvetica are other well-known examples.

**Howto
piss off
your
designer
friends
and give
them a
migraine.**

Zag



Most tragic kerning ever.

HIERARCHY

- ▶ If everything is the same size or color, no one will know what to look at first. Make the important stuff stand out. Make it bigger, use a highlighting color, etc.
- ▶ Contrast is a great principle to think of when thinking of hierarchy. If something looks different than the other text on it, it's eye-catching. Same goes for if you use a photo.
- ▶ [A great post about contrast: It's not always just about color.](#)
- ▶ [Some great typographic hierarchy tips](#)



Read about it:

<https://www.itsnicethat.com/news/wieden-plus-kennedy-portland-rxbar-graphic-design-071118>



Photo



iamthirtyaf



Daniil Birsan

@daniilbirsan



Graphic design has rules, and they work.

And you will read this last

**You will read
this first**

And then you will read this

Then this one



Liked by dafne.go and 104,911 others

iamthirtyaf I'm UNIQUE. I am my own person. My experiences are MINE and mine ONLY. But also... ✨ totes ✨ #teehee .

Twitter/daniilbirsan

View all 592 comments

1 day ago

**SPECIAL
JUMBO
ISSUE**



Easy Christmas Mmm...

for women

December 17, 2018

Wow YOUR crowd!

TIREDNESS? JUST GONE!

The \$2 natural cure that ends the "dream deprivation" making 80% of women tense & drained

NEWS: Nature's Prozac boosts sleep & mood!

QUICK CURES

- ✓ Digestion oh no's
- ✓ Bad breath yikes
- ✓ Hormone oughs
- ✓ Night vision argh
- ✓ Memory oops

YES! Kitchen cure de-bloats your belly + boosts calorie burn by 42%

YOU, PARTY BEAUTIFUL!

THINNER YOU Easy style secrets that shave off 10+ lbs
THICKER HAIR... instantly!

CHEERS! The healthy cocktails that rev slimming

FOOD LOVER'S GUIDE TO

HOLIDAY KETO!

You can say
BYE-BYE, HANGRY!
on this Keto-meets-
Mediterranean
proven plan

Mary Roberts lost 105 lbs on the plan and reversed her Type 2 diabetes: "It was so satisfying, I feel duped by all the low-fat diets I'd tried before!"

HI THERE HAPPY!

REBA! Her secrets to stunning at 63—plus the pantry staple she swears by to end aches

SAVE BIG
on gifts,
dinners
& décor!

**Drop
10 lbs in
7 days**

101 SHORTCUTS
Dazzle without
the frazzle with
these genius tips

Special XXL issue **\$3.99**

**HAPPY
IS WITHIN
REACH**

SPACING AND RHYTHM

- ▶ Another way to think of this is grouping. If you group things together, it makes them seem related. For instance, if you're advertising a concert, you probably want to put the venue, date, and time near each other. On a business card, you want to put all the contact info near each other.
- ▶ Create a visual flow for a reader.
- ▶ Don't be afraid of white space. You don't need to fill up every square inch. Let your design breathe.

23 Lawnhill Drive

Happyville, NB

Joe's Graphics

555-555-4444

joesgraphics.com

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555-555-4444

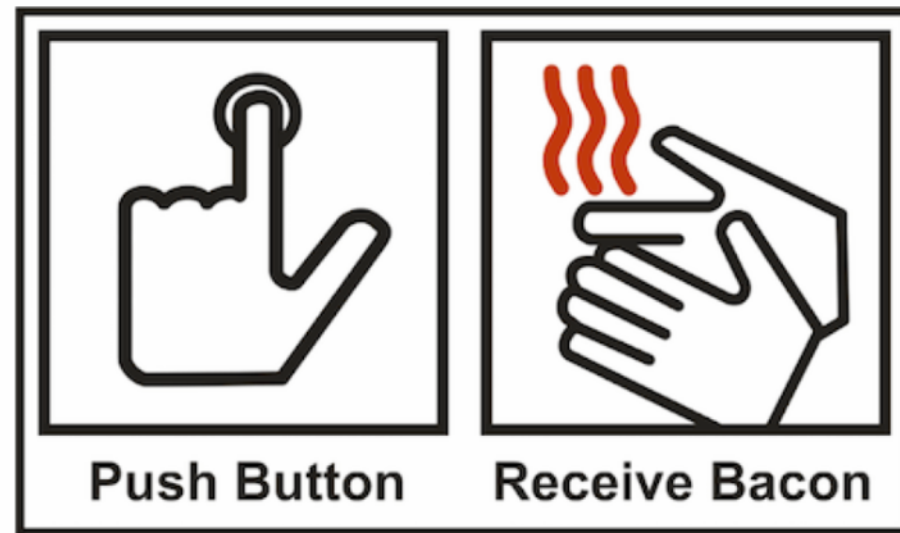
joesgraphics.com

**A WORD ABOUT AMBIGUITY
(AND UNINTENTIONAL
HILARITY)!**

**DESIGNERS ARE THE MOST
INCLUSIVE PEOPLE OUT THERE
BECAUSE THEY HAVE TO THINK
ABOUT WHO THEY ARE SERVING.**

John Maeda, head of global computing, Automattic

BE WARY OF MISINTERPRETATION OR UNINTENTIONAL MEANING IN YOUR DESIGN!



Design counts.





Tom Stephan

Visual Storyteller · April 28 at 12:58 PM · 🌐

...how deep?



The Great PNW

Sponsored · 🌐

Our love for the Pacific NorthWest runs deep, and in every design we produce so you can wear your



Woodsy Sticker

\$3.75

Shop Now

5:06

Chris Bierbaum · 1d · 🌐

Once you see it you can't not see it.

Congrats on the sex

@DanCrenshawTX

Done

vimeo.com

AA



vimeo



Summer of 1776



from Dan Crenshaw

3 weeks ago — via Parallel Uploader

+ Follow

Tweet your reply

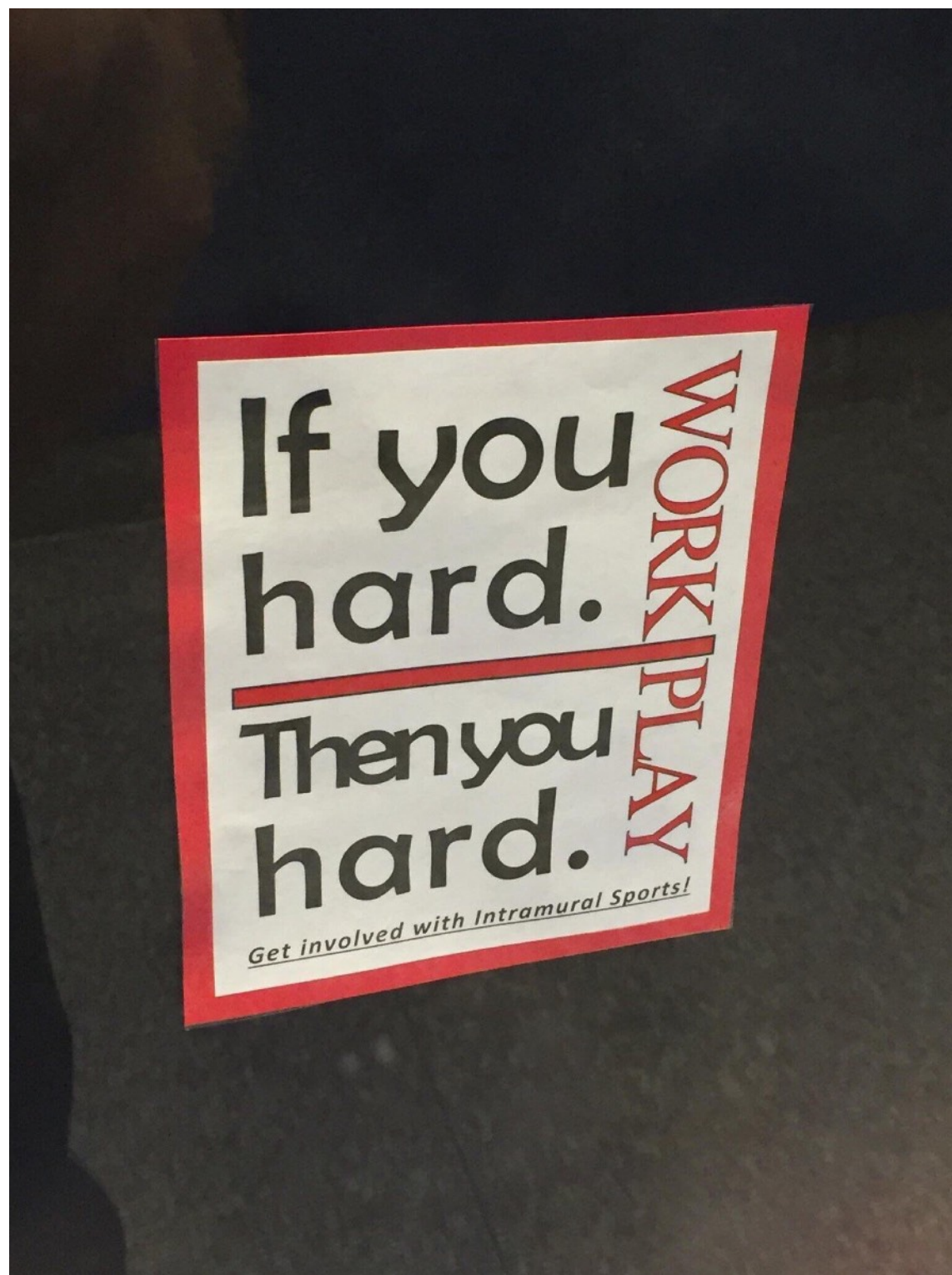
😂😂👍 18

6 Comments

👍 Like

💬 Comment





Like

Comment

Share



Patti Bachelder ► HOWies



Yesterday at 7:02 AM ·

Hopefully no one reads this straight
across from left to right like I did...



30

1 Comment

Like

Comment



Brenda Lachman ► Ecom & Etsy Sellers



Yesterday at 5:30 PM ·



7:04



Sarah Button ► HOWies



8h · 📍

Hard to find good designers these days.



😂👍 47

37 Comments 1 Share

👍 Like

💬 Comment

➦ Share



Bruce Schneider

I wonder if this outdoor board has met the company's performance expectations?

View 1 previous reply...



Bruce Schneider

They've had some anxiety over it.



Write a comment...





...



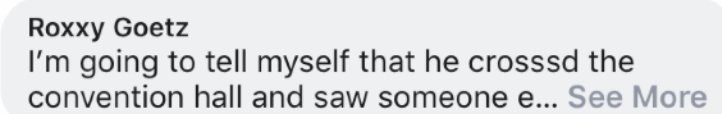
4 Comments



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😂👍❤️ 37

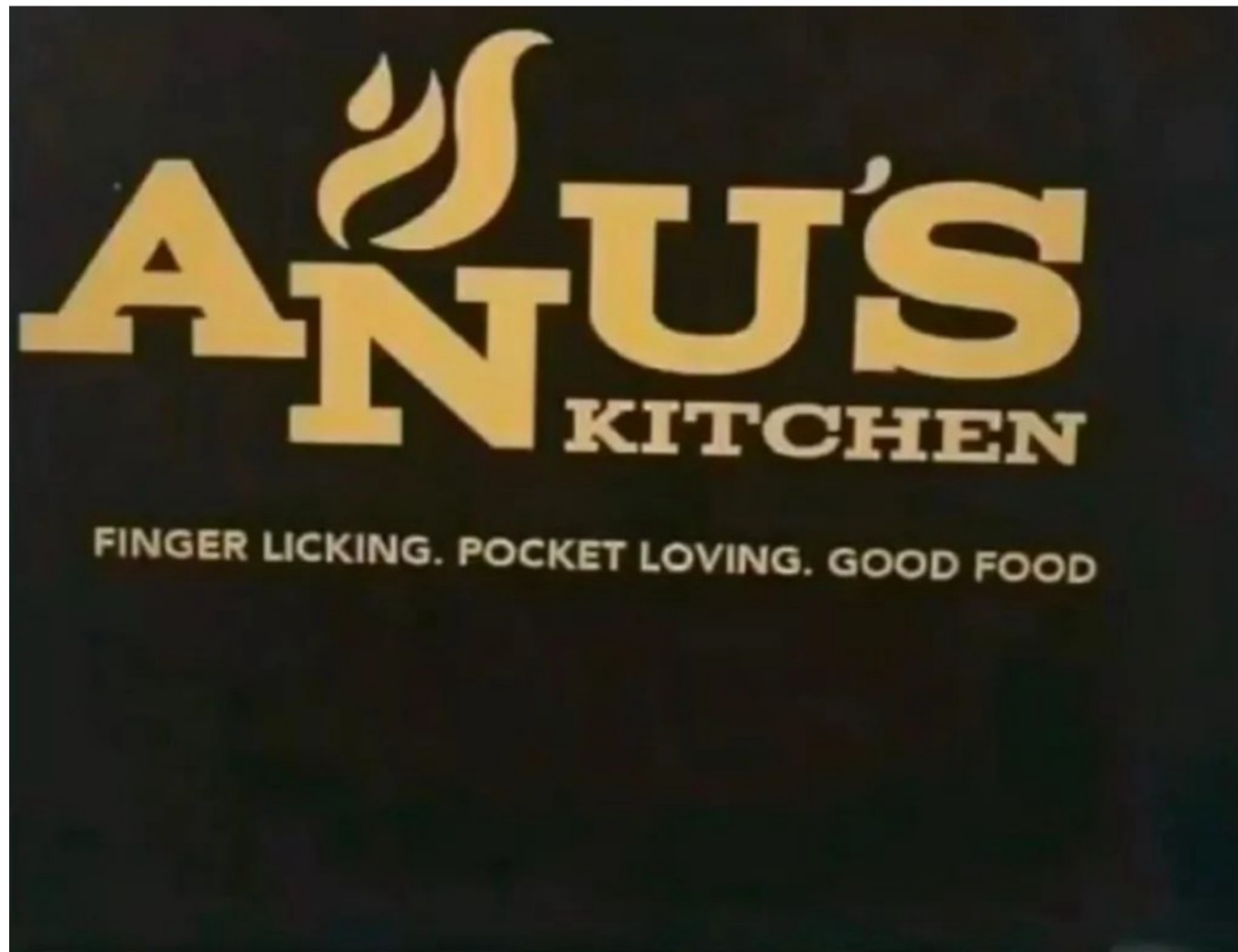
2 Comments





reallybadhumor

...



Andy, but festive
@ImACultHero

Possibly the most important apostrophe I've
ever seen

CAPITA

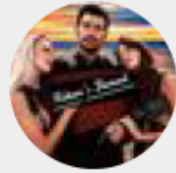
DON'T
DIE
DRIVE



Do Drive Safely, Don't Die while you Drive

This poster was designed by Chandan Chaurasia (Capita India),
the winner of the Capita Safe Driver/Driving Competition - July 2019

ABOUT WHOREPRESENTS.COM



rikersbeard7



rikersbeard7 So close!

Not quite kerning but an important lesson nonetheless





Douglas Cheape
@CheapeDouglas



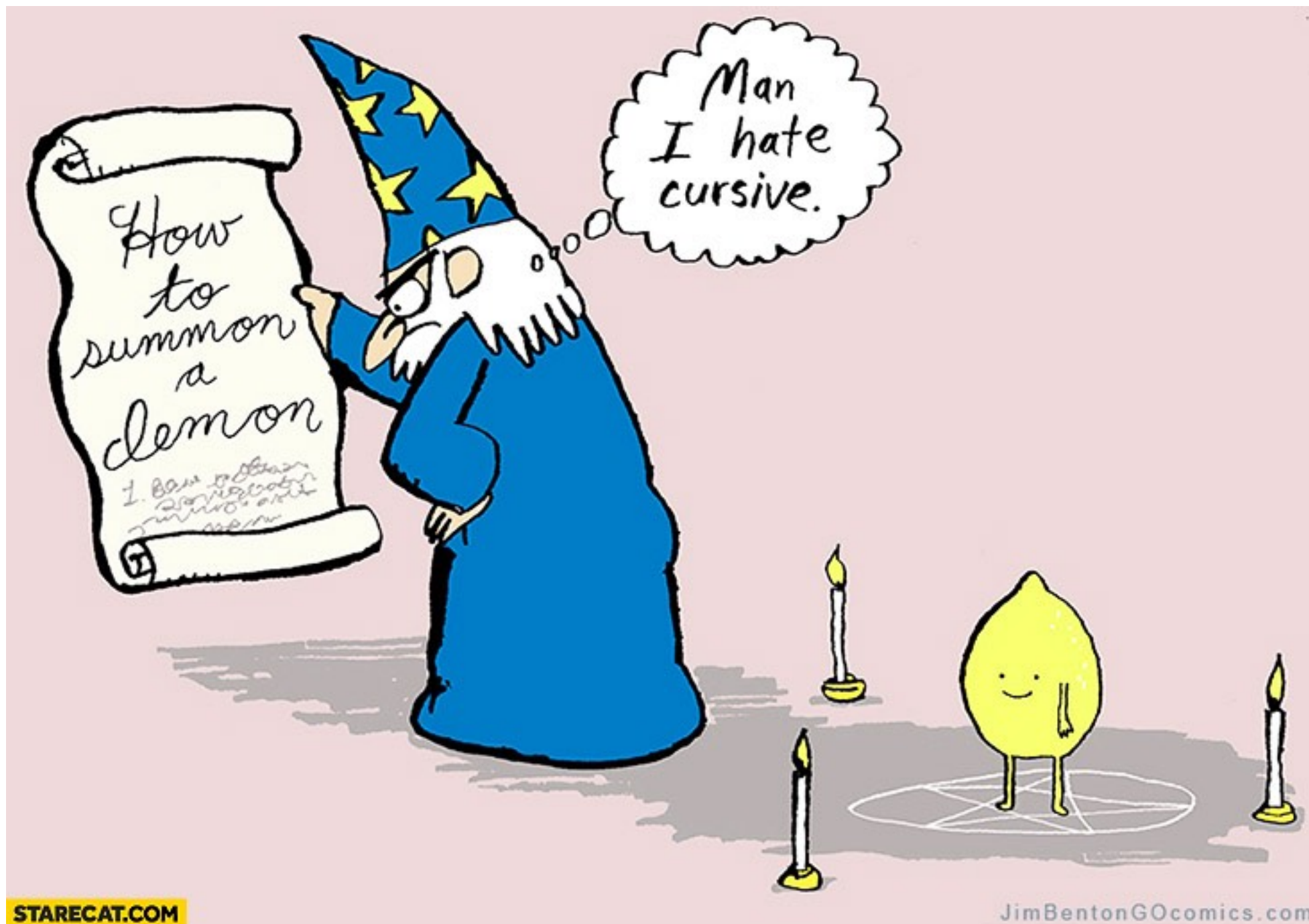
You're in luck, I HAVE brought urine.



British Memes
@memesofbritish



This is why fonts are so important







CREATE YOUR RECORD COMPANY OR PODCAST

Now that you've had some design inspiration, you get to apply design principles to an actual project!

Create a record company or podcast of your choosing. For the record company, it can be anything beyond the bounds of a traditional company – a collection of artists, a showcase for a single genre, a festival. Think of a name and write 1-2 paragraphs describing this company, its ethos, its music/subject matter, and the target demographic you want to reach.