

Design Principles

Advanced Higher Graphic Presentation

Design Principles:- Balance

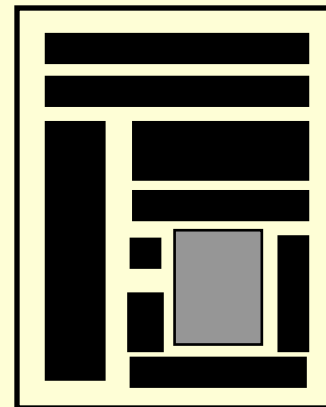
Balance in Composition

Three different types of balance :-

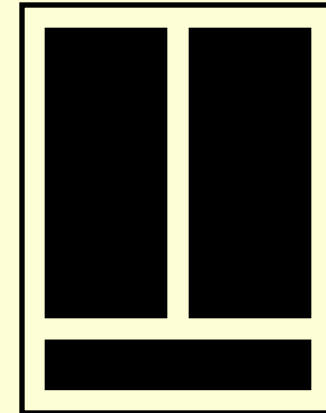
* Symmetrical

* Asymmetrical

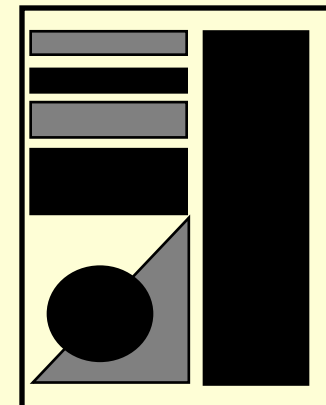
* Radial Symmetry



Radial Symmetrical



Symmetrical



Asymmetrical

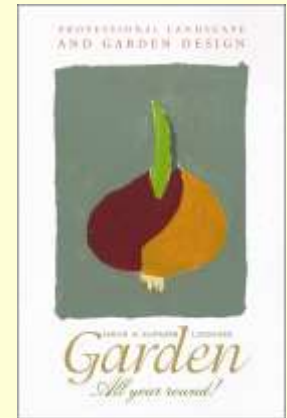
Design Principles:- Balance

Balance in Composition

Each vertical half (excluding text) of the brochure is a near mirror image of the other.

This symmetrically balanced layout is very formal in appearance

Elements centred on the page.



Design Principles:- Balance

Balance in Composition

Asymmetrical Balance —

This page uses a 3 column format to create a neatly organized asymmetrical layout. The two columns of text are balanced by the colour photographs in the lower left. Because the white space is in a block shaped much like the text columns, it becomes an element of the design in its own right.

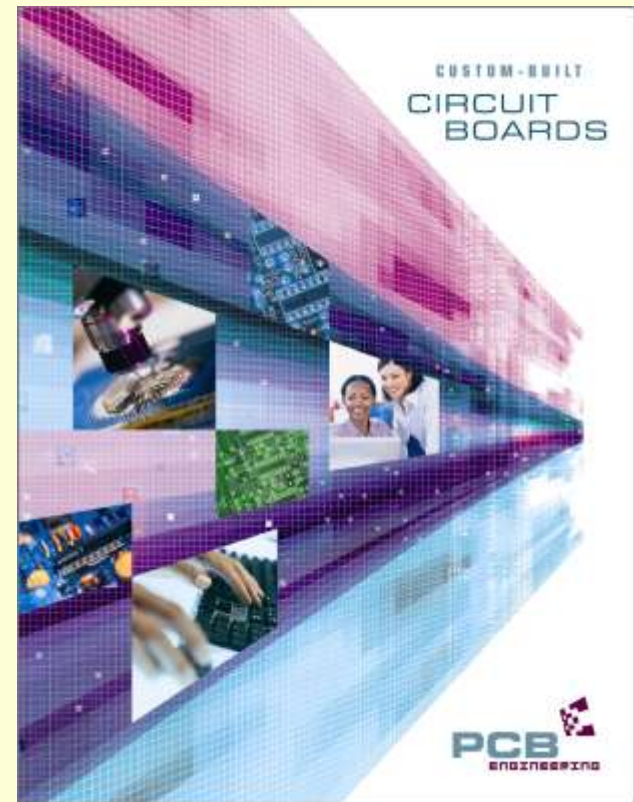


Design Principles:- Balance

Balance in Composition

With **Radial Balance** the elements radiate from or swirl around in a circular or spiral path. Parts of the design must still be arranged so that they are balanced across the width and length of the page unless you're intentionally aiming for a lack of balance.

The example shown makes use of partial Radial Balance to balance the whole page.





Design Principles:- Balance

To create balance:


Repeat a specific shape at regular intervals.

Put several small visuals in one area to balance a single large image or block of text.

Use one or two odd shapes and make the rest regular shapes.

Lighten a text-heavy piece with a bright, colourful visual.

Offset a large, dark photograph or illustration with several small pieces of text, each surrounded by a lot of white space.





Design Principles:- Contrast

Contrast in Composition

In design, big and small elements, black and white text, squares and circles, crooked or straight, rough or smooth, dull or bright, symmetrical or asymmetrical, serif or sans-serif can all create contrast in design.

CONTRAST with
SIZE

Contrast with
VALUE

Contrast with
Colour

CONTRAST
with
Type

Design Principles:- Contrast

Contrast in Composition

When choosing the combination of contrasting elements, be sure that it best represents the mood or idea that you are trying to communicate



Smooth v Rough



Big v Small

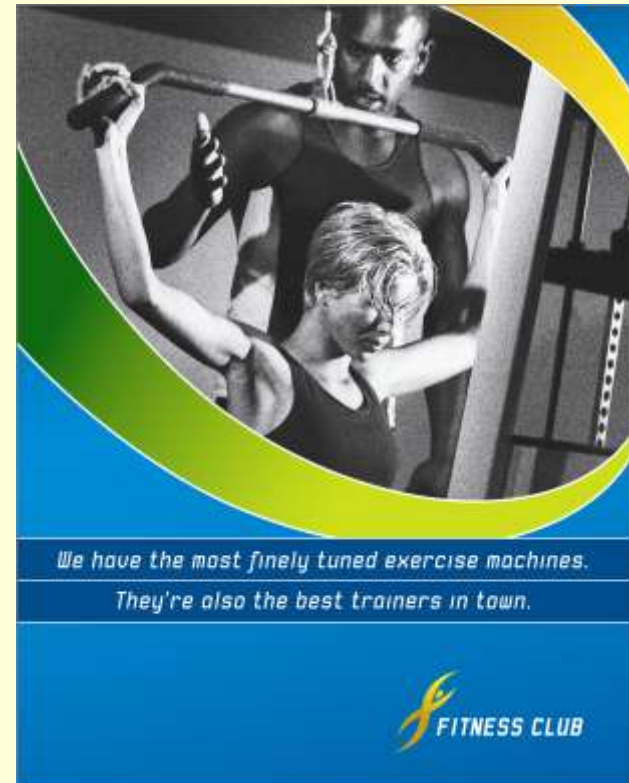


Black v White

Design Principles:- Emphasis

Emphasis in Composition

Emphasis is whatever stands out the most gets the attention. For a communication to attract readers, it must have a focal point. Without a focal point, readers will move on. Too many focal points and the reader will not know where to start and quickly give up.



The reader is immediately attracted to the top half of the page layout then downward.



Design Principles:- Emphasis


Emphasis in Composition

To create emphasis.

Use a series of evenly spaced, square photographs next to an outlined photograph with an unusual shape.

Put an important piece of text on a curve or an angle while keeping all of the other type in straight columns.

Use bold, black type for headings and subheads and much lighter text for all other text.





Design Principles:- Emphasis

Emphasis in Composition

To create emphasis.

Place a large picture next to a small bit of text.

Reverse (use white type) a headline out of a black or coloured box.

Use coloured type or an unusual font for the most important information.

Put lists you want to highlight in a sidebar in a shaded box.



Design Principles:- Rhythm

Rhythm in Composition

Rhythm is used to achieve movement and is the visual progression of repeating elements in a varied pattern. Many pages of identical columns of text should be varied with the use of headlines, subheadlines and images



Repeating of colour, shapes, fonts etc. gives the page a lively rhythm which contrasts with the quiet pastel colours used.



Design Principles:- Rhythm

To create rhythm:

Repeat a series of similarly shaped elements, with even white spaces between each, to create a regular rhythm.

Repeat a series of progressively larger elements with larger white spaces between each for a progressive rhythm.

Alternate dark, bold type and light, thin type.





Design Principles:- Rhythm

To create rhythm:

Alternate dark pages (with lots of type or dark graphics) with light pages (with less type and light-coloured graphics).

Repeat a similar shape in various areas of a layout.

Repeat the same element in the same position on every page of a printed publication such as a newsletter.



Design Principles:- Unity

Unity in Composition

Unity helps the entire design elements look like they belong together.

Readers need visual cues telling them which parts of the layout go together. For example, relate a specific headline, body copy, and image that go together.



The headline, graphic items and body text contained within the white space unify this part of the layout.

Design Principles:- Unity

Unity in Composition

Repeat a specific colour, shape or texture throughout the layout in different areas.

Group elements with the use of line, coloured background or shades of a chosen colour.

Use a border around a page, photo or poster.



Shades of pink and a circle theme is used throughout this brochure giving it unity of composition.



Design Principles:- Unity

To create unity summary:

Use only one or two typestyles and vary size or weight for contrast throughout the Graphic Presentation.

Be consistent with the type font, sizes, and styles for headings, subheads, captions, headers, footers, etc. throughout the publication, presentation, or web site.

Use the same colour palette throughout.

Repeat a colour, shape, or texture in different areas.

Choose visuals that share a similar colour or shape.

Line up photographs and text with the same grid lines.



Design Principles:- Proximity

Proximity in Composition

Proximity is grouping related elements and content together.

The Proximity of elements and information makes reading your pages easier.

Proximity of elements helps the reader to easily find their way round the graphic presentation.



All graphic elements have been grouped together with the text laid out in each corner. The graphics lead the eye across to the text.

Design Principles:- Proportion

Proportion in Composition

Proportion is the relationship among the elements on a page.

Proportionally size the visual elements in your publication according to their importance.



The football and the child is the biggest element, with regard to proportion, in the composition indicating it's importance.

Design Principles:- Alignment

Alignment in Composition

Left/Right-Aligned Text:- Often considered more informal, friendlier than justified text. The ragged right edge adds an element of white space.

Fully-Justified Text:- Often considered more formal, less friendly than left-aligned text.

Centre-Justified Text:- Used mainly for Headlines.

Centre-Justified		
<p>Definition: The alignment of text or graphics up against one side or another of the page is called flush. Flush alignment is described as as flush-left or flush-right.</p> <p>Also Known As: Right-justified, Left-justified, Right-aligned, Left-aligned</p> <p>Definition: The alignment of text or graphics up against one side or another of the page is called flush. Definition: The alignment of text or graphics up against one side or another of the page is called flush. Definition: The alignment of text or graphics up against one side or another of the page is called flush. Definition: The alignment of text or graphics up against one side or another of the page is called flush.</p>	<p>Flush alignment is described as as flush-left or flush-right.</p> <p>Also Known As: Right-justified, Left-justified, Right-aligned, Left-aligned</p> <p>Definition: The alignment of text or graphics up against one side or another of the page is called flush. Definition: The alignment of text or graphics up against one side or another of the page is called flush. Definition: The alignment of text or graphics up against one side or another of the page is called flush. Definition: The alignment of text or graphics up against one side or another of the page is called flush.</p>	<p>Definition: Alignment refers to lining up the top, bottom, sides, or middle of text or graphic elements on a page. Horizontal alignment includes flush-left (also called left-justified or ragged right), flush-right (also called right-justified or ragged left), centered, and fully justified. With vertical alignment elements can be aligned vertically -- top, bottom, or middle (center), for example. Definition: Alignment refers to lining up the ragged left), centered, and fully justified. With vertical alignment elements can be aligned vertically -- top, bottom, or middle (center), for example.</p>

Left

Right

Fully

Design Principles



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