Chapter Objectives

• Understand concepts in elements of design and design principles.
• Understand the importance of using visual imagery, color, and typography to convey a message.
• Understand the design process from working with a client, to developing a concept, to creating final proofs.
• Install fonts for the text exercises on either OS platform.
Designing for the Client

- Talent opens the door of opportunity with a potential client.
- Discipline and responsibility in keeping deadlines, communicating with your client, and establishing good relations ensure success.
- The client approves the final design whether you agree or not.
Elements of Design

- Formal design elements for communication are line, shape, color, texture, value, and format.
- These physical elements of design are the tools for communication.
- All formal design elements are interdependent and interact with one another, complementing one another as a team.
Lines and Shapes

• The type of line is determined by its movement: straight, angular, or curved.
• Visual quality determines how a line is drawn: thick or thin, broken or smooth.
• Shapes are defined by color or lines drawn into a closed form as a shape outline.

Strength  Peace  Graceful  Shape (defined by lines)  Shape (defined by color)
Texture and Value

• Texture describes surface quality like rust, velvet, or sandpaper.
• Visual texture is creating the illusion of texture using varying line qualities, patterns, or adjusting color value.
• Value determines depth and dimension through contrast of lightness and darkness of an element.
• High-contrast images evoke a different response from low-contrast images.
Depth Perception

One way of creating the illusion of spatial depth is made by the appearance of making similar shapes smaller to recede into the background.
Perspective and Angle of View

- Linear perspective uses vanishing points along a horizontal plane.
- Changing the angle of view (above or below the subject) can add drama to images.
Using Motion

Using images that employ a sense of motion is a technique that enhances anticipation.
Color

• This is the most powerful design element.
  – Hue is the color name.
  – Value is the shading, tonality, or tint of a color.
  – Saturation is the intensity of the color.
• Primary pigment colors are red, yellow, and blue.
  – These colors are the main colors that create all colors in printing.
• Secondary colors in printing are orange, green, and violet, which can be further mixed for color variations.
Color Wheel, RGB, CMYK

- A color wheel is used as a guideline that displays basic colors and their complementary or opposite colors.
- Primary colors for electronic display are red, green, and blue.
  - They are the basis for mixing colors on the computer.
- Primary colors used in printing are technically cyan, magenta, and yellow (CMY).
  - Black is used for contrast and color purity (K). Hence CMYK colors.
- RGB colors can be converted for a close match to many CMYK colors for printing; however, they may not be exact.
Format

- Format determines what the design will be used for like CD covers, brochures, posters, and so on.
- Portrait orientation is the vertical display of a document.
- Landscape orientation is the horizontal display of a document.
Design Principles

- Principles in design are followed to combine individual elements into one harmonious piece.
- This involves the following:
  - Taking various elements and providing proper balance
  - Adding selective emphasis to create a focal point
  - Using rhythm to set the mood
  - Establishing unity
Balance

Balance is arranging elements within an area so that these elements promote a harmonious response.

- Formal balance places elements with equal distribution to convey integrity or trustworthiness.
- Informal balance uses elements that counterbalance one another.
  - This promotes a casual, energetic, or trendy atmosphere.
- Radial balance arranges elements around a central point to promote unity and teamwork.
Negative and Positive Space

- Negative space or the absence of visual elements may be used to promote luxury, elegance, or sense of mystery.
- Positive space uses visual elements or text to identify or explain something in a particular document.
Emphasis

- Emphasis provides direction to various elements in a given design.
- Designers use a focal point to lead the viewer to the most important element.
- Focal points can be determined by an element’s size, shape, color, texture, or position in the layout.
Rhythm

Rhythm is the visual pattern creating a sense of movement between repeating elements.
Unity

Unity is the organization of individual elements to promote balance, rhythm, type, imagery, and tone.
Working With the Client

- Listen to the client, and keep the client involved.
- Know the intended market and media for the design.
- Know what hardware and software materials are needed and your experience with these materials.
- Know your budget and guidelines.
- Research, research, research.
The Design Process

- Thumbnails are sketch variations of an idea.
- Roughs are a full-sized rendition of the design combining various thumbnail sketches.
- Comps show exactly what the final design will look like.
  - This is where you need final approval with the client.
- Final elements are for service provider, including instructions for the pressman or media designer, proofs, and electronic disk with fonts and images.
Typography

- Typography is the study and use of text in a document.
  - A typeface or type family is a group of fonts that share a basic character construction, like the “Arial” family.
  - Arial, Arial Black, and Arial Narrow are all in the same type family.
  - A font is the immediate family of characters such as Arial Black, Verdana, or Wingdings.
  - A font style is a change made to a character such as bold, italicize, or underline.
  - A font size is measured in points instead of inches, where 72 points is the equivalent to one inch.
Character and Line Spacing

• Tracking adjusts spacing between characters and words.
• Kerning adjusts spacing between pairs of characters.
• Leading refers to the spacing between lines of text.
• The style or arrangement of setting type is called type alignment.

Loose Tracking
Tight Tracking

Left aligned text flushes to the left side.
Right aligned text flushes to the right side.
Centered text places lines of type to the center.
Justified text aligns type equally on both sides of a column.
Categories of Type

Times Roman is a serif type with extensions.
Arial is a sans-serif type without extensions.

*Brush Script MT* is a script type used in invitations.

*Papyrus* is used as a decorative type.

心脏病 ⚕️ .userName ⚕️  ⚕️  ⚕️  ⚕️  ⚕️  ⚕️  ⚕️  ⚕️  ⚕️  ⚕️  ⚕️  ⚕️  ⚕️  ⚕️  ⚕️  Symbol type (Webdings) for bullets, logos, etc.
Installing Fonts on Mac OS X

- Open the Library folder on the Macintosh OS X.
- Double-click the Fonts folder to open it.
- Double-click the Mac Fonts folder on the text CD.
- Select and drag the fonts into the Library folder.
View Fonts on Your Mac

To view what certain font shapes look like, double-click one of the font icons to open Font Book.
Installing Fonts on Windows 7

To add font, drag font icon from source to Fonts folder of icons
To delete a font, select font icon and select to delete.
Installing Fonts in Windows Vista
Installing Fonts on Windows XP

• Start menu > Control Panel > Appearance and Themes.
• Select See Also, then select Fonts.
• File > Install New Font. Select a CD with fonts in the drives list.
• Double-click the “Fonts” folder to display fonts.
• In the List of Fonts display, Select All > OK to add all the CD fonts.
Imagery

• Vector images are illustrations, logos, drawings, or clip art that have a limited number of colors, but can be enlarged to any size without affecting the quality of the original image.

• Bitmap or raster images are photographs, paintings, or complex designs that may use millions of colors, but should not be enlarged since they will deteriorate in quality.
### Graphic File Formats

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<th>Advantages</th>
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<tr>
<td>PNG</td>
<td>Records transparencies in bitmap and vector images. Compresses files without losing data. Web use.</td>
<td>Can’t be read by older browsers. Larger size files but can still be used for the Web. Cannot be enlarged</td>
</tr>
<tr>
<td>GIF</td>
<td>Used for vector graphics and animation. Used on the Web. Keeps transparencies.</td>
<td>GIF files have only 256 colors. Scaleable.</td>
</tr>
<tr>
<td>JPEG</td>
<td>Compressed format used in photographic images. Keeps files sizes small. Used for Web and ink jet proof printing.</td>
<td>Data is thrown out each time the image is saved. Gradually deteriorating quality. No transparencies. Not for commercial press. Cannot be enlarged</td>
</tr>
<tr>
<td>TIFF</td>
<td>Most accurate recording of detail in photographs. Quality maintains as original regardless of changes. Used primarily for commercial printing.</td>
<td>Largest file size. Not used for the Web. Cannot be enlarged.</td>
</tr>
<tr>
<td>PDF</td>
<td>Compresses text and graphics in documents without losing data for electronic distribution and the Web. Works best with many documents. Can also be used for soft proofs.</td>
<td>Mostly set up as read only, usually not editable. Can also be read in free Acrobat Reader program.</td>
</tr>
<tr>
<td>EPS</td>
<td>Preferred method when combining graphics and type. Vector graphics can be still be scaleable. Used extensively for commercial printing.</td>
<td>Large file size. Not for the Web.</td>
</tr>
</tbody>
</table>
General Color Messages
(1 of 2)

• White for purity or emptiness. Neutral color for web backgrounds.
• Black for elegance, for reversed type, as an attention getter. May suggest negativity.
• Light gray can have negative symbolism, but can also provide a neutral balance as a background for images or colored text.
• Red can symbolize love, strength, or anger depending on the tone.
• Pink is used in bakery industry and suggests high value in packaged goods.
General Color Messages
(2 of 2)

- Violet for regal symbolism.
- Blue for professionalism, spirituality, fantasy, or isolation, depending on the quantity and shading used.
- Green signifies wealth or nature, or can imply contrary effects such as jealousy and greed.
- Yellow provides warmth or fast service, or may signify danger.
End