

Graphic Design

Introduction

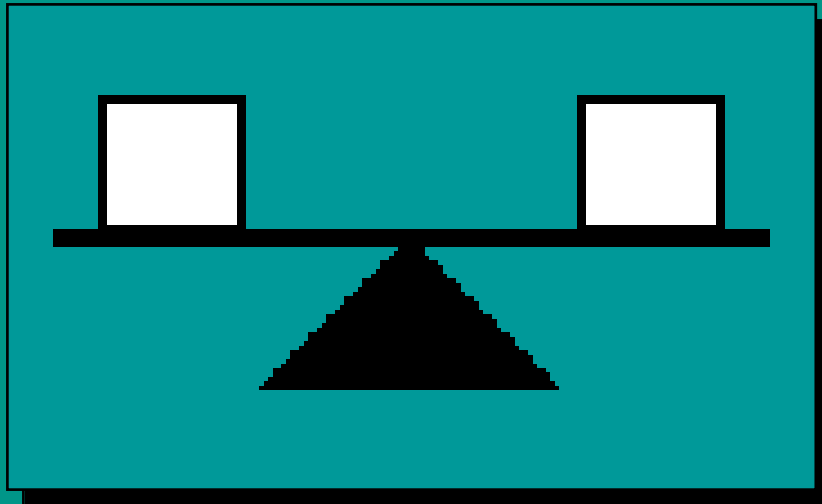
- Design principles
- Visual elements
- Basic lettering

Four Design Principles

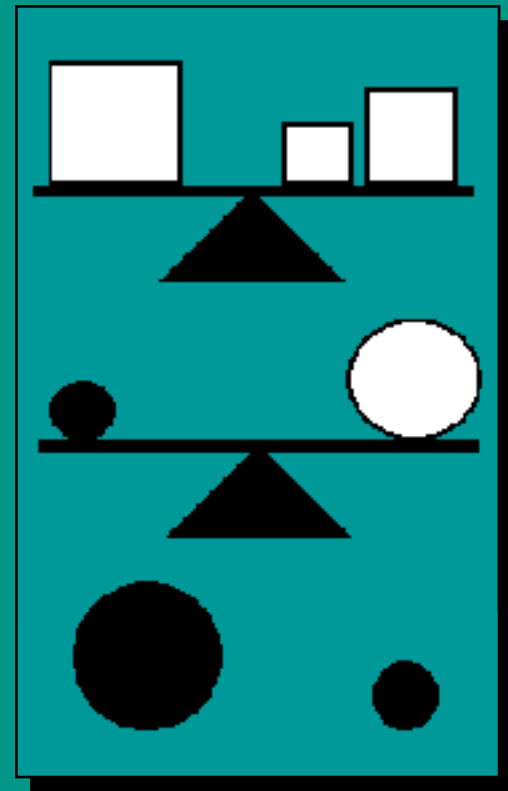
- **Balance**
- **Emphasis**
- **Simplicity**
- **Unity**

1. Balance

Formal

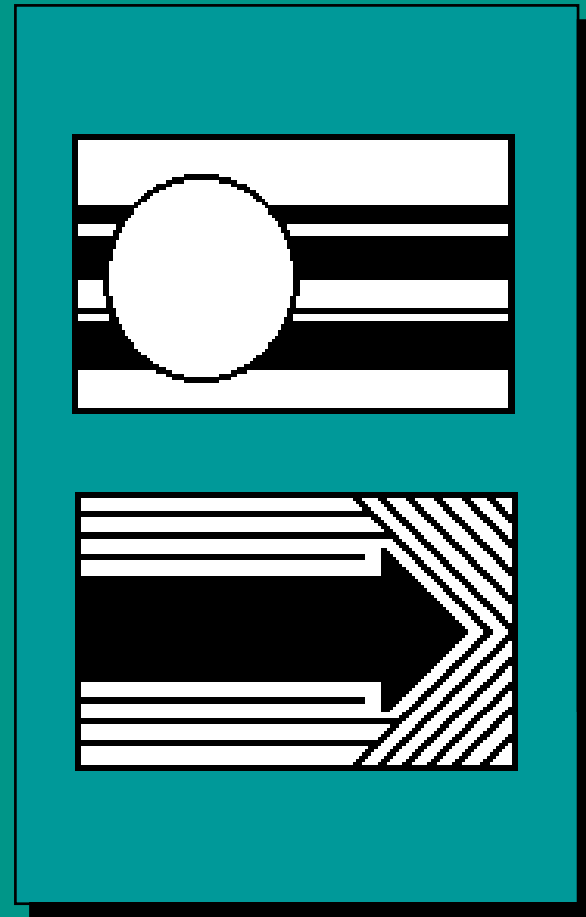


Informal



2. Emphasis

- The key part should be easy to find.

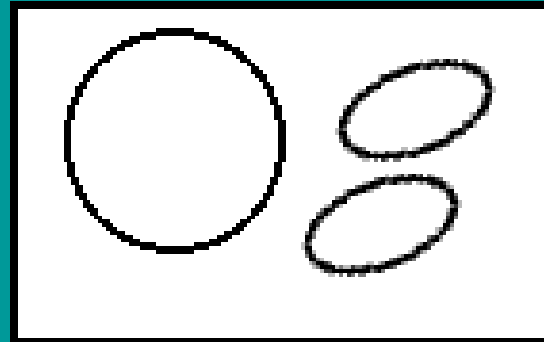


Emphasis (Continued)

- **Arrows or other directing device**
- **Bright colors**
- **Contrasting colors**
- **Size of element**
- **Different shapes**

3. Simplicity

- Fewer elements are more pleasing to the eye.

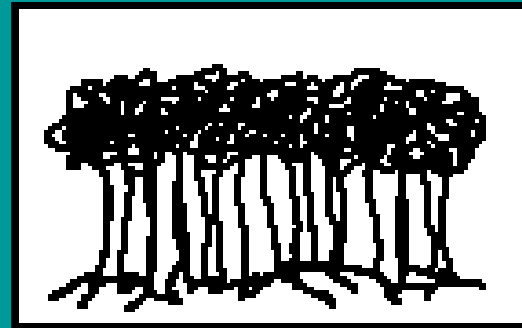


Simplicity (Continued)

- **Fewer elements better**
- **15–20 words maximum**
- **Bold, simple drawings**
- **Easy lettering styles**

4. Unity

- The different elements of a design should convey a continuity of thought.

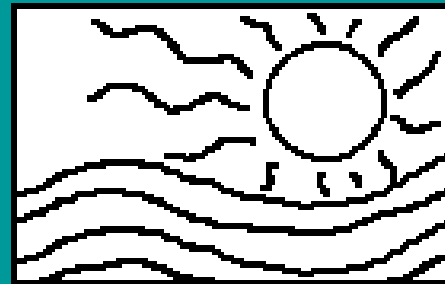
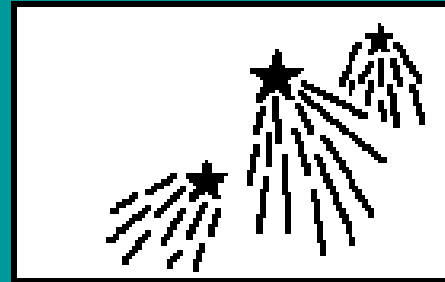


Visual Elements

- **Lines**
- **Shapes**
- **Color and contrast**
- **Texture**
- **Space and size**

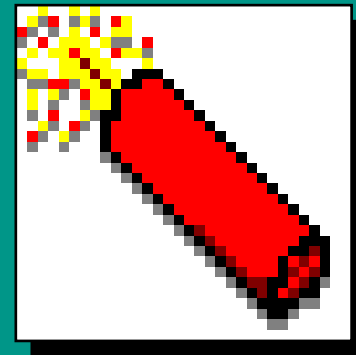
1. Lines

- Use lines to direct viewer through words or space.



2. Shapes

- Shapes are used to provide clearer communication and universal understanding.



3. Color and Contrast

- Research has indicated that the appropriate use of color can make a visual more attractive to a viewer.

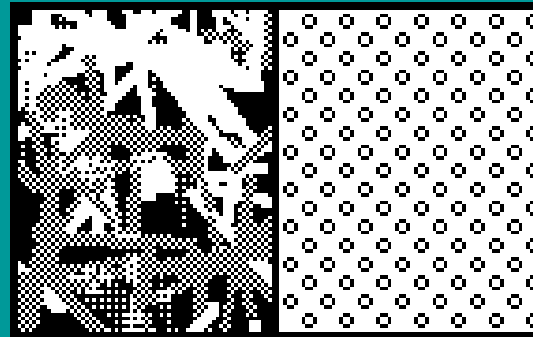


Color and Contrast (Continued)

- **Use harmonious colors**
- **Gives separation**
- **Good for emphasis**

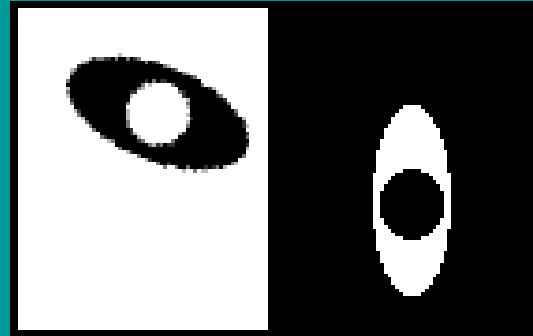
4. Texture

- Replaces sense of touch
- Used like color for emphasis or separation



5. Space and Size

- There are two types of space:
 - Positive
 - Negative



Basic Lettering Guidelines

- **Size**
- **Type style (font)**
- **Spacing**

Size, Font, Spacing

SIZE

SIZE

STYLE

STYLE

STYLE

This vertical spacing is too close together for effective legibility.

This spacing applies the general principles relating to vertical spacing.

This vertical spacing is too far apart for effective legibility.

Lettering Sizes

- **Nonprojected:**

1/2 inch for each 10 feet of viewing distance

- **Projected:**

36 point font size (this is 40)

Lettering

- 2/3 fonts or sized
- Sans-serif Sans-serif
- 3–6 words on 3–6 lines
- Optical spacing
- Upper- and lowercase

AaBbCc

AaBbCc

Questions?