Design Fundamentals

Key Definitions

- Balance: visual weighting of objects on a field
- Hierarchy: the control of visual information in an arrangement or presentation, also used to guide reader's eye to the most important parts
- Proximity: the grouping and shaping of objects on a page
- Alignment: keeping objects in line with one another
- Contrast: creating distinction by differences in order to add emphasis
- White Space: the art of nothing -is the idea that not everything on the page needs to be filled up
- Line: a line is a shape that connects two or more points, it can fat or thin, wavy or jagged
- Shape: a shape is any two-dimensional area with a recognizable boundary
- Form: when a shape becomes 3D, and exist in the real world or they can be implied using techniques like light, shadow and perspective, creating the illusion of depth
- Texture: is the physical quality of a surface, it can be 3D or can be implied
- Rule of Thirds: this imagines your work area divided into a 3 by 3 grid
- Leading: is the space between lines of text, you could also call it line spacing
- Tracking: the space between characters also know as character spacing
- Kerning: is the space certain characters which varies

What is graphic Design?

"The art of visual communication using text, images and symbols"

Three aspects to graphic design

1. Layout - How text, images and photographs are arranged on a page. It gives your work structure and making it easier to navigate around your project

   "Every project should have a consistent look and feel"

2. Color - Sets the overall tone and mood of a project

   "Every color sends a message"

   - Primary Colors: Red, yellow and blue

   - Secondary Colors: Orange, green and purple

   - Tertiary Colors:

➤ Yellow + Orange = YELLOW/ORANGE
➤ Red + Orange = RED/ORANGE
➤ Red + Purple = RED/PURPLE
➤ Blue + Purple = BLUE/PURPLE
➤ Blue + Green = BLUE/GREEN
➤ Yellow + Green = YELLOW/GREEN

   1. Hue: basically, another word for color
   2. Saturation: refers to intensity of a color in others whether the color feels subtler or more vibrant
   3. Value: refers to how light or dark the color is ranging from black to whit

Color Schemes:

- Monochromatic: using one color and use your knowledge of saturation and value to create variations of one color

- Analogous: uses any three colors that are next to each other on a color wheel. i.e. orange, yellow-orange and yellow respectively

- Complementary: colors that are opposite each other on a color wheel

- Split Complementary: The scheme takes one color and matches it with the two colors and matches it with the two colors adjacent to its complementary color. i.e. blue, yellow-orange and red orange

- Triadic Colors: any three colors apart on the color wheel. i.e. red, yellow and blue. This scheme has high contrast, but it is more balanced than

complementary colors. A trick is to use one color as the dominant color and accent with the other two colors.

- Tetradic or double complementary colors: uses four colors together, double sets of complementary colors. i.e. blue and orange with yellow and violet

3. Typography – style or appearance text or the art of working with text

"Less is more" it is best to use one or two fonts making full use of text size, style and weight to add contrast.

- Serif: fonts that have little strokes which is called a serif attached to the main part of a letter. They have a more traditional look and often seen in publications such as newspapers and magazine

- Sans Serif: fonts that have no serifs attached to the main part of letter hence the name "Sans." Fun face: Did you know sans is a French word translated as "without serif" in English? These fonts are typically seen as more modern and clean and is easier on the eyes on smartphones and tablets

- Display fonts: fonts that come in many different styles such as script, blackletter, all caps or just fancy. It is due to the decorative style of these fonts, that it is best suited for small amounts of text. i.e. titles and headers or more graphic projects (posters)

Things to keep in mind:

- Know your audience and the goal of the piece
- A designer must be a great communicator
- Order and clarity make information easy to understand
- Build intuition through practice

Keep it Simple!

- Avoid an overwhelming amount of colors or objects
- Always ask yourself: what am I representing? How am I representing it?
- Widow away superfluous information and details

Digital Workflows

Color Handling

- Two main color profiles in projects: CMYK and RBG
- CMYK is generally used for print, RGB is for on screen media
- Keep your profiles consistent to avoid any nasty surprises!

CMYK

- Cyan, Magenta, Yellow, Black
- Used in print projects
- Subtractive process to generate color (i.e. cyan + yellow = green

RGB

- Red, Green, Blue
- Used in screen projects
- Additive process to generate color (i.e. green – red = yellow)

Types of Digital Artwork

1. Vector:
   - Image consists of points and paths that have a proportional relationship
   - Infinitely scalable
   - Primarily used in illustrator
2. Raster:
   - Flattened image consisting of many pixels
   - Not scalable
   - Primarily used in photoshop, any print program

Image Resolution

- Resolution must be crisp and clear
- 270 dpi (dots per inch) for print, 72 dpi for screen
- Possible size of final image will be dictated by the number of pixels in the image