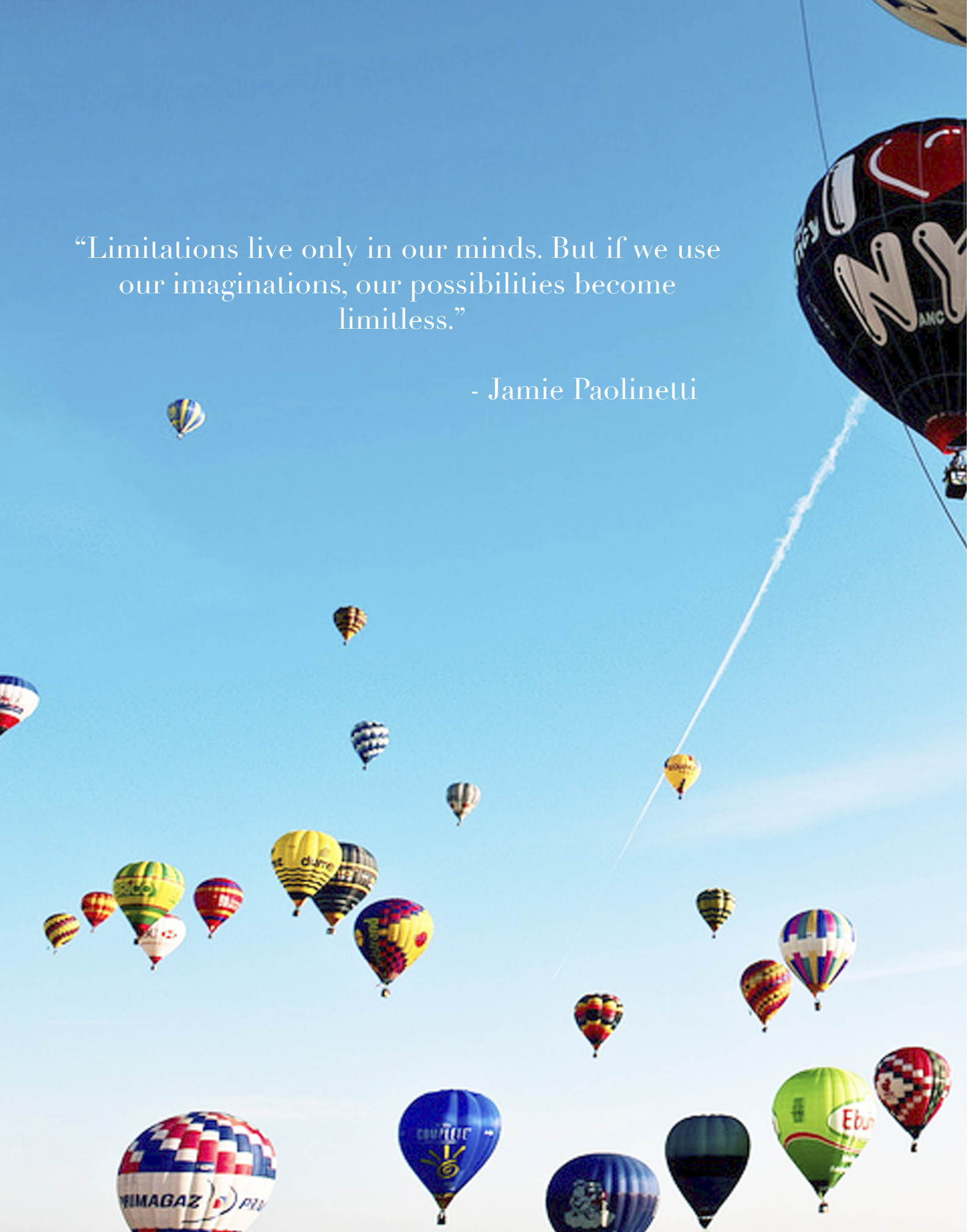# Graphic Design

Shauna Evans

sketchbook

Creative Strategies
Thumbnail - Rough
Comprehensive

"Limitations live only in our minds. But if we use
our imaginations, our possibilities become
limitless."

- Jamie Paolinetti

Design Précis
An approach

Graphic design is the process of creating the appearance of a web site, presentation, or publication in an attractive, logical manner. When done successfully, it adds value to a message, attracts attention, enhances readability and readership, organizes, simplifies, provides selective emphasis, and creates unity.

Steps in the Graphic Design Process:

1. **Analyze the audience.**

2. **Determine the purpose of your message.**

3. **Decide where and how your message will appear whether it will be a printed publication, presentation, or web site).**

4. **Establish goals.**

5. **Organize text and graphics.**

6. **Choose an appropriate format and layout.**

7. **Select appropriate typefaces, type sizes, type styles, and spacing.**

8. **Add, manipulate, and organize text and graphics.**

9. **Proofread and refine.**

The Elements of Design
Layout Guidelines

When creating a new layout, you should begin with the basic elements of design: line, shape, texture, space, size, value, and color. These basic elements can produce many different layouts depending on how they're used.

Line

Line is any mark connecting two points. Many different types of lines appear everywhere. Look around you and you'll see lines that are straight, curved, squiggly, thin, fat, and dotted.

Shape

Anything that has height and width has shape. Unusual shapes can be used to attract attention. There are basically three types of shapes. Geometric shapes, such as triangles, squares, rectangles, and circles, are regular and structured. These shapes work very well as building blocks for graphic design. Natural shapes, such as animals, plants, and humans, are irregular and fluid. Abstracted shapes, such as icons, stylized figures, and graphic illustrations, are simplified versions of natural shapes.

Balance

Balance is an equal distribution of weight. In terms of graphics, this applies to visual weight. Each element on a layout has visual weight that is determined by its size, darkness or lightness, and thickness of lines. There are two basic approaches to balance. The first is symmetrical balance which is an arrangement of elements so that they are evenly distributed to the left and to the right of center. The second is asymmetrical balance which is an arrangement of unlike objects of equal weight on each side of the page.

Symmetrical balance can communicate strength and stability and is appropriate for traditional and conservative publications, presentations, and web sites.

Asymmetrical balance can imply contrast, variety, movement, surprise, and informality. It is appropriate for modern and entertaining publications.

The Internet-Enabled Device

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A rough layout using Lorem Ipsum "dummy copy."

Rhythm

Rhythm is a pattern created by repeating elements that are varied. Repetition (repeating similar elements in a consistent manner) and variation (a change in the form, size, or position of the elements) are the keys to visual rhythm. Placing elements in a layout at regular intervals creates a smooth, even rhythm and a calm, relaxing mood. Sudden changes in the size and spacing of elements creates a fast, lively rhythm and an exciting mood.

Emphasis

Emphasis is what stands out or gets noticed first. Every layout needs a focal point to draw the readers eye to the important part of the layout. Too many focal points defeat the purpose. Generally, a focal point is created when one element is different from the rest.

Unity

Unity helps all the elements look like they belong together. Readers need visual cues to let them know the piece is one unit-the text, headline, photographs, graphic images, and captions all go together.

Unify elements by grouping elements that are close together so that they look like they belong together. Repeat color, shape, and texture. Use a grid (the underlying structure of a page) to establish a framework for margins, columns, spacing, and proportions.

Resources:

http://desktoppub.about.com/cs/designprinciples
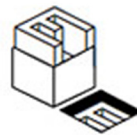*The Elemenst of Design Secound Addition*

Design Problems to Avoid

1. **Similar typefaces - When striving for contrast in design aviod types that are similar in apperance (style, weight, and size).**

2. **Unequal spacing - Try to have consistent spacing between elemnts.**

3. **Cramped logos and addresses.**

4. **Jumping horizons - Start the text the same distance from the top of the page throughout adocument. Jumping horizons occur when text columns start at different locations on a page.**
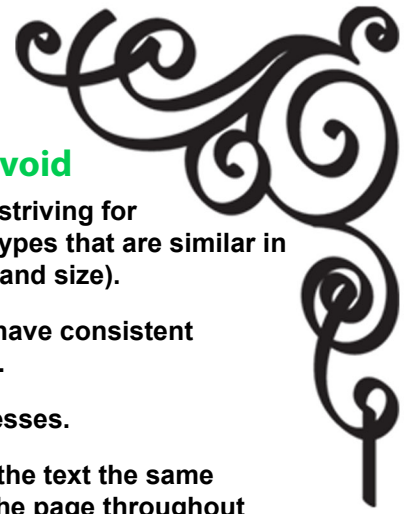
An Approach REVIEW

1. **Define your audience.**

2. **Clearly describe (in the sketch book) the concept, idea, or solution to the problem at hand in one or more short paragraphs.**

3. **State exactly what you want your creation to achieve. After your audience processes the design and message, what are they supposed to do?**

4. **Proofread and define**.

EXIT

imagine