

Principles of Design

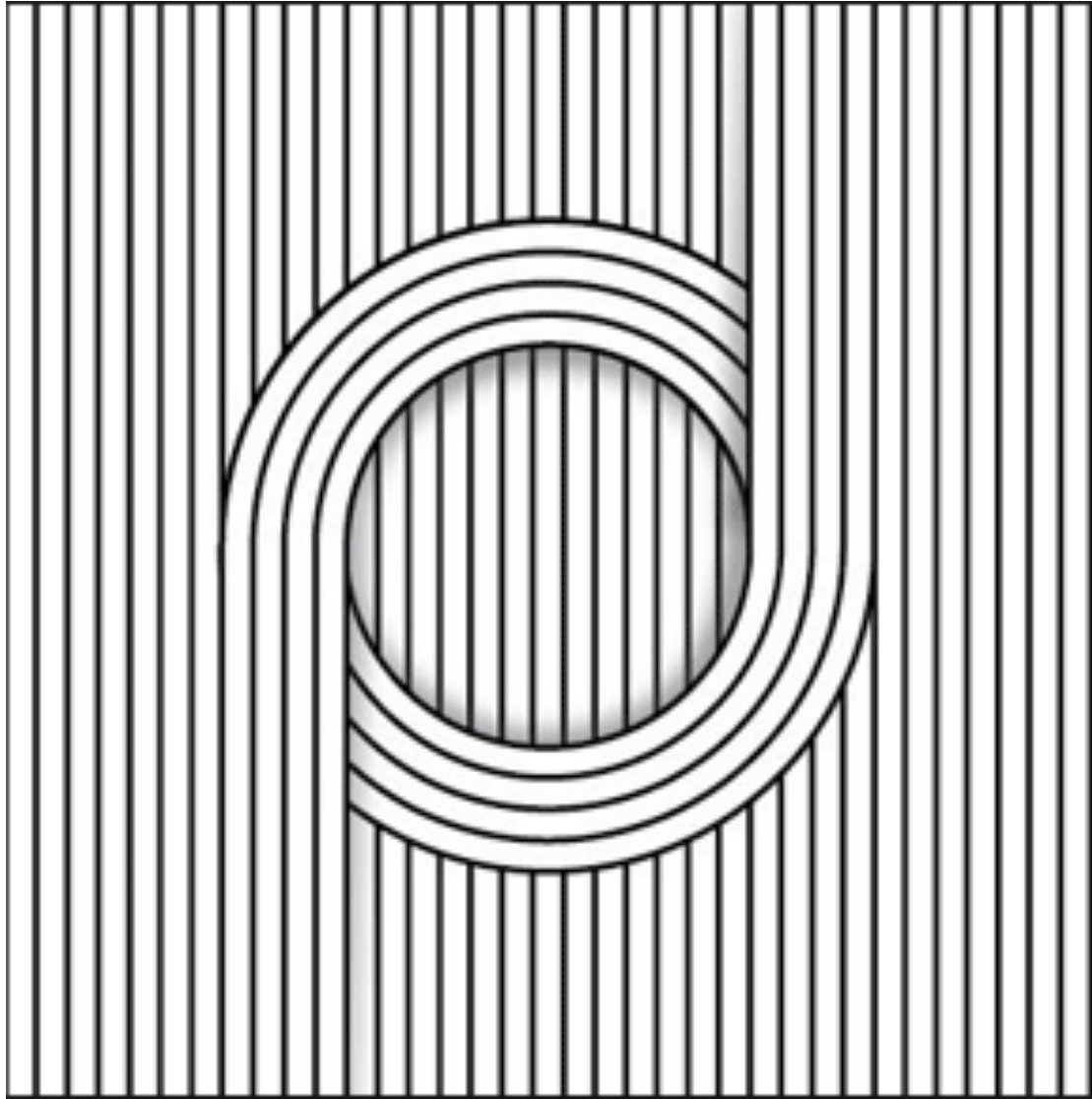
underscore composition, intent, and determine reception

What are you trying to
communicate?

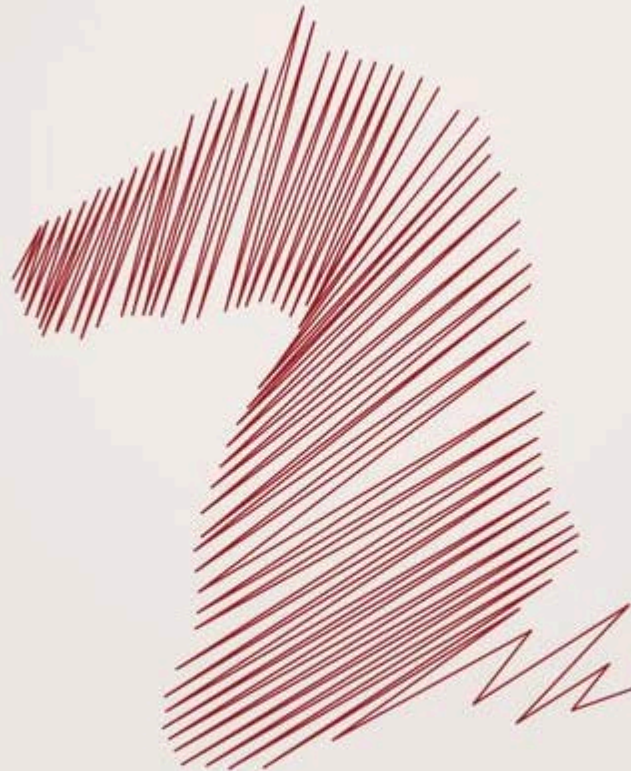
The Elements

- Line
- Texture
- Color
- Shape/form
- Value
- Space
- Time

Line



Line



2014 YEAR OF THE HORSE



breakfree



Energy use is on the rise around the world. By 2050, global energy demand is expected to increase 50 percent above 2005 levels, with electricity demand alone in the U.S. projected to rise 28 percent over the same period. Increasing demand requires additional supplies to keep costs low, ensure reliability, and reduce America's dependence on foreign energy sources. At the same time, this growing demand must be addressed in the context of global climate change. Consumers can make a significant difference on all these fronts by reducing demand through simple energy efficiency measures. Unplugging your home electronics and appliances to standby can reduce energy bills by an average of \$50 dollars per year. For more information, visit please visit our website at www.breakfree.gov.



Line



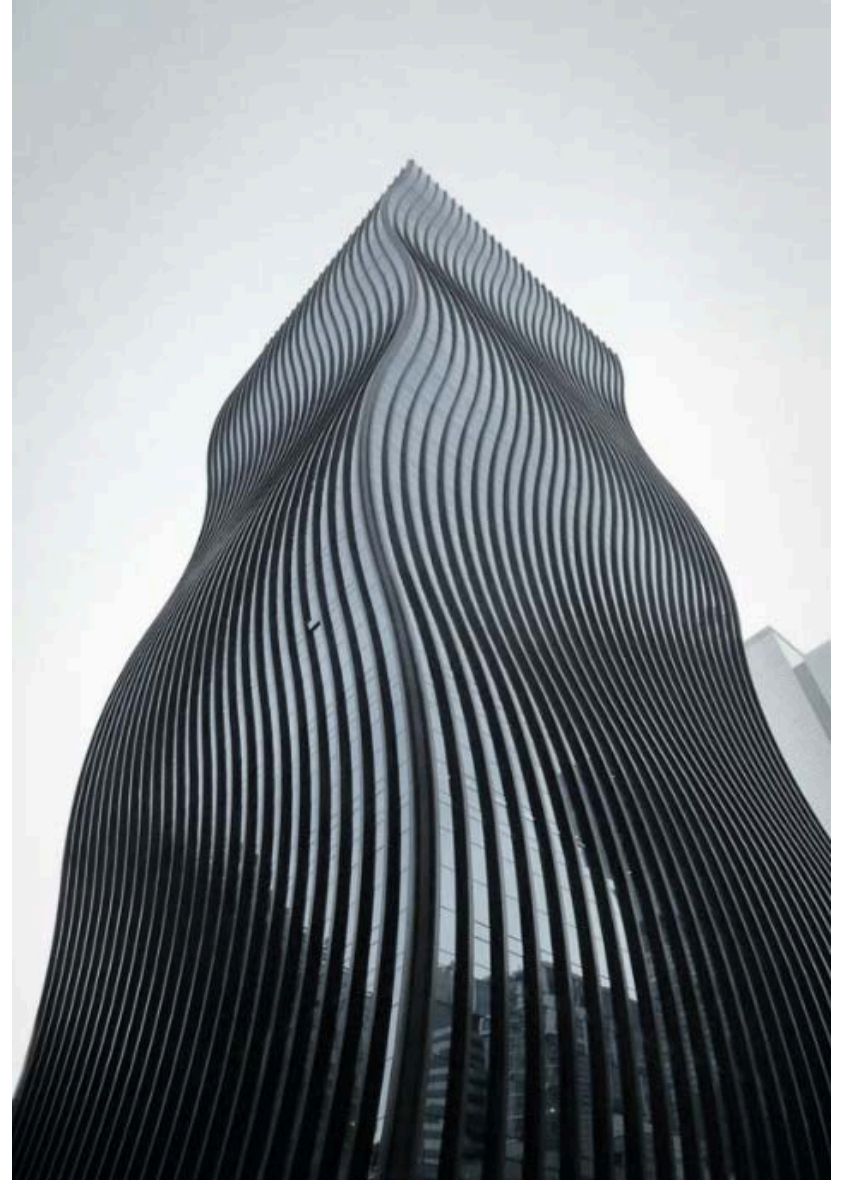
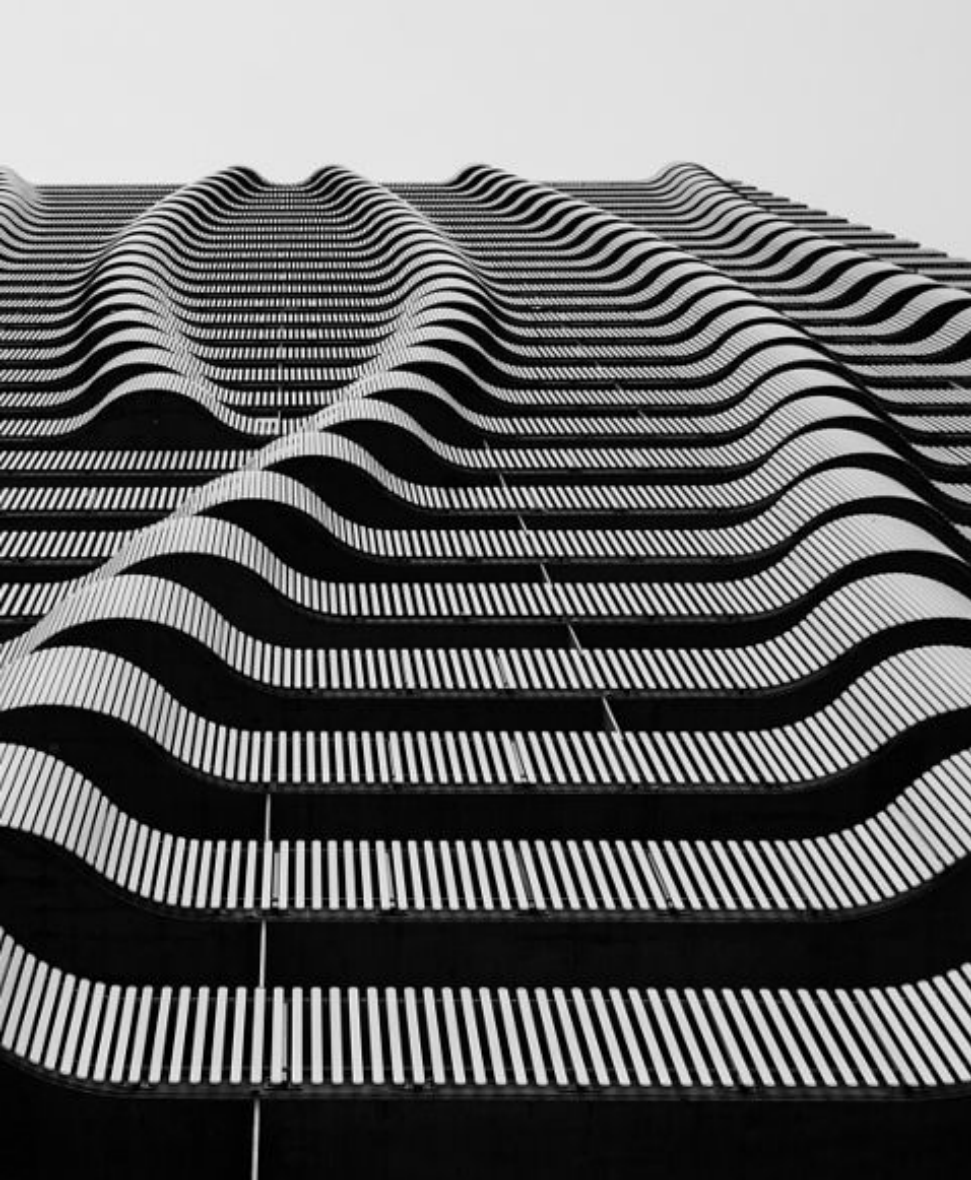
Line



Line



Line



Texture

INSPIRE

The word "INSPIRE" is rendered in large, three-dimensional block letters. The letters have a highly reflective, metallic surface that appears heavily weathered and aged, with dark, irregular patterns and streaks across the entire surface, suggesting rust or grime. The letters are set against a solid black background. The lighting is dramatic, coming from the side, which creates bright highlights on the top and left edges of the letters, while the right sides and the recessed areas of the letters are in deep shadow. The word is placed on a dark, glossy floor that perfectly reflects the letters and the lighting, creating a clear mirror image of the word below it.

Texture



Texture



Texture



Shape/Form



Shape/Form



Shape/Form



Shape/Form



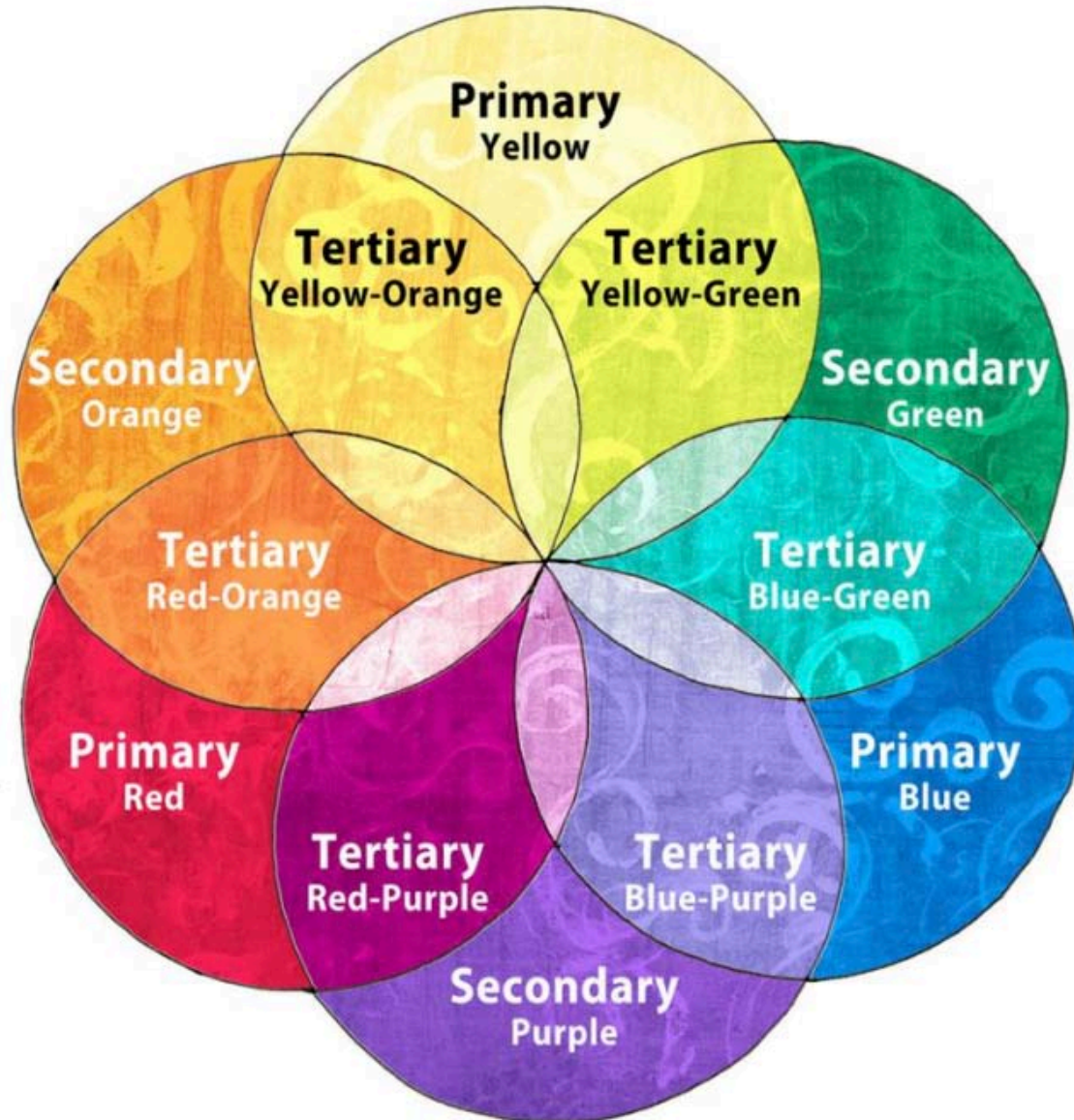
Shape/Form



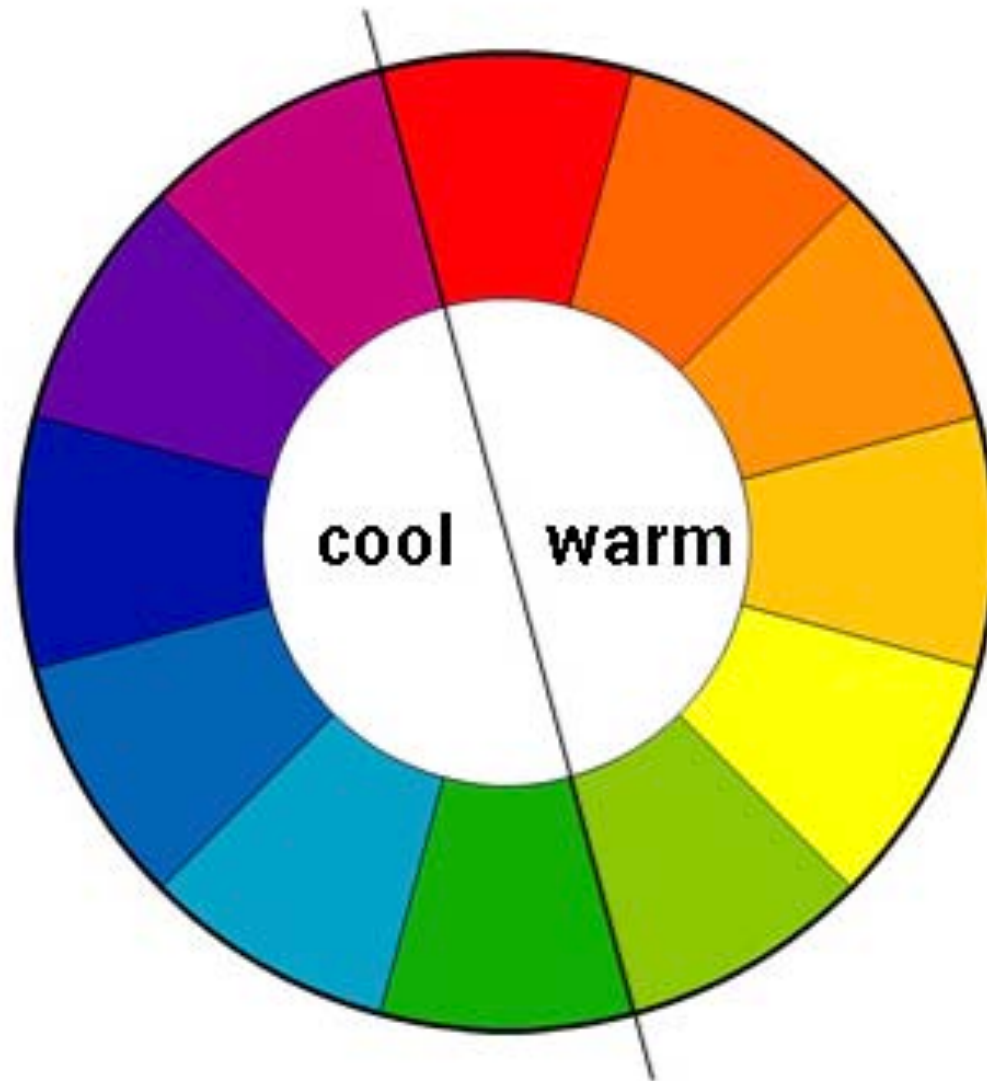
Shape/Form



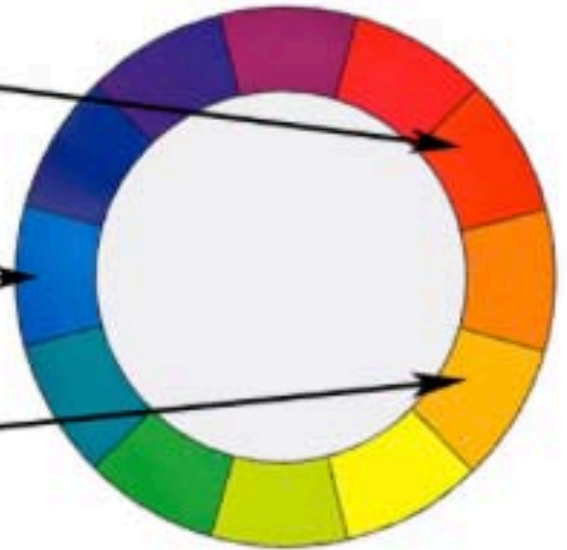
Color



Color



Color



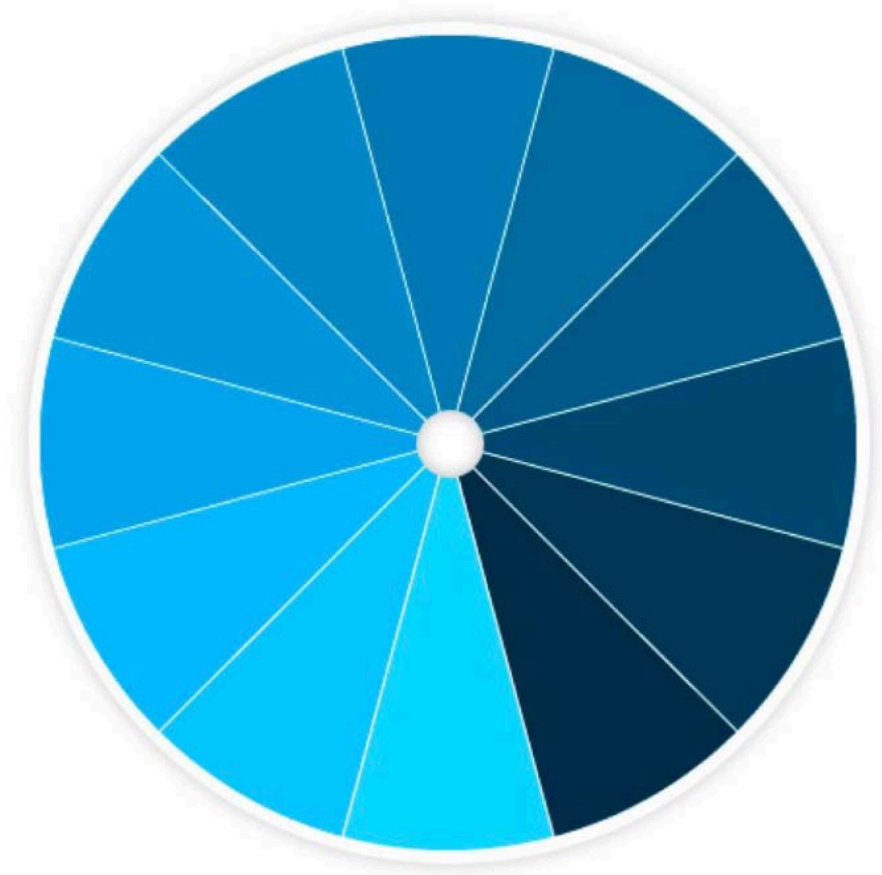
Color



Color



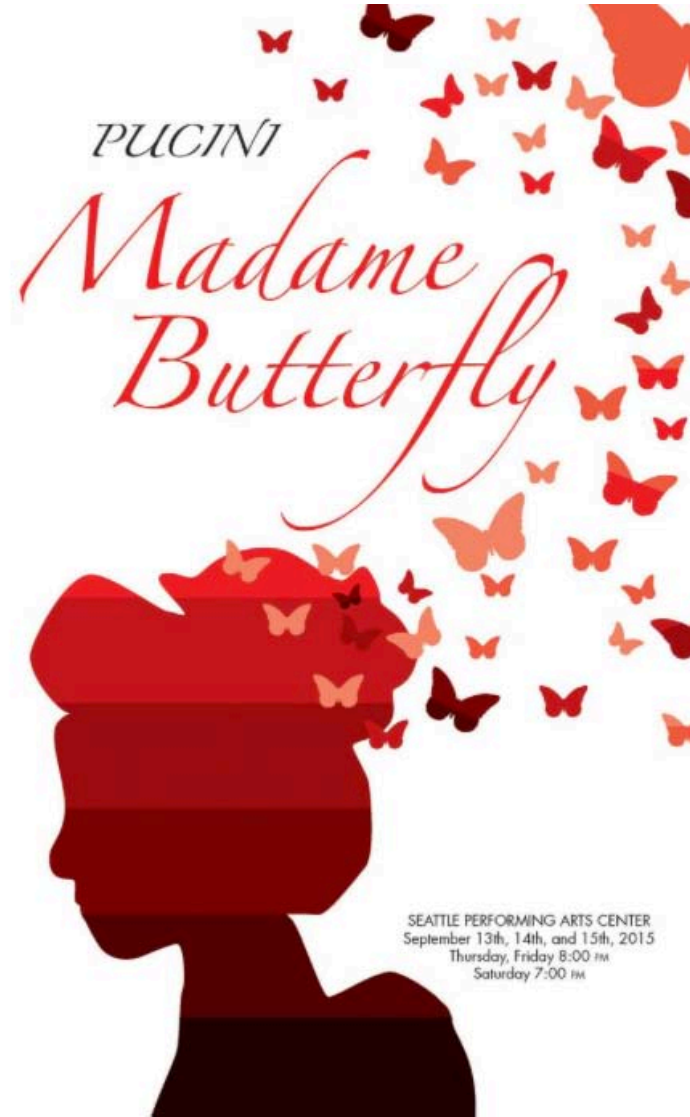
Color



Color



Color



Color



NICKI

MINAJ

Pink FRIDAY

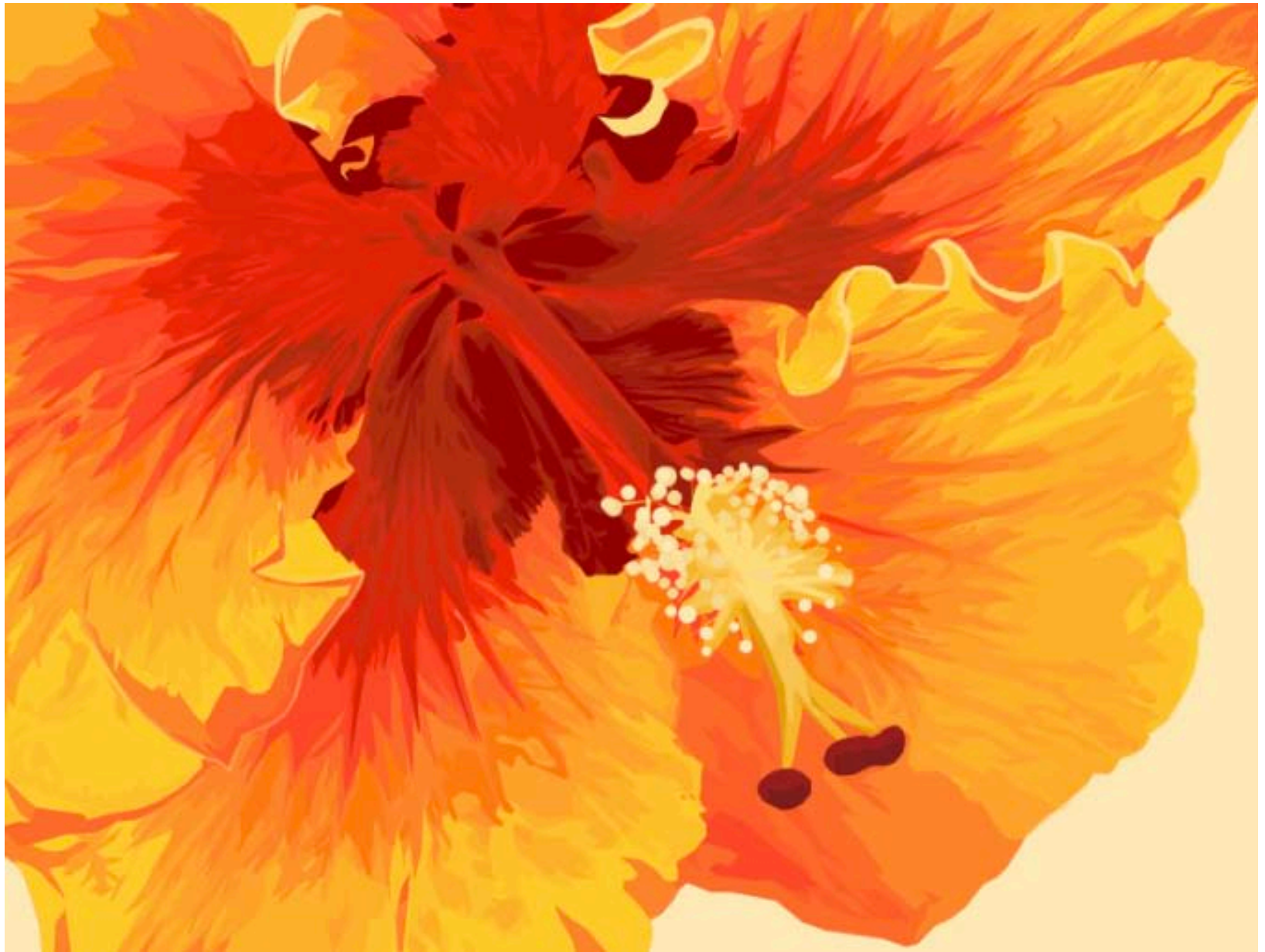
ROMAN RELOADED
THE RE-UP

Color

ANALOGOUS COLOR SCHEMES



Color





Color

Complementary color combinations



Color



AGES 20+

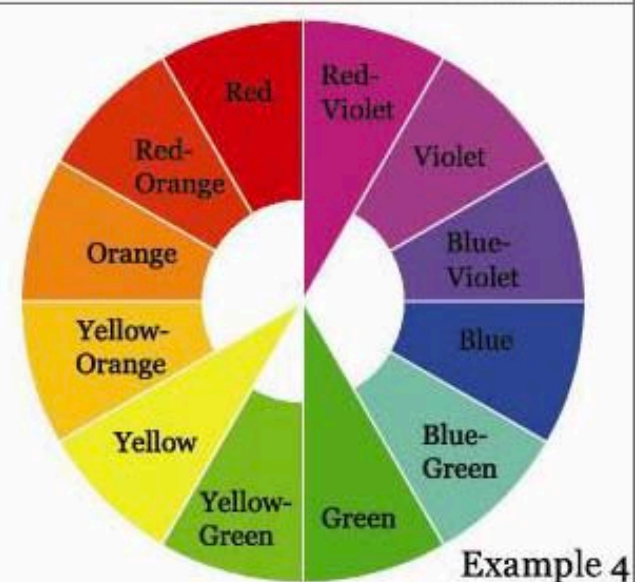
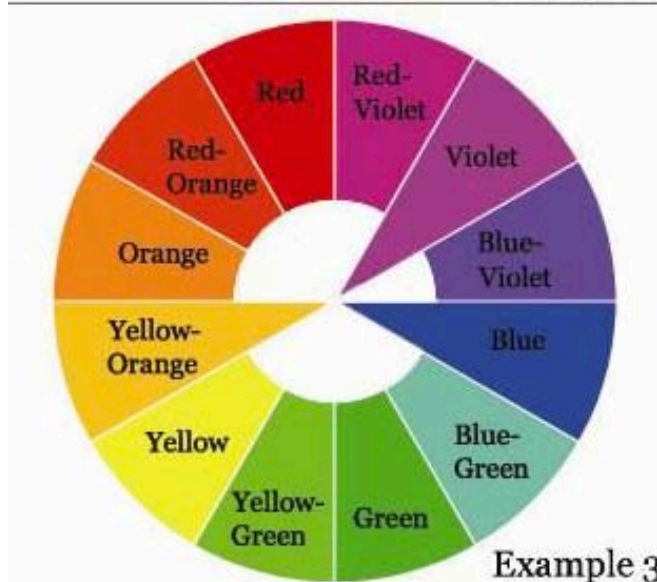
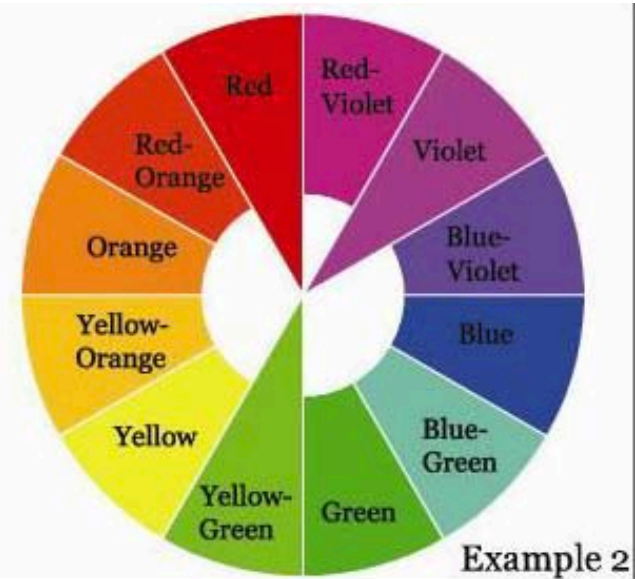
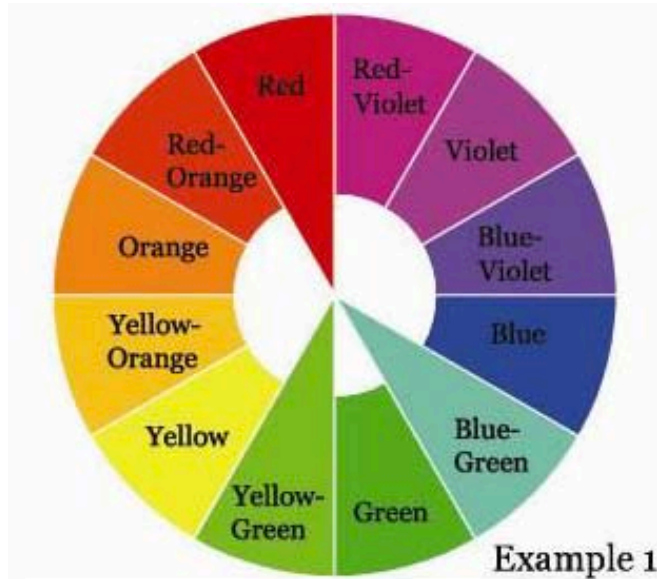
KDG DANCE TROOP

HIP
HOP
WORKSHOP

SUMMER 2017



Split Complementary



Split Complementary

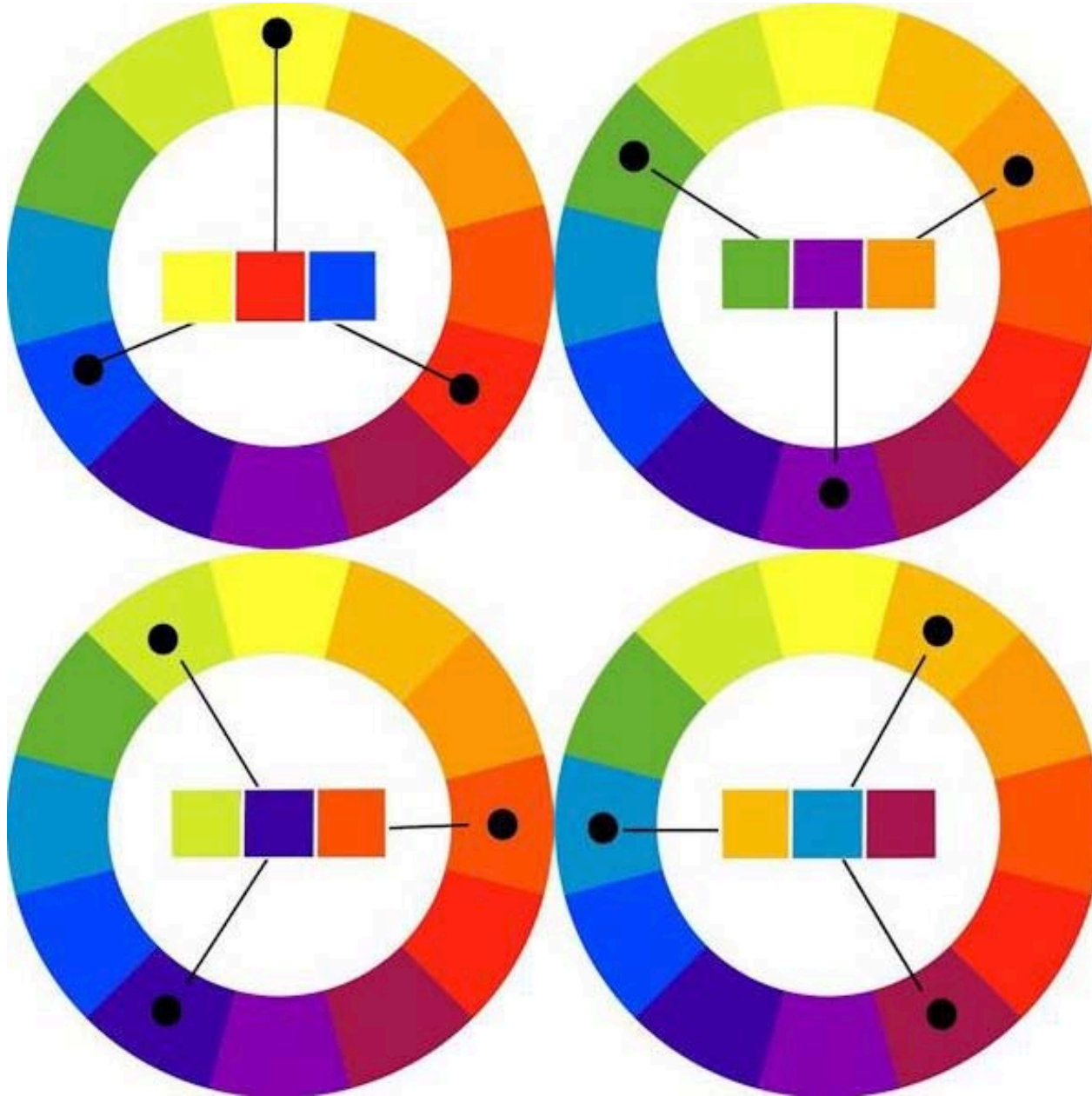


Split Complementary

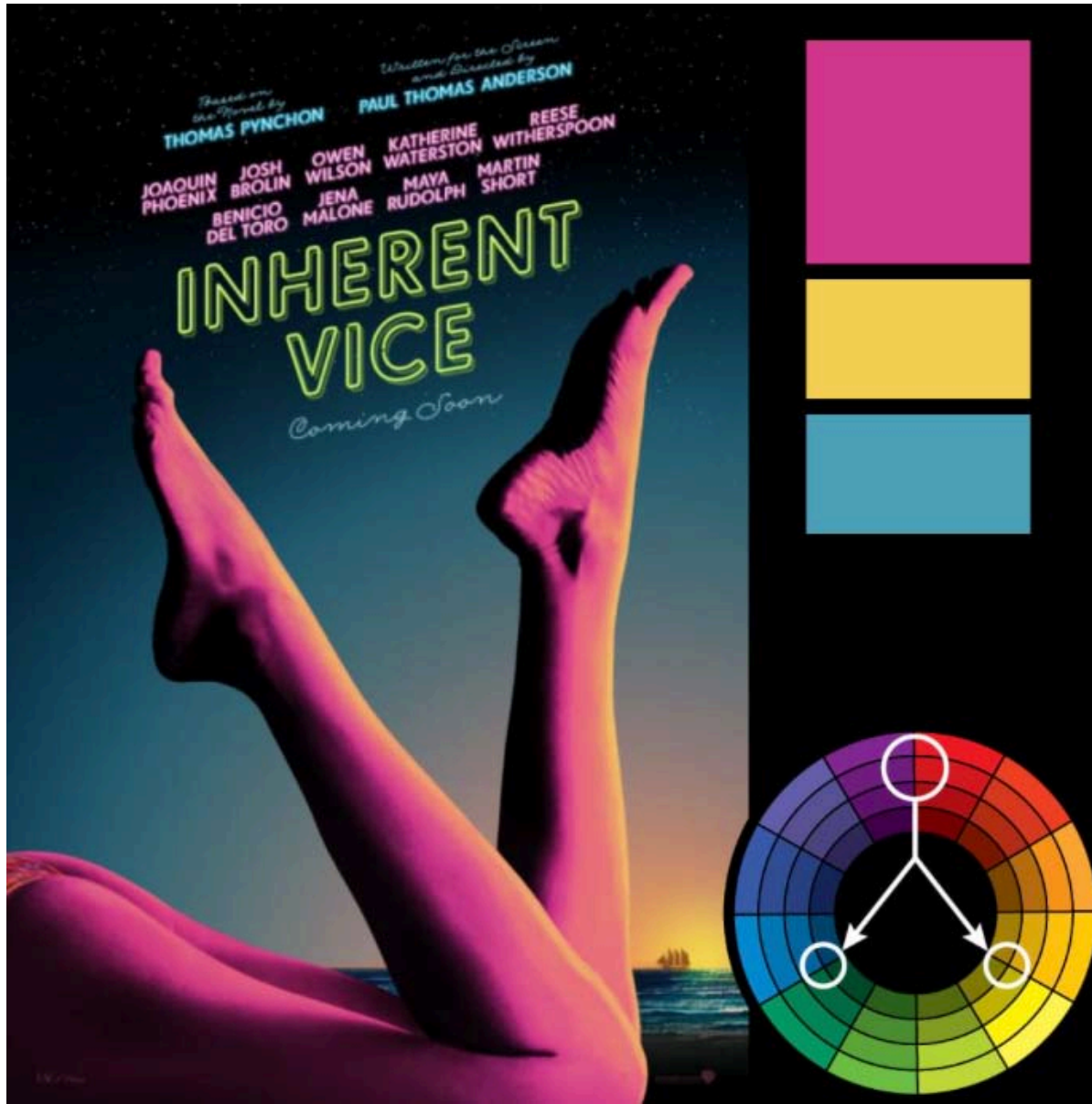


SPORTS LINK
MANAGEMENT GROUP

Triadic Color Schemes



Triadic Color Schemes



Triadic Color Schemes

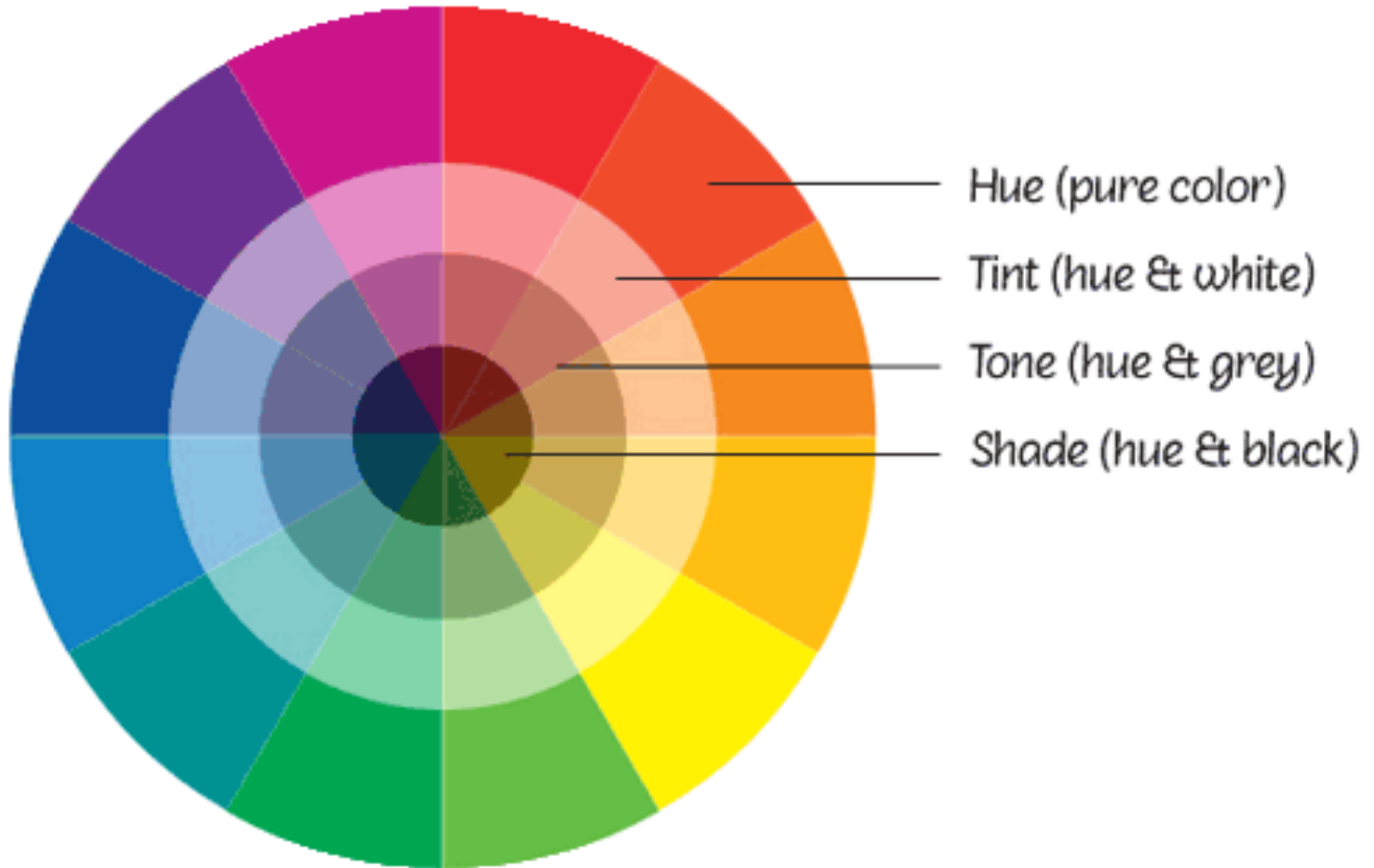


Triadic Color Schemes



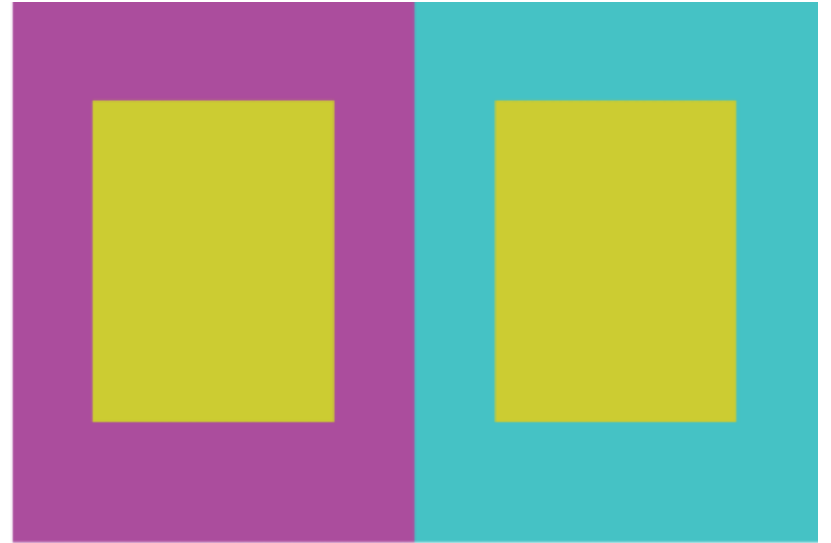
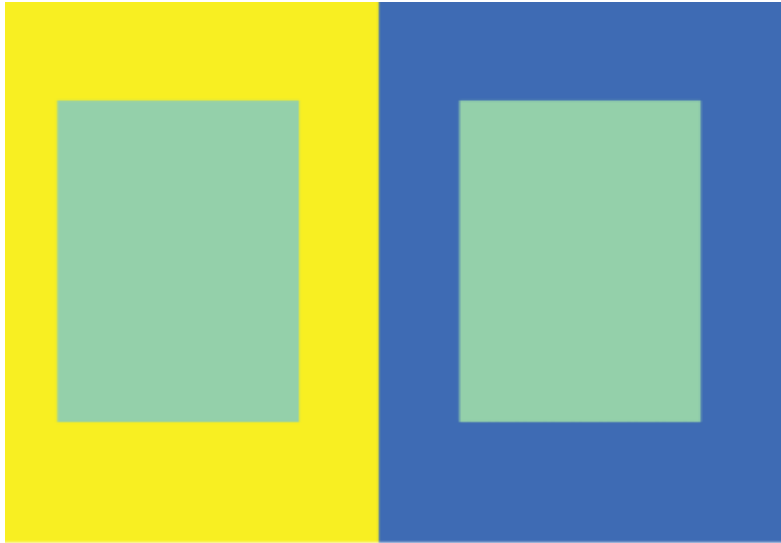
HAVE IT YOUR WAY®

Hue-Tint-Tone-Shade

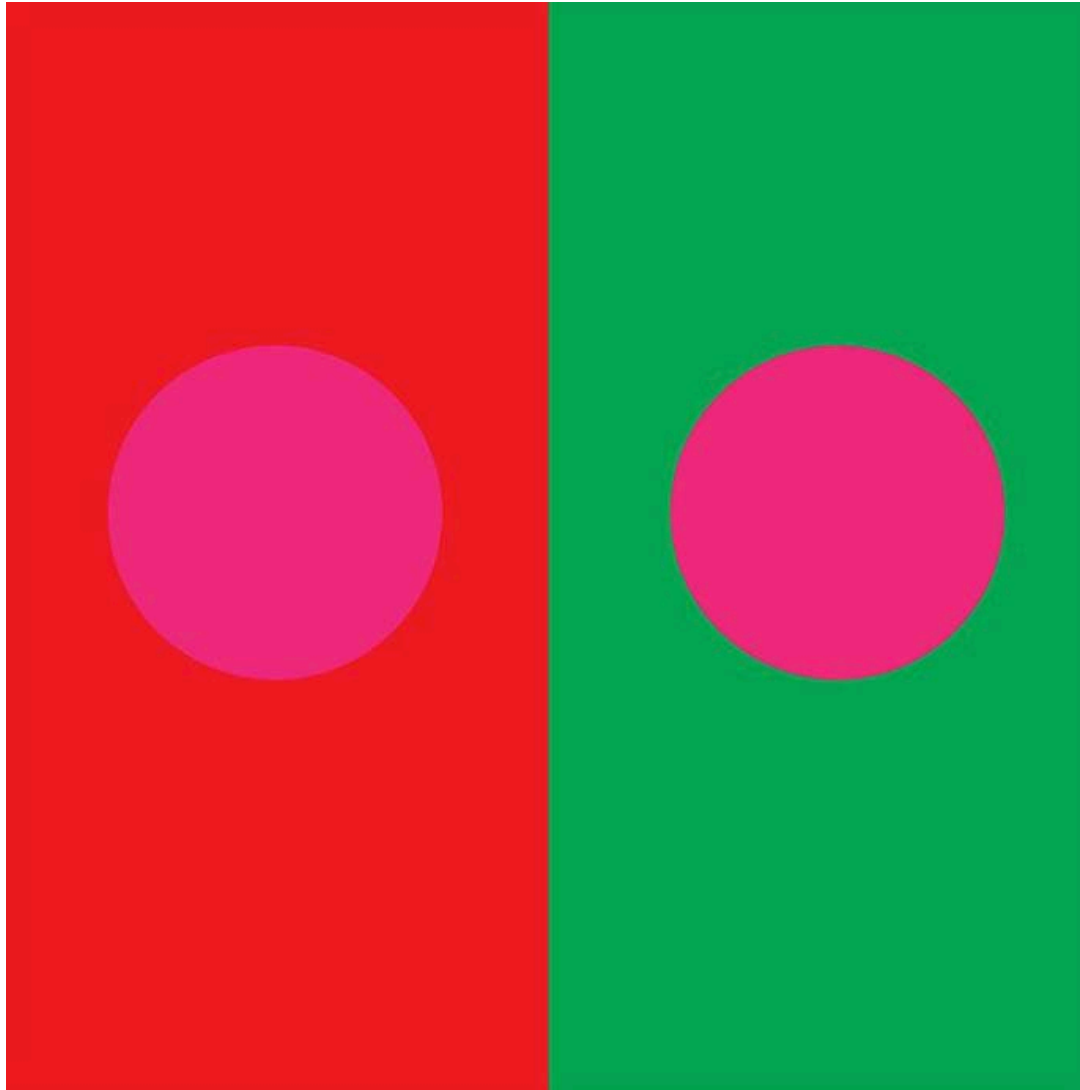


Simultaneous Contrast

Contrast Effect



Simultaneous Contrast Contrast Effect



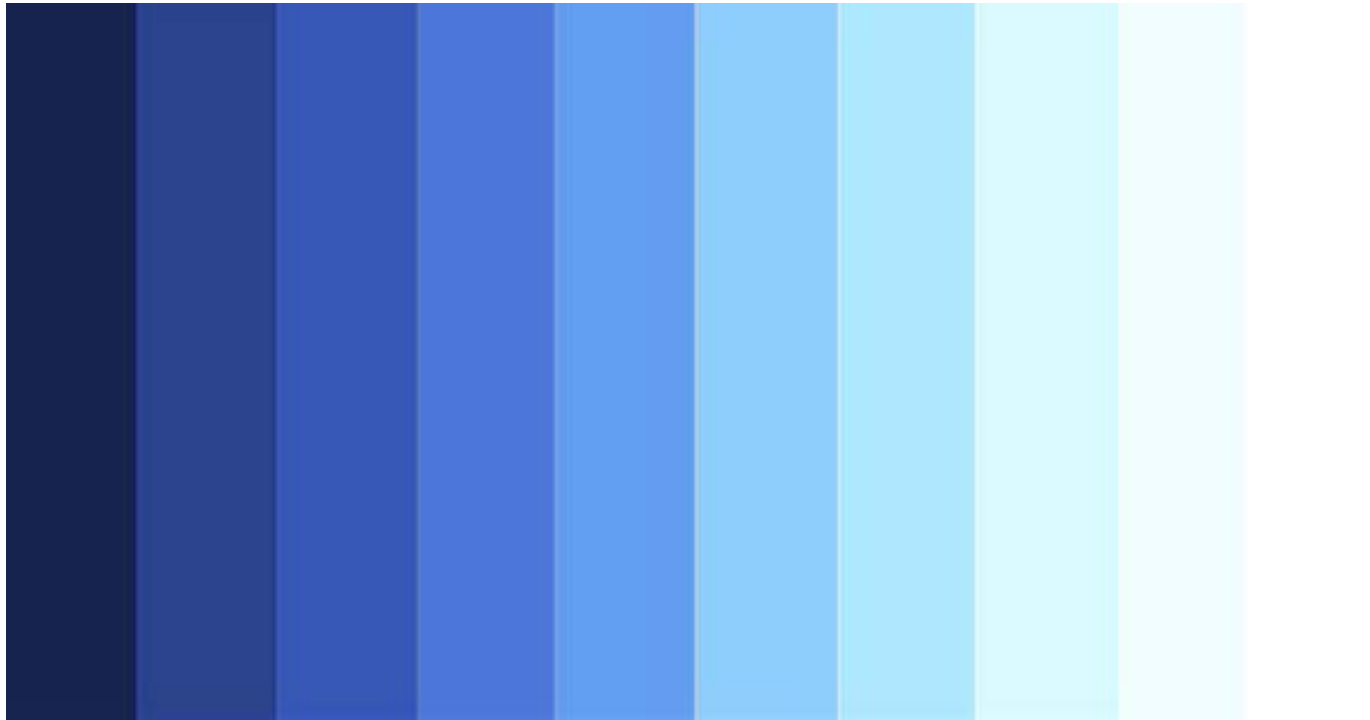
Simultaneous Contrast Contrast Effect



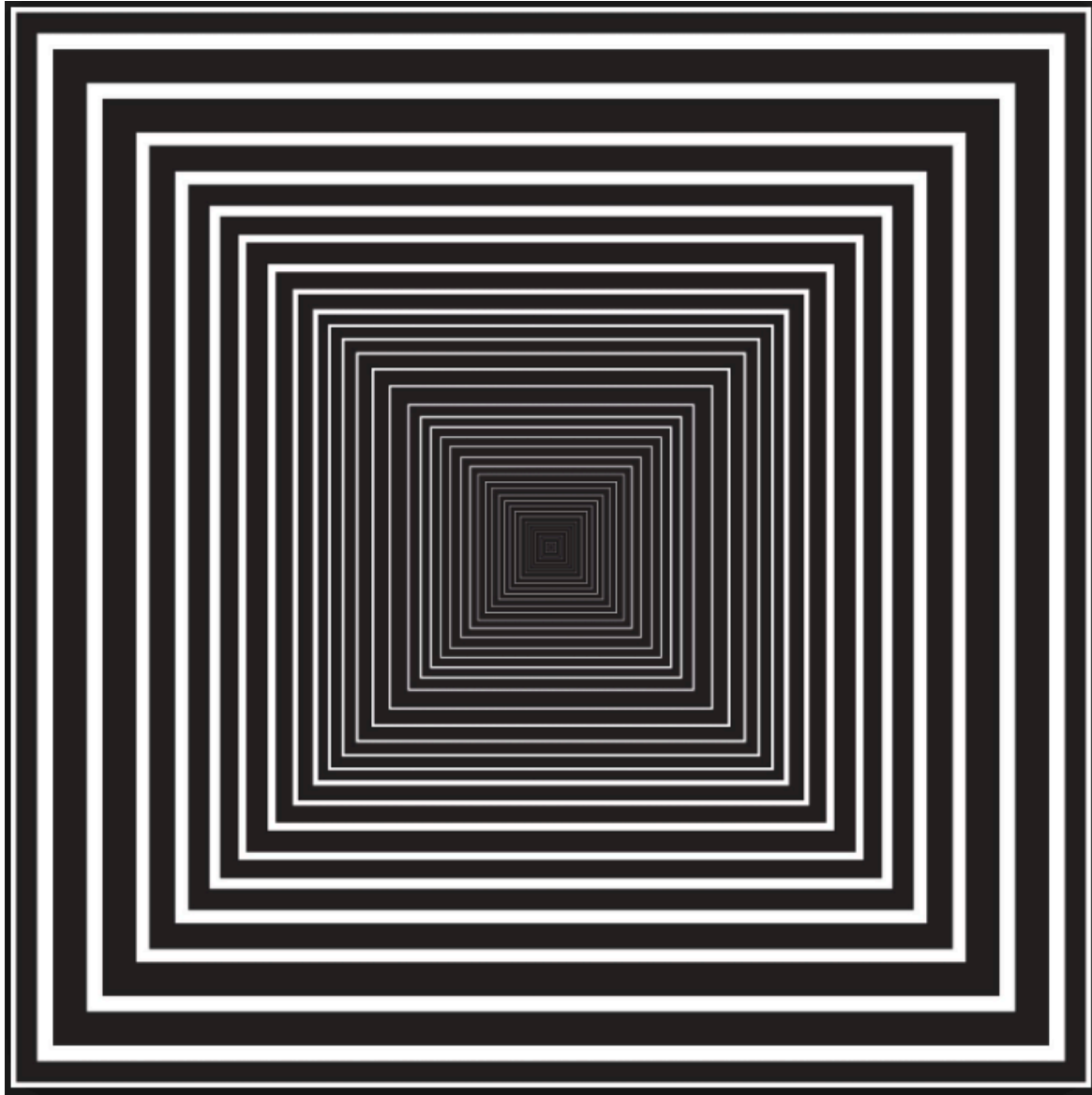
Value



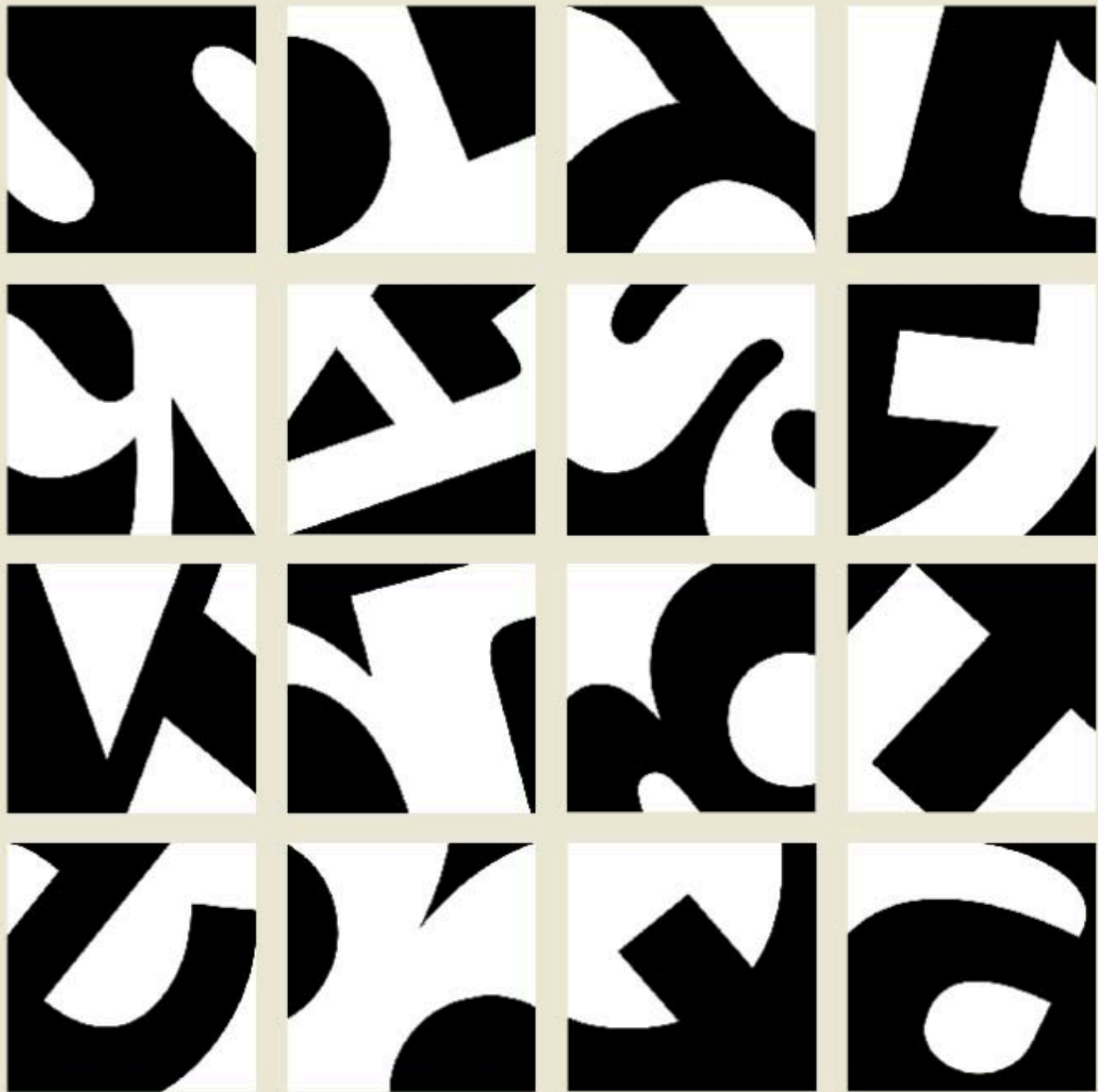
0 1 2 3 4 5 6 7 8 9 10

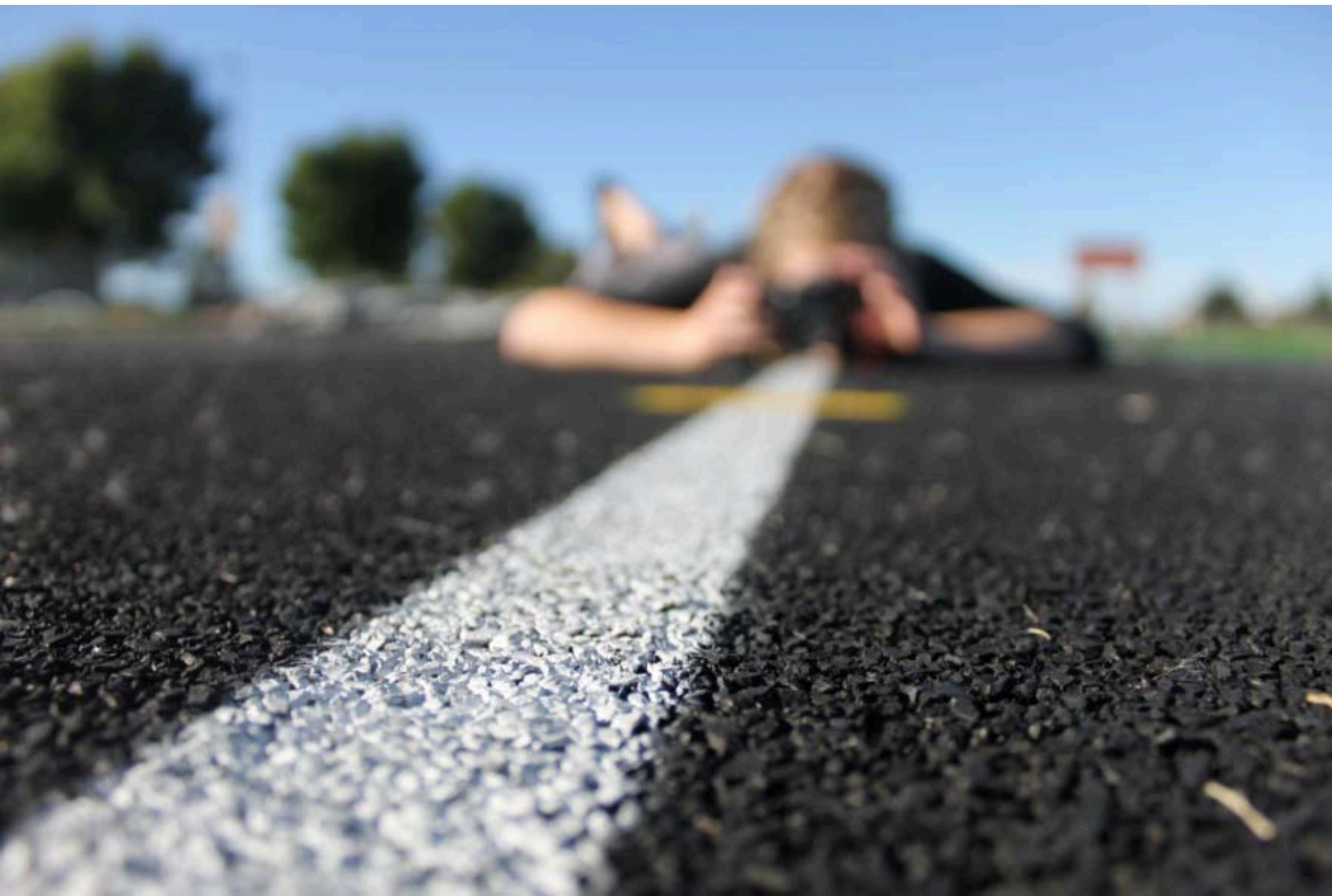


Space





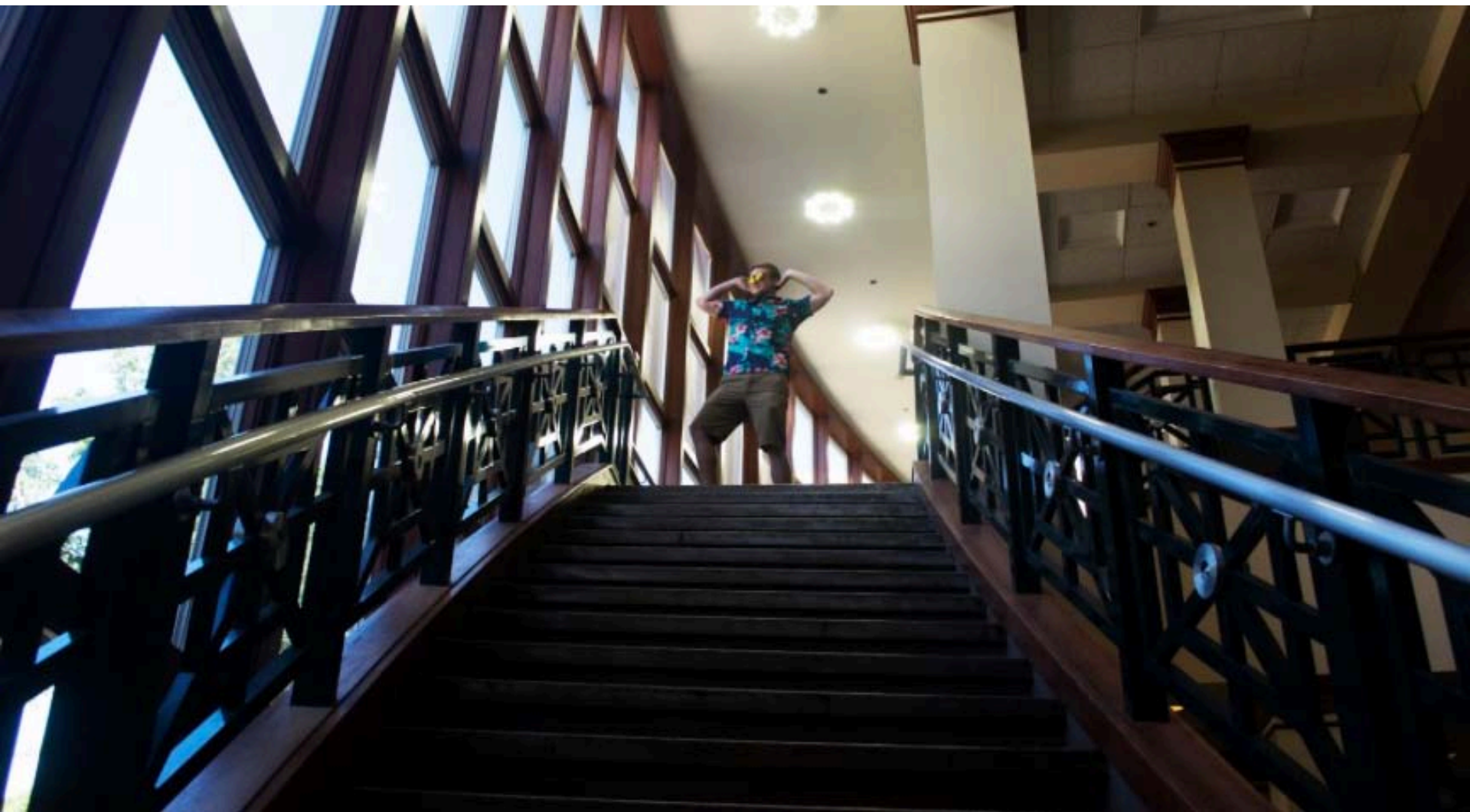






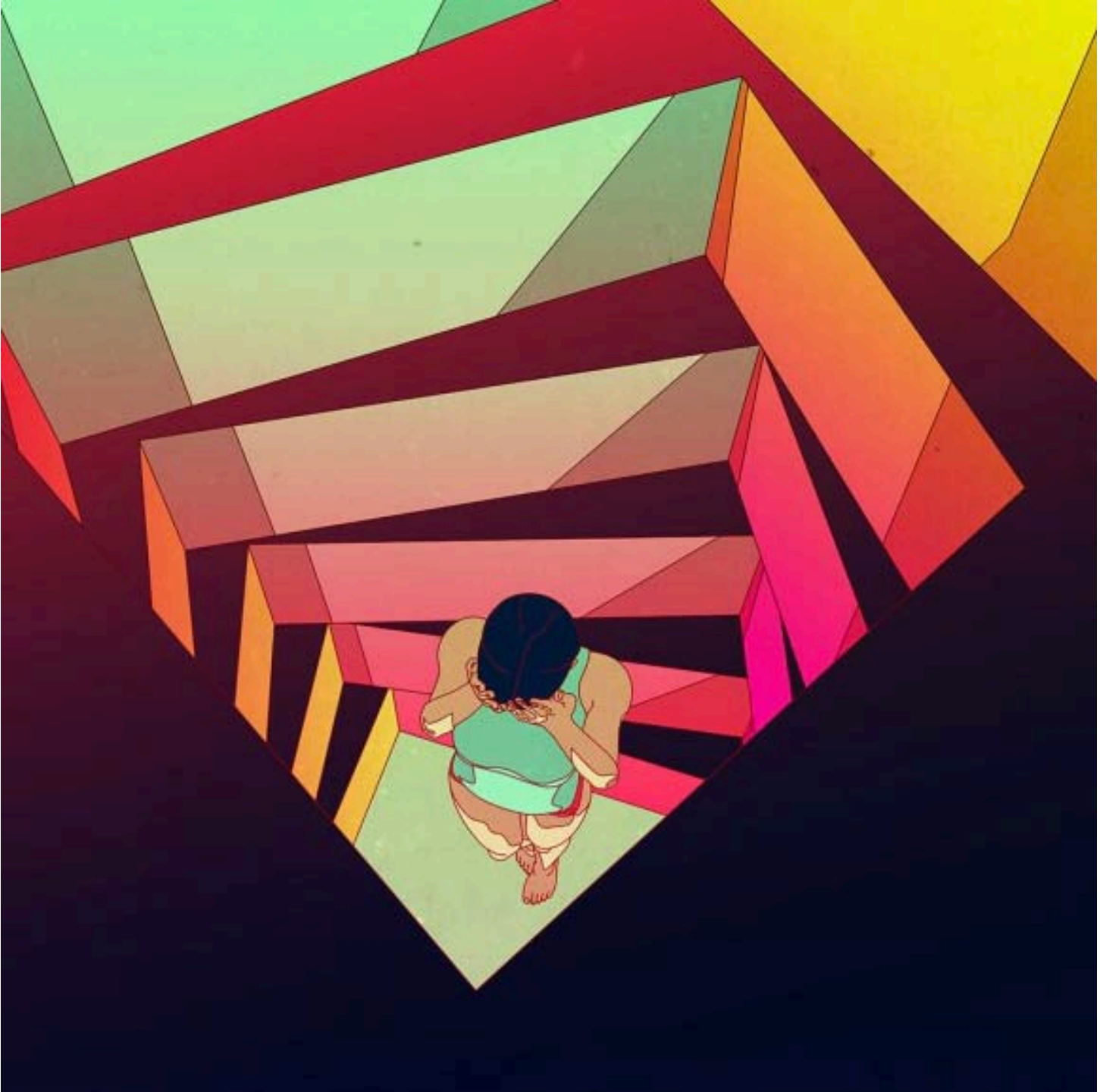




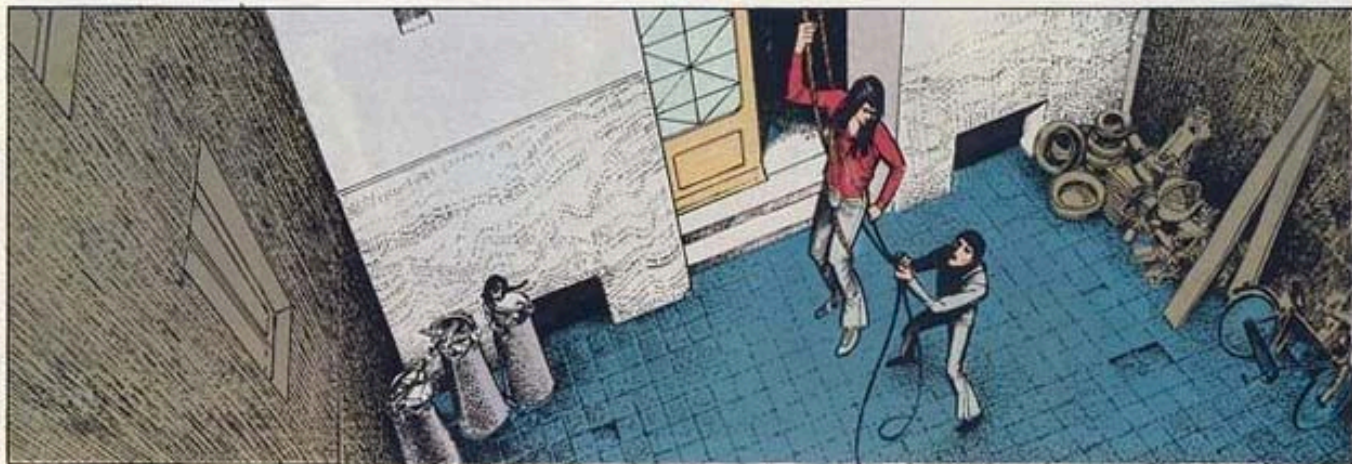
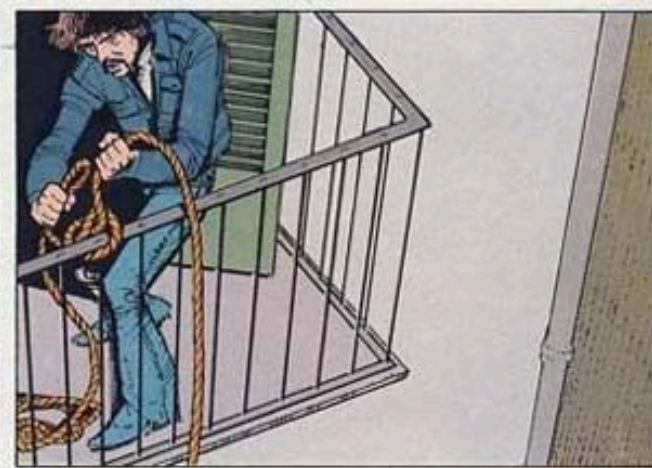
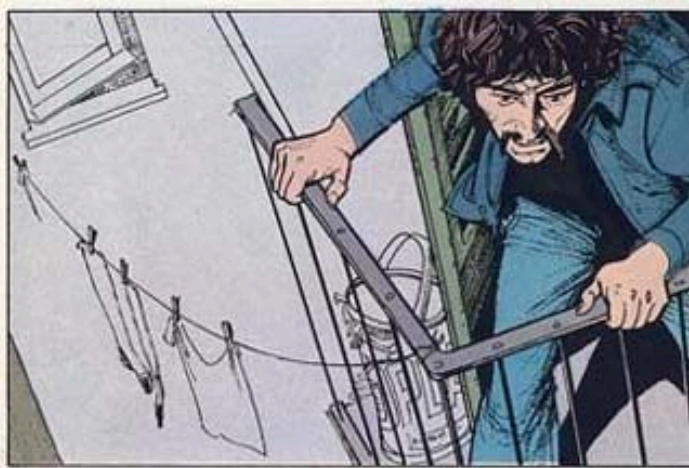














Time

<https://www.youtube.com/watch?v=8CHDZR3674k>

https://www.youtube.com/watch?v=_NeD3mN5eOc

<https://www.youtube.com/watch?v=PucgCVxG-IY>

The Principles

- Balance/Visual weight
- Unity
- Emphasis/Focal Point
- Dynamic tension
- Hierarchy
- Rhythm/Pattern/Repetition
- Movement
- Contrast
- Variety
- Proportion

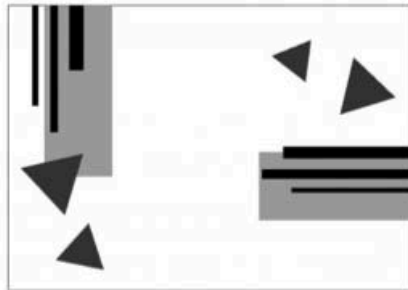
peace



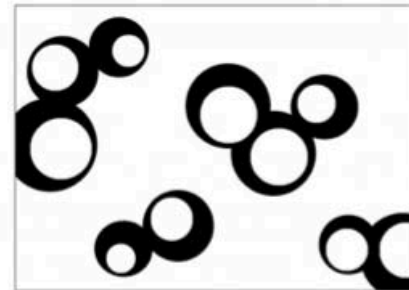
Lutoma

The Principles

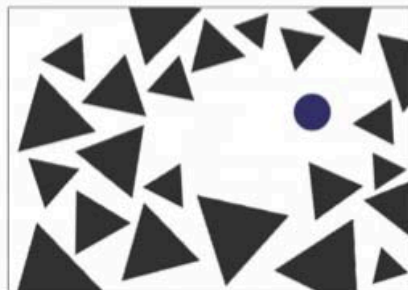
Principles of Design



balance



repetition



emphasis

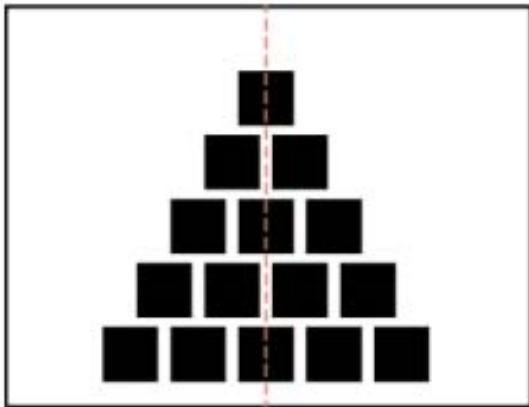


variety

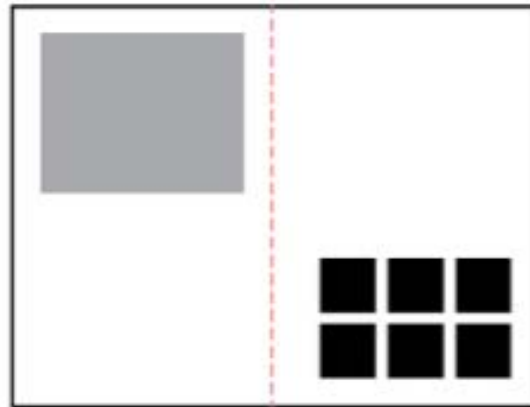
Balance/Visual Weight

- Symmetrical balance (bilateral and radial symmetry)
- Asymmetrical balance
- Vertical balance (bottom heavy/top heavy)
- Diagonal balance

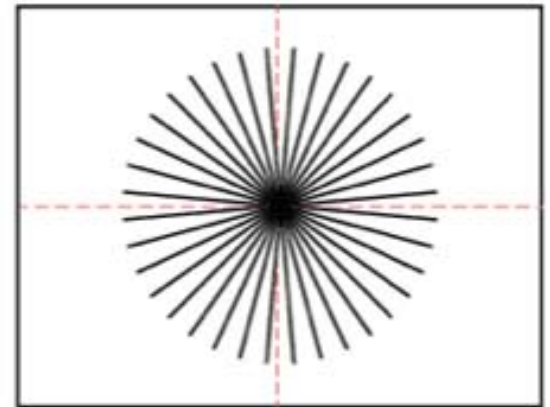
Balance/Visual Weight



SYMMETRICAL BALANCE



ASYMMETRICAL BALANCE



RADIAL BALANCE

Unity

- The whole is more than the sum of its parts
- Gestalt: the whole is seen before the parts

Unity



Unity

These block forms and text are unified



The blocks are aligned around a horizontal and vertical axis



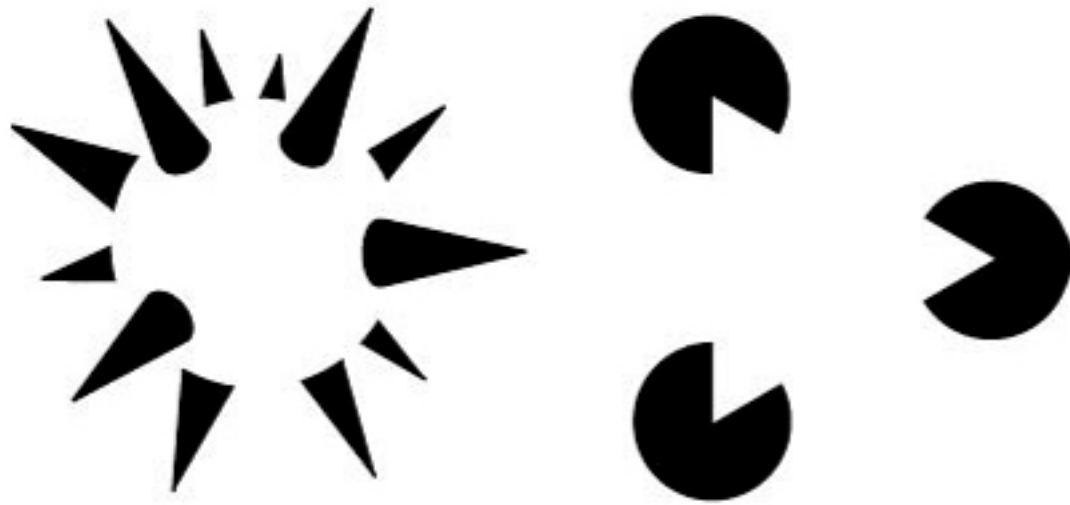
The combined shapes would not be unified had they been randomly placed

Notice how the text is aligned to the edge of each block

Gestalt

- Proximity
- Similarity
- Closure
- Simplicity
- Common Fate
- Continuation
- Segregation

Gestalt



Emphasis/Focal Point

- Hierarchy
- Color
- Line
- Gestalt

YOUR EYES HERE

(then here)

Isn't that fascinating?

Focal Point



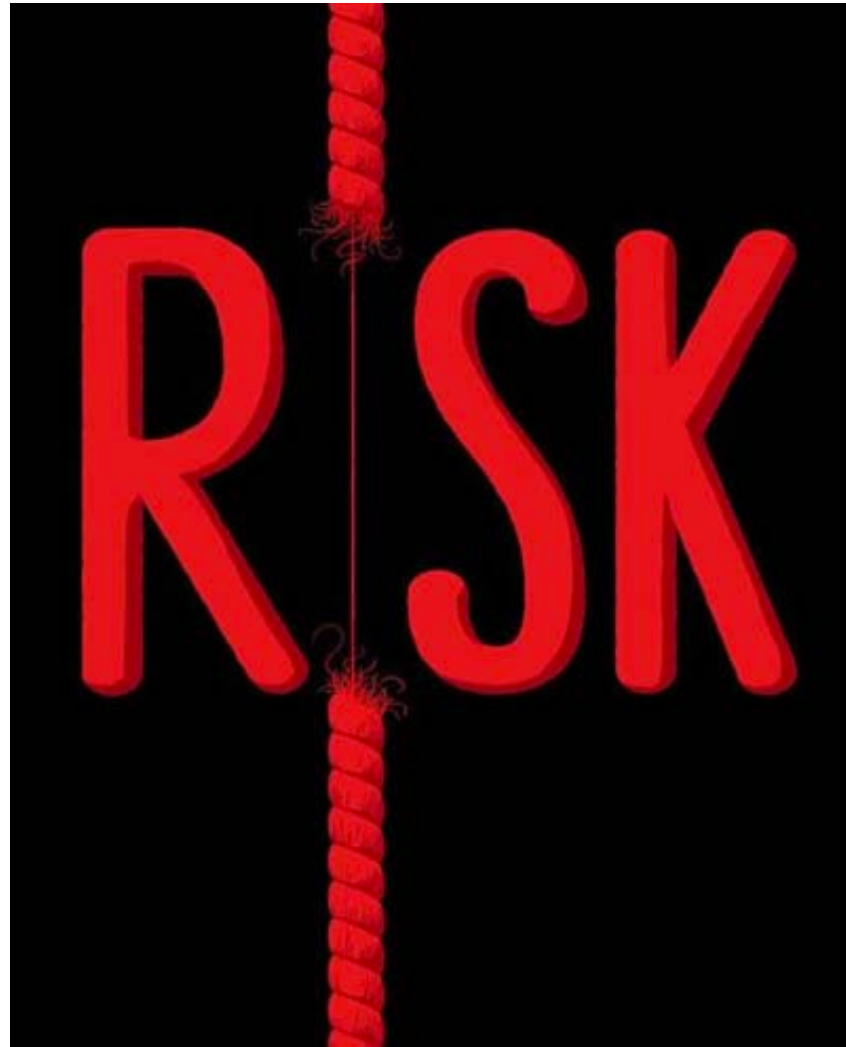
Dynamic Tension

- Eye lines
- Direction of movement
- Diverging lines

Dynamic Tension



Dynamic Tension



Hierarchy

- Visual weight
- Focal point
- Dark versus light values
- Symmetry vs. Asymmetry

The Capital Letter A

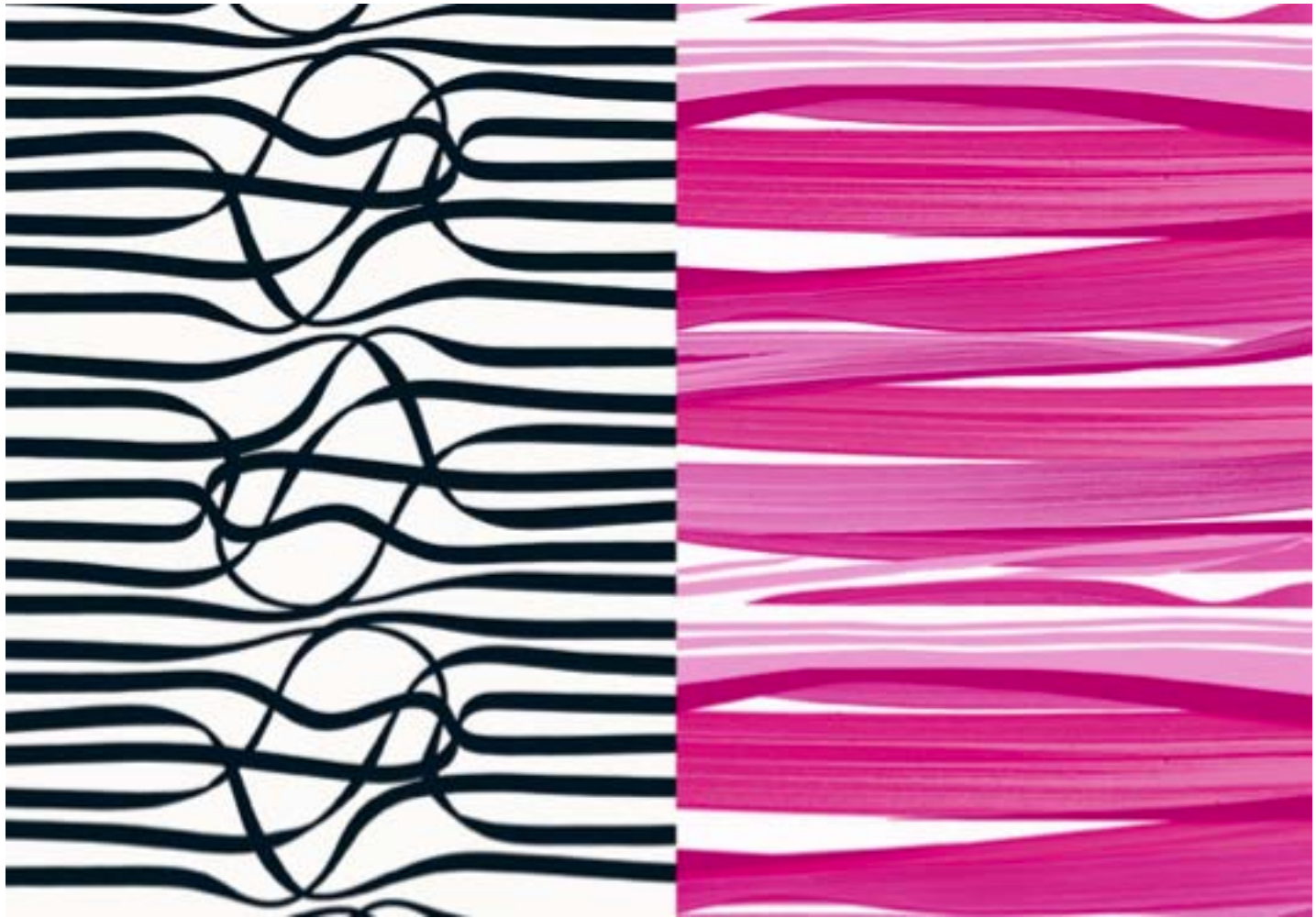
Users can create profiles with photos, lists of personal interests, contact information, and other personal information. Users can communicate with friends and other users through private or public messages and a chat feature. They can also create and join interest groups and "like pages" (as well as "fan pages") until April 15, 2010, some of which are maintained by organizations as a means of advertising.^[2] A key concern about privacy, Facebook enables users to choose their own privacy settings and choose who can see specific parts of their profile.^[3] The Web site is free to users, and generates revenue from advertising, such as banner ads.^[1] Facebook requires a user's name and profile picture (if applicable) to be accessible by everyone. Users can control who sees other information they have shared, as well as who can find them in searches, through their privacy settings.^[3] The media often compares Facebook to MySpace, but one significant difference between the two Web sites is the level of customization.^[3] Another difference is Facebook's requirement that users give their true identity, a demand that MySpace does not make.^[3] MySpace allows users to decorate their profiles using HTML and Cascading Style Sheets (CSS), while Facebook allows only plain text.^[3] Facebook has a number of features with which users may interact. They include the Wall, a space on every user's profile page that allows friends to post messages to the user to see.^[3] Likes, which allows users to send a virtual "like" to each other (a notification then tells a user that they have been liked).^[3] Photos, where users can upload albums and photos.^[3] and Status, which allows users to inform their friends of their whereabouts and actions.^[3] Depending on privacy settings, anyone who can see a user's profile can also view that user's Wall. In July 2007, Facebook began allowing users to post attachments to the Wall, whereas the Wall was previously limited to textual content only.^[3] On September 4, 2006, a News Feed was announced, which appears on every user's homepage and highlights information including profile changes, upcoming events, and birthdays of the user's friends.^[3] The established sponsors and other users to manipulate these features by creating legitimate events or posting fake birthdays to attract attention to their profile or cause.^[3] Initially the News Feed caused dissatisfaction among Facebook users; some complained it was too cluttered and full of uninteresting information, others were concerned that it made it too easy for others to track individual activities such as relationship status changes, events, and conversations with other users.^[3] In response, Zuckerberg issued an apology for the site's failure to include appropriate customizable privacy features. Since then, users have been able to control what types of information are shared automatically with friends. Users are now able to prevent user-set categories of friends from seeing updates about certain types of activities, including profile changes, Wall posts, and newly added friends.^[3] On February 21, 2010, Facebook was granted a patent^[34] on certain aspects of its News Feed. The patent covers News Feeds in which links are provided so that one user can participate in the same activity of another user.^[35] The patent may encourage Facebook to pursue action against Web sites that violate its patent, which may potentially include Web sites such as Twitter.^[36] One of the most popular applications on Facebook is the Photos application, where users can upload albums and photos.^[37] Facebook allows users to upload an unlimited number of photos, compared with other image hosting services such as Photobucket and Flickr, which apply limits to the number of photos that a user is allowed to upload. During the first year, Facebook users were limited to 60 photos per album. As of May 2008, this limit has been increased to 200 photos per album.^{[38][39][40][41]} Privacy settings can be set for individual albums, limiting the groups of users that can see an album, for example, the privacy of an album can be set so that only the user's friends can see the album, while the privacy of another album can be set so that all Facebook users can see it. Another feature of the Photos application is the ability to "tag" or label users in a photo. For instance, if a photo contains a user's friend, then the user can tag the friend in the photo. This sends a notification to the friend that they have been tagged, and provides them a link to see the photo.^[12] Facebook Notes was introduced on August 21, 2006, a blogging feature that allowed tags and embedded images. Users were later able to import blogs from Xanga, LiveJournal, Blogger and other blogging services.^[42] During the week of April 7, 2008, Facebook released a Content-based Instant messaging application called "Chat" to several networks.^[43] which allows users to communicate with friends and is similar in functionality to desktop-based instant messengers. Facebook launched Chat on February 8, 2007, which allows users to send virtual gifts to their friends that appear on the recipient's profile. Gifts cost 1.00 each to purchase, and a personal chat message can be attached to each gift.^{[44][45][46]} On May 14, 2007, Facebook launched Marketplace, which lets users post free classified ads.^[47] Marketplace has been compared to Craigslist by CNET which points out that the major difference between the two is that listings posted by a user on Marketplace are seen only by users in the same network as that user, whereas listings posted on Craigslist can be seen by anyone.^[48] On July 20, 2008, Facebook introduced "Facebook Beta", a significant redesign of its user interface on selected networks. The News Feed and Wall were consolidated, profiles were separated into related sections, and an effort was made to create a "cleaner" look.^[49] After initially giving users a choice to switch, Facebook began migrating all users to the new version starting in September 2008.^{[1} On December 11, 2008, it was announced that Facebook was testing a single sign-on process.^[11] On June 12, 2008, Facebook introduced a "Newsfeed" feature, whereby pages can be linked with regular links such as <https://www.facebook.com/facbook> instead of <https://www.facebook.com/profile.php?id=2031111026>.^[12] Many new smartphones offer access to Facebook services through either their Web browser or applications. An official Facebook application is available for the operating systems Android, iOS, and webOS. Nokia and Research In Motion both provide Facebook applications for their own mobile devices. More than 110 million active users access Facebook through mobile devices across 200 mobile operators in 40 countries. On November 15, 2010, Facebook announced a new "Facebook Messages" service, in a media event that day. CEO Mark Zuckerberg said, "It's true that people will be able to have an info@facebook.com email address, but it's not email." The launch of such a feature had been anticipated for some time before the announcement, with some calling it a "Gmail killer". The system, to be available to all of the Web site's users, combines text messaging, instant messaging, email, and regular messages, and will include privacy settings similar to those of other Facebook services. Code-named "Project Thru", Facebook Messages took 15 months to develop.^{[13][14]} In February 2011, Facebook began to use the HTML5 microformat to mark up events, and the HTML microformat for the events' venues, enabling the extraction of details to users' own calendar or mapping applications.^[15] Since April 2011 Facebook users have had the ability to make live voice calls via Facebook Chat, allowing users to chat with others from all over the world. This feature, which is provided free through T-Mobile's new Botelnet service, lets the user add voice to the current Facebook Chat as well as leave voice messages on Facebook.^[16] On July 6, 2011, Facebook launched its video calling service using Skype as its technology partner. It allows one to one calling using a Skype free API.^[17] On September 14, 2011, Facebook launched a "Subscribe" button. The feature allows for users to follow public updates, and these are the people most often broadcasting their ideas.^[18] There were major modifications to that site released on September 21, 2011.^[19] Instagram, a social networking service and website launched in February 2004, operated and privately owned by Facebook, Inc.^[20] As of July 2011, Facebook has more than 800 million active users.^[21] Users must register before using the site, after which they may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile. Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists such as "People from home" or "Close friends". The name of the service stems from the colloquial name for the book given to students at the start of the academic year by some university administrators in the United States to help students get to know each other. Facebook allows any user who declares themselves to be at least 13 years old to become a registered user of the site.^[22] Facebook was founded by Mark Zuckerberg with his college roommates and fellow students Eduardo Saverin, Dustin Moskovitz and Chris Hughes.^[23] The Web site's membership was initially limited by the founders to Harvard students, but was expanded to other colleges in the Boston area, the Ivy League, and Stanford University. It gradually added support for students at various other universities before opening to high school students, and eventually to anyone aged 13 and over. However, based on Consumer Reports.org on May 2011, there are 7.5 million children under 13 with accounts, violating the site's terms of service.^[24] A January 2009 Compete.com study ranked Facebook as the most used social networking service by worldwide monthly active users.^[10] Orientation Weekly included the site on its end-of-the-decade "best-of" list, saying, "How on earth did we stalk our eyes, remember our co-workers' birthdays, bug our friends, and play a mousing game of Scrabbleous before Facebook?"^[11] Quantcast estimates Facebook has 138.0 million monthly unique U.S. visitors in May 2011.^[25] According to Social Media Today, in April 2010 an estimated 41.4% of the U.S. population had a Facebook account.^[13] Nevertheless, Facebook's market growth started to stall in some regions, with the site losing 7 million active users in the United States and Canada in May 2011.^[26]



Rhythm/Pattern/Repetition

- The way in which elements are repeated

Rhythm/Pattern/Repetition



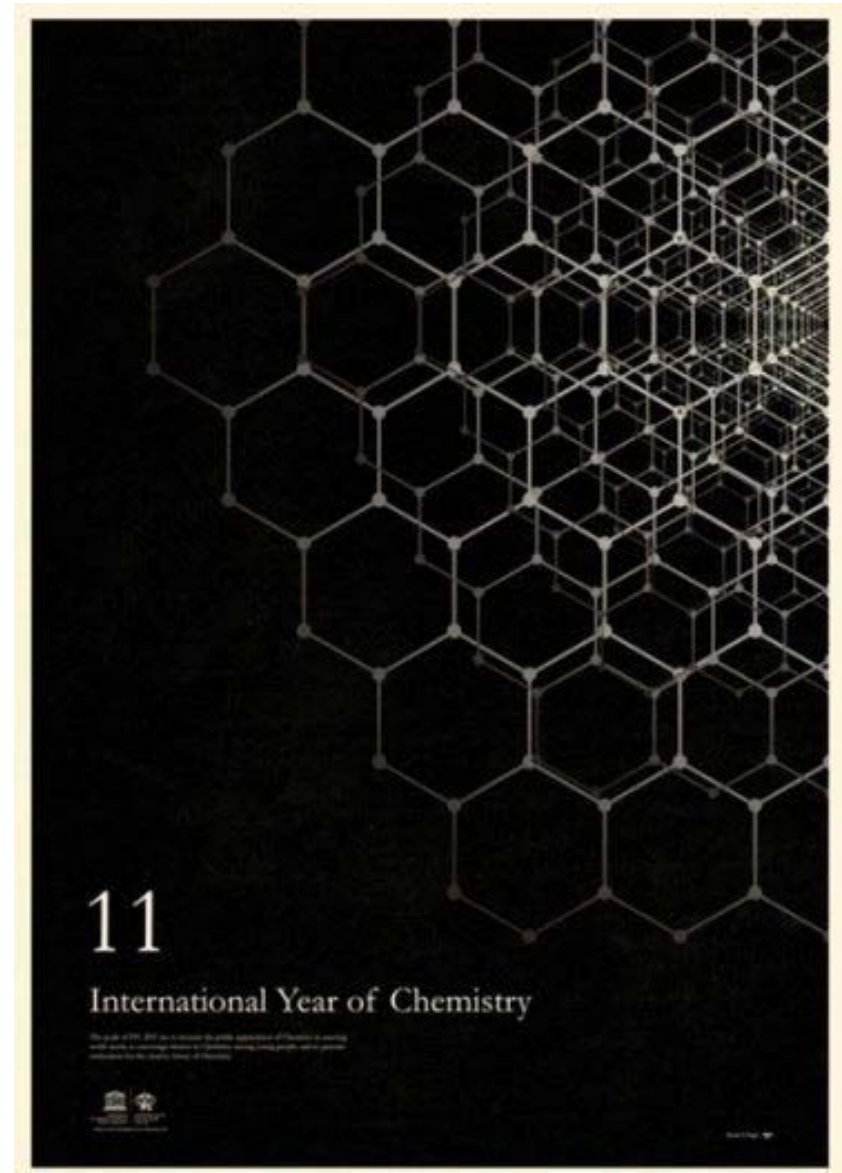
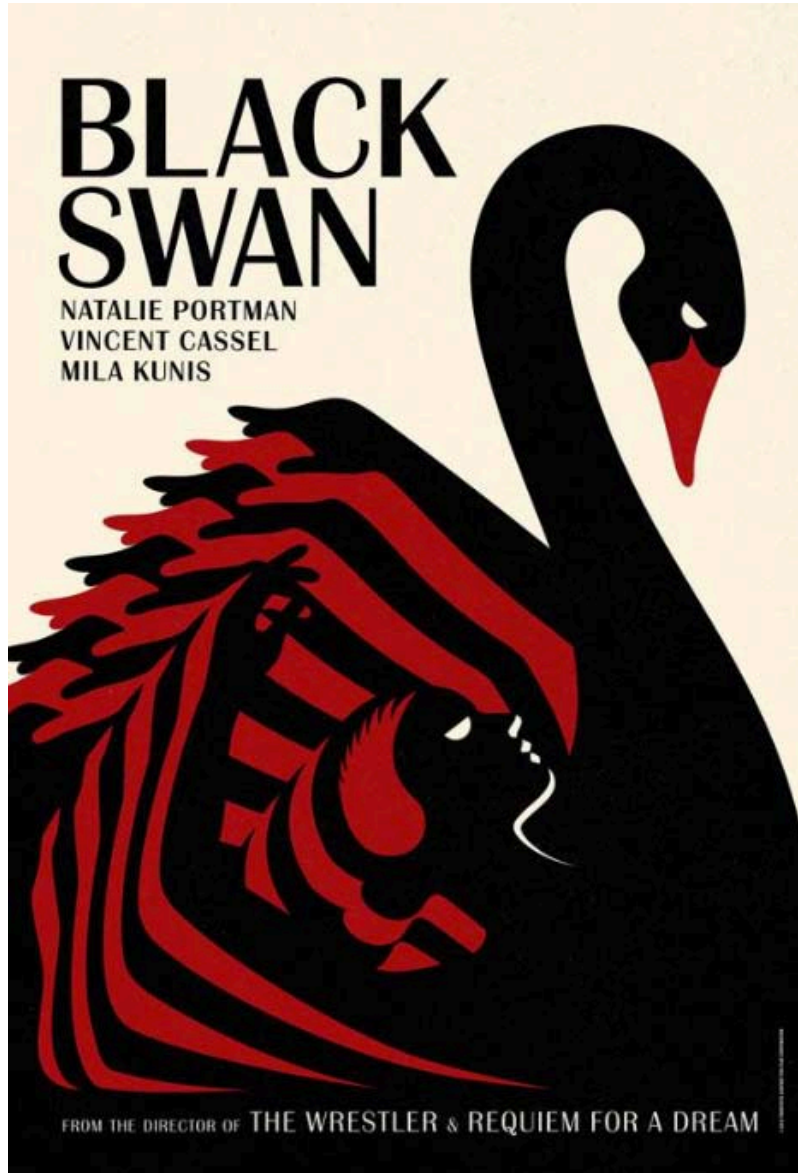
Rhythm/Pattern/Repetition



Rhythm/Pattern/Repetition



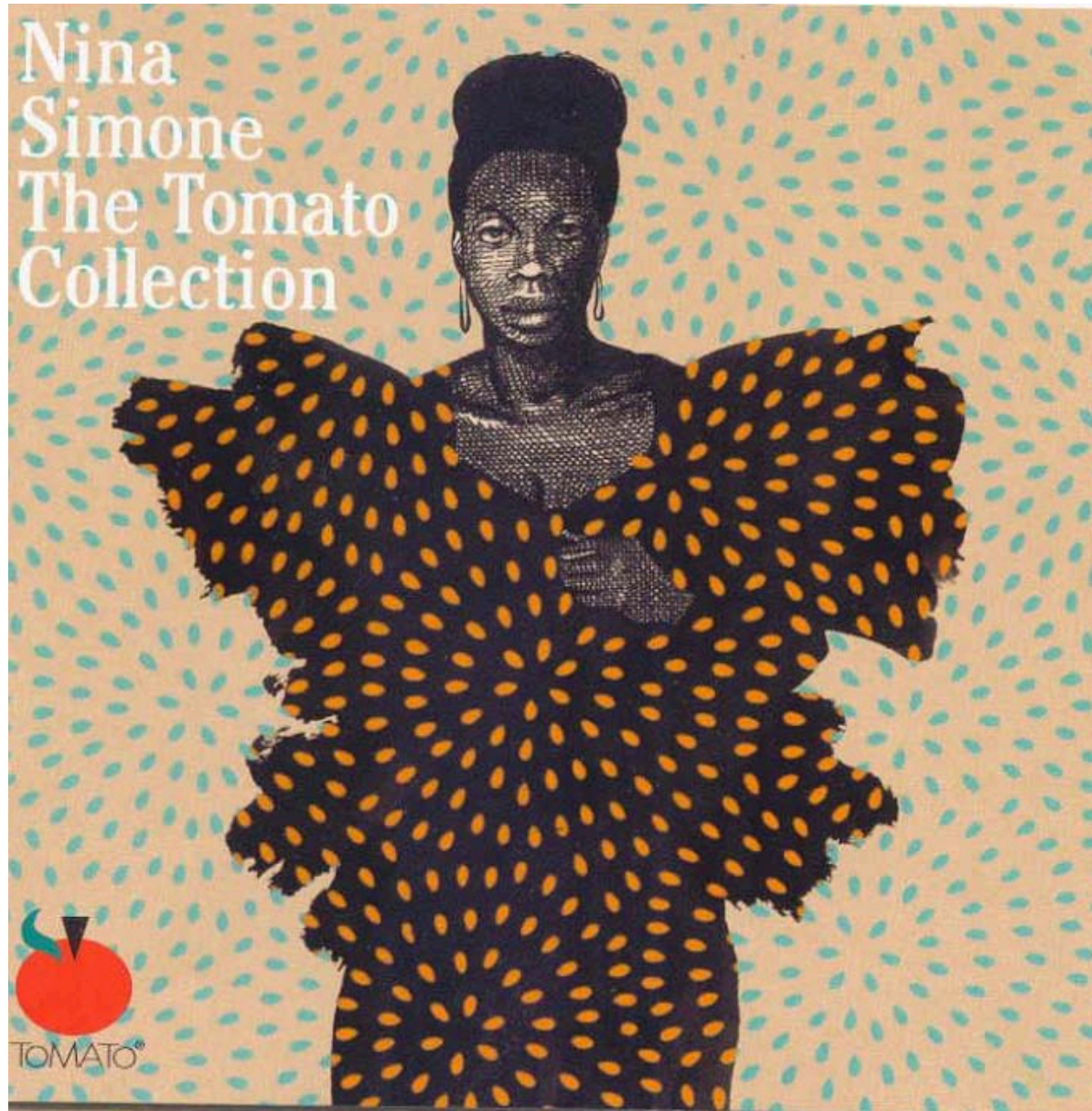
Rhythm/Pattern/Repetition



Rhythm/Pattern/Repetition



Rhythm/Pattern/Repetition



Movement

- Relationship between hierarchy and direction

Movement



By the way, you're PAYING YOU
to repeat it every 10
DAYS, BECAUSE

CITIZEN K

DIRTY JOB IS

NEW YORK

OF THE HIGHEST

artistic

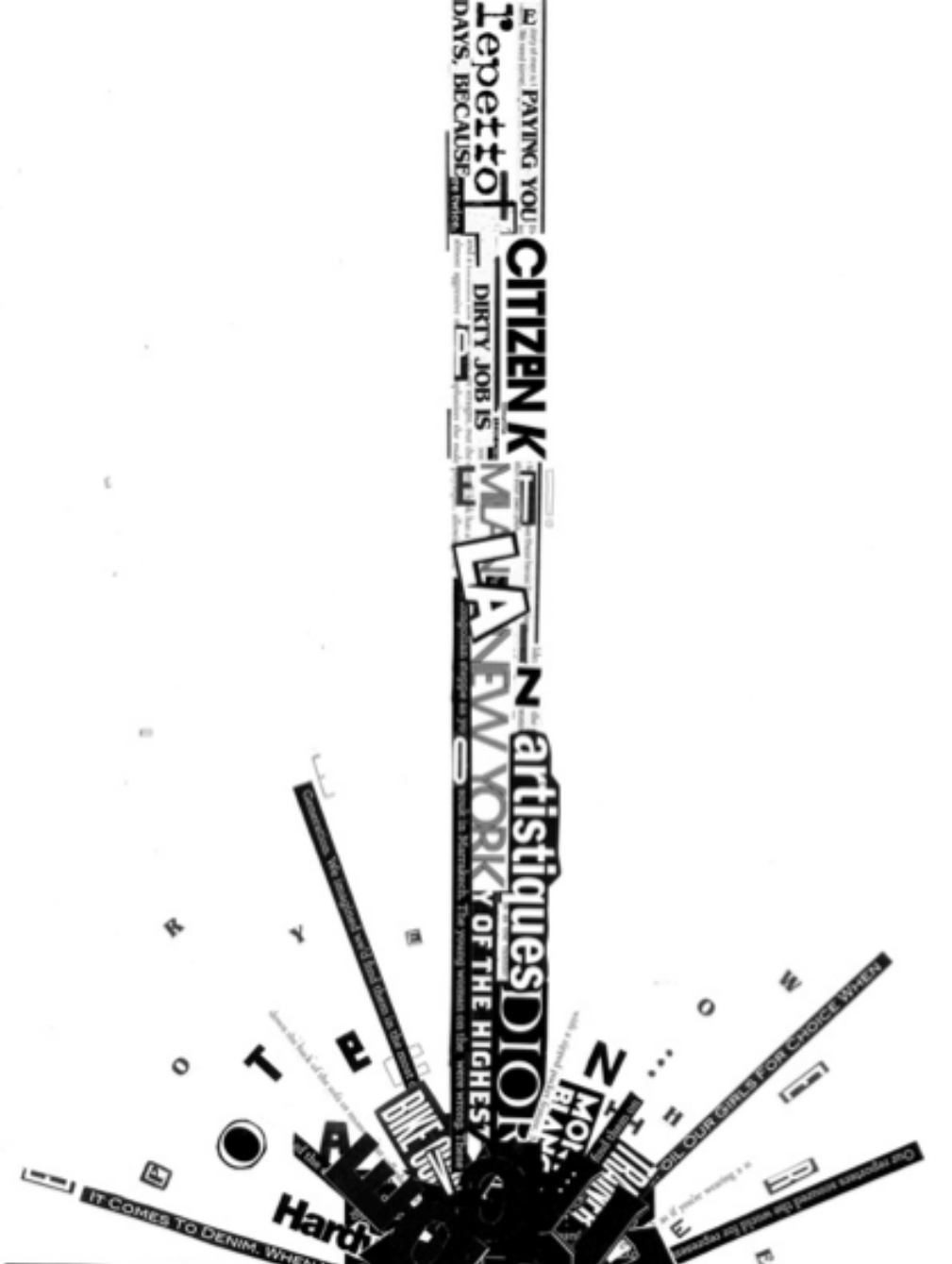
DIOR

... **MOI BLANC**

TOUR

CASTING DIRECTOR
UNDERLINES ITS COMMITMENT.

... WASHES, SO LITTLE TIME.
... NOT EXACTLY DIESEL.
... ENOUGH THESE
... ER WITH THESE WASHES, D



عبدالله بن محمد بن عبدالمطلب

Contrast

- One: Many
- Soft: Hard
- Flat values: High contrast values
- Liquid: Solid
- Delicate: Brash

Contrast



Contrast

holy
hierarchy

The treatment given to elements by scale, typography, compositional placement or color will dictate the way your content is being read.

Contrast





Contrast



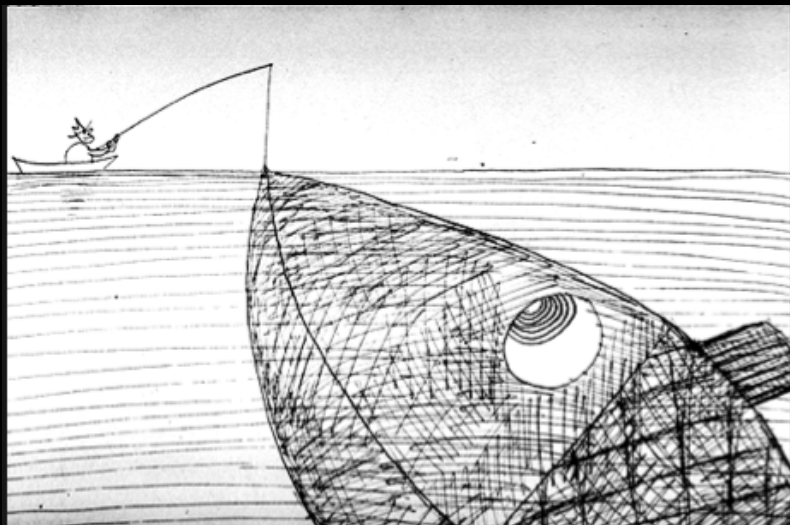
Variety



Variety



Proportion

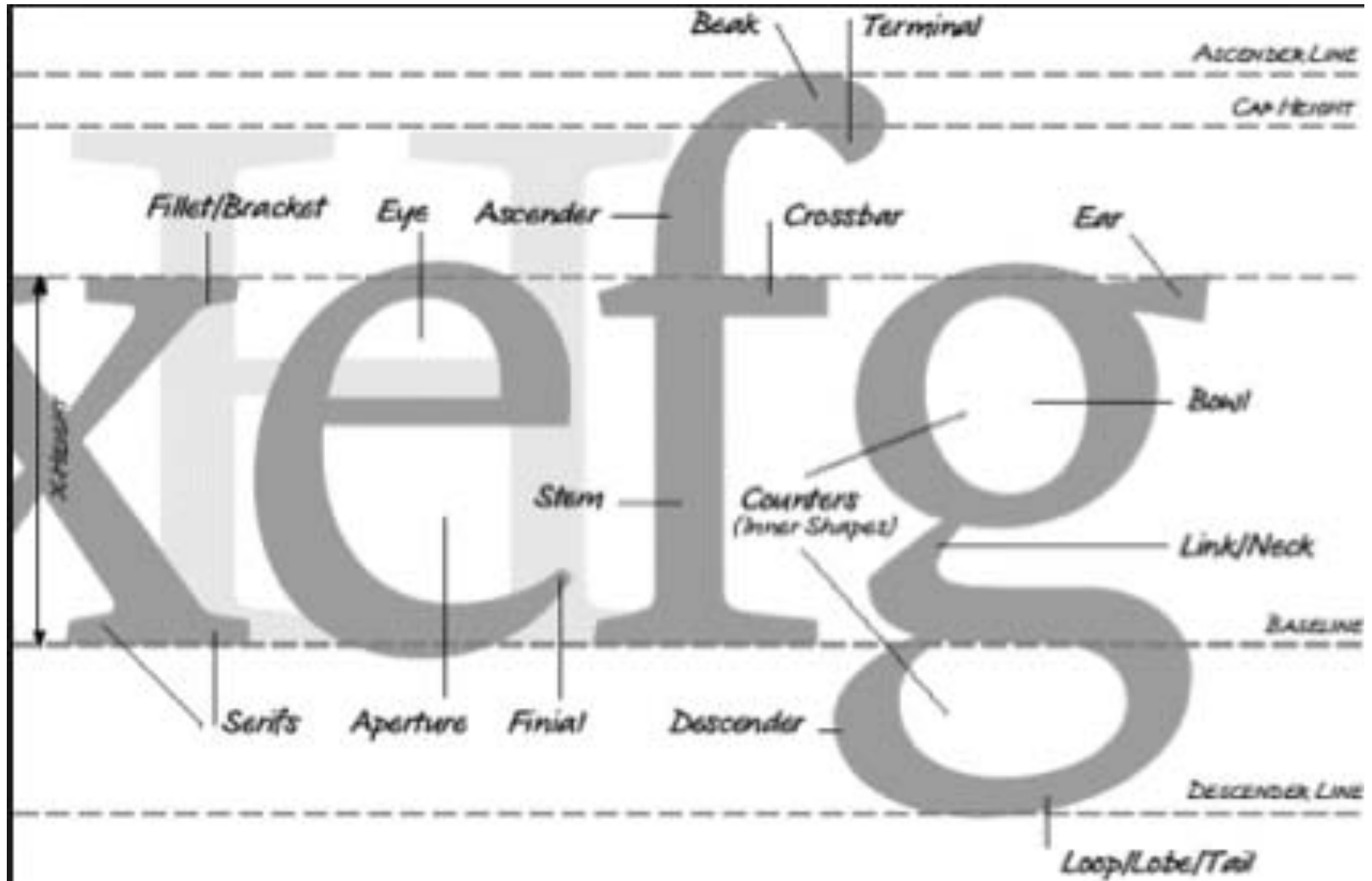


Typography

- Old Style Fonts
- Transitional Style Fonts
- Modern Style Fonts
- Egyptian Style Fonts
- Sans Serif Style Fonts
- Decorative and Display Style Fonts

Serif

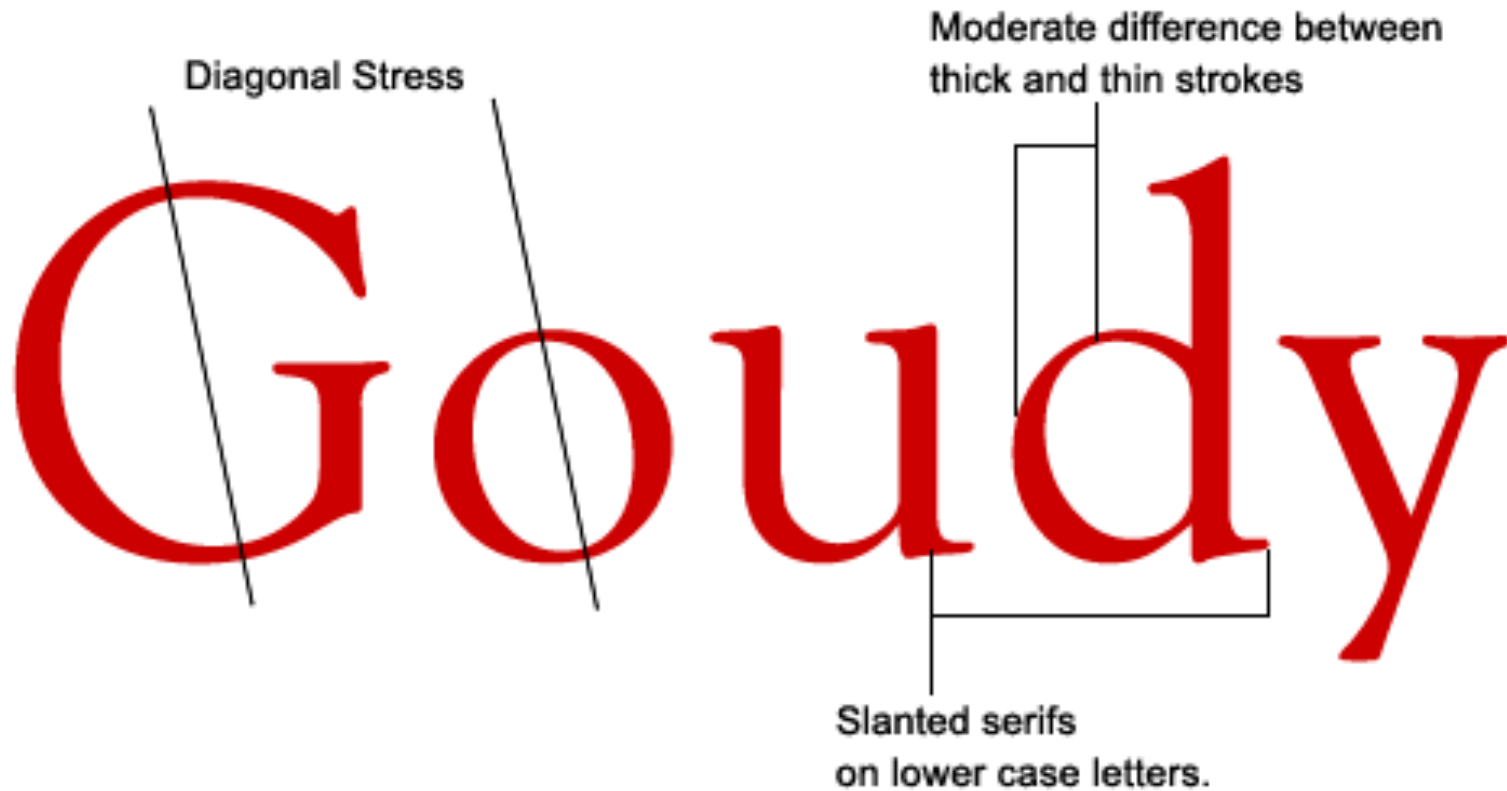
deconstructed



Old Style Faces

- Organic, gently curved and round cup-faced serifs
- Oblique stress to the characters
- Capital height is shorter than the height of the lowercase ascenders
- Terminals on some lowercase letters are shaped like teardrops
- Have stability, mass, and are grounded
- Easy on the eye to discern
- Classic or traditional feel
- Used for body copy
- Goudy

Goudy



Goudy

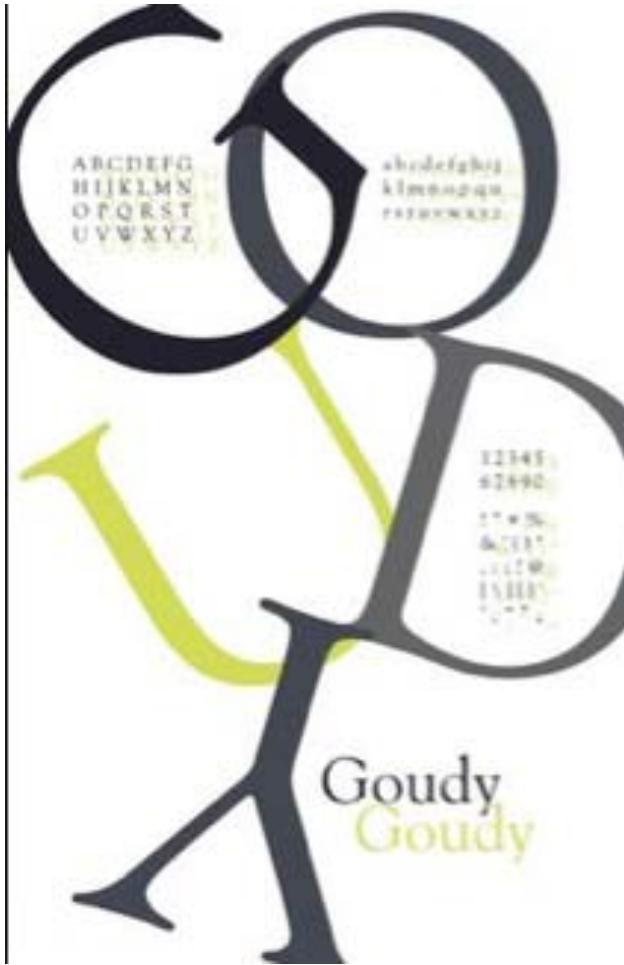
ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

1234567890



Goudy
Old Style
 (also known as just **Goudy**) is an old-style classic serif typeface originally created by Frederic W. Goudy for American Type Founders (ATF) in 1911.

Suitable for both text and display applications, **Goudy Old Style** is a graceful, balanced design with a few eccentricities, including the upward-curved ear on the *g* and the diamond shape of the descenders of the *l*, *j*, and the points found in the period, colon and exclamation point, and the sharply canted hyphen. The uppercase *Q* has a strong calligraphic quality. Generally classified as a *Garalde* (sometimes called *Aldine*) face, certain of its attributes—most notably the gently curved, rounded serifs of certain glyphs—suggest a Venetian influence.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890,0/0%&@#~*()_!~?

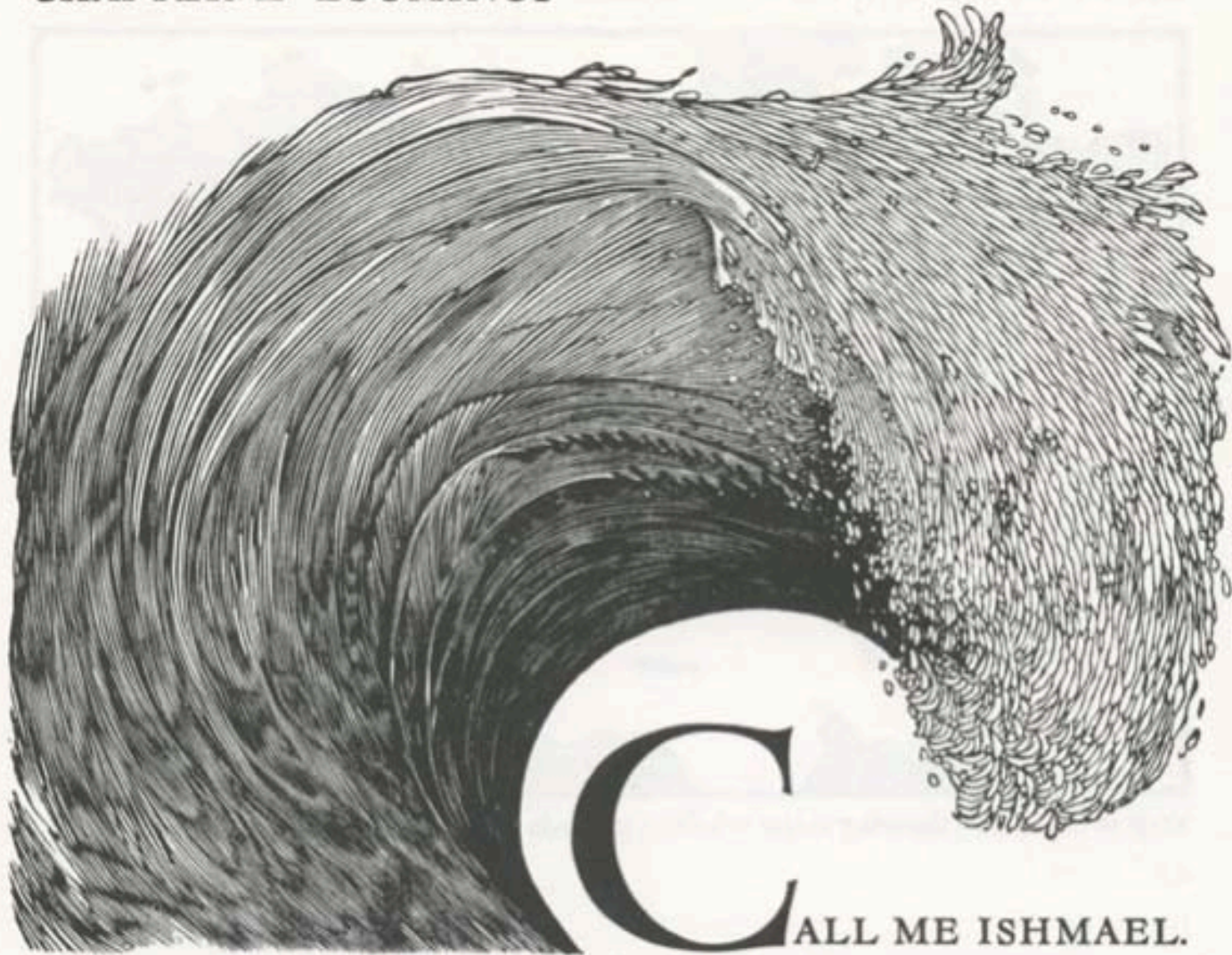
1915

Considered one of the most legible and readable serif typefaces for printed documents.

During 1915, Frederic W. Goudy was hired by the American Type Foundry and Goudy Old Style series was the first typeface he created during this employment. As one of the most popular typefaces ever produced, it is used primarily in packaging and advertising. Its discerning features include the diamond shape of the dots of the i and the j, the upward-curved ear of the g, and the base of the E and the L.

goudy!
Frederic W. Goudy

readable serif typefaces for printed documents.



CALL ME ISHMAEL.
Some years ago—never mind how long precisely—having little or no money in my purse, and nothing particular to interest me on shore, I thought I would sail about a little and see the watery part of the world. It is a way I have of driving off the spleen, and regulating the circulation. Whenever I find myself growing grim about the mouth;

ANNA KARENINA

YOU CAN'T ASK WHY ABOUT LOVE.



Transitional Style Fonts

- Strong thick and thin contrast in weight of stem and hairline
- Finely bracketed serifs
- Almost vertical stress
- Capitals are the same height as the lower case ascenders
- Lowercase letters are very short and wide, almost appear extended
- New Baskerville

New Baskerville



New Baskerville

ITC New Baskerville Roman

ITC New Baskerville Italic

ITC New Baskerville Bold

ITC New Baskerville Bold Italic

ITC NEW BASKERVILLE

SC & OSF

ITC New Baskerville

Italic OSF

ITC NEW BASKERVILLE

BOLD SC & OSF

ITC New Baskerville

Bold Italic OSF



Greater
Thick/Thin
Contrast

Bas

Sculpted Serif

New Baskerville



Modern Style Fonts

- Extreme contrast of thick and thin in weight of stem and hairline
- No bracketing of serifs
- Strong vertical stress
- Lowercase letters have small body height in proportion to cap height
- Terminals on some letters are circular
- Bodoni

Modern Style Fonts

Bodoni

Aa Qq Rr a
Aa Qq Rr a

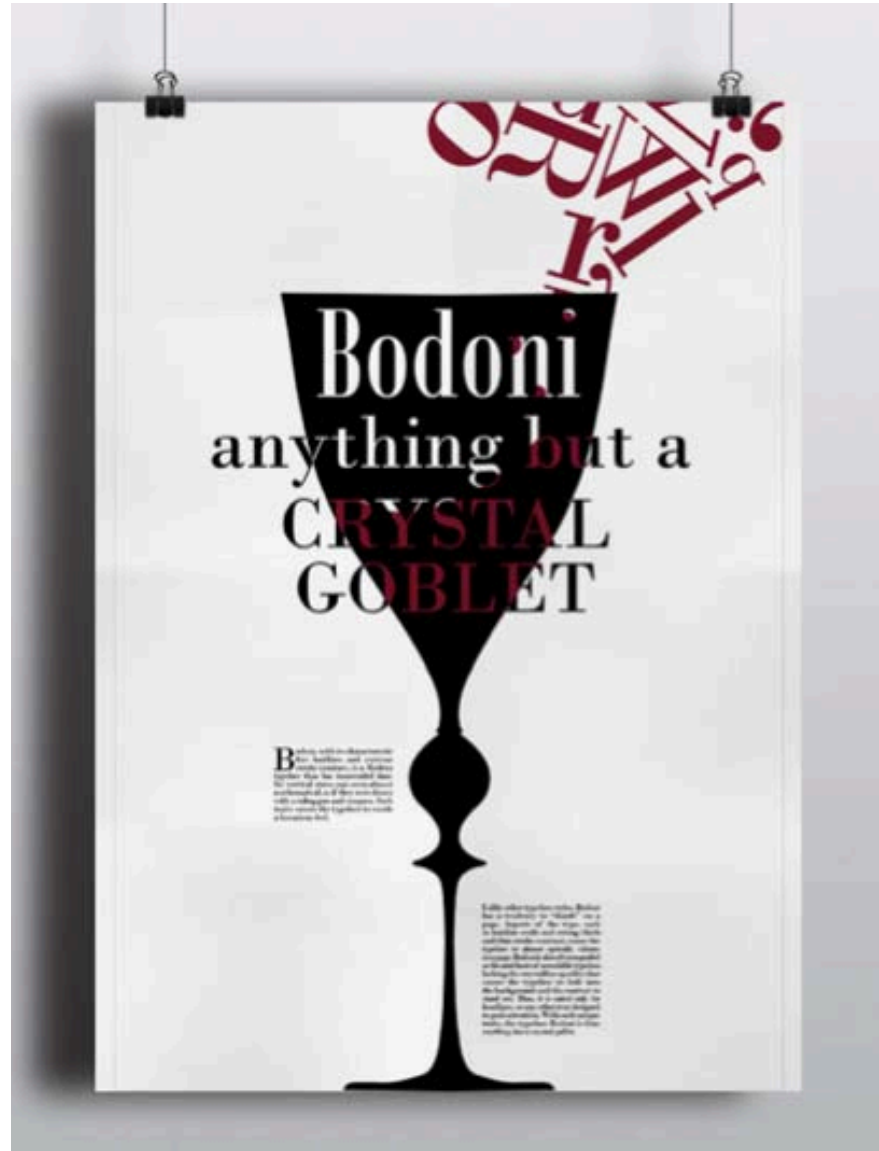
✧ HORATII ✧

abcdefghijklmnop
nopqrstuvwxyz
0123456789

Modern Style Fonts



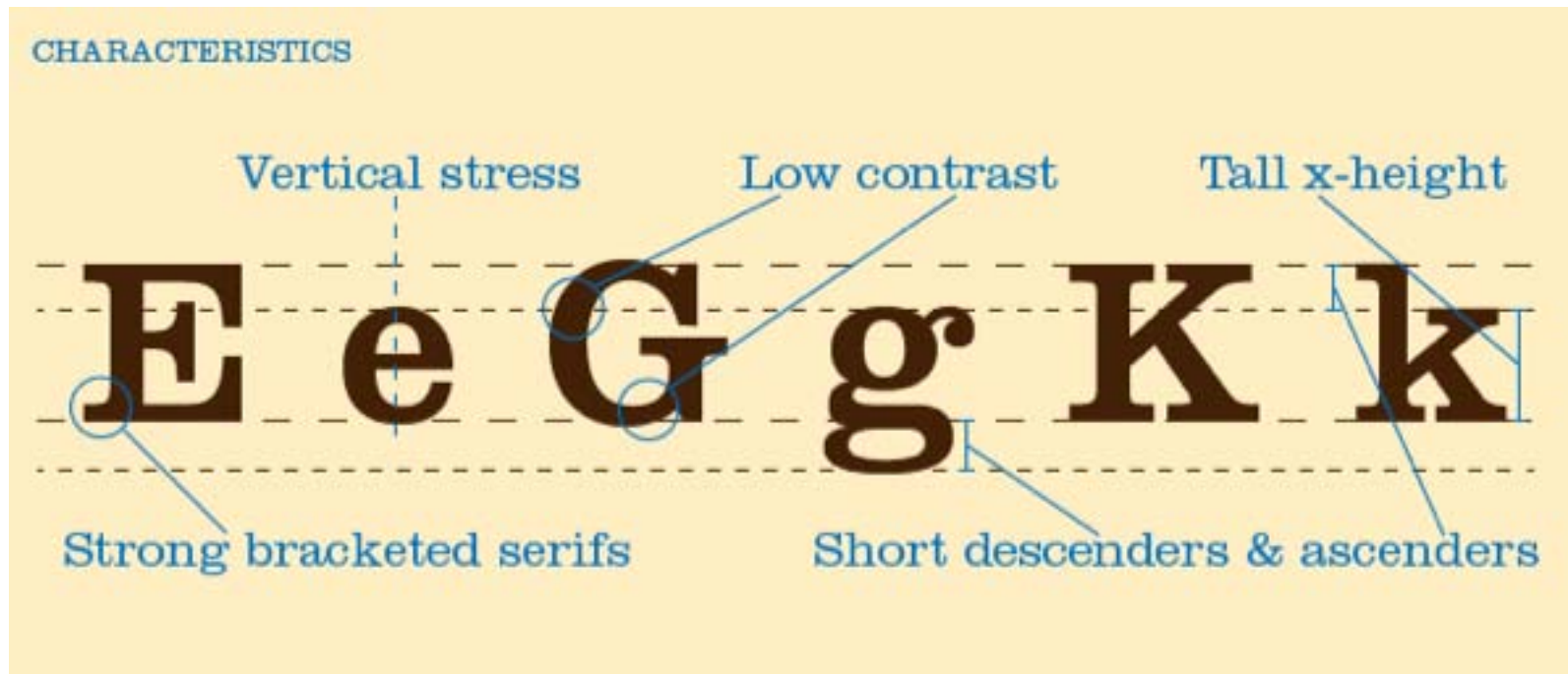
Modern Style Fonts



Egyptian Style Fonts

- Little contrast of thick and thin in the weight of the stem and hairline
- Large body height to lowercase letters
- Thick squarish or slab serifs
- Vertical stress

Egyptian Style Fonts



Clarendon

Clarendon Black

Clarendon Black

Clarendon Bold

Clarendon Bold

Clarendon Bold

Clarendon Bold

Clarendon Bold Condensed

Clarendon Bold Condensed

Clarendon Condensed

Clarendon Condensed

Clarendon Extra Bold

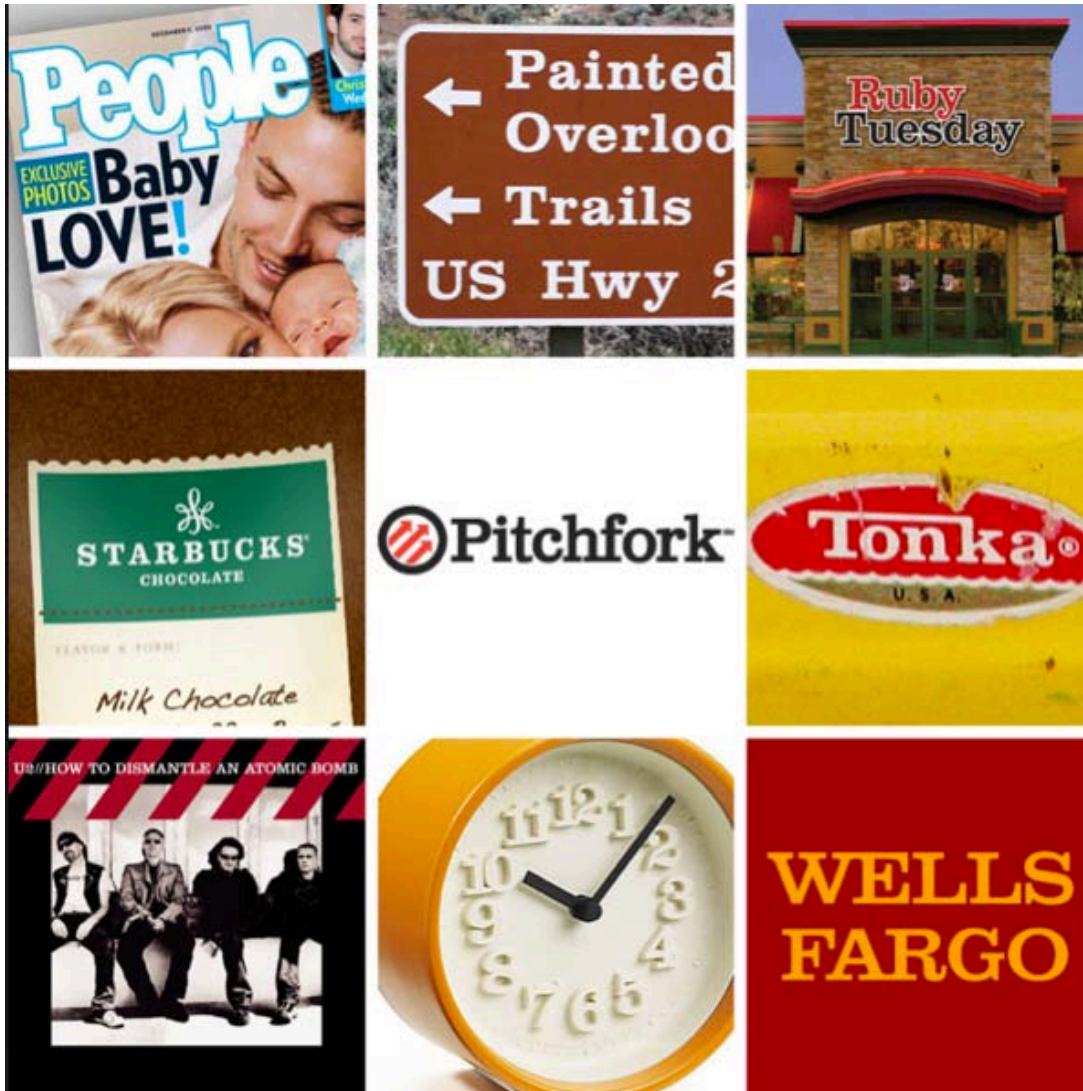
Clarendon Extra Bold

Clarendon Heavy

Clarendon Heavy

Clarendon Light

Clarendon



Clarendon

Clarendon is an English slab-serif typeface that was created in England by Robert Besley for the Farn Street Foundry in 1845. Besley went as far as trying to patent the typeface, and Clarendon is now known as the first registered typeface. However, the patents at the time lasted only three years; as soon as the typeface became popular, it was copied by other foundries. The original matrices and punches remained at Stephenson Blake and later resided at the Type Museum, London. They were marketed by Stephenson Blake as Consort, though some additional weights (a bold and italic) were cut in the 1950s.

WHERE IS THE KEY

**Robert Besley
1845**

ABCDEFGHI
JKLMNOPQ
RSTUVWXYZ
0123456789

L

Sans Serif Style Fonts

- No serifs
- Little stress, because weights of stem and hairline optically appear even
- Large body height in proportion to capital height
- Often squared-off terminals
- Franklin Gothic

Franklin Gothic

Franklin Gothic

EFT0000179 | EF Franklin Gothic

Franklin Gothic

ADT0003312 | ITC Franklin Gothic Std Condensed

Franklin Gothic

ADT0003311 | ITC Franklin Gothic Std Compressed

Franklin Gothic

ADT0003002 | Franklin Gothic Std

Franklin Gothic

ADT0003063 | ITC Franklin Gothic Std

Franklin Gothic

20 OPENTYPE STANDARD FONTS **ITC Franklin Gothic**

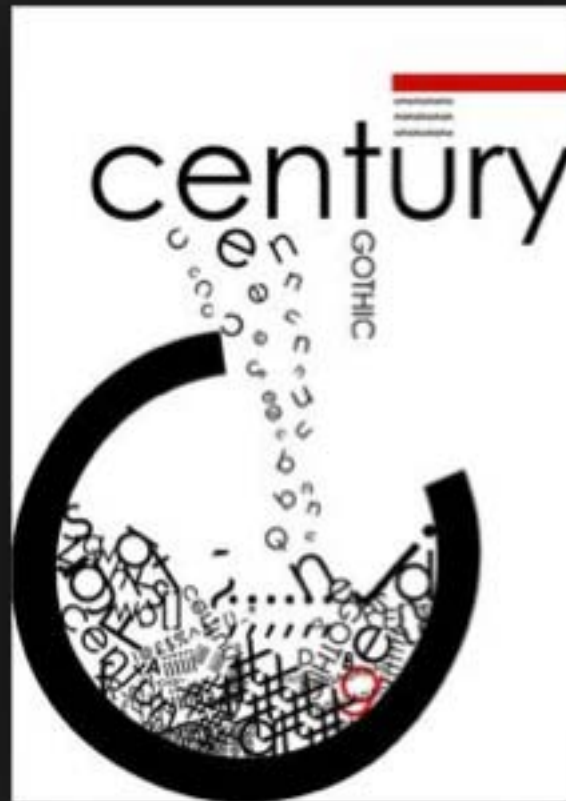
MEDIUM CONDENSED
MEDIUM CONDENSED ITALIC

BOOK EXTRA COMPRESSED MEDIUM **DEMI EXTRA COMPRESSED**
BOOK COMPRESSED MEDIUM ITALIC **DEMI COMPRESSED**
BOOK COMPRESSED ITALIC *DEMI COMPRESSED ITALIC*

BOOK CONDENSED **DEMI CONDENSED** **HEAVY**
BOOK CONDENSED ITALIC *DEMI CONDENSED ITALIC* **HEAVY ITALIC**

BOOK **DEMI**
BOOK ITALIC *DEMI ITALIC*

Franklin Gothic



DisplayFonts

- Scripts
- Ornate faces
- Historic faces
- Illuminated initials
- Rustic, textured faces
- Highly condensed faces
- Extremely extended faces
- “Western” faces
- “Circus” faces

DisplayFonts

כסעפסחפ

תלנחפס

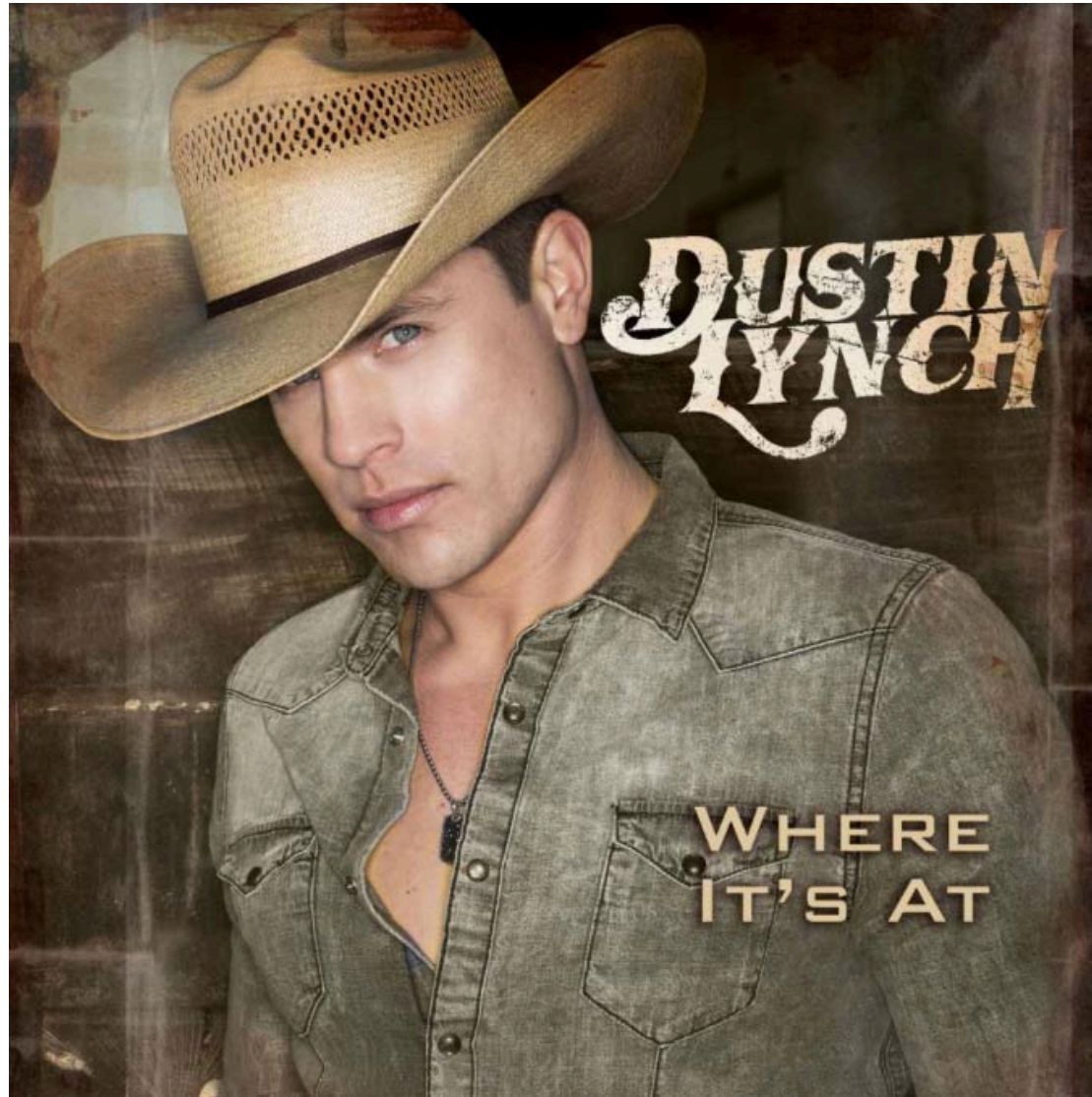
כשסאפ

DisplayFonts

Love
is a
Battlefield

A calligraphic illustration of the quote 'Love is a Battlefield'. The word 'Love' is written in a large, elegant, cursive script with a prominent loop. 'is a' is in a smaller, simpler cursive. 'Battlefield' is written in a very dense, textured, and somewhat chaotic cursive style, with many overlapping strokes and small dots scattered around it, giving it a sense of movement and intensity.

Which fonts?



Which fonts?

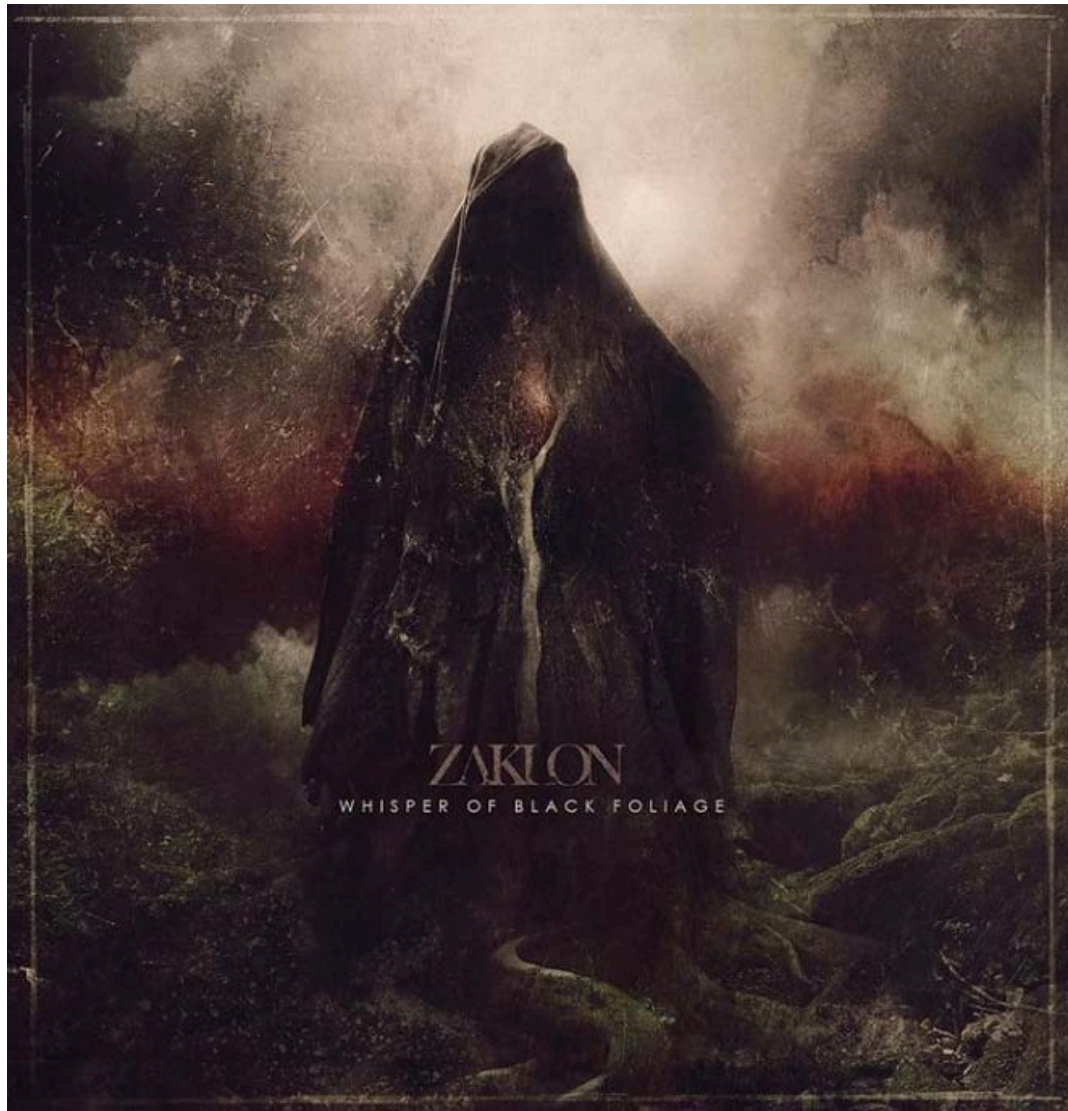


LADY | GAGA

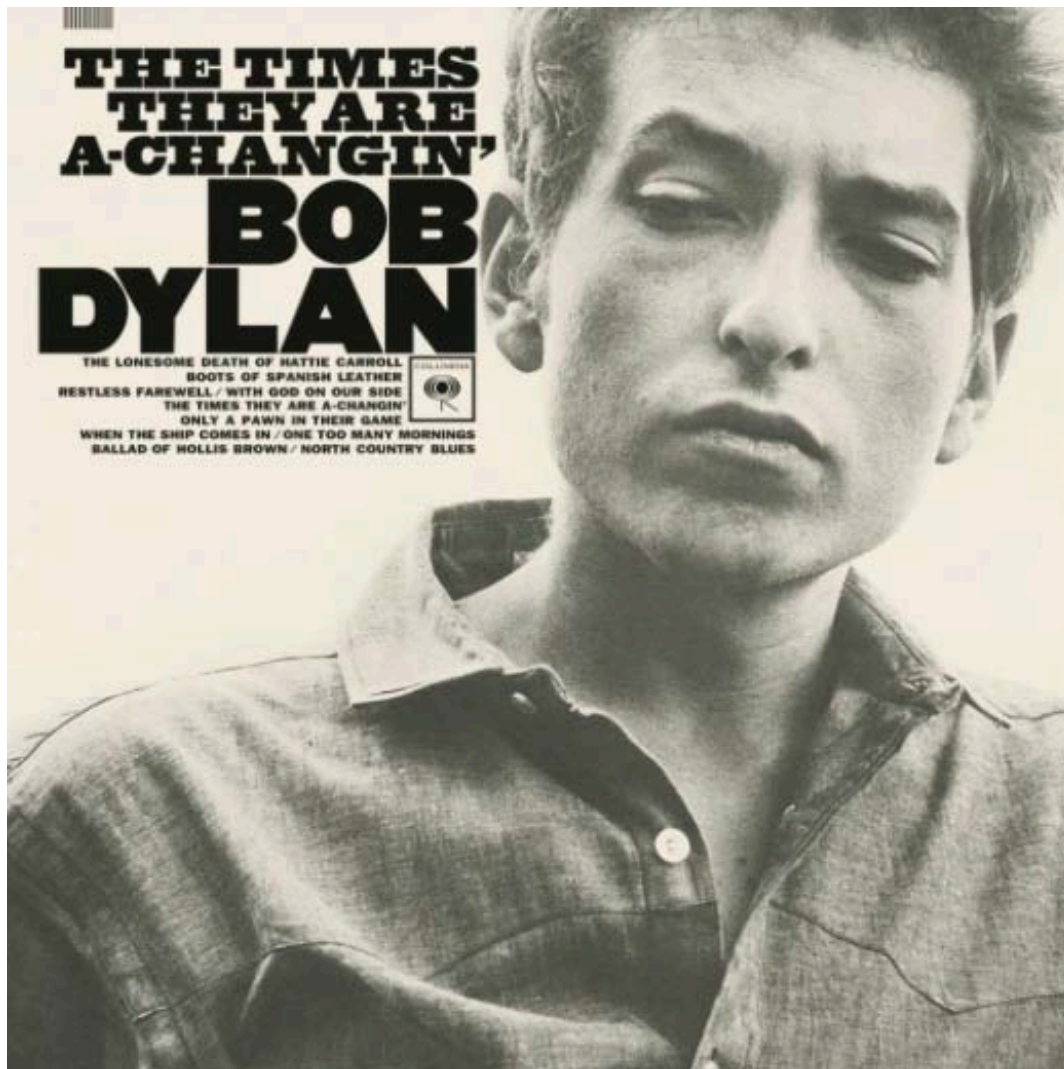
Which fonts?



Which fonts?



Which fonts?



Which fonts?



Which fonts?

