

Graphics/graphic design = visual communications



Graphics/graphic design = visual communications

Graphic design is deliberate and considered. It is designed.



Media graphics are

- used to convey news and information
- targeted to a specific audience
- published (print, online, other)

Advertisements, Infographics, Newsletters, Web sites, Newspapers, Magazines



design basics

Four **basic principals** of design:

- Contrast
- Repetition
- Alignment
- Proximity



design basics | *contrast*

Use *contrast* to add visual interest to your work

- Contrast is created when two elements are different
- Grabs a readers attention
- Creates Hierarchy among elements
- Direct a readers eye



design basics | *contrast*

Contrast can be used in many ways.



design basics | *contrast*

A few *rules*.

- Elements should be the same or *very* different.
- All colors and elements must match and feel organic.
- Too many contrasting elements is bad design.



ad 1234
567890

Good Contrast

**Saturday,
November 29th**
Moda Nightclub
Josh Wink
With Special Guests...

DJ Sammy-O
Miami
DJ Rob Sherwood
NYC/Cleveland

**Special
19+ Event!**

FREE DRINKS From 9pm-11pm
Doors at 9pm :: Proper ID Required
21+ \$10 Cover :: 19+ \$15 Cover
Special V.I.P. for guests of
Jessica George & Grand Pool-Bar

moda nightclub
1871 west 25th st.
market square dist.
cleveland, ohio

Bad Contrast

**Saturday,
November 29th**
Moda Nightclub
Josh Wink
With Special Guests...

DJ Sammy-O
Miami
DJ Rob Sherwood
NYC/Cleveland

**Special
19+ Event!**

FREE DRINKS From 9pm-11pm
Doors at 9pm :: Proper ID Required
21+ \$10 Cover :: 19+ \$15 Cover
Special V.I.P. for guests of
Jessica George & Grand Pool-Bar

moda nightclub
1871 west 25th st.
market square dist.
cleveland, ohio

**Saturday,
November 29th**
Moda Nightclub
Josh Wink
With Special Guests...

DJ Sammy-O
Miami
DJ Rob Sherwood
NYC/Cleveland

**Special
19+ Event!**

FREE DRINKS From 9pm-11pm
Doors at 9pm :: Proper ID Required
21+ \$10 Cover :: 19+ \$15 Cover
Special V.I.P. for guests of
Jessica George & Grand Pool-Bar

moda nightclub
1871 west 25th st.
market square dist.
cleveland, ohio

**Saturday,
November 29th**
Moda Nightclub
Josh Wink
With Special Guests...

DJ Sammy-O
Miami
DJ Rob Sherwood
NYC/Cleveland

**Special
19+ Event!**

FREE DRINKS From 9pm-11pm
Doors at 9pm :: Proper ID Required
21+ \$10 Cover :: 19+ \$15 Cover
Special V.I.P. for guests of
Jessica George & Grand Pool-Bar

moda nightclub
1871 west 25th st.
market square dist.
cleveland, ohio

design basics | *contrast*

Good or bad?



design basics | *contrast*

Good or bad?



design basics | *contrast on the web*



Mastered the Art of Parallel Parking

Moving to a bigger city posed a challenge of having to quickly learn how to parallel park on the busy streets.

I was born and raised in Florida—where you basically have to drive everywhere you want to go. Luckily, almost all my destinations had large lots where I could easily park my car.

Earlier this year, I made a huge change in my life and drove across country to live in Seattle, WA. The moment I entered the city, I found myself doing a crash course in parallel parking. This instantly scared the crap out of me! I never had to parallel park before. I don't even think I needed to test for parallel parking when I got my license in Florida. Living in a big city like, Seattle, you have no choice but to be forced to learn how to squeeze your car in between two others all while impatient drivers wait for you to move out of their way.

RIOT
INDUST

The des
Portfol
Phil Re

WEB

PRINT

IDENTITY

ABOUT

S.



design basics | *contrast on the web*

Network NEWS COLUMNS WEBSITES COMPETITIONS EVENTS MONOLOGUE JOBS BOOKS CONTACT **TWITTER** Portfolio GET LISTED PORTFOLIO TOUR **FIND A CREATIVE**

ArtDirectorsClub CALL FOR ENTRIES

Sign up and stand a chance to win a seat on the Showcase Tour worth £1,000

FOLLOW US ON TWITTER
@designtaxi: Havas Design+ Launches <http://su.pr/1CYx08>

TAXI WHAT'S HAPPENING IN THE GLOBAL CREATIVE NETWORK ON FEBRUARY 2, 2010

LOG INTO YOUR ACCOUNT
EMAIL
PASSWORD
Sign up / Publish your portfolio
Forgot Your Password?

DAILY NEWS
THE INDUSTRY THAT NEVER SLEEPS

More Time For Wolda Submissions
Jenny Gibbs Wins BIDA Presidency
Havas Design+ Launches
Call For Entries: The Texas Show
Call For Entries: 2010 Gemmae Design Scholarship
Call For Entries: TypoShirt One
Getty Images Introduces ThinkStock
AGA Reopens After Remodeling
Image Space Object 6: Tools For Transformation
Study: Trends In Branding For 2010

THE FRONT SEAT
FEATURED CREATIVE PERSONALITY



ANITA KUNZ
Art Has Power in The Real World

THE DRIVER SPEAKS
STORIES OF INFLUENCE

FEATURED + NEW
Is "Good Design" In The Eye Of The Beholder?
Pointing out the subjectivity of defining beauty does not necessarily make my point. After all, is good design considered beautiful? Possibly.
READ MORE

Things to Consider When Pricing ...
The First One's the Hardest
Half and Half
How Do You Promote Yourself?

THE TECHNOLOGIST ON TAXI
LISTEN AND BENEFIT
The Global Economy Of Design
This week, we show you how to market your portfolio to the world.

IMAGE OF TODAY
View more by LSD Marco + Paolo
Share Your Thoughts

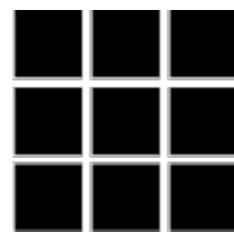
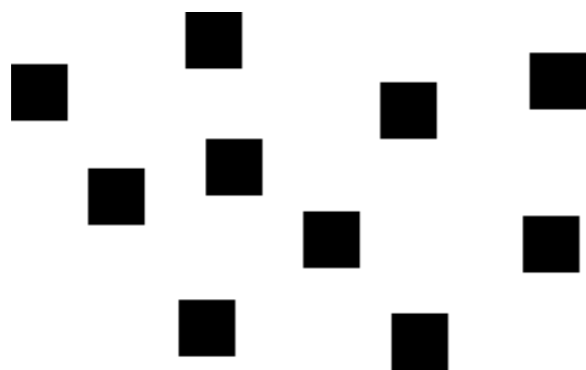
SPONSOR
CLICK TO SUPPORT



design basics | *proximity*

Use to group **related elements**

- Move related elements together so they are seen as one unit/group.
- Useful to reduce the number of elements on a page.
- Do not group unrelated items-- move them apart.
- Physical closeness implies a relationship:



Want to be an **UNDERSTANDER?**

How'd you like to . . .

understand every word and every nuance in a Shakespeare play?

Can you imagine . . .

going to see a play performed and actually understanding everything that's going on?

What if you could. . .

laugh in the right places in a play, cry in the right places, boo and hiss in the right places?

Ever wanted to . . .

talk to someone about a Shakespearean play and have that person think you know what you're talking about?

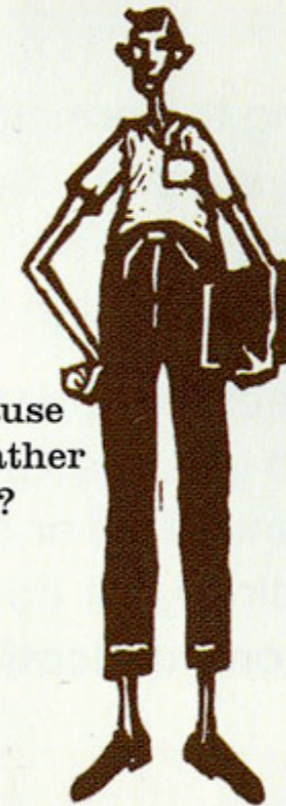
Would you like to . . .

have people admire and even esteem you because you know whether or not Portia cheated her father by telling Bassanio which casket to choose?

It's all possible.

Live the life you've dreamed about!

Be an Understander!



For more info on how to wisen up and start your new life as an Understander, contact us right away: **phone: 1-800-555-1212;**
email: Ben@TheUnderstanders.com

Want to be an **UNDERSTANDER?**

How'd you like to . . .

understand every word and every nuance in a Shakespeare play?

Can you imagine . . .

going to see a play performed and actually understanding everything that's going on?

What if you could. . .

laugh in the right places in a play, cry in the right places, boo and hiss in the right places?

Ever wanted to . . .

talk to someone about a Shakespearean play and have that person think you know what you're talking about?

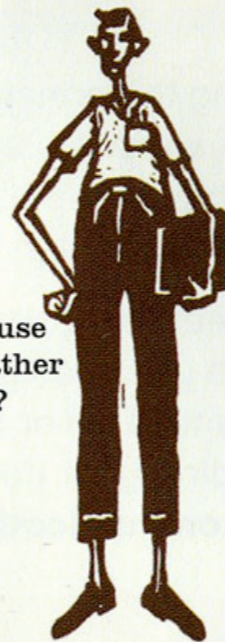
Would you like to . . .

have people admire and even esteem you because you know whether or not Portia cheated her father by telling Bassanio which casket to choose?

It's all possible.

Live the life you've dreamed about!

Be an Understander!



For more info on how to wisen up and start your new life as an Understander, contact us right away: **phone: 1-800-555-1212;**
email: Ben@TheUnderstanders.com

Want to be an **UNDERSTANDE**

How'd you like to . . .

understand every word and every nuance in a Shakespe

Can you imagine . . .

going to see a play performed and actually understand
everything that's going on?

What if you could. . .

laugh in the right places in a play, cry in the right
boo and hiss in the right places?

Ever wanted to . . .

talk to someone about a Shakespearean play and have
that person think you know what you're talking about?

Would you like to . . .

have people admire and even esteem you because
you know whether or not Portia cheated her father
by telling Bassanio which casket to choose?

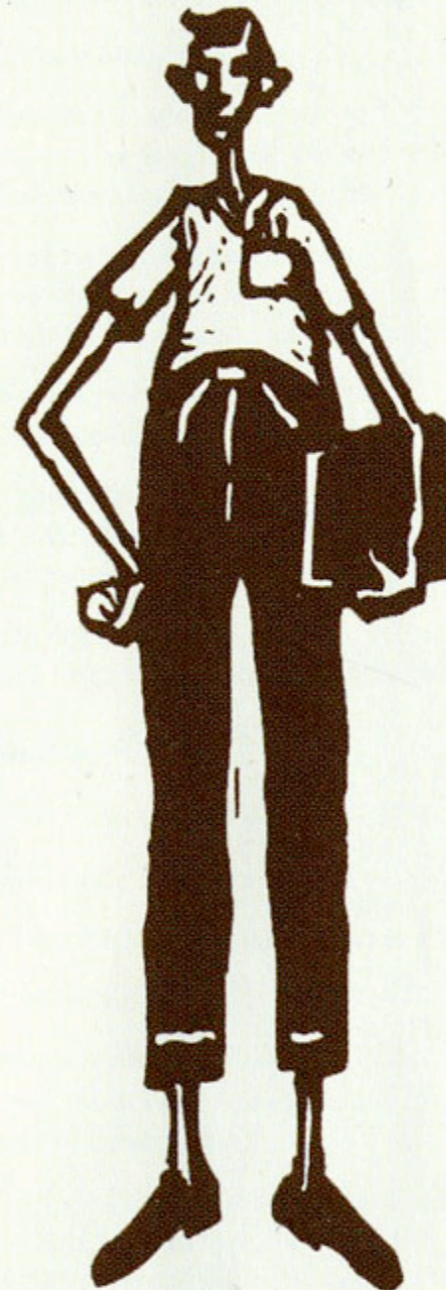
It's all possible.

Live the life you've dreamed about!

Be an Understander!

For more info on how to wisen up and start your new life
Understander, contact us right away: **phone: 1-800-555**
email: Ben@TheUnderstanders.com

Want to be an **UNDERSTANDER?**



How'd you like to . . .

understand every word and every
nuance in a Shakespeare play?

Can you imagine . . .

going to see a play performed and actually
understanding everything that's going on?

What if you could. . .

laugh in the right places in a play,
cry in the right places, boo and hiss
in the right places?

Ever wanted to . . .

talk to someone about a Shakespearean play
and have that person think you know what
you're talking about?

Would you like to . . .

have people admire and even esteem you
because you know whether or not Portia
cheated her father by telling Bassanio
which casket to choose?

It's all possible!

**Live the life you've dreamed about—
be an Understander!**

For more info on how to wisen up and start your
new life as an Understander, contact us right away:

1.800.555.1212

Ben@TheUnderstanders.com

Use proximity to reduce the number of elements on a page and imply cohesion.

nikevintage.com



Cortez



Waffle Racer



Oregon Waffle



LD-1000



Daybreak

EAT OUR DUST.

Feel like you've seen these before?
Probably so, if you were alive and
running in 1977.

But this time we've revisited our
original styles, and crafted them to look
30 years old—fresh out of the box.

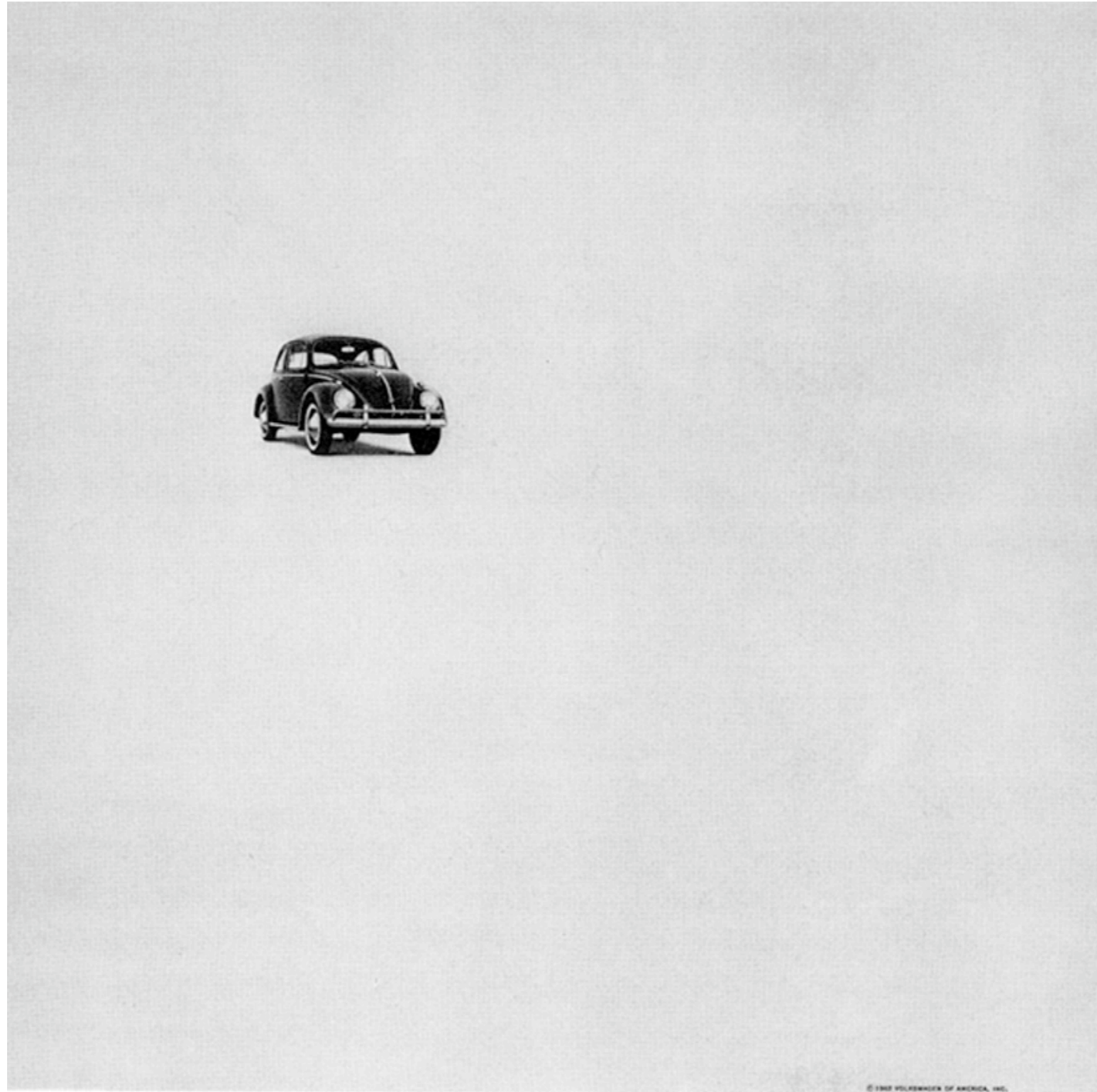
And it's all there, almost to the stitch.
1970s-grade nylon. Weird Swooshes. Aged
laces. Weathered foam. And, of course,
those iconic color combos.

It's vintage. Minus
the annoying, "wait
30 years" part.



Beaverton, Oregon

Don't be afraid of white space.



© 1982 VOLKSWAGEN OF AMERICA, INC.

Think small.

Our little car isn't so much of a novelty any more.

A couple of dozen college kids don't try to squeeze inside it.

The guy at the gas station doesn't ask where the gas goes.

Nobody even stares at our shape.

In fact, some people who drive our little

flivver don't even think 32 miles to the gallon is going any great guns.

Or using five pints of oil instead of five quarts.

Or never needing anti-freeze.

Or racking up 40,000 miles on a set of tires.

That's because once you get used to

some of our economies, you don't even think about them any more.

Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill. Or trade in your old VW for a new one.

Think it over.



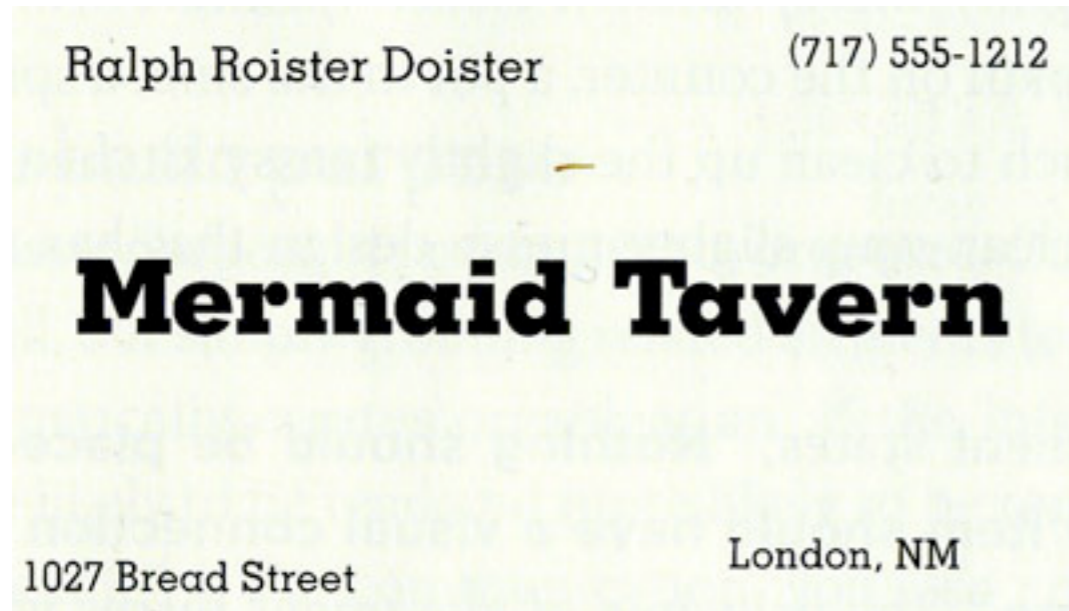
design basics | *alignment*

Use to **create unity** between elements and **organize** the page.

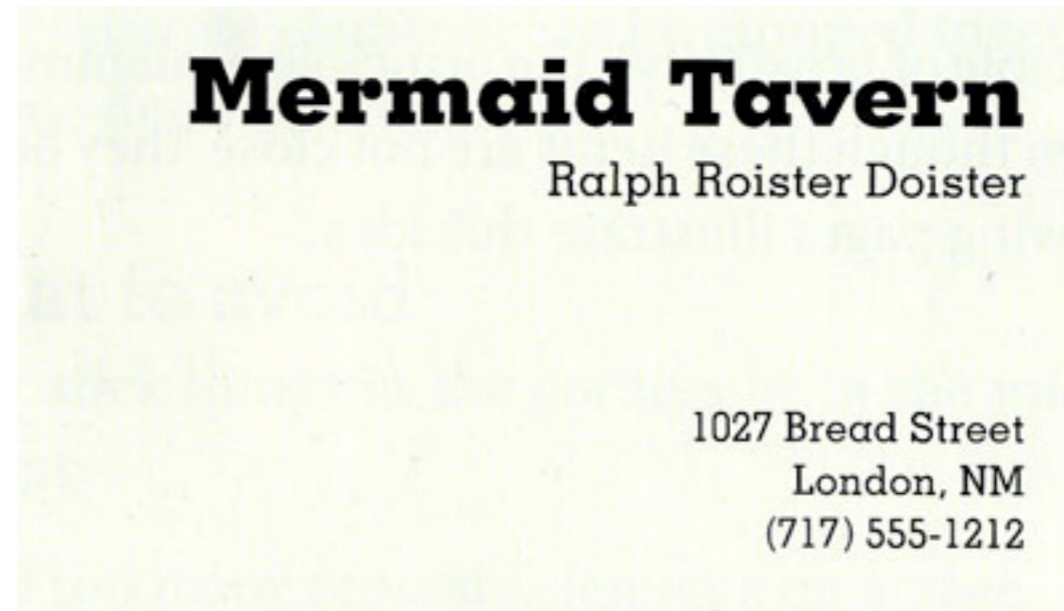
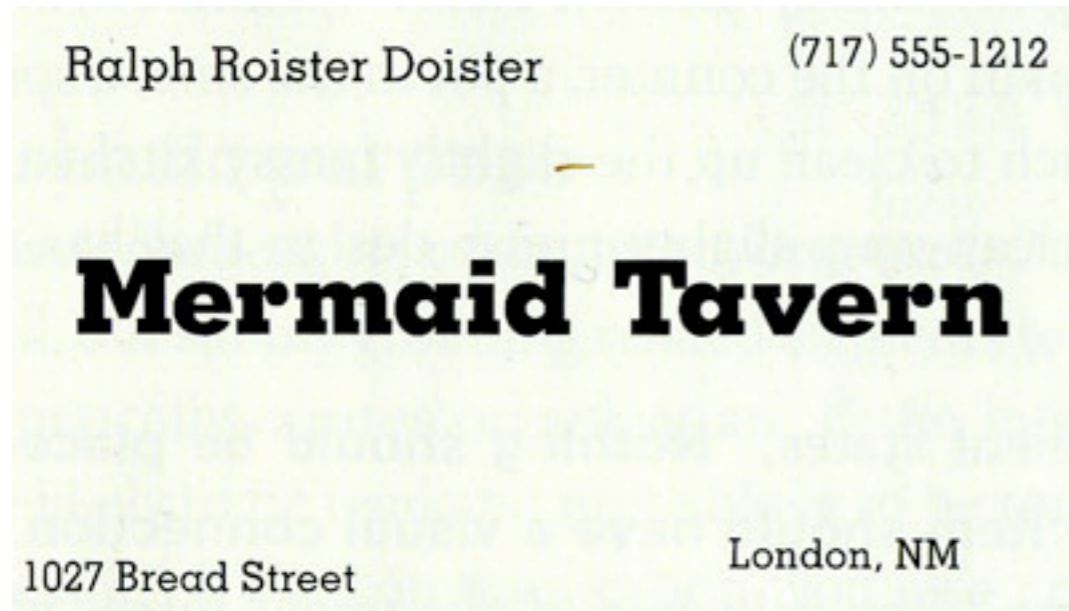
- Nothing should be placed on the page arbitrarily.
- Every item should have a visual connection with something else on the page.



design basics | *alignment*



design basics | *alignment*



design basics | *alignment*

This text is *flush left*.

Some people call it
quad left, or you can say
it is left aligned.

This text is *flush right*.

Some people call it
quad right, or you can
say it is right aligned.

This text is *centered*.

If you are going to
center text,
make it
obvious.

In this paragraph it is
difficult to tell if this text
was centered purposely
or perhaps accidentally.

The line lengths are not
the same, but they are not
really different. If you can't
instantly tell that the type
is centered, why bother?



design basics | *alignment*

Unity.

To make all elements on the page appear to be unified, connected and interrelated, there needs to be some visual tie between the separate elements.



design basics | *alignment*

A few *rules*.

- Be conscious of where you place elements on a page. Every element should be aligned with other elements.
- Avoid using more than one text alignment per page.
- Do not use centered text except where appropriate.



design basics | *repetition*

Use to create **consistency** (unity) and **visual interest**.

- Repeat aspects of the design throughout the entire piece.
- Repeat a bold font, a line, a bullet, color or other design element.
- Use to tie together elements on a page or to create unify in a multipage document.



Use repetition to tie together elements on a page:

Designer resolutions
Experts strive for better homes and gardens in 2011 **AT HOME**



Emotional year
Moments that moved us **SPORTS**



THE SUN

baltimoresun.com

Informing more than 1 million Maryland readers weekly in print and online

Price \$1 Our 174th year No. 1

SATURDAY

January 1, 2011

TRY THE SUN'S IPHONE APP Get instant access to breaking news, business, sports and weather. Available at Apple's App Store.



Getting a jump on the new year



 **More photos**
A photo gallery of New Year's Eve fun at baltimoresun.com

One youngster tries to catch confetti with his tongue during the "Midnight Noon" early children's New Year's Eve celebration at the Maryland Science Center. The young celebrants gave way later in the day to adults who flocked to the Inner Harbor for midnight fireworks. **ARTICLE, PG 2**

One very cool ride

Trials for tickets won't be automatic

Starting today, burden will be on Maryland drivers

By **Michael Dresser**
THE BALTIMORE SUN

For many decades, the drill for traffic stops in Maryland was clear: If you got a ticket, you were assigned a court date, whether you requested one or not.

Starting today that changes. Motorists who want to contest a ticket will have to ask for a trial date or sentencing hearing as required by legislation passed unanimously in the General Assembly last year. If they don't, they'll just have to pay the fine.

Up to now, according to the Maryland Sheriffs Association, Maryland was the only state in which the recipient of a traffic citation was given an automatic court date. Everywhere else, defendants have to request a trial if they want to contest the charges.

"It was a tremendous waste of officers' time, and there's no other state that does it this way," said Michael Canning, executive director of the Maryland Sheriffs Association.

Last year, in the hope of saving millions of dollars spent on police overtime in cases where defendants fail to appear in court. See **TICKETS, page 25**

State lawmakers look at tightening abortion oversight

By **Yeganeh June Torbati**
THE BALTIMORE SUN

The case of a New Jersey doctor found to be illegally providing abortions in Maryland last year is prompting lawmakers and regulators to consider toughening requirements for abortion providers in the state.

In August, authorities discovered Steven C. Brigham was initiating abortions in New Jersey and instructing women to drive to his Elkton clinic to finish the procedures, though he holds no medical license in Maryland. In response, the state's Board of Physicians issued a cease-and-desist order

Use repetition to tie together a magazine or newsletter (or newspaper):

Designer resolutions
Experts strive for better homes and gardens in 2011 **AT HOME**

Emotional year Moments that moved us **SPORTS**




THE BALTIMORE SUN

Light for All

baltimoresun.com Informing more than 1 million Maryland readers weekly in print and online. Price \$5 Our 174th year No. 1 SATURDAY January 1, 2011

TRY THE SUN'S IPHONE APP Get instant access to breaking news, business, sports and weather. Available at Apple's App Store.

Getting a jump on the new year



More photos
A photo gallery of New Year's Eve fun at baltimoresun.com

One youngster tries to catch confetti with his tongue during the "Midnight Noon" early children's New Year's Eve celebration at the Maryland Science Center. The young celebrants gave way later in the day to adults who flocked to the Inner Harbor for midnight fireworks. **ARTICLE, PG 2**

Trials for tickets won't be automatic

Starting today, burden will be on Maryland drivers

By Michael Dresser
THE BALTIMORE SUN

For many decades, the drill for traffic stops in Maryland was clear: If you got a ticket, you were assigned a court date, whether you requested one or not.

Starting today that changes. Motorists who want to contest a ticket will have to ask for a trial date or sentencing hearing as required by legislation passed unanimously in the General Assembly last year. If they don't, they'll just have to pay the fine.

Up to now, according to the Maryland Sheriffs Association, Maryland was the only state in which the recipient of a traffic citation was given an automatic court date. Everywhere else, defendants have to request a trial if they want to contest the charges.

"It was a tremendous waste of officers' time, and there's no other state that does it this way," said Michael Cozzino, executive director of the Maryland Sheriffs Association.

Last year, in the hope of saving millions of dollars spent on police overtime in cases where defendants fail to appear in court. See **TICKETS**, page 25

State lawmakers look at tightening abortion oversight

By Yeganeh June Torbati
THE BALTIMORE SUN

The case of a New Jersey doctor found to be illegally providing abortions in Maryland last year is prompting lawmakers and regulators to consider toughening requirements for abortion providers in the state.

In August, authorities discovered Steven C. Brigham was initiating abortions in New Jersey and instructing women to drive to his Elton clinic to finish the procedures, though he holds no medical license in Maryland. In response, the state's Board of Physicians issued a cease-and-desist order against him and revoked or suspended the licenses of two of his Maryland colleagues. Spurred by the board's "serious and disturbing findings," the Department of Health

At Home

THE BALTIMORE SUN | SATURDAY, JANUARY 1, 2011

FREE E-MAIL NEWSLETTER
Home and garden tips Sign up for a weekly newsletter with design and gardening tips and more at baltimoresun.com/newsletters

FIND LOCAL LISTINGS
Find home services and contractors at baltimoresun.com/events



I resolve to...
"Throw out all the New Year's hoop-de-dos — the green tank and the 'midcentury' leftovers and go back to the basic rules of design — every room should have two things: a red anything and a bottle tucked away behind the curtains."
— Deborah Gora Dean, president of GoraDean.com and GoraDean Home, Baltimore

Design resolve

Local experts share their professional resolutions for better homes and gardens in the New Year

Someone once told me that home design and improvement projects should be fun. But if you've ever built a new home, tried to renovate a bathroom, landscaped the front yard or selected a paint color for the hallway, you know that projects around the house can be



Dennis

with driveway tile, tried to install a new door and then scrubbed random boards with a handheld torch, but I knew it could be much, much worse. After all, the distressed look is still "in" right? To start the New Year off with a healthy dose of perspective, I polled local architects, builders, interior designers, landscapers



I resolve to...
"Keep finding new sources of inspiration"

One very cool ride

It's big, it's clunky, but it seems to turn on a dime, as Zamboni-driving classmates learn

By Jonathan Pitts

Use repetition to tie together physical elements with your brand:

BY MEGAN LANE PATRICK



PROJECT
chefBURGER Identity

FIRM
Design Ranch,
Kansas City, MO;
www.design-ranch.com

CLIENT
Bob Dabell

TIMELINE
Four months

CREATIVE TEAM
Michelle Sandvigget,
Ingrid Sidie, Tad
Carpenter, designers

BEHIND THE DESIGN SPECIAL SAUCE

With topping options from the simple (lettuce, tomato, pickle, onion) to the sensational (cheddar, bacon, fried egg, black bean chili), chefBURGER was designed to offer something special to Kansas City burger lovers. And with the company's goal of creating future franchise opportunities, its identity had to be both eye-catching and flexible.

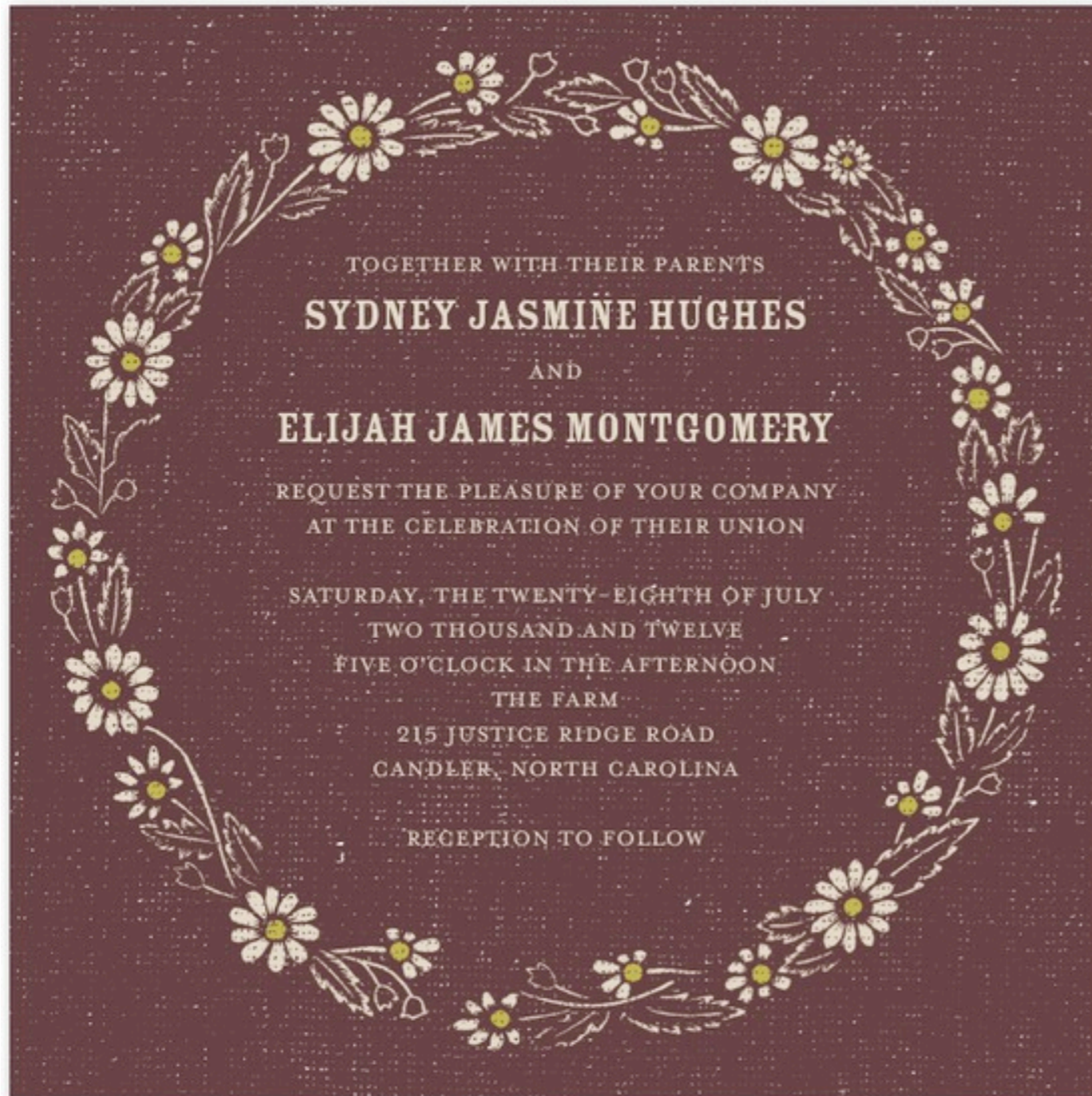
The Design Ranch team went out on a limb with their character-driven concept. "Originally, the client only wanted a type solution," explains designer Ingrid Sidie. "The biggest challenge was going back to him with an idea that was originally presented and rejected, and convincing him that this was definitely the way to go. It was one of the boldest moves we've ever made as a design firm because we could have jeopardized the relationship. Lucky for us, he listened."

The quirky burger icons were influenced by Asian pop-culture and designer vinyl toys. Each has its own unique personality.

"We wanted the brand to illustrate the possibilities that chefBURGER offers its customers," Sidie says. "If you're feeling a little spicy or a little adventurous, chefBURGER will have something for you."



Use repetition to tie together elements of a package:



design basics | *process*

Develop a *creative process*.

1. Research
2. Thumbnails
3. Roughs
4. Comprehensives
5. Publication



design basics | *process*

1. Research

- Audience, Goal, Format, Budget, Constraints
- Brainstorming
- Clip file / Research similar projects



design basics | *process*

2. Thumbnails

- Pencil and paper sketches
- Explore ideas in rough form
- Small-- approx. 2x3"-- multiple on one sheet



design basics | *process*

3. Roughs

- Select the best two or three thumbnails for refinement.
- You may move to the computer at this stage.
- Generally, work in black and white and insert color as one of your final steps.




design basics | *process*

4. Comprehensives (“Comps”)

- Piece of art that you supply to the client for final approval.
- Should be clean and professional-- look just like the finished product.
- Always be prepared for changes.

5. Publish Press, Web, etc





STANLEY
KUBRICK'S
**TWO
THOUSAND
ONE A SPACE
ODYSSEY**

"It was Stanley's favourite typeface. It's sans serif.
He liked Helvetica and Univers too. Clean and elegant."

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Experimental Jetset 2005 for Kai Bernau's Neutral


**FUTURA
EXTRA BOLD
CONDENSED:
THE MOTHER OF
ALL TYPEFACES.**

It's time for Art Directors the world over to boycott the use of Futura Extra Bold Condensed—the most over-used typeface in advertising history. Destroy the Great Satan of clichés and the Little Satan of naked convenience, and rally to the cause of better type selection.

Please fill out the enclosed petition and mail it to our headquarters. It will be used to sway the opinion-makers of our industry toward our just and worthy cause.

Together, we can whip this mother.

**ART DIRECTORS AGAINST
FUTURA EXTRA BOLD CONDENSED.**

A STAR ALLIANCE MEMBER 

BA humbug.

At bmi we believe in Christmas and that's why we're flying over the full holiday period. Book more than 150 destinations at flybmi.com

bmi.com
fly **bmi** better for business

No.

Still the most effective form of birth control.

When you make love it should be unforgettable. So you have to be certain. You have to be ready.

If you're at all unsure, simply say 'no' because unfortunately there are some mistakes that can never be undone. If you have any worries about sex,

try talking them over with your parents? Or go to your doctor or local Family Planning Clinic. You'll always get free and confiden-


tial advice. (You'll find the number in the Yellow Pages.)  **The Health Education Council**
Helping you to better health.

Headline / body copy / branding

JUST DO IT.



SMOKING REDUCES WEIGHT
(one lung at a time)

 CANCER PATIENTS AID ASSOCIATION