“E&P Practice 2” Elements and Principles of Design

“Composition”

ART302 Graphic Design

Unit 5

Let's analyze this ad

Shape

Color Strong color, nearly solid blue background.

Value

Space Space isn't filled. Lots of "blank" space. Makes you focus on text in center.

ELEMENTS

Some text larger than others (share, world, valuable), adding visual interest — **Proportion**

More stuff on left than right (flagpoles) yet doesn't seem uneven. — **Balance**

Repetition

Eye moves along flagpoles to center, emphasizes center and text — **Movement** **Emphasis**

Text is similar in color to flagpole, unifies design. — **Unity**

PRINCIPLES

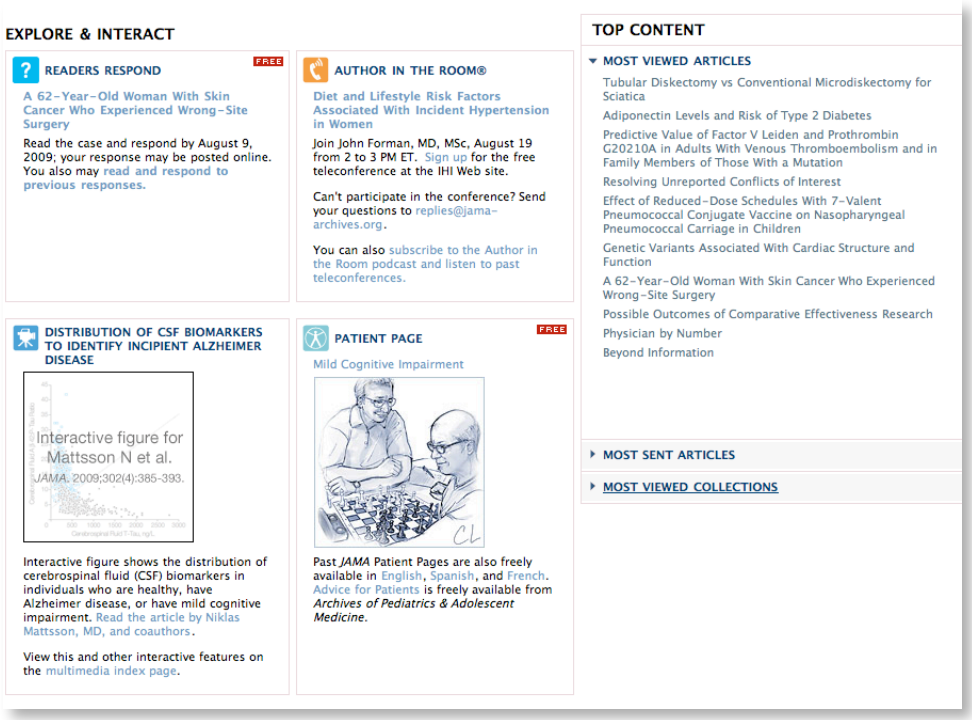
Let's analyze this webpage

Shape Mostly organized in box shapes. Very structured.

Color Only in little icon graphics and some changes in text color. Very simple. Easy to read.

Value

Space A lot of text but also plenty of white space to make it seem uncrowded. Space divided into **columns**.



Journal of American Medicine

PRINCIPLES

Proportion

Balance

Repetition

Movement

Emphasis

Unity

ELEMENTS

It may look like there's no "design"...

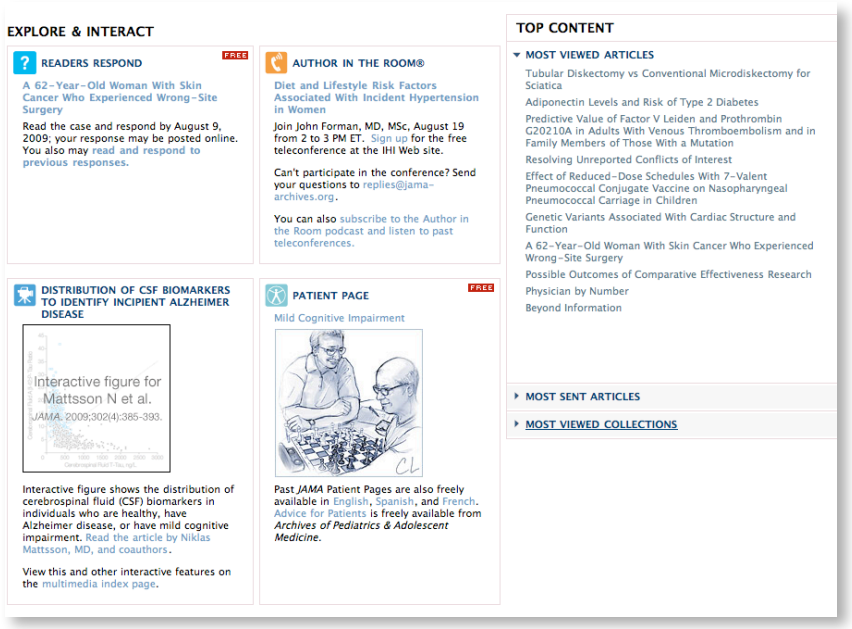
PRINCIPLES

Shape

Color

Value

Space



Journal of American Medicine

No single section more important than any other, same proportion — **Proportion**

Balance

Repetition of icons help reader know that this is the start of a section — **Repetition**

Movement

Image usually emphasizes an area, draws attention — **Emphasis**

Unity

ELEMENTS

Let's analyze this webpage

PRINCIPLES

Shape

Color

Value

Space

Proportion

Balance

Repetition

Movement

Emphasis

Unity

ELEMENTS

Extremely well-planned design

Shape Boxes and navigation buttons have rounded corners, softer shape than normal box

Color Black text against white, white text against black or grey. High tech looking.

Value Grayed edges of “box”. Value gives a little bit of visual weight, keeps box from floating.

Space Space organized in 5 columns. Lots of info but not crowded.

PRINCIPLES

Proportion

Balance

Repetition

Movement

Emphasis

Unity

ELEMENTS

Design is consistent with Apple products

PRINCIPLES

ELEMENTS

Shape

Color

Value

Space

New product iPod is biggest area (size = importance)

Proportion

Dark area along top balanced by more white area down below

Balance

Size and style of navigation buttons along top and throughout page is repeated, consistent.

Repetition

Movement

Similar text, some bold, but only text in color emphasizes link. Consistent, easy to read.

Emphasis

Unity

Let's compare two similar designs

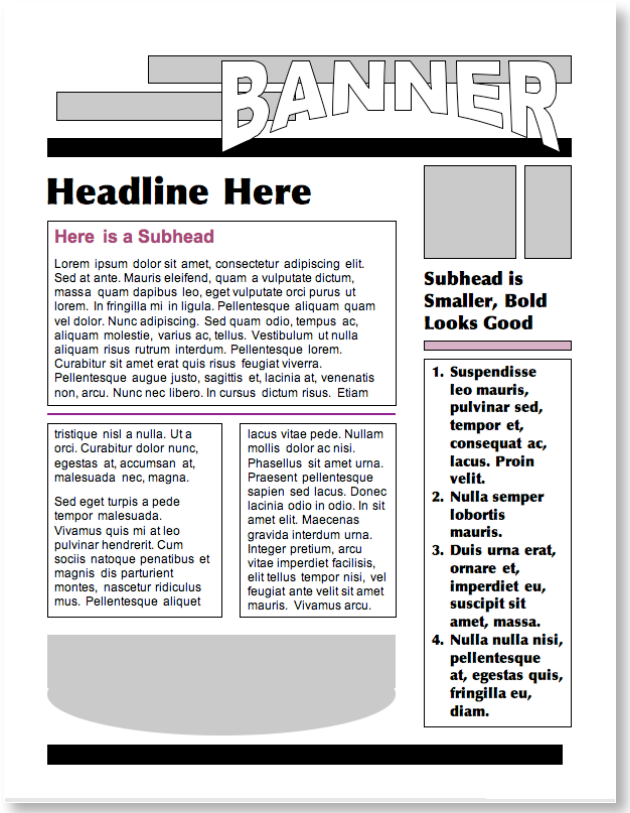
ELEMENTS

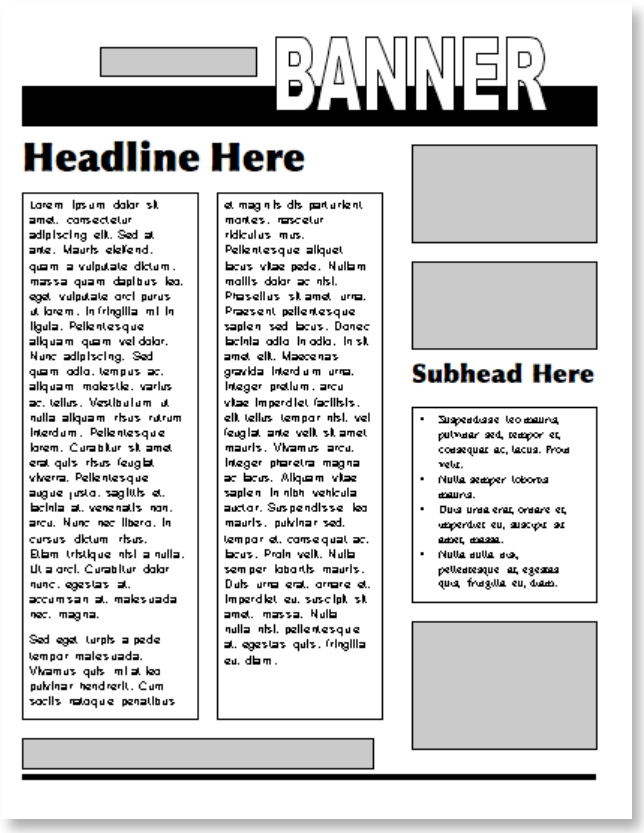
Shape

Color

Value

Space





PRINCIPLES

Proportion

Balance

Repetition

Movement

Emphasis

Unity

Not very exciting design, but consistent

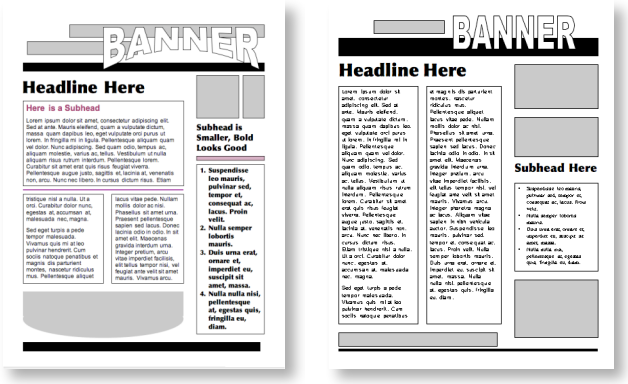
ELEMENTS

Shape Mostly boxes, consistent. Some variation in curved shapes

Color

Value Images, gray boxes, black boxes add value and visual interest

Space Not too crowded. Organized in columns



PRINCIPLES

Proportion

Banners, headlines seem in proportion

Balance

Text treatments repeated, consistent. Color repeated, easy to read

Repetition

Movement

Emphasis

Unity

How about this design in comparison?

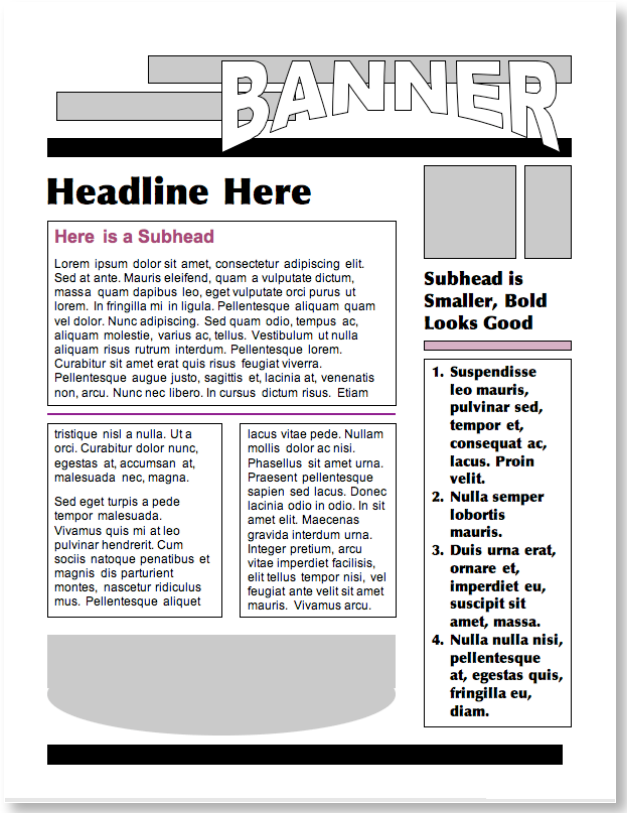
ELEMENTS

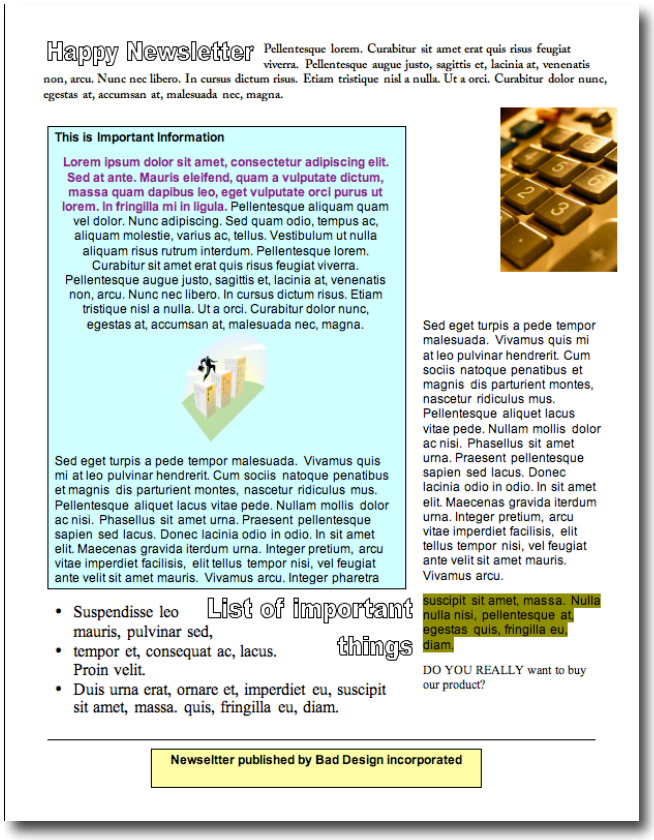
Shape

Color

Value

Space





PRINCIPLES

Proportion

Balance

Repetition

Movement

Emphasis

Unity

It's more colorful. Is "more" better?

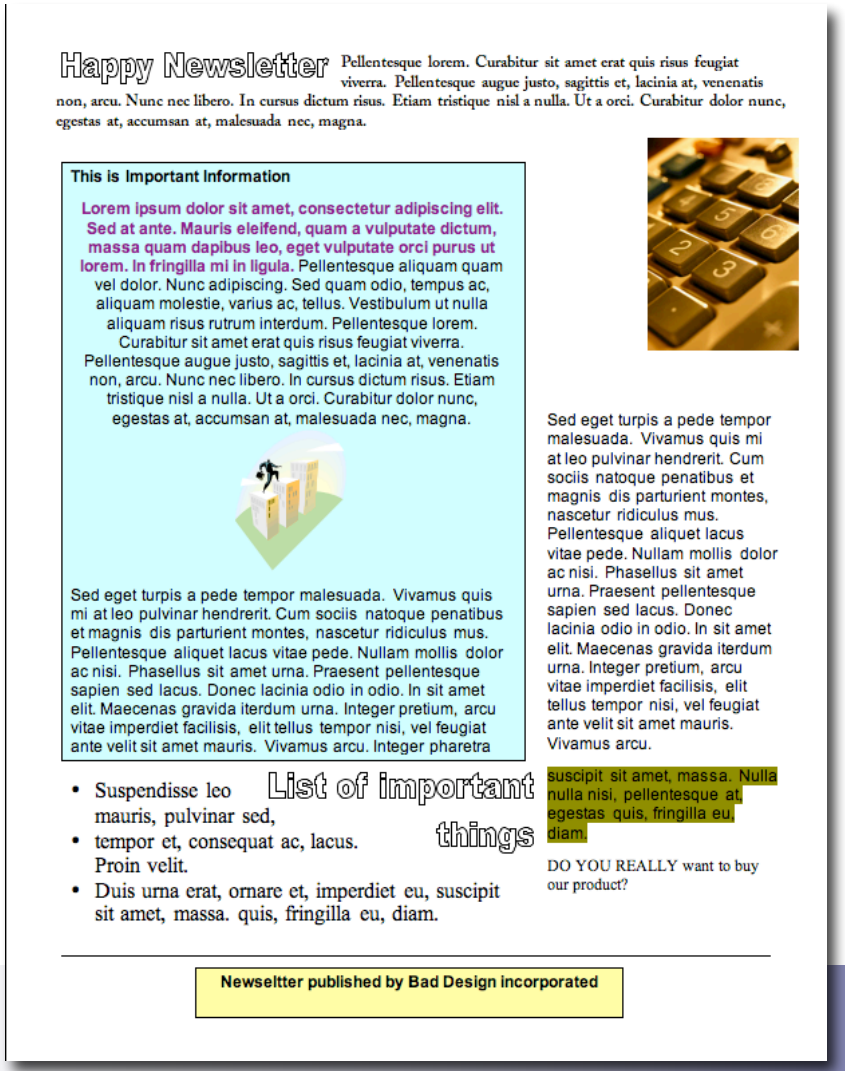
ELEMENTS

Shape

Color Color seems unorganized, inconsistent

Value

Space A little crowded in spots, too much space in other areas or not well planned



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DO YOU REALLY want to buy our product?

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List of important things

Newseltter published by Bad Design incorporated

PRINCIPLES

Size of text (banner) out of proportion with importance **Proportion**

Balance

Repetition

Movement

Not sure what's most important. Not unified **Emphasis**

Unity

Let's look at product design

ELEMENTS

Shape Swirly shapes and text at an angle direct eye

Color Red and green are complimentary colors. Grab attention. White area against dark green makes letters pop out.

Value

Space Not too much text, which is ideal for packaging/product

PRINCIPLES

Mountain Dew is centered on the can. Most important. Grabs attention from far away. **Proportion**

Balance

Repeated colors, type treatment in M, D, W **Repetition**

Movement

Swirly, angled movement. Energetic!

Emphasis

Unity

Let's look at digital design

Shape Large, solid shapes dominate the page, mostly round. Rectangle with designer's name pops out well

Color Bright colors, mostly yellows, but "pimary" color scheme of red, yellow blue. Basic, familiar. Black seems modern.

Value

Space Space is layered. Text appears in black but also in faint outlines. Shapes in outlines layered too. Bold design.

PRINCIPLES

Proportion

Balance

Repetition of round shapes, colors, faint outlines of things.

Repetition

Movement

Name of designer emphasized well. Fits the purpose of the design

Emphasis

Unity

ELEMENTS

Now let's tie it all together

ELEMENTS and PRINCIPLES OF DESIGN

COMPOSITION

DEMOGRAPHICS

Who does design appeal to?

Who does design appeal to?

ELEMENTS and PRINCIPLES OF DESIGN

DEMOGRAPHICS

COMPOSITION

Broad appeal, younger generation

Who does design appeal to?

ELEMENTS and PRINCIPLES OF DESIGN

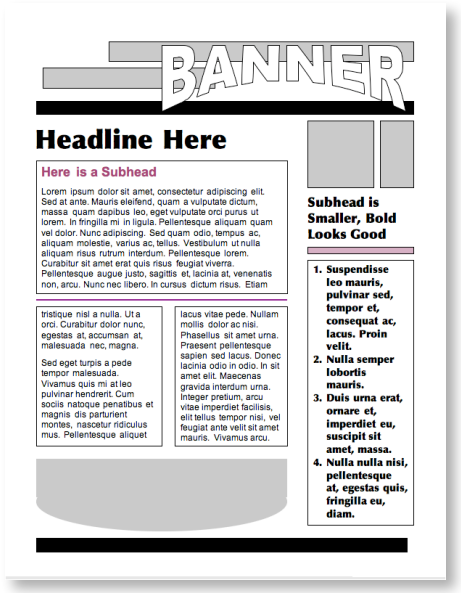
DEMOGRAPHICS

COMPOSITION

Young kids

Who does design appeal to?

ELEMENTS and PRINCIPLES OF DESIGN



COMPOSITION

DEMOGRAPHICS

Not young kids. Adults!

Confused? Remember our goal:

- Learning how to look at AND think like a graphic designer
- Learning from what others do helps us figure out what to do in our own design
- We're tying together:
  - Elements & Principles
  - Composition
  - Demographics

Now it's your turn to practice looking at Elements & Principles of Design