

Fundamental of Digital Media Design

Chapter 5 Principle of Design

by

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Chapter Description

- Aims
 - To identify the elements of design and understand the principles of design.
 - To differentiate a good and bad design according to the design principles.
 - To learn the concept of legibility and readability
- Expected Outcomes
 - Understand the basic concept of principle of design
 - Able to implement the principle of design in digital media design
- References
 - The Essential Principles of Graphic Design, Debbie Millman, RotoVision SA, 2008. ISBN 2940361800, 9782940361809
 - The Principles of Design, Abanoub M. Nassief, Lecture Note

Elements of Design

There are 6 elements that contribute to a good design.

1. Line
2. Shape
3. Direction
4. Size
5. Texture
6. Color

Elements of Design

LINE

- Linear marks made with a pen or brush or the edge created when two shapes meet.

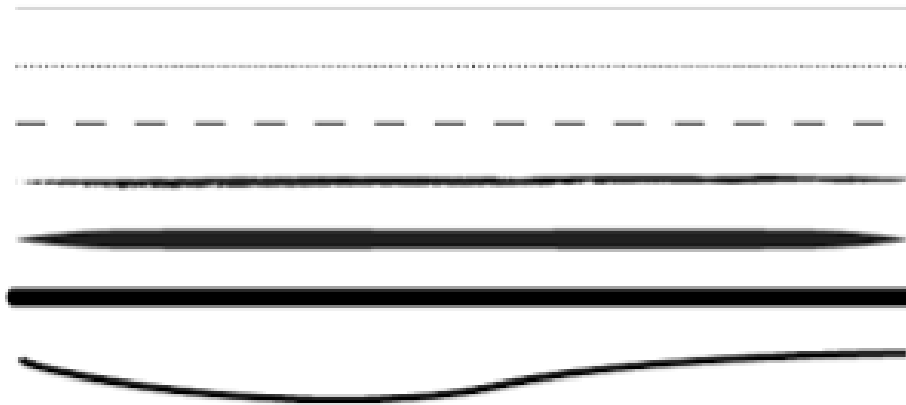


Image source:

https://ahardymon.files.wordpress.com/2014/09/5613453246_e76d879cdf_z.jpg

<https://d3ui957tjb5bqd.cloudfront.net/uploads/2013/11/LineTypes.png>

Elements of Design

SHAPE

- Shape is a self contained defined area.
- Example: square, circles, free formed shapes or natural shapes.

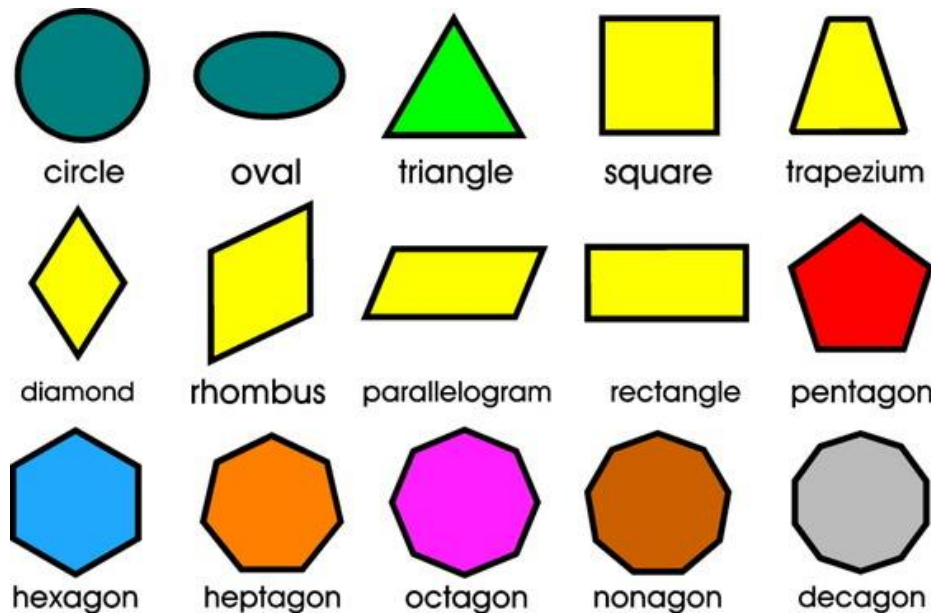


Image source: https://d3ui957tjb5bqd.cloudfront.net/uploads/2013/11/2dshape_2d_shape-560x368.jpg

Elements of Design

SHAPE

- A positive shape automatically creates a negative shape.

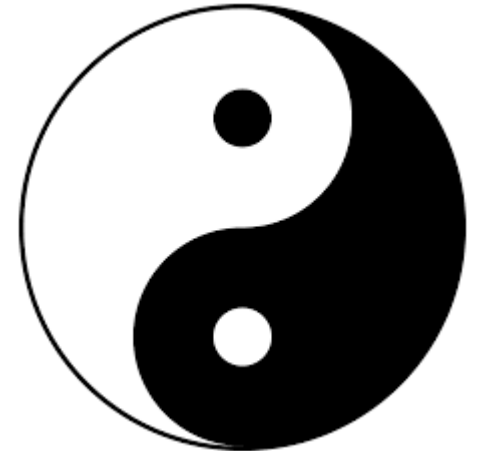
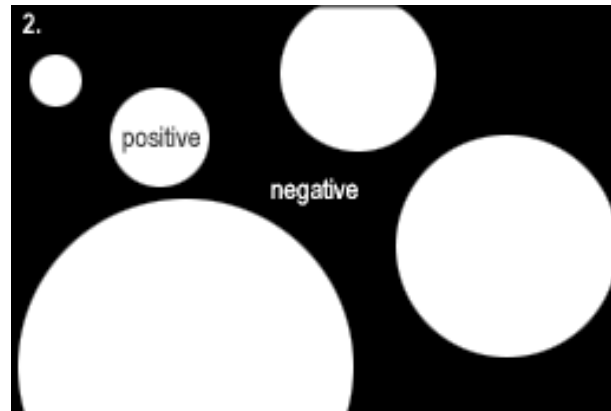
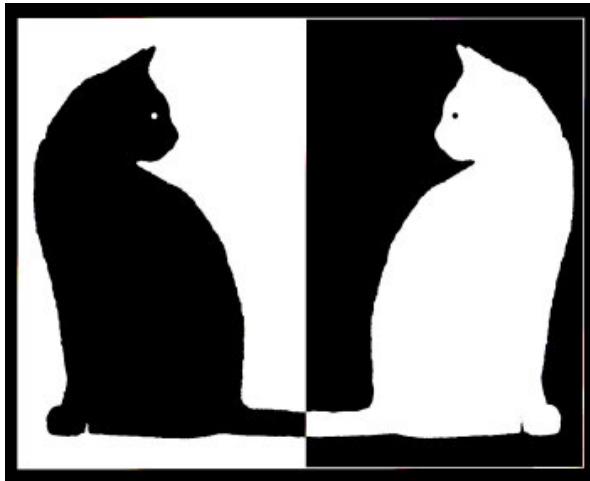


Image source: http://www.leewallat.com/intro_design/images/posneg_bigpos.gif
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http://4.bp.blogspot.com/_37gdsXih0Kk/TS9G0EpgWOI/AAAAAAAAAGI/SE1gqwhMEy8/s1600/Negativespace%25233.jpg

Elements of Design

DIRECTION

- All lines have direction (horizontal, vertical or oblique)
- Horizontal suggests calmness, stability and tranquillity.
- Vertical gives a feeling of balance, formality and alertness.
- Oblique suggests movement and action.

Elements of Design

DIRECTION

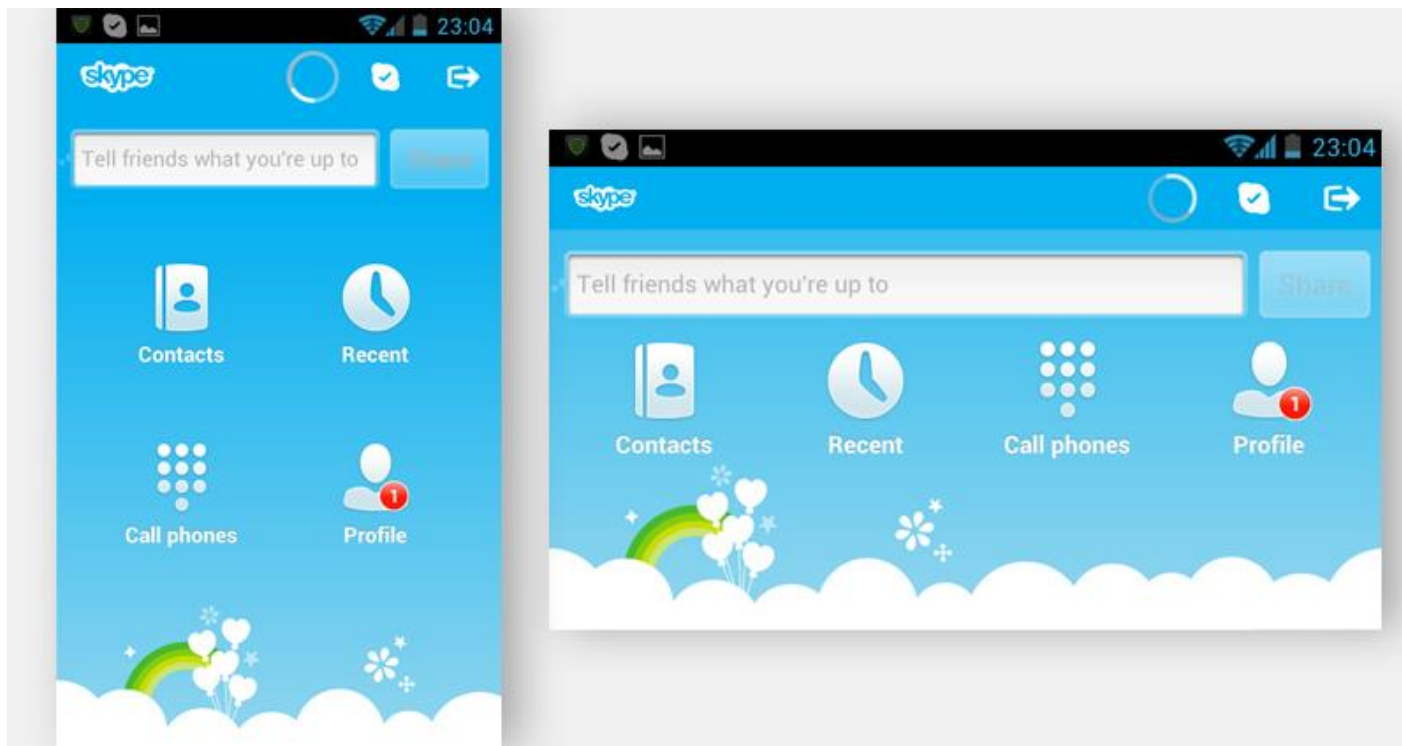


Image Source: <https://www.smashingmagazine.com/wp-content/uploads/2012/07/skype.jpg>

Elements of Design

DIRECTION



Image source: <https://designmodo.com/wp-content/uploads/2013/11/Impero.jpg>

Elements of Design

SIZE

Size is simply the relationship of the area occupied by one shape to that of another



Image source: <https://cdn2.hubspot.net/hub/272000/file-695128758-png/images/your-eyes-here.png>

Elements of Design

TEXTURE

- Texture is the surface quality of a shape – rough, smooth, soft, hard, glossy, etc.



Image source: https://netdna.webdesignerdepot.com/uploads/psd_ui/gotwood.jpg

Elements of Design

COLOR

- Color is light reflected off objects
- Color has three main characteristics (hue, value & intensity)



Image source: <https://educationemglossariumetartium.files.wordpress.com/2015/06/colour.jpeg>

Principles of Design

The Principles of Design are what we do to design elements. How we apply the principles of design determines how successful the design is.

1. Balance
2. Proximity
3. Alignment
4. Repetition
5. Contrast
6. Space

Principles of Design

BALANCE

- Balance in design is similar to balance in physics. A large shape closer to the center can be balance by a small shape close to the edge
- Balance provides stability and structure to a design
- It's the weight distributed in the design by the placement of your elements

Principles of Design

BALANCE

Is the design balanced?

It's all a matter of balance.

Discover the great range of benefits Franklin can offer to ensure each employee achieves a healthy work/life balance.

At Franklin, we care about the people we work with, so we've introduced Franklin WorkLife Balance, to help you get the most out of your life, whether you're at work or at home. We are improving your employment conditions, with ways to help you take care of yourself, or manage issues which affect your health and wellbeing.

niggling injury from work, or from play?
Franklin will cover the cost of medical consultation when you're on your employer's premises.

what if... I got injured traveling to work?
We'll cover you for 50% of your mileage costs when you're on your employer's premises.

are you getting the most out of life?
Franklin has a whole range of employee benefits, from financial to health and safety.

under pressure? not sure where to turn?
Franklin has a range of services to support you, including our Employee Assistance Programme.

You can't access these benefits immediately... and they won't cost you a cent. Ask our Human Resources Team for more details.

franklin **work life BALANCE**

Principles of Design

BALANCE

- Balance in graphic design can be achieved by adjusting the visual weight of each elements, in terms of scale, color, contrast, etc.

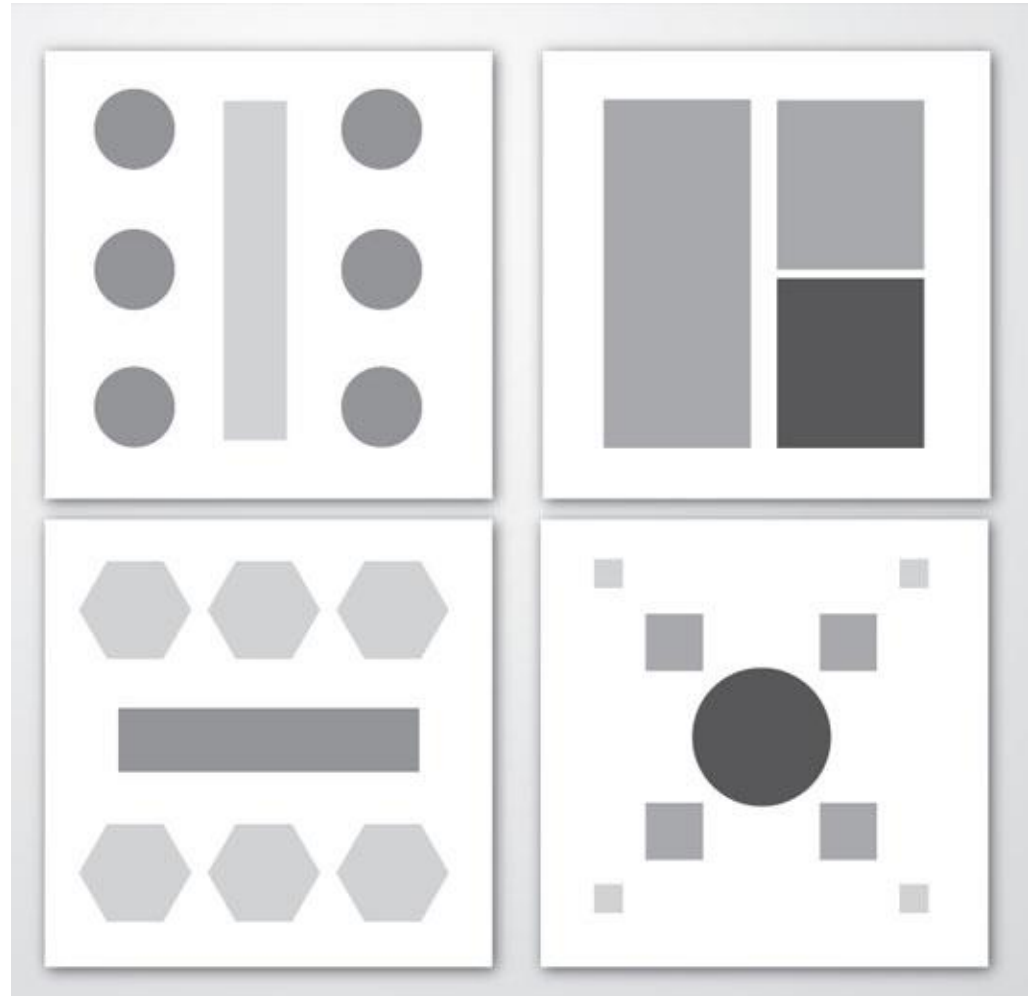


Image Source:

http://2.bp.blogspot.com/_ZaQPFuqpAo8/TM6SXAtvNkl/AAAAAAAAASw/4EScP-SpmwE/s1600/balance+in+graphic+design.jpg

Principles of Design

BALANCE

- Balance in graphic design can be divided into two types.
 1. Symmetric
 2. Asymmetric

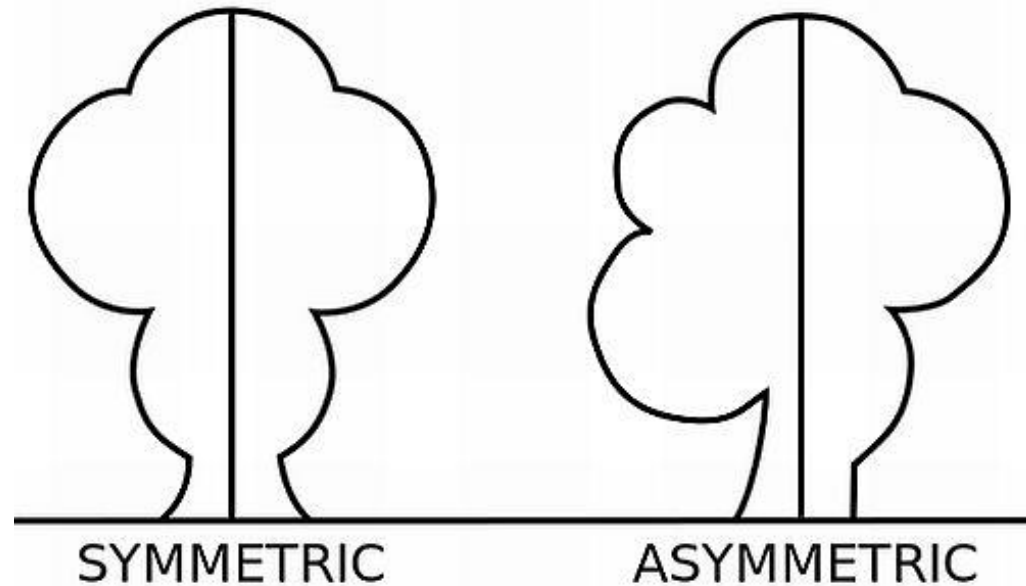


Image source: <https://community.plu.edu/~coma275/images/Symmetry.jpg>

Principles of Design

BALANCE – Symmetrical balance

- Occurs when the visual weight of design elements evenly divided in terms of horizontal, vertical, or radial. This style relies on a balance of two similar elements from two different sides.

Principles of Design

BALANCE – Symmetrical balance

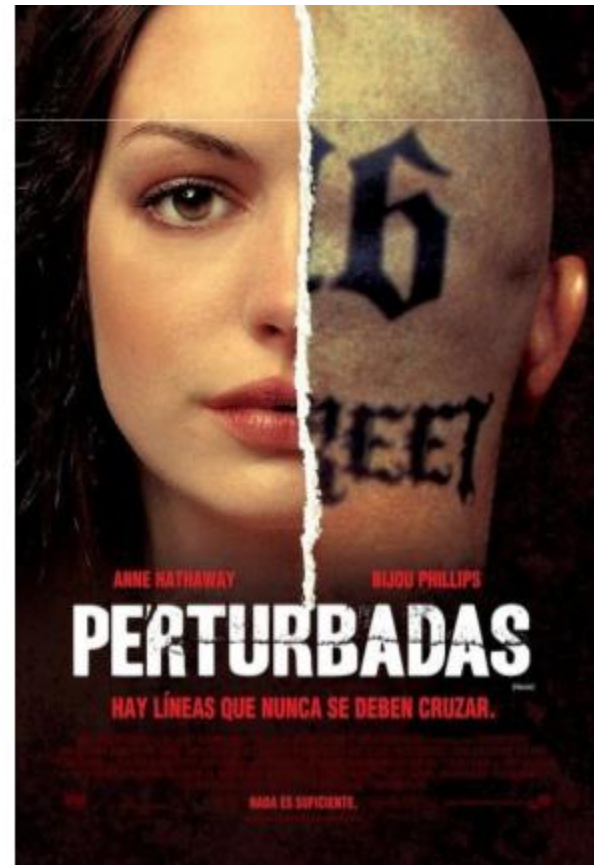
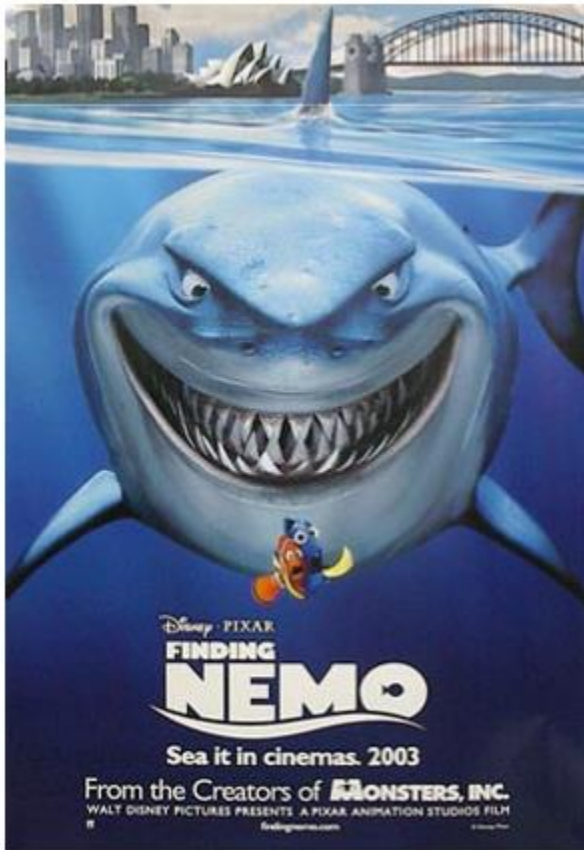


Image source: <https://obscuresurrealism.files.wordpress.com/2009/11/picture-4.png>

Principles of Design

BALANCE – Symmetrical balance



Image source: <http://creativecan.com/wp-content/uploads/2012/02/image372.jpg>

Principles of Design

BALANCE – Asymmetrical balance

- Occurs when the visual weight of design elements are not evenly distributed in the central axis of the page
- This style relies on visual games such as scale, contrast, color to achieve a balance
- We often see a design with the big picture offset by the small but visible text balanced because of the visual games

Principles of Design

BALANCE – Asymmetrical balance



Image source:

<https://ifiwereasnowman.files.wordpress.com/2009/11/guesswhoposter.jpg>

http://3.bp.blogspot.com/_ZaQPFuqpAo8/TM6P1g9UgyI/AAAAAAAAASs/w6QU54XsoKM/s1600/poster2.jpg

Principles of Design

BALANCE – before & after

Balancing act

A lesson on creating balance in your layouts.

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Balancing Act.

A short lesson on creating balance in your layouts.

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Principles of Design

PROXIMITY

- Proximity creates relationship between elements
- It provides a focal point
- Proximity doesn't mean that elements have to be placed together, it means they should be visually connected in some way

Principles of Design

PROXIMITY



Image source: <http://3.bp.blogspot.com/-FCgVaPS1BZY/UMN15hULV8I/AAAAAAAAAQDk/eceOZZQI8Z0/s1600/proximity.jpg>

Principles of Design

PROXIMITY

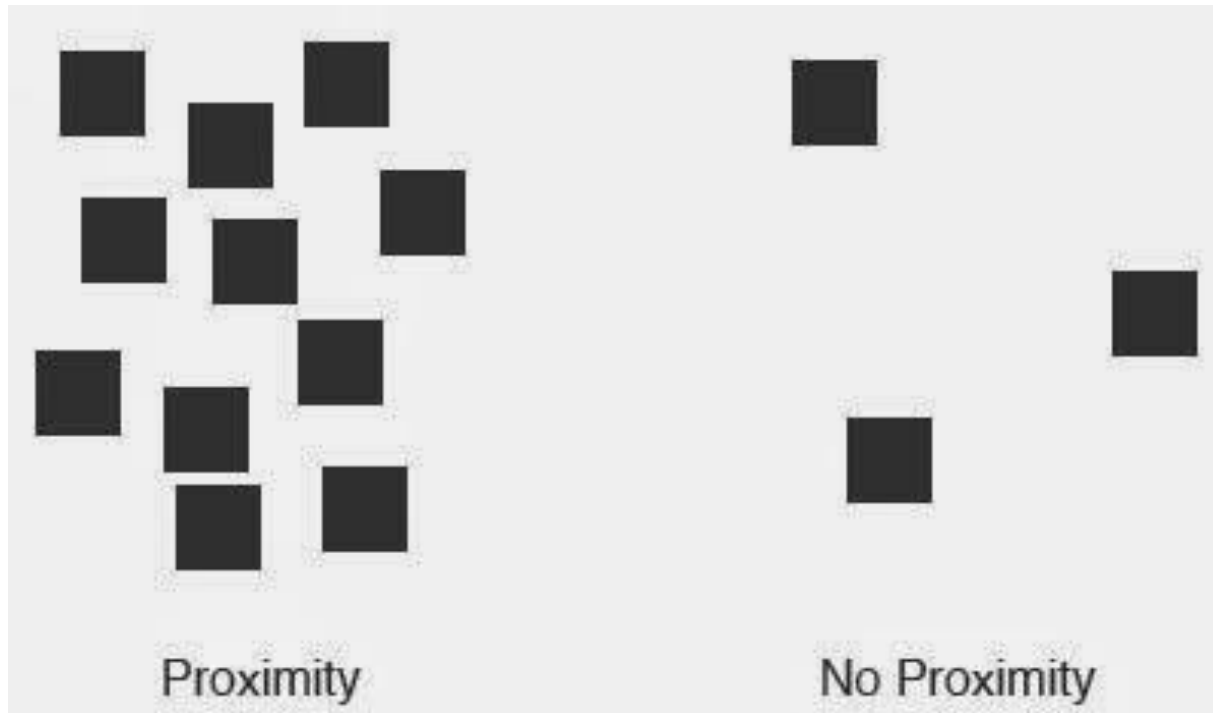


Image source: http://2.bp.blogspot.com/-DJXT8tkMeho/Uy9Wob2Y50I/AAAAAAAAAYA/FvuNZrxChy8/s1600/gestalt_proximity1.jpg

Principles of Design

PROXIMITY



Image source: <https://s-media-cache-ak0.pinimg.com/originals/7a/e5/a1/7ae5a13dd1591bd75b6642ae4208af3e.jpg>

Principles of Design

ALIGNMENT

- Allows us to create order and organization
- Aligning elements allows them to create a visual connection with each other

Principles of Design

ALIGNMENT

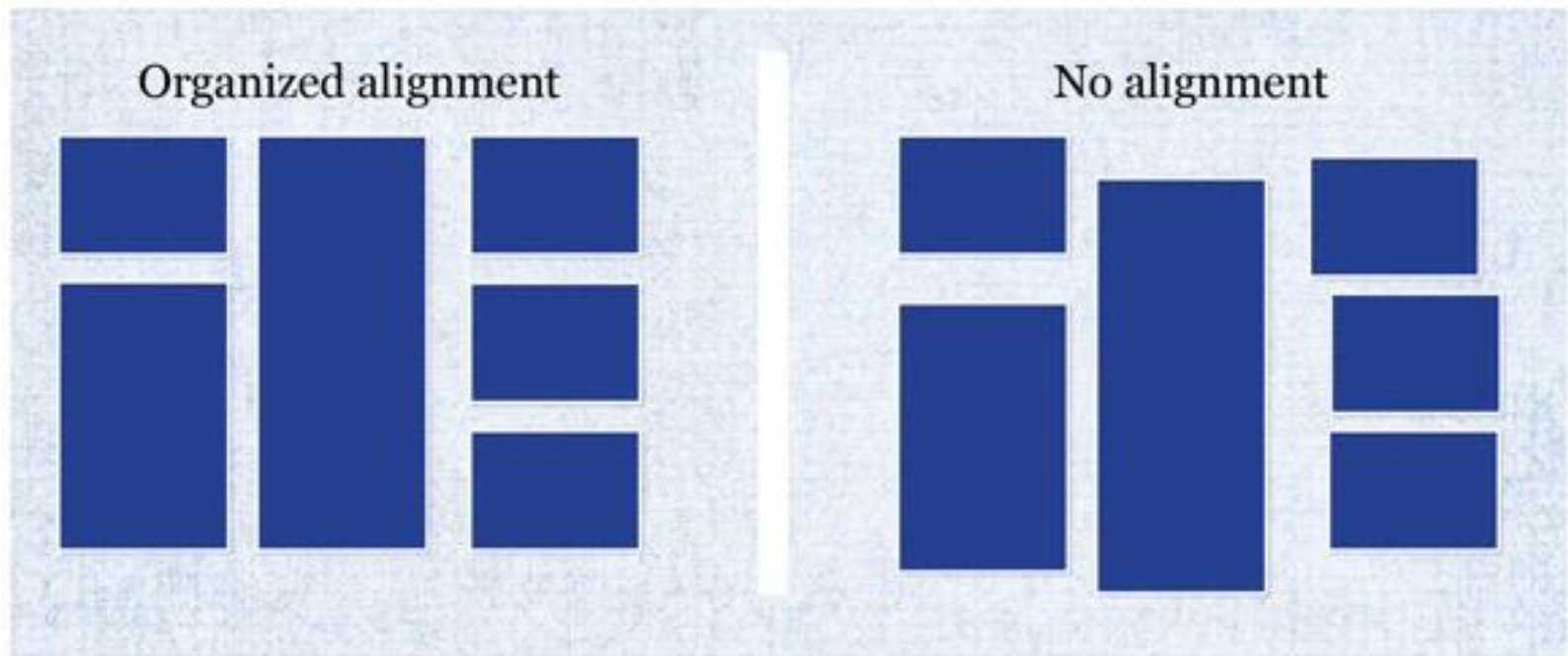


Image source: <https://codrospz-tympanus.netdna-ssl.com/codrops/wp-content/uploads/2012/06/alignment.jpg>

Principles of Design

ALIGNMENT

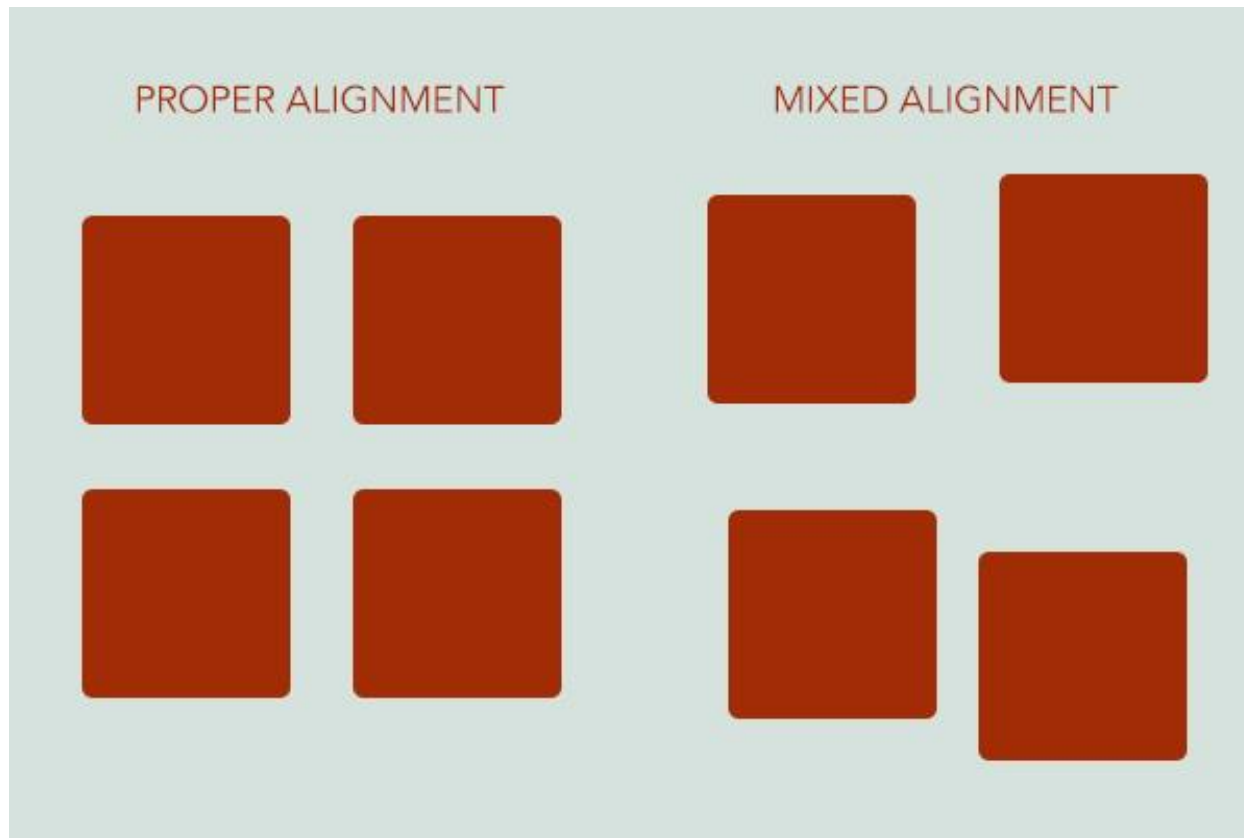


Image source: <https://cdn.tutsplus.com/webdesign/uploads/2013/08/mixed-alignment.jpg>

Principles of Design

ALIGNMENT



in ALIGNMENT



out of ALIGNMENT

Image source: <http://www.davidcraigutts.com/wp-content/uploads/2017/06/Alignment-or-Drama.jpeg>

Principles of Design

ALIGNMENT



Examples of alignment in design.

Image source: <https://plus.google.com/+PathwaysInc>

Principles of Design

ALIGNMENT

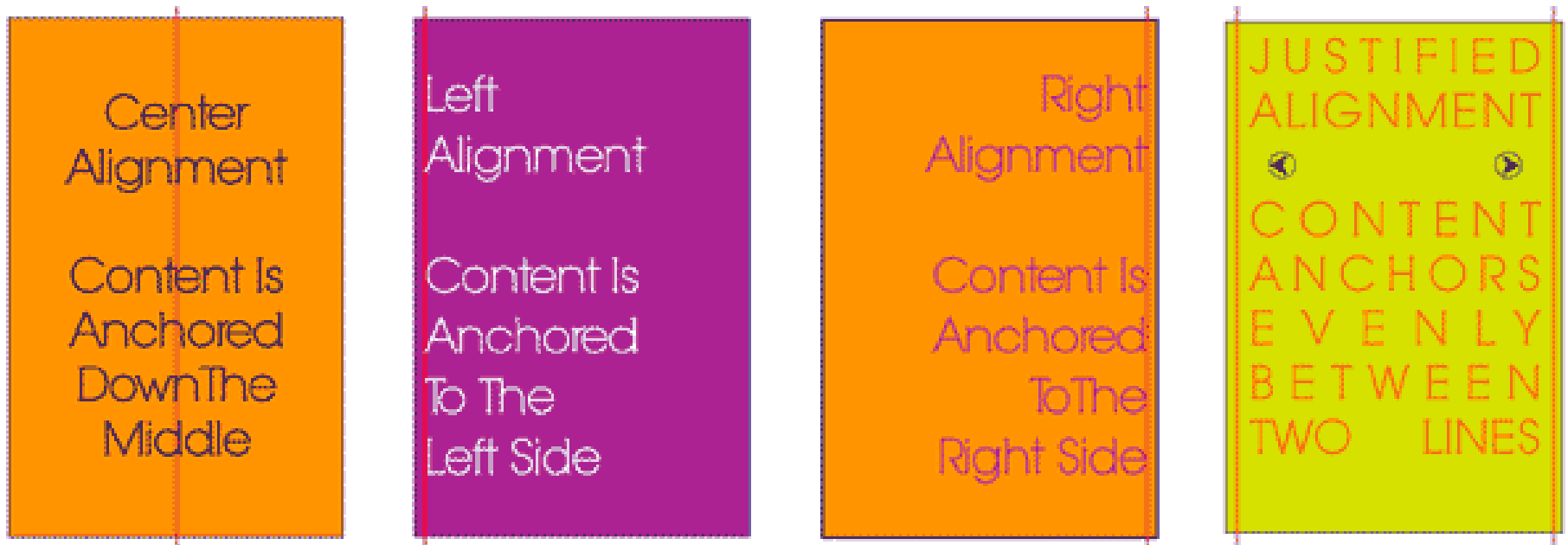


Image source: <http://www.printwand.com/blog/media/2012/11/common-types-of-text-alignment.gif>

Principles of Design

REPETITION

- Repetition strengthens a design by tying together individual elements.
- It helps to create association and consistency.
- Repetition can create rhythm (a feeling of organized movement).

Principles of Design

REPETITION

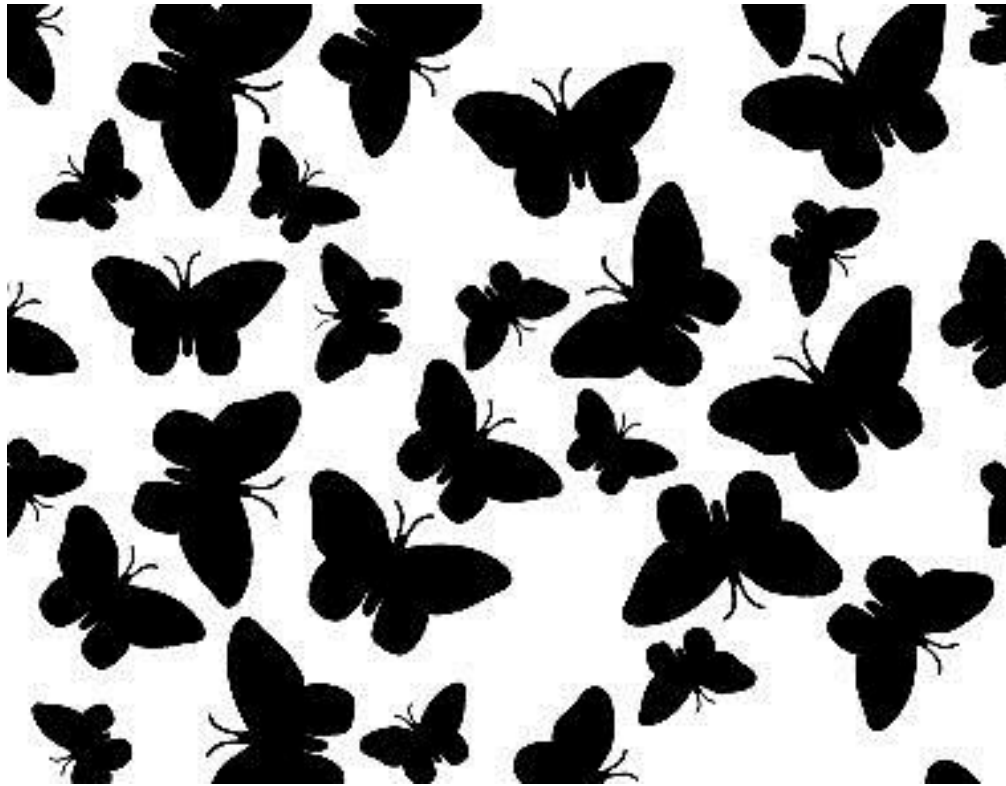


Image source: <https://cdn.instructables.com/FMY/LQMO/IBL0V8QU/FMYLQMOIBL0V8QU.MEDIUM.jpg>

Principles of Design

REPETITION



Image source: <https://openlab.citytech.cuny.edu/fluffydesignz/files/2014/09/EW0ka.jpg>

Principles of Design

REPETITION



Image source: <https://popcultureaffidavit.files.wordpress.com/2012/07/1984-olympics-logo.gif>

Principles of Design

CONTRAST

- Contrast is the juxtaposition of opposing elements (opposite colors on the color wheel, or value light / dark, or direction – horizontal / vertical).
- Contrast allows us to emphasize or highlight key elements in your design

Principles of Design

CONTRAST

Simply contrast tells the viewer where to look first

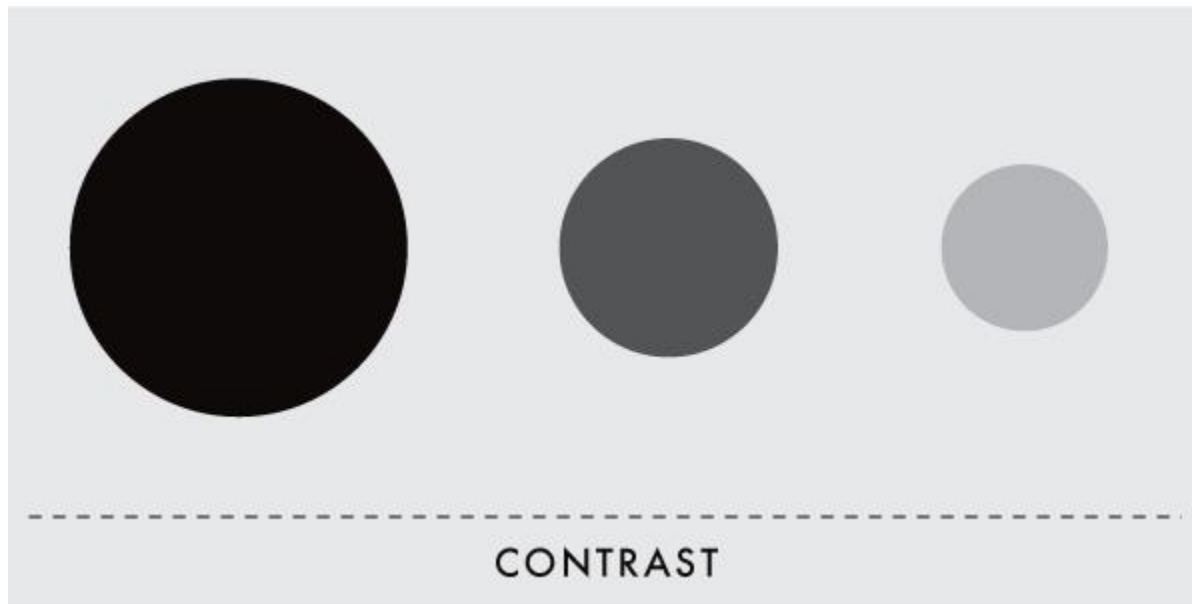


Image source: http://www.pamelaplatt.com/digital_course_resources/graphic_design_principles/contrast/Principles-03.jpg

Principles of Design

CONTRAST

- Without contrast, a designed piece may appear static, uninteresting, and hard for the reader to access because it is not immediately clear what to look at first.



Image source:

<http://blogs.articulate.com/images/blogs/rel/uploads/2010/02/image11.png>

Principles of Design

CONTRAST

Some types of contrast to keep in mind are:

- relative darkness (called value in color theory)
- Weight
- Form
- Placement
- Quantity
- Texture
- scale

Principles of Design

CONTRAST in size

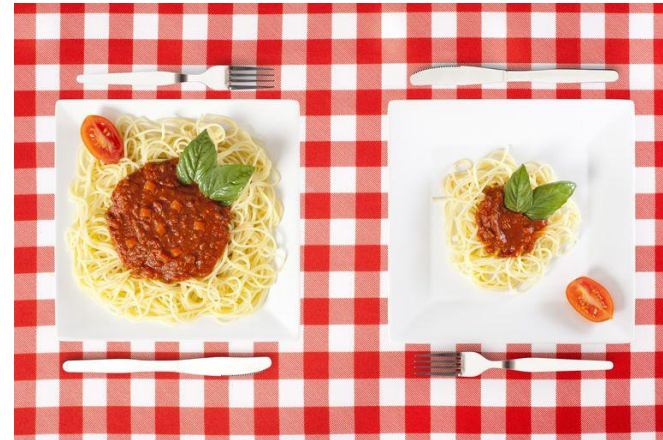


Image source: http://hellokfc.weebly.com/uploads/2/3/6/8/23682970/9856722_orig.jpg
<http://blog.visme.co/wp-content/uploads/2015/07/your-eyes-here.png> - <https://beneaththepixel.files.wordpress.com/2014/04/big-vs-small.jpg> - [https://fthmb.tqn.com/5CcP0G5YzVAEXC0DSC_BQk8vzEg=/768x0/filters:no_upscale\(\)/about/GettyImages-120337604-58dfe6095f9b58ef7ed50767.jpg](https://fthmb.tqn.com/5CcP0G5YzVAEXC0DSC_BQk8vzEg=/768x0/filters:no_upscale()/about/GettyImages-120337604-58dfe6095f9b58ef7ed50767.jpg)

Principles of Design

CONTRAST in value



Image source: <https://jakekempton.files.wordpress.com/2014/10/contrast-31.jpg> - <http://wwwcdn.howdesign.com/wp-content/uploads/2010/05/colorContrast.gif> - <https://s-media-cache-ak0.pinimg.com/originals/d3/4e/9c/d34e9c8b24ee2a8fc927948b06825e90.jpg> - <https://i2.wp.com/photoshoptutorials.ws/images/stories/Photography%20Tutorials/Techniques/Color%20Contrast/color-contrast-1.jpg?w=1170>

Principles of Design

CONTRAST in quantity



Image source:

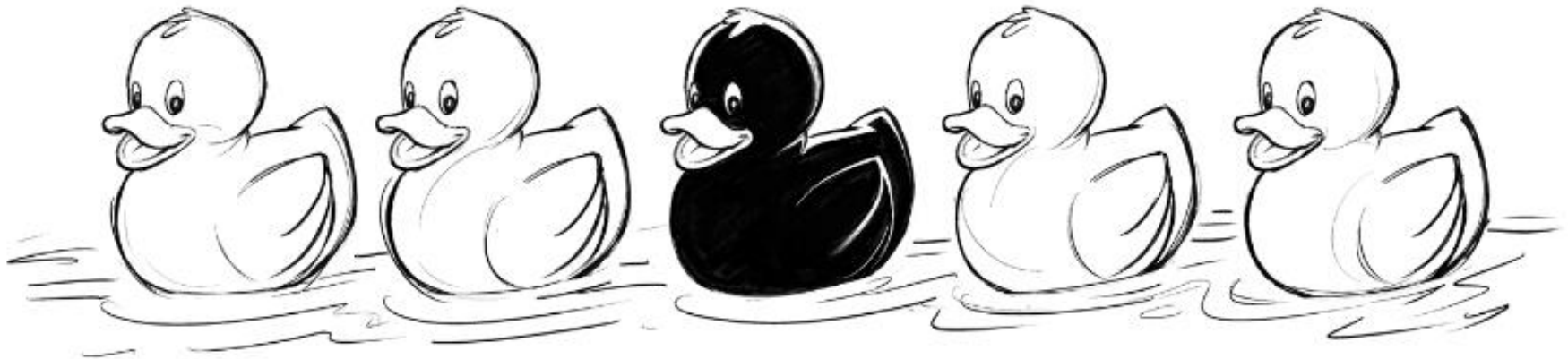
<https://i.ytimg.com/vi/HD0pFv3onC4/maxresdefault.jpg>

<http://www.topdesignmag.com/wp-content/uploads/2011/09/735a777f9462dec0e12087a27d5b8e26.jpg>

<http://www.walkyourtalk.at/wp-content/uploads/2010/12/individualist.jpg>

Principles of Design

CONTRAST in weight



THE CENTER DUCK DRAWS YOUR EYE MOST. CONTRAST EFFECTS VISUAL WEIGHT.

Image source: <https://d3ansictanv2wj.cloudfront.net/lesson%2051a-d2393d2087f73d025cf139c4da745c5c.png>

Principles of Design

CONTRAST in weight



**BLACK
WHITE**

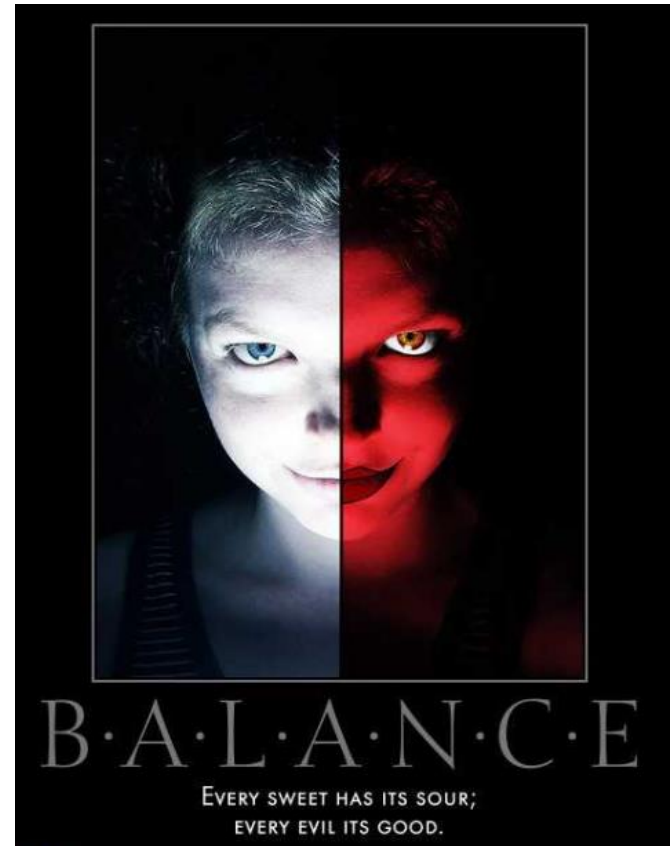


Image source: <https://maddisondesigns.com/wp-content/uploads/2009/03/5-basic-principles-of-design.jpg>
<http://evil.motifake.com/image/demotivational-poster/1112/balance-good-evil-sweet-sour-demotivational-posters-1323236458.jpg> - http://2.bp.blogspot.com/-odPWQ6k5xcU/TWg_bwDkcUI/AAAAAAAAEE8/kZoMMLlqDiw/s400/tumblr_le0u65PpcA1qbjt25o1_500.png

Principles of Design

CONTRAST in placement

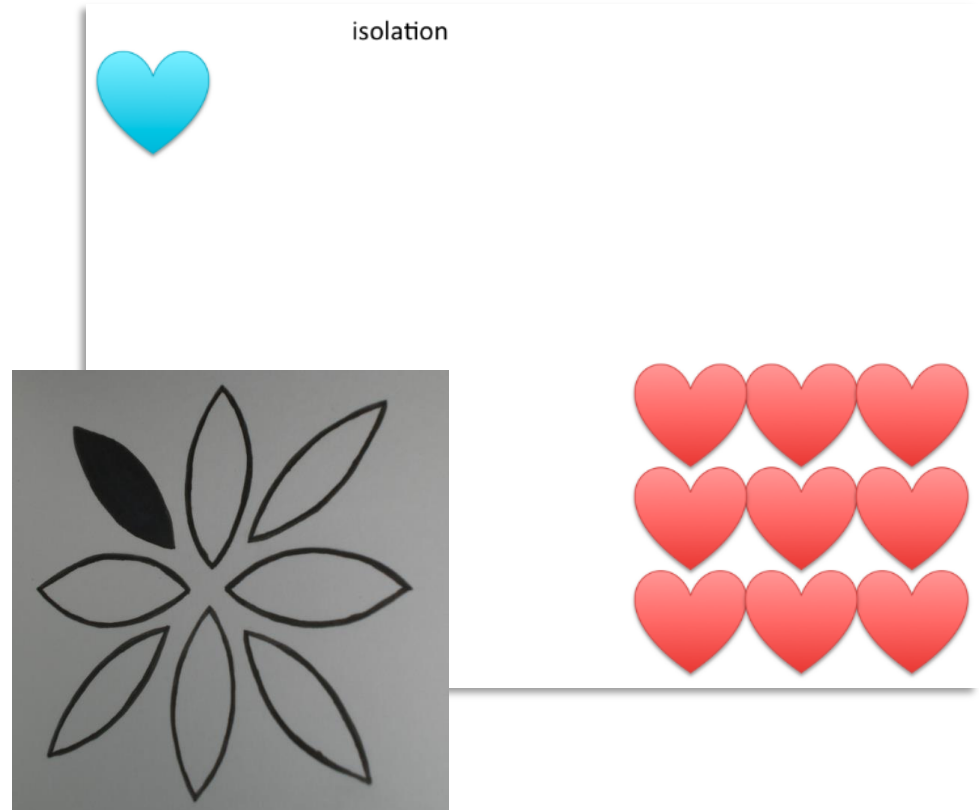
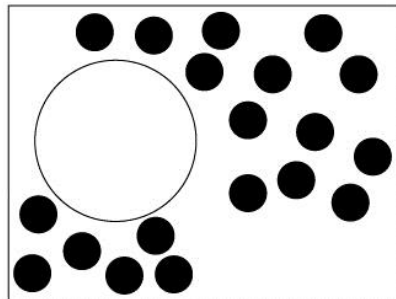
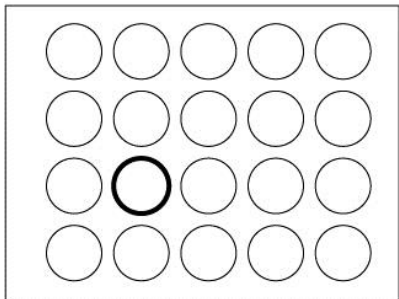
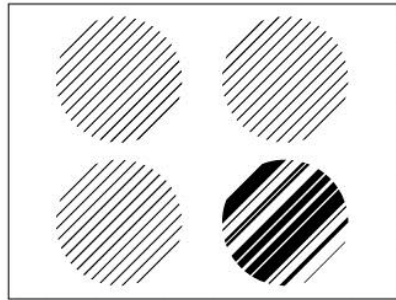
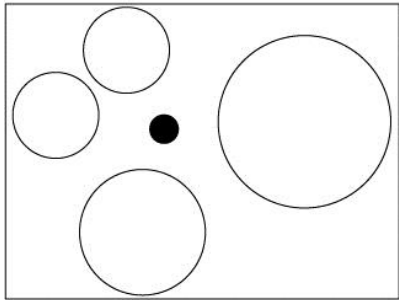


Image source: <https://kleinschmidtkellyudaytonart.files.wordpress.com/2009/10/cimg1541.jpg>

<https://clancyartpages.files.wordpress.com/2011/09/2-emphasis.jpg>

http://2.bp.blogspot.com/_2QHEE3OQDhA/TUI7DtSJeZl/AAAAAAAAAAB0/vgzMmiaN_kA/s1600/Picture+3.png

CONTRAST in texture



Image source:

<http://howwemontessori.typepad.com/.a/6a0147e1d4f40f970b0168e9192551970c-pi> - http://img15.deviantart.net/adf2/i/2009/211/8/b/contrast_of_textures_by_lau7.jpg - <https://s-media-cache-ak0.pinimg.com/736x/0a/76/aa/0a76aaa6d5c27476a60776c0e717fa7a--contrast-color-youtube-s.jpg>



Principles of Design

SPACE

- **Space in art** refers to the distance or area between, around, above, below, or within elements.
- Both **positive and negative space** are important factors to be considered in every design

Principles of Design

SPACE



Image source:

<http://establishareconnect.org/graphicdesign/files/2013/03/3b2c52b453f0b67e1673dfa4e49820ae.jpg>

Principles of Design

SPACE

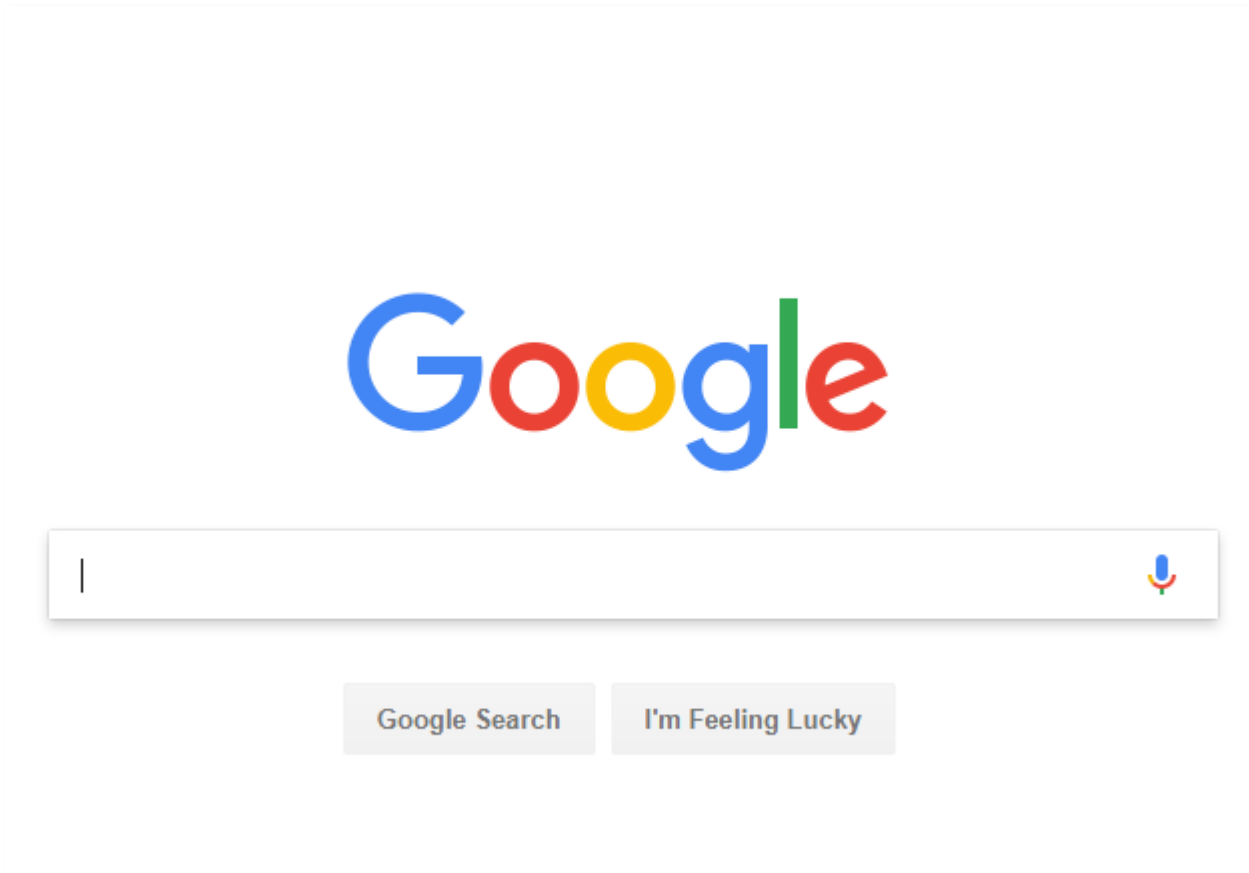


Image source: www.google.com

Principles of Design

SPACE



BASED ON THE CLASSIC NOVEL BY GRAHAM GREENE

BRIGHTON ROCK

STUDIO CANAL FEATURES BBC FILMS & UK FILM COUNCIL
present a KUDOS PICTURES production a film by ROWAN JOFFE 'BRIGHTON ROCK'
starring SAM RILEY ANDREA RISEBOROUGH ANDY SERKIS with JOHN HURT and HELEN MIRREN
casting SHAHEEN BAIG hair and makeup designer IVANA PRIMORAC costume designer JULIAN DAY
music supervisor IAN NEIL music composed by MARTIN PHIPPS production designer JAMES MERFIELD
editor JOE WALKER director of photography JOHN MATHIESON co-producer PAUL RITCHIE
executive producers JENNY BORGARS WILL CLARKE OLIVER COURSON RON HALPERN JAMIE LAURENSEN
based on the novel by GRAHAM GREENE produced by PAUL WEBSTER written & directed by ROWAN JOFFE



Image source:

<https://designmodo.com/wp-content/uploads/2011/10/rock1.jpg>

Principles of Design

SPACE



Beauty and Power
The all new MacBook Pro



Image source: <http://photobucket.com/gallery/user/halfwayglad/media/bWVkaWFJZDo2MjI0NTEyNQ==/?ref=>

A few more simple principles

Establish a visual hierarchy

- People first see the graphics, then the text
- Balance, organization, and visual contrast are vital

No hierarchy

You read this first. You will read this when skimming. You will probably not read this on a skim. You will not read this. Unless a phrase is bolded

Visual hierarchy

YOU READ THIS FIRST

You will read this when skimming

You will probably not read this on a skim

You will not read this. **Unless a phrase is bolded**

Post... This is using "anomaly" to break the flow of the hierarchy. Cool huh?

Image source: <https://blog.trackduck.com/wp-content/uploads/2015/06/hierarchy.jpg>

A few more simple principles

Establish a visual hierarchy



Image source: <http://www.onextrapixel.com/wp-content/uploads/2013/07/1-wix.jpg>

A few more simple principles

Direct the reader's eye

- People scan text left to right, top to bottom
- Only the top four inches may be visible
- Use pastel shades for backgrounds or minor elements

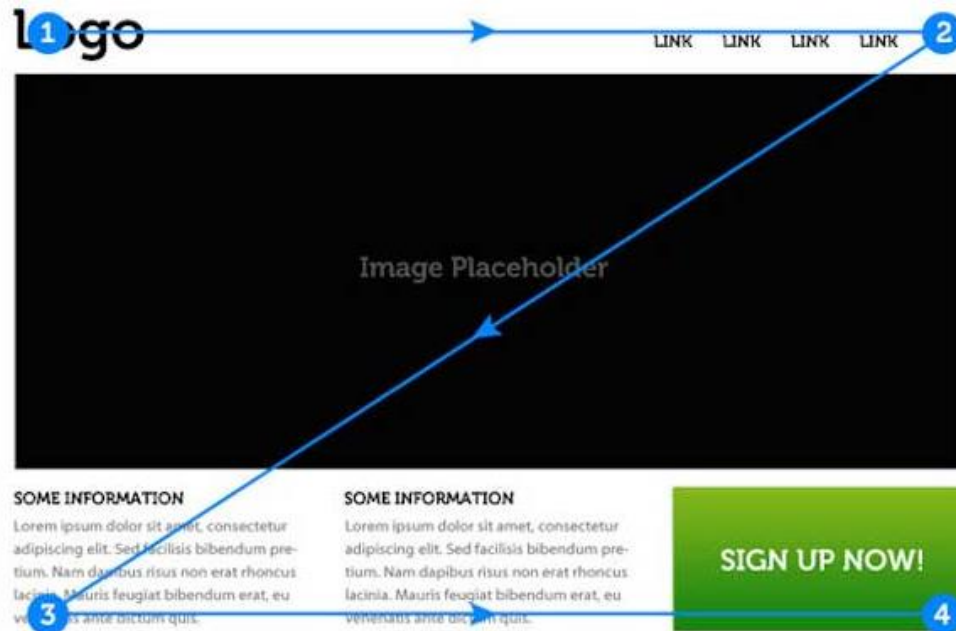


Image source: <http://cdn.mos.cms.futurecdn.net/f62c13c61dc4b6b39a60fc0b784ef2c0.jpg>

A few more simple principles

Direct the reader's eye

Monday, 28 August 2017, 2:13 PM

NEW STRAITS TIMES - Celebrating 172 years with the Nation. Inspired by Greatness -

NEWS ▾ BUSINESS ▾ LIFESTYLE ▾ SPORTS ▾ WORLD ▾ OPINION ▾ PROPERTY ▾ EDUCATION ▾ CARS BIKES TRUCKS ▾ ACTIONLINE ▾ MULTIMEDIA ▾

HIGHLIGHTS

Azmin - Rafizi feud shows no sign of abating
PUCHONG: The feud between PKR deputy president Datuk Seri Mohamad Azmin Ali and Rafizi Ramli shows no sign of ending anytime soon.

Korean peninsula crisis to trim... of...

Real streak halted by Valencia draw

Adya Langkawi
from RM164 RM346
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- 4 **Sports car crashes into Honda EX5, kills motorcyclist**
- 5

NEWS

 Carpet storehouse in Nilai razed to the ground August 28, 2017 @ 2:08pm	 Home Ministry's drive sees it meeting majority of KPIs August 28, 2017 @ 1:31pm
 Kelantan PKR Youth chief sacked; replacement to be announced soon August 28, 2017 @ 2:02pm	 Eight Filipinos nabbed in Sandakan for illegal entry August 28, 2017 @ 1:12pm
 Electrical fire: 'Make investigation reports available to other agencies' August 28, 2017 @ 1:57pm	 Four Britons fined for misusing worker, visitor passes in Pontian August 28, 2017 @ 12:57pm

Image source: <https://www.nst.com.my/>

A few more simple principles

Beware of distractions

- Garish illustrations and (especially) animated graphics or blinking text pull the user's eyes away from the content
- If everything is emphasized, nothing is emphasized



Image source: <https://i.pinimg.com/736x/8c/f3/d4/8cf3d418d5d96b833739abc6d9f89d8e--distracted-driving-summer-special.jpg>

A few more simple principles

Beware of distractions



Image source: <http://imgur.com/NihikG8>

A few more simple principles

Be consistent

- Don't have things scattered all over your page
- Let your style “evolve” as you improve the page



Image source: <https://netdna.webdesignerdepot.com/uploads/2011/07/brand4.jpg>

A few more simple principles

Be consistent

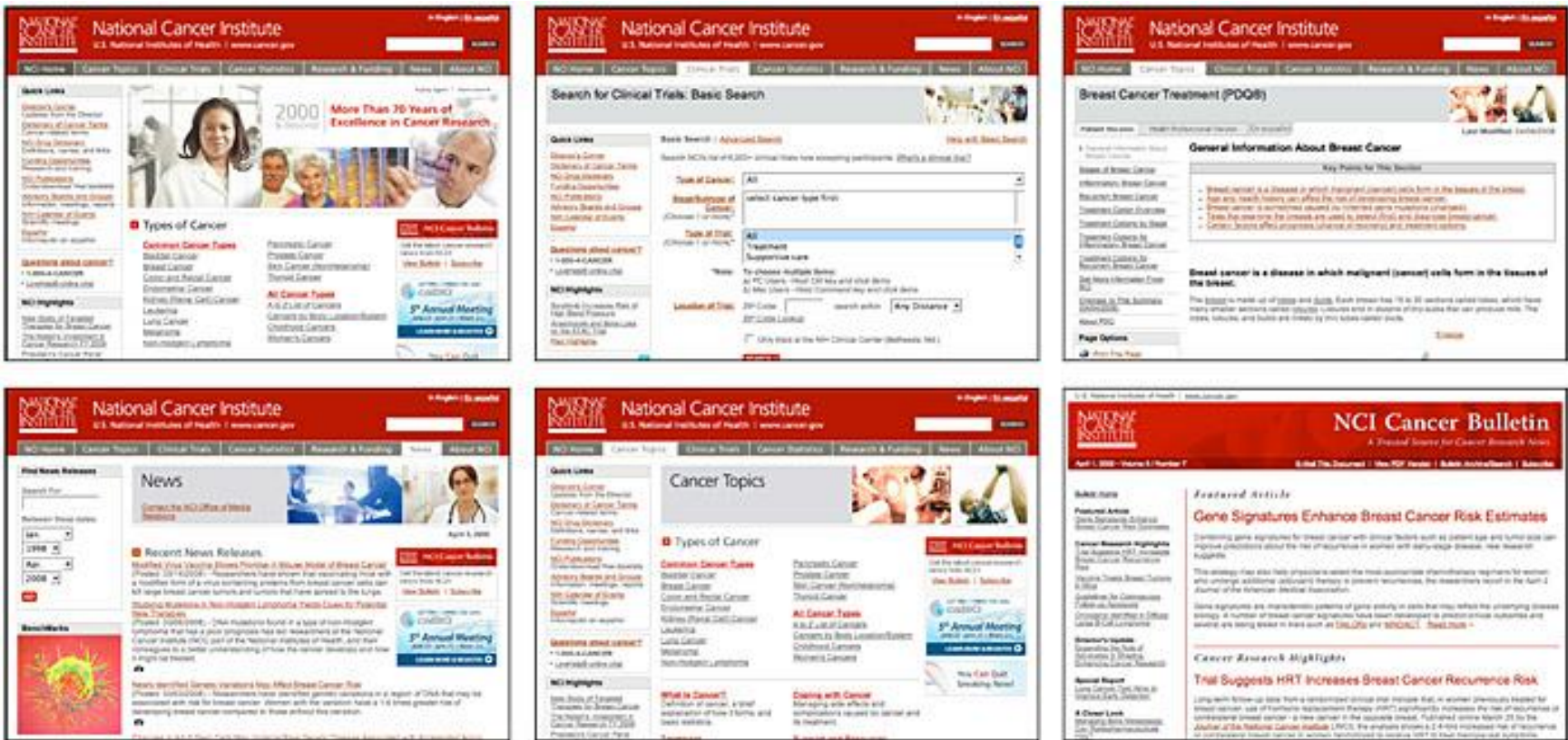


Image source: <http://webstyleguide.com/wsg3/figures/8-typography/8-2-700.jpg>

A few more simple principles

- **Readability:** How easy it is to read a *lot* of text
- **Legibility:** How easy it is to read headlines
- In general, a serif font is more readable (in medium sizes)
- Because of the coarse resolution of modern screens, a sans serif font is more readable in small sizes
- Very high contrast (difference in brightness, *not* color) makes text more readable
- *Do not* change the default size of body text; the user has it set to the size she wants
- Increasing the size for headers or for emphasis is OK
- Don't use more than a couple of different fonts
- Usually, one serif font and one sans serif font is enough

Conclusion of The Chapter

- There are six elements of design (line, shape, direction, size, texture and colour).
- Principles of Design are what we do to design elements (balance, proximity, alignment, repetition, contrast and space).
- There are other principles to follow in design such as visual hierarchy, direct reader's eye, consistency, readability and legibility.