



Graphic Design Review

When we communicate, we use both...

verbal and visual communication

Graphic Designs can include:

Photos

Illustrations

Type

Shapes

Color

Texture

Where do we find Graphic Design?

Logos

Websites

Business Cards

Advertisements

Book Design

Brochures

Billboards

Product Packaging

Posters

Magazine Layout

Newspaper Layout

Greeting Cards

Modern illustration really began with...

the invention of the printing press

What started the fashion for full-page, stand-alone illustrations?

The 16th century development of engraving on metal.

In the 18th century what was the most popular form of illustration?

Satirical Illustration

Impressionism Favours:

Realism, everyday subject matter, and a rapid sketchy style.

Symbolism Favours:

Fantasy and literary subjects in a style that is very decorative.

By the middle of the 20th century, design trends focused on:

Urban popular culture and on the products of the consumer market.

Post Modernism is used to describe a general reaction against:

The seriousness and impersonality of modernism.

Unlike fine art, graphic design is always..
in the service of a client's needs.

The Elements of Design include:

LINE

SHAPE and FORM

VALUE

COLOUR

SPACE

TEXTURE

Line Properties Include:

Direction (Horizontal, Vertical, Diagonal)

Thickness

Intensity

Character (Dynamic, Static)

Primary Shapes Include:

circle, square, triangle

Secondary Shapes Include:

ovals, rectangles, diamond.

Two Main Categories of Space:

Positive Space: the actual image.

Negative Space: the area around the image.

Perspective, or The Illusion of Depth, is achieved by:

Position

Overlapping

Size/Scale

Color

Value

There are two kinds of Texture in designs:

Real/Actual Textures are surfaces which can be both seen and felt.

Implied/Visual Textures are those that are simulated, or invented.

The three main properties of typeface include:

Serif Type: Tiny marks at the end of a letter stroke. (**Times New Roman is Serif Font Type**)

San Serif Type: Letter strokes having no serifs. (**Arial is a San Serif Font Type**)

Script & Decorative Type: Looks like handwriting or art work. (*This is a Script Font Type*)

The Main Principles of Design:

Balance

Rhythm

Proportion

Dominance

Unity

What do these images illustrate?



Rule of Thirds



Focal Point

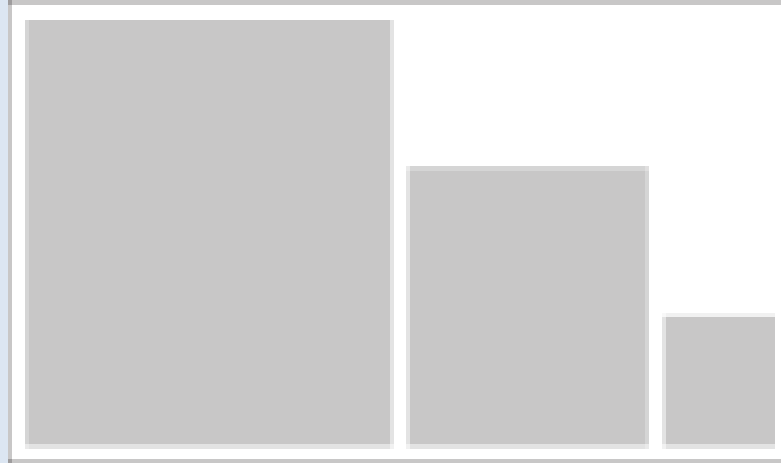


Form Follows Function

What Principles of Design do these images represent:



Rhythm



Proportion



Symmetry



Asymmetry

What do the three lines directions suggest?



Horizontal (Calm)

Horizontal suggests calmness, stability and tranquility.

Vertical gives a feeling of balance, formality and alertness.

Oblique suggests movement and action.

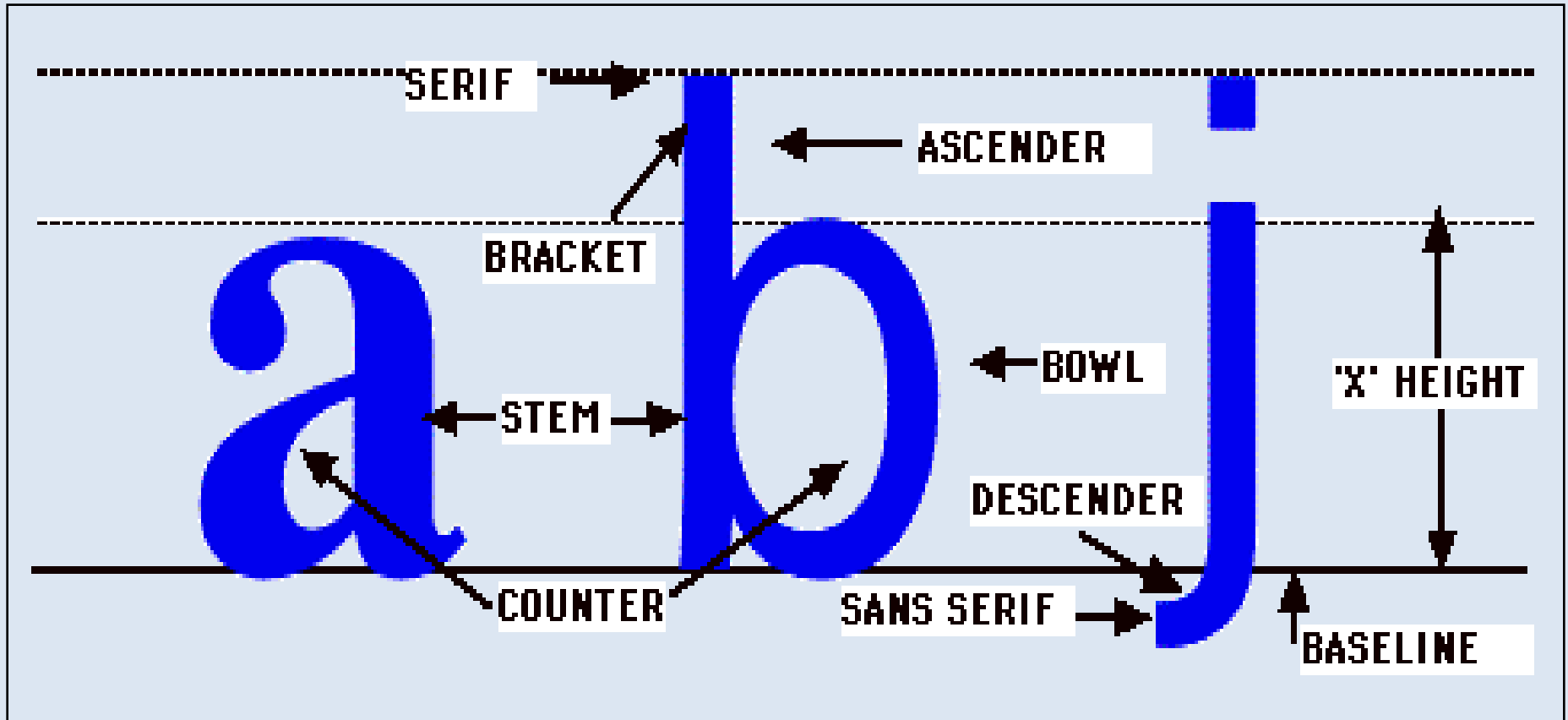


Oblique (Action)



Vertical (Balance)

Elements of a Letter



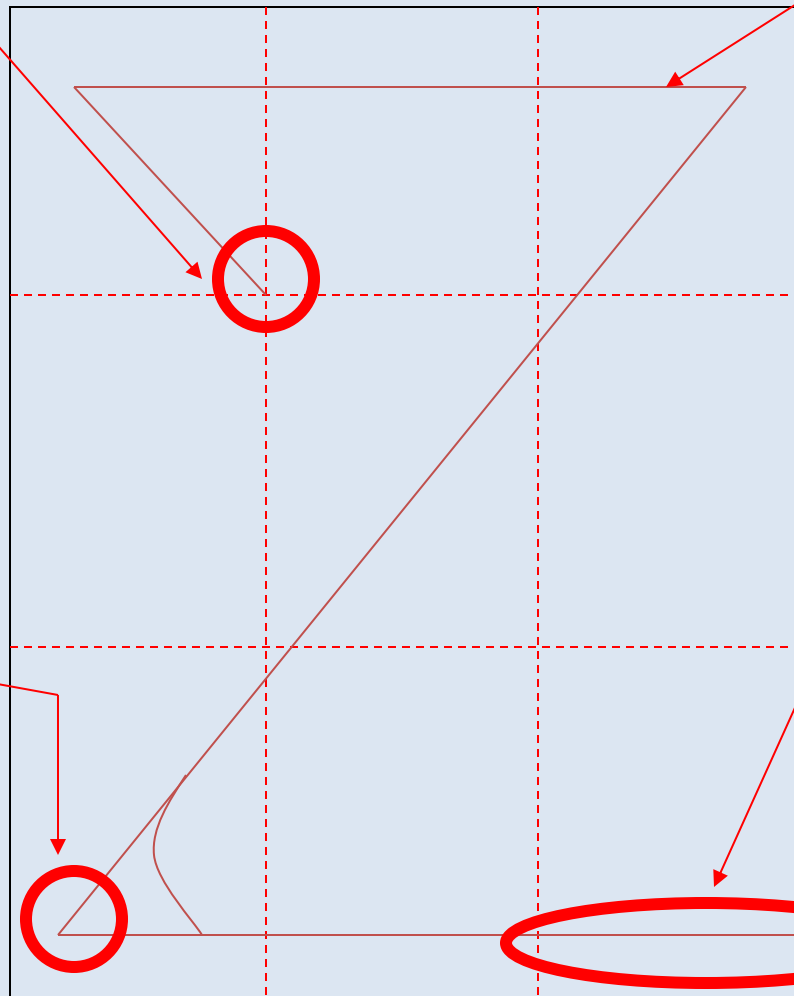
How Westerners Read a Document

Optical Center

- where we look FIRST
- put the "Attractor" here!

Dead Zone

- tend to skip this point
- put the "fine print" or disclaimers here



Eye Movement

- in a "Z" pattern over the document

Termination Zone

- the last thing they see
- put action events here (coupons, discounts, maps, logos)

Trends in Logo Design

Droplets	Refinement	Pop
Natural-Spirals	Anamorphic	Canted
Alpha-Face	Shadows	Transparency
Green	Punctuation	Labels
Photo-Icons	Slinky	Wire

Colour Characteristics

Blue:	trust, loyalty, water, relaxing, power, dignity
Yellow:	energy, joy, light, hope
Pink:	calming, feminine
Green:	life, growth, money, jealousy, nature, fertility
Purple:	richness, power, love, sophistication
Brown:	credibility, stability
White:	purity, cleanliness, innocence
Red:	heat, passion, danger, power