

# Graphic Design 101

Design principles, typography and color



# Learning Objectives

- x Apply four design principles to enhance graphic design projects
- x Analyze examples of Instagram campaigns
- x Use Canva to create an effective graphic



# Planning

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- x Planning is key and will save you time in the long run
- x Use a paper and pencil to sketch thumbnails of your design
- x Take your design constraints into account
  - How much time do you have?
  - Who is your audience?
  - What is the purpose of your design?
  - How will you ensure your design is shareable?



# Design Matters

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- x Everything about your design should be intentional
- x Anything that is not essential to getting your point across doesn't need to be there.
- x Be aware of visual hierarchy
- x Design around the predictability of the human eye
- x Use size to bypass traditional conventions





A collection of colorful pencils arranged in a circle around the text. The pencils are in various colors including red, purple, blue, teal, green, yellow, and orange. They are all sharpened and pointing towards the center of the page.

# Design Principles

# Design Principles

Proximity

Repetition

Contrast

Alignment



# Proximity

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Group related items together.

Physical closeness implies a relationship.

If information is organized, it is more likely to be read and remembered.



# No Proximity

My Shopping List

Fruits:

Oranges

Pineapples

Vegetables:

Peas

Carrots

Meats:

Bacon

Pork





# Better Proximity

---

## My Shopping List

### Fruits:

Oranges

Pineapples

### Vegetables:

Peas

Carrots

### Meats:

Bacon

Pork



# Repetition

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Repeat some aspect of the design throughout the piece.

Repetition is about consistency. It is a conscious effort to unify all parts of a design.



# No Repetition

## My Shopping List

Fruits:

Oranges

Pineapples

Vegetables:

Peas

Carrots

Meats:

Bacon

Pork



# Better Repetition

# My Shopping List

## Fruits:

Oranges

Pineapples

## Vegetables:

Peas

Carrots

## Meats:

Bacon

Pork







Dear Jane, you are invited to  
John's 21st Birthday Party  
Come eat, drink and be  
merry with John as he turns  
the big two-one!  
Saturday, May 19th  
7.00PM – 12.00AM  
12 Street Road, Suburb Town  
RSVP by May 5th



Dear Jane, you are invited to  
**John's 21st  
Birthday Party**  
Come eat, drink and be merry with  
John as he turns the big two-one!  
**Saturday, May 19th  
7.00PM – 12.00AM**  
12 Street Road,  
Suburb Town  
**RSVP by May 5th**



# Contrast

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Contrast is one of the most effective ways of adding visual interest and draw the eye.

It is also useful for creating an organizational hierarchy among different elements.

If two elements are sort of different, but not really, then you don't have contrast— you have conflict.



These are different | But not different enough.

Contrast things by making them different.

**Very different.**



# Alignment

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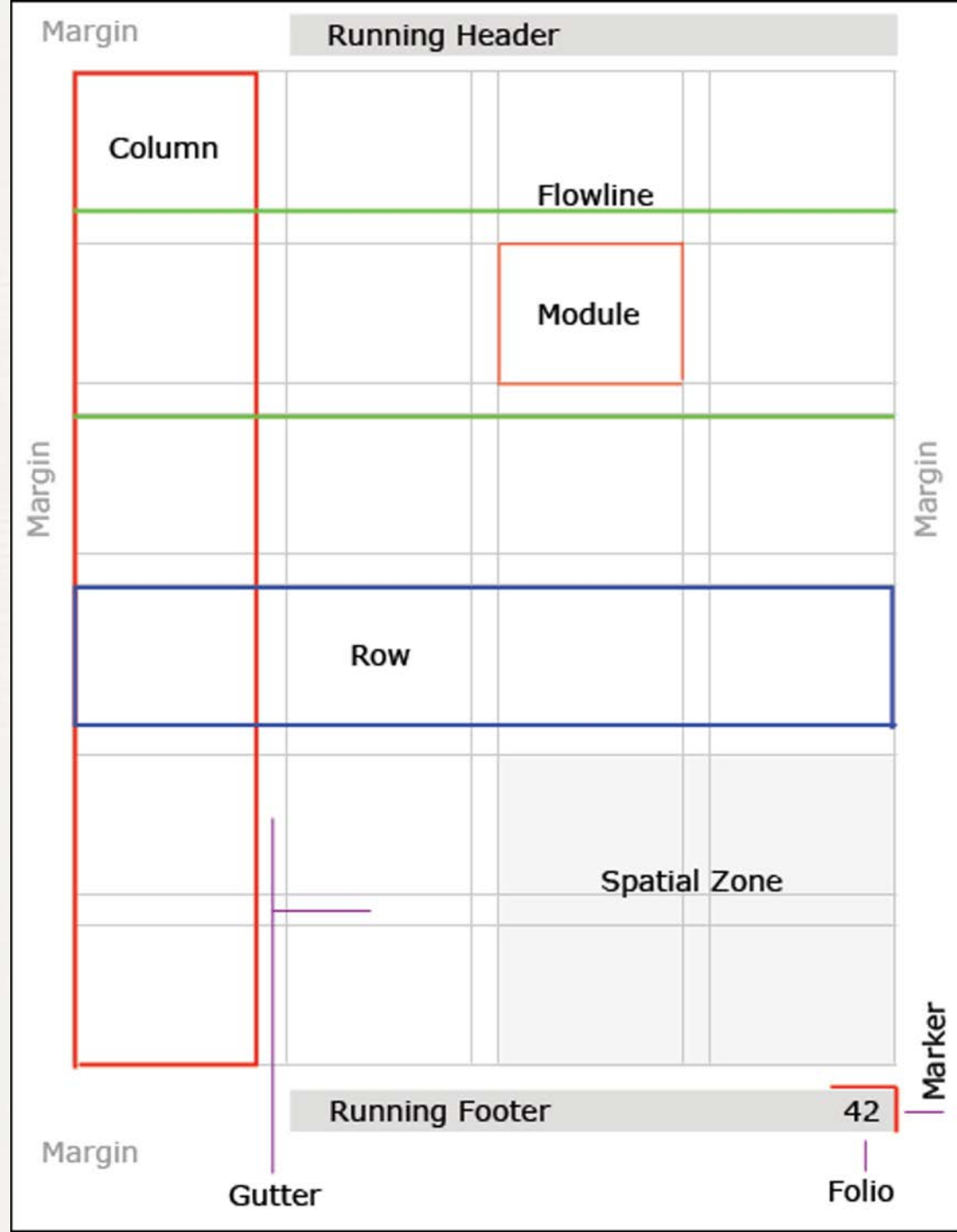
Nothing should be placed on the page arbitrarily.

Every item should have a visual connection with something else on the page.

Unity is an important concept in design.







Using a grid is a common graphic design technique and can be very helpful in laying out your design.

# Alignment



- Each basic mode of alignment has distinct characteristics and typical uses
- Western audiences are most familiar with left align

Text is an ongoing sequence of words,  
distinct from shorter headlines or captions.

The main block is often called  
the “body,”  
comprising the principal mass of content.

Also known as “running text,”  
it can flow from one page, column, or box to another.

Text can be viewed as a thing  
—a sound and sturdy object—  
or a fluid poured into the containers of page or screen.

Text can be solid or liquid,  
body or blood.

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Negative Space Is Your Friend.





**Welcome to Yvette's !!!**

BRIDAL FORMAL PAGEANT PROM HOMECOMING CRUISE HOLIDAY CELEBRATE

**Lauren, Brooke & Brittany trying on Gowns @ Yvette's, click here**

Established 1980 Sensational !! ~\*

**Yvette's is here for YOU !!! ~\*~\*~\* Celebrate! Homecoming 2010 !!\***

Apple Pie, please click here ~\*

**Easy Yvette's Navigation !! ~\* please click here !! ~\*~\*~\*~\*~\*~\***

**Yvette's Paintings for sale !!, please click here !! ~\***

Yvette's phone number: (850)~871~3000

Yvette's Loves You !! ~\* Yvette's Loves You !! ~\*

**ENTER YVETTE'S**

**\*~Pink Links to Your DESIGNERS~\***

**Follow the Pink Links to Yvette's !! ~\***

**Call to Artists !! ~\* please click here !! ~\***

**우리는 한국을 사랑한다.**

**我們愛中國。**

**Yvette's habla poquito espanola !! ~\***

**私達は日本を愛する。**

CLICK HERE TO SIGN YVETTE'S GUEST~BOOK !!

Yvette's Fashion Models!! click here~\*

Yvette's has Gorgeous Gowns full figure!! click here

Jewelry, Pearls, Swarovski Crystals, Necklaces, Earrings, Bracelets

Miss Sunshine Pageant Pageants

Map to Yvette's LOCATION! please click here !! ~\*

Мы любим Россия.

Yvette's sells Kilty Chen Couture, click here ~ Sensational !! ~\* Designer Fabrique ~ Fashion Label~

Nous aimons la France.

Tuxedo rentals starting @ \$65.00 ~\*

Invitations !!







Negative Space Is Your Friend.



A collection of colorful pencils arranged in a circle around the word 'Typography'. The pencils are in various colors including red, purple, blue, teal, green, yellow, and orange. They are all sharpened and pointing towards the center. The background is a light, textured surface.

# Typography

# Best practices for type

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- x Be intentional; consider purpose, context and audience. Don't pick solely on personal preference.
- x Limit your fonts: aim for 2-3
- x Adjust kerning and leading  $\frac{\leftarrow | \rightarrow}{\uparrow \downarrow}$  if needed





This type is  
badly kerned.



This type is  
kerned well.





# Type Classification

## Serif

- Serif fonts have small strokes or tails at the end of the letters
- Creates a more traditional and formal look
- Good for print; body text

## Sans Serif

- Sans serif don't have tails
- Creates a more clean, modern look
- Good for print headlines, digital body text



# Type Classification

## DISPLAY/DECORATIVE

- Used for headlines & titles
- Very diverse in style:

**EXAMPLE**

- Patterns & Dots

## *Script*

- *Often used for invitations, certificates and diplomas*
- *Calligraphy-formal and elegant*
- Handwriting-informal and friendly



# Font Pairings

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Yeseva One

Josephin Sans

Lato

Merriweather

BioRhyme

Cabin

*Lobster*

Arimo

*Dancing Script*

Ledger

**Bree Serif**

Nunito





A collection of colorful pencils arranged in a circle around the word "Color". The pencils are in various colors including red, purple, blue, teal, green, yellow, and orange. They are all sharpened and pointing towards the center. The background is a light, textured white.

**Color**

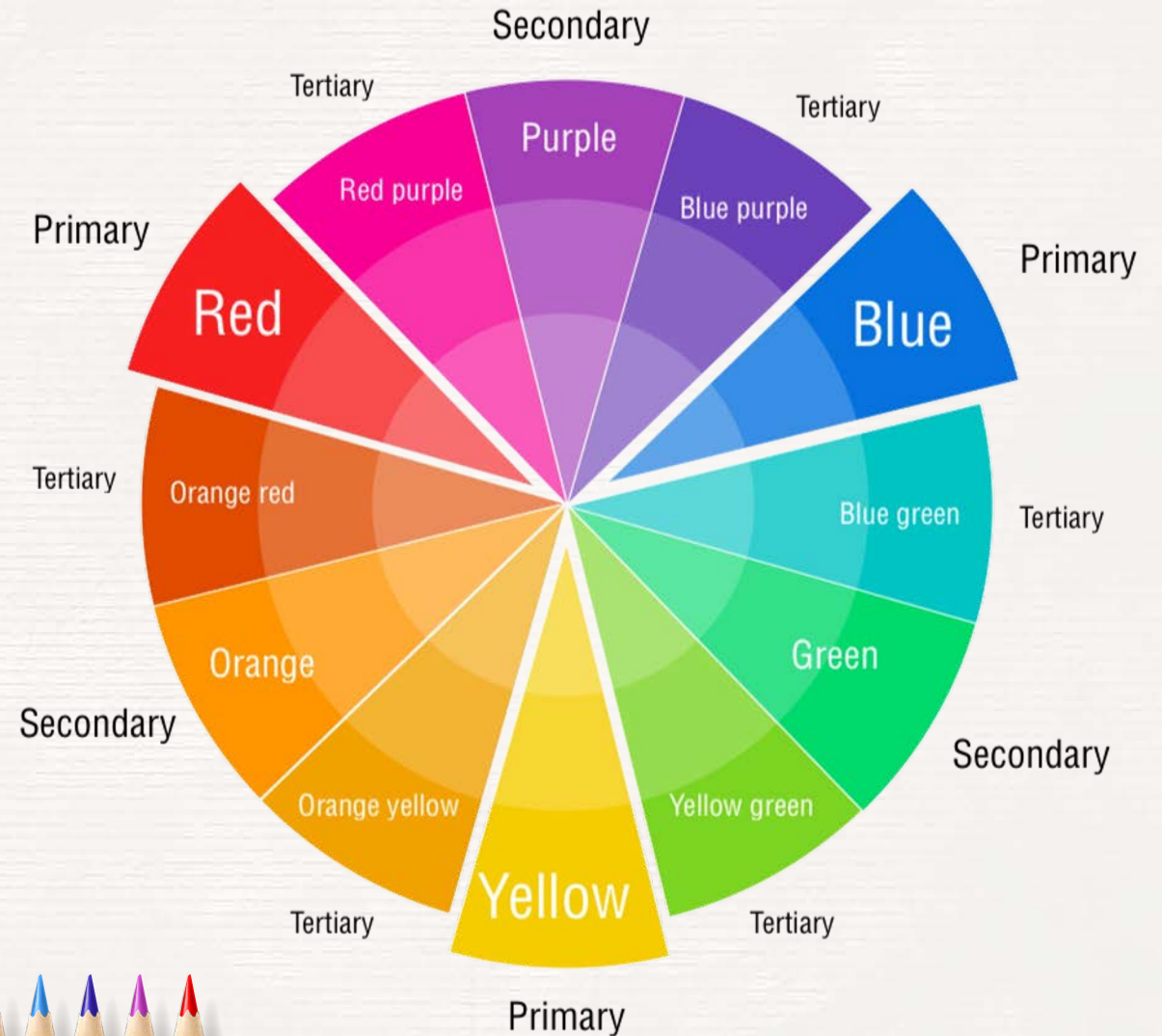


Color can:

- Evoke emotion
- Create emphasis
- Group related elements

But it can also:

- Overwhelm your audience
- Cause distraction



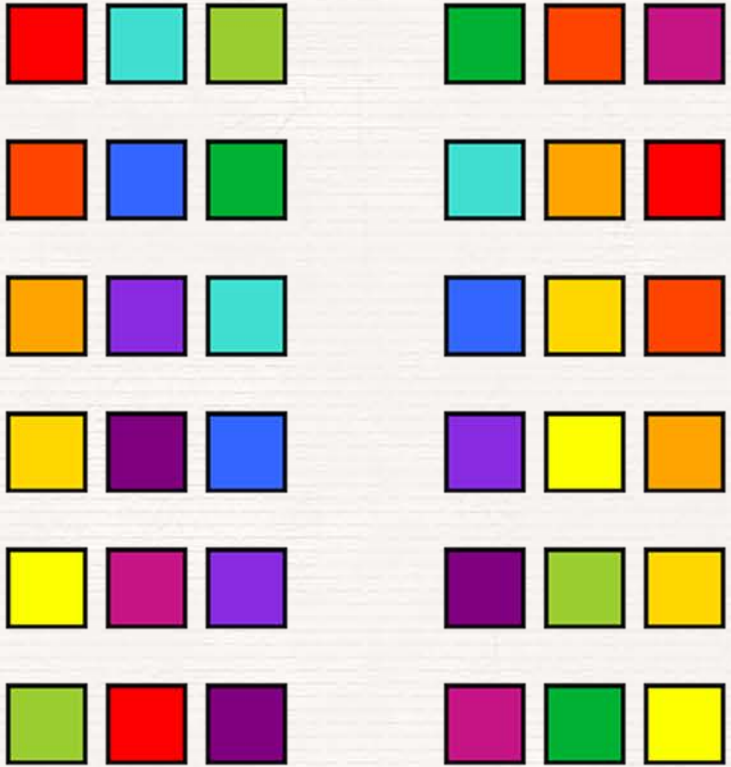
# Complementary Colors



-   Red & Green
-   Red-orange & Aqua
-   Orange & Blue
-   Yellow-orange & Blue-purple
-   Yellow & Purple
-   Yellow-green & Violet

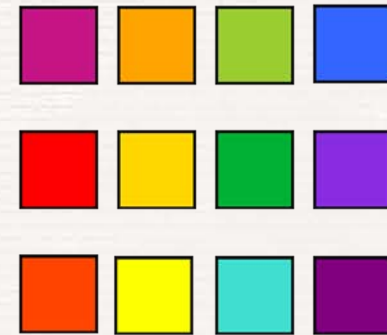
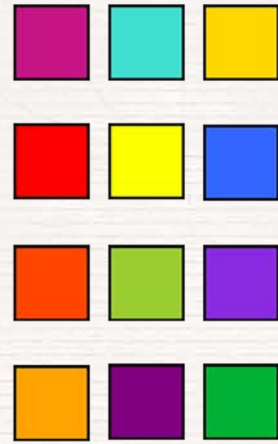


# Split-complementary Colors



# Triad & Tetradic

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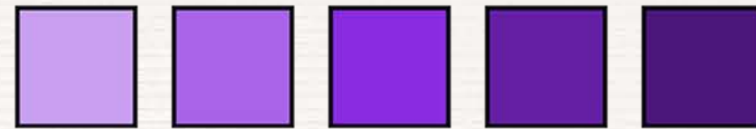
# Analogous

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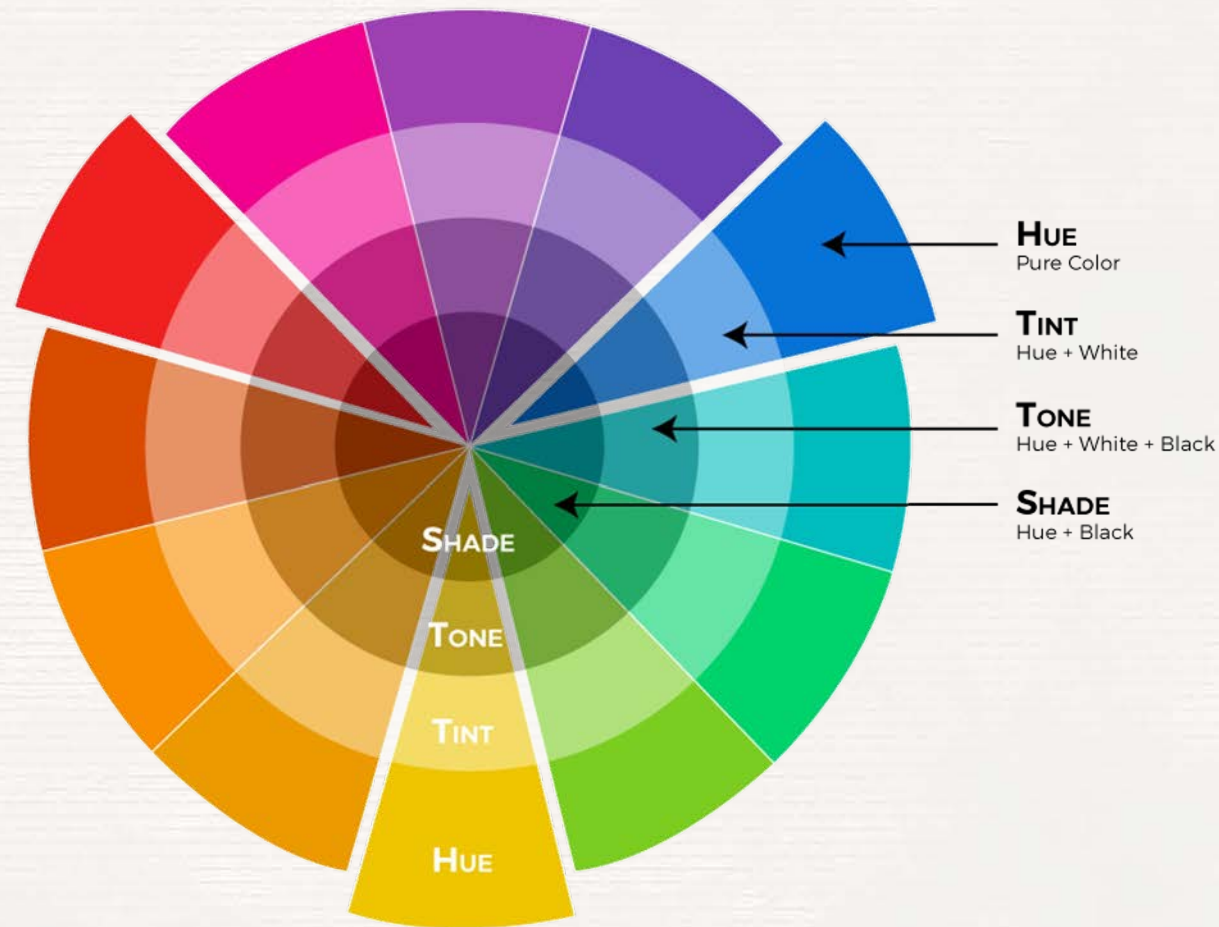
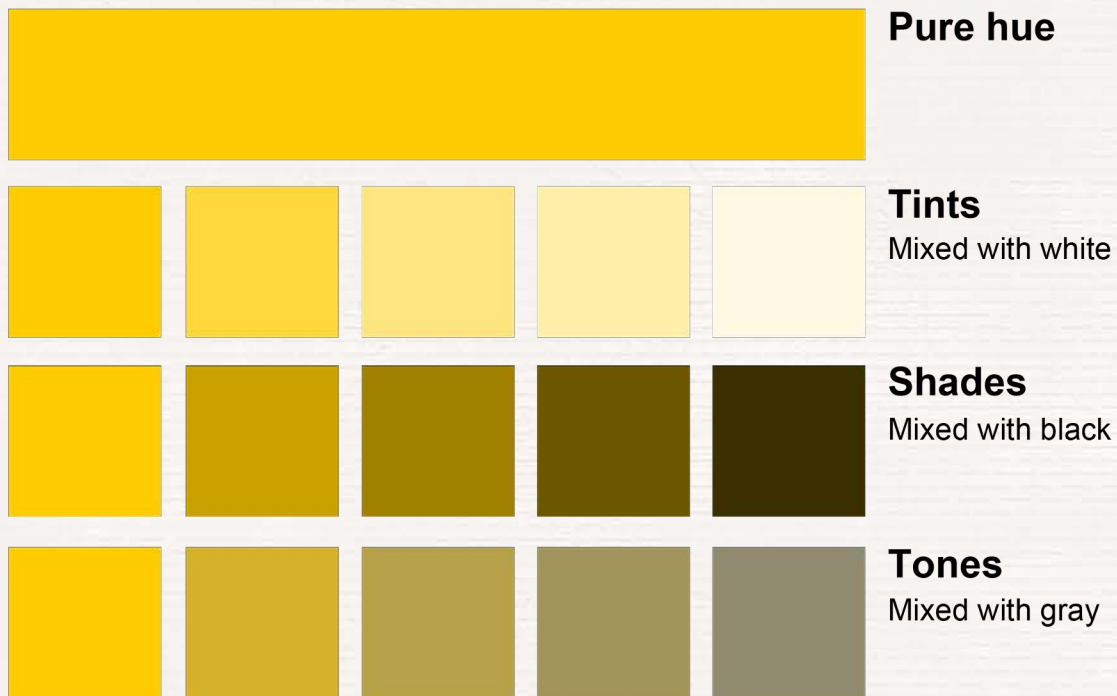


# Monochrome

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# Shades & Tints



# Activity

Open the google doc for your group # in the [name of folder]

Answer these prompts:

1. What is the purpose of the post? What is the message it is communicating?
2. How effective is the post? Would you share it? Why or why not?
3. Pick two design principles/features (proximity, repetition, alignment, contrast, color, font) and describe how they are applied in this campaign
4. If you think it is not effective, what would you change about it? What would you cut or add?
5. What is something from this campaign's design that you might want to use in your own?





# Free Online Design Platforms



**PIKTOCHART**  
Picture the Difference



## Canva Design Challenge:

Pick one of the slides from your group and redesign it using Canva

OR

Brainstorm your own project- how will you translate ideas from your research paper into an Instagram campaign? How will you make it visually engaging?

