

CRAP

The Wonderful World of Page Design

Contrast/ Repetition/ Alignment/ Proximity

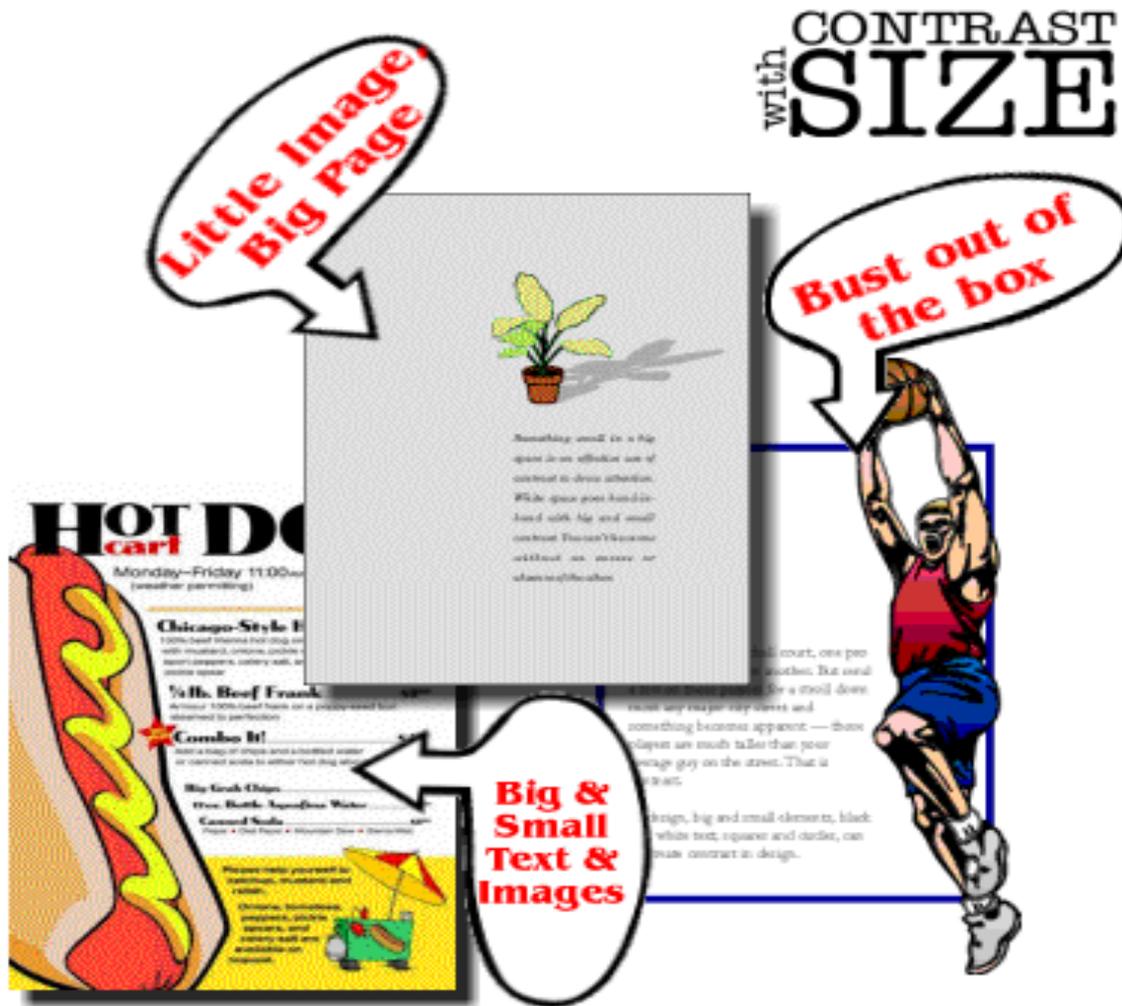
CONTRAST

Is the measurable amount of difference between all the elements in a design's page, screen, frame, etc.

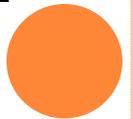
Contrast adds interest to the page and provides a means of emphasizing what is important or directing the reader's eye. On a page without contrast, the reader doesn't know where to look first or what is important.



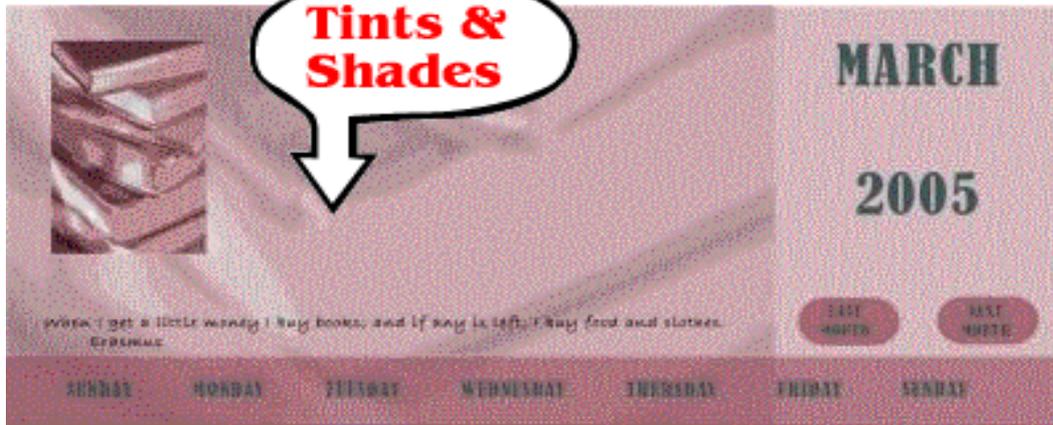
CONTRAST WITH SIZE



Big and small elements of the same type, such as big and small images and big and small type are the most obvious uses of size to create contrast. Contrasting white space or the physical size of the piece with another element of the design is another method.



CONTRAST WITH VALUE



The relative lightness or darkness of two elements to each other can create a contrast in value. Whether with shades of gray or tints and shades of a single color, the further apart the values the greater the contrast.



COLOR CONTRAST

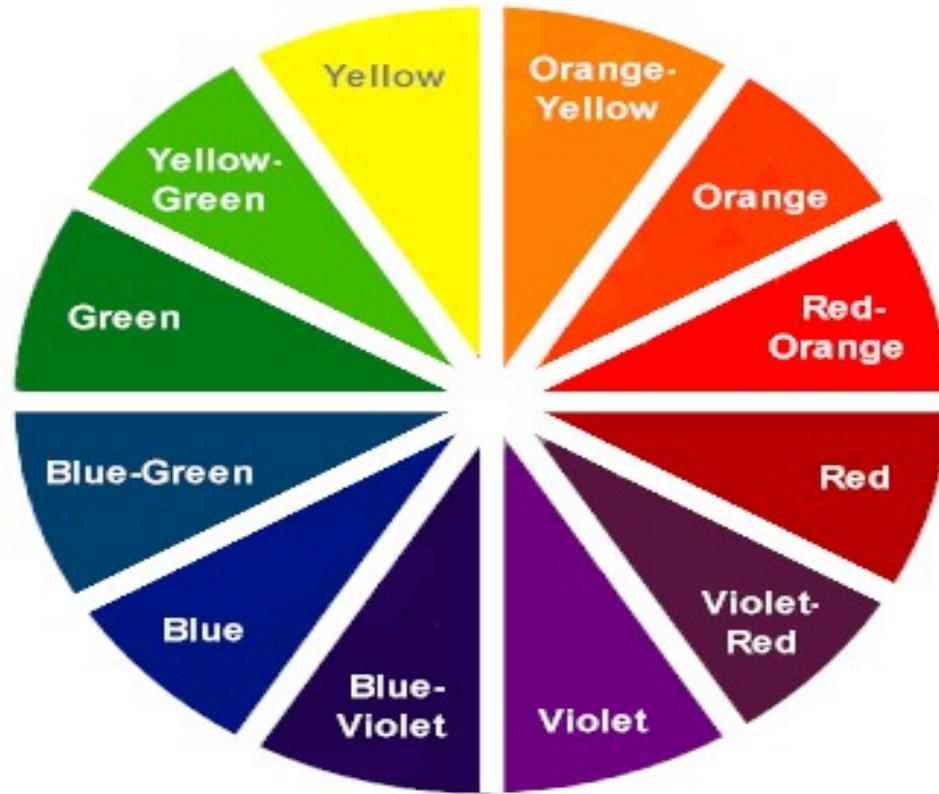
Color theory is a body of practical guidance to color mixing and the visual impact of specific color combinations.

It may be nice to think we have perfect eyes and that our taste in color combinations will be suitable to everyone else's. However, this is hardly ever the case.

Luckily we have tools to help us . . .



THE COLOR WHEEL



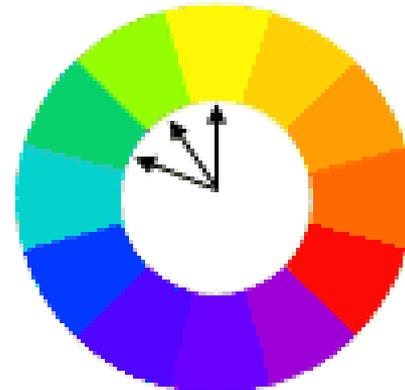
It's Not Just For Art Class Anymore



HOW IT WORKS



Colors next to each other on the wheel are called analogous. They will blend very well together.



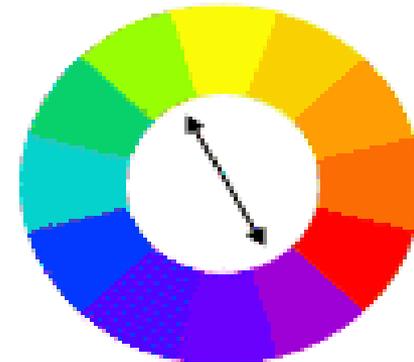
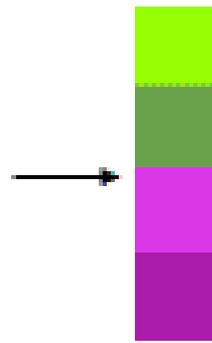
HOW IT WORKS



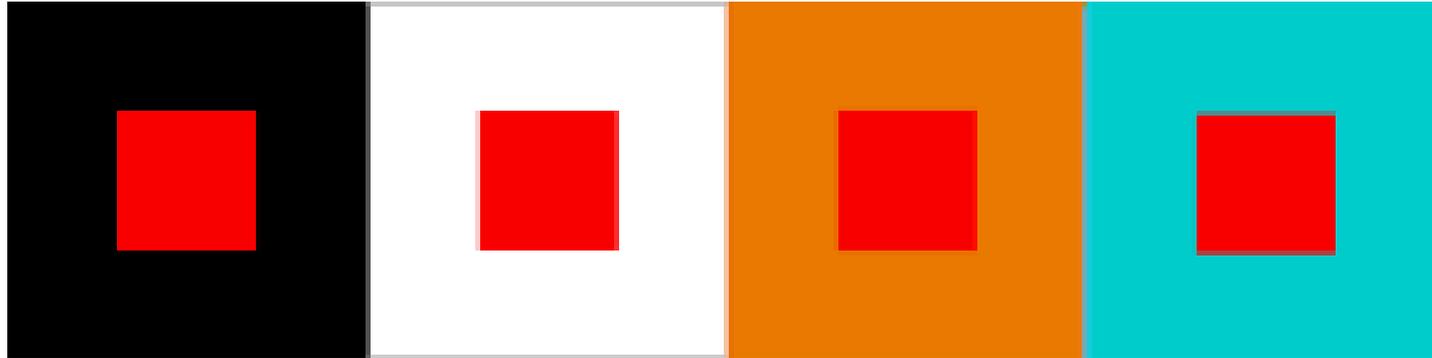
Colors across from each other on the wheel are called complementary. They will provide the most visual contrast.



©Jill Morton - Color Matters



VARIED CONTRAST



The same colors will look different considering the colors they are matched with. Sometimes they will be dulled, and sometimes they will pop out even more.

This effect will become very important to keep in mind when choosing text and background colors for your design.



BACKGROUNDS AND TEXT

Poor Contrast
This would be
very hard to
look at for a long
period of time.

**Kind of
Christmas-like,
but technically
the contrast is
there.**

Poor contrast.
Consult your color
wheel if your own eye
can't see how poor
this looks!

Good Contrast,
This would
technically
work.



ALIGNMENT

Alignment is the placement of text and graphics so they line up on the page. Use alignment to:

create order

organize page elements

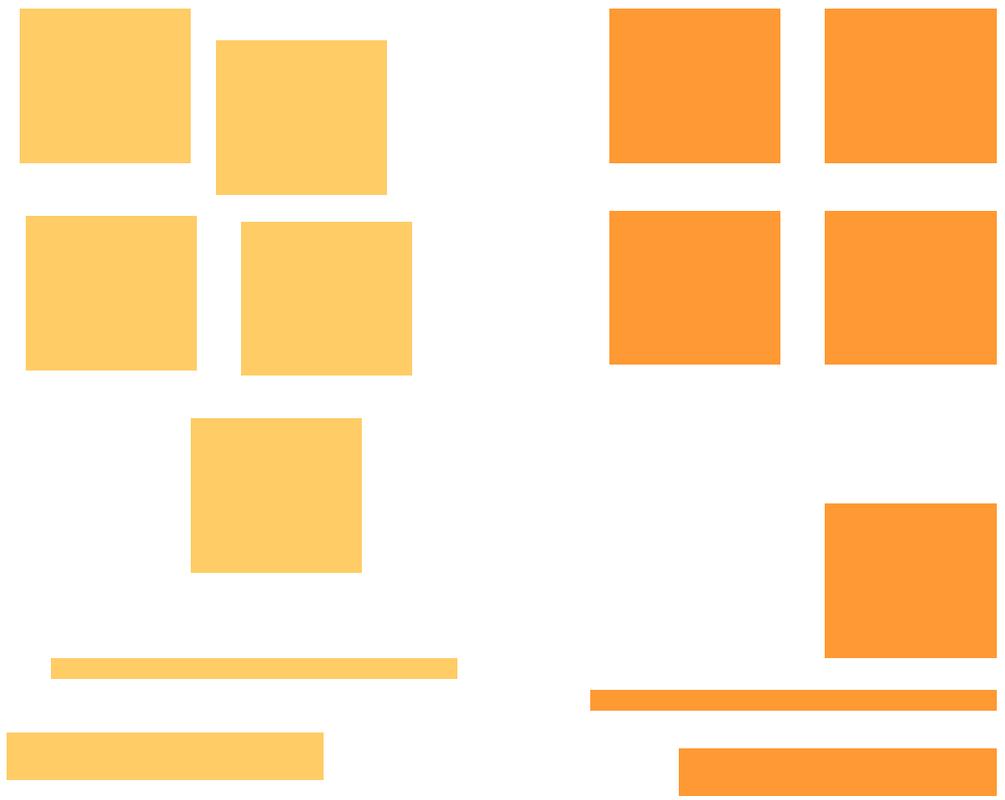
group items

create visual connections

Good alignment is invisible. Most readers won't consciously notice that everything is lined up neatly but they will feel it when things are out of alignment.



SIDE BY SIDE COMPARISON



REALLY BAD LACK OF ALIGNMENT

Lorem ipsum dolor	
<p>Now is the time for all good men and women to come to the aid of their country. Oh, say can you see by the dawn's early light. We the people. Now is the time for all good men and women to come to the aid of their country.</p>	 <p>Mr. Wright is highly qualified and aptly named for the position of right hand man for the President of the LoremIpsumFoundation.</p>
<p>Oh say can you see by the dawn's early light. We the people. Now is the time for all good men and women to come to the aid of their country. Oh say can you see by the dawn's early light.</p>	<p><i>Are you ready to make your move?</i></p>
 <p>Mr. Scofield is the new director of left alignment issues for the LoremIpsum Foundation.</p>	
<p>Ms. Baker takes over from Mr. Johnson on all matters of a centered nature.</p>	



LEFT ALIGNMENT



Edge alignment lines up text or objects along their top, bottom, left, or right edges. Left-aligned text (with ragged right edges) is one of the most familiar alignments.



RIGHT ALIGNMENT



Right alignment, another edge alignment method, generally works best for small bits of text, such as posters, some ads, and in this business card layout.



CENTER ALIGNMENT



Center alignment may be horizontally or vertically aligned, or both. Elements may be centered on the page, within sections of the page, and centered with other elements on the page.



ALIGNMENT & BALANCE

Another concept to keep in mind when setting a page alignment is BALANCE.

Visual balance comes from arranging elements on the page so that no one section is heavier than the other.



SYMMETRICAL BALANCE



This poster design divides the page into four equal sections. Although not mirror images the overall look is very symmetrical and balanced.

Each of the line drawings are more or less centered within their section. The graphic (text and image) in the upper center of the page is the focal point tying all the parts together.

MORE SYMMETRY



Each vertical half (excluding text) of the brochure is a near mirror image of the other, emphasized with the reverse in colors.

Even the perfectly centered text picks up the color reversal here. This symmetrically balanced layout is very formal in appearance.



ASYMMETRICAL BALANCE



The plants spring up primarily along the left side but with a few stems escaping and arching across the page. The text, although randomly placed, follows the lines of the plants keeping them anchored to the overall design. The off-balance design creates a sense of freedom and movement.



RADIAL BALANCE



Here we have an example of radial balance in a rectangular space. The year represents the center of the design with the subtle color sections radiating from that center. The calendar month grids and their corresponding astrological symbols are arrayed around the year in a circular fashion.

UNUSED SPACE

The key is to not too much!

Shoot for a balanced page, where everything is aligned with purpose, and will look pleasing to the viewer's eye.

Along with contrast, you will create visual hierarchy and help the reader's eye move through the more important parts of the page.



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AUGUST 10, 2007

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REPETITION

Repetition, or consistency, means that you should repeat some aspect of the design throughout the entire document.

Repetition acts as a visual key that ties your piece together--in other words, it unifies it. Repetition controls the reader's eye and helps you keep their attention on the piece as long as possible.



COMMONLY REPEATED ELEMENTS

Graphic Style (Motifs)

Font Type and Size

Decorative Elements

Movement (in videos or movies)

Alignments

Shapes

Colors

Placement of Details (page numbers)

Navigational Tool Placement (on websites)

And potentially more!



The Principle of Proximity tells you to put related items close together physically. Things that aren't related should be farther apart. The amount of separation between items or groups tells your reader how the material is organized.

PROXIMITY



PROXIMITY

The last slide was bad (in case you missed it). The writing here was too far away from the heading of “proximity,” especially since they should be related.

Not only did the last slide violate proximity. It also had poor alignment because of this.

