

DESIGN

Elements and Principles

1. LINE



Lines help to enhance,
direct and create movement

Canva

Leading lines diverts focus to subjects

Home About Us Contact Us

WELCOME TO PRA.

Pra is a leading authority in the ICT technical and sales recruitment industry in Australia. Our nationwide presence spanning Sydney, Melbourne, Brisbane and Perth provides truly national coverage.

17 Feb 2014 Lark Chen
Oracle Database

04 Feb 2014 Sydney
Watermark Analytics

07 Feb 2014 Sydney
Cognitive Developer

07 Feb 2014 Melbourne
Bevco Software Developer

ABOUT US

Professional Recruitment Australia Pty Ltd (PRA) is a leading authority in the ICT recruitment industry in Australia, with an excellent track record in the provision of first class technology and business consulting professionals.

MEET THE GMS

OUR CLIENTS

LOAD HERE

Vivian Walker
Senior Recruiter

Vivian has over 10 years of industry experience. She works with leading organisations across Australia to find the best talent.

CONTACT US

Please use the following email addresses to contact the relevant person with your query:

TALANTED JOB SEEKERS:
talanted@pra.com.au

CONTRACTORS:
contractors@pra.com.au

CLIENTS:
clients@pra.com.au

OTHER:
other@pra.com.au

A B C D

PRA Sydney
(Head Office)
Level 11 201 Market St
Sydney NSW 2000
P + 61 2 8214 2000
F + 61 2 8214 2000
sydney@pra.com.au

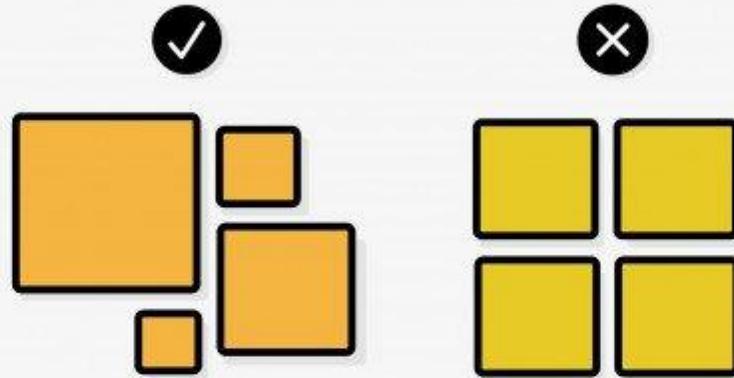
FREEDOM
x
SNDCT.COM

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**FORTITUDE**  
x  
**SNDCT.COM**

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2. SCALE

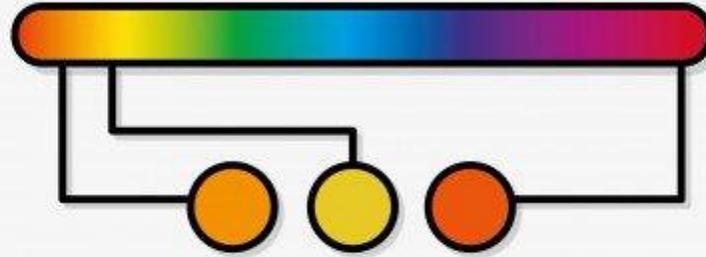


.....
Scale creates emphasis,
drama and aids hierarchy

Canva

Scale helps us make sense of things. Doesn't always have to be based on realism. You can size your elements dramatically large or small to create contrast and divert focus to important parts of your design.

3. COLOUR

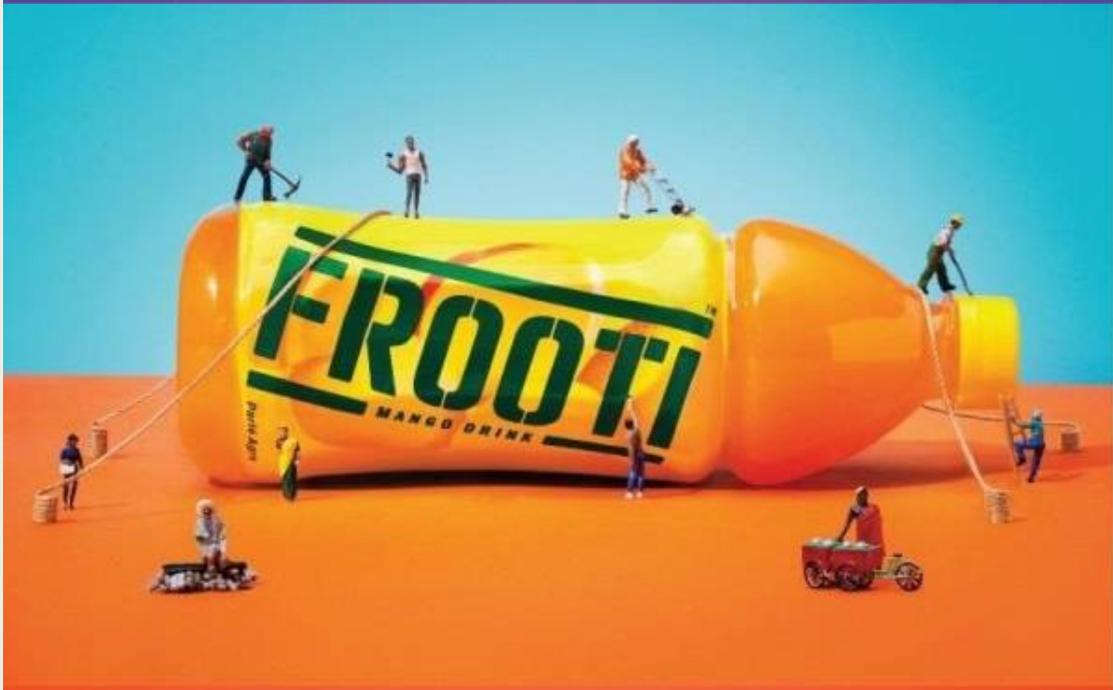


.....

A strong colour palette
makes for a strong design

Canva

Colour creates specific moods, atmospheres, channels emotions and each shade has certain specific connotations associated with it. In short, colour can make or break your design.

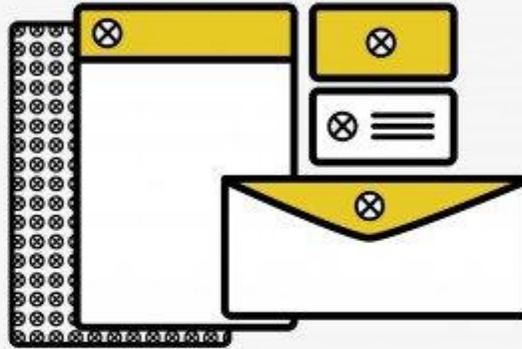


LITE LUXE

express skin rejuvenation



4. REPETITION

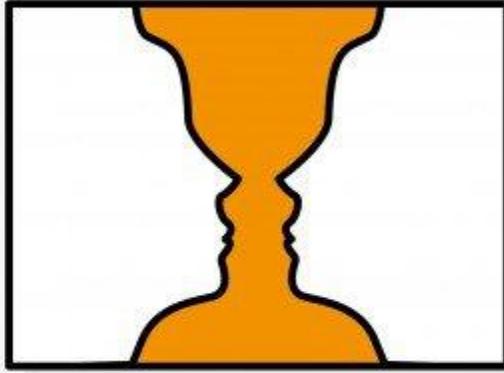


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Repetition helps to tie
individual elements together

Canva

Repetition is a crucial element when it comes to branding design, both in terms of keeping your branding consistent and in terms of tying your items together.

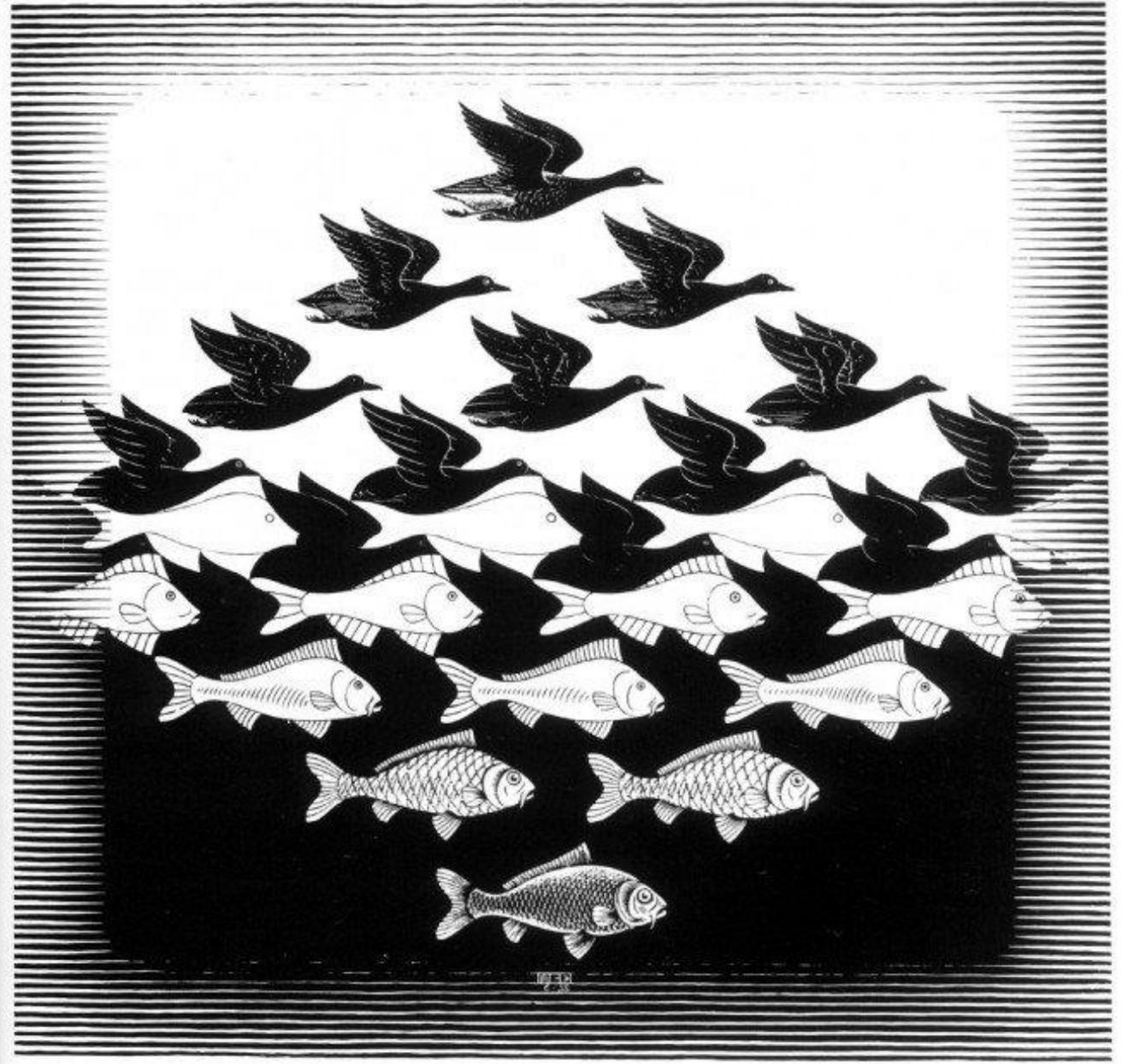
5. NEGATIVE SPACE



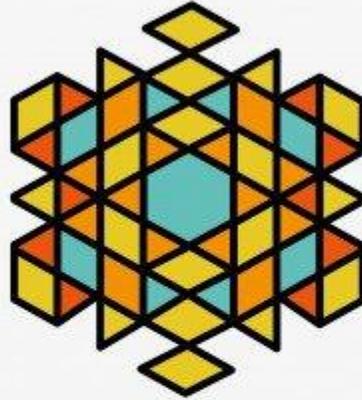
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Negative space is the
'space in between'

Canva

Negative space is the 'space in-between', the area between or around other elements that form its own shape



6. SYMMETRY

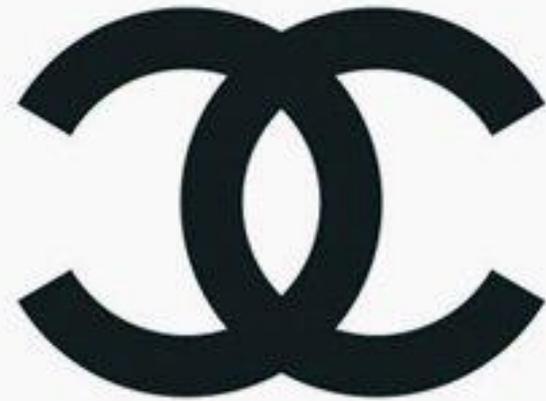


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Symmetry is attractive,
and creates a sense of harmony

Canva

Symmetry is used a lot in logos in order to create a harmonious and balanced design. By using a bit of symmetry in your layout, you can create a sense of balance and order.

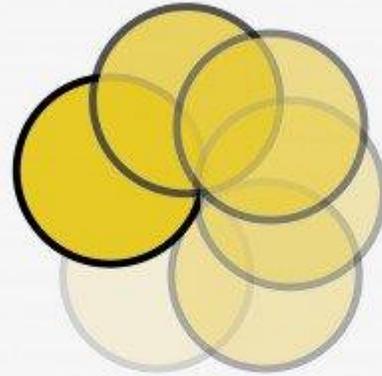


You don't always have to make things symmetrically perfect—there is also asymmetry. You can introduce symmetry in different ways, like in this invite.



Symmetry isn't always as obvious either, sometimes it is subtle, sometimes you may not even notice it.

7. TRANSPARENCY

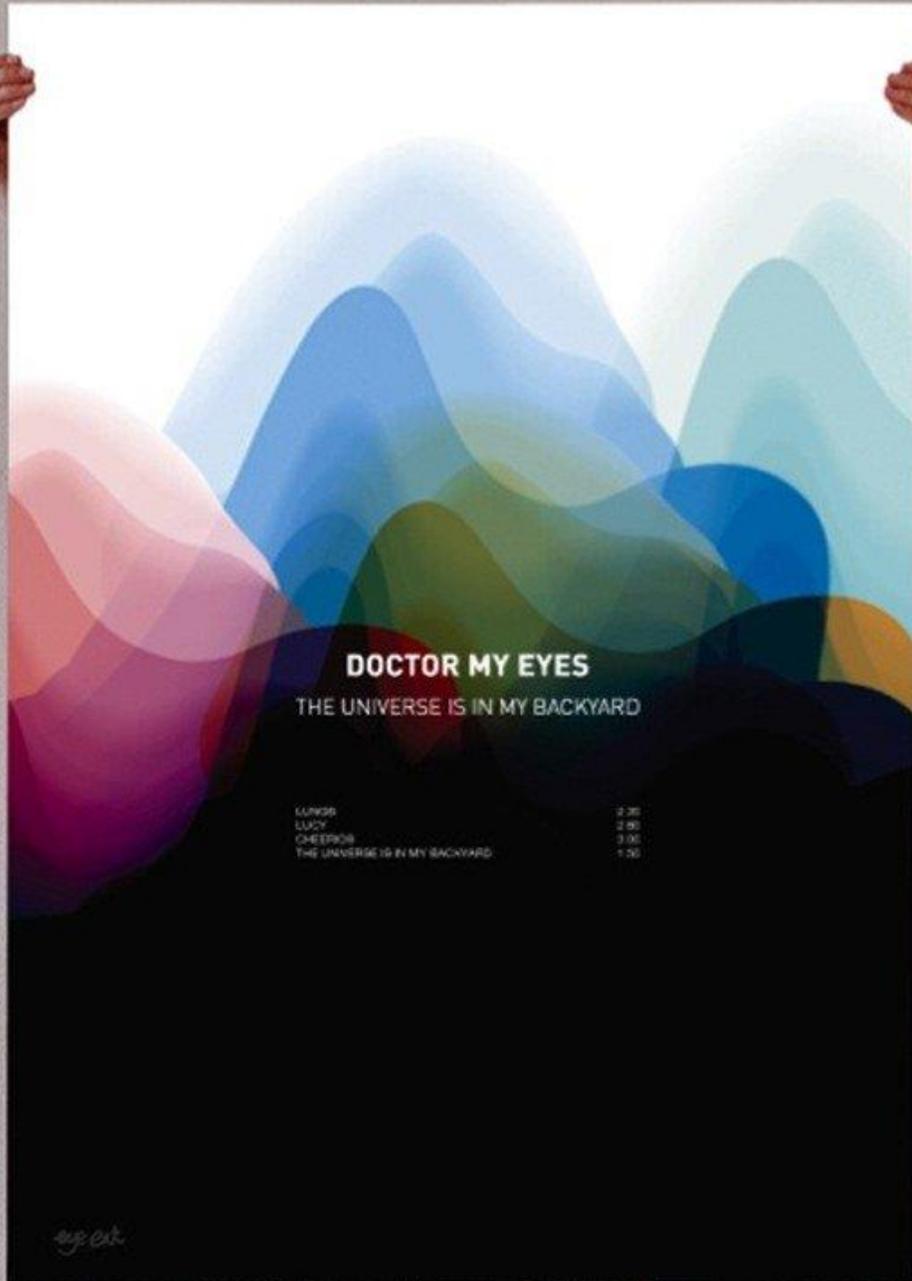


.....

Transparency allows elements
to interact together

Canva

Occasionally known as 'opacity', transparency refers to how 'see-through' an element is. The lower your opacity, the lighter and less noticeable your element is, and the higher it is, the more solid the element is.

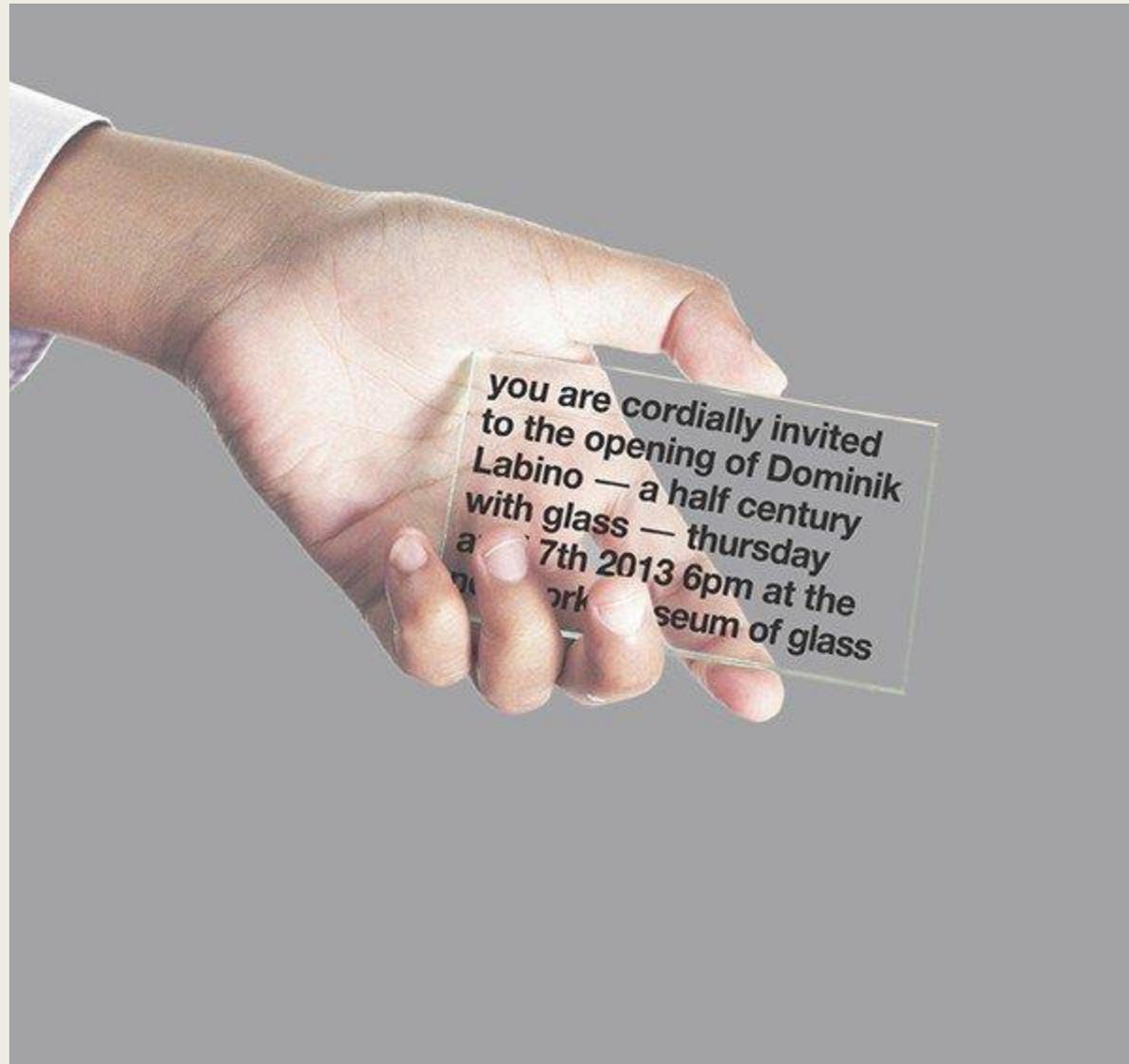


HFK
BREMEN

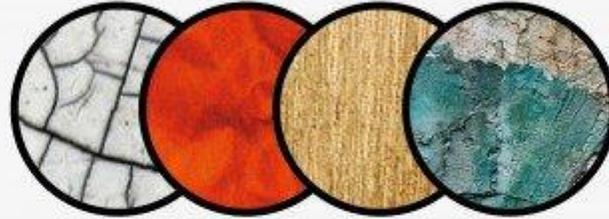
ART
MUSIC
DESIGN
CONCEPT

+ BLG-FORUM
11.02. 21:30
IN BETWEEN
MODE, MEDIEN, MUSIK

HOCHSCHULTAGE 2012
SPEICHER XI
11. UND 12. FEBRUAR
HOCHSCHULE FÜR KÜNSTE BREMEN
HFK-BREMEN.DE



8. TEXTURE

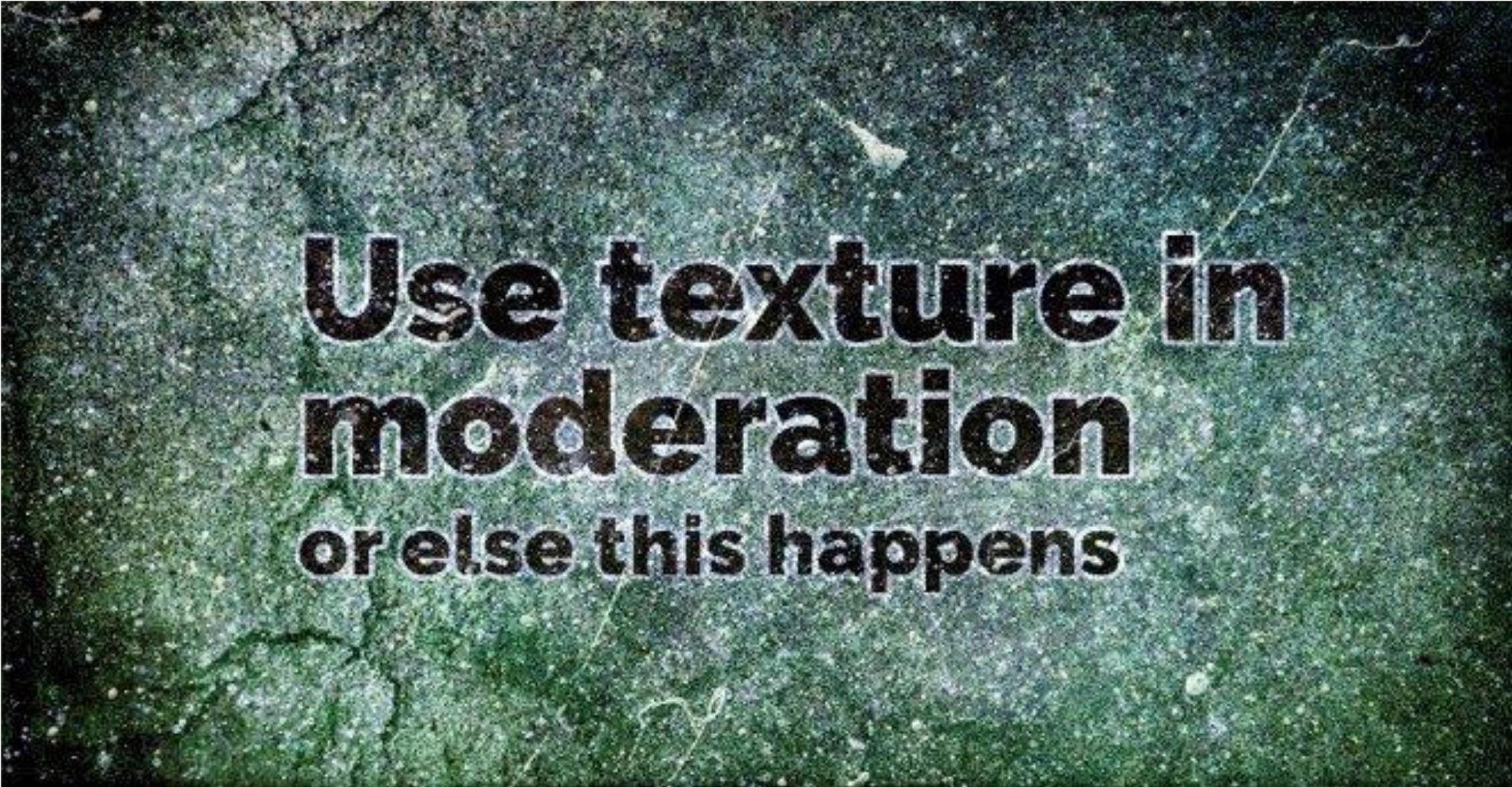


Texture gives tactility and
depth to otherwise flat designs

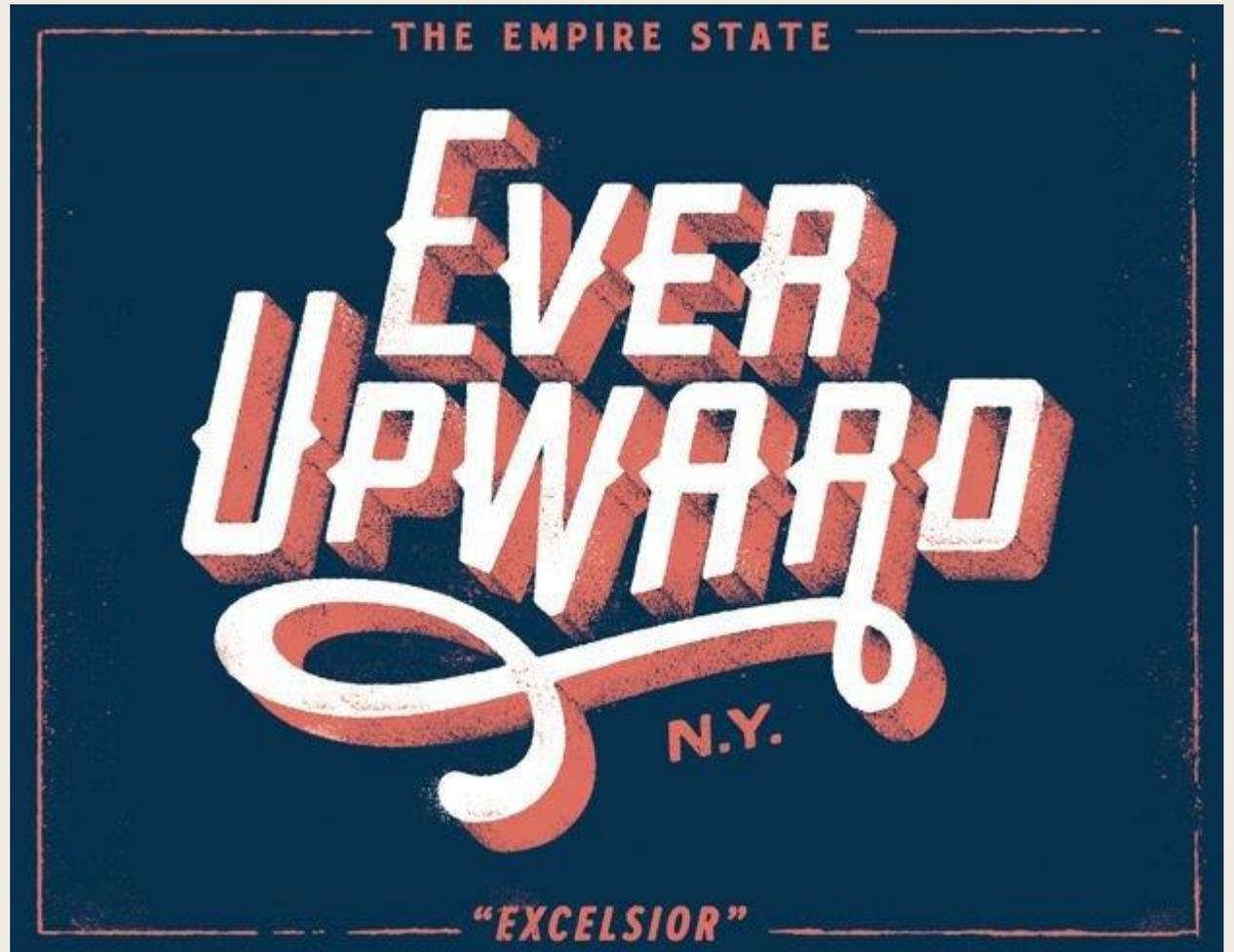
Canva

Texture can add tactility, depth and can add some pretty interesting effects to your design.

Be sure to use this technique in moderation, as too much texture can quickly overwhelm your design. Remember: there's a fine line between shabby-chic and just plain old shabby.



**Use texture in
moderation
or else this happens**



9. BALANCE



Balance ensures no one element overpowers the others

Canva

One way to master balance is to think of each of your elements as having a 'weight' behind it. From text boxes, to images, to blocks of colour, consider each of their sizes, shapes, and what 'weight' they have in relation to other elements on the page.





ENTER TODAY

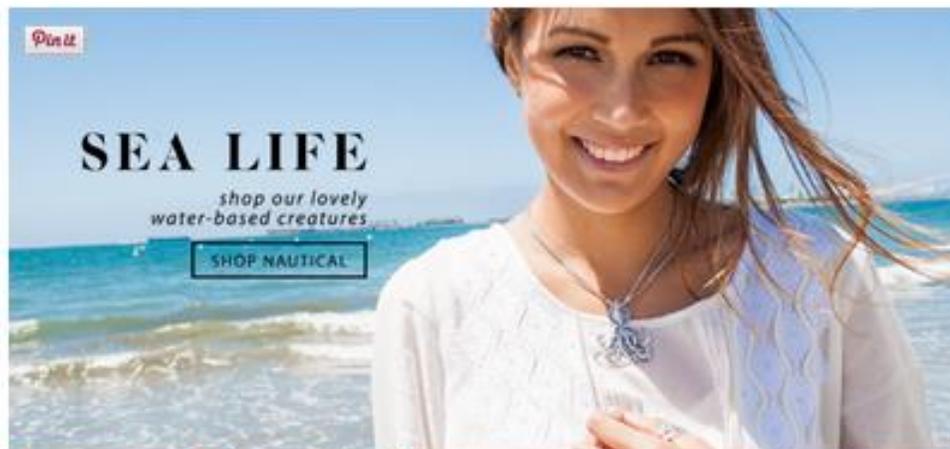
DRAW CLOSSES
16 FEBRUARY

WIN A TRIP TO
NEW YORK

THE CITY OF ANGELS

FOR 2

• NYC •



SEA LIFE

shop our lovely
water-based creatures

SHOP NAUTICAL



BEACH
BEAUTY

stylish pieces
for every occasion

SHOP JEWELRY

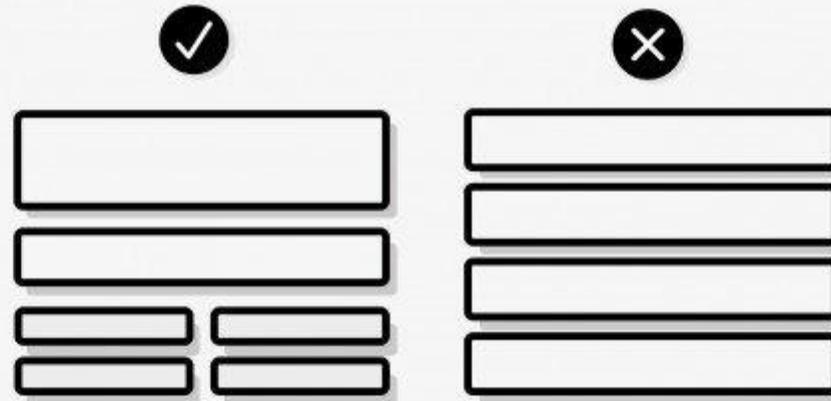


SUMMER
TIME

timeless pieces
perfect for any outfit

SHOP WATCHES

10. HIERARCHY



.....
Hierarchy helps signal the
importance of each element

Canva

One of the most important functions of visual hierarchy is to help establish a focal point, giving viewers an entry point to start navigating your design and showing them where the most important information is.

**Cafe
Divan**

Located in the heart of Georgetown, Cafe Divan's acclaimed design, menu and staff truly offers an unparalleled dining experience. Guests enjoy a distinctive Turkish cuisine in an elegant and cozy atmosphere that offers them the complete Mediterranean hospitality.

"This sleek Georgetown mezzeteria excels at all the Turkish standards" -The Washingtonian

Cafe Divan, a stylish new restaurant and takeout, has floors of Brazilian cherry and Turkish tile and glass windows that wrap around the dining room. Furniture is from Italy, as are the windows that bring to mind a child's stick figures.

Owner Cavit Ozturk, who has worked in restaurants for 25 years in Turkey, London, and the United States, and chef Yucef Atalay, who recently worked at Nizam's in Vienna, have developed a menu of Turkish cuisine that includes dishes not seen on other area menus - stuffed pastry; kofte made from lentils, cracked wheat and aromatic spices; and whole lamb cooked on the wood fired rotisserie.

Enlarging an object's size (its dimensions) and scale (its size in relationship to other objects) is one of the easiest and most effective ways to give it visual importance.

We're visually drawn to color, especially when it's used strategically to highlight important information or imagery.

A bright splash of a color like red or yellow, for example, is hard to miss — whether it's on a traffic sign on the side of the road or a flyer hanging in your local coffee shop.

However, if you drench a design in all the colors of the rainbow, you negate any impact the color might have had in creating a visual hierarchy. So using color sparingly and with purpose are key principles here.



BONHEUR
THEATERBEDRIJF
ROTTERDAM

ONTWERP WWW.ZEE.NL / DRUK DE HAASSTRO

bonheur theater
25-29 sep • 3-13 okt 2007
eendrachtstraat 81 • www.bonheur.nl
reserveren 010 4046716

HOMERUS
Odyssee
de laatste
beproeving

Temperature:

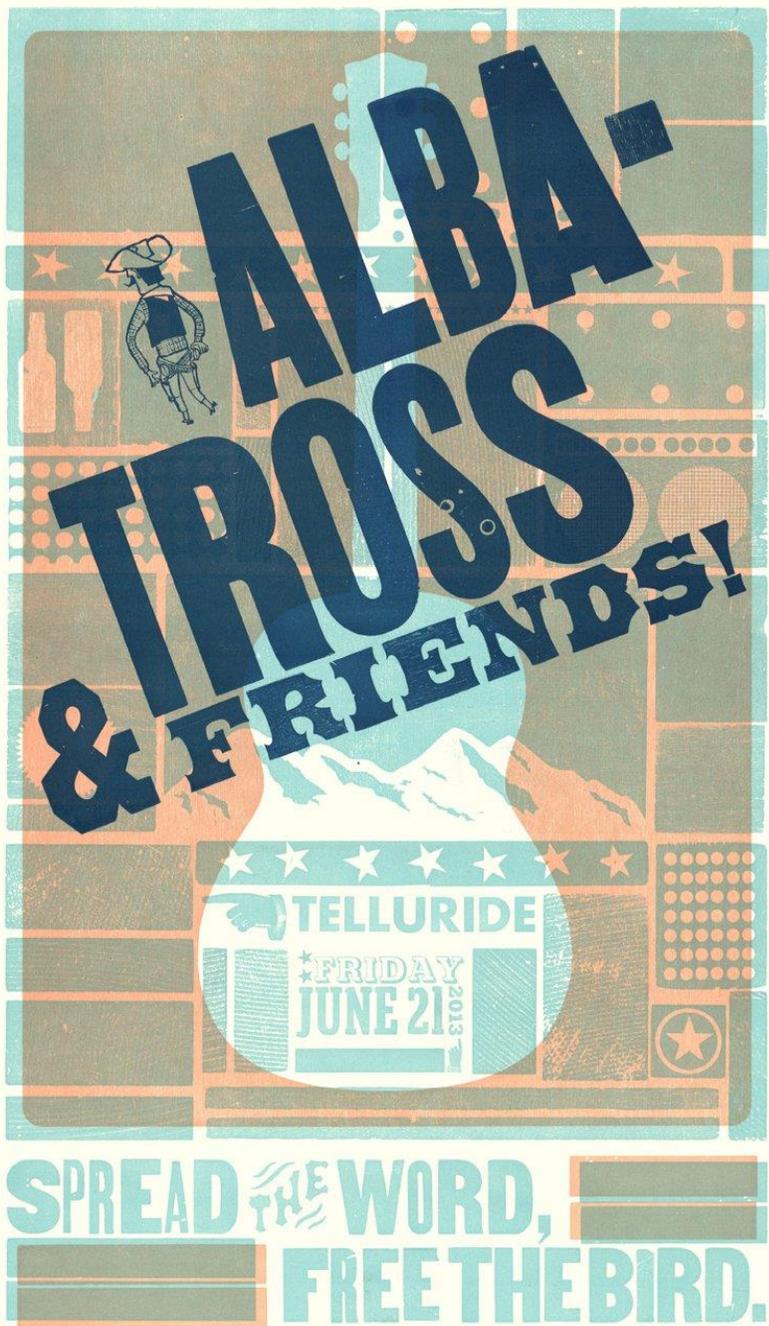
Colors can be cool (like blue and green), warm (like red, orange, and yellow), or neutral (like black, white, gray, and sometimes brown/beige).

Mixing color temperatures — especially ones with high contrast — can attract a lot of visual attention.



Value:

The lightness or darkness of a color is known as its value. Like temperature, colors of different values can be contrasted against each other to dramatic effect, while colors of similar values tend to have more equal visual weight.



THREE ARMIES ON THE SOMME



THE FIRST BATTLE OF THE TWENTIETH CENTURY WILLIAM PHILPOTT

"A thoughtful and important book by a first-rate historian."
—RICHARD HOLMES, THE LITERARY REVIEW

Saturation:

A color in its purest, brightest form is 100% saturated; the closer it approaches to gray, the more desaturated it is. Using bright or muted colors (either by themselves or together) can be a strategic way to create places of high or low contrast in a design.

TYPOGRAPHIC HIERARCHY

Level One
Headings

Level Two
Subheadings

Level Three
Body Copy



Level One: The most important content; this should be the most immediately visible typographic element in your design.

Level Two: Level-two elements usually help organize your design into sections or group related information together. They shouldn't stand out as much as your level-one type, but should clearly direct viewers to the different parts of the design and help them navigate it easily.

Level Three: For a text-heavy layout, the level-three typography is generally the complete message, purpose, or details of the design. It could be long or short — a whole article, a short note, a brief description — but the primary concern for this level is that it's highly readable, since the font size will likely be somewhat small.

Level One
Headings

Level Two
Subheadings

Level Three
Body Copy



Typographic hierarchy

isn't the only aspect to consider while typesetting. The look of your fonts themselves — the category (sans-serif, serif, *script*, or **DECORATIVE**) and style (**bold**, *italic*, small caps, etc.) — can make or break a design.

Think of typefaces as personality types.

You know some that are **loud** and

flamboyant, some that are **QUIET**

BUT INTERESTING, and others that are flexible and adapt depending on who they're with.



SPACING

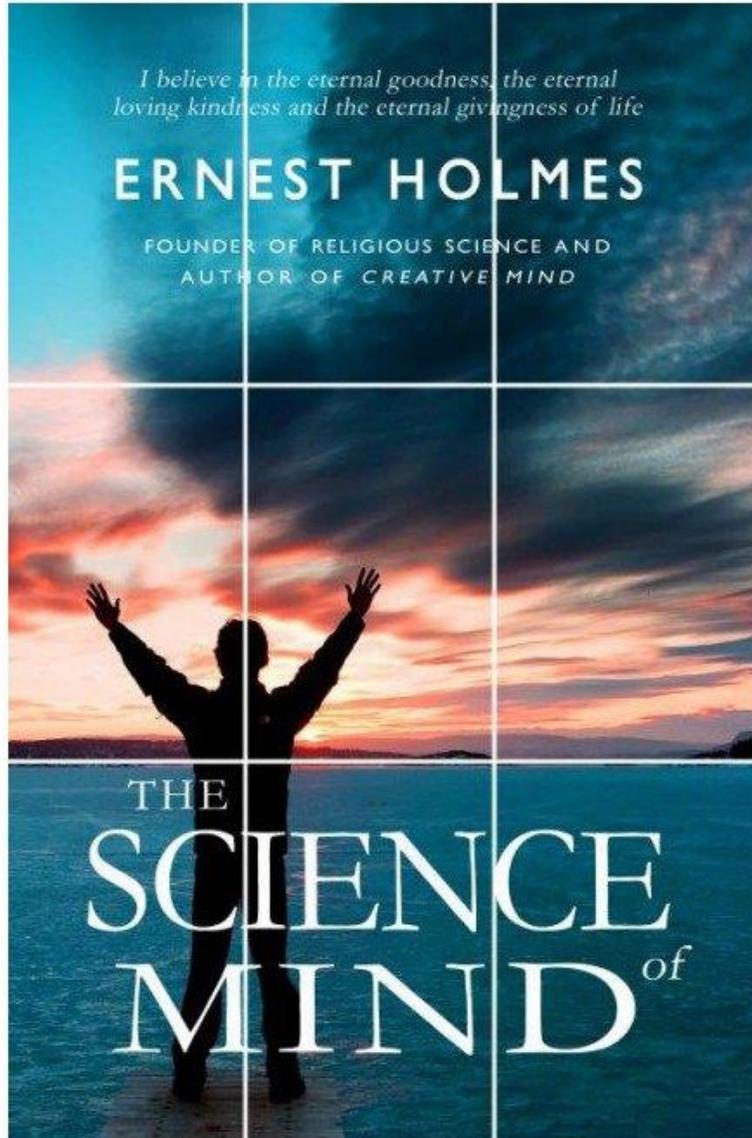
CING

Give Your
Layout
Balance,
Flow, and
Focus





ISOLATING FOCAL POINTS



Composition

Give Your Design Structure

The Rule of Thirds: Following the rule of thirds is one way of creating a dynamic composition where your focal point isn't predictably placed at the center.

Instead, this rule divides a layout into a grid (three equally spaced horizontal lines and three vertical lines) and places the focal point either on one of the lines, or ideally, on one of the four points where the lines intersect.



The Rule of Odds: The rule of odds often involves threes as well. The idea behind this one is that an odd number of objects (perhaps the focal point surrounded by two other items — or four, as below) is always more interesting and pleasing to the eye than an even number.



Your City of Sydney 360 membership card will unlock an entire network of world-class pools, fitness facilities, and health and wellness programs. Wherever you live, wherever you work, 360 is your passport to being active and having fun.

A REVOLUTION IS COMING

360card.com.au



WELCOME.

If you're reading this, you're the new Webmaster. I'd like to take a moment to congratulate you on making one of the best decisions of your life.

Congratulations.

Now, before you get all full of yourself, get off your high horse and get to reading the rest of this thing, you've got some pretty big shoes to fill and it'll take a little bit of learning if you don't want to screw it up.

The purpose of this manual is to get you off on the right track so being an incompetent (hopefully more) than me, the guy, is over explaining, in order to do so. You going to have to teach you some things. It may seem like a lot at first, but that's only you've got these papers in your hand, use them as a reference and you should be fine.

As the Webmaster, you will also be a graphic designer, the office.

LL

person, & the printer person. Be good, you've got a lot of people depending on you to do your job right.

Contained in the pages that follow are guides for everything from updating the website pages, to printing with Roscoff. Anything not included you'll be teaching yourself.

If, for whatever reason, there is something you absolutely cannot figure out, do not hesitate to contact me.

Good luck and have fun.

-John

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How to create this type of movement?

Leading lines.

iMAC

Yep, you got to use an iMac. This is your hub, treat her right, clean her if she gets dirty, give her compliments every once in a while and she should treat you well.

You're going to be doing all your designing, updating and fixing of problems on this 27 inch screen.

Anyone on the Marketing team has access to the iMac. This means you might have to share it sometimes.

PROGRAMS TO KNOW

Adobe CC
Sublime Text 2
Flash

SERVERS

There are a couple of servers you're going to need to know about.

First, the web server, where the files for meet.nmu.edu are stored. Second the file server, where all of the NMU Dining's marketing files are kept.

MEET.NMU.EDU

This is where Dining's web files are hosted. Access this through an FTP connection with **Becke**.

USERNAME

██████████

PASSWORD

██████████

USERNAME

██████████

PASSWORD

██████████

Talk to Todd if you somehow screw this up.

NMU-DINING

This is the Mac mini located on your desk next to the iMac. This is how we store, share, and backup all of marketing's files.

It has two external hard drives hooked up to it, one called **NMU-Dining**. Doing **Marketing**, where every poster, ad, and logo is. Another called **NMU-Dining Mirror**, where MacOs creates a backup every night.

Each marketing employee has a login. Share Screen to access computer.

Each marketing employee has a login. Share Screen to access computer.

Each marketing employee has a login. Share Screen to access computer.

Each marketing employee has a login. Share Screen to access computer.

PRESENTING SPONSOR
WEST SIXTH BREWERY

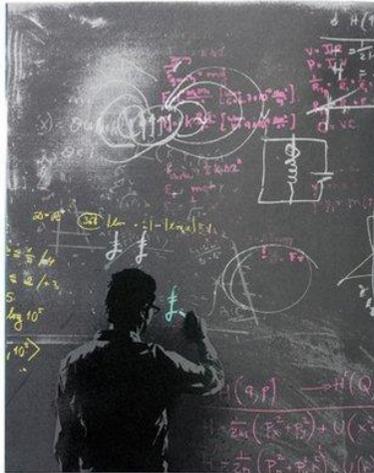
FEATURING MUSIC BY
LEXINGTON LEXINGTON

The NIGHT MARKET

GIVE INTO THE GROOVE EDITION
BRYAN AVENUE | LEXINGTON, KY

★ JUNE 6TH | 7-10PM

PRESENTED BY NORTH LIMESTONE COMMUNITY DEVELOPMENT CORPORATION

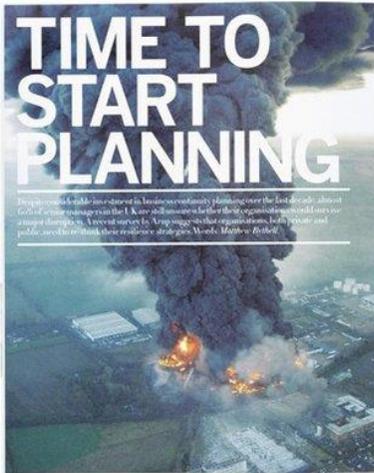


Making education pay

The UK Government is spending for all universities to become financially sustainable by 2017. The contrast in the process is being highlighted by the case of Imperial College London, but the strategic implications are not yet clear.

Universities in the UK are being asked to become financially self-sufficient by 2017. This is a significant challenge, particularly for those that have traditionally relied on government funding. The process is being highlighted by the case of Imperial College London, which has been successful in raising private investment. However, the strategic implications are not yet clear.

CASE STUDY: IMPERIAL COLLEGE LONDON
Imperial College London has successfully raised private investment to become financially self-sufficient. This is a significant achievement, particularly for a university that has traditionally relied on government funding.



TIME TO START PLANNING

High-profile triple insurance in London recently highlighted the fact that almost 60% of the top 100 UK organisations have not started to plan for a major disaster. A recent survey by Arup suggests that organisations, both private and public, need to rethink their resilience strategies.

"We know that many organisations have invested in business continuity planning, but we believe that many of these systems need upgrading and integrating to ensure that they are more agile and sensitive to different types of threat."

CASE STUDY: CABINET OFFICE EMERGENCY PLANNING COLLEGE
The Cabinet Office has established an Emergency Planning College to improve resilience across the government. This is a significant step towards ensuring that the government is prepared for a wide range of potential threats.

SAVE THE DATE

Audrey and Grant

04.21.13

Dallas, Texas

WWW.MYWEDDING.COM/AUDREYGRANT

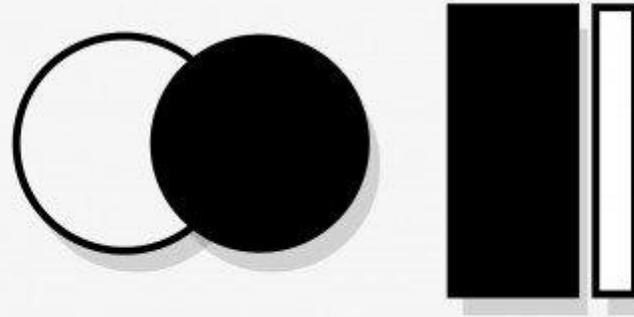
Formal invitation to follow

MADE IN BRITAIN.

The UK has lost over one million manufacturing jobs in the last five years. In the 1990s, 30% of the nation's work force were employed in manufacturing. Today that figure is just 15%. Is there a way back for British manufacturing?

Words: Justin Harvey

11. CONTRAST



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Contrast creates emphasis via
light vs. dark, thick vs. thin etc.

Canva

In a very basic definition, contrast is the degree of difference between two elements of your design.

BIKE EXPO **NEW YORK**

**MAY 2-3
2014**

**BASKETBALL CITY
PIER 36, NYC
FREE & OPEN TO
THE PUBLIC**

bikeexpnewyork.org

Logos for sponsors: NYC, Citi, The New York Times, and others.



12. FRAMING



.....

Framing helps to highlight,
crop or decorate elements

Canva

Physical frames such as box outlines or graphic elements can enhance or draw attention to specific elements of your design.

MADE IN THE USA

JOE'S
COFFEE
EST. 2012

- JOE'S SANDWICHES -

SPICY MOROCCAN CHICKEN..... 4.95
grilled chicken breast • spicy Moroccan harissa •
roast Med.veg • roasted mayo • lettuce

CHEDDAR, HAM & PICKLE..... 4.50
aged Wicklow cheddar • slow roast honey glazed ham •
signature plum pickle • lettuce • roasted mayo • tomato •
butter

HIGH EXPECTATIONS ①..... 3.95
best ever free-range egg mayo • slow roast tomato •
rocket • butter

FIVE A DAY ①..... 4.80
char-grilled courgettes • roast Med.veg • signature hummus •
lettuce • tomato • Happy Pear pants

JOE CAPRESE ①..... 5.50
fresh mozzarella • Mash silver topenade • balsamic onions • rocket •
slow roast tomato

BILLY JOE ①..... 4.95
Fremontown creamed goats cheese • balsamic onion •
Happy Pear pants • char-grilled courgettes • lettuce

JOE IRISH..... 5.00
Wicklow farm-house bris • Michael's special beef • balsamic onions •
lettuce • signature plum pickle • roasted mayo

JOE FR...... 4.95
Our artisan rosemary focaccia, toasted special - ask Joe at the till
what the daily special is. Our artisan home baked ham or Wicklow
cheddar is Mrs Joe's favourite.

- HEALING FOOD -

RAW KALE SALAD ① 2.95
(SUPERMODEL FOODER)
OR
MISO SOUP ① 4.50

- COFFEE JOE'S WAY -

JOE'S FAVOURITES..... 3.00 3.50 4.00
Individual V60 Filter 300 ml
Chemex: perfect for sharing 500 ml

ON JOE!..... 2.50
In a hurry? Help yourself to our
batch-brewed Honduras filter 300ml

JOE SHORT..... HOUSE OR GUEST
Espresso 60 ml..... 2.50 2.50
Macchiato 60 ml..... 2.50 3.50

MOO...JOE..... HOUSE OR GUEST
Flat White 160ml..... 3.00 4.00
Cappuccino 200ml..... 3.00 4.00
Latte 300 ml..... 3.00 4.00

- REAL TEA -

POT OF HARRY'S LOOSE LEAF..... 2.50
SOLARIS "WIGGLE LEAF" ORGANIC..... 3.00
(CORN MIE GREEN, LAVENDER, PEPPERMINT, BERRY FRUIT, EARL GREY,
WILDING GINGER, CARDAMOM)

- JOE'S TREATS -

SALTED CARAMEL BROWNIE..... 2.00
MUFFINS (WHITE CHOCOLATE PECAN 10 BAK)..... 2.50
LEMON RASPBERRY SLICE..... 2.00
CARROT CAKE..... 2.00

JOE SAYS

We aim to offer you the very best specialty coffee avail-
able, sourced from small independent craft roasters across
Europe. Small cup culture is our foundation, and we're
certain that using the right recipe for each coffee makes
for a more delicious tasting beverage. We use the finest
organic Irish milk from Donaghy, sweet and rich. Our milk
is served at 65 degrees for the perfect taste and texture.
Like it a bit hotter? Or like your coffee served in a
particular way? Please do tell, and we'll be more than
happy to oblige. Enjoy your cup of Joe... your way!

淡路

はたらくカタチ
研究島

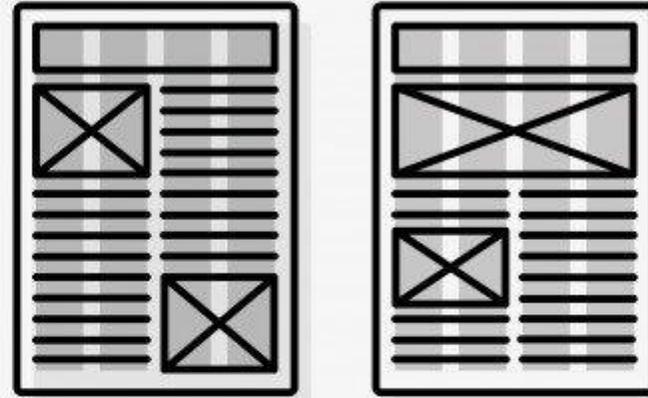
100人いれば、
100通りの「はたらくカタチ」がある。
淡路はたらくカタチ研究島、
2年目が始まります。

2013/05/25 (SAT)

淡路地域雇用創造推進事業

「淡路はたらくカタチ研究島」平成 25 年度オープニングイベント		主催
日時	2013年5月25日(土) 12:00-16:30	淡路地域雇用創造推進協議会 http://hatarukukatachi.jp/
場所	洲本オリオン、とらかめ舎、233、コモド 56 商店街、レトロこみち	
プログラム	第1部 開会式 / 「The Movie 淡路はたらくカタチ研究島 2012」上映 服部滋樹 × 江副直樹が語る研究島のこれから / 今年度の事業説明と各研究会の紹介、①淡路島の食を知る研究会	第2部 ②デザインを知る研究会 ③素材をいかした調理を知る研究会
	第3部 交流会	はたらくカタチマーケット

13. GRID

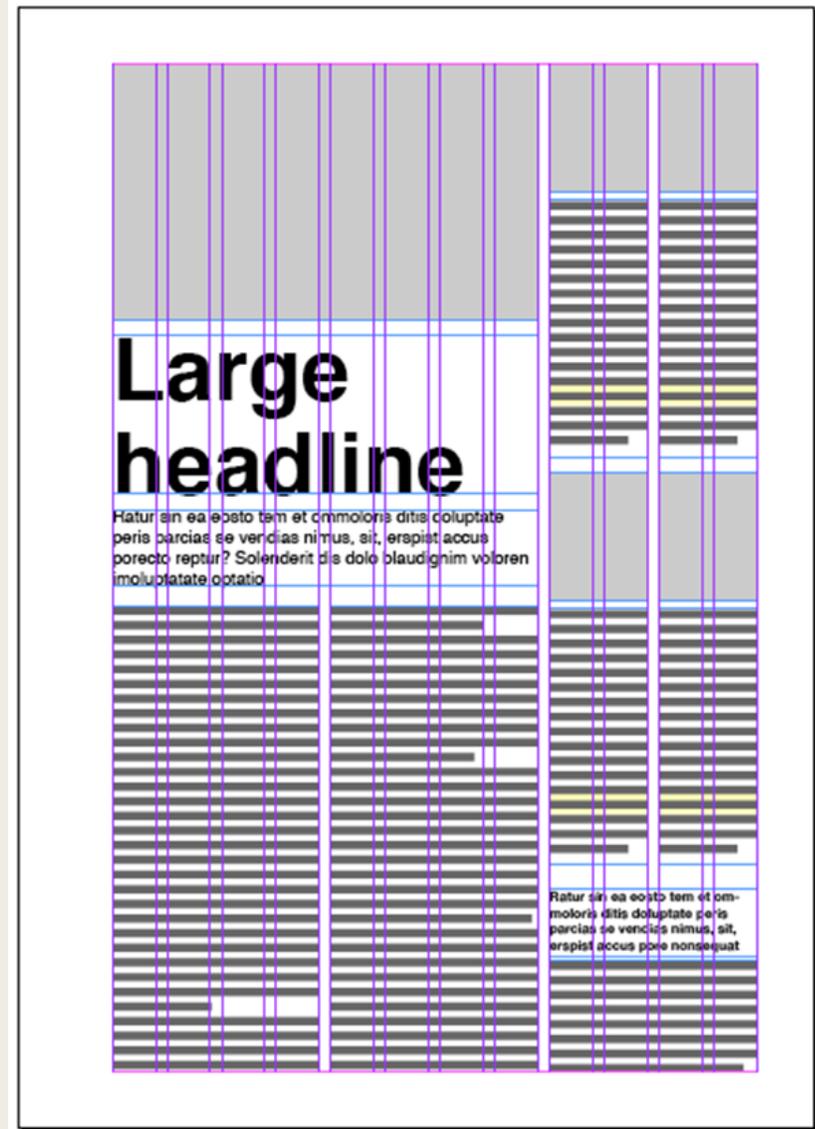
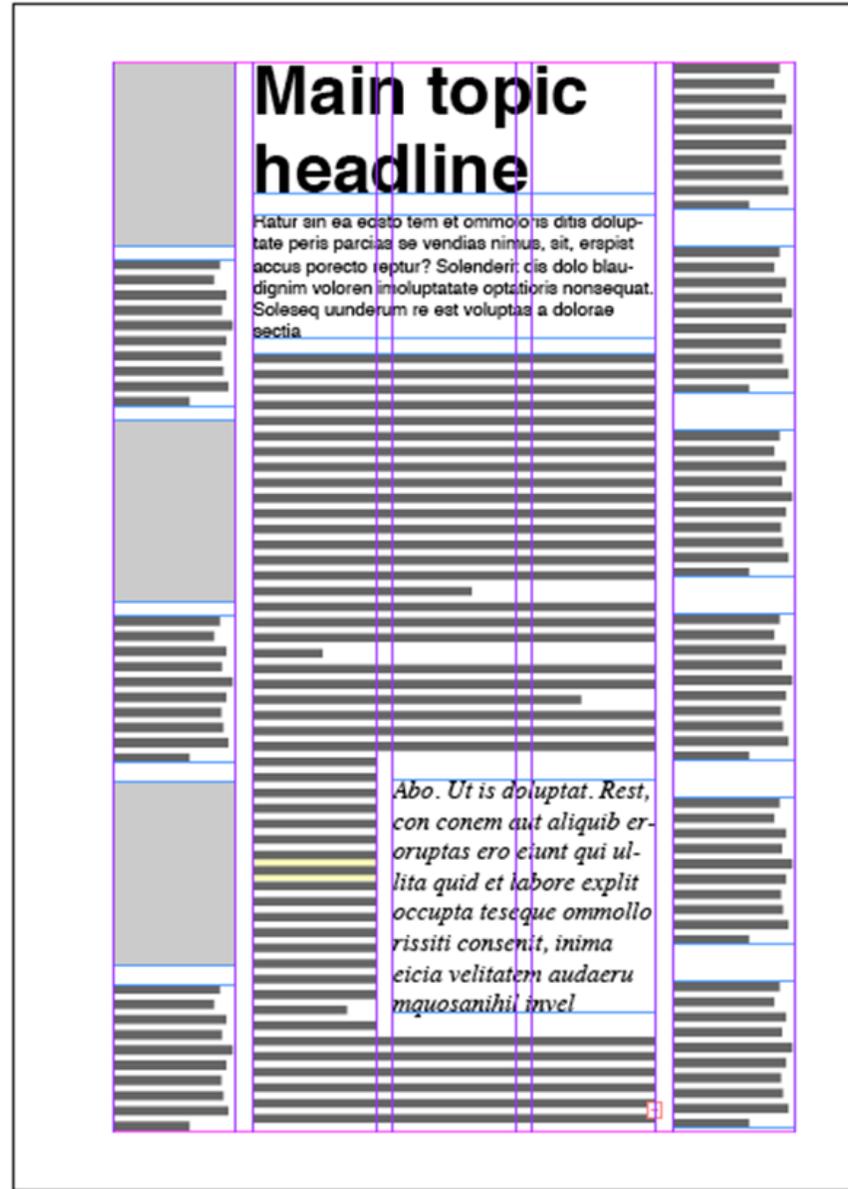


.....
Grids help to align
and arrange elements

Canva

Grids are important, usually invisible elements to just about any design. They are comprised of a certain number of rows and columns that you can align your elements against. Grids can help to keep your content in order, neat, legible and looking good.

This example by [Nikola from Magazine Designing](#) shows a five-column grid at work. Note how some elements are contained to one column, while others stretch over two, sometimes three columns, and yet the design as a whole appears neat, clean and well aligned.



Once again from [Nikola from Magazine Designing](#), this image shows how a twelve-column grid can give you a lot of flexibility when it comes to aligning your elements.

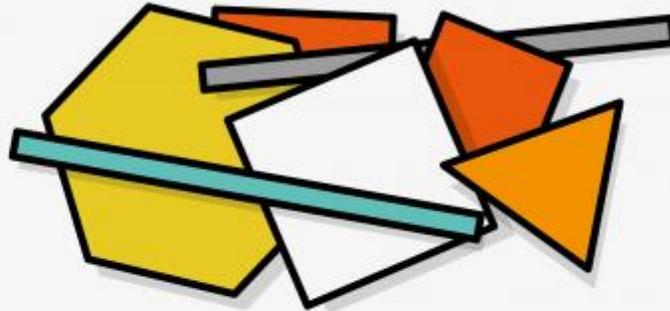


Did you estimate three? Or perhaps six? Either way, this example has a clear and identifiable grid system to which each element has been aligned, making for a striking, neat and attractive design.

Grids are flexible, adaptable and infinitely handy, so consider using one for your next design and see what it can do for you!



14. RANDOMNESS



.....

Create stylistic disorder
that has purpose and intent

Canva

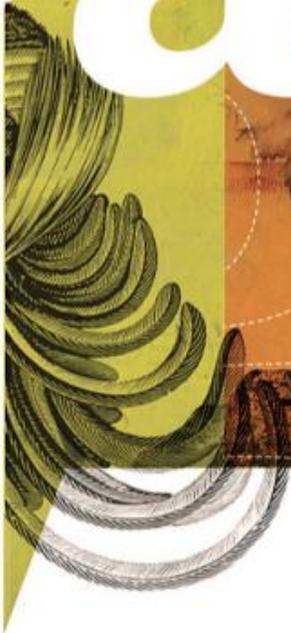
Randomness plays a large part in design, but it is a specific kind of randomness. Let's call it 'design randomness'. The difference between 'design randomness' and other forms of randomness is purpose and execution.

{ **13**
SEGUNDOS DURÓ
EL VUELO MÁS
LARGO QUE HA
LOGRADO HACER
UNA GALLINA

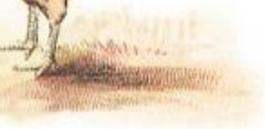


1 kilo de papas fritas
cuesta 200 veces lo que
vale 1 kilo de papa.

1



28 es, en promedio, la
cantidad de **cardos**
que comemos en toda
nuestra vida.



BROWN LEGHORNS

99%

de las especies **animales**
que han existido sobre
la tierra se extinguieron
antes de la aparición del
hombre.



70%

de los **norteamericanos**
no creen que el hombre
haya llegado a la Luna.



The point being – things don't have to be neat and orderly to be classed as design.

Representing 'randomness' and playing with a few avant garde designs can be effective and super fun.

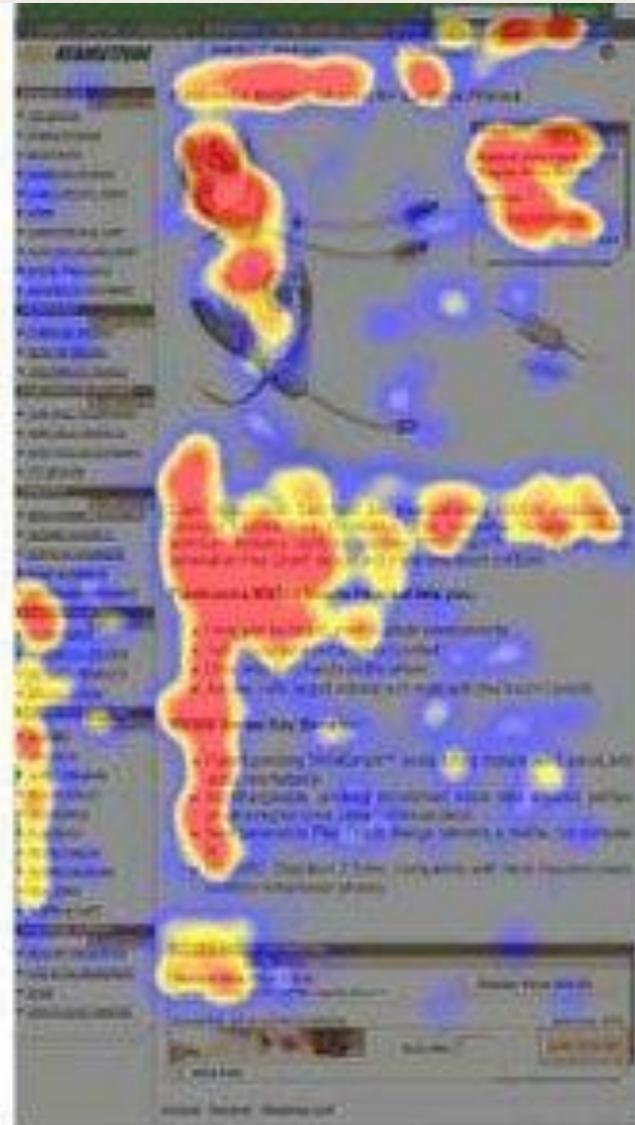
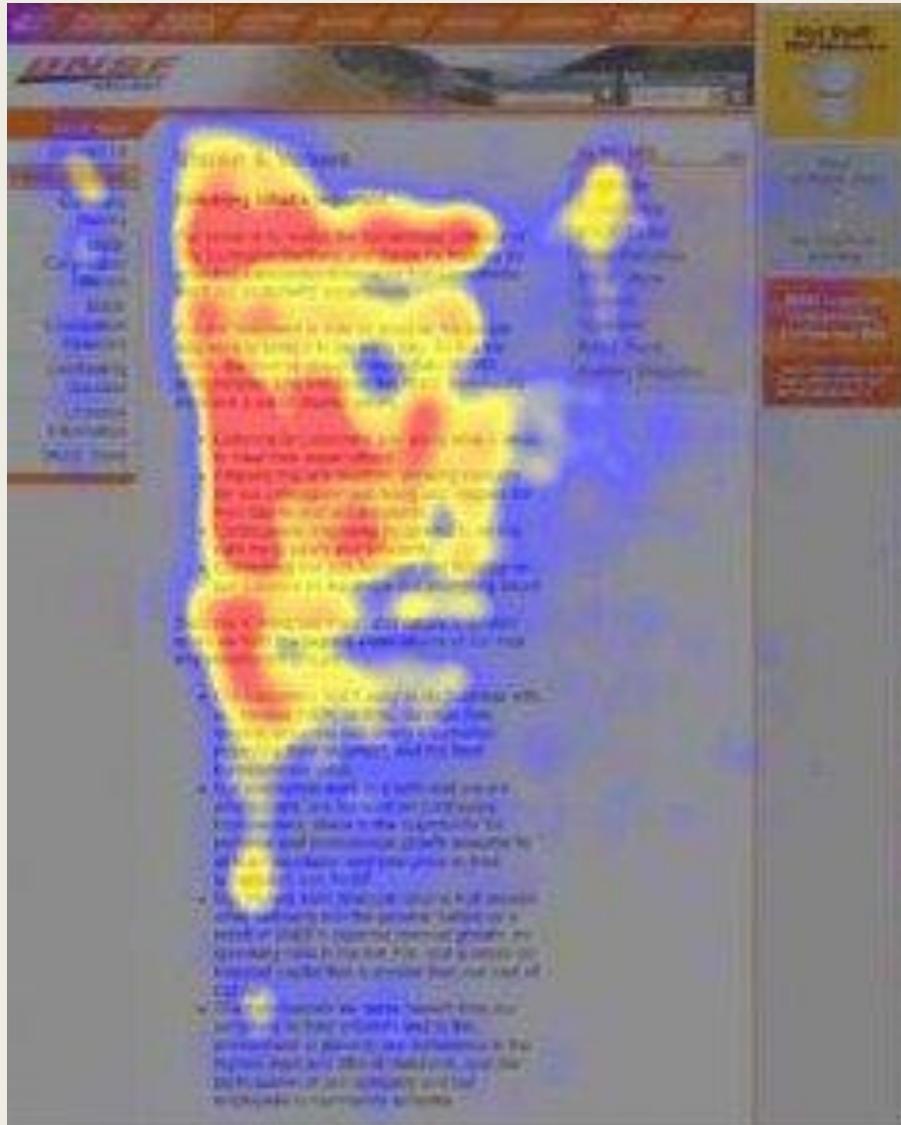
15. DIRECTION



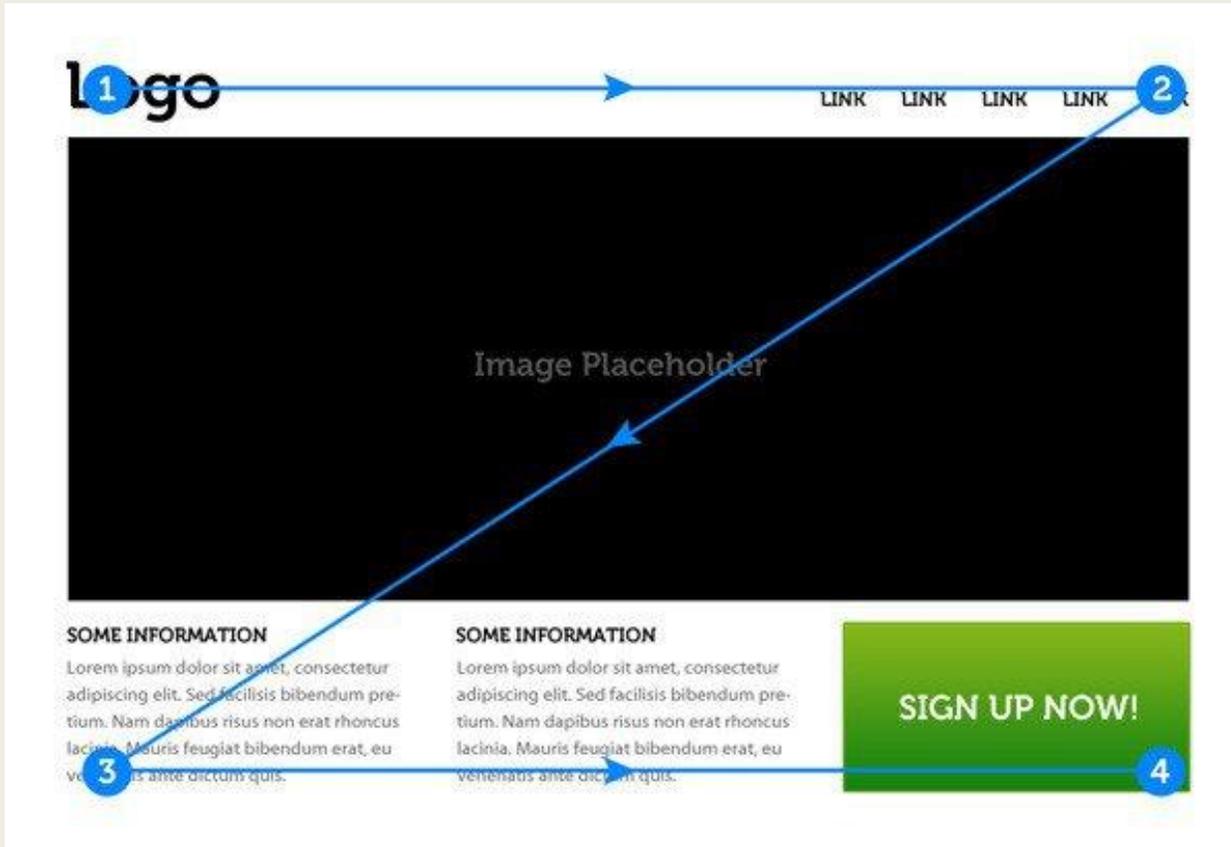
.....
Direction gives your
viewers' eyes a path to follow

Canva

An important aspect of many designs is how the eye moves over the page, and the direction it takes – this is also sometimes referred to as ‘flow’. How does your eye move across the page? Do your readers know exactly where to look next? Is the direction that their eye takes logical?

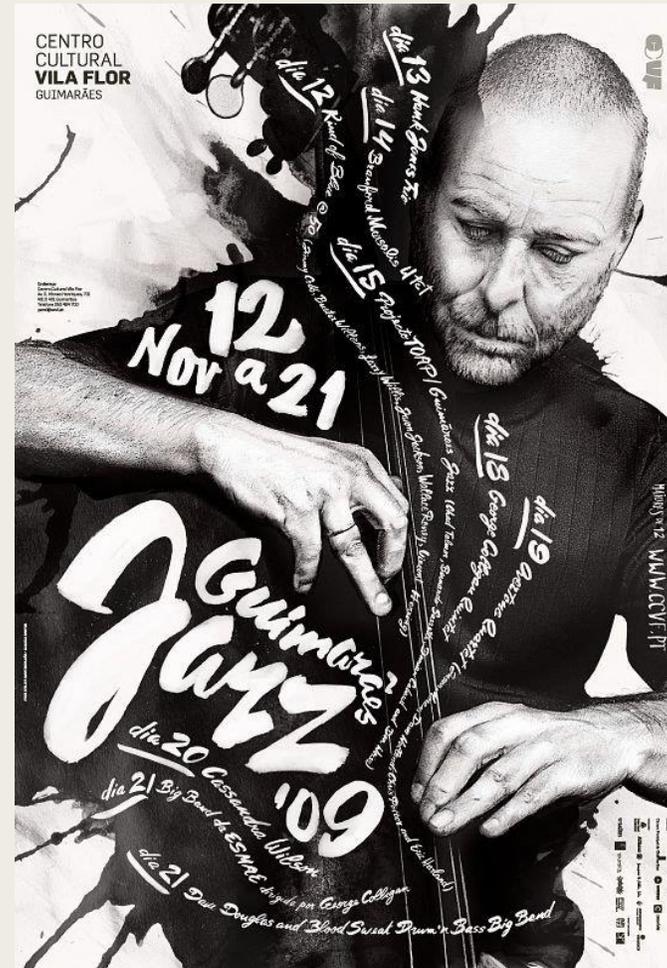


The studies proved that a common pattern for the eye to take is an “E” or “F” shape when it comes to web pages, so placing your top content to the left of your page, or along the top is your best bet. Another common pattern that the eye traces over is a “Z” shape, as shown below.



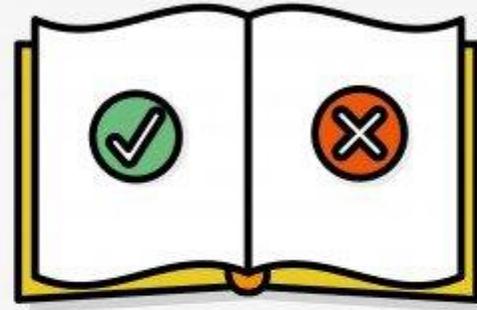
Overall, the general idea is that the eye naturally travels from the top left corner to the bottom right corner, in a 'sweeping' motion. This theory is best explained in depth by The Gutenberg Diagram.

Rather than designing 100% by these patterns, though, try to adapt your designs' flow and direction on a case-by-case basis. Just keep in mind that the eye gravitates to the top left of a page and winds its way down from there.



This piece's flow and direction encourages viewers to read and consume the type while simultaneously taking in the image.

16. RULES



.....

Learn the design rules and
break them the right way

Canva

As with any skill, there are things you have to learn, and this comes with general rules. Things like: make sure your type is legible, learn to kern, don't use pixelated images, etc. These are the foundations of design, the things that help you make a basic design.

*But, as many argue, once you've
learnt these rules, it's definitely
time to*

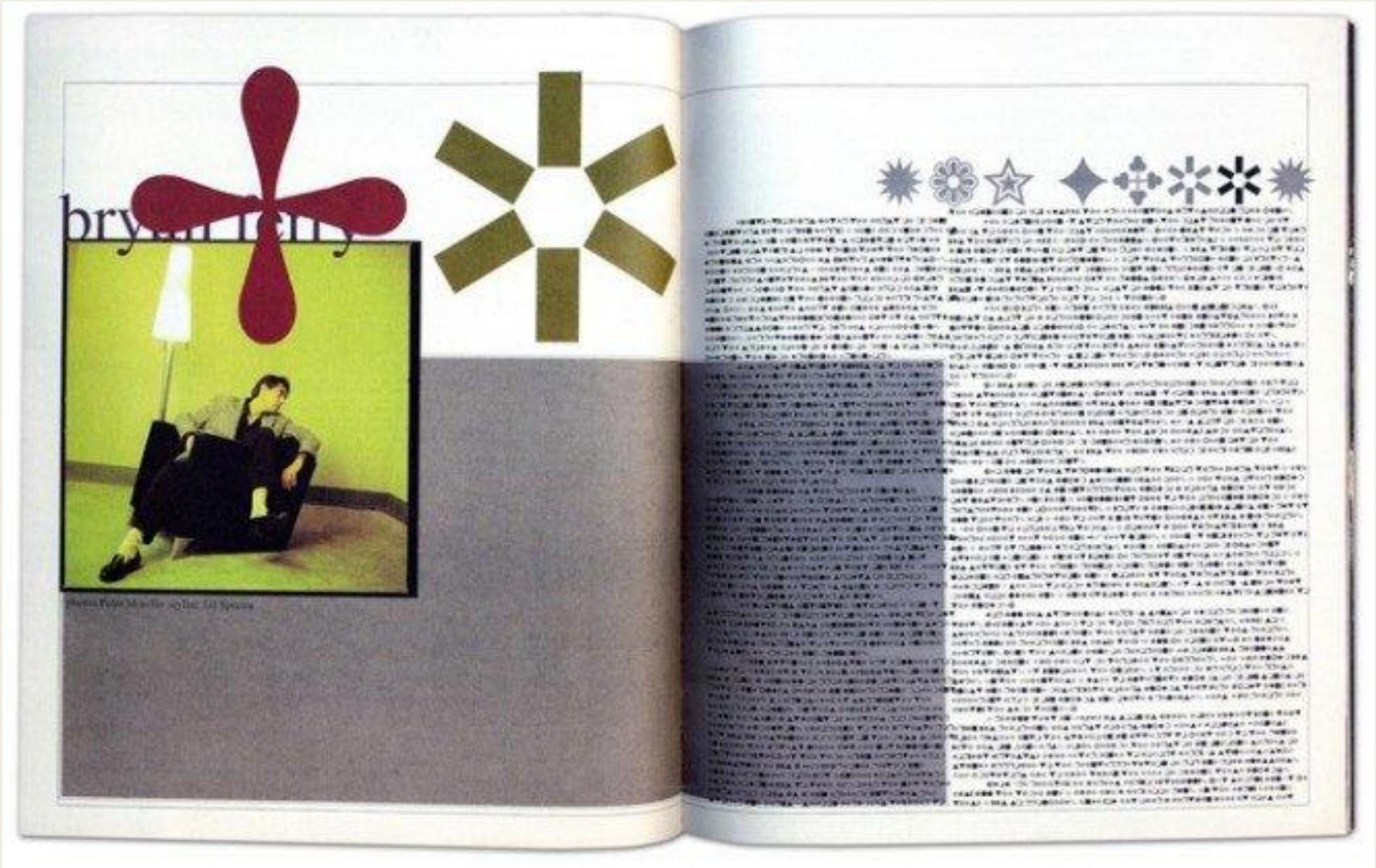
break

them.

Howto
piss off
your
designer
friends
and give
them a
migraine.

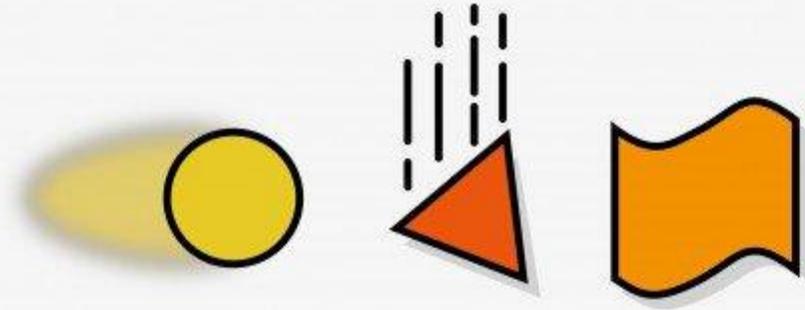
Zag

Another example of a rule breaker that you'll certainly come across during your design adventures is [David Carson](#). Carson was an avant garde grunge designer for publications such as Ray Gun Magazine where he produced *shocking, dynamic, and rule-bending spread designs* that are still admired today.



Carson's basic ethos when it came to design was 'don't mistake legibility for communication'.

17. MOVEMENT



.....
Create movement via blurring,
motion lines or wave effects

Canva

Earlier we discussed the direction and flow of your design, these factors play a big part in the movement of your design. If your final piece has a good flow from top to bottom, left to right, corner A to corner B, etc., your piece will 'move' smoothly.



In these two examples, transparency is used to connote a sense of movement for the hummingbird and for the bicycle.



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LONDON 2012

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THE 27TH OF JULY UNTIL THE
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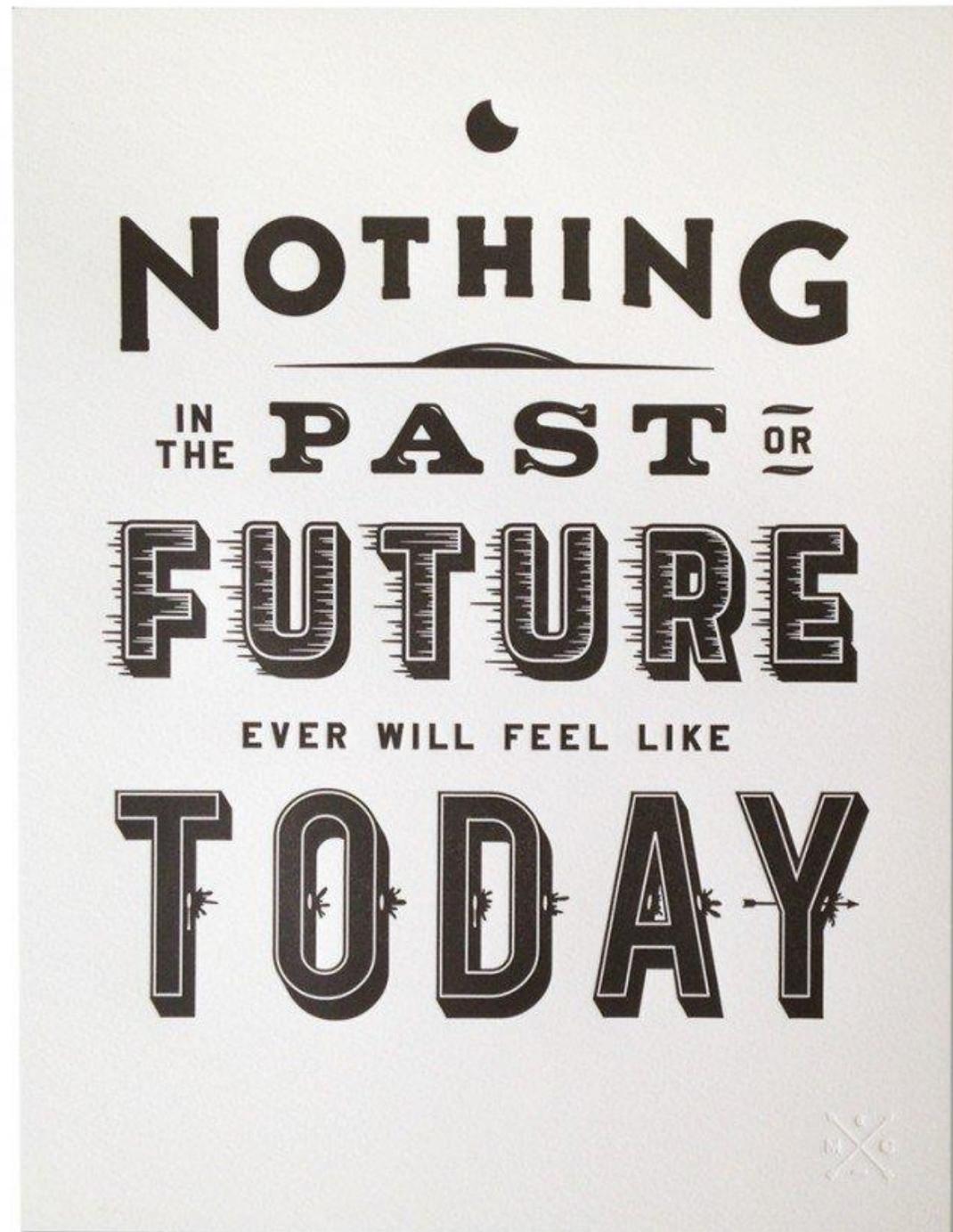


A NOVEL

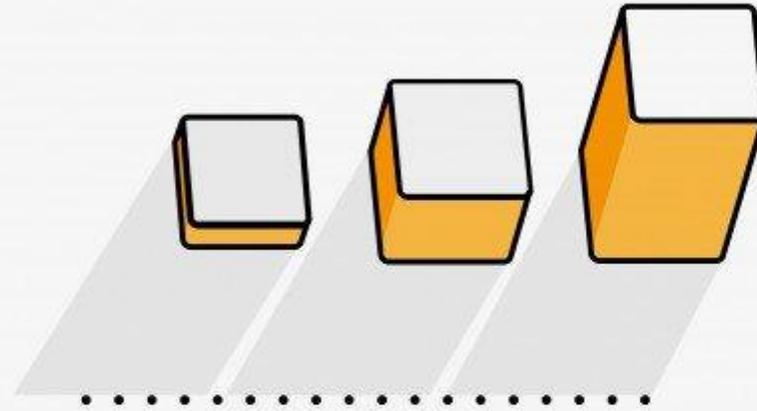
DANIEL KEHLMANN

The difference between these two works is that, the one on the left utilizes transparency...

...while the one on the right uses movement lines.



18. DEPTH



Create depth and dimension via
texture, shadow, 3D effects etc.

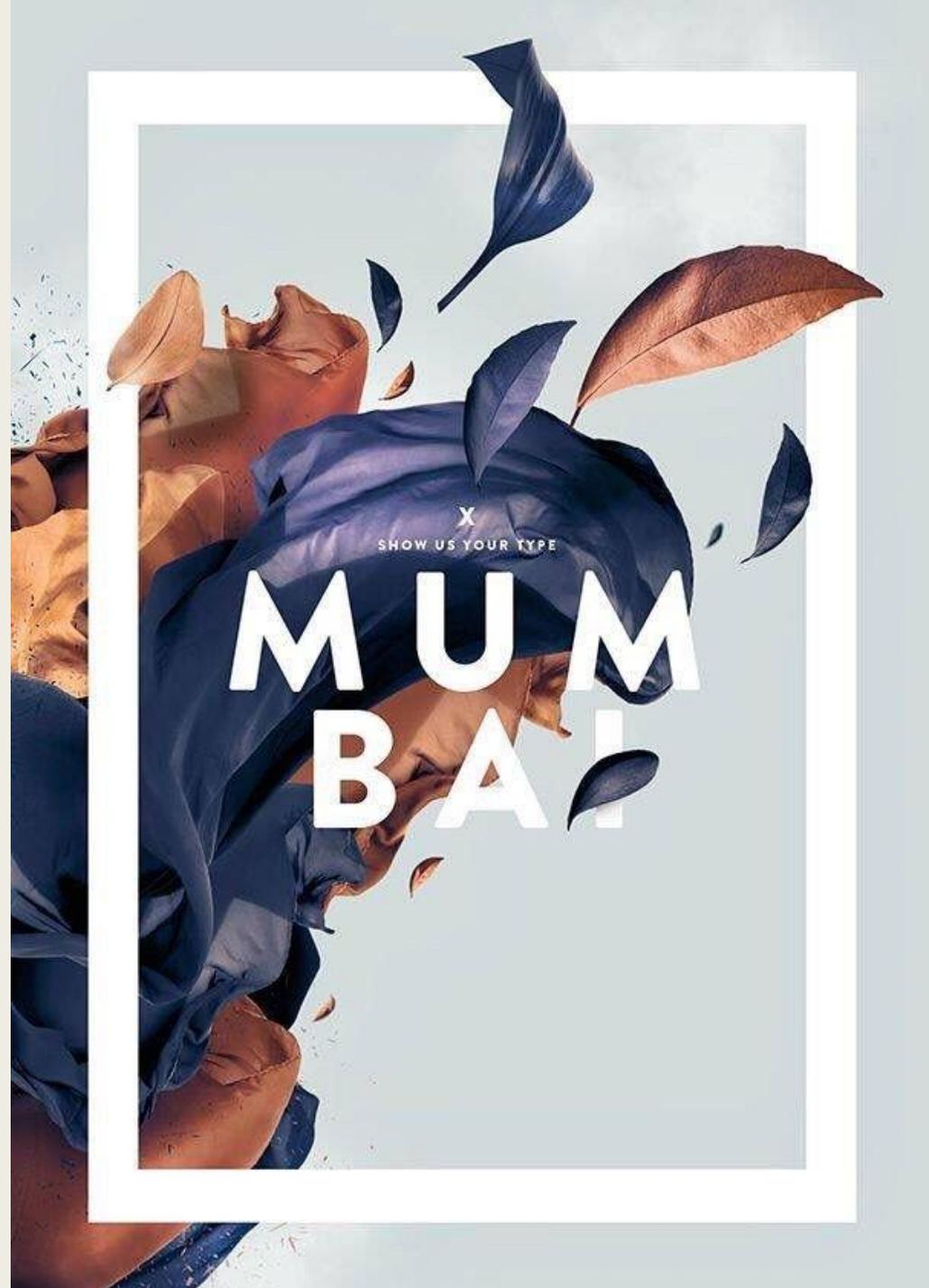
Canva

Depth is an important and exciting principle in the world of design. Even with the flattest of mediums, you are able to create a sense of depth, and an illusion that your design expands beyond the second dimension.



The design on the left makes use of layers of the same assets.

While the layers on the right uses layers to determine the foreground and background.



19. TYPOGRAPHY

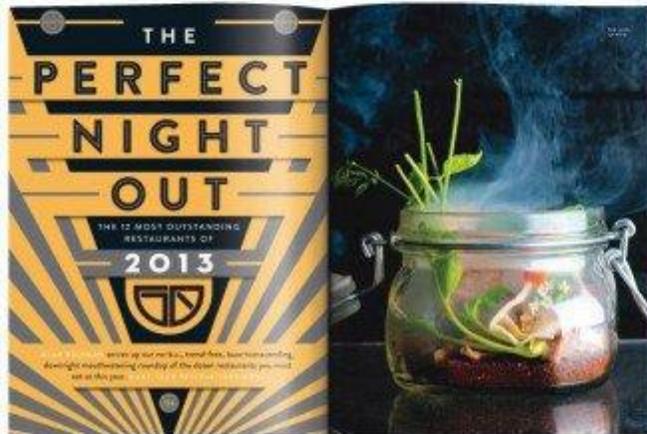
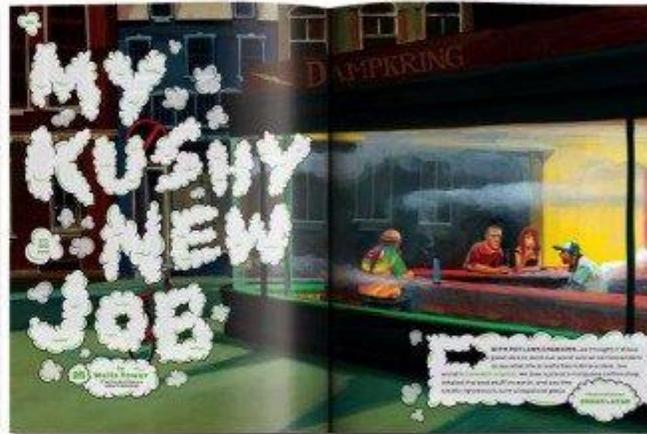
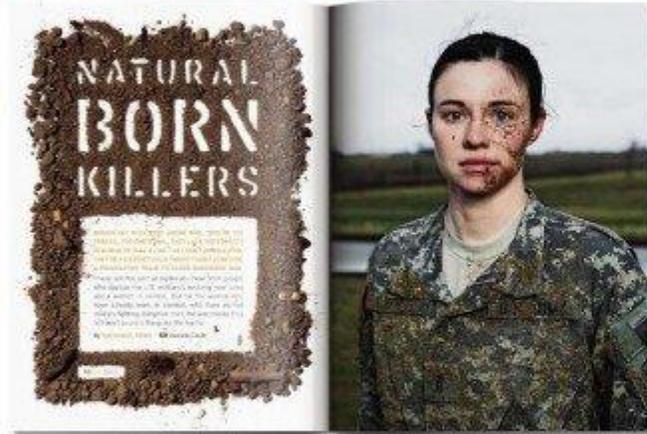
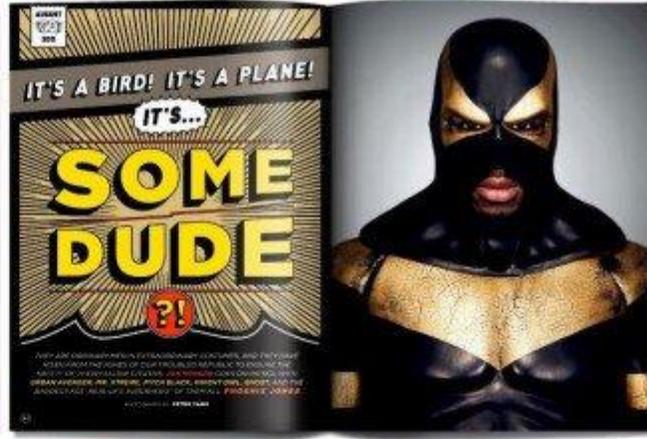
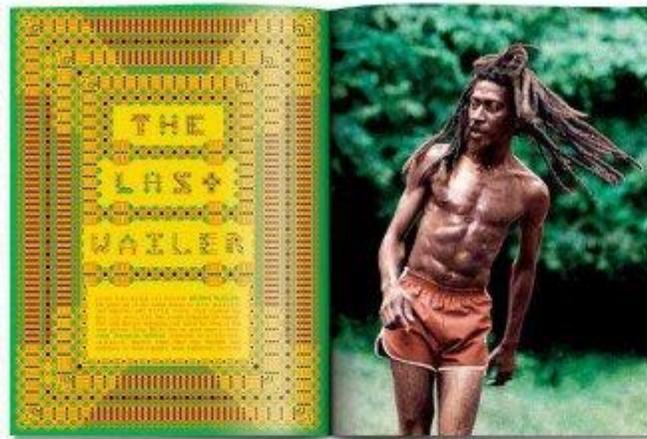


.....

Match your typography choices
to your design's tone/concept

Canva

Typography is arguably one of the biggest foundations of design. Type says a lot (sometimes literally) and the way you choose to execute your type, whether a heading or some body copy says even



SERIF vs. SANS

— THE FINAL BATTLE —

IN TYPOGRAPHY

Serifs are the small lines tailing from the edges of letters and symbols, separated into distinct units for a typewriter or typesetter

Check out my sweet serifs!



Sans-serif is a typeface that does not have the small projecting features called "serifs" at the end of strokes.

Modern, Minimal, Magnificent, I am Sans



Serif fonts are easier to read in printed works

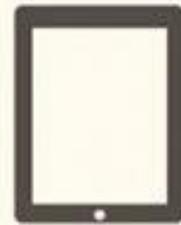
This is because the serif make the individual letters more distinctive and easier for our brains to recognise quickly. Without the serif, the brain has to spend longer identifying the letter because the shape is less distinctive.

Sans serif fonts are better on the web

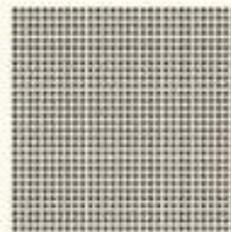
An important exception must be made for the web. Printed works generally have a resolution of at least 1,000 dots per inch; whereas, computer monitors are typically around 100 dots per inch.



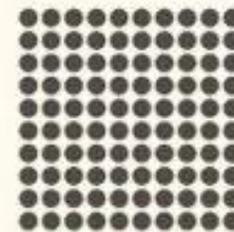
1000 DPI



300 DPI



100 DPI



Even Apple's much vaunted retina display is only around 300 dots per inch — much lower than print.

You are unreadable in print!



May I suggest
a compromise?



You are unreadable on screen!



CLASSIFICATION



Serifs are used to guide the horizontal "flow" of the eyes;

Serifs are used to increase contrast and spacing between different letters and improve identification

SERIF

Serifs are used to bind characters into cohesive 'word wholes'

LOREM IPSUM DOLOR sit amet, consectetur adipiscing elit. Nulla consequat placerat molestie. Duis in metus consequat tellus vestibulum adipiscing. Vivamus mattis, tellus at posuere tincidunt, sem turpis porta nisl, rutrum volutpat purus metus ac erat. Fusce massa est, aliquam a egestas id.

Serifs are used for body text because it is more legible and less likely to cause fatigue



COPY
COPY
COPY

Sans serif is better at small sizes because the fonts survive reproduction and smearing because of their simple forms

SANS

Sans serif is typically used for **EMPHASIS**

Sans serif is better for children learning to read since the simplicity of the letter shapes makes them more recognisable



Two types of serif fonts:

ORGANIC

ADNATE

BLOCKY

ABRUPT

A → A

When sans-serif is blown up, the characters retain the general shapes.

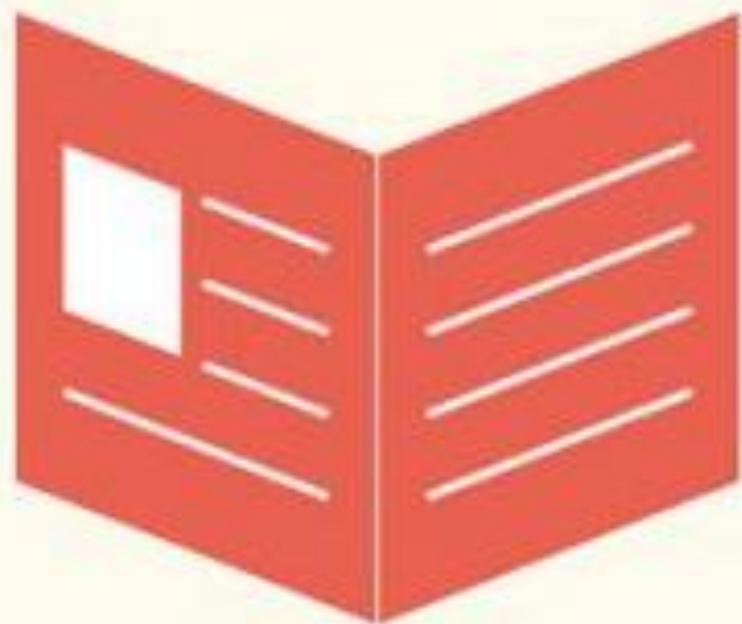
Look who's up top!
I win!



USE
S E R I F
IN NORMAL
B O D Y C O P Y
AND USE SANS
FOR SMALL TEXT

Sure, but who is more
versatile? Point Sans.

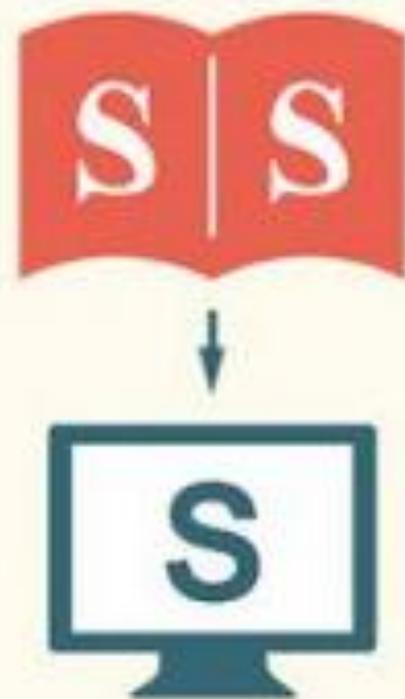




The Times British newspaper
commissioned serif

Times Roman

in 1931 for readability



Serif fonts traditional in the
earliest printed books for older
readers have given way to 1982
sans-serif Arial on computer
screens for younger viewers.

EXAMPLES

Old style

(The Adobe Garamond typeface, an example of an old-style serif)

Transitional

(The Times New Roman typeface, an example of a transitional serif)

Modern

(The Bodoni typeface, an example of a modern serif)

Slab Serif

(The Rockwell typeface, an example of a slab serif)

Grotesque

(The Franklin Gothic typeface (Grotesque))

Transitional

(The Helvetica typeface (Neo-grotesque))

Humanist

(The Tahoma typeface (Humanist))

Geometric

(The Futura typeface (Geometric))

WEB TYPEFACE USAGE

GEORGIA
VERDANA BASKERVILLE ARIAL
TIMES NEW ROMAN HELVETICA
LUCIDA GRANDE OTHER

MOST POPULAR TYPEFACES

40% SERIF 60% SANS

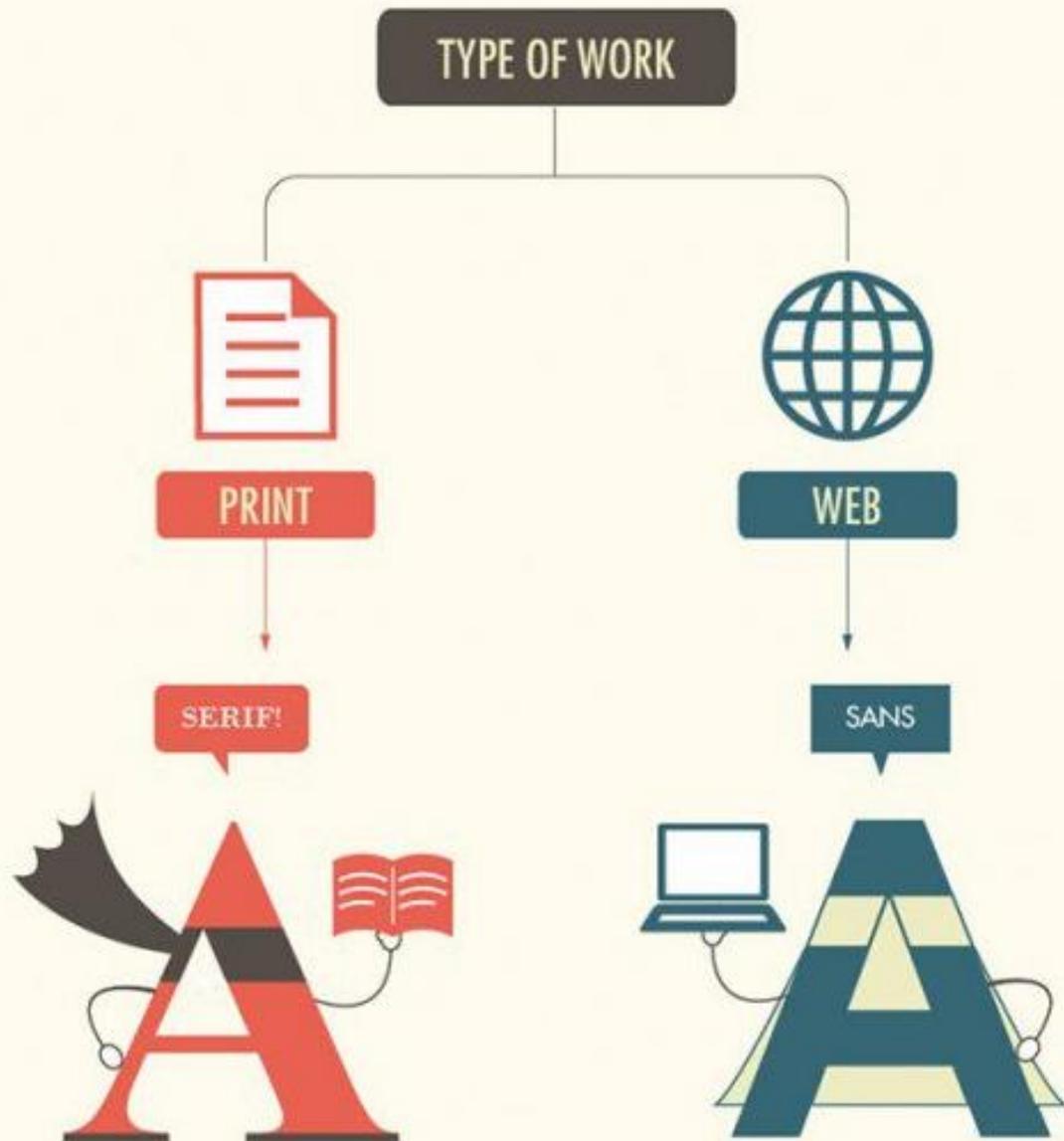
HEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque ante dolor, fringilla ac euismod et, hendrerit sed ipsum. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Curabitur tincidunt ligula eget ligula convallis a mollis nibh luctus. Vestibulum vehicula erat vel risus pretium eget ultrices elit aliquam. Praesent sem nisi, ornare sit amet auctor id, facilisis in enim. Maecenas libero neque, placerat vel ullamcorper vitae, congue vel purus. Pellentesque tortor diam, consequat cursus sollicitudin sodales, venenatis quis du. Nulla feugiat, nisl quis vehicula ultrices, nulla risus scelerisque odio, sit amet condimentum justo lorem condimentum nibh. Maecenas id erat non orci congue iaculis. Duis nec justo lacus, nec iaculis metas. Nunc faucibus sapien id eros porttitor tincidunt. Proin euismod lacus nec telus suscipit sit amet pellentesque sapien pharetra. Vestibulum justo tortor, dapibus in vestibulum quis, varius eget magna. In ullamcorper lorem eu diam fermentum quis luctus felis pretium. Donec eu auctor du. Nullam faucibus pulvinar dolor vitae tempus. Suspendisse potenti. Nam id lectus dolor. Integer auctor, tortor eu fringilla bibendum, dolor felis varius neque, quis vulputate enim diam et enim. Nam et nisl nunc, sit amet tempor justo. Integer eget augue diam.

34% SERIF

66% SANS

IN CONCLUSION



THE BEST FONT CHOICES ARE ONES
WHERE READERS DO NOT NOTICE
THE FONT
BUT THE MESSAGE

Created by UrbanFonts.com
where you can find thousands of free fonts to download

LEADING

NORMAL

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam blandit efficitur hendrerit. Donec at leo nibh. Pellentesque eleifend lacus ut leo varius pulvinar. Phasellus eu elit tempor, blandit turpis vitae, auctor metus. Nam pharetra, est in molestie pharetra. Pellentesque scelerisque condimentum magna. Nunc mattis lorem ac magna euismod, eget porta nisl viverra.

TOO TIGHT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam blandit efficitur hendrerit. Donec at leo nibh. Pellentesque eleifend lacus ut leo varius pulvinar. Phasellus eu elit tempor, blandit turpis vitae, auctor metus. Nam pharetra, est in molestie pharetra. Pellentesque scelerisque condimentum magna. Nunc mattis lorem ac magna euismod, eget porta nisl viverra.

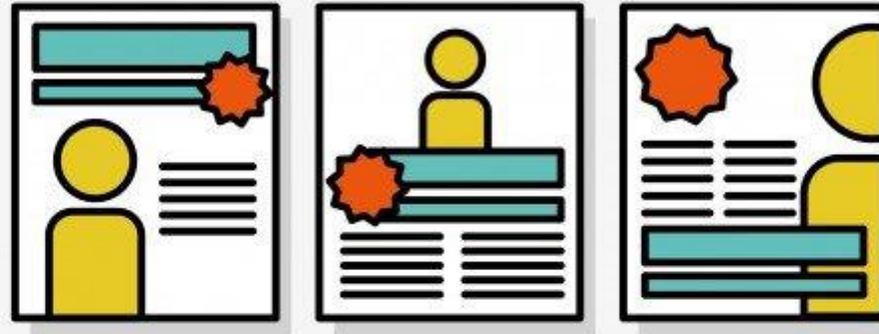
TOO LOOSE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam blandit efficitur hendrerit. Donec at leo nibh. Pellentesque eleifend lacus ut leo varius pulvinar. Phasellus eu elit tempor, blandit turpis



- Kern your titles
- Make sure your body copy isn't too big or too small for the medium you are printing onto
- Try to avoid using too many typefaces at once
- Left-alignment is easiest to read for large bodies of type
- If in doubt, print it out (you can often pick up on awkward typesetting much easier when it's on page)

20. COMPOSITION



.....

Composition is your design's
arrangement/scale/hierarchy

Canva

'Composition' refers to the overall arrangement of elements in your design, which sounds a bit dull when explained that way, I know, but it's actually one of the more fun elements of design. This is where you can play, experiment and make a good design look great.

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QUESTIONS TO ASK:

- Is the design balanced?
- Does the design have logical hierarchy?
- Does the eye follow over the page/s easily and logically?
- Is my main communication clear to audiences?

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UND KREATIVITÄT

HMKV

Hartware MedienKunstVerein

23.03.–

07.07.2013

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Take every 'rule' you read about with a grain of salt and apply it where it feels appropriate, and abandon the rules whenever you feel they aren't.

Design is a constantly evolving and changing field and each situation is different, unique and exciting.

Overall, have fun with it.

Play, experiment, but do

it with purpose and care.

SOURCES:

<https://designschool.canva.com/design-elements-principles/>