Basic Design Principles

CAHNRS Office Hours | May 18, 2016
Today we’ll...

- Discuss 4 basic design principles
- See examples of each principle
- Look at WSU’s branding standards
The Non-Designer’s Design Book
By, Robin Williams

6 Principles of Design
By, j6 Design
Good design is as easy as...

1. Learn the principles.
   They’re simpler than you might think.

2. Recognize when you’re not using them.
   Put it into words — name the problem.

3. Apply the principles.
   You’ll be amazed.
Remember “C.R.A.P.”

- Contrast
- Repetition
- Alignment
- Proximity
Elements of Design

- **LINES** – Connecting ‘A’ to ‘B’ points
- **SHAPE** – Geometric shapes create positive and negative space
- **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
- **SIZE** – Size is the relationship of one shape to another.
- **TEXTURE** – Texture can be rough, smooth, soft hard, etc.
- **COLOR** – Color has three main characteristics: hue or its name (red, green, blue, etc.), value (how light or dark it is), and intensity (how bright or dull it is).
Alignment best practices

- Everything should have a visual connection with something else
- Choose a hard line and stick with it throughout all materials
- Typically, left, right, or center alignment
Alignment
Design Principle
Basic Design Principles

Alignment

Design Principle

Ways to create contrast through different elements

- **Color**: Changes in hue, value, and intensity
- **Tone/Value**: Darker or lighter shades of color
- **Size/Shape**: Size of text, images, and objects
Contrast
Making elements different increases understanding.

Repetition
Repeat visual elements to create strong unity.

Alignment
Nothing should be placed arbitrarily. Placement illustrates relationships between elements.

Proximity
Related items should be placed together.
Contrast
Design Principle

Serving citizens statewide and worldwide

Students enroll at locations across Washington and online*

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Pullman</td>
<td>20,043 students</td>
</tr>
<tr>
<td>Spokane</td>
<td>1,482</td>
</tr>
<tr>
<td>Tri-Cities</td>
<td>1,593</td>
</tr>
<tr>
<td>Vancouver</td>
<td>3,275</td>
</tr>
<tr>
<td>Everett</td>
<td>150</td>
</tr>
<tr>
<td>Online (Global Campus)</td>
<td>3,143</td>
</tr>
<tr>
<td><strong>Total enrollment</strong></td>
<td><strong>29,686</strong>*</td>
</tr>
</tbody>
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*Headcount enrollment reporting is based on the federal Integrated Postsecondary Education Data System (IPEDS) definition, which excludes students enrolled exclusively in Education Abroad (E_A 300 class), Cooperative Agreement, and for audit only.

WSU reaches out to communities statewide

39 WSU Extension offices, at least one in every county, provide educational opportunities throughout the state, seek solutions to local issues, and improve quality of life.
Proximity
Grouping like items together
How do things relate to each other?
Can text, images, or shapes be moved together to make more sense on the page?

CAHNRS Communications presents
June’s Virtual Office Hours
Wednesday, June 15, 2016
10:00 a.m. - 11:00 a.m.
Click here to register
Proximity
Design Principle

Learn to Dance!
Rosetta Dance Studio • 109 Jive Lane • Saturdays 9 a.m. to 3 p.m.

Free Tea! Free Scones! Prizes!

Hip Hop Salsa Clown Funk
Tango Rumba Saturdays Quickstep 9-3
Foxtrot
Bolero Mambo Lindy Hop
109 Jive Lane

Cha Cha Krumpr

East Coast Swing

Learn to Dance!

Smooth Rhythm Street Social
Waltz Cha Cha Hip Hop East Coast Swing
Tango Rumba Krumpr West Coast Swing
Foxtrot Bolero Funk Lindy Hop
Quickstep Mambo Clown Salsa

With or without a partner! Prizes! Free Tea and Scones!
Repeat visual elements of the design throughout the design.

For example:

- Use the same heading hierarchy and font throughout
- Use the same alignment throughout the project
- Use the same colors
- Use the same logos or images
- BRANDING!
Repetition
Design Principle
Repetition
Design Principle

REPETITION – Repeat visual elements of the design throughout the piece.

For example:

● Using the same heading hierarchy throughout the piece.
● Using the same alignment throughout the project.
● Using the same colors.
● Using the same logos or images.

BRANDING!
It’s all about C.R.A.P.

- Contrast
- Repetition
- Alignment
- Proximity
AMERICANS ARE 20 TIMES MORE LIKELY TO BE MURDERED WITH A GUN THAN PEOPLE IN OTHER DEVELOPED COUNTRIES


EVERYTOWN.ORG

Winner 2014 Innovation by Design - Graphic Design Awards
Final Thoughts

- Make sure you are staying within WSU branding standards on WSU-related projects
- Ask for feedback from others
- You can break rules, if done deliberately with good reason
- Need inspiration? Search google images for ideas, but be mindful of copyright infringement
Questions?