

The four design principles

C.R.A.P.

Contrast

Repetition

Alignment

Proximity

Contrast

“If two items are not exactly the same, then make them different. Really different.”

Contrast

- Contrast focuses on visual interest.
- Match items exactly or make them entirely unique from one another.
- Contrast creates an interest on the page and simplifies the organizational structure.
- Use different fonts, colors, shapes and images on the page.
- **The key is to be aggressive and make the contrast stand out.**

Contrast

ANOTHER NEWSLETTER!

January First 2005

Exciting Headline

Wante pawn term dare worsted ladle gull hoe hat search putty yowler colle debt pimple colder Guilty Looks. Guilty Looks lift inner ladle cordage saturated adder ehirt dissidence firmer bag florist, any ladle gull orphan aster murder toe letter gore entity florist oil buyer ehelf

Thrilling Subhead

"Guilty Looks! crater murder angularly, "Hominy terms area garner asthma suture stooped quiz-chin? Goiter door florist? Sordidly nut!"

"Wire nut, murder?" wined Guilty Looks, hoe dint peony tension tore murder's scaldings.

"Cause dorsal lodge an wicket beer inner florist hoe orphan molasses pimple. Ladle gulle ehut kipper ware firm debt candor ammonol, an stare otter debt florist! Debt florist's mush toe dentures furry ladle gull!"

Another Exciting Headline

Wail, pimple oil-ware wander doe wart udder pimple dum wampum toe doe. Debt's jest hormone nurture.

Wan moaning, Guilty Looks dissipater murder, an win entity florist. Fur lung, diak avengeres gull wetter putty yowler colle cam tore morticed ladle cordage inhibited buyer hull firmly off beers—Fodder Beer (home pimple, fur oblivious raisins, coined "Brewing"), Murder Beer, an Ladle Bore Beer; Diak moaning, oiler beers hat jest lifter cordage, ticking ladle bakings, an hat gun entity florist toe peck block-barriers an rash-barriers. Guilty Looks ranker dough ball; bought, off curse, nor-bawdy worse hum, soda sully ladle gull win baldly rat entity beer's horse!

Boring Subhead

Honor tippie inner darnin rum, stud tree boils fuller sop—wan grade bag boiler sop, wan muddle-saah boil, an wan tawny ladle boil. Guilty Looks tucker opun fuller sop firmer grade bag boil-buhy spurted art inner hoary!

"Arch!" crater gull, "Debt sop's toe hart—barns mar mouse!"

Dinky traitor sop inner muddle-saah boil, witch worse toe coiled. Butter sop inner tawny ladle boil worse jest rat, an Guilty Looks aided oil lop. Dinky nudist tree cheers—wan anomalous cheer, wan muddle-saah cheer, an wan tawny

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Contrast

The Rules of Life

Your attitude is your life.

Maximize your options.

*Don't let the seeds stop you
from enjoyin' the watermelon.*

Be nice.

There is a bit of contrast between the typefaces and between the rules, but the contrast is wimpy—are the rules supposed to be two different thicknesses? Or is it a mistake?

The Rules of Life

Your attitude is your life.

Maximize your options.

*Don't let the seeds stop you
from enjoyin' the watermelon.*

Be nice.

Now the strong contrast between the typefaces makes the piece much more dynamic and eye-catching.

With a stronger contrast between the thicknesses of the rules, there is no risk of someone thinking it's a mistake.

The Rules of Life

Your attitude is your life.

Maximize your options.

*Don't let the seeds stop you
from enjoyin' the watermelon.*

Be nice.

This is simply another option using rules (this thick rule is behind the white type).

With contrast, the entire table is stronger and more sophisticated; you know where it begins and where it ends.

typefaces

Antique Olive Nord

Garamond Premier Pro Medium Italic

There is no set rule for how to create contrast. The goal is just to make a visual splash where parts of the page stand out.

Repetition

“Repeat some aspect of the design throughout the entire piece.”

Repetition

- Repetition focuses on consistency.
- Repetition comes through unity and consistency in font, alignment, headings, etc.
- Look for existing repetition to strengthen, while also seeking to create repetition through various aspects of layout.

Repetition

Terence English

- Stratford-upon-Avon, England

Objective

- To make money

Education

- Stratford Grammar School, I think
- Definitely not University

Employment

- Actor
- Play broker
- Shareholder of Globe Theatre

Favorite Activities

- Suing people for small sums
- Chasing women

References available upon request.

Repetitions:

Bold typeface

Light typeface

Square bullets

Indents

Spacing

Alignments

Repetition can come through fonts, spacing or images. This example shows repetition in layout.

Repetition

annual martini tasting at the mermaid tavern



Classic martini

6 parts gin
1 part dry vermouth
Cocktail olive

Stir in a mixing glass with lots of cracked ice. Strain into chilled glass and garnish with olive.

Dirty martini

6 parts gin
2 parts dry vermouth
1 part olive brine
Cocktail olives

Combine liquid ingredients in a cocktail shaker with cracked ice; shake well. Strain into a chilled cocktail glass. Garnish with one or two olives.



Cosmopolitan

4 parts vodka
2 parts Cointreau or lemoncello liqueur
2 parts cranberry juice
1 part fresh lime (optional)

Combine ingredients in a cocktail shaker with cracked ice; shake well. Strain into a chilled martini glass.

LemonDrop

6 parts lemon-flavored vodka
1 tsp sugar
1 part Cointreau or lemoncello liqueur

Combine ingredients in a cocktail shaker half-filled with ice cubes; shake well. Swirl half a lemon around the rim of a martini glass and dip in sugar. Pour the contents of the cocktail shaker into the glass and serve.

GimLet

8 parts gin or vodka
2 parts Rose's lime juice

Combine ingredients in a cocktail shaker with cracked ice; shake well. Strain into a chilled martini glass.



Queen Bess martini

6 parts gin
1 part dry vermouth
2 teaspoons Benedictine



Combine all ingredients in a cocktail shaker with cracked ice; shake well. Strain into a chilled cocktail glass.

Repetition does not require that everything appear exactly the same. Here you see repetition in font but variation in color and layout. However, the style remains consistent throughout, providing a uniform look that is visually appealing.

Alignment

“Nothing should be placed on the page arbitrarily. Every item should have a visual connection with something else on the page.”

Alignment

- Alignment focuses on unity.
- There needs to be something that ties together all of the elements of the page visually.
 - Strong alignment organizes the page in a sophisticated look that is more visually appealing to the reader.
 - Consciously look whenever you place something on the page to see what else can be aligned with the new object.

Alignment

Robert Burns

*Poems in Scots
and English*

The most
complete edition
available of
Scotland's
greatest poet

In this example, the title and the subtitle are flush left, but the description is centered. There is no common alignment between the two elements of text—they don't have any connection to each other.

Alignment can be varied if it features contrast. Which example is most visually appealing?

Robert Burns

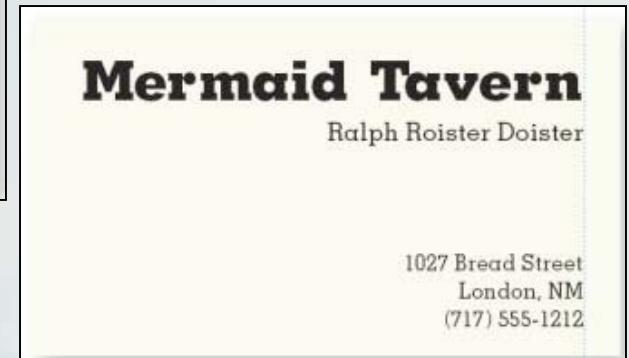
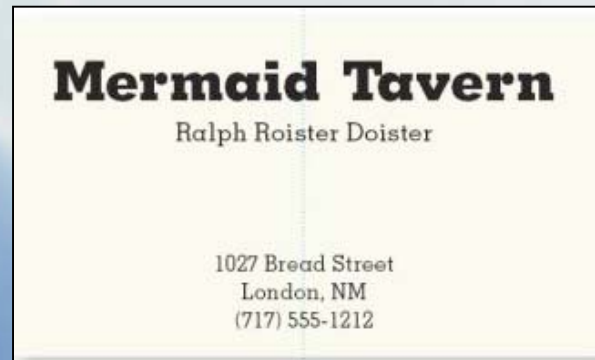
*Poems in Scots
and English*

The most
complete edition
available
of Scotland's
greatest poet

Although these two elements still have two different alignments (the top is flush left and the bottom is flush right), the edge of the descriptive text below aligns with the right edge of the thin rule above, connecting the elements with an invisible line.

Alignment

The left example features no real alignment or use of proximity, the one in the middle is center-aligned, while the example on the right shows a right alignment.



Which one is more attractive?

Proximity

“Group related items together...
so the related items are seen
as one cohesive group rather
than a bunch of unrelated bits.”

Proximity

- Proximity focuses on clarity in organization.
 - Related items placed in close proximity to each other appear as one visual unit, rather than several unique items.
 - Simply placing related items together on a page creates a stronger organization that is more visually appealing and helps the reader remember the information.

Proximity

First Friday Club Winter Reading Schedule

Friday November 1 at 5 p.m. *Cymbeline*

In this action-packed drama, our strong and true heroine, Imogen, dresses as a boy and runs off to a cave in Wales to avoid marrying a man she hates.

Friday, December 6, 5 p.m. *The Winter's Tale*

The glorious Paulina and the steadfast Hermione keep a secret together for sixteen years, until the Delphic Oracle is proven true and the long-lost daughter is found.

All readings held at the Mermaid Tavern, Grand Hall. Sponsored by the Community Education Program. Tickets \$10 and \$8

For ticket information phone 555-1212

Also Friday, January 3 at 5 p.m. *Twelfth Night*

Join us as Olivia survives a shipwreck, dresses as a man, gets a job, and finds both a man and a woman in love with her.

Which page is
easier to follow
and more
attractive to the
eye?

First Friday Club Winter Reading Schedule

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November 1 • Friday • 5 P.M.

The Winter's Tale

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Twelfth Night

Join us as Olivia survives a shipwreck, dresses as a man, gets a job, and finds both a man and a woman in love with her.

January 6 • Friday • 5 P.M.

The Mermaid Tavern

All readings are held at The Mermaid Tavern in the Grand Hall
Sponsored by the Community Education Program
Tickets \$10 and \$8
For ticket information phone 555.1212.

Proximity

Free Tea! *Free Scones!*
Learn to Dance! Prizes!

Hip Hop Salsa Clown Funk
Tango Rumba Saturdays Quickstep
Bolero Foxtrot 9-3
109 Jive Lane Mambo Lindy Hop
West Coast Swing Cha Cha Krump East Coast Swing
Rosetta Dance Studio

The example to the left is random and chaotic, with words strewn about all over the page without any sense of order. This makes it confusing to look at and almost gives you a headache trying to comprehend all the information.

In the example on the right, each of the dance styles is grouped into common genres of dance. This structure makes the card much easier to read and comprehend. People know exactly where to find the information they are looking for.

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

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

With or without a partner!
Prizes! Free Tea and Scones!

Source

Robin Williams: *The Non-Designer's
Design Book*, Third Edition.