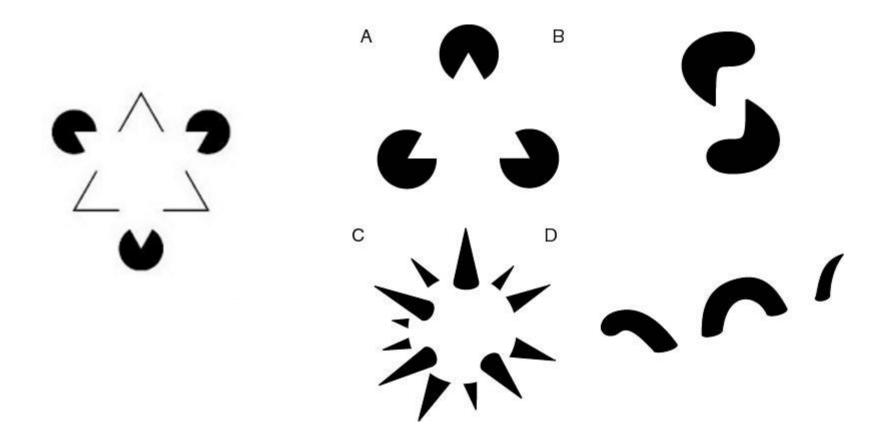


Principles of Graphic Design

Gestalt Principles

Gestalt psychology is an attempt to understand the laws behind our ability to acquire and maintain meaningful perceptions in an apparently chaotic world.

Seeing the whole instead of the individual parts.

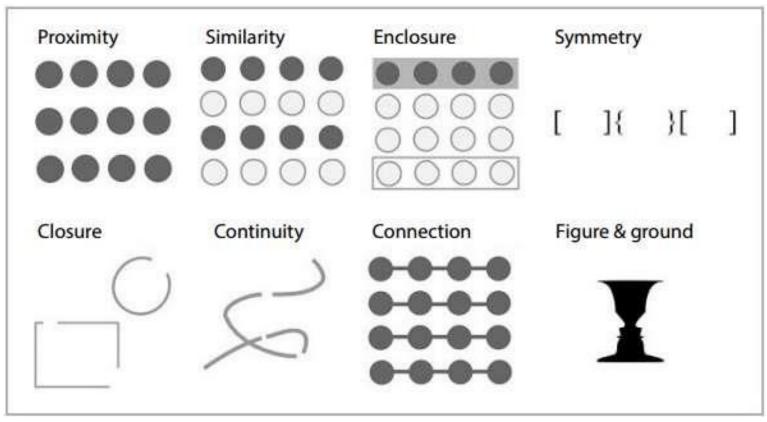


Kurt Kofka: "The whole is other than the sum of the parts."

Aimed to understand cognition, and still influences design.

3

Gestalt = Pattern or Structure

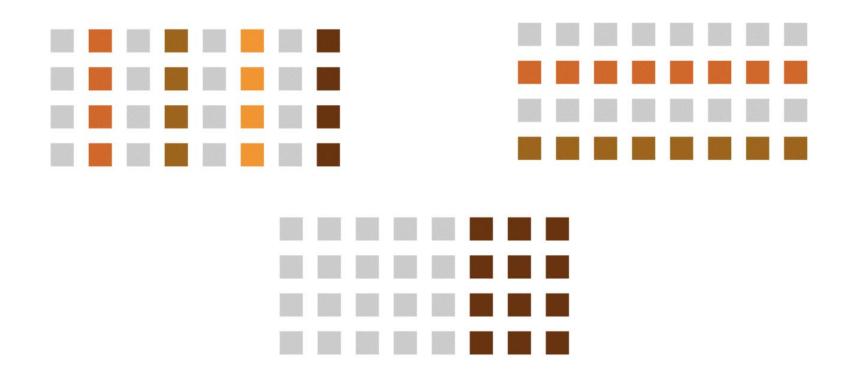


http://www.fusioncharts.com/blog/2014/03/how-to-use-the-gestalt-principles-for-visual-storytelling-podv/

Gestalt theories were based on a set of principles about how we see the world & how we group the things we see.

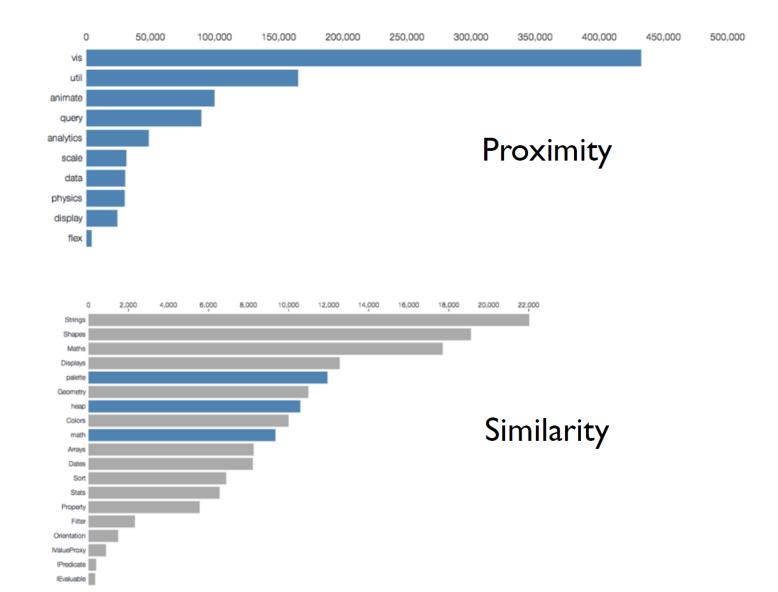
Andy Rutledge, "Gestalt Principles of Perception"

Similarity

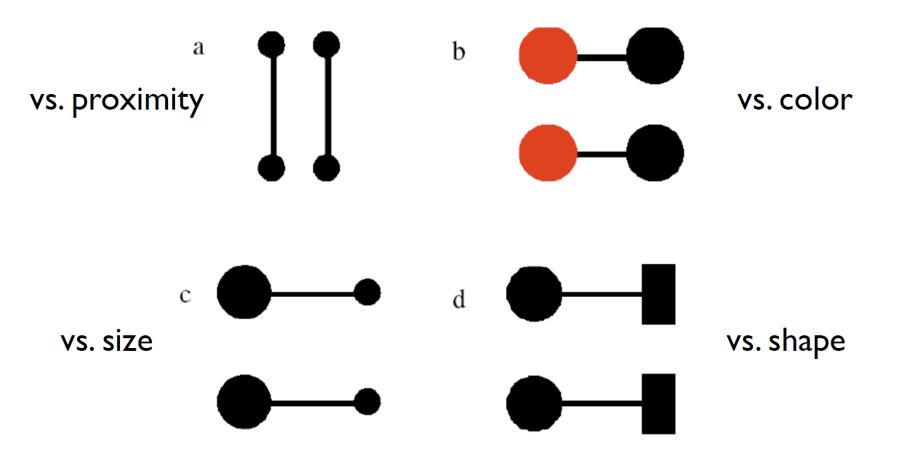


Andy Rutledge, "Gestalt Principles of Perception"

Proximity and Similarity

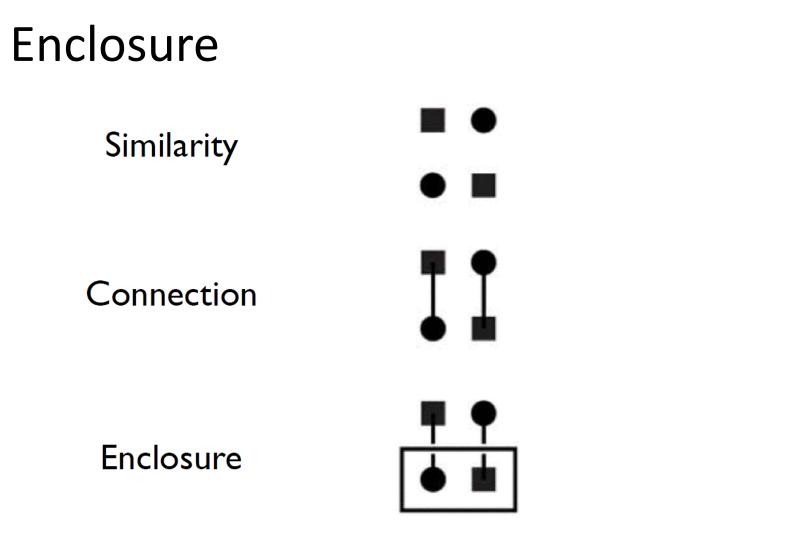


Connection



Connectivity is strong cue, over-riding other means of visually grouping items.

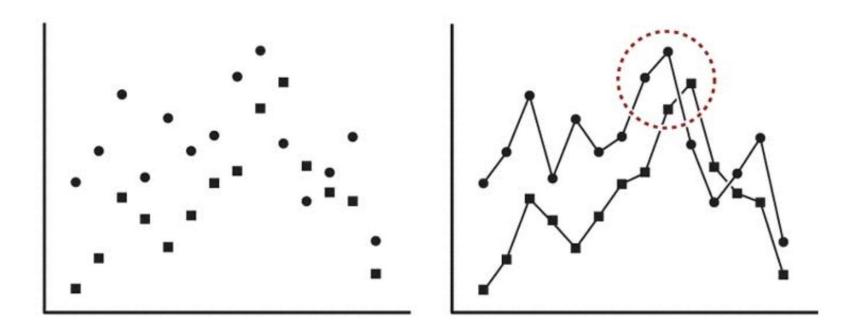
Ware, "Information Visualization"



Enclosure can override connectivity when grouping items.

Bang Wong, "Gestalt Principles, 1", Nature Methods

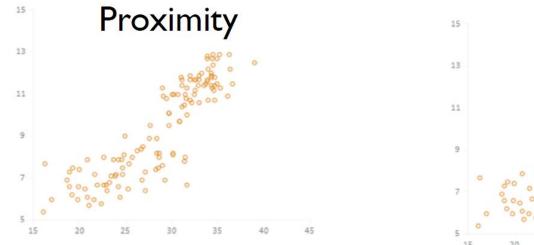
Enclosure example

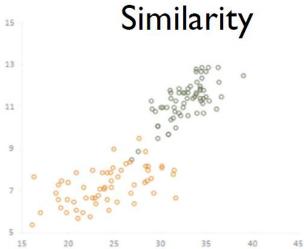


Connectivity is very familiar in line graphs, giving connection and shape to the data.

Enclosure can be used to override connectivity when there is a need to further group items.

Grouping Examples





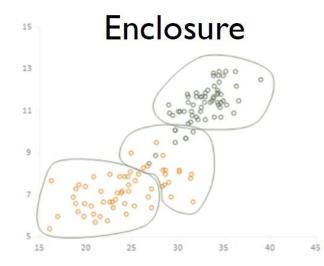
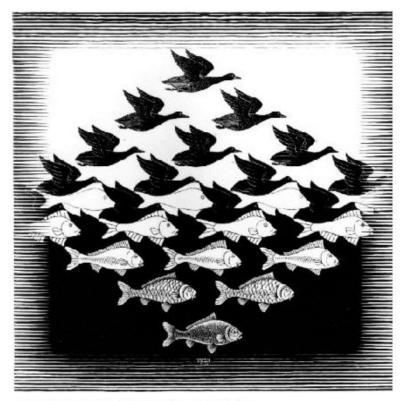


Figure Ground Perception



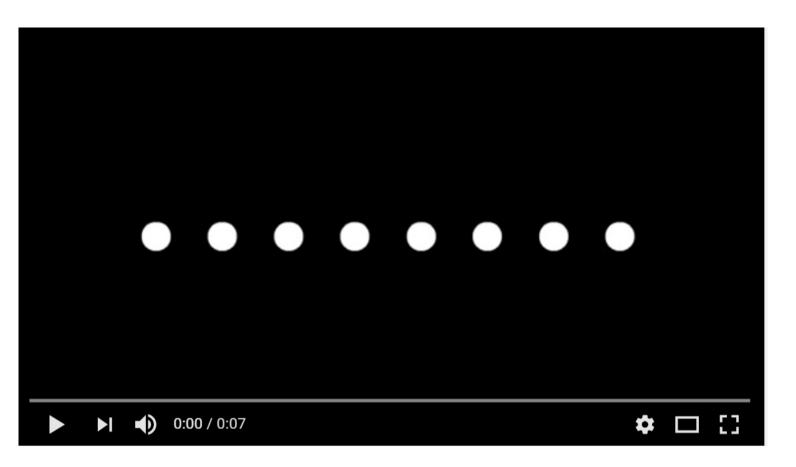


M.C. Escher: Sky and Water I 1938 woodcut

Figure Ground Perception



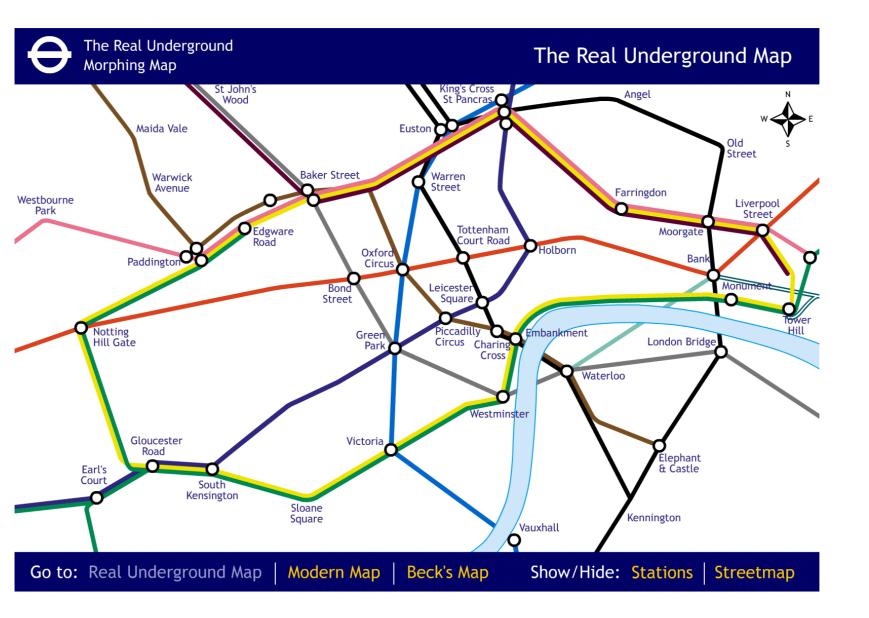
Common Fate



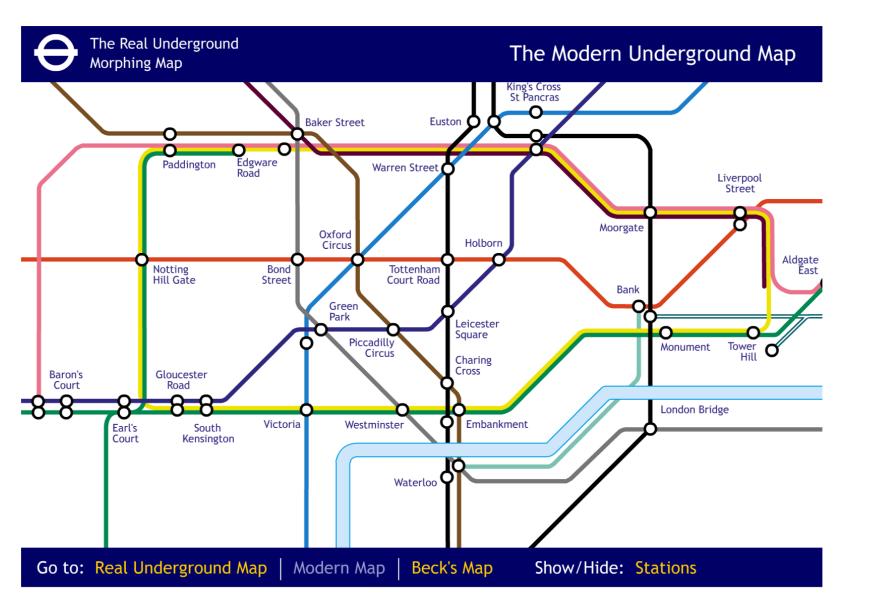
Common fate = grouping by similar motion – works best used with proximity too.

PARC design guidelines

Example: London Underground



Design by Harry Beck



Design for non-designers

Anyone can (and does) make ugly diagrams.

Four simple design principles can avoid this:

Alignment, Proximity, Repetition, Contrast

These work for web pages, essays, power point presentations, letters, CV's, leaflets, business cards etc.

Will not make you into a professional designer..... but could make your visual communication clearer.

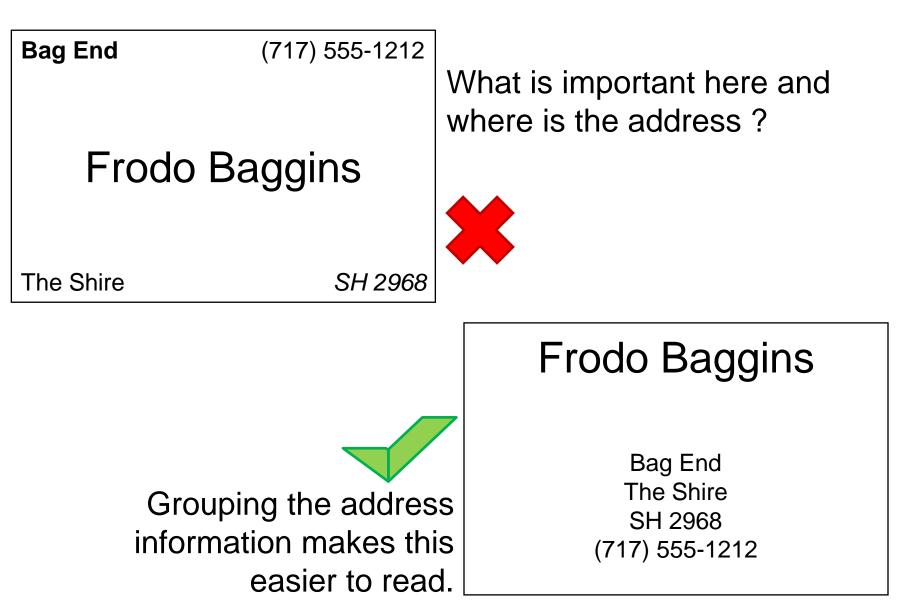
*from the book The non-designer's design book, Robin Williams, Peach Pit Press, 2014.

Relationships between items on a page can also be expressed by their proximity.

The clarity of a page will be improved if:

related items are placed closer together.

unrelated items are placed further apart.



BOTANY



LINKS TO IMAGES HOUSE TREE LINKS TO ESSAYS BUILDING

Links to Images House Tree Links to Essays Building **Botany**

Grouping related items can help improve lists. Capitalising all text doesn't usually help readability.



More things to try:

Make sure headlines are closer to the related text than to the text or graphics above them. (Use break
 not carriage return <CR>)

Make sure captions are close to their photographs.

Put space between unrelated things.

Ensure any hierarchy between the items on the page is represented in their spatial arrangement.

Alignment

Line things up with each other.

Choose one alignment and use it for the whole page.

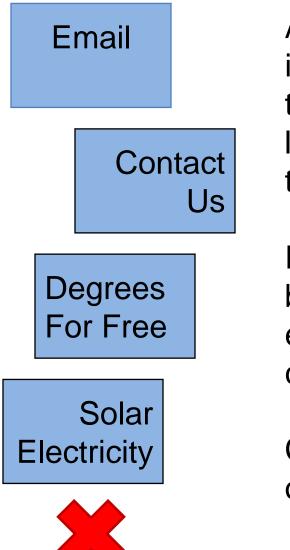
Don't mix alignments It looks very odd And can be difficult to read

as well.

While you are doing this try and keep text away from the edge of the page to reduce the number of difficult to read long, long lines.

Here are some examples:

Alignment



Alignment means introducing the same text alignment, eg flush left, for everything on the page.



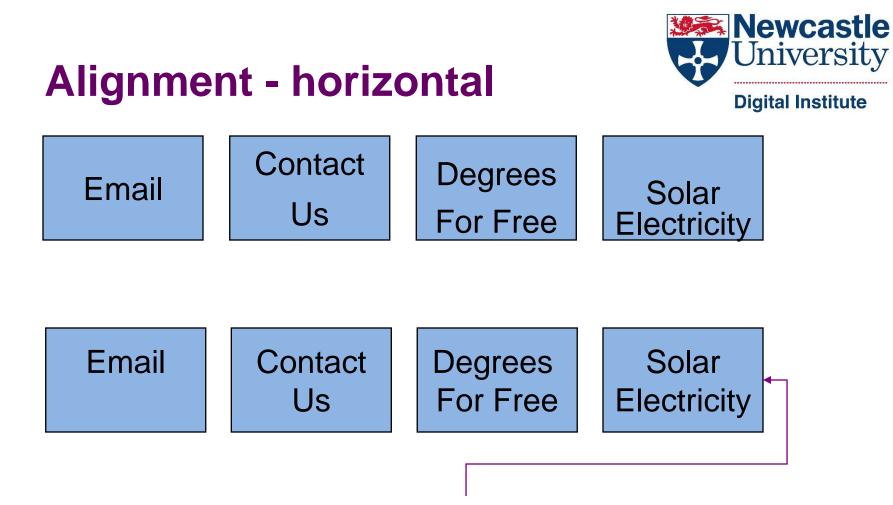
Contact Us

It also means aligning buttons etc along edges to create visual connections.

Check this using grids or rulers.

Degrees For Free

Solar Electricity



Horizontal alignment is as important as vertical alignment.

Horizontal baseline alignment is a feature that can be controlled for tables in most web authoring packages.

Alignment – centred



Digital Institute

Home

Email

Browse Search

Software The Basics

Support

Centred alignment can be a problem because it introduces an invisible line down the centre of objects.

Visually it can be stronger to flush left or right and makes the link between items clearer down the resulting vertical line.

Home

Email

Browse Search

Software The Basics

Support

Alignment

Red	Green
Blue	Orange
Pink	Yellow
Violet	Indigo



- Red Green
- Blue Orange
- Pink Yellow
- Violet Indigo



Turn table borders off and improve the text alignment.

It can often look better and be easier to read.

Tufte suggests this as the principle of minimising the non-data ink on a page.

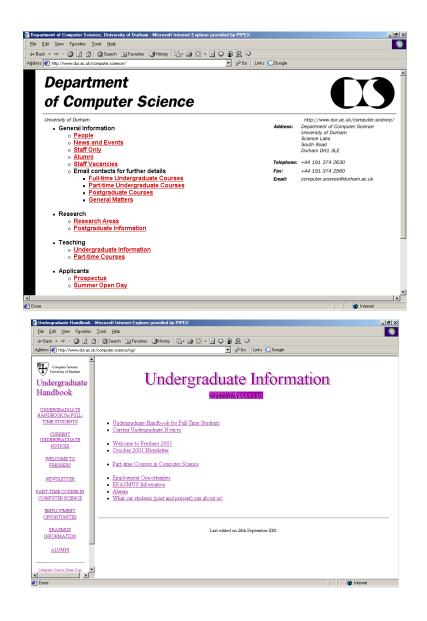
The visual display of quantitative information, Edward Tufte, Graphics Press, 1983.

Repeating elements tie together all parts of a web site. It should be clear that all the pages belong to the same site simply by looking at them.

Repeating navigation buttons on every page is one example and means visitors do not need to learn their way around again on every page they visit.

Probably you do this by consistently creating titles in the same font.

Extend this and consciously push further to create a visual key that ties your design together.



	Market				
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	Ī	EPARTMENT OF C Science La	OMPUTER SCIENCE		
			aboratories .Road		
		Dur DH1			
		DHI	러그는		
			ff prefix the extension number		
	Internal Calls: From Durham	Internal Calls: From Stockton	External Calls: within the UK	External Calls: Overseas	
To ring Stockton	53 ext. number	ext. number only	01642 33 ext. number	+44 1642 33 ext. number	
To ring Durham	ext. number only	56 ext. number	0191 374 ext. number	+44 191 374 ext. number	
	(note:	(d) - Durham and (s) -	Stockton on the contact lists)	
Academic	Teaching Support	Dept. Su	pport <u>Research</u>	Postgraduates	
		Page maintained by			
		Last Updated 3	September 2001		

CS department pages.

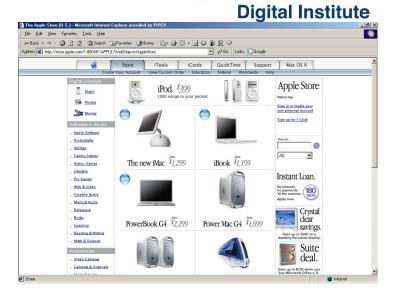
Do these look as though belong to the same department ?







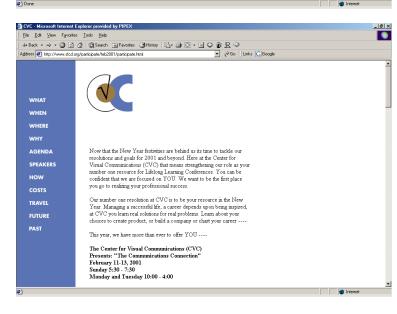




www.apple.com pages.

Unified by navigation bar and the choice of font. Buttons repeat the style. Also link to the product.

C - Microsoft Internet Explorer provided by Edit View Favorites Tools Help	
Back • ⇒ - 🗿 🖗 🐴 🔞 Search 📷	Favorites 🎯 History 🔄 🗸 🗃 🖸 🕶 😰 👷 🗭
ess @ http://www.sfcd.org/	C Google
АВОИТ	ζ
PROGRAMS	_
FACULTY	UT CVC is a post-secondary college offering BFA, MFA, a Professional MFA, and a post-baccalaureate degree in illustration, design, business and technology. CVC links these programs to an extensive group of progressive partnerships.
ADVISORS	The three distinctive characteristics of the CVC are:
STUDENTS	 Real world expertise with traditional teaching Invironmental integrity Latest technology
	 Laiest technology Unique among graduate programs, Center for Visual Communications has conceived a graduate curriculum
PARTICIPATE	Unique among graduate programs, Center for Visual Communications has conceived a graduate curriculum that is reinforced with experts in business, psychology, sociology, mathematics, statistics and anthropology
CONTACT	The Corporate and Academic Interaction will empower graduates with an edge that is focused on multifaceted problem solving, team dynamics and a working knowledge of converging technology, resulting in a valuable investment in any corporation's largest asset, human resources.
FOU	NDERS Joel Nakamura Jan Schroeder Don Woo
	The management team consists of individuals whose combined expertise is in business, management, marketing, educational administration, teaching, corporate development, financial and technological



<u>File Edit View Favorites Tools H</u>	elp	
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Agdress 🕘 http://www.sfcd.org/mission.html		💌 🤗 Go 🛛 Links 💽 Google
PROGRAMS FACULTY	MISSION	The Center for Visual Communications was founded to lead and advance academic, creative, and corporate interaction.
ADVISORS	OBJECTIVES	Provide a post-secondary degree offering a EFA, MFA, MS, Professional MFA/MS, and a post- baccalaureate degree in illustration, design and technology.
LOCATION		Construct a curriculum that is interdisciplinary and structured to give equal importance to the intellectual, ethical, creative, business, marketing and technological areas of study.
PARTICIPATE		Incorporate the newest technologies, as they become available.
CONTACT		Establish and maintain a philosophy of environmentally sound thinking and practice.
		Link these programs to progressive partnerships offering opportunities for learners and industry to connect, progress and excel.
		Vision develops passion for creative thinking and image making in the fields of illustration, design and technology. Creativity bridges concepts with end products and the CVC focuses instruction on solid foundations in design, skills, and concepts which are coupled with intensive business and marketing phalosophies.
	VISION	The Center for Visual Communication (CVC) develops passion for creative thinking and image making in the

www.sfcd.org pages.

Simple design can be work well.





Contrast draws your eye to something.

It can be used to indicate hierarchy and relationships.

Contrast needs to do what it says on the tin. If something is not the same make it very **DIFFERENT**.

Contrast can be between: font, bold, style, colour, images, spatial arrangement.

Contrast

Create a focal point on a page with the other elements related to it in a hierarchy.

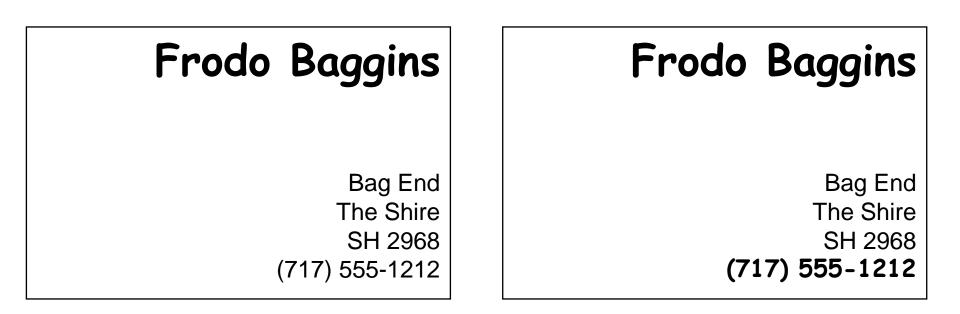
A focal point can be created using contrast.

Simple example is to use font size to make the most important item stand out.

	Frodo Baggins	Frodo Baggins	
¢	Bag End The Shire SH 2968 (717) 555-1212	Bag End The Shire SH 2968 (717) 555-1212	

Contrast and Repetition





Repeat the font and bold type of the first line on the last line.

Where does your eye go?

Contrast and Repetition



Digital Institute

Similar lines in the left table, intentional or a mistake?

The Rules of Life

Your attitude is your life.

Maximise your options.

Never take anything too seriously

Don't let the seeds stop you enjoying the watermelon.

Be nice.

Contrasting lines in the right table seem clearer.

The Rules of Life

Your attitude is your life.

Maximise your options.

Never take anything too seriously

Don't let the seeds stop you enjoying the watermelon.

Be nice.

Graphic Design Key Points

Learn principles rather than a library of designs.

Copy good design ideas using your own text and graphics.

Don't take design too seriously but combine the four basic principles to create exciting, good looking documents:

Proximity, Alignment, Repetition, Contrast

Remember spellang and grammar checker's exist