



Design Principles and a study in linear design

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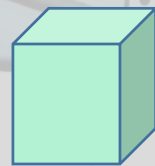
Introduction to Design Principles



Contrast



Repetition



Alignment



Proximity

Linear Design:

This slide show could be of any topic. What makes it linear is the use of hypertext links from one page to another. For example, you could show only seven slides. Those are the main elements. Four of those pages have links to three additional pages each. These additional pages can be examples or a deeper level of information. They could be shown or left hidden.

Benefit:

The presenter can tailor the display selection to time constraints or cognitive dissonance.

Example 1

Contrast

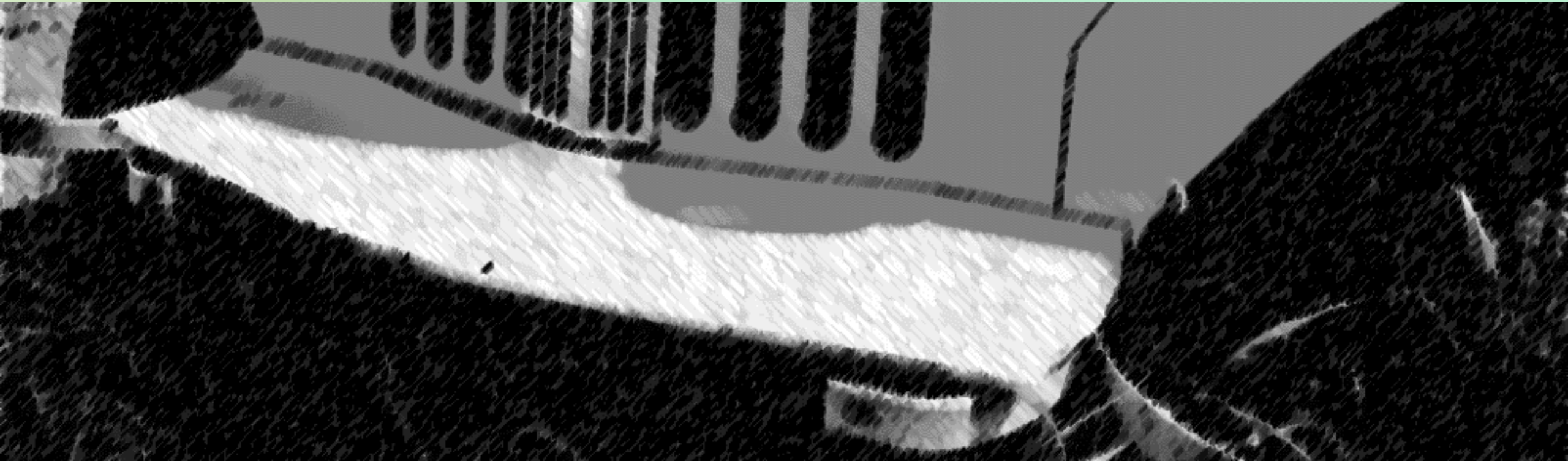
Example 2

Example 3

Contrast

Contrast is a simple but effective design element.

1. Color Based – Black and white or Bright Red and Green.
2. Size: Large and small
3. Elements: Framed or open. Order or dissonance. Use opposites.
4. Font based.



Repetition



Repetition



Repetition



Repetition



Repetition



Repetition



Repetition



Example 1

Example 2

Example 3



Alignment

Alignment provides order.
Order is easy on the eyes and
promotes comprehension.

1. Align text and bullets
2. Align Photos or elements
in photos.
3. Align graphic elements like
boarders, boxes, and
dividers.
4. Alignment is balance



Proximity

Example 1

Example 2

Example 3

Proximity is location.

- Large items are key
- Grouped items are related.
- Bright Fonts are Key
- Dominating images set the tone.





Conclusion

Contrast 1 Use Two or Three colors to create drama and focus the eye on the most important elements.



Contrast 2- use of a third color emphasizes its importance.



Contrast 3

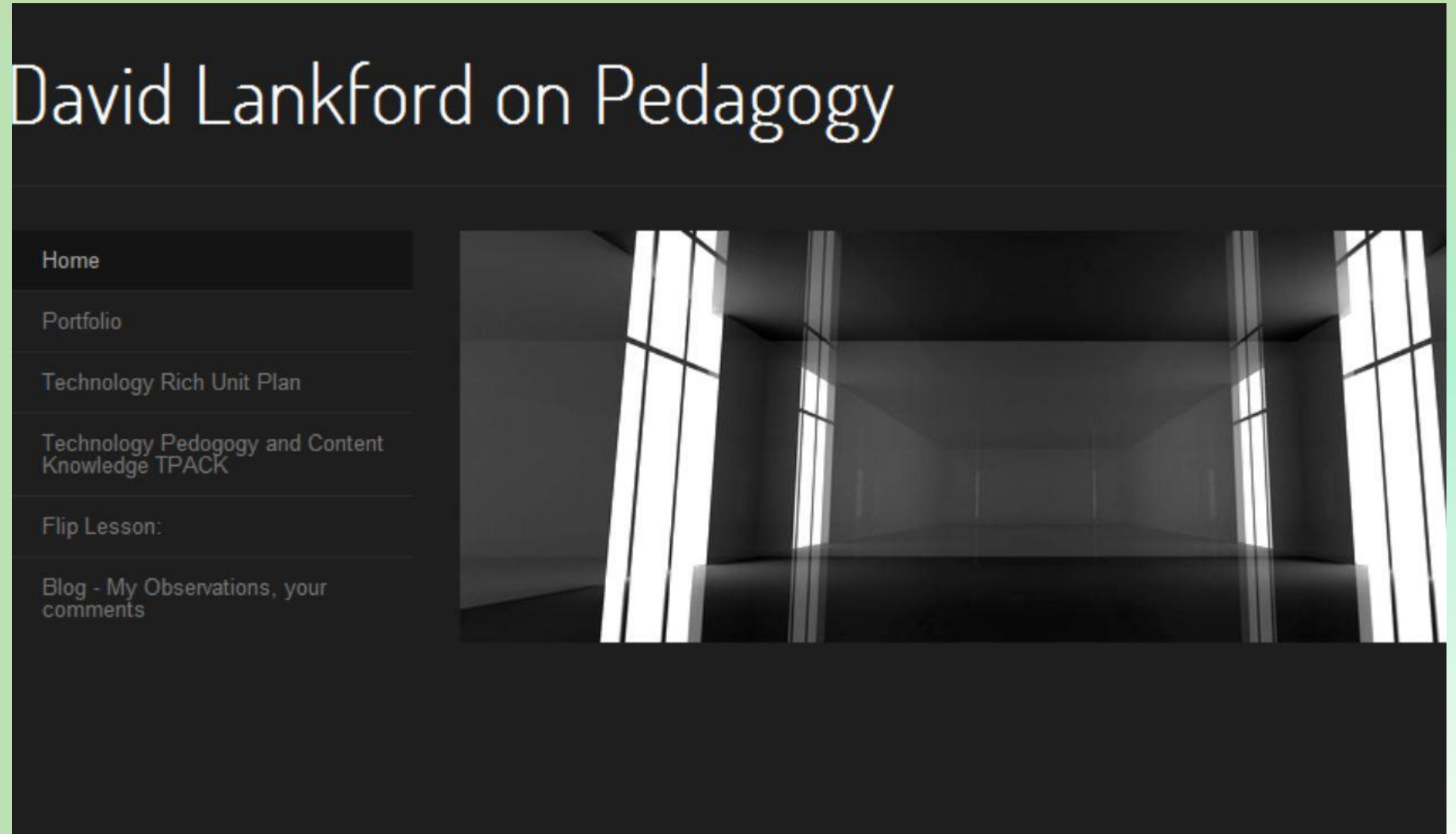
I used contrast to provide a clean professional look to my website

www.thinkinginschool.weebly.com

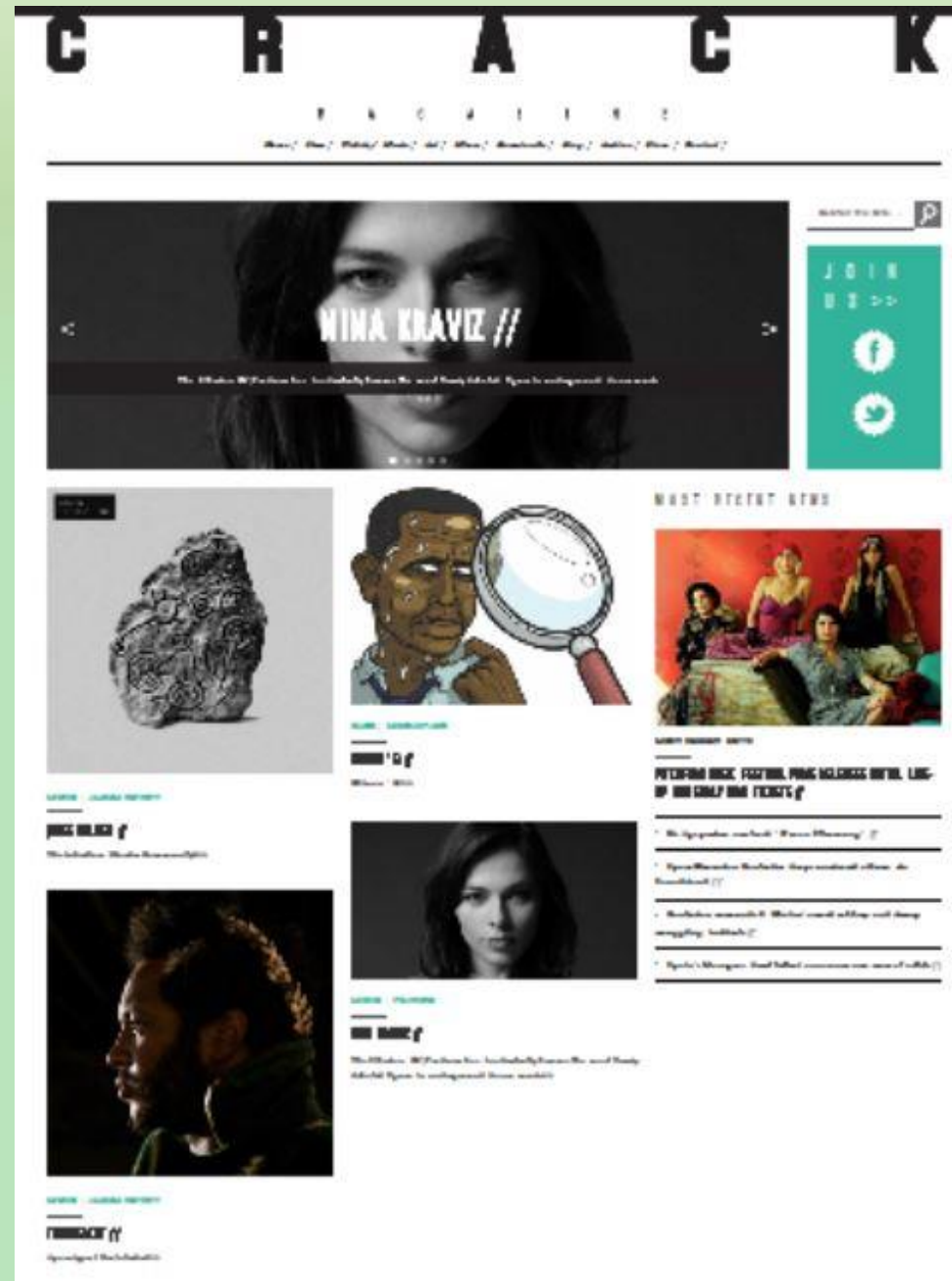
Size

Font

Color



Repetition 1

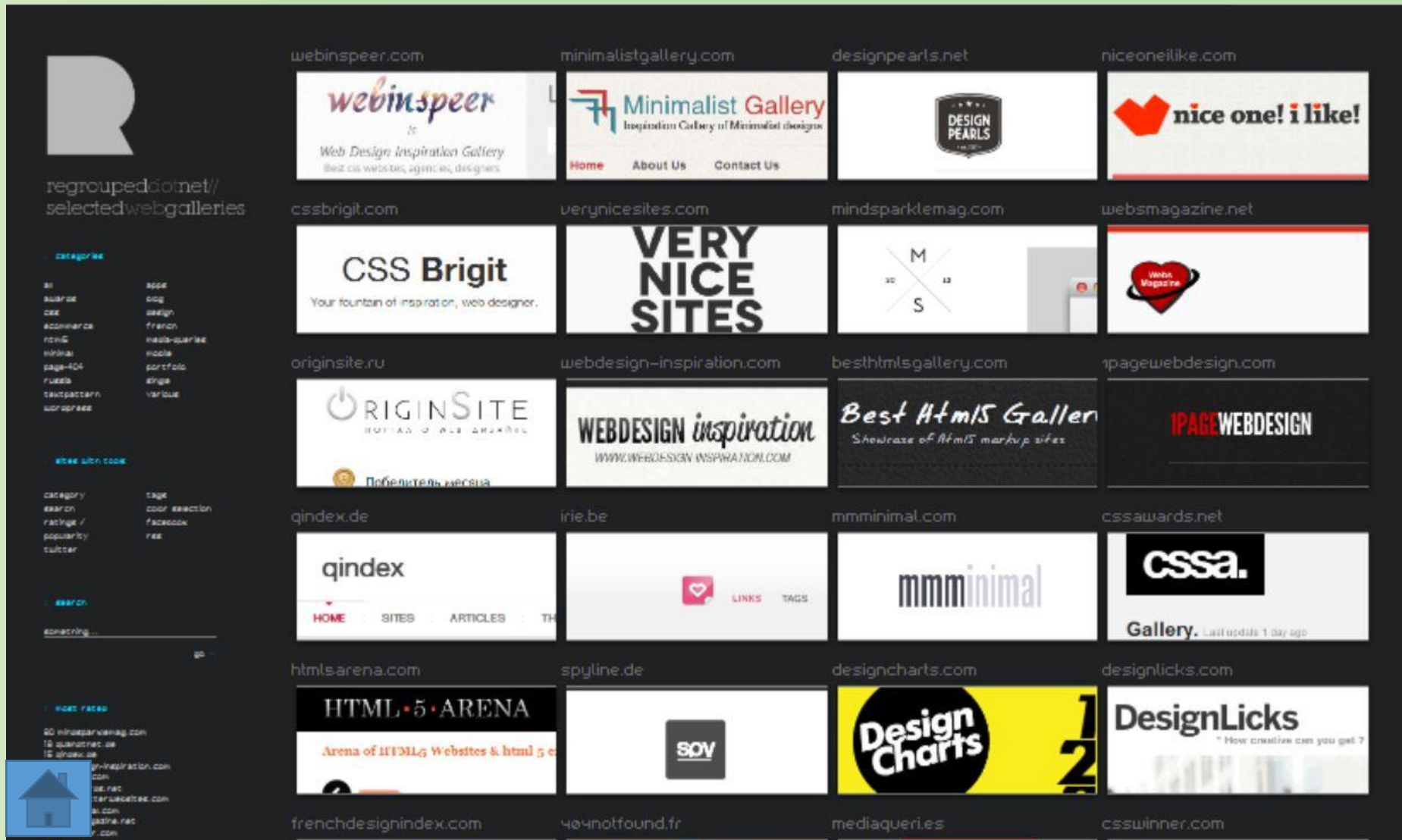


This online magazine uses repetition to provide several vignettes into the magazines content. This is not alignment due to the irregular sizes of the image boxes.



<http://crackmagazine.net/>

Repetition 2



Perfect alignment of **replicated** rectangles. These elements remind me of business cards.

<http://regrouped.net/>

Repetition 3

SHAPE

Notice that images are grouped in tree repetitions of squares, circles and rectangles.



COLOR

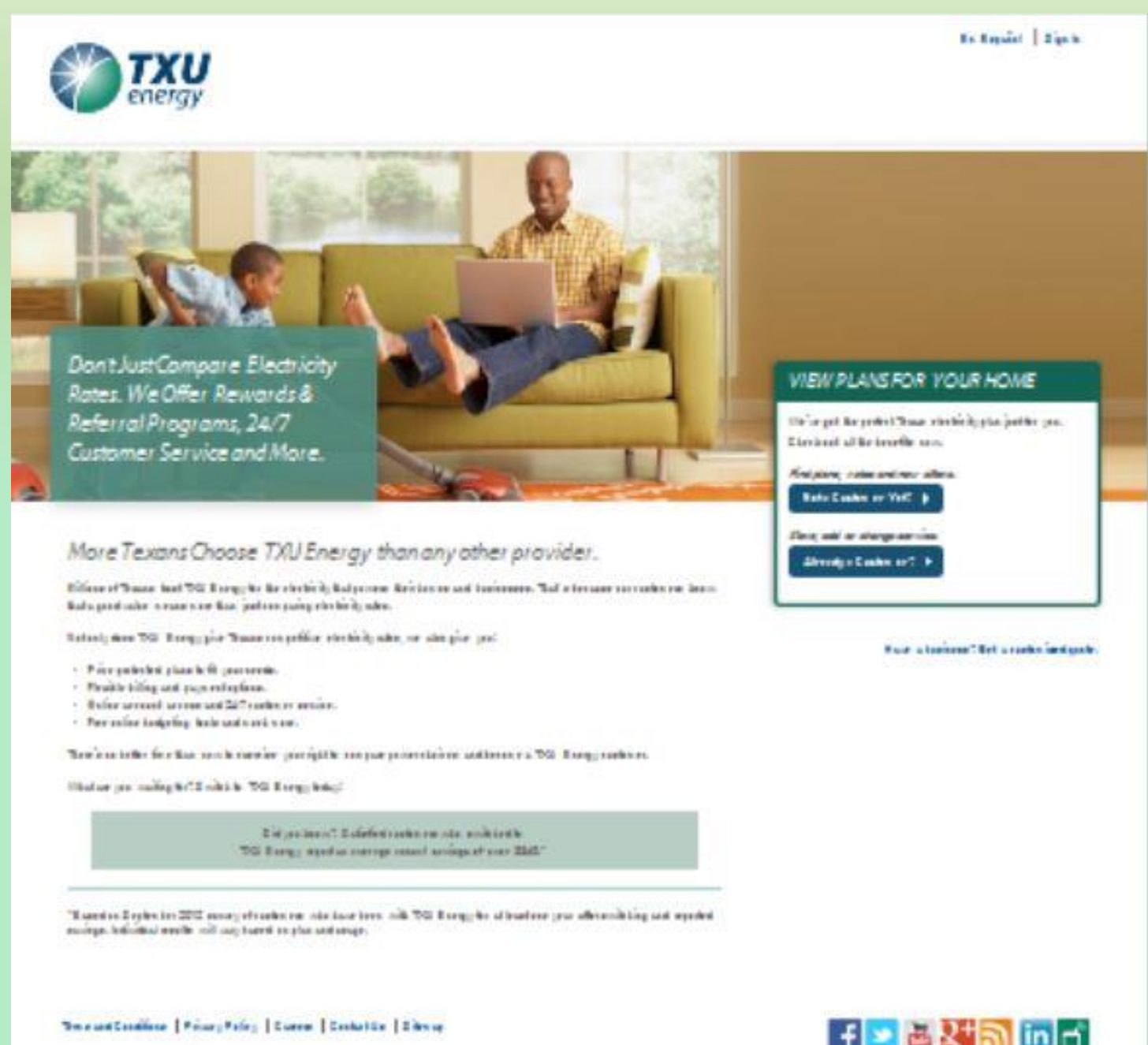
Notice how Orange, green, and pink are colors that are repeated often.



Alignment 1

Notice how the elements are aligned to the left margin. This keeps your **focus** on the text.

While the colored boxes are aligned, *the lower box has centered text, a weakness in its design.*



<http://www.txu.com/residential/promotions/search/>



Alignment 2 - Easy for the eye to navigate



Every element on this site is aligned to another. The **symmetry** yields a calming effect that makes you like the overall design. Even the cartoon character is aligned to the vertical text columns.

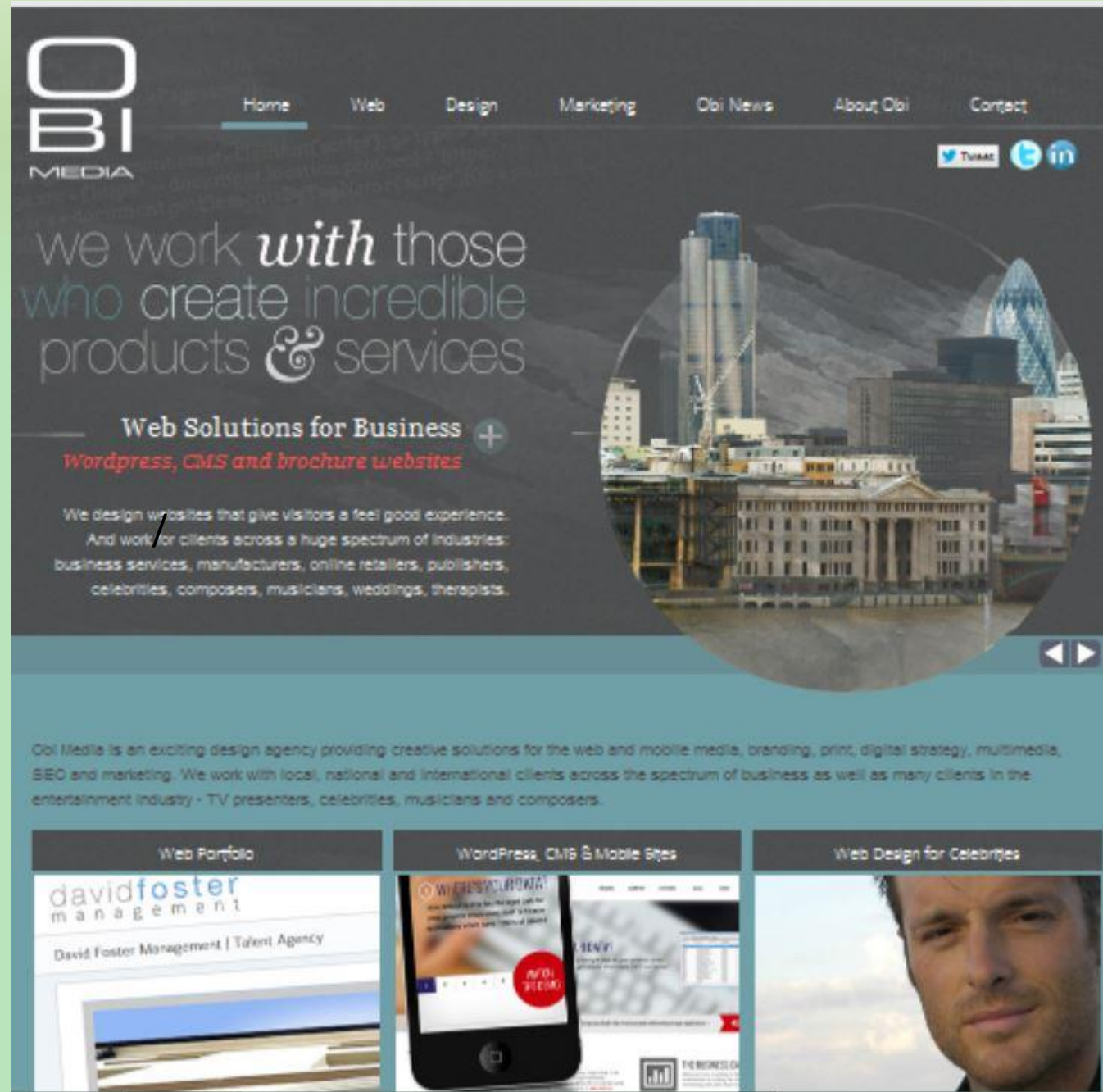
Alignment 3

This ostensibly confusing site uses alignment and proximity to provide direction to the eye of the viewer. **Clarity,** I think it works.

Contrast in font and color show proximity with the word “*with*.”



<http://www.obimedia.co.uk>



Proximity 1

This site uses the **size** of a gigantic image to draw your attention and Proximity of the title text, which is also large to give the casual viewer all the data needed at once to attract your attention.

DERREN BROWN

HOME | ABOUT | ON STAGE | ON TV | ART | THE CORE | CORPORATE BOOKINGS | CONTACT | STORE | BLOG

— *Derren Brown* —

APOCALYPSE

26 · 10 · 12

"HE IS A WISE MAN WHO DOES NOT GRIEVE FOR THE THINGS WHICH HE HAS NOT, BUT REJOICES FOR THOSE WHICH HE HAS"

Epictetus (c. AD 55 - 135)

- SEE THE TRAILER - [WATCH NOW](#)

◆ ◆ ◆

— STORE —
new & exclusive items

FEATURED Pezcard Pack

— THE CORE —
methods in madness



<http://derrenbrown.co.uk/>

Proximity 2

There are three big **groupings**. This is proximity, because each group draws your attention to its elements only. You can in effect divide this website's elements by their proximity to a photo or and icon.

The central photo is the most attractive as it is central and large. The text near it, describes it.

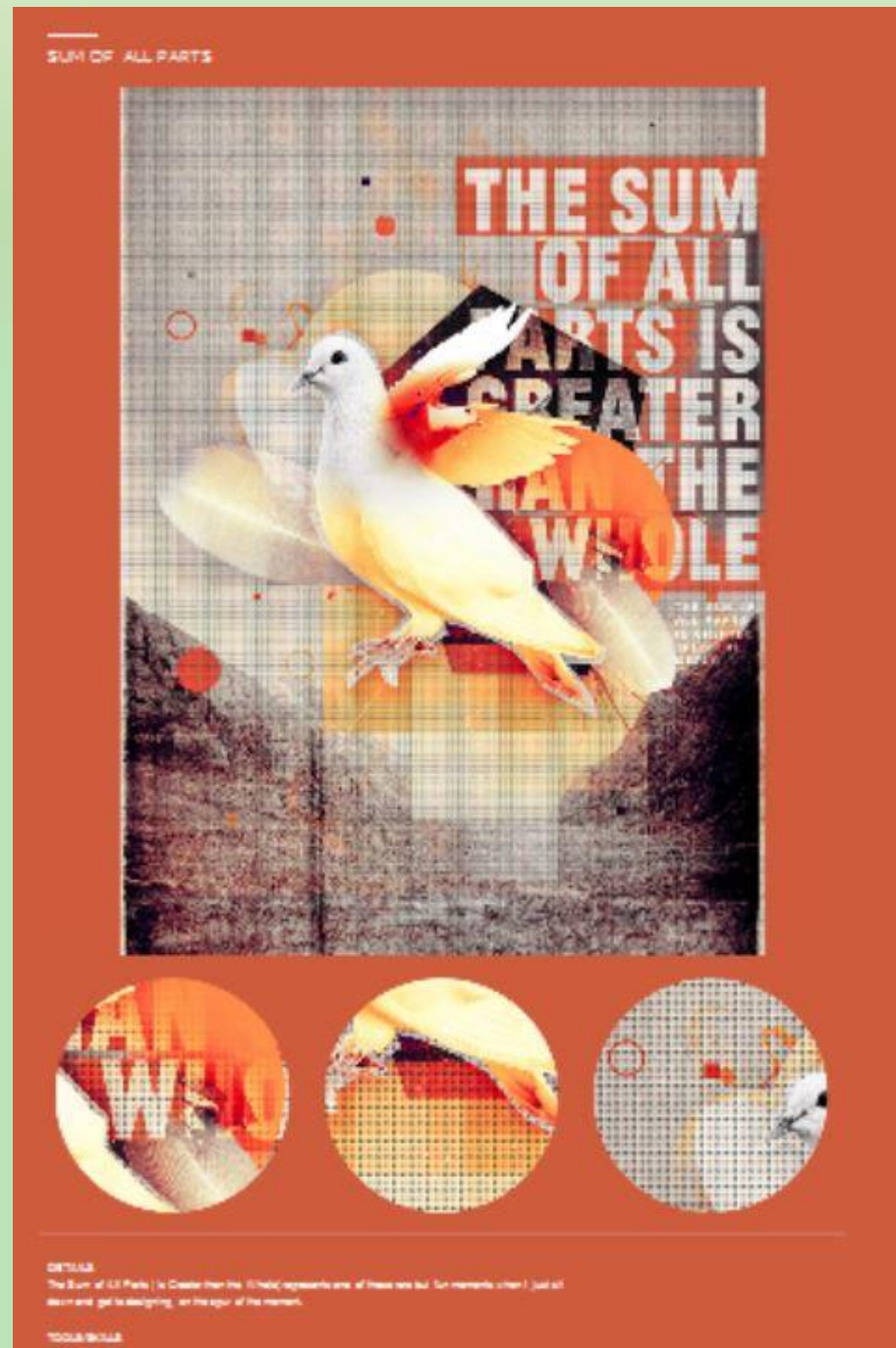


<http://www.wesst.org/>

The screenshot shows the homepage of WESST (Western Entrepreneurial Support & Training). At the top, the WESST logo is displayed with the tagline "THE PLACE TO START & GROW YOUR BUSINESS". A search bar is located in the top right corner. Below the logo is a navigation menu with links for HOME, ABOUT, LOANS, SERVICES, EVENTS, BLOG, ENTERPRISE CENTER, BUSINESS TOOLKIT, and CONTACT. A horizontal banner features three news items: "WESST TECHNOLOGY TOOLKIT™ LAUNCHED BY FNM JOB GROWTH FUND", "WESST RECEIVES \$10,000 AT THE GREAT GRANT GIVEAWAY", and "FREE GROSS RECEIPTS TAX WORKSHOP". The main content area is divided into two columns. The left column contains a white box with the heading "Need help starting or expanding a small business?" and a paragraph of text. The right column features a large photograph of a modern building at night, with a "Donate" button and a call to action "Support our efforts to help New Mexico entrepreneurs achieve success. Invest in WESST. Read More". Below the main content are four sections: "CONNECT" with social media links for Twitter, Facebook, Google+, and RSS; "FEATURED ARTICLE" with a link to "Part 3: What Every Successful Business Owner Should Know About Their Business"; "CLIENT PROFILE" featuring a photo of Jackye Meinecke and her company, Enchanted Gardens, LLC; and "WESST ON FLICKR" with a grid of small photos.

Proximity 3

<http://www.identitywithheld.org/>



The most valuable text on this page resides within proximity to the main iconic image. They form a **symbiotic relationship**.

The circles are magnifications of the main picture. Their importance is recognized because they are **closely associated** with the main image. If they would have been further away, their identity could have been ambiguous.

