

GRAPHIC DESIGN PART 2

THE VISUAL BALANCE

PART OF STANDARD AESTHETICS:

Next to color schemes, unified sizes, margins, grid...

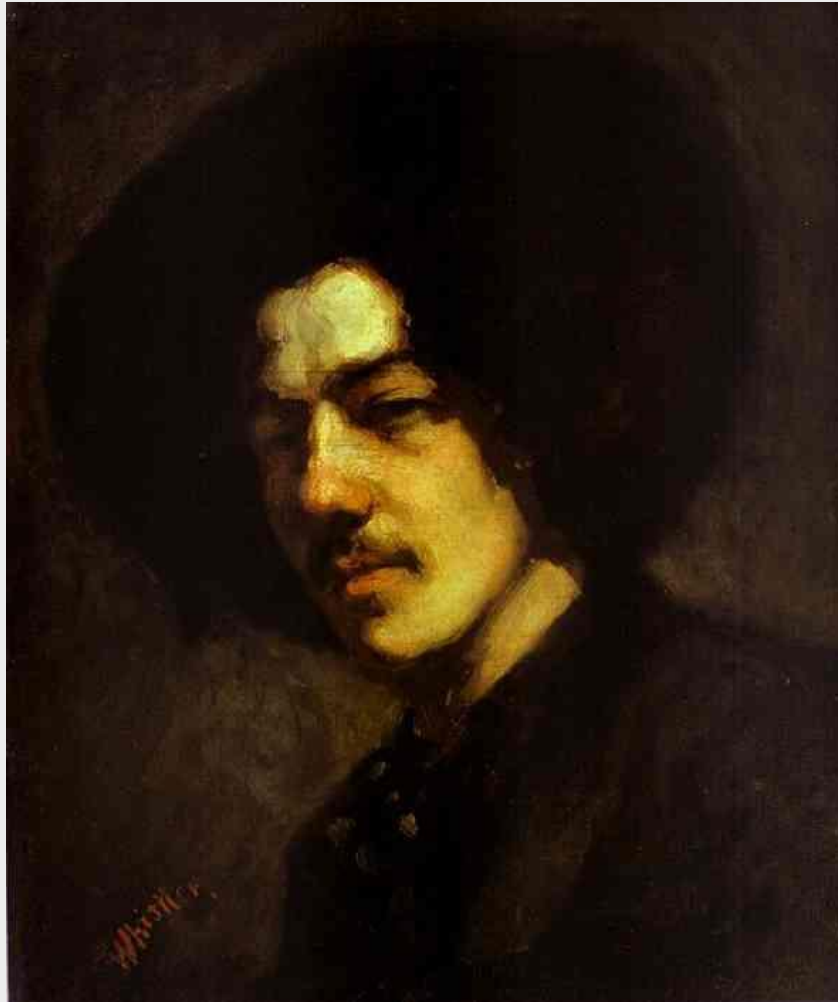
WHAT DOES *BALANCE* MEAN IN WEB DESIGN?

Remember stability vs. drama in logo design

BALANCE BY:

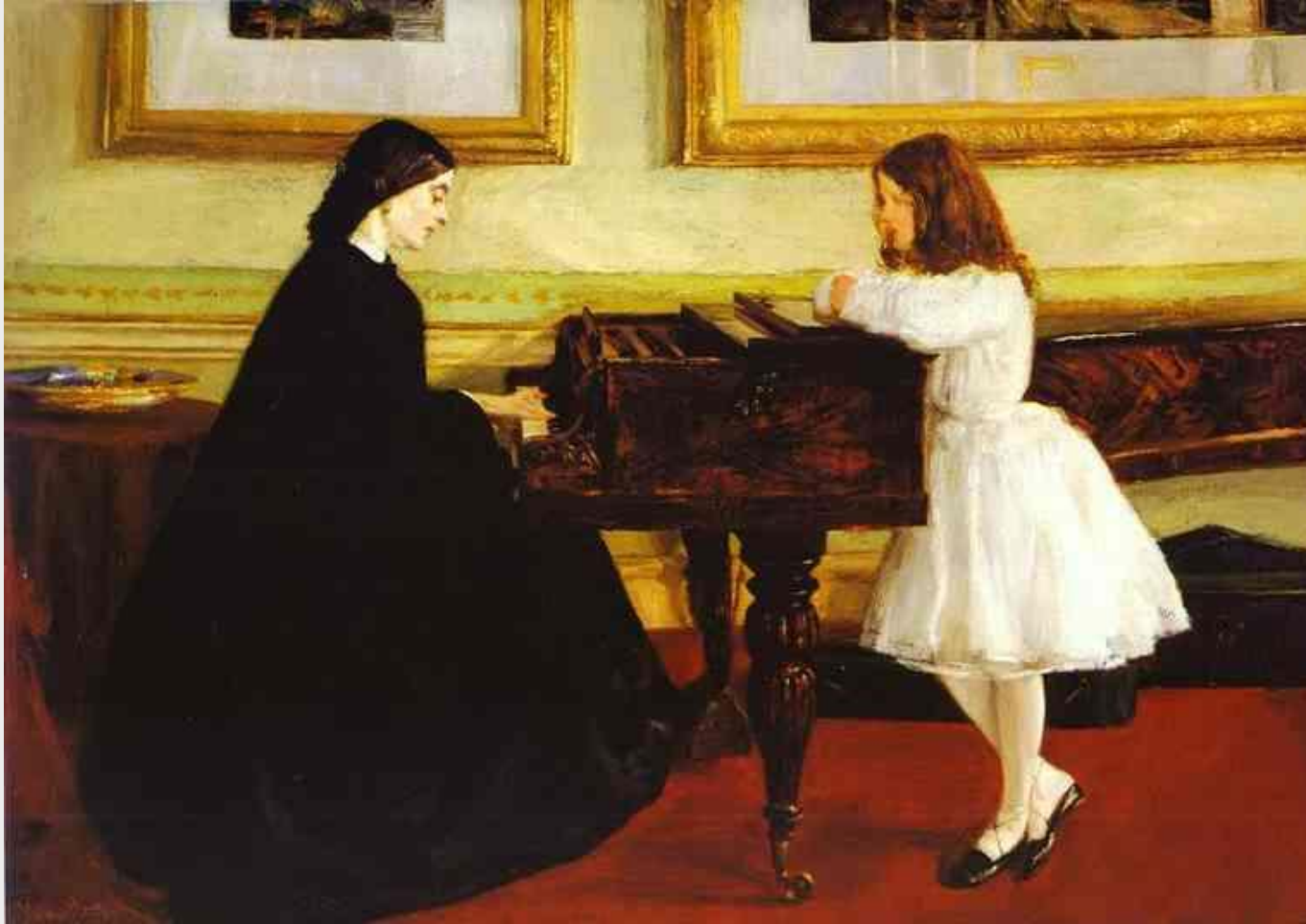
- Symmetry, anti-symmetry, asymmetry
 - Leverage, eye-direction, texture, color, space
 - Vertical balance - fixed vertical axis (defined by grid)
-

BALANCE BY SYMMETRY



James Abbott McNeill Whistler – Autoportrait

BALANCE BY ANTI-SYMMETRY



James Abbott McNeill Whistler – At the piano

BALANCE BY ASYMMETRY



James Abbott McNeill Whistler – Autoportrait

HARMONY VS. DRAMA



James Abbott McNeill Whistler – Harmony in Blue and Silver

WHO'S JAMES ABBOTT MCNEILL WHISTLER?

HE'S THE SON OF WHISTLER'S MOTHER



OTHER TYPES OF BALANCE

BALANCE BY COLOR

Small area of strong color vs. large area of weak color

BALANCE BY SHAPE

Small complicated shape vs. larger simple shapes

BALANCE BY LEVERAGE

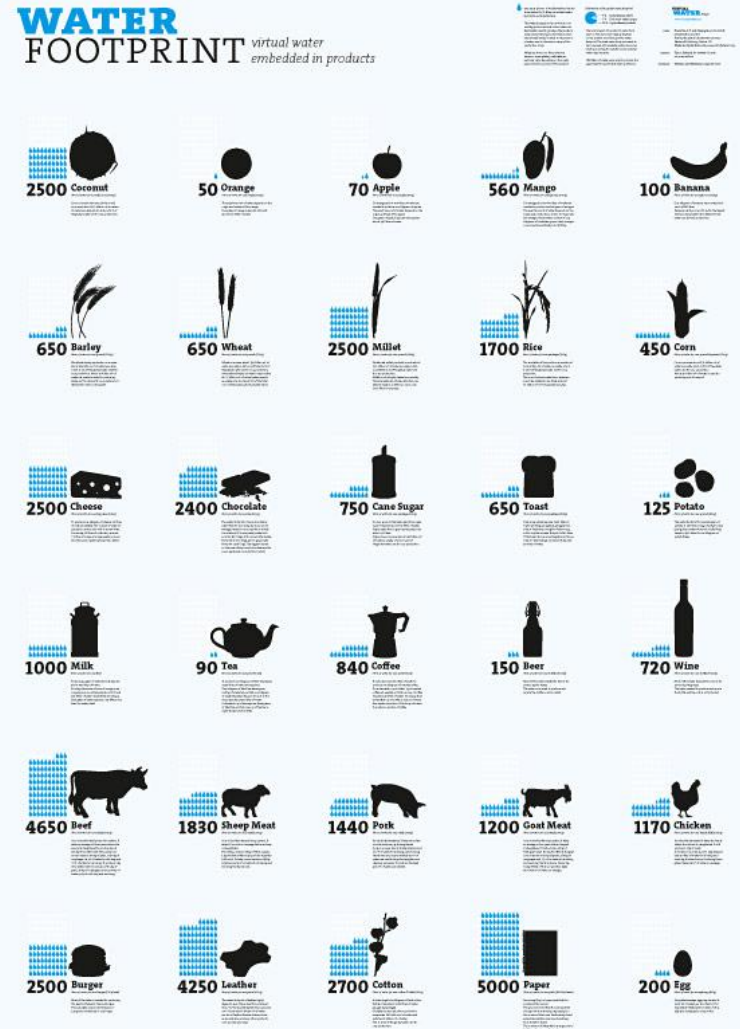
Small off-center objects
vs. large object close to center

BALANCE VS. ENTRY POINTS



Few large objects in front
vs. many small objects in back
= balance AND entry point

All elements have the same weight
= balance AND NOT entry point



WEB DESIGN EXAMPLES

THE WEB CONFERENCE FRONTEND 2011 OSLO, NORWAY 10-12 OCT. 2011

We make dreams, ambition, and some really great sketchpads for fashion designers.

THE FASHION SKETCHPAD



HOME



ABOUT



SHOP



BLOG



PRESS



CONTACT



Welcome Designers

YOU'VE GOT THE TALENT, AND WE'VE GOT THE TOOLS!

Check out our new Fashion Sketchpad, produced together with publishing rock stars Chronicle Books. This pad will take your sketches to the next level - wherever you're starting from.

Our Fashion Sketchpad is the first solution of its kind and will revolutionize fashion design. It eliminates the need for light boxes and tracing paper and streamlines sketching. The preprinted female croquis disappear on photocopying or scanning, making it much easier - and faster - to get professional-quality, proportionate designs on paper.

Our sketchpad

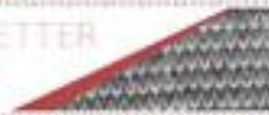
420 FIGURE TEMPLATES
for designing looks & building your portfolio

Who is Tamar Daniel?

Tamar, award-winning fashion designer develops products to make designing accessible to people of all skill levels.

Stay in touch

NEWSLETTER
Sign up



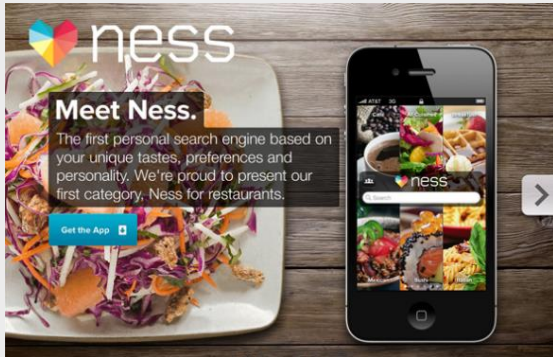
WEB DESIGN EXAMPLES

HAMILTON: THE CONCEPT OF BALANCE IN WEB DESIGN

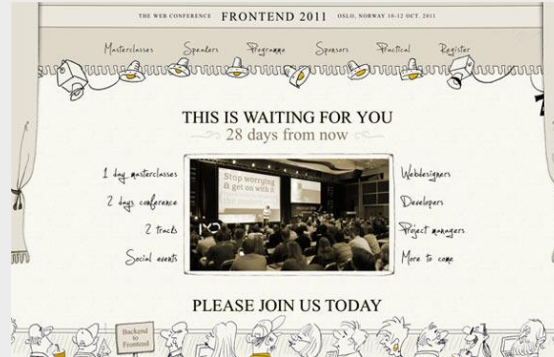
<http://www.onextrapixel.com/2011/08/25/concept-and-factors-of-balance-in-web-design/>

COX: DEVELOPING BALANCE IN WEB DESIGN

<http://tympanus.net/codrops/2011/09/13/developing-balance-in-web-design/>



Anti-symmetry



Symmetry



Asymmetry

RECOLLECTION

VISUAL COMMUNICATION

Colors, symbols

ATTRACT ATTENTION

GUIDE THE ATTENTION

LAYOUT

BALANCE

ELEMENTS OF FORM

MISSING: THE MESSAGE

DESIGN MOTIVATION

DESIGN IS NOT CREATED WITHOUT
MOTIVATION

Promote, explain, inform,... → goal, message

DESIGN PROCESS IS STARTED UPON REQUEST
AND THIS MISSION NEEDS TO BE
ACCOMPLISHED WHEN DESIGN IS PRODUCED

LESSON: MAKE YOUR MOTIVATION AND GOALS
AS CLEAR AS POSSIBLE

GOAL OF THE GRAPHIC DESIGN

EXAMPLE GOALS:

Promote something new

Promote something old.

Brand awareness

Education

WHO IS THE TARGET AUDIENCE?

What are their common characteristics

- Age, gender, income, preferences, ...

WHAT NEEDS TO BE CLEAR

YOUR MOTIVATION

E.g. *increase sales* of our cars

YOUR MESSAGE (AND YOUR OBJECT)

E.g. The *cars* now *run on salt water*.

YOUR AUDIENCE

E.g. males, 30-50y, high income.

MEANS OF COMMUNICATION

E.g. billboards, magazine ads, t-shirts

**LEARN FROM
EXAMPLES**

LUXURY AND GREAT SCALE



ELEGANCE AND SUPERIORITY



EVEN CARS
NEED A HERO.

THE NEW
S-Class
VISIT MBUSA.COM

The people who design and build automobiles also need something to look up to. To aspire to. And for over 50 years, the Mercedes-Benz S-Class has been that icon. A showcase of the very latest in design, technology, performance and safety. Everything an automobile can be. The 2007 S-Class. See it at your local authorized Mercedes-Benz dealer. **S-Class. Unlike any other.**



Mercedes-Benz



1/2 Truth:

Behind every status symbol and luxury badge is a good product.

Full Truth:

Good is the enemy of great.



The fact that we don't settle is presently staring you in the face.
Presenting the Audi R8. **Audi. Truth in Engineering.**

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"Truth in Engineering" is a trademark of Audi of America, Inc. ©2007 Audi of America, Inc.

SPEED



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PERFECT FOR TODAY'S
ECONOMIC CLIMATE.
(AND TOMORROW'S).

From £499 a month* (+VAT and initial rental, business users only).

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LEXUS HYBRID DRIVE  LEXUS
The pursuit of perfection

SMART AND SMALL



**2.5M, 4 SEATS.
VERY SMART.**

Peugeot BB1. 0 emission, 2.50m, 4 seats.

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DESIGN LANGUAGE

COLORS

SIMPLE / COMPLEX STYLE

ROUND / SHARP SHAPES

GLOSSY / MATTE FINISH

PICTURES / TEXT

PHOTO CONTENT ... / ... / ...

....

SIMPLE AESTHETICS

Balance, white space



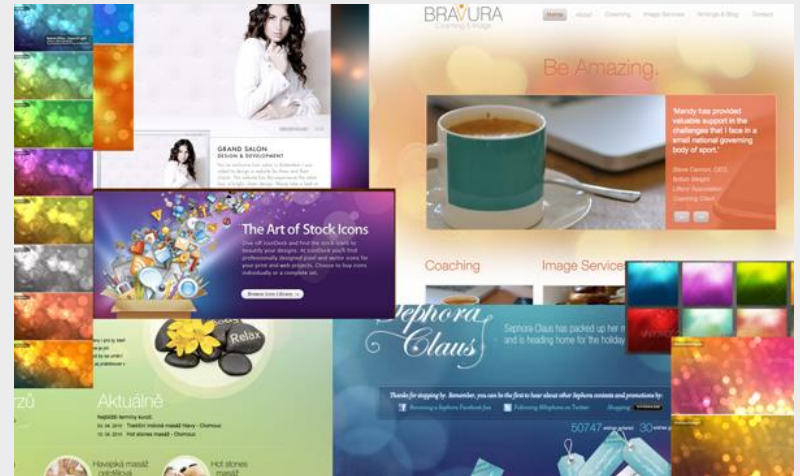
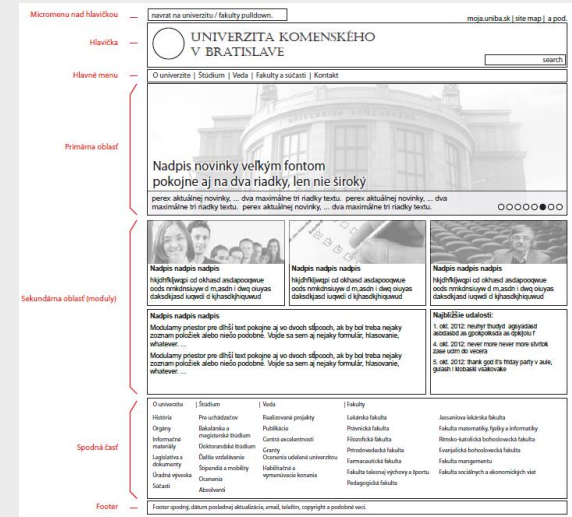
MOOD BOARD DESCRIBES STYLE

WIREFRAME
MOOD BOARD
COLOR SCHEME
PICTURE USAGE

... LAYOUT
... SKIN

ANSWER QUESTIONS:

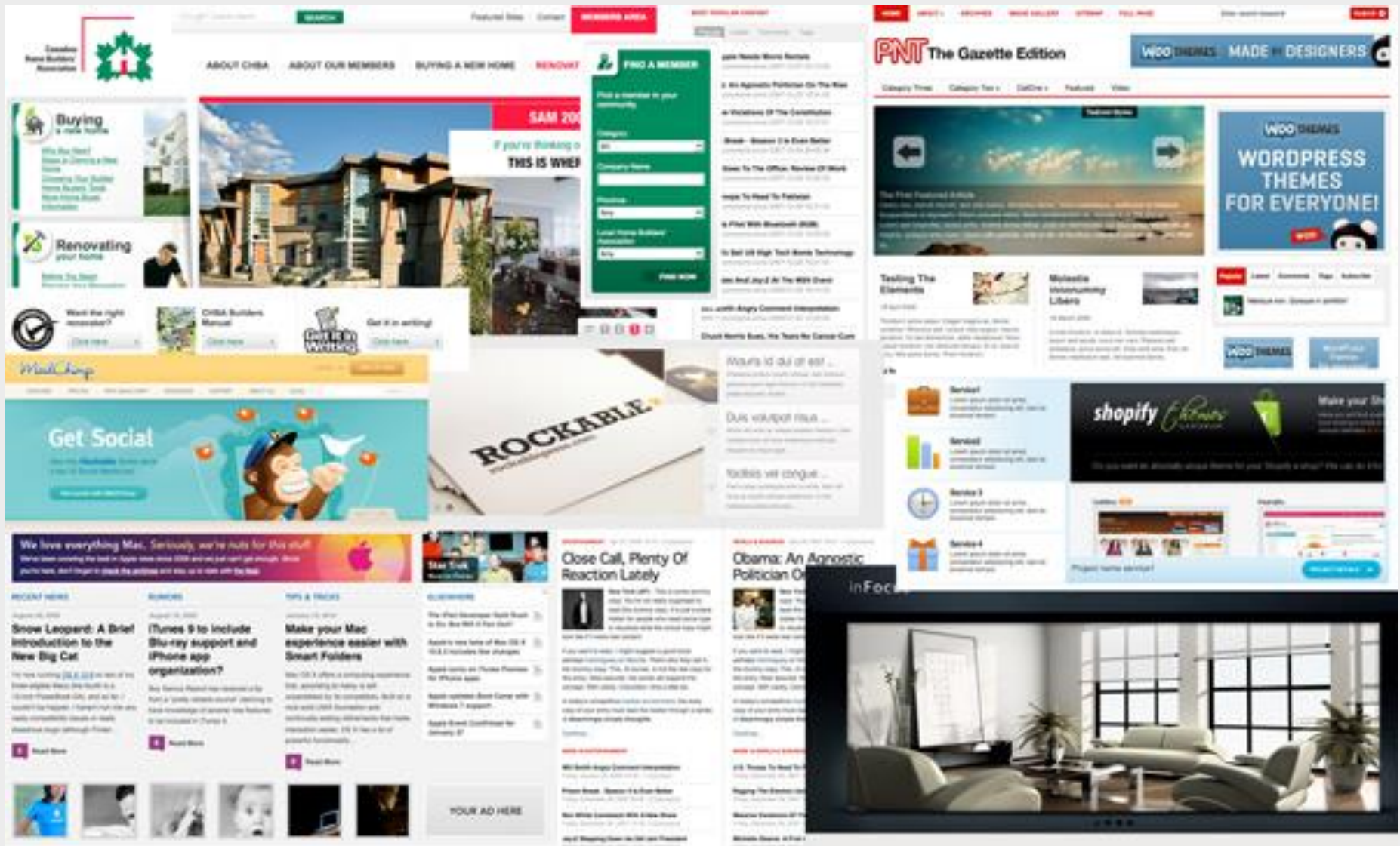
simple/complex
round/sharp
glossy/matte,
... / ... / ...



COMPARE MOOD BOARDS



COMPARE MOOD BOARDS



COMPARE MOOD BOARDS

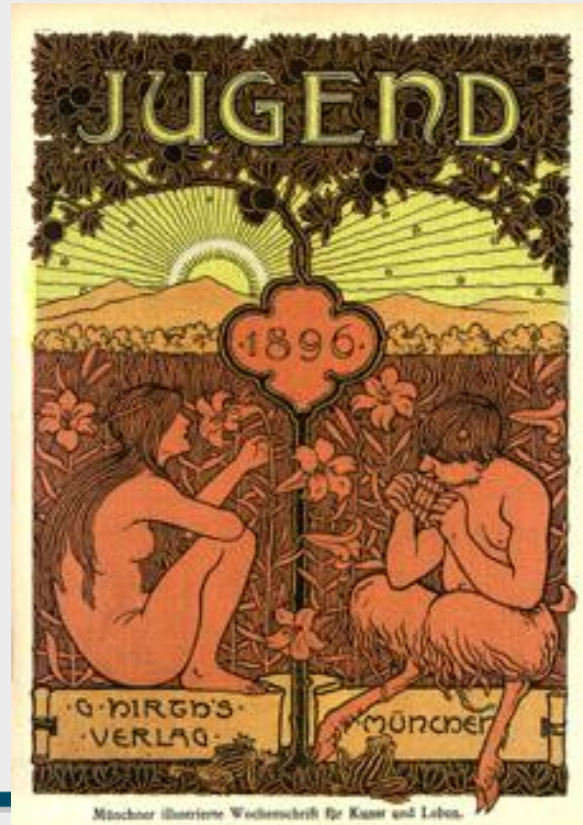
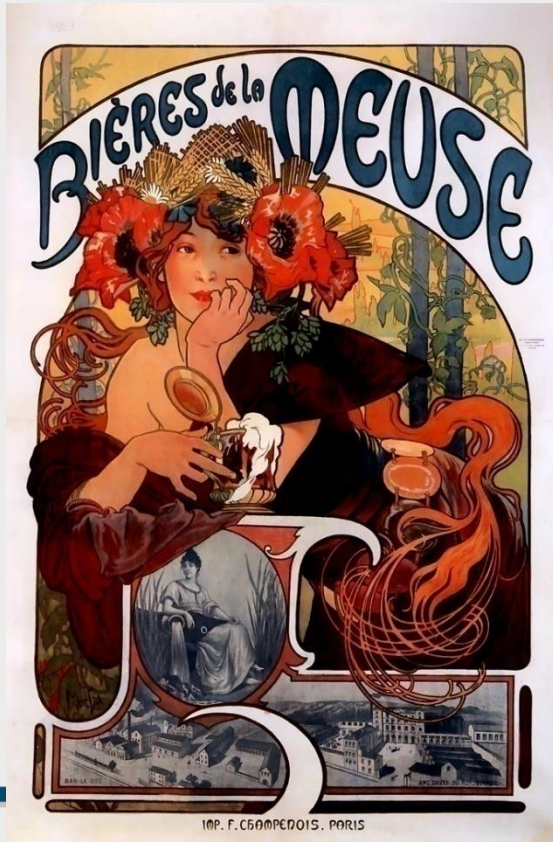


The collage displays a variety of web design portfolios and websites. At the top left, a site for 'EVIDENCE' features a dark theme with a grid of images and text. To its right is a portfolio for 'Well whoopydoo!...another web designer's portfolio...' with a light, clean design. Below these, there's a site for 'versions' with a green and white theme, and another for 'studio7 designs' with a blue and white theme. On the right side, there's a site for 'I'M A WEB DESIGNER' with a dark theme and a large, stylized 'N' logo. The bottom of the collage features a site for 'NINE LION' with a dark theme and a large, stylized 'N' logo. The overall theme of the collage is 'Creative DESIGN and DEVELOPMENT', as indicated by the text at the bottom left.

VISUAL STYLES INSPIRED BY HISTORY

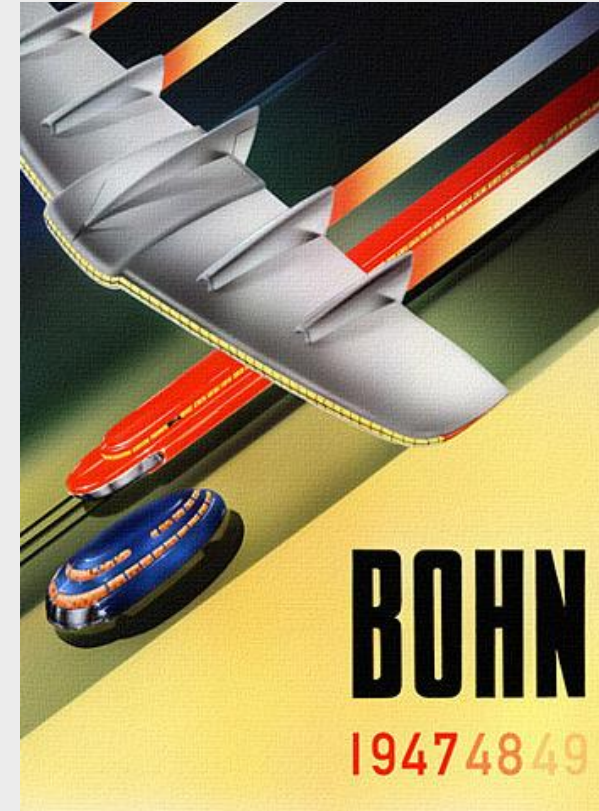
ART NOUVEAU (SECESSION)

EARLY ATTEMPTS TO MASS PRODUCE
GRAPHICS FOR BUSINESS PURPOSES
(1890 - 1914)



MODERNISM

1920-1940'S
BAUHAUS, CUBISM, ART DECO



SWISS STYLE

1950'S AND LATER

FOCUSED ON USING TYPE IN GRAPHIC DESIGN

GENERAL PRINCIPLES THAT STILL WORK

Readability of text

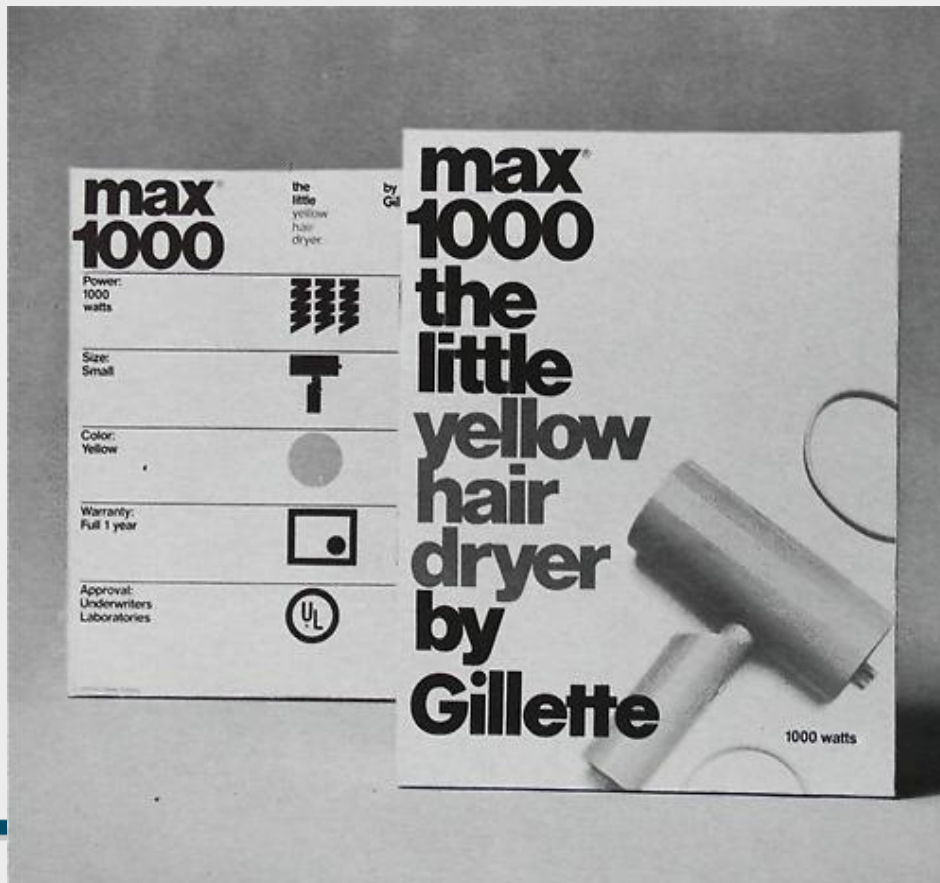
Clarity of design, content layout

White space, Less is more

Introduction of photography

SWISS STYLE

FONT SIZE IMPLIES HIERARCHY
REMEMBER ENTRY POINTS



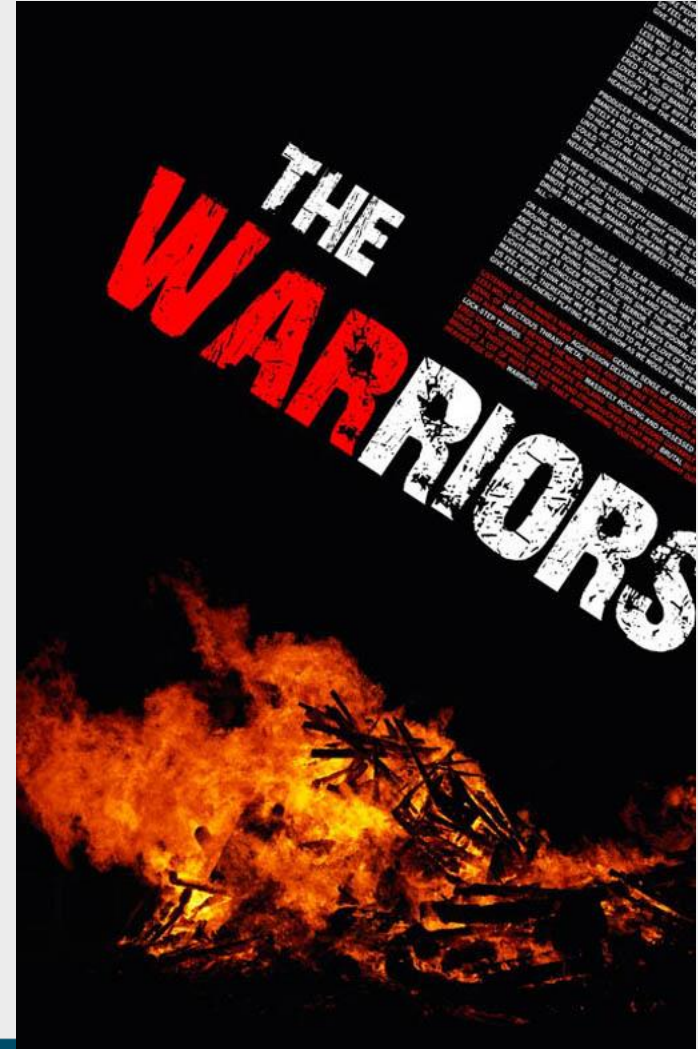
SWISS STYLE

GRIDS

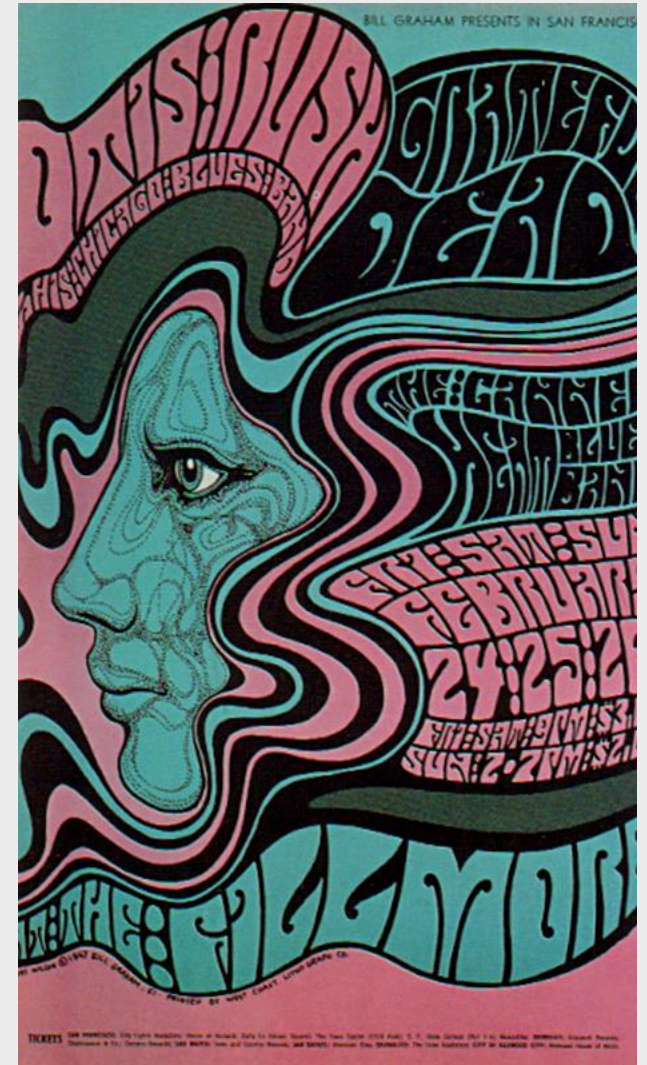
ORTHOGONAL ALIGNMENT

PHOTOGRAPHY

STILL USED AND POPULAR



60'S ZEITGEIST – PSYCHEDELIC



70'S ZEITGEIST – DISCO

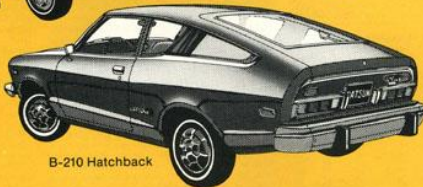
Your choice of 3 Datsuns that get 39 mpg!



4-Door Sedan



2-Door Sedan



B-210 Hatchback

E.P.A. mileage tests of new '75 cars sold in the U.S. list the Datsun B-210s at an impressive 39 mpg on the highway, 27 mpg in town.

But great gas mileage is just one of Datsun's many economies! The B-210 price includes all these standard features:

■ 1400cc high cam engine ■ Power-assist front disc brakes ■ Fully reclining bucket seats ■ Tinted glass ■ Full

carpeting ■ Vinyl interior and trim ■ Electric rear window defogger ■ Trip odometer ■ Whitewalls ■ Wheel covers and more!

The B-210 comes in three body styles — Hatchback, 2- and 4-Door Sedans — a choice not available in all economy cars.

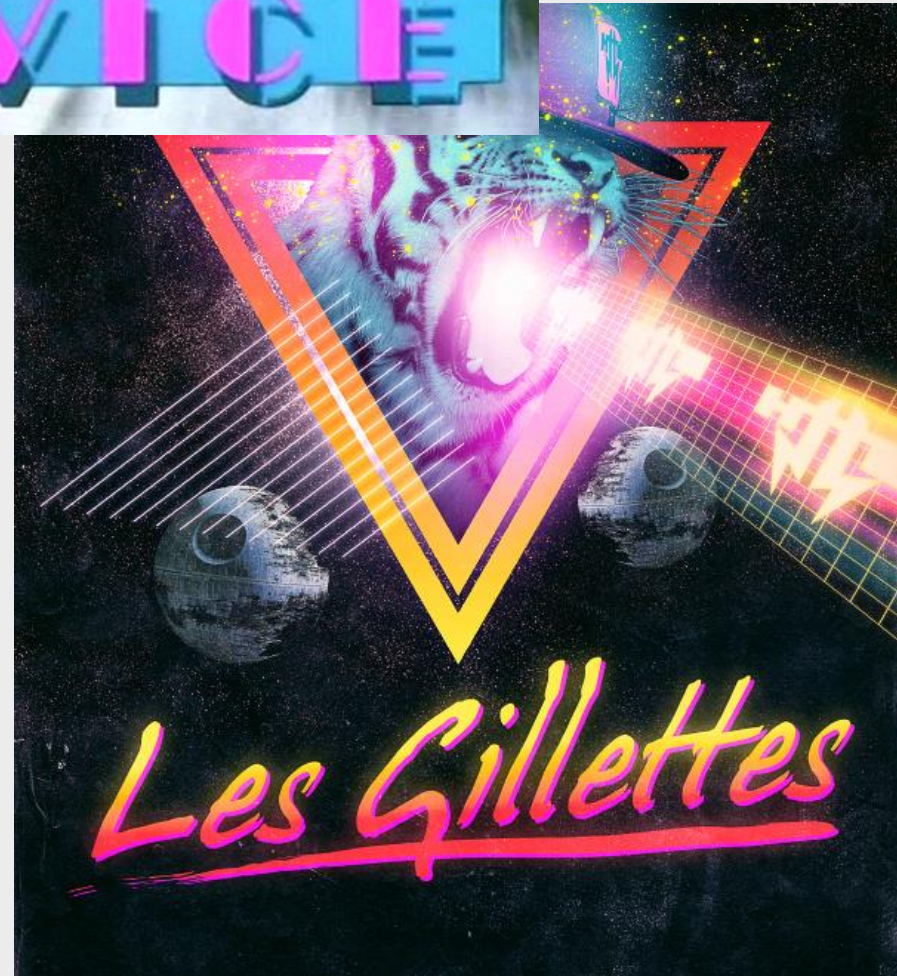
The Datsun B-210. The most economical of all thrifty Datsuns! Test-drive one today.

Datsun Saves.

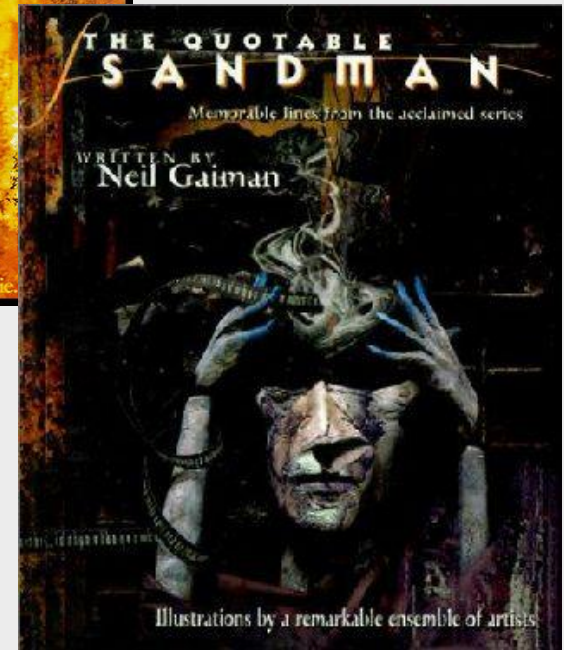
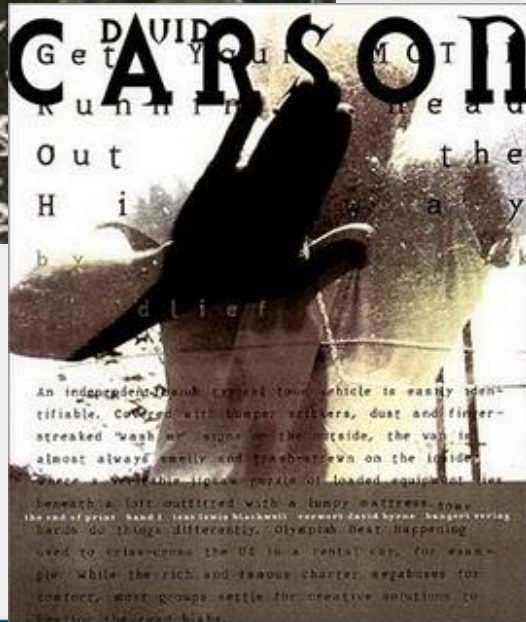
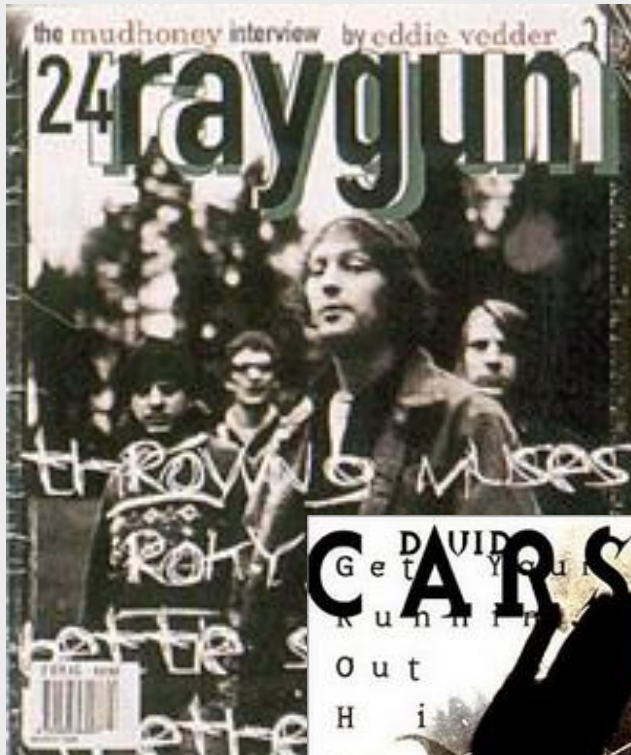
SEE YOUR NEARBY DATSUN DEALER... HE'S LISTED IN THE YELLOW PAGES.



80'S ZEITGEIST – POP



90'S ZEITGEIST – GRUNGE




00'S ZEITGEIST – URBAN, HIP HOP



00'S IN TECHNOLOGY

GLOSS, REFLECTIONS "WEB 2.0"



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No matter what your passion is, HANNSpree has a flat panel display to complement it. And it's our passion to infuse design, performance and quality in every exceptional product we produce. Crafted with superior features and sizes ranging from 17 to 28-inch, a Hanns-G monitor by HANNSpree is sure to enhance your gaming and video experience while giving new life to your living space. We help you go beyond the ordinary. It's extraordinary. To learn more go to www.hannsg.com/us.

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GO BEYOND



RETRO DESIGN

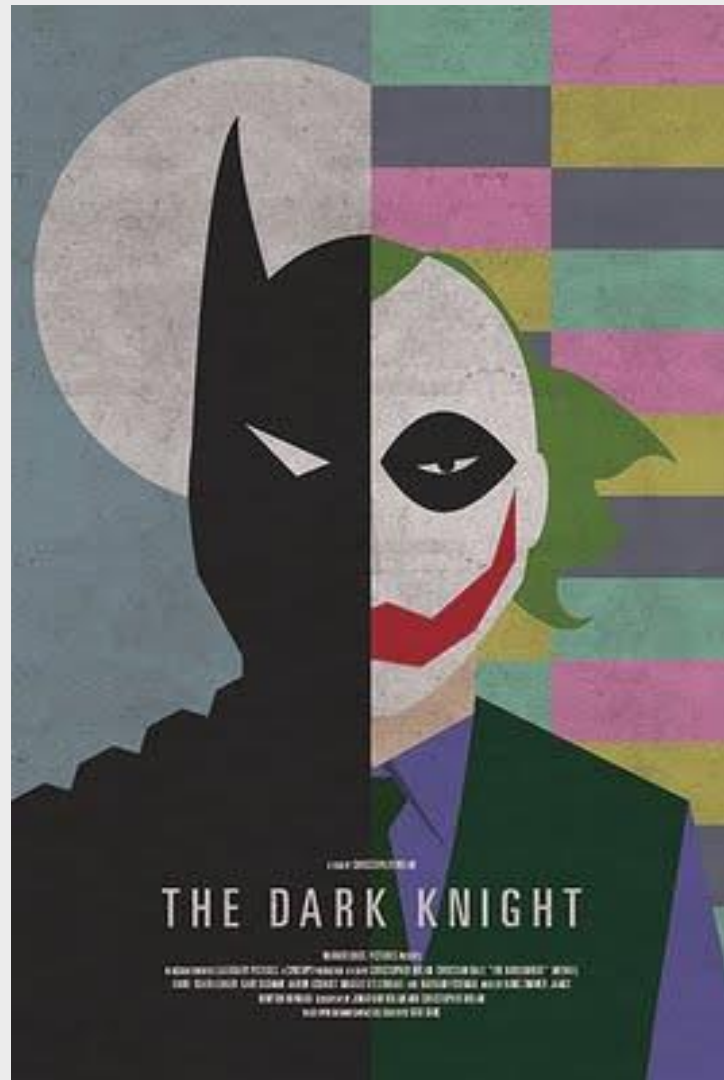
TO STAND OUT FROM
THE MODERN CROWD

ART / TRENDS /
POP CULTURE
REFERENCES

MIMIC OUTDATED STYLES

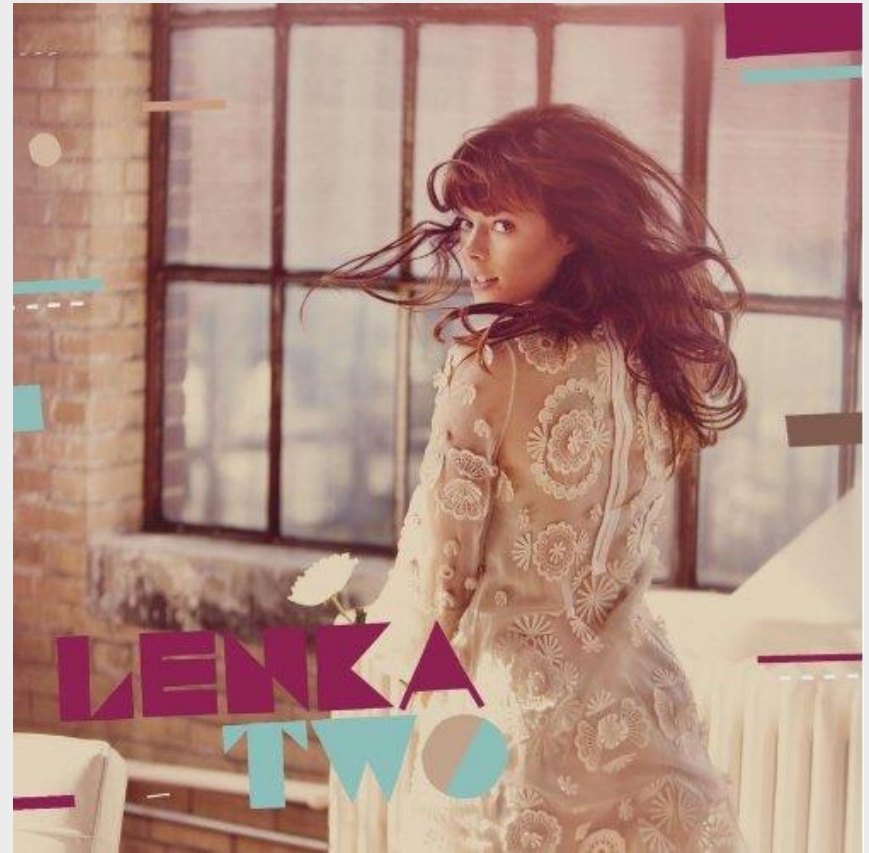


RETRO DESIGN

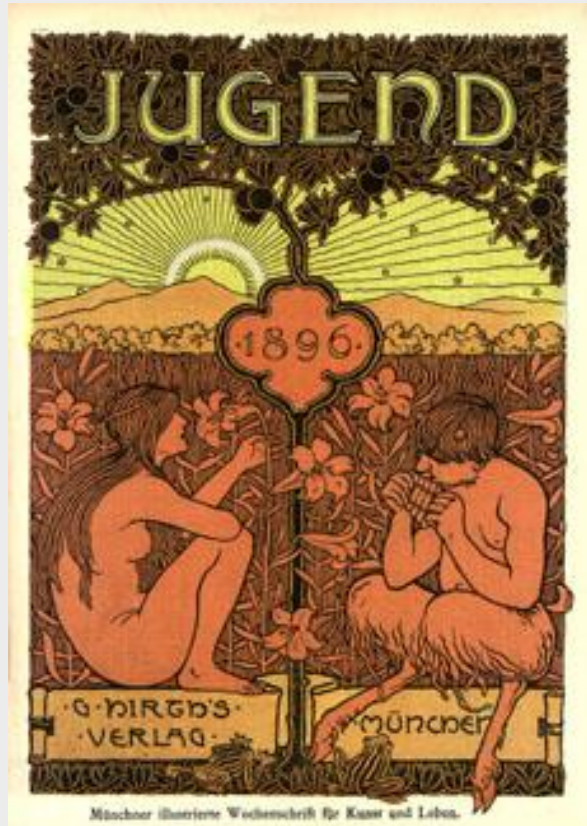


RETRO DESIGN

MIMIC OUTDATED TECHNOLOGY
POLAROID, WASHED OUT PRINTS, ...



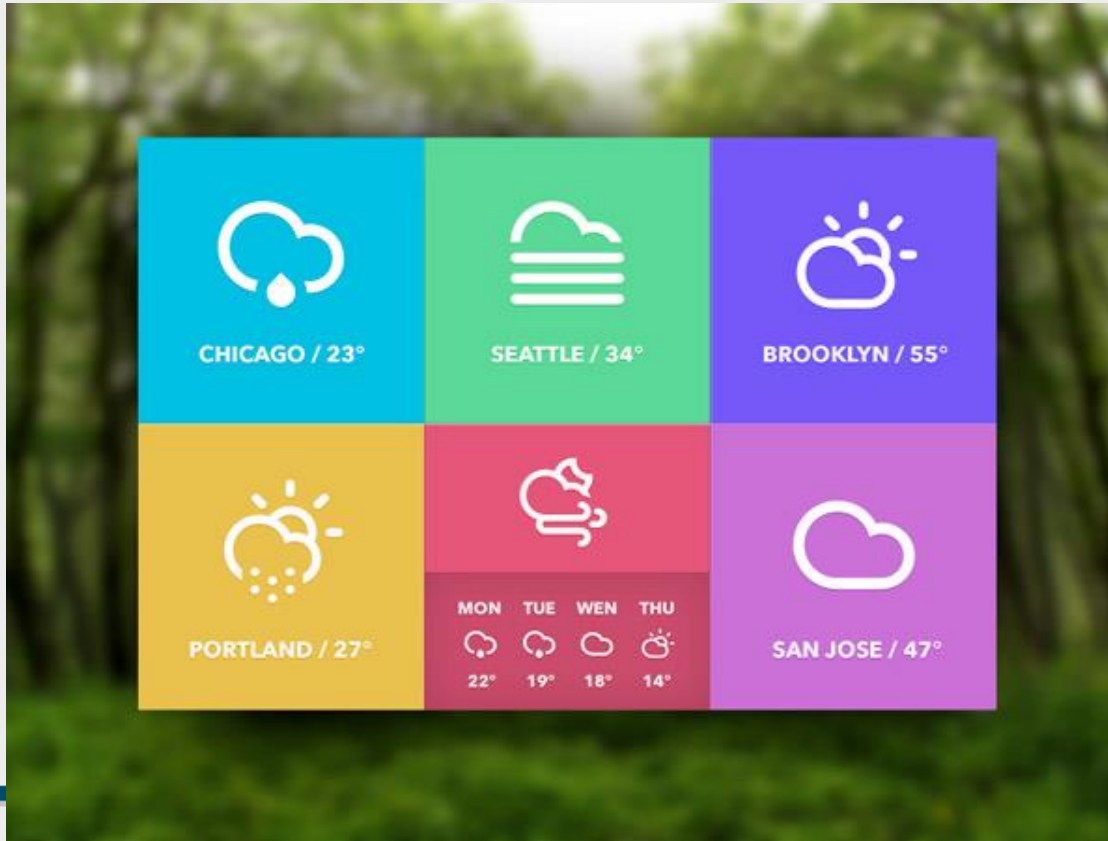
BE AWARE OF THE ZEITGEIST



WHAT IS THE GRAPHIC ZEITGEIST OF TODAY?

10'S ZEITGEIST – FLAT DESIGN

GOOGLE ANDROID
MICROSOFT METRO
APPLE IOS



TeamMobile 800.555.3859
www.TeamMobile.com

Zeon WiFi XT

Durable phone designed with cutting edge cloud technology

- + Android operating system
- + 3.5-inch Gorilla Glass LED display
- + Camera LED flash, and 4x digital zoom
- + Dust-proof, water & scratch resistant

\$99 Zeon WiFi XT \$28/month

Family Plans
Most mobile plans include service, unlimited coverage, high data, included new device, upgrades.

Unlimited Text
Most mobile plans include service, unlimited coverage, high data, included new device, upgrades.

Fast Internet
Most mobile plans include service, unlimited coverage, high data, included new device, upgrades.

No Contracts
Most mobile plans include service, unlimited coverage, high data, included new device, upgrades.

About Us

TeamMobile is a leading provider of mobile devices and services. We are committed to providing the best mobile experience for our customers. We are a leading provider of mobile devices and services. We are committed to providing the best mobile experience for our customers.

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info@teammobile.com
www.teammobile.com

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1000 17th Building
San Francisco, CA 94107

NEXT: EXAMPLES OF CONTENT-ORIENTED STYLES IN WEB DESIGN