

The Four Basic Design Principles

There are four basic design principles: proximity, alignment, repetition, and contrast. All of them are equally important to keep in mind whenever you are handling a project. With the use of these design principles, you can create a well-designed piece of work.

The first basic design principle is proximity. Proximity is all about organization. The Principle of Proximity states: group related items together. Items or groups of information that are not related to each other should not be close together.

Physical closeness implies a relationship with proximity allowing the items to become one visual unit. According to the text, "The idea of proximity doesn't mean that everything is closer together, those that have some type of communication relationship, should be visually connected. The closeness or lack of closeness indicates the relationship. The second basic design principle is alignment. Alignment is all about unity. The Principle of Alignment states: Nothing should be placed on the page arbitrarily.

Continues on Pg. 2

Why is Color Management Important?

Color management plays a very important role in the production of packaging and printing. Color management is the process of maintaining consistent color among devices. In print and packaging production, there are many factors that affect the ability to successfully meet the expectations of a client. They include good design, content accuracy, proper file creation, and processing to mention a few. Due to the work of the ICC (International Color Consortium) has made predicting and achieving consistent color much easier. Before the ICC achieving good color management was like trying to accurately hit the head of a pin with a shotgun. Tools and

processes were very vendor-specific and relied on highly-skilled color professionals. The way we look at colors is limited now by numbers. Color appearance is affected by three dimensions. Color appearance is affected by several variables. "In order to accurately measure color in a three-dimensional space, you usually use a spherical spectrophotometer which can take multiple readings from different angles, and in print reproduction we commonly use a reflective and, in some cases, transmissive spectrophotometer.

Continues on Pg. 3

What's Inside

The Four Basic Design Principles

An inside look at the four most basic design principles; proximity, alignment, repetition, and contrast

Pg. 1

What is Typography?

Typography is the art of arranging letters and text in a way that makes the copy legible, clear, and visually appealing to the reader.

Pg.

Why is Color Management Important?

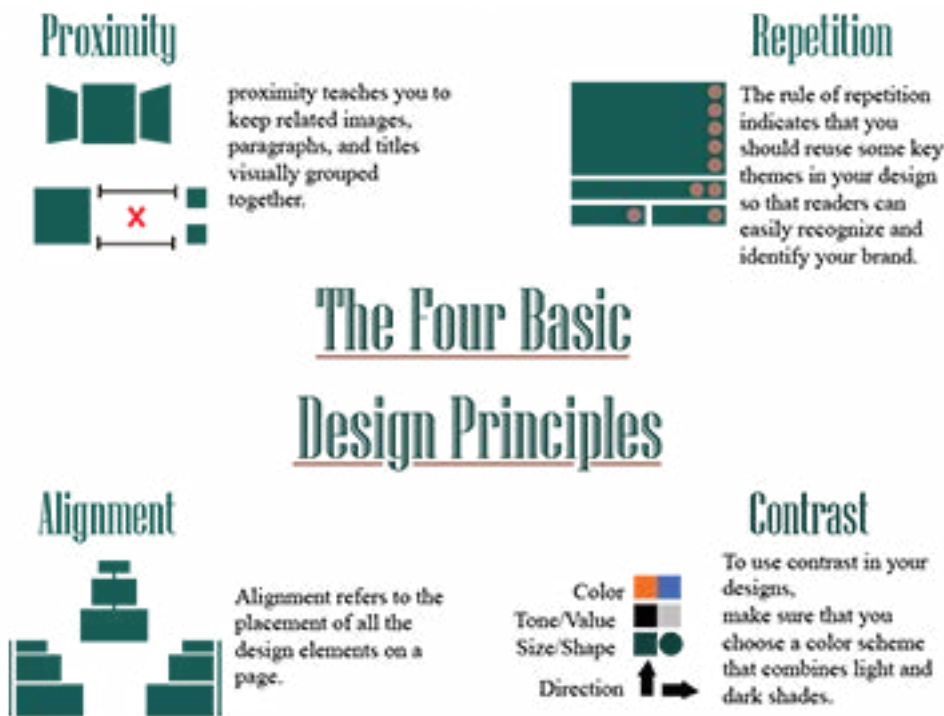
Color management is the process of maintaining consistent color among devices.

Pg. 1

Short Keys in Adobe Photoshop

Some easy keys for Photoshop

Pg. 4



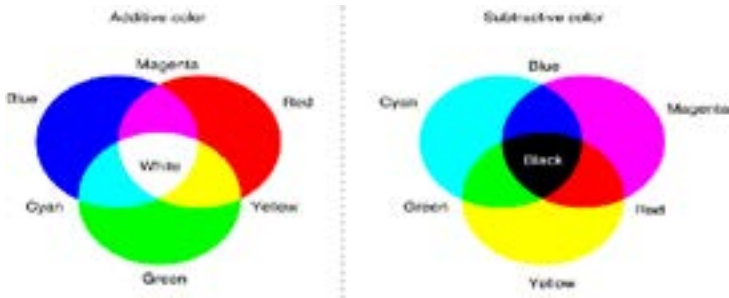
Every item should have a visual connection with something else on the page Alignment tells the reader that even though these items are not close, they belong to the same piece. Alignment creates a strong cohesive unit. When items are aligned elements are physically separated from each other, there is an invisible line that connects them, both in your eye and your mind. Alignment helps create a calm center and makes the designed piece of work communicate more clearly. If text is aligned, instead, on the left or the right, the invisible line that connects the text is much stronger because it has a hard vertical edge to follow. This gives left- and right-aligned text a cleaner and more dramatic look. Center alignment is the most common for beginners. Centered alignment creates formality but tends to create a sedative look.

The third basic design principle is repetition. Just like alignment, repetition is about unity. The Principle of Repetition states: Repeat some aspect of the design throughout the entire piece. Repetition needs to be consistent. The repetitive element may be a bold font, a thick rule (line), a certain bullet, design element, color, format, spatial relationships, etc. We need the repetitive element for unity and clarity. Repetition is a visual trick that allows the designer to control the readers’ eyes. Repetitive elements establish a sophisticated continuity and can pull together the entire piece. Repetition makes elements look like they belong together, even if the elements are not exactly the same thing. Repetition adds a sense of professionalism and authority to the design. A repetition of visual elements throughout the design unifies and strengthens a piece by tying together otherwise separate parts. The basic purpose of repetition is to unify and add visual interest.

The fourth basic design principle is contrast. Contrasts have two purposes, one: to create an interest on the page, two: to aid in organization of the information. The principle of Contrast states: Contrast various elements of the piece to draw a reader’s eye into the page. Contrast draws in the eye and can be used to organize information. Contrast helps guide the reader around the page and provide focus. Contrast is crucial to the organization of information. Using typefaces is the easiest way to add interesting contrast. You can add contrast to your work with more than just typefaces. Contrast can also be added with line thickness, colors, shapes, sizes, and spaces. The basic purpose of contrast is to organize and create interest on the page.

These only take readings from one angle, so can’t “see” the surface effects, only the point reading of the color. A sprinting applications and substrate materials expand to corrugated, metal, wood, tile, fabric, wallpaper, etc., there is now a need for looking beyond L* a* b* and including the elements of surface uniformity, color vibrance, and surface match to the equation. Today it is much easier to accurately predict and achieve color management because of color management applications. Because of these applications, client expectations are raised. There are a lot of color management applications available from stand-alone color management servers like the Color Server, Color Logic Smart Server, and Esko’s Color Engine, among others. There are also solutions promoted to work with print device DFEs (Digital Front End) from companies including EFI, Canon, Xerox, etc. The ChromaChecker is a Color Conformance Platform which enables a printer to establish their capabilities and customer expectations and assess if the output device can meet their expectations. It is compatible with virtually any software that a printer is already

using at proof and press, so operators don’t have to change the way they work. Recently they announced the new color measuring device the Colorcatch Nano. It is an exceptionally accurate colorimeter that can see and measure details which are invisible to the human eye, and can measure areas from 3.7 x 3.7 mm to 0.3 x 0.3 mm. At the core of the application is what they call their E Factor, which is based on the Delta e 2000 cumulative relative frequencies to the 95th percentile, which provides a metric that defines the relative difference of two measurements. To assess client’s expectation, you psychometrically characterize what they are looking for. “ChromaChecker includes an application that can be used to visually compare differences and then quantify those differences into a definable E Factor metric. In essence, it allows you to establish their level of tolerance in reproduction differences.



What is Typography?

In essence, typography is the art of arranging letters and text in a way that makes the copy legible, clear, and visually appealing to the reader. Typography involves font style, appearance, and structure, which aims to elicit certain emotions and convey specific messages. In short, typography is what brings the text to life. Good typography will establish a strong visual hierarchy, provide a graphic balance to the website, and set the product’s overall tone. Typography should guide and inform your users, optimize readability and accessibility, and ensure an excellent user experience.

Typeface	Font
Entire family of fonts (of different weights)	Member of a typeface
Helvetica	Helvetica Regular Helvetica Oblique Helvetica Light Helvetica Light Oblique Helvetica Bold Helvetica Bold Oblique

Short Keys in Adobe Photoshop

Meet the Author

Popular ShortKeys

Result	Windows	macOS
Free Transform	Control + T	Command + T
Toggle between painting and erasing with the same brush	Hold down \ (grave accent)	Hold down ` (grave accent)
Remove/Brush Size	I	I
Increase Brush Size]]
Decrease Brush Hardness	{	{
Increase Brush Hardness	}	}
Rotate the brush tip by 1 degree	Left Arrow (anti-clockwise), Right Arrow (clockwise)	Left Arrow (anti-clockwise), Right Arrow (clockwise)
Rotate the brush tip by 15 degrees	Shift + Left Arrow (anti-clockwise), Shift + Right Arrow (clockwise)	Shift + Left Arrow (anti-clockwise), Shift + Right Arrow (clockwise)
Default Foreground/Background colors	D	D
Switch Foreground/Background colors	X	X
Fit layer(s) to screen	Alt click layer	Option click layer
New layer via copy	Control + J	Command + J
New layer via cut	Shift + Control + J	Shift + Command + J
Add to a selection	Any selection tool + Shift-drag	Any selection tool + Shift-drag
Delete brush or switch	Alt click brush or switch	Option click brush or switch
Toggle auto-select with the move tool	Control-click	Command-click
Close all open documents other than the current document	Ctrl + Alt + P	Command + Option + P
Cancel any modal dialog window (including the Start Workspace)	Escape	Escape
Select the first edit field of the toolbar	Enter	Return
Navigate between fields	Tab	Tab
Navigate between fields in the opposite direction	Tab + Shift	Tab + Shift
Change Cancel to Reset	Alt	Option



Micaela Cole is a student at Millersville University currently working towards a BS in Applied Engineering with a concentration in Graphic Communications. Micaela is currently employed at Verizon, TCC. Micaela recently purchased her own domain. To learn more about Micaela and view more of her portfolio, please visit www.micaelacole.com

Contact Info

Address: 40 Dilworth Rd, Millersville, PA 17551

Phone: 717-871-4636