

**DM 11-**

Elements &  
Principles of  
Design

Learning about  
FONTS &  
TYPOGRAPHY

What is a font?

*The language of lettering!*



I am sans.

I am serif.



Helvetica Neue

Sans Serif

---

Museo Sans

Sans Serif

---

Frutiger

Sans Serif

---

Helvetica

Sans Serif

---



A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z À

Å Ê Ì Õ Ø Ù a b c d e f g h i j k l

m n o p q r s t u v w x y z à å é î ã

ø & 1 2 3 4 5 6 7 8 9 0 (\$ £ . , ! ?)



# Stylee Script

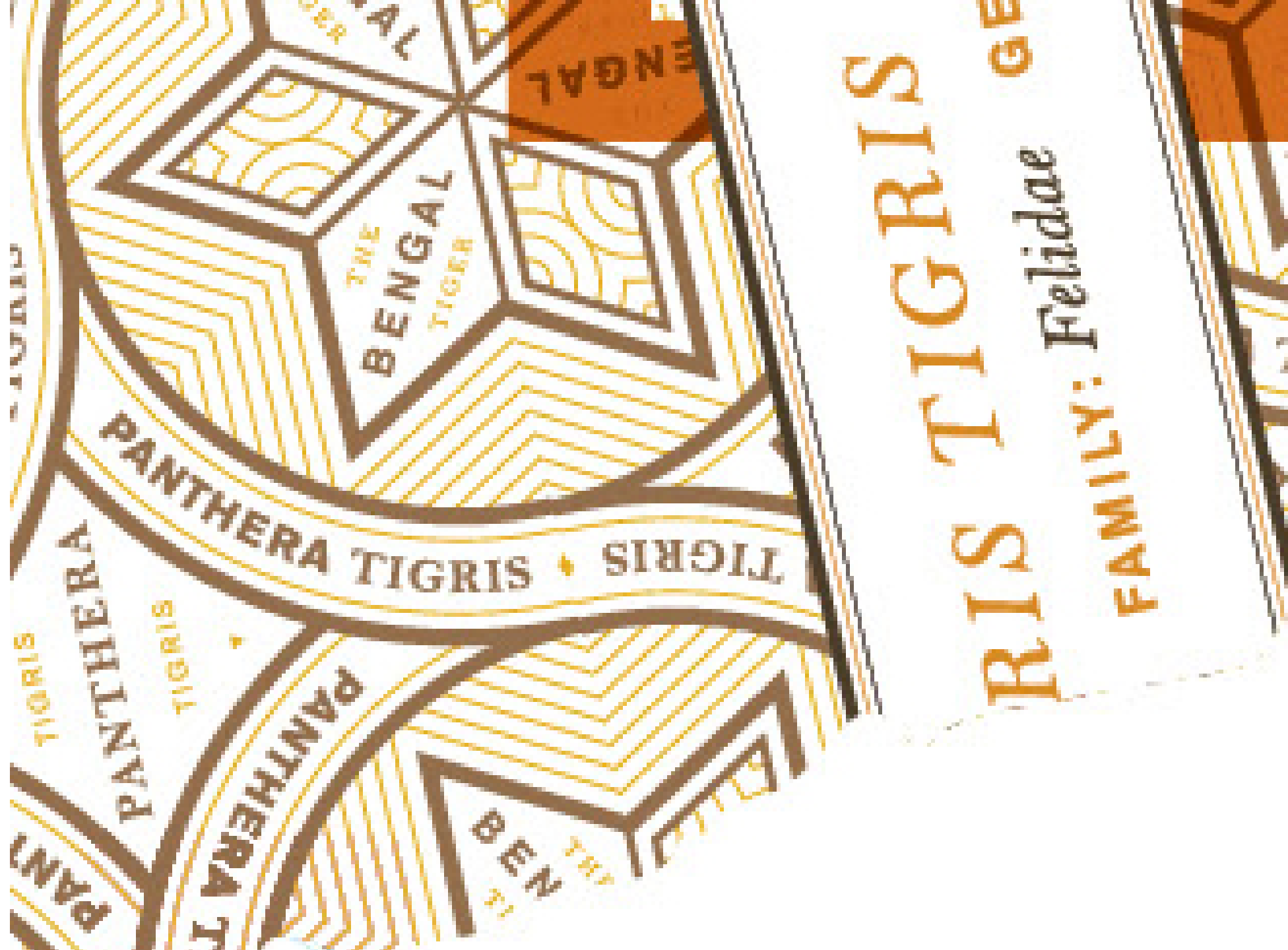
A Font that looks like Hand Lettering



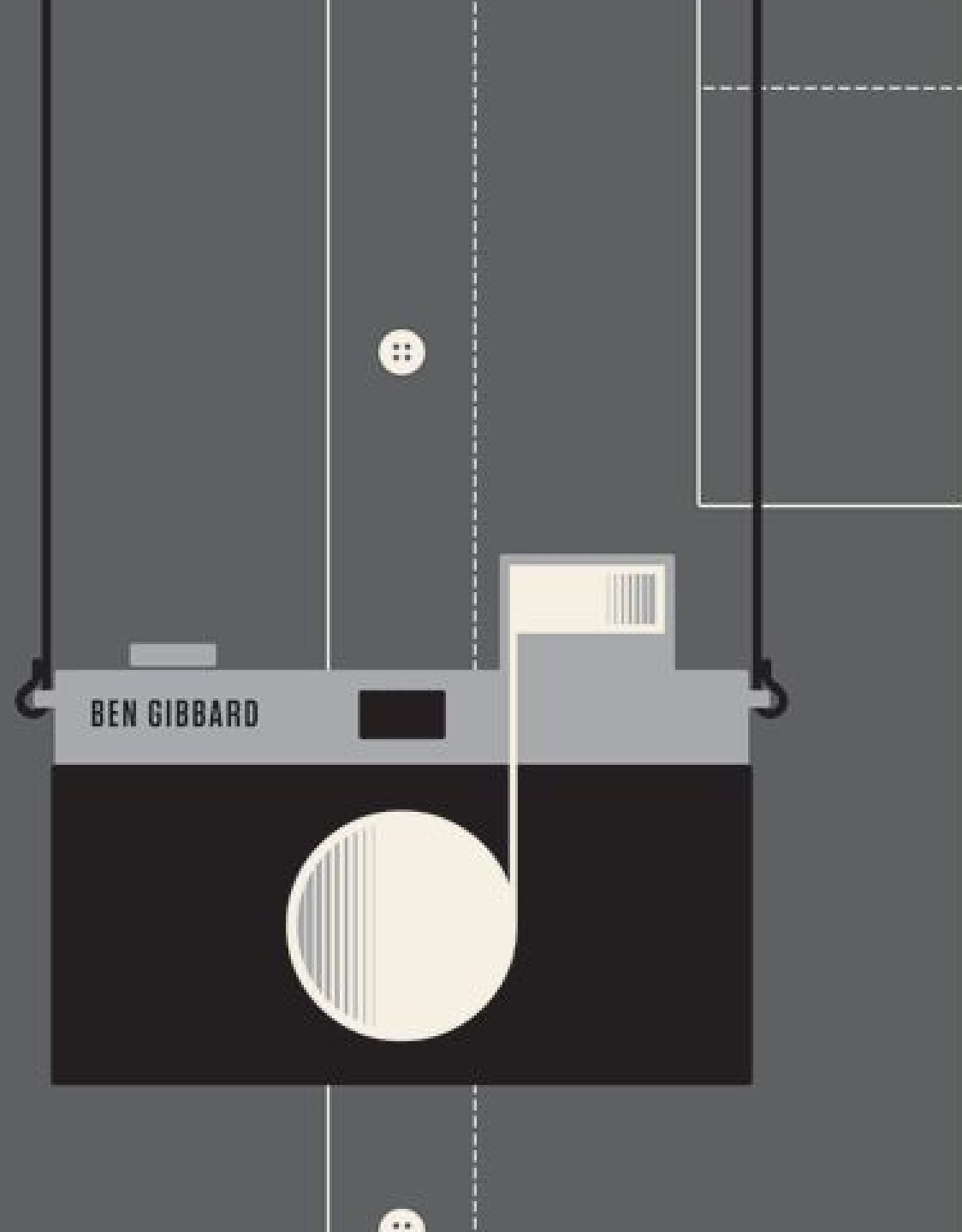
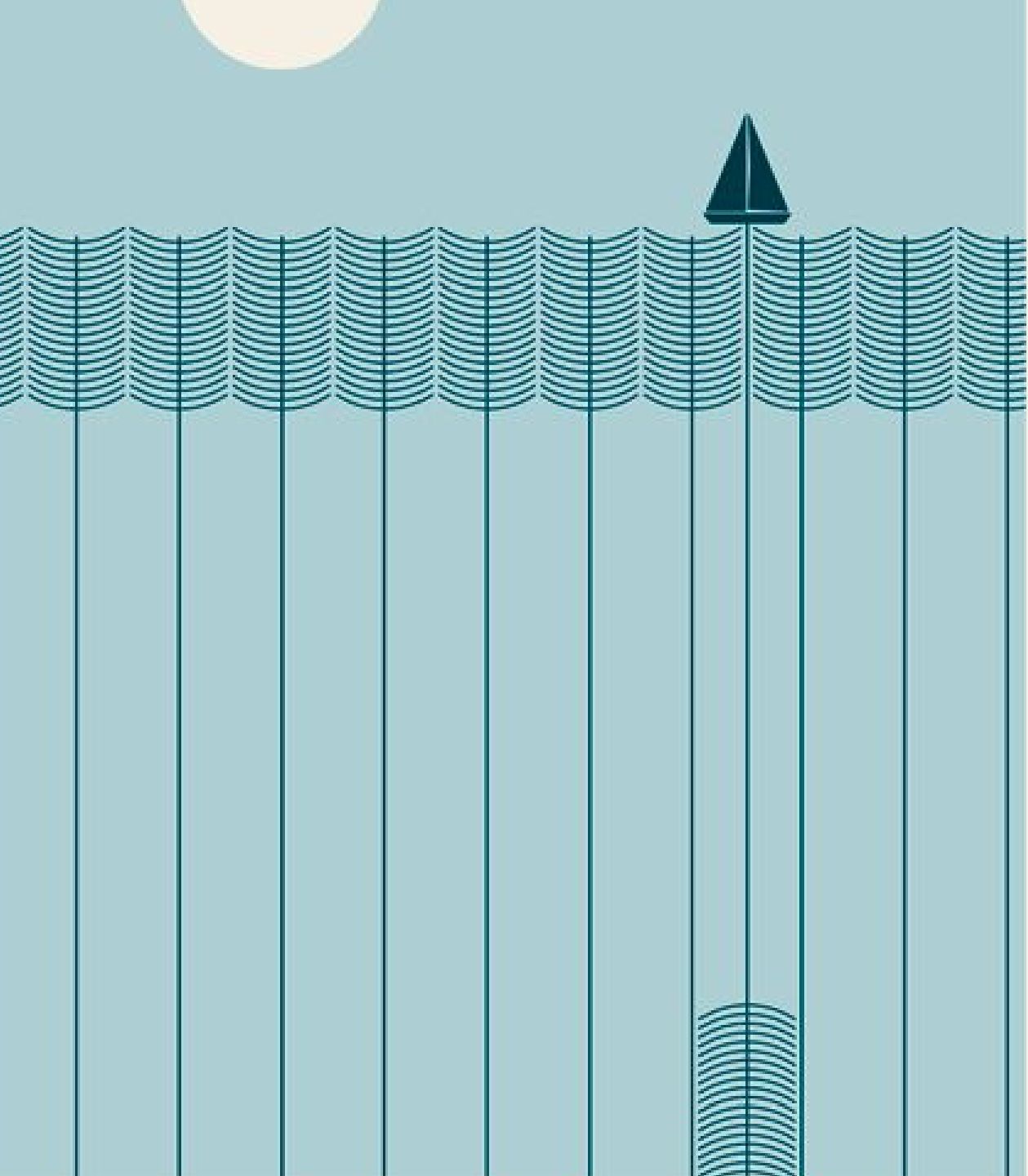
A B C D E F G H I J K  
L M N O P Q R S T U V  
W X Y Z A B C D E F G  
H I J K L M N O P Q R S T  
U V W X Y Z

# LINE

*Is the path  
of a  
moving  
point.*







# SHAPE

A two-dimensional enclosed area

SurFilm festiBaiLa

nº 6

12, 13, 14, 15

junio

Día 12 AQUA LIU

INGURUMENa

mEdioAMbiente

Teatro principal

antzoki Zaharra

FILM

EMA NAL DIAK

SurFilm festiBaiLa

VieRnes 13

SÁBADO 14

FESTIVAL DE MÚSICA PARA QUE BAILES.

Para las noches del festival.

OSTIRUA

VANS EL MARROVISCO

EROSKI

3sesenta

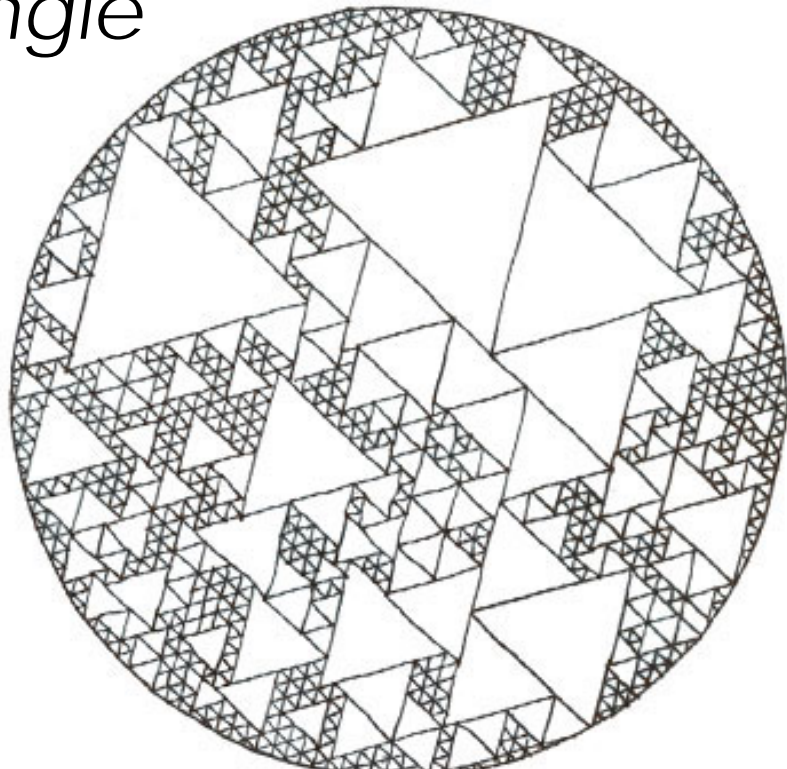
Staf. WCB huck

Proyección de películas

Las

# GEOMETRIC SHAPES

*Have clear edges and  
angles ex. square,  
circle, triangle*



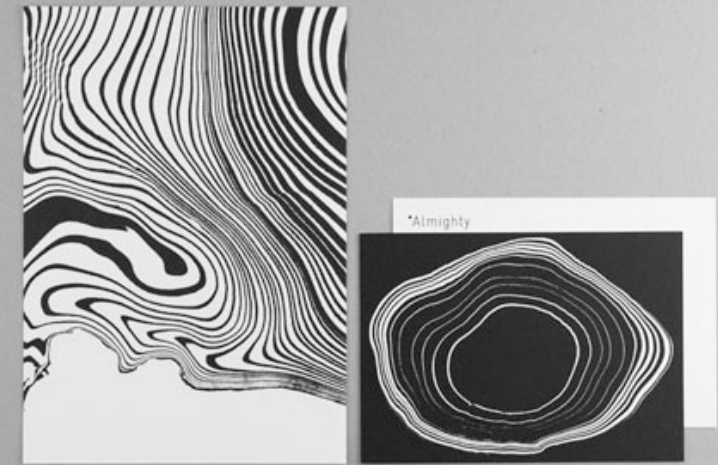
DERU  
SHIGETO  
SWEATSON KLANK  
LOSCIL

OUTLIERS



# ORGANIC SHAPES

*Are irregular shapes or shapes found in nature*

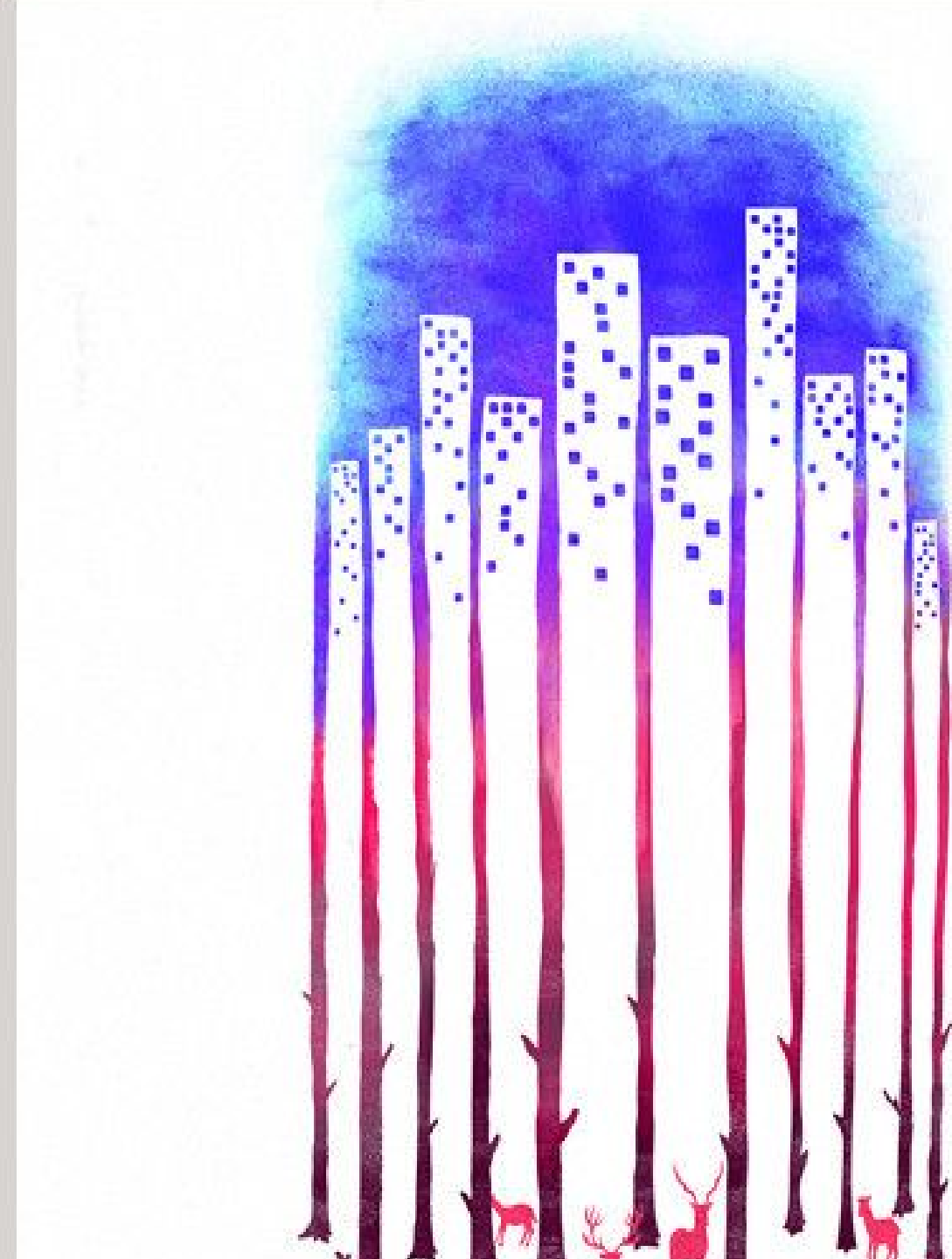


# POSITIVE & NEGATIVE SPACE

around a shape(s)

*Positive - area that  
objects occupy*

*Negative - area  
around objects*

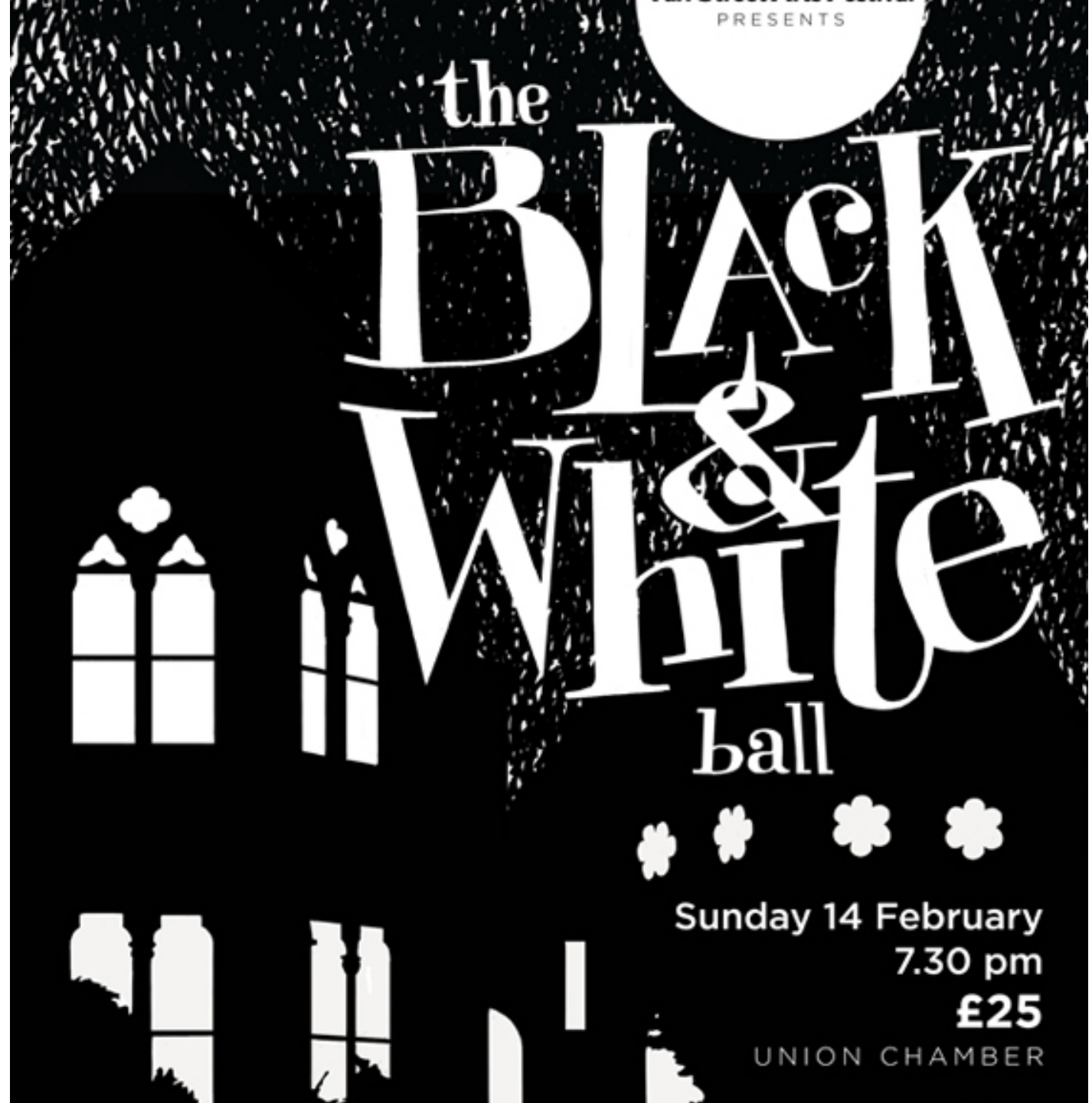


Where is the  
negative space?



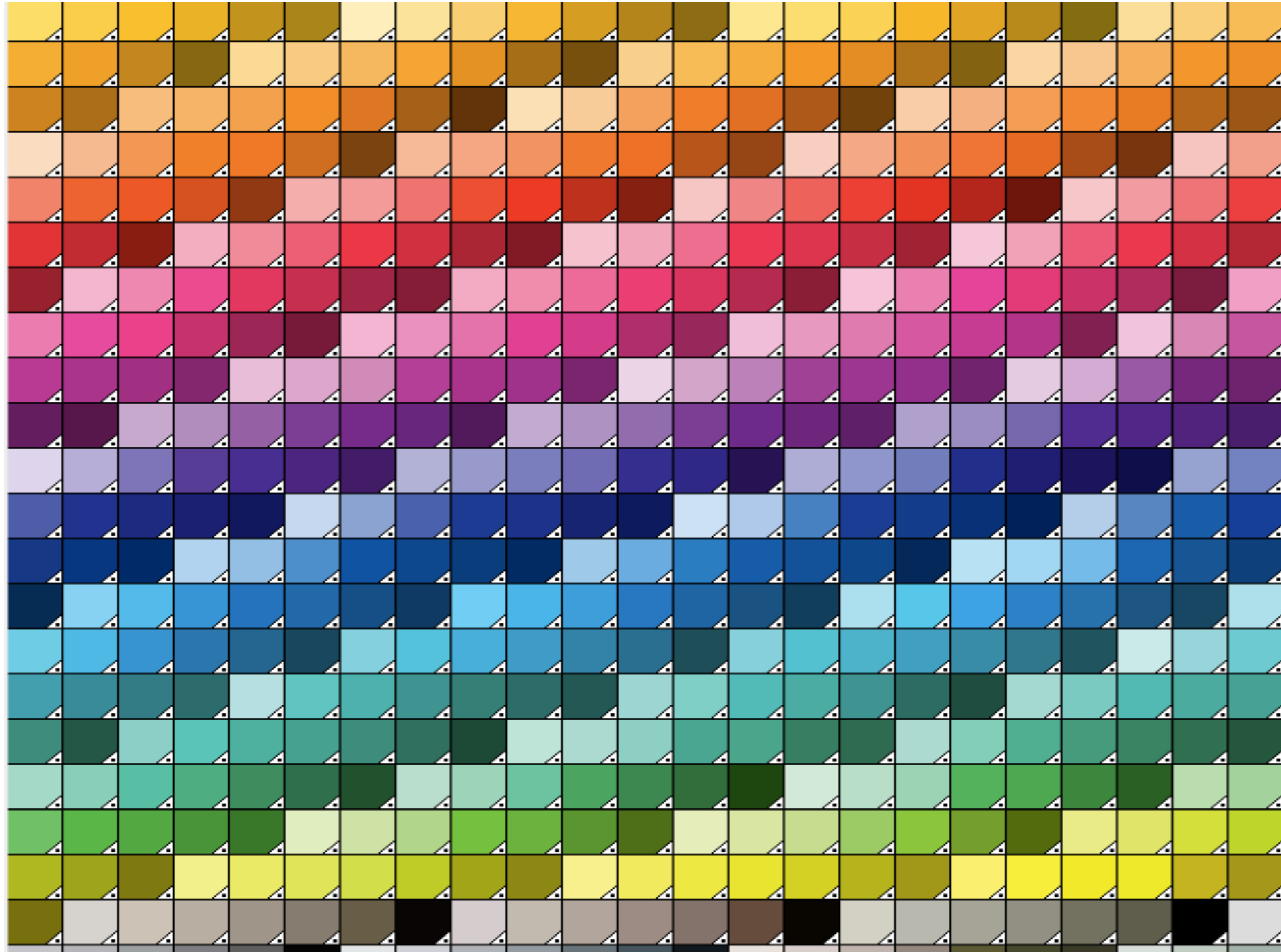
# NO COLOUR

Using only black,  
white and greys  
to create art

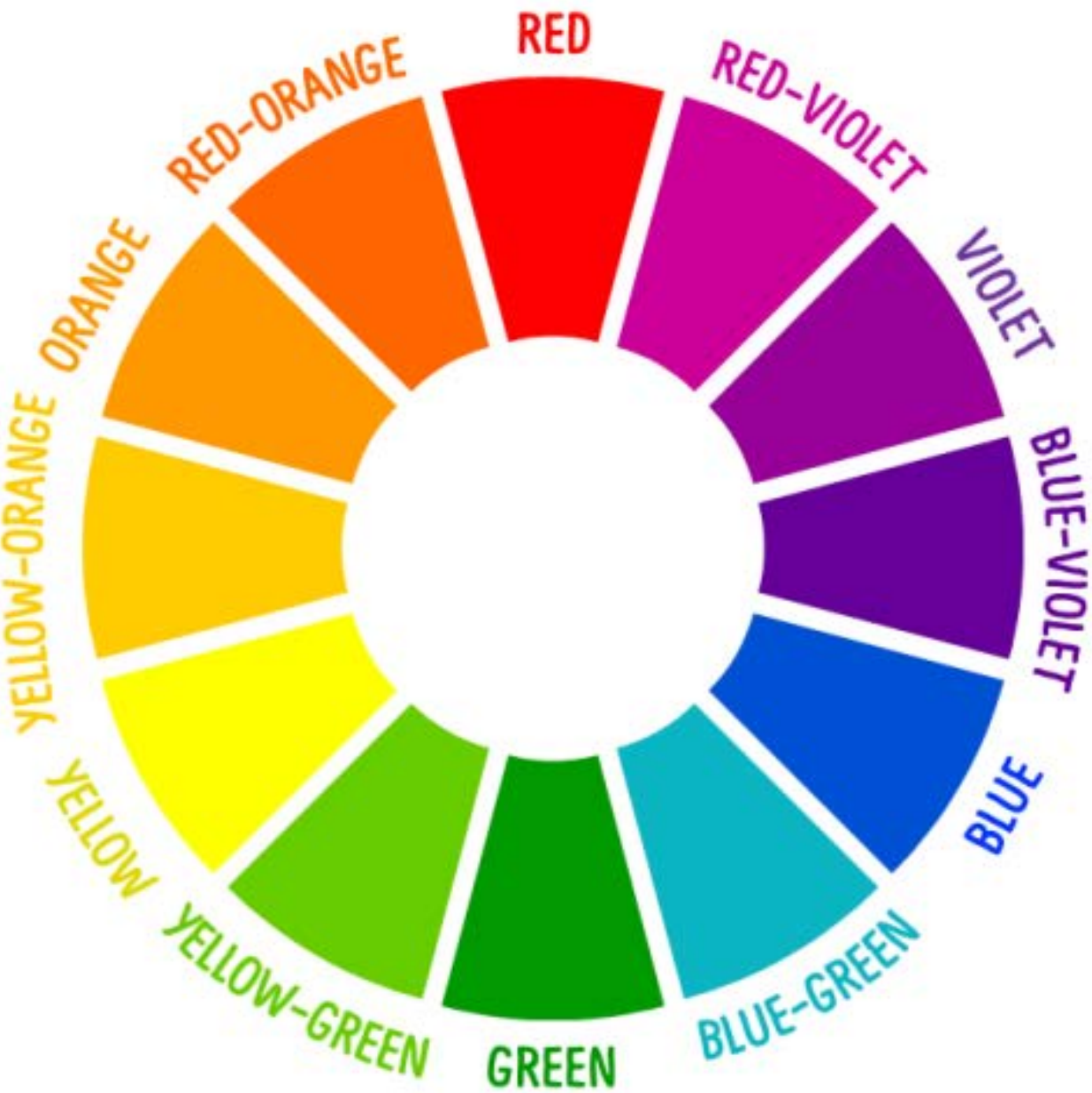




COLOR

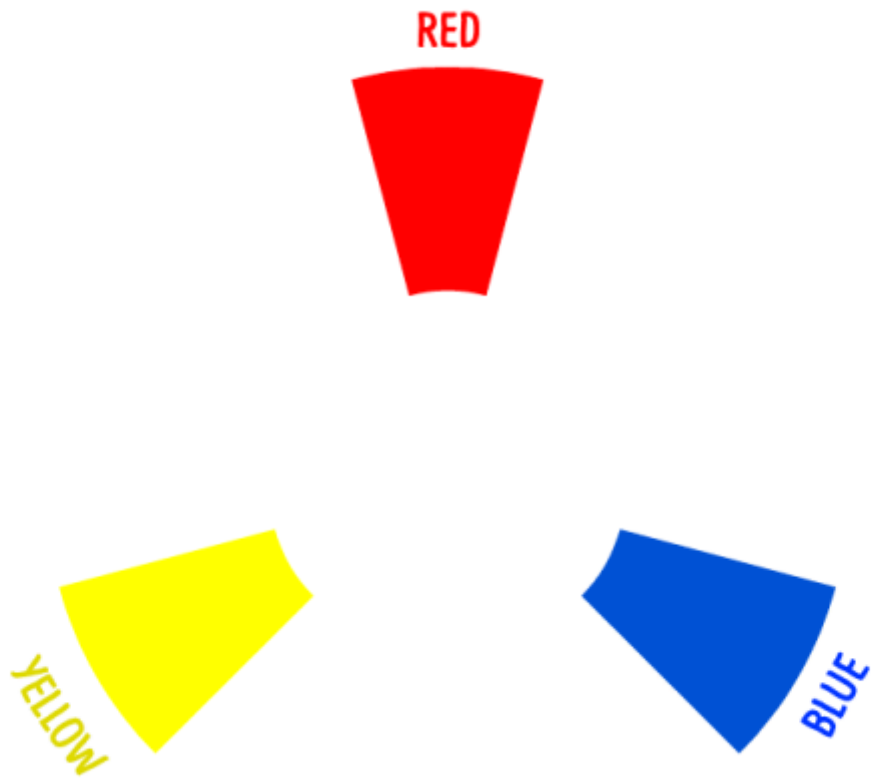




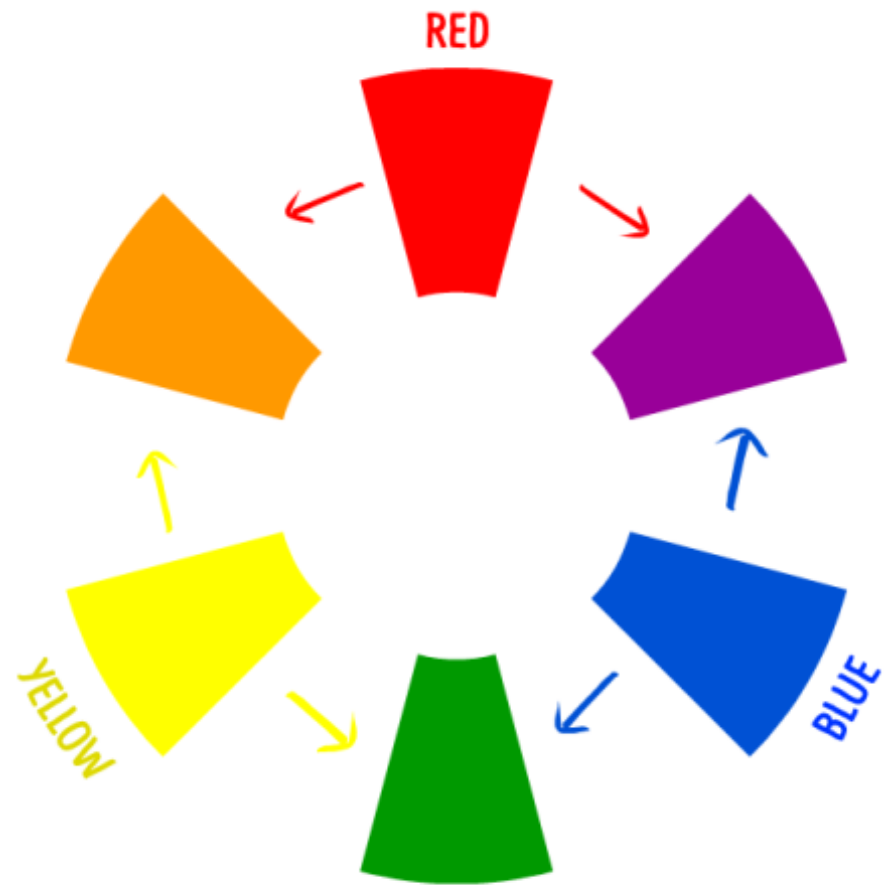


# COLOUR WHEEL

The color wheel was the first organized system of colors. It is still used to illustrate the relation between colors.



PRIMARY  
COLOURS



SECONDARY  
COLOURS



# The **TERTIARY COLORS**

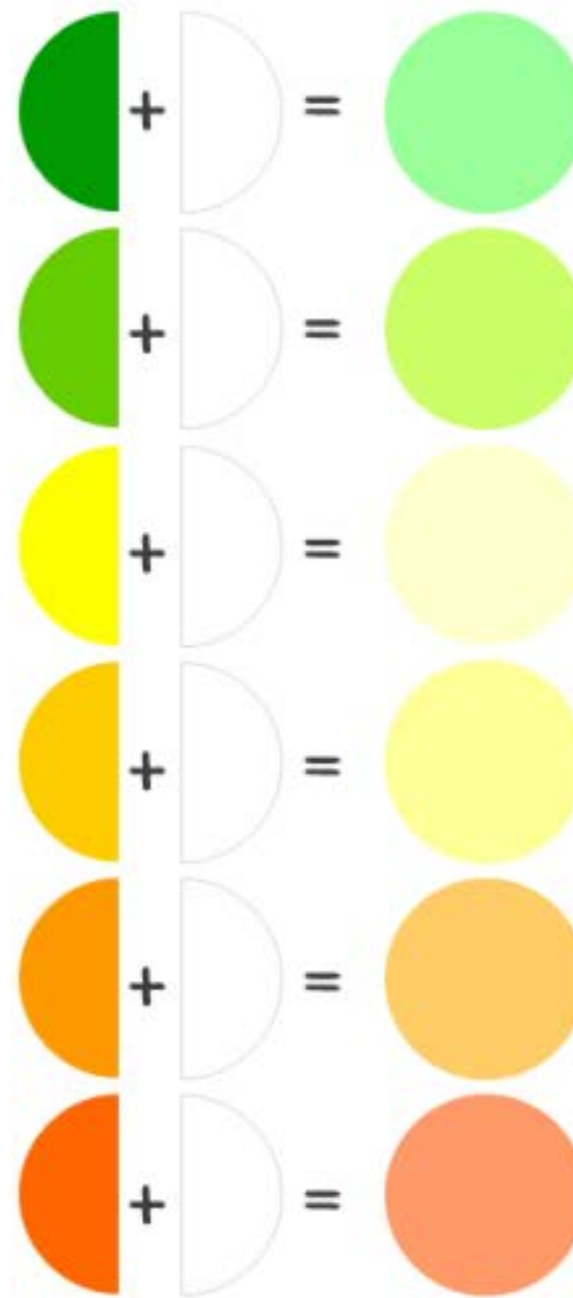
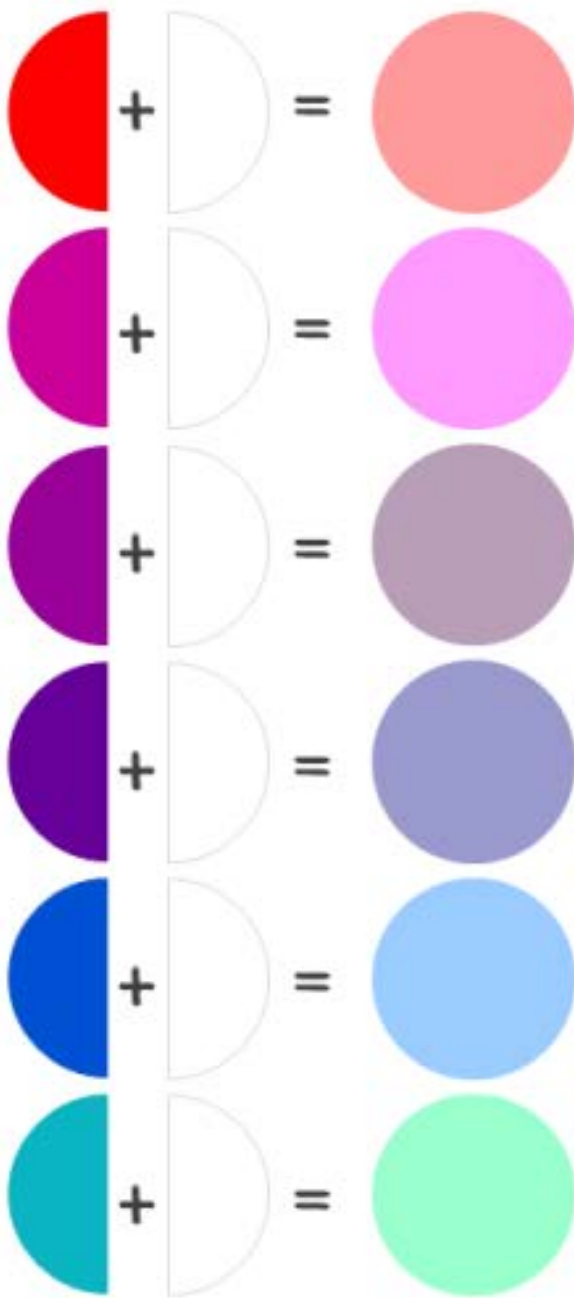
Complete the color wheel to 12 basic colors. The 6 tertiary colors are created by mixing one primary color with an equal part adjacent, secondary color.



# COLOUR WHEEL

The colors on the color wheel can also be described by its **tints**, **tones** & **shades** depending on if you blend them with white, gray or black.

# BLENDED WITH WHITE= TINTS

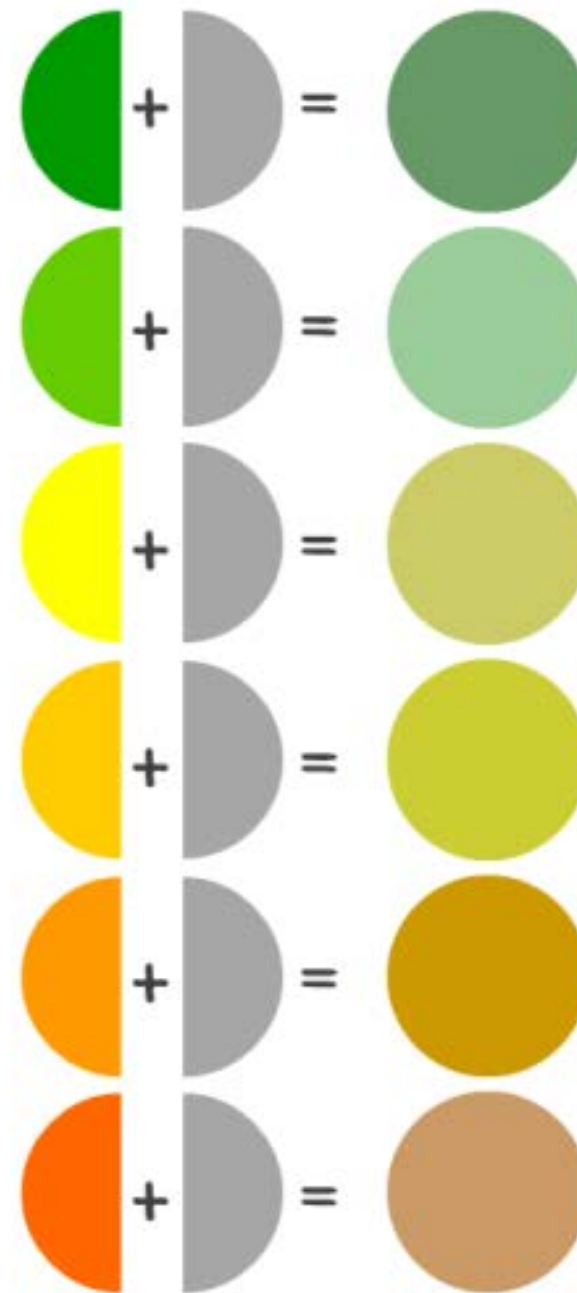
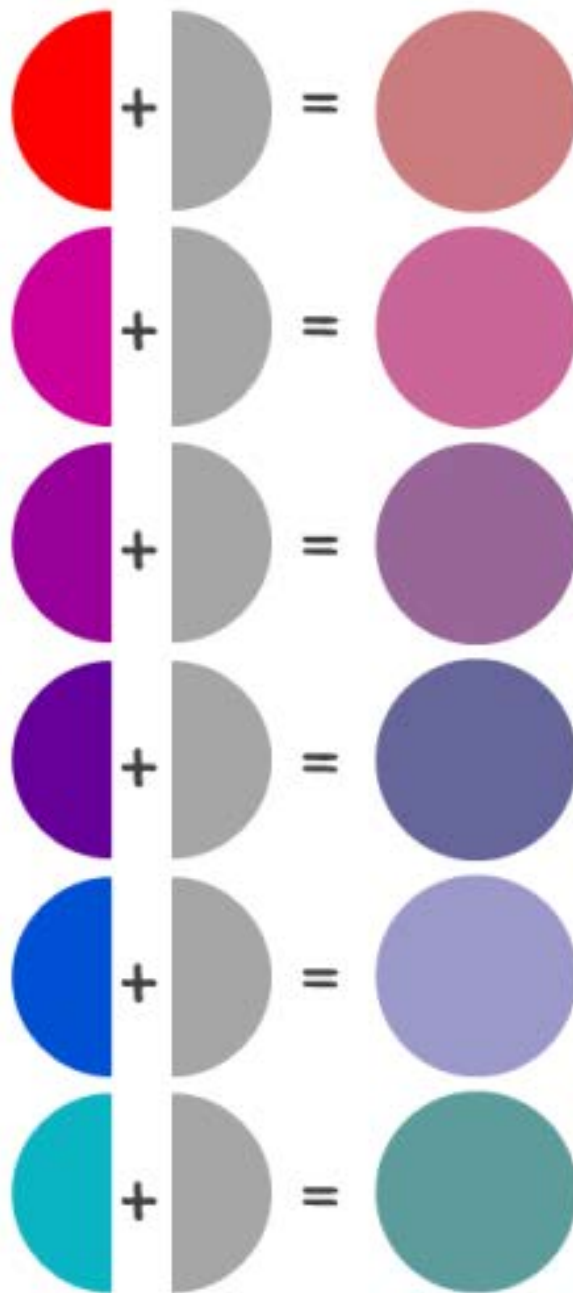




TINTS



# BLENDED WITH GREY= TONES

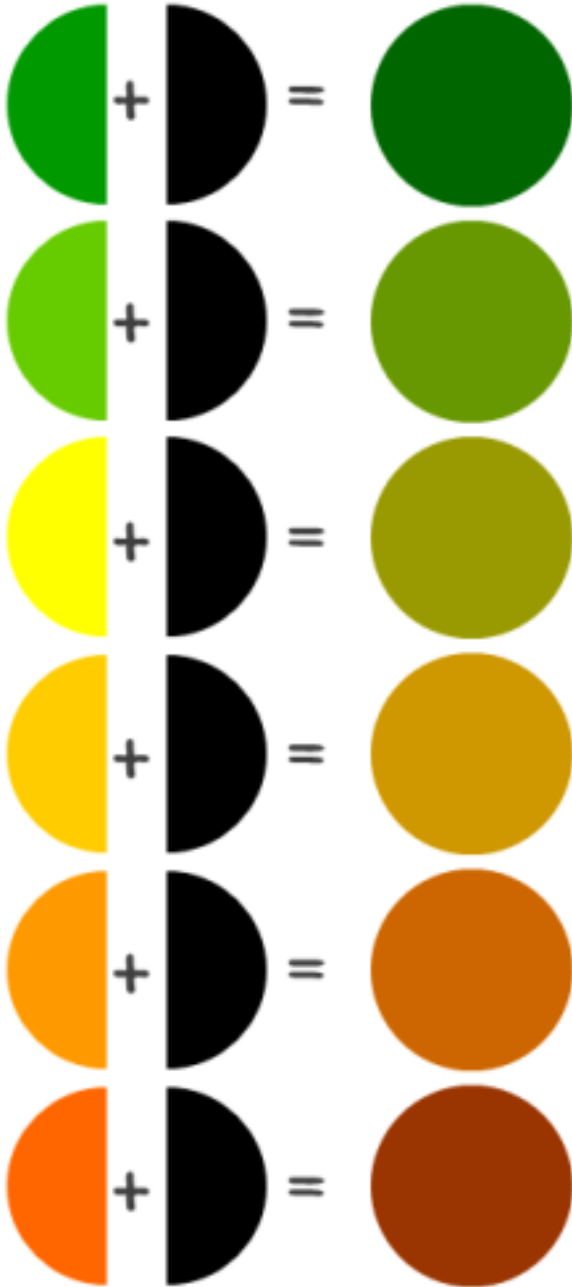
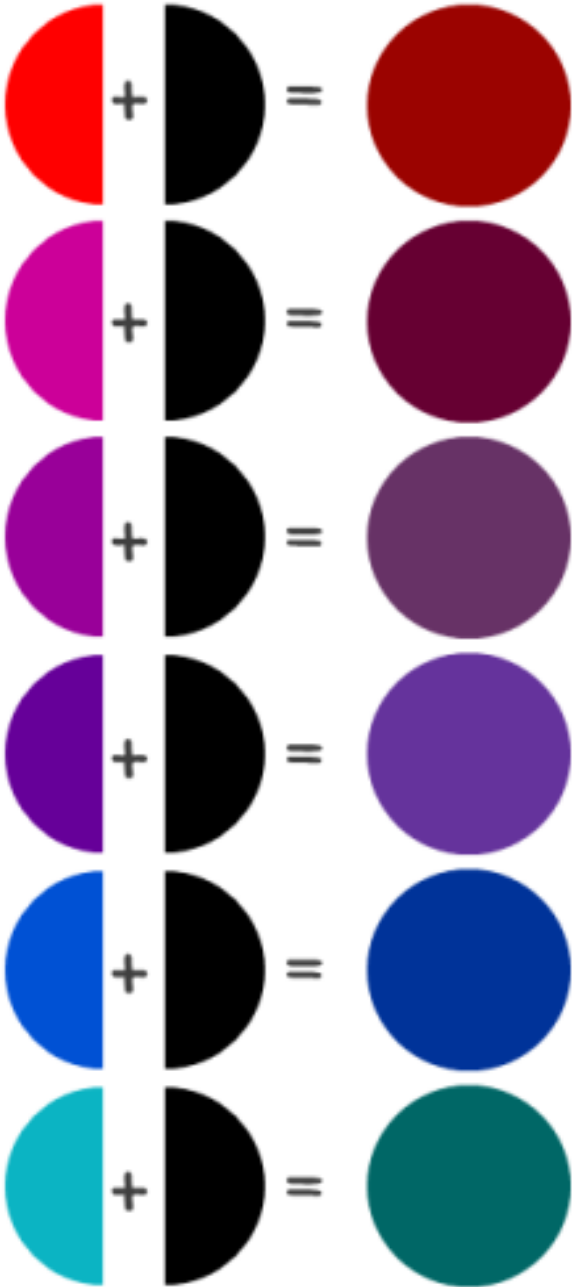




**TONES**



BLENDED WITH  
BLACK= SHADES



A horizontal rainbow color palette consisting of eight vertical bars of equal width. From left to right, the colors are: purple, blue-violet, blue, cyan, green, yellow-green, yellow, and orange. The word "SHADES" is written in white, bold, uppercase letters across the center of the palette.

**SHADES**



**Hues**

**Tints**  
(+white)

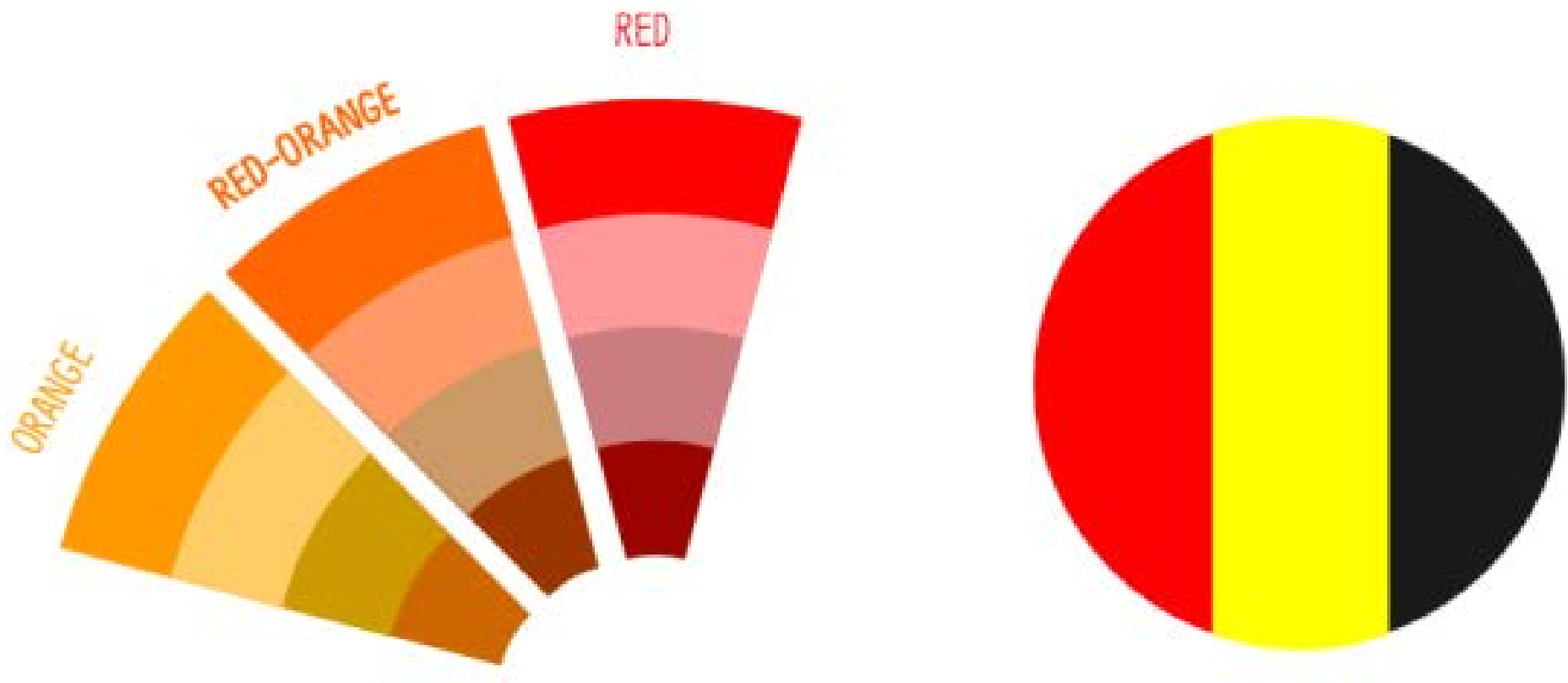
**Tones**  
(+grey)

**Shades**  
(+black)



# WHAT ABOUT BROWN?

Brown is a dark orange or neutral red **hue** a composite color made by combining red, black and yellow.



SHOWN THAT

90%

JUDGEMENTS  
MADE BY THE

THAT WE DISTINGUISH  
COLOR RED,  
OR BLUE IS THE  
AMONG HUMANS

ARE COLD PREFER  
S LIKE RED AND  
E PEOPLE WHO ARE  
COOL COLORS LIKE  
GREEN.

THE MEAN SATURATION  
THE MORE COMFORT IS  
ING AROUND IT.

RED	EXCITEMENT ENERGY PASSION COURAGE ATTENTION	ENTERTAINMENT FOOD SPORT FIRE PROTECTION CHILDREN PRODUCTS	STIMULATE CREATE URGENCY DRAW ATTENTION CAUTION ENCOURAGE
ORANGE	OPTIMISTIC INDEPENDENT ADVENTUROUS CREATIVITY FUN	ART ENTERTAINMENT FOOD SPORTS TRANSPORTATION	STIMULATE COMMUNICATE FUN DRAW ATTENTION EXPRESS FREEDOM FASCINATE
YELLOW	ENTHUSIASM OPPORTUNITY SPONTANITY HAPPINESS POSITIVITY	FOOD SPORTS TRANSPORTATION TRAVEL LEISURE	STIMULATE ENCOURAGE RELAXATION AWAKE AWARENESS ENERGIZE AFFECT MOOD
LIME GREEN	GROWTH HARMONY FERTILITY KINDNESS DEPENDABILITY	ENVIRONMENT LEISURE ALTERNATIVE ENERGY ENTERTAINMENT EDUCATION	RESTORE ENERGY PROMOTE GROWTH NUTURE REJUVENATE
KELLY GREEN	SAFETY HARMONY STABILITY RELIABILITY BALANCE	ENVIRONMENT BANKING REAL ESTATE FARMING NON PROFIT	RELAX BALANCE REVITALIZE ENCOURAGE POSSESS

# PROPERTIES

PROPERTY POSSESSED  
OBJECT. EACH OBJECT  
EMITS LIGHT AND  
G DIFFERENT  
ON THE EYE.  
LECT LIGHT IN  
WAVELENGTHS WHICH  
IZE AS COLOR.

## WAVELENGTH

700 - 635 nm

635 - 590 nm

590 - 560 nm

560 - 520 nm

520 - 490 nm

490 - 450 nm

450 - 400 nm

# PROPERTIES

PROPERTIES ALLOW US TO  
AND DEFINE COLORS.

AL COLOR OR  
N OF COLORS

SKY BLUE	FREEDOM SELF EXPRESSION TRUSTWORTH WISDOM JOY	ENTERTAINMENT COMMUNICATION CHILDRENS PRODUCTS TECHNOLOGY AEROSPACE	DRAW ATTENTION INSPIRE TRUST SUGGEST PRECISION COMMUNICATE CONSCIOUSNESS STIMULATE PRODUCTIVITY
ROYAL BLUE	TRUST RESPONSIBILITY HONESTY LOYALTY INNER SECURITY	SECURITY FINANCE TECHNOLOGY HEALTH CARE ACCOUNTING	REDUCE STRESS CREATE CALMNESS RELAX SECURE CREATE ORDER
VIOLET	IMAGINATION SPIRITUALITY COMPASSION SENSIVITY MYSTERY	HUMANITARIAN PSYCHIC RELIGION	ENCOURAGE CREATIVITY INSPIRE COMBINE WISDOM AND POWER CREATE IMPRESSION OF LUXURY INTUITION
PINK	COMPASSION LOVE IMMATURE PLAYFUL ADMIRATION	CHILDRENS PRODUCTS WOMANS PRODUCTS BEAUTY FASHION	COMMUNICATE ENERGY INCREASE PULSE MOTIVATE ACTION FASCINATE ENCOURAGES CREATIVITY
BROWN	RELIABILITY STABILITY HONESTY COMFORT NATURAL	AGRICULTURE CONSTRUCTION TRANSPORTATION LEGAL FOOD	STABILIZE IMPLY COMMON SENSE SUPPRESS EMOTIONS CREATE WARMTH

OF COLORS  
(W, ORANGE )

W LIGHT OR DARK IS IT  
(SHADES )

INTS TO THE COLOR'S  
R SATRUATION.

<b>GRAY</b>	NEUTRAL PRACTICAL CONSERVATIVE FORMAL QUIET	ALL INDUSTRIES * MOSTLY USED IN COMBINATION WITH OTHER COLORS	CREATE SENSE OF COMPOSURE DEPRESS ENERGY ASSOCIATE TIMELESS COMMUNICATE MATURATION
<b>BLACK</b>	POWER CONTROL AUTHORITY DISCIPLINE ELEGANCE	ALL INDUSTRIES * MOSTLY USED IN COMBINATION WITH OTHER COLORS	HIDE FEELINGS INTIMIDATE RADIATE AUTHORITY CREATE FEAR ASSOCIATE WITH MYSTERY

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Can you remember  
them all?



# Monochromatic

Using ONE color,  
and various values of  
that color to create  
art

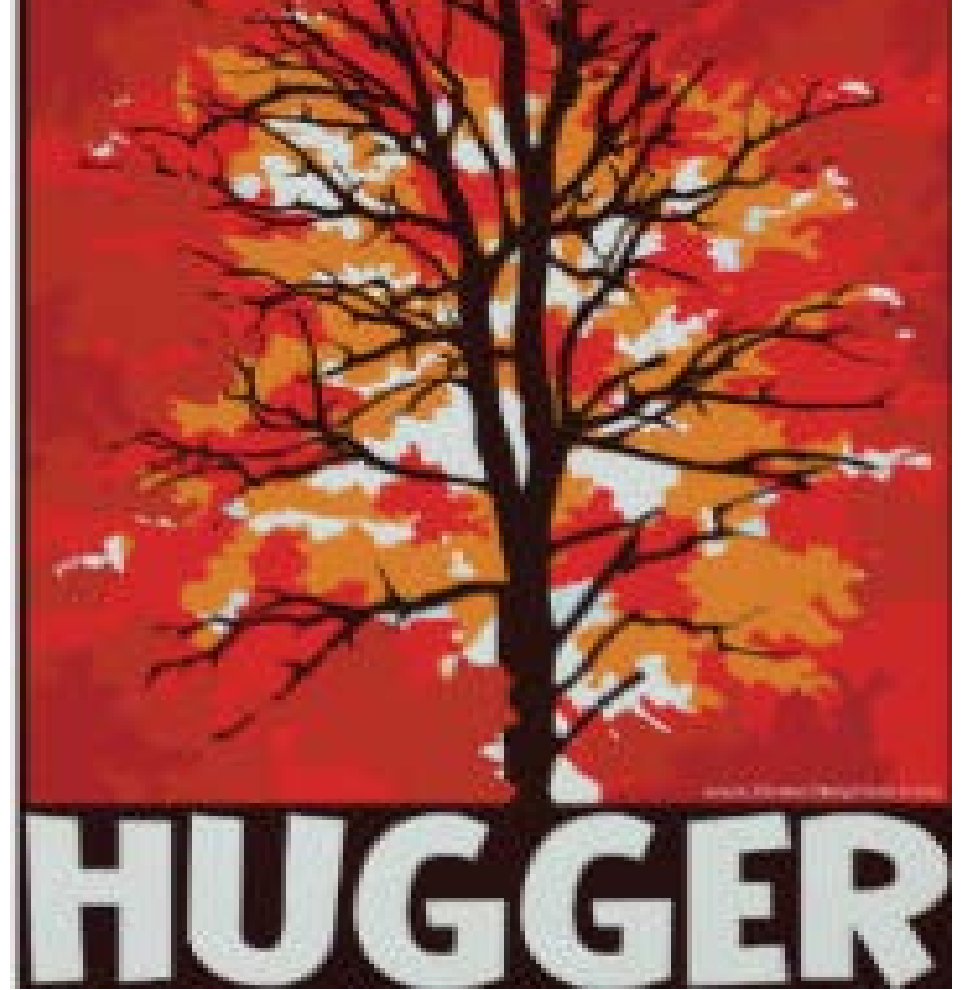




## Cool Colors

Greens, Blues, Purples

Think "water"



## Warm Colors

Reds, Pinks, Yellows, Oranges

Think "fire"



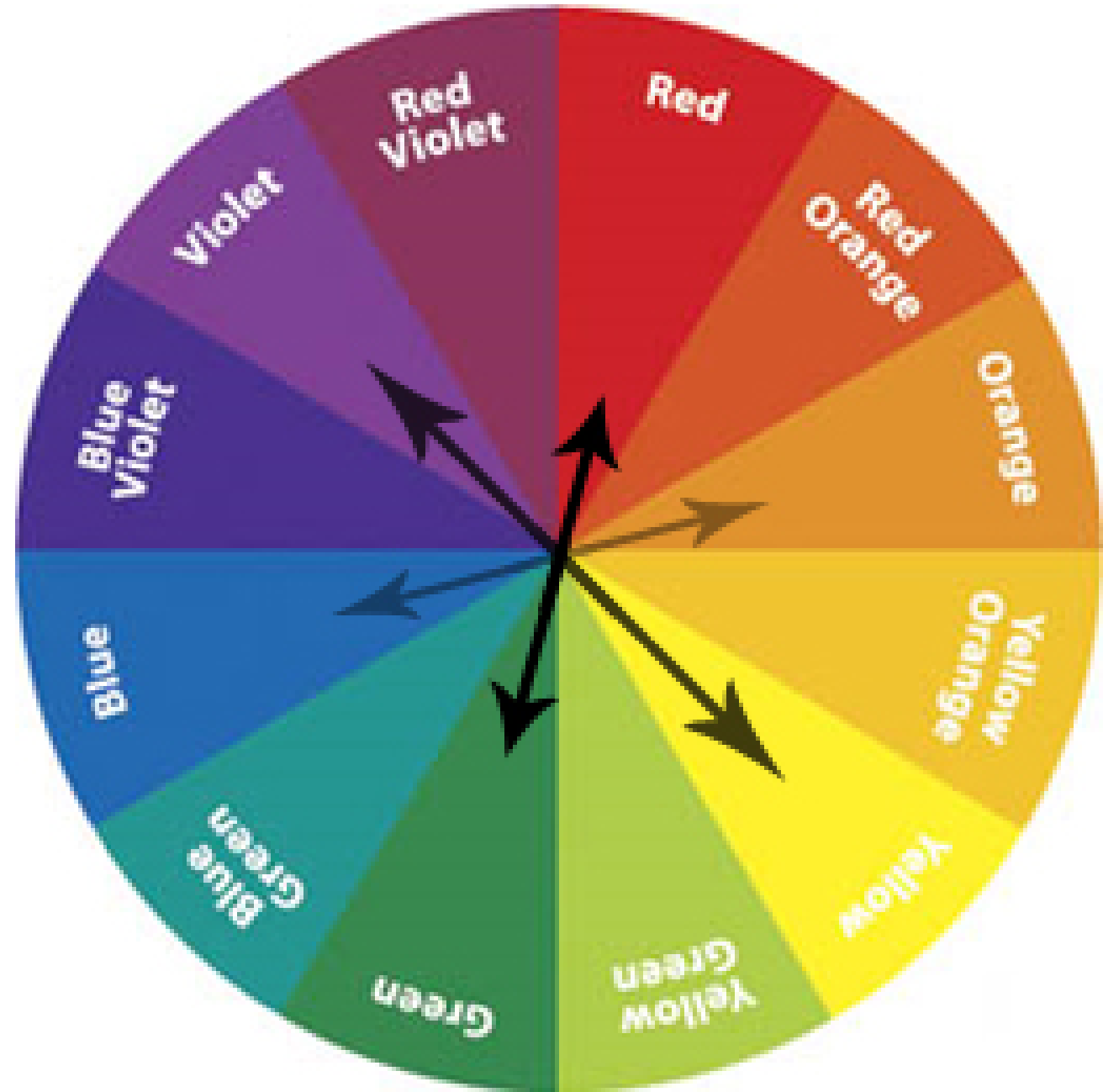
# Complementary Colors

Colors that appear directly across from one another on the color wheel.

Orange & Blue

Green & Red

Yellow & Violet





BOOKERS  
P.O. COLLEGE CO.

# BOHEMIAN NIGHTS

AT NEWWESTFEST  
AUG. 15-17, 2008

TAJ MAHAL  
LITTLE FEAT

12 CENTS FOR MARYN  
& KIDS' MUSIC ADVENTURE

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**FREE!**



**KEEP  
CALM  
and  
RESCUE  
A DOG**

*Highline High School*  
**CLASS OF 1983**

**GO**  
*Pirates!*

PLEASE DRESS  
CASUALLY

*Adults*  
ONLY

DINNER  
DRINKS  
SLIDESHOW

**RSVP**  
TO MARY

////// AT ////  
pirates1983@mail.com

**1983 - 2013**

YOU ARE CORDIALLY INVITED TO OUR

**THIRTY YEAR**  
HIGH SCHOOL REUNION

COME CATCH UP WITH OLD FRIENDS

**SAT** | AUG  
17TH

THE HILTON HOTEL  
4122 FACTORIA BLVD SE  
DENVER, COLORADO

\$20 PER PERSON /// \$35 FOR A  
COUPLE

**30 YEAR**  
*Reunion*





STARS OF SUNDAY LEAGUE  
THE LOFTY HEIGHTS  
THE MUMERATHS  
A GUN RACK  
KATIE MALCO  
BRY BRY IS SKY HIGH  
AND SPECIAL GUEST...  
PLUS PRIZES, GAMES AND FESTIVE TREATS!

3PM TIL 11PM, SUNDAY 07 DECEMBER  
AT THE GOOD SHOP, KILBURN  
ENTRY: £4 IN ADVANCE, £5 ON THE DOOR

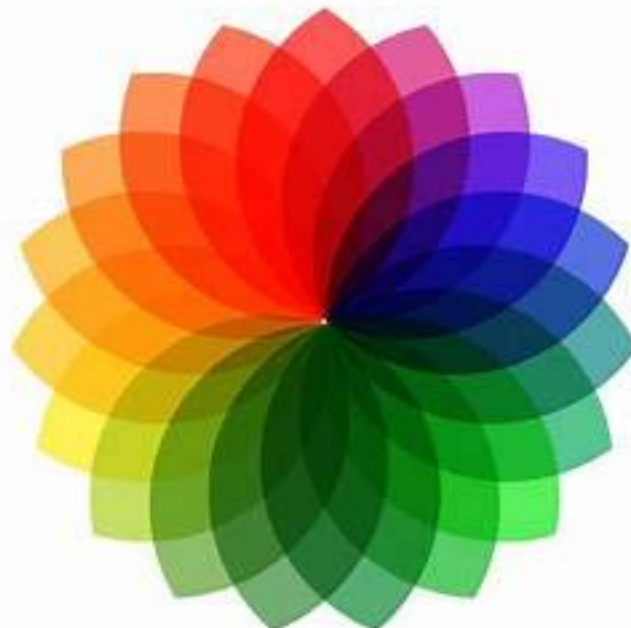


*The City of Evergreen*

# VIRIDIAN CITY

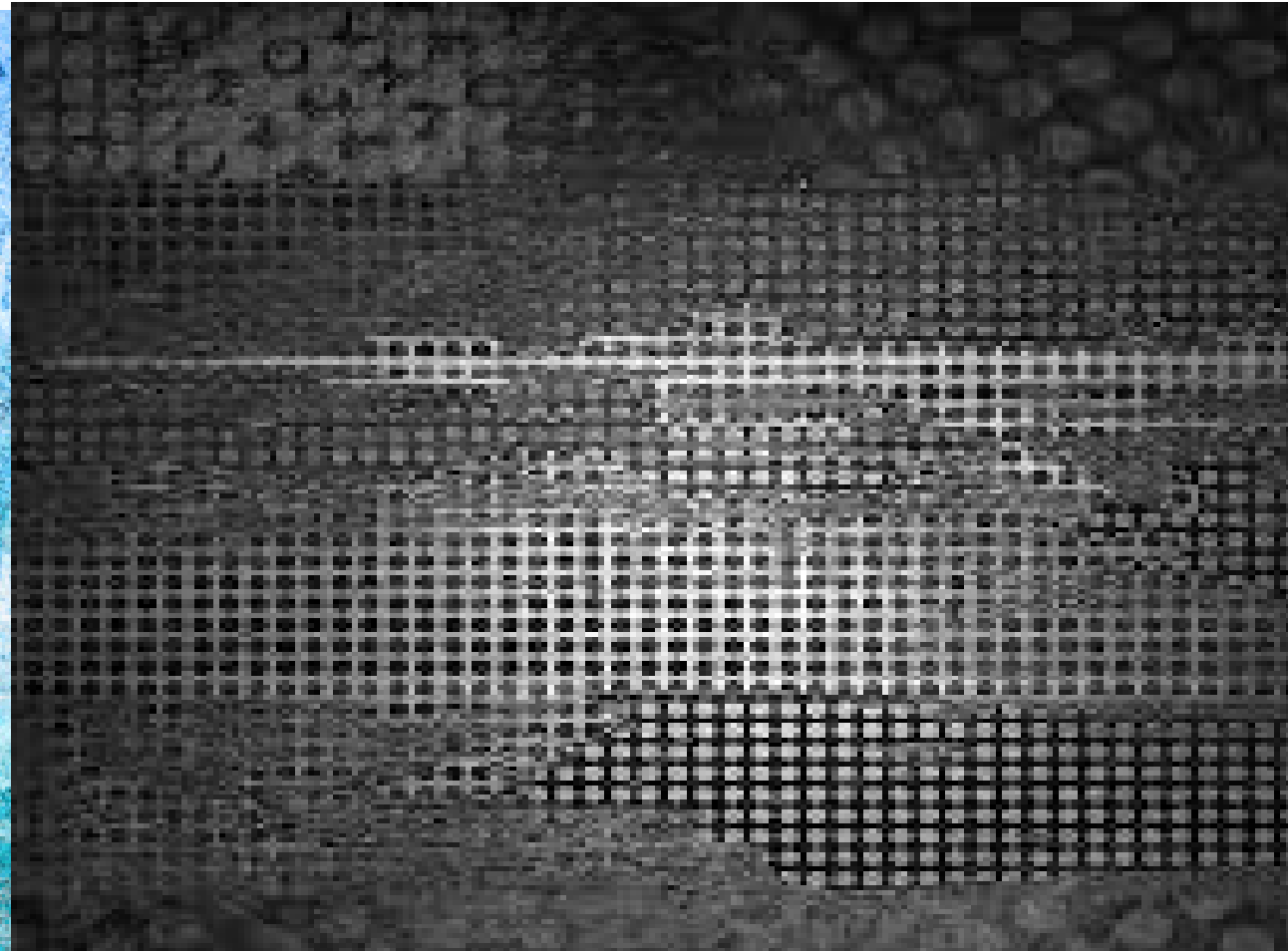






# TEXTURE

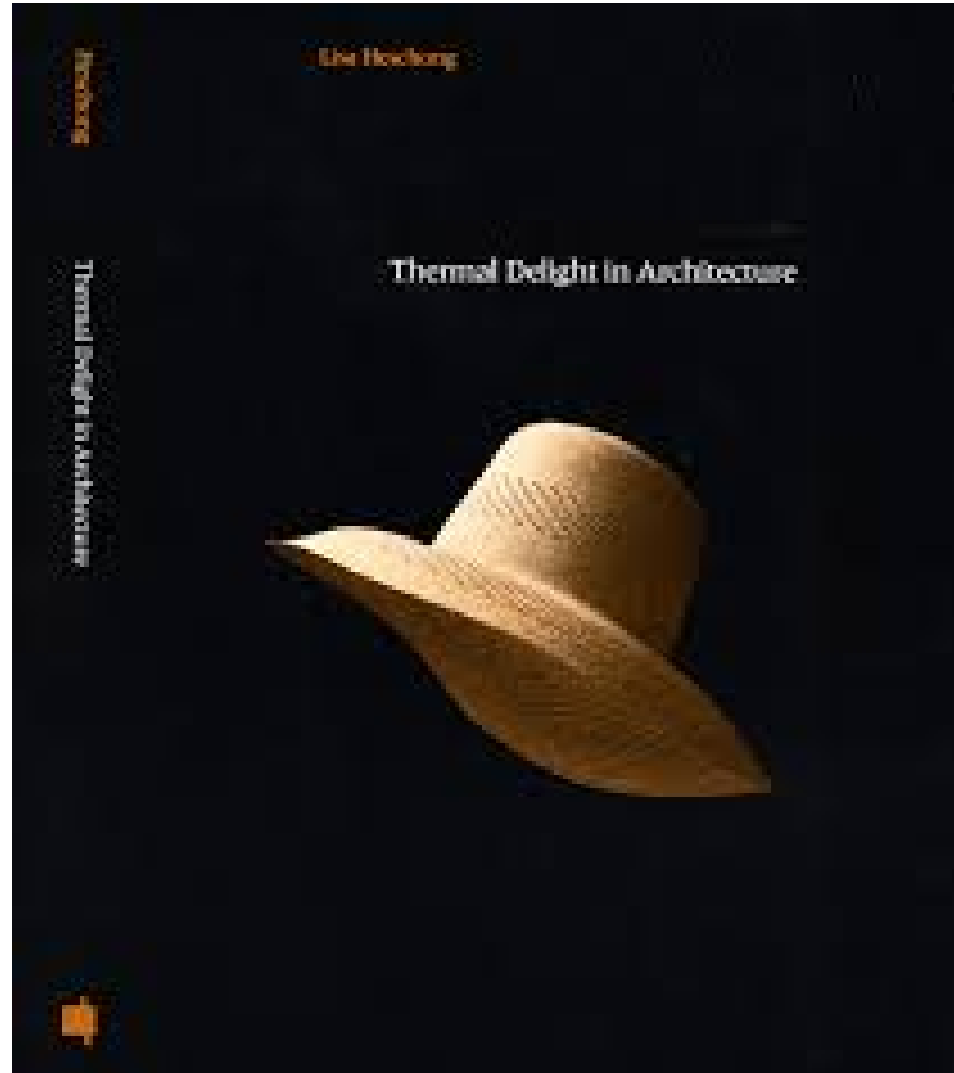
An element of art that refers to the way things feel, or look as if they might feel if touched.

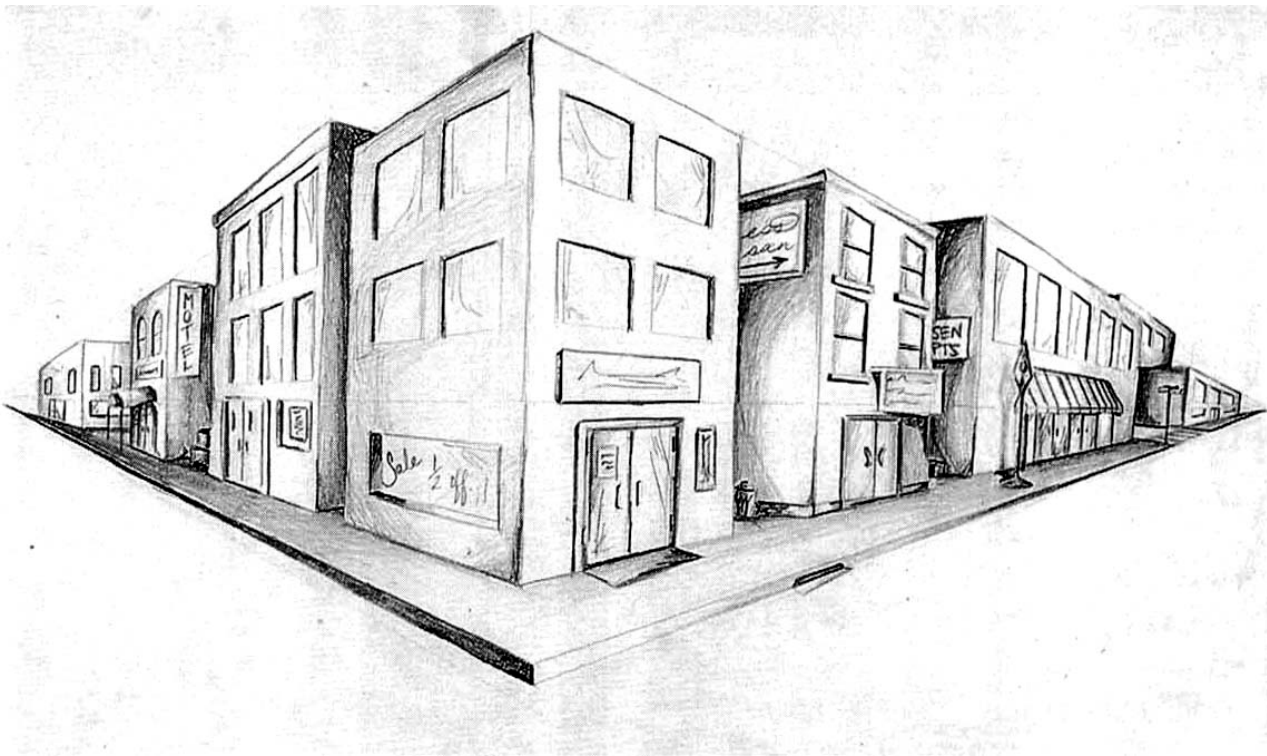




# SPACE:

Distance or area around, between, behind a 3-D object





In 2-D artworks, use of perspective adds an illusion of visual space

# PRINCIPLES OF ART

*What we do with the elements of design*

1. Balance
2. Movement
3. Rhythm/Repetition/Pattern
4. Emphasis
5. Contrast
6. Proportion
7. White Space





# Balance & Alignment

Without balance, your audience will feel as if their eye is sliding off the page.



# Movement

Movement is controlling the elements in a composition so that the eye is led to move from one to the next and the information is properly communicated to your audience

“ YOUR TWELVE  
DAILY THOUGHTS

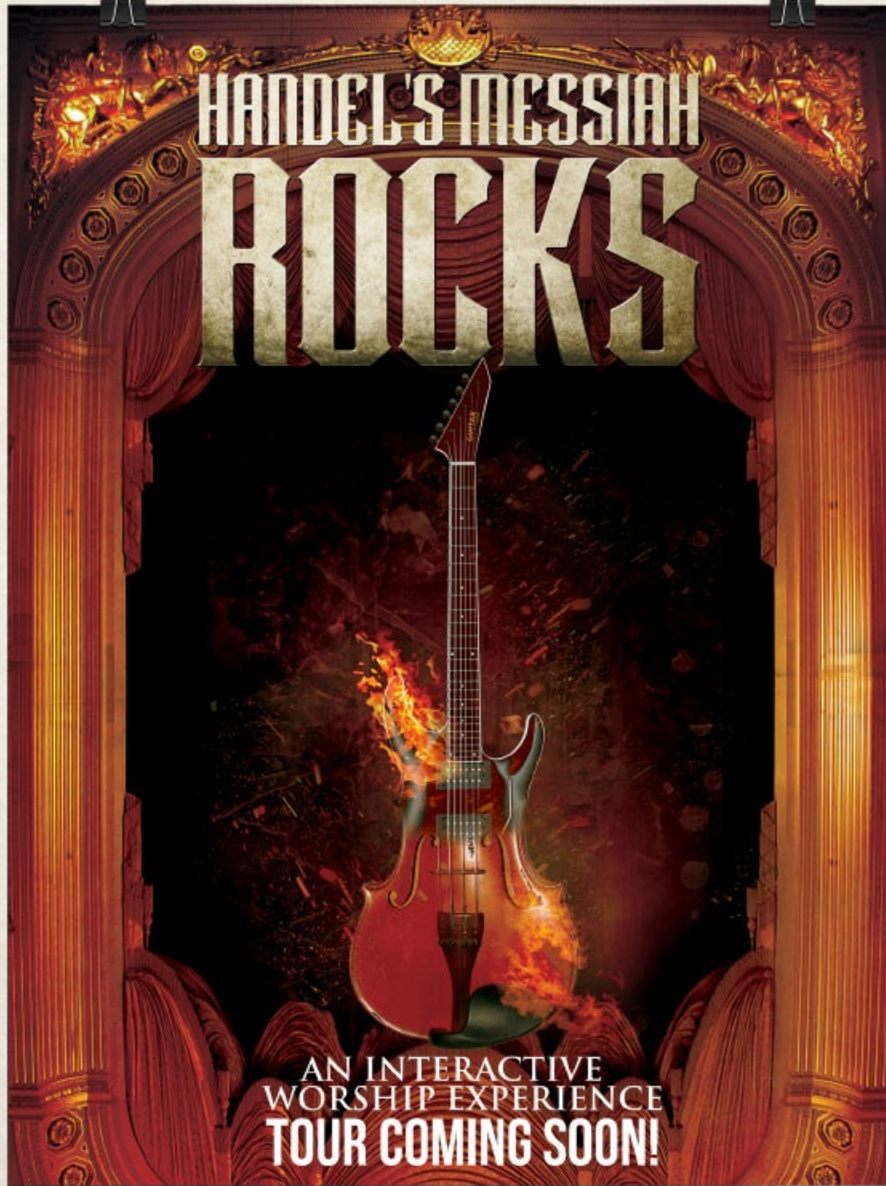
- 1 “Any fool can criticize, condemn, and complain – and most fools do. But it takes character and self-control to be understanding and forgiving.”  
- Dale Carnegie
- 2 “In the beginner's mind there are many possibilities. In the expert's mind there are few.”  
- Shunryu Suzuki
- 3 “You will never change your life until you change something you do daily. The secret of your success is found in your daily routine.”  
- John C. Maxwell
- 4 “If you can't explain it simply, you don't understand it well enough.”  
- Albert Einstein
- 5 “Prove your words by your deeds.”  
- Seneca the Younger
- 6 “If you let your learning lead to knowledge, you become a fool. If you let your learning lead to action, you become wealthy.”  
- Tony Robbins
- 7 “Judge a man by his questions rather than his answers.”  
- Pierre-Marie-Gaston de LaVie
- 8 “The best way to predict the future is to create it.”  
- Peter Drucker
- 9 “Money won't create success, but the freedom to make it will.”  
- Nelson Mandela
- 10 “Discipline is remembering what you want.”  
- David Campbell
- 11 “If you always put limits on everything you do, physical or anything else, it will spread into your work and into your life. There are no limits. There are only plateaus, and you must not stay there, you must go beyond them.”  
- Bruce Lee
- 12 “Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work.”  
- Steve Jobs

BE INSPIRED EVERY DAY

# Repetition

Repetition unifies and strengthens a design.





# Emphasis

What is the first piece of information my audience needs to know?





# Contrast

Contrast is what people mean when they say a design "pops."



# Proportion

Proportion is the visual size and weight of elements in a composition and how they relate to each other





# White Space

White space (or negative space) is the only one that specifically deals with what you *don't* add. White space is exactly that—the empty page around the elements in your composition