



Design

BOOTCAMP



Vincent Rhodes, PhD, APR
varhodes@gmail.com
[@varhodes](https://twitter.com/varhodes)



Design. Don't decorate.

Edit. Show restraint.

Keep it simple.





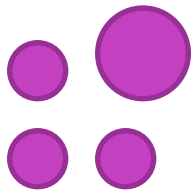
Arrangement

**PLACEMENT IMPARTS
MEANING**

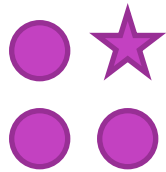
Arrangement Elements

- Contrast
- Flow
- Hierarchy
- Unity
- Proximity
- Whitespace

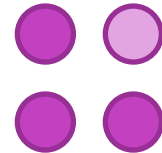
Contrast



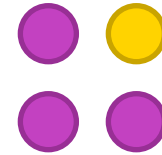
size



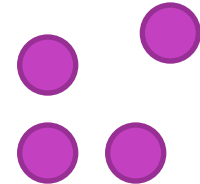
shape



shade

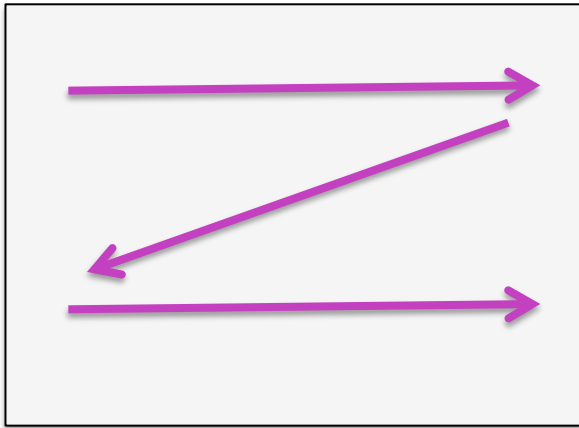


color

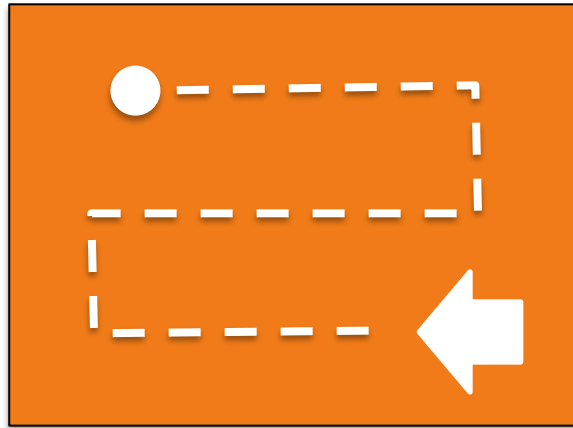


proximity

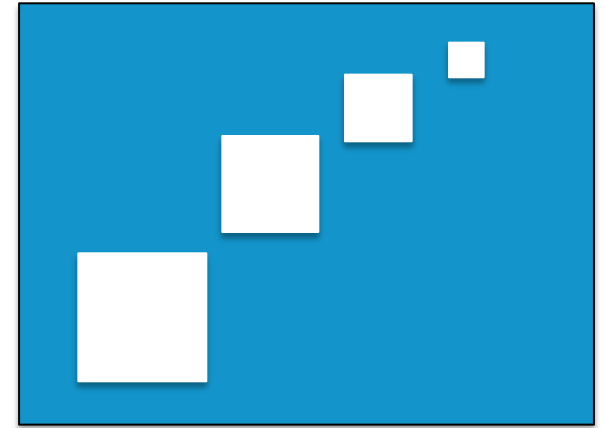
Flow



text patterns

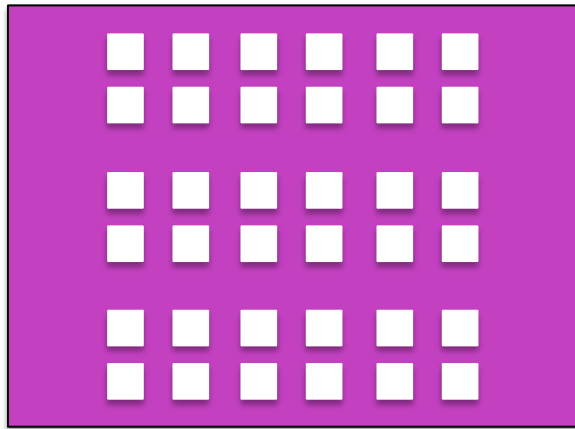


arrow as start

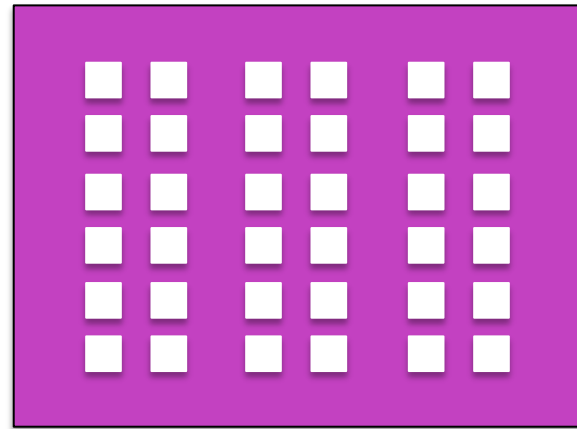


size & perspective

Flow

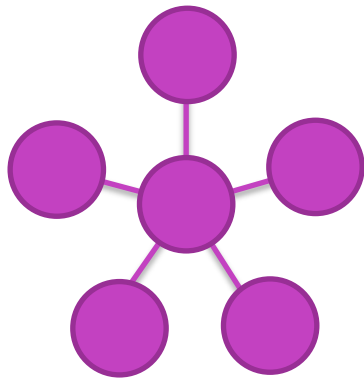


horizontal

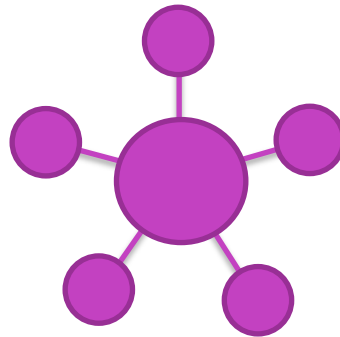


vertical

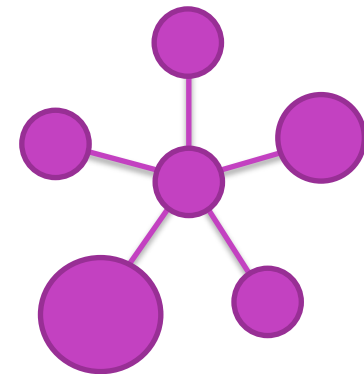
Hierarchy



**elements
equal**

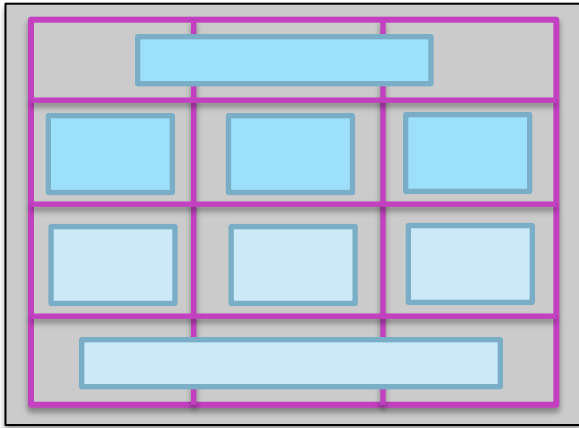


**parent
dominates**

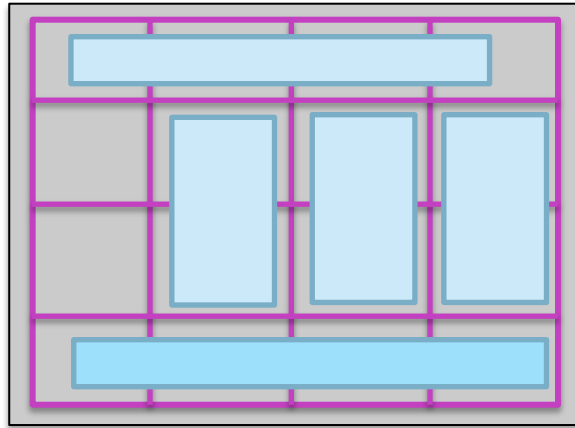


**child
dominates**

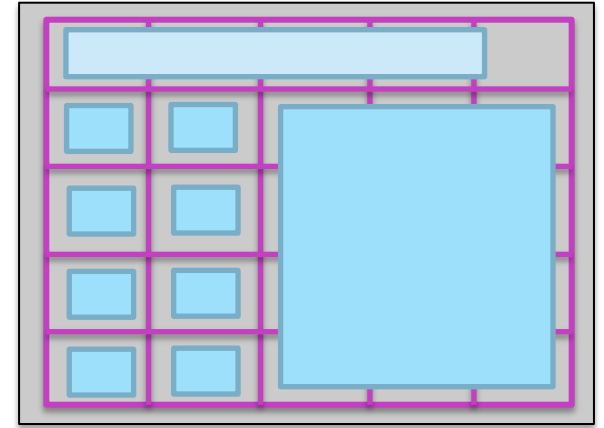
Unity



3-column

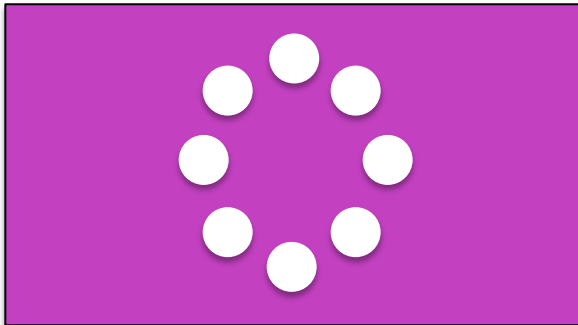


4-column

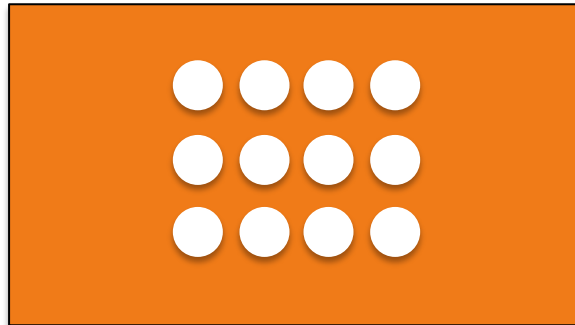


5-column

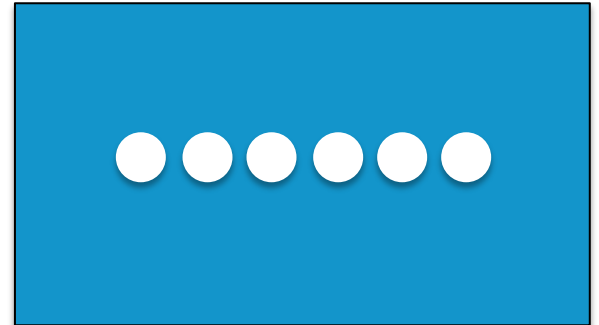
Proximity



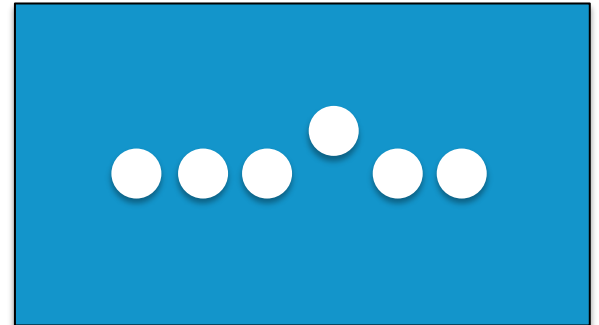
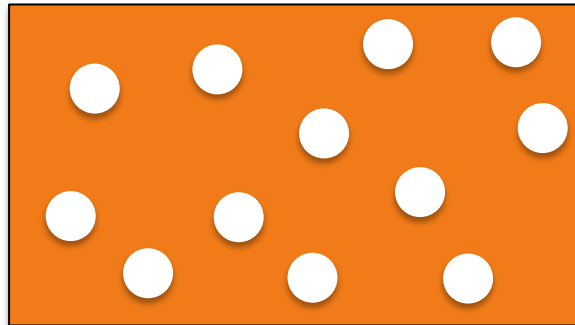
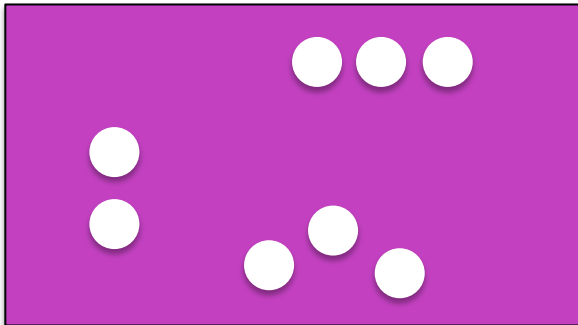
unite • fragment



order • chaos



equal • unequal



Whitespace

Nancy Duarte • *slide:ology* (p. 97)

Negative Space



FedEx®

The image shows the FedEx logo, which consists of the word "FedEx" in a bold, sans-serif font. The letters "Fed" are dark blue, and the letters "Ex" are orange. A white arrow with a black dashed outline is positioned over the "Ex" part of the logo, pointing to the right. A registered trademark symbol (®) is located to the right of the "Ex".



Visual Elements

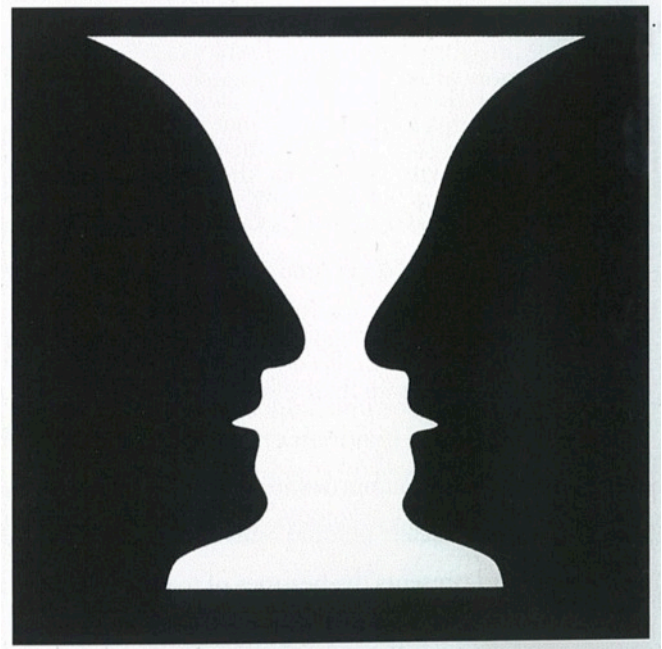
**THE WHOLE IS
GREATER THAN THE
SUM OF THE PARTS**

Visual Elements

- **Background**
- **Color**
- **Text**
- **Images**

Backgrounds

Figure vs. Ground



<http://spaceandperspective.com/2013/02/22/masters-of-deception-part-ii/>

Figure vs. Ground Example 2



Figure vs. Ground Example 3



Figure vs. Ground Example 4





Figure vs. Ground / Positive vs. Negative Space

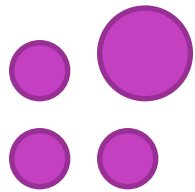


<http://www.howdesign.com/resources-education/online-design-courses-education/gestalt-theory-typography-design-principles/>

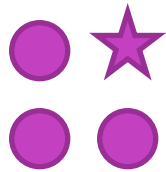
Gestalt Principles

- Similarity
- Continuation
- Closure
- Proximity
- Figure vs. Ground
- Symmetry & Order

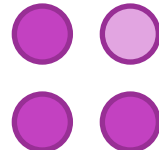
Similarity / Contrast



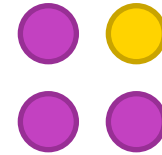
size



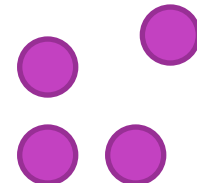
shape



shade

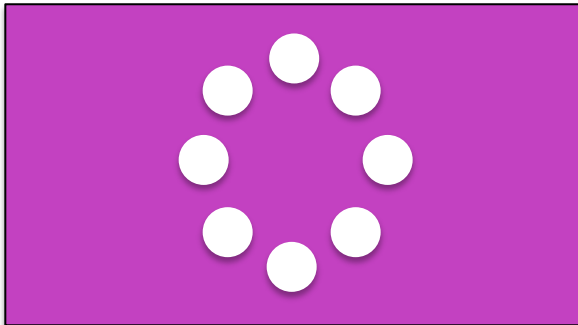


color

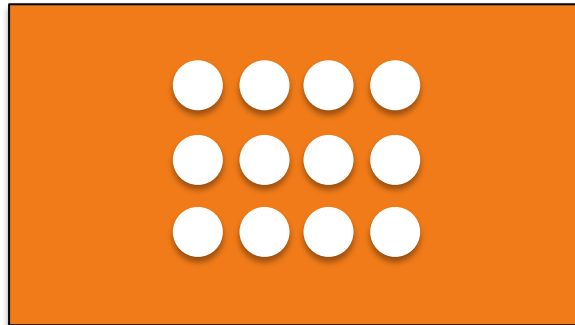


proximity

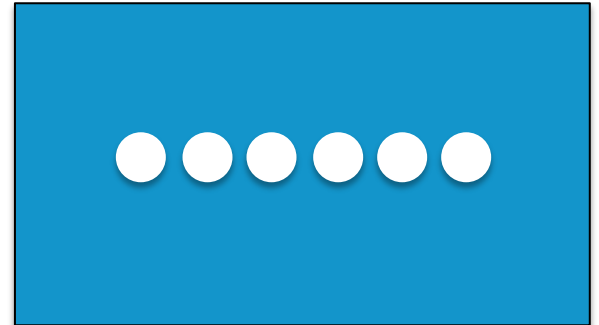
Proximity



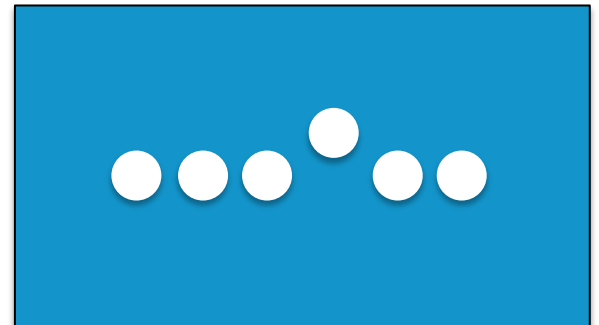
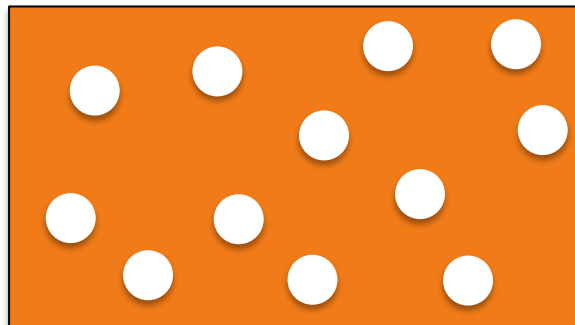
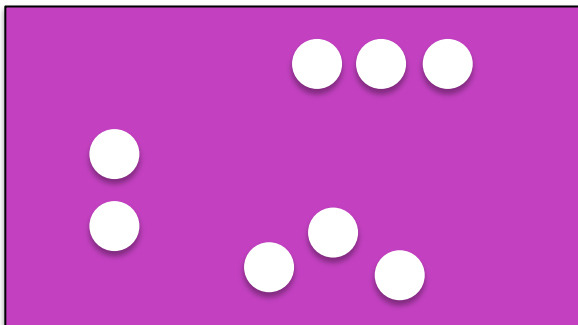
unite • fragment



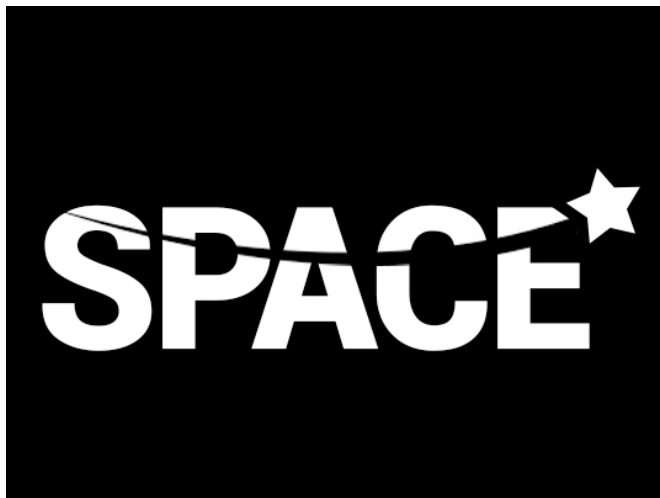
order • chaos



equal • unequal

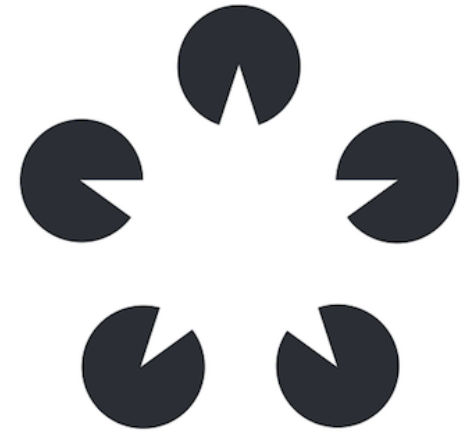
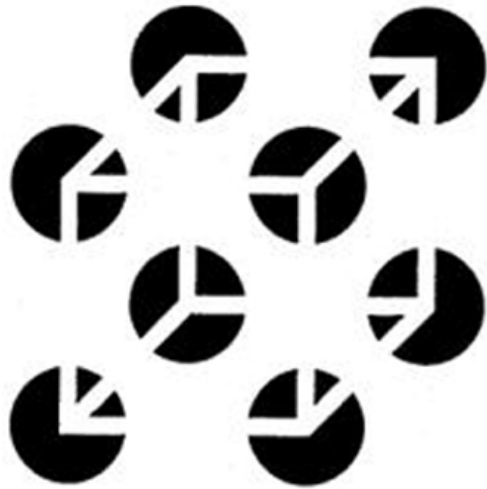
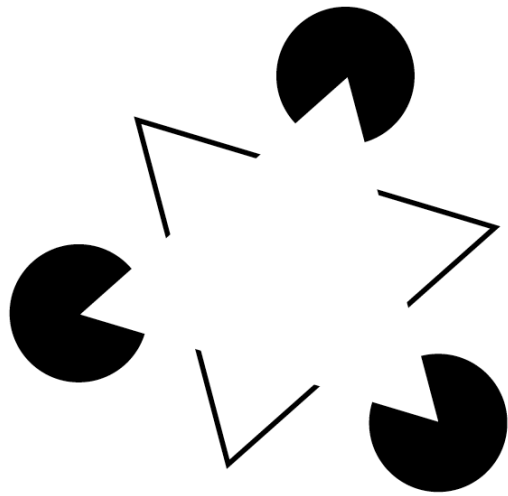


Gestalt Principle of Continuation



<http://www.creativebloq.com/graphic-design/gestalt-theory-10134960>

Gestalt Principle of Closure



Law of Closure in Logos



Gestalt Principle of Symmetry & Order



COLOR

Basics



COLOR

Basics



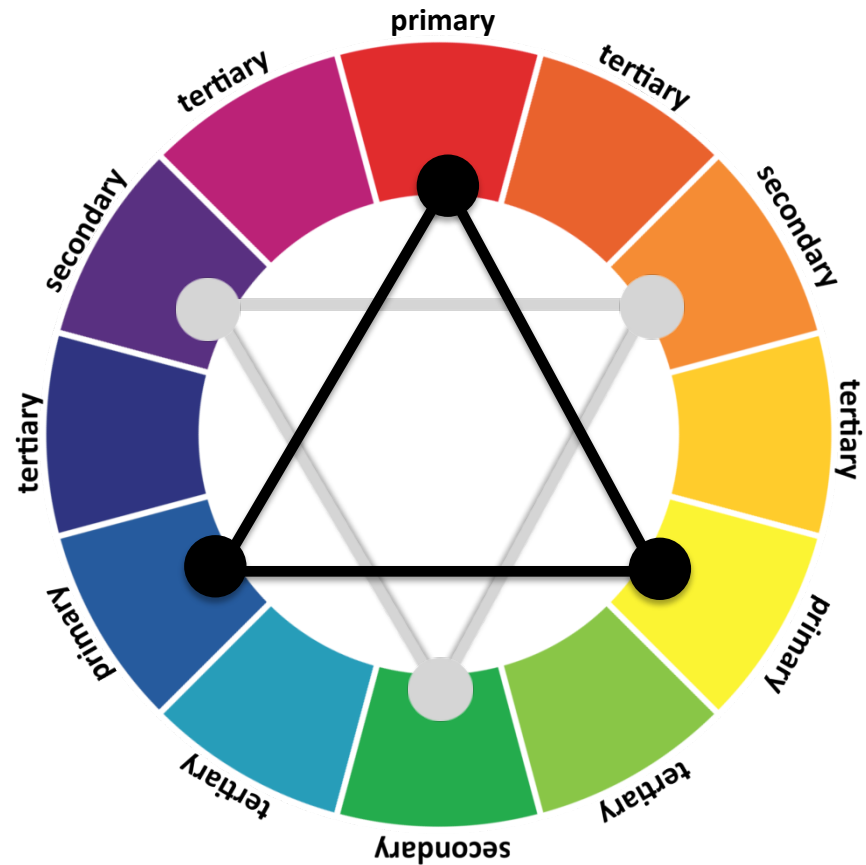
COLOR

Basics



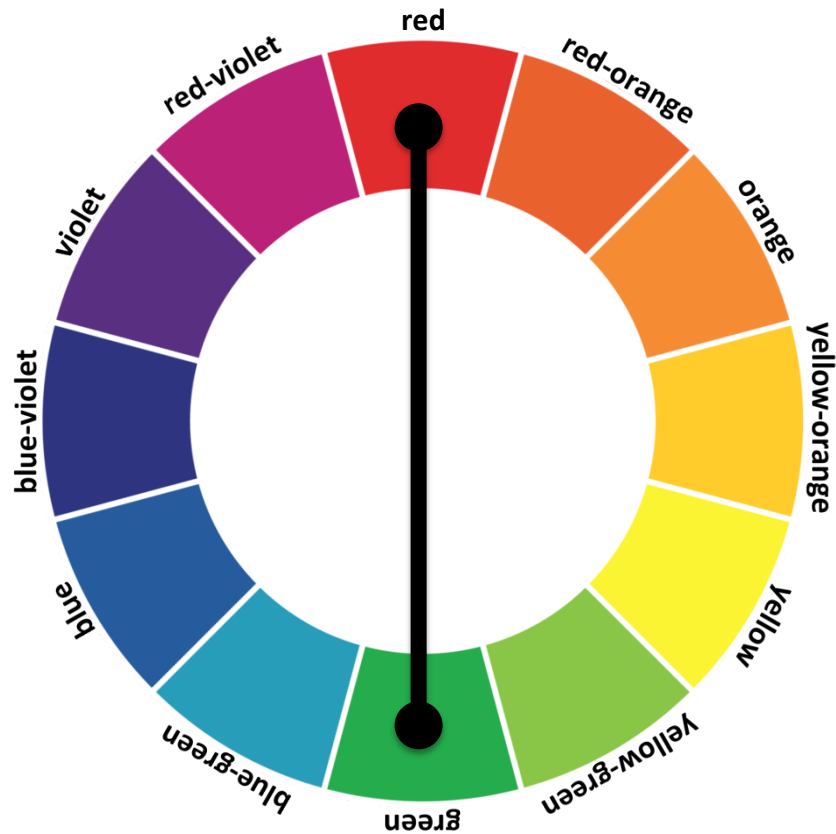
Color Wheel

- Primary Colors (3)
 - Red
 - Yellow
 - Blue
- Secondary Colors (3)
- Tertiary Colors (6)



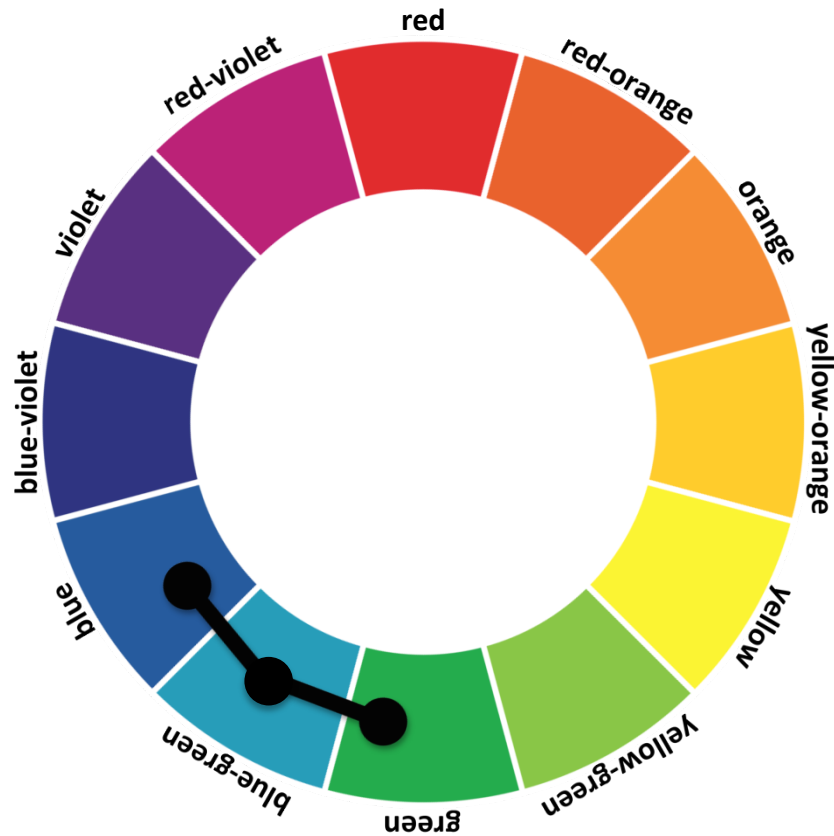
Color Schemes: Complimentary

- Colors that are directly opposite each other in the color wheel
- Examples
 - Red & Green
 - Blue & Orange
 - Violet & Yellow



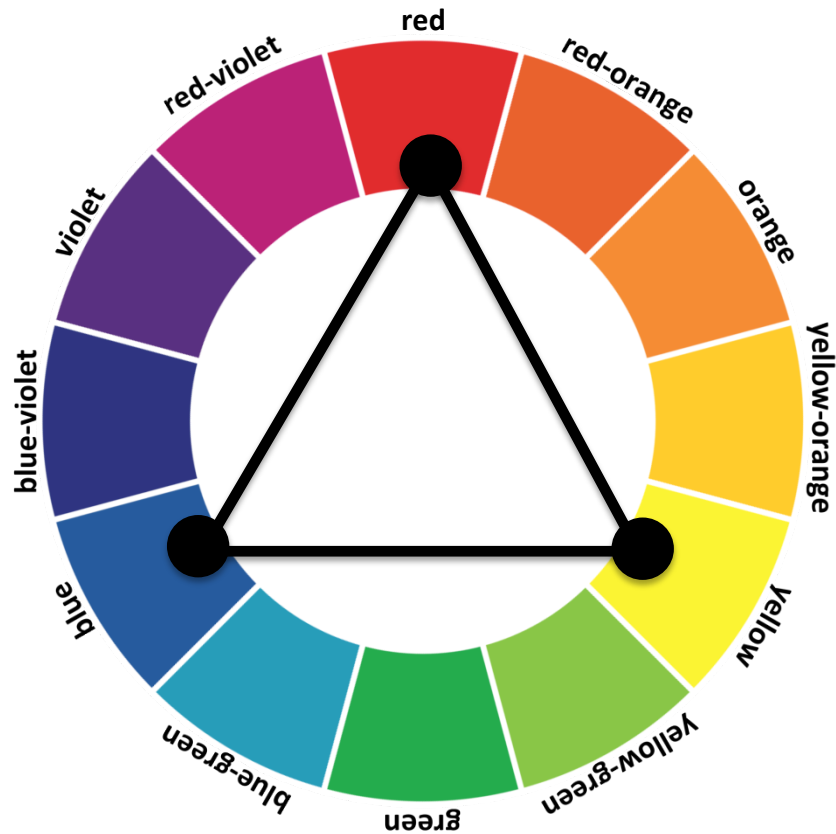
Color Schemes: Analogous

- Colors next to each other on the color wheel
- Example
 - Blue, Blue-Green & Green



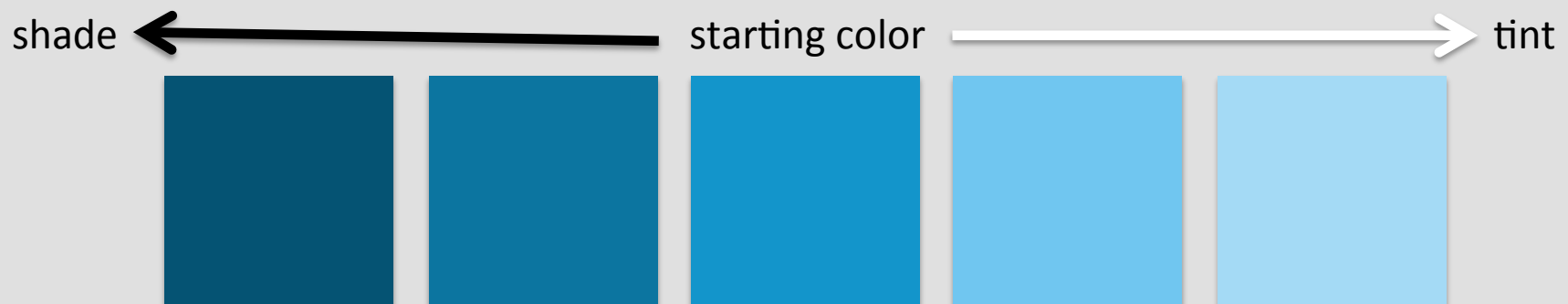
Color Schemes: Triadic

- Colors evenly spaced around the color wheel
- Would be primary, secondary, or sets of tertiary colors
- Example
 - Yellow, Red & Blue

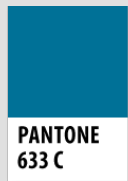


Color Scheme: Monochromatic

- Using any shade, tint, or tone of a single color
 - Shade: color mixed with a percentage of black
 - Tint: color mixed with a percentage of white
 - Tone: color mixed with black & white (greying)
- *PowerPoint color selector set up in this format*



Corporate Color Schemes



PANTONE
633 C

EVMS Blue

SPOT COLOR: Pantone 633C

CMYK MIX: Cyan 83%, Magenta 37%,
Yellow 27%, Black 5%

RGB: Red 31, Green 127, Blue 156

WEB COLOR: Hexidecimal: #367c99



PANTONE
167 C

EVMS Rust

SPOT COLOR: Pantone 167C

CMYK MIX: Cyan 10%, Magenta 77%,
Yellow 100%, Black 4%

RGB: Red 212, Green 91, Blue 37

WEB COLOR: Hexidecimal: #cd5932

Colors

The official EVMS colors are
Pantone 633C blue and Pantone 167C rust.

The secondary color palette complements the official EVMS colors. These accent colors should be used in addition to the official blue and rust, not to replace them. These accent colors may be used as solid color or as a tint of the color.

EVMS Medical Group SECONDARY COLORS



PANTONE
547 C

SPOT COLOR: Pantone 547C

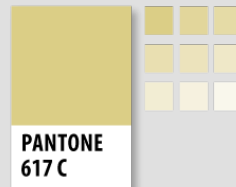
CMYK MIX: Cyan 100%, Magenta 35%,
Yellow 32%, Black 80%



PANTONE
311 C

SPOT COLOR: Pantone 311C

CMYK MIX: Cyan 68%, Magenta 0%,
Yellow 13%, Black 0%



PANTONE
617 C

SPOT COLOR: Pantone 617C

CMYK MIX: Cyan 7%, Magenta 6%,
Yellow 52%, Black 15%

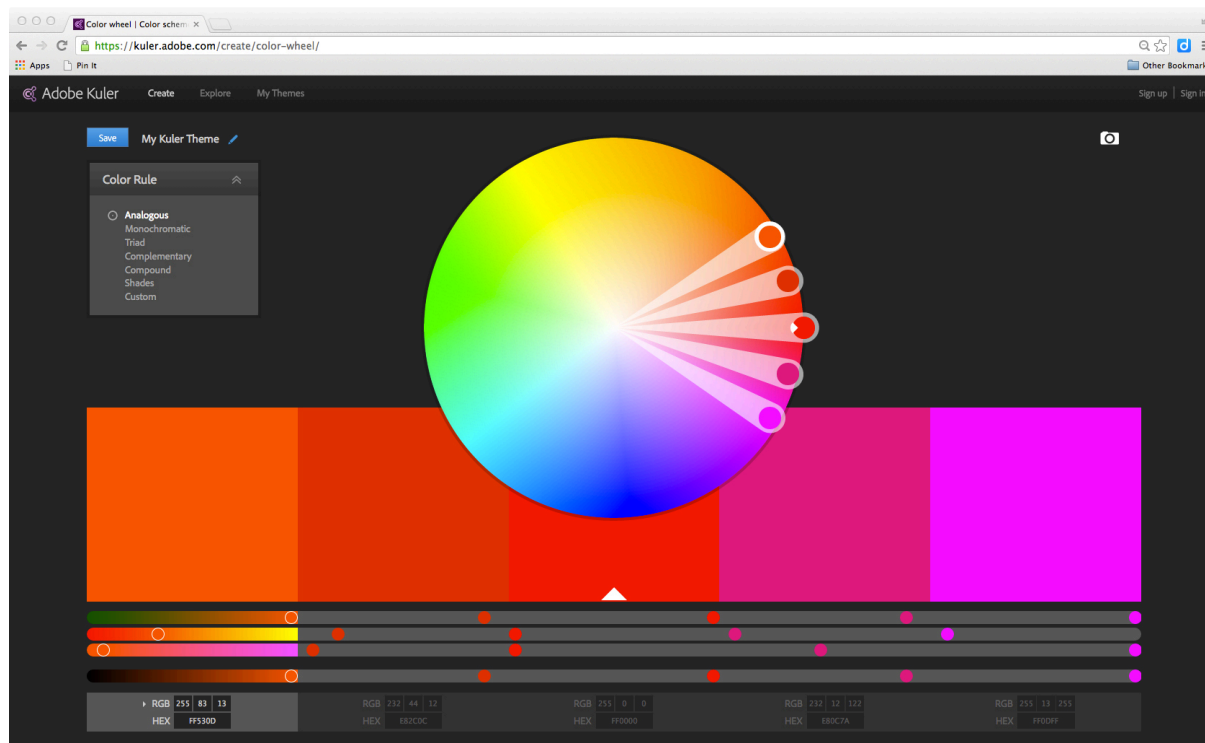


PANTONE
Warm Gray 10

SPOT COLOR: Pantone Warm Gray 10

CMYK MIX: Cyan 20%, Magenta 29%,
Yellow 28%, Black 56%

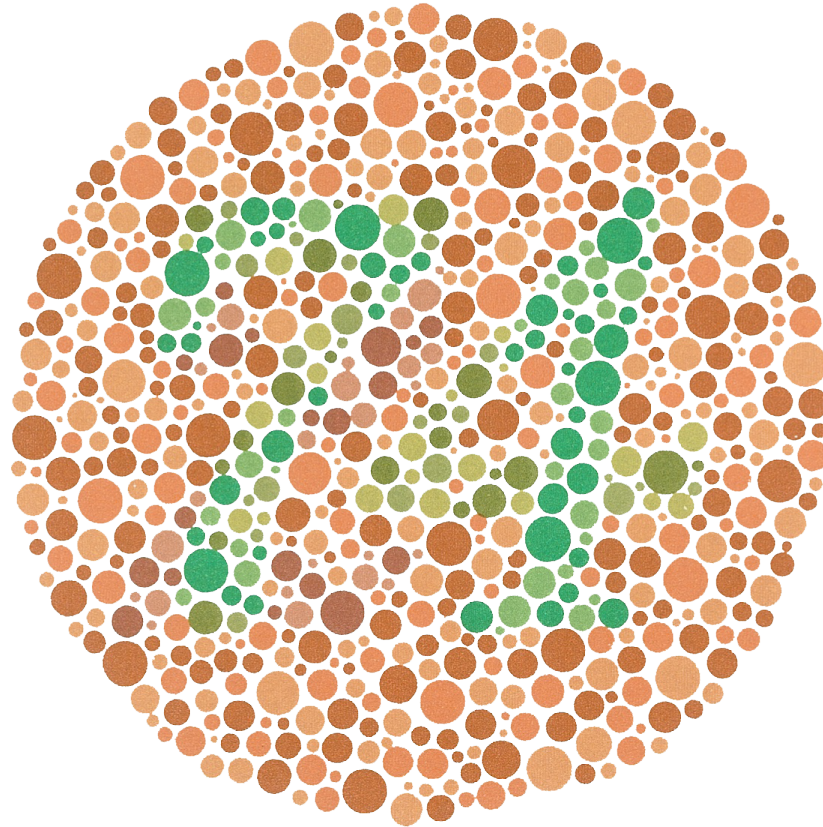
Color Resource: Adobe Color



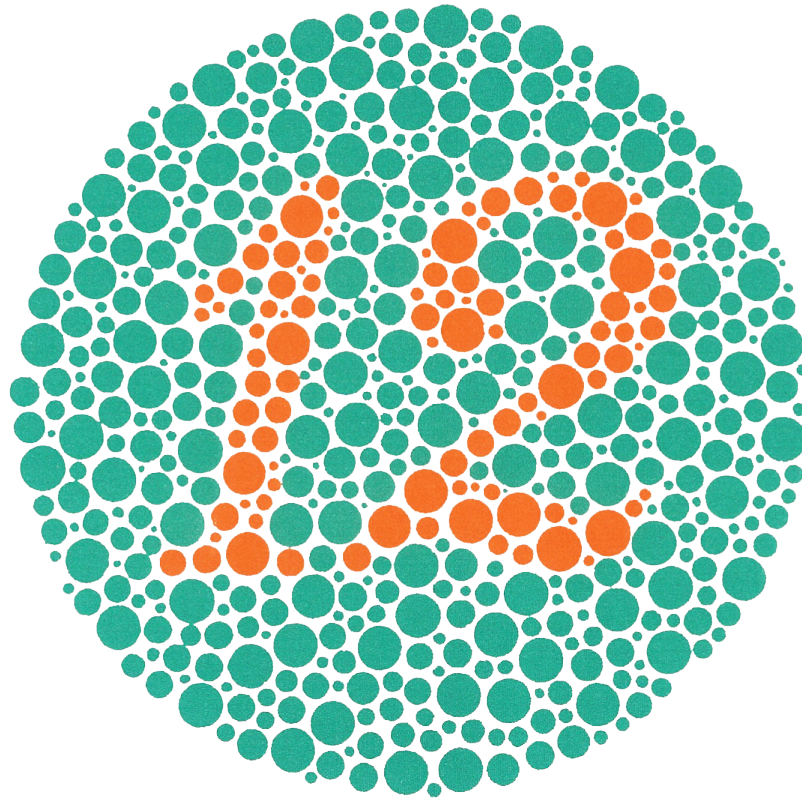
<http://color.adobe.com>

*each of us
perceives
COLOR
differently*

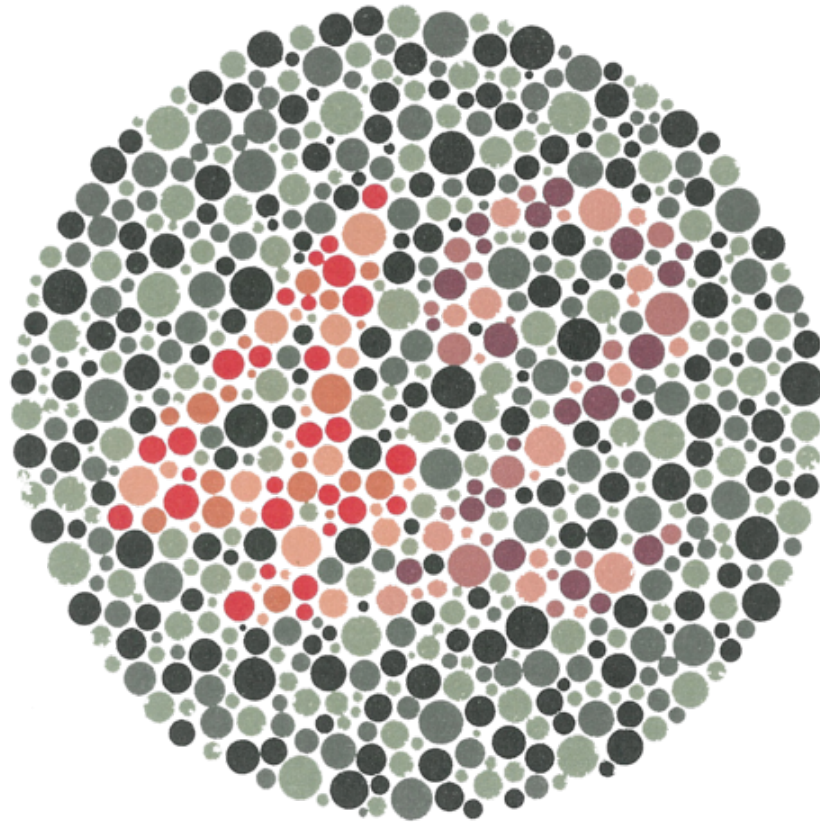




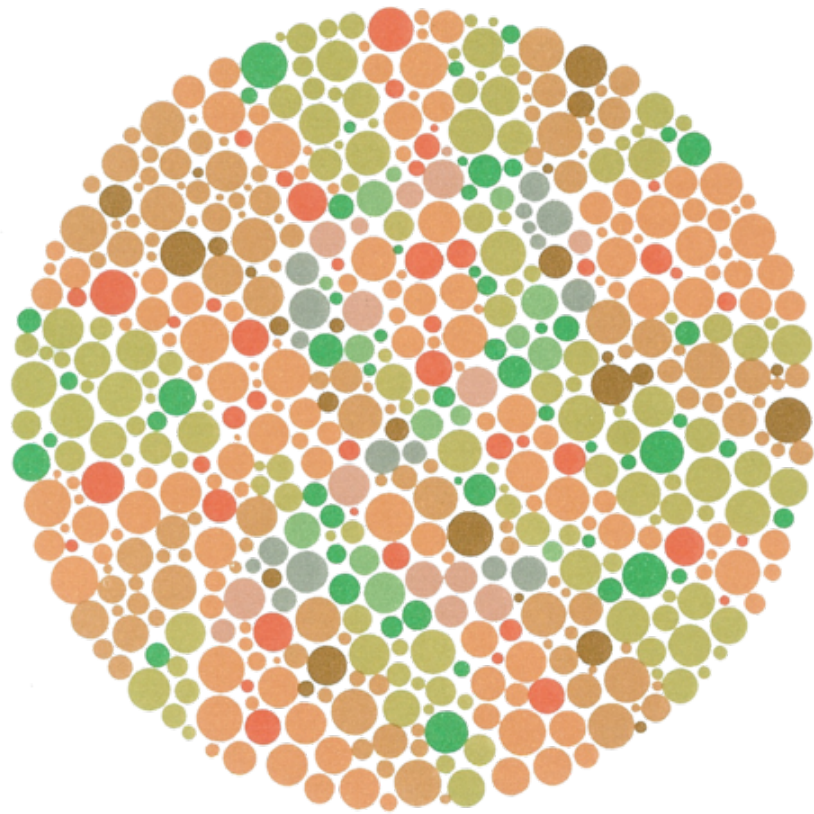
Answer: 74



Answer: 12

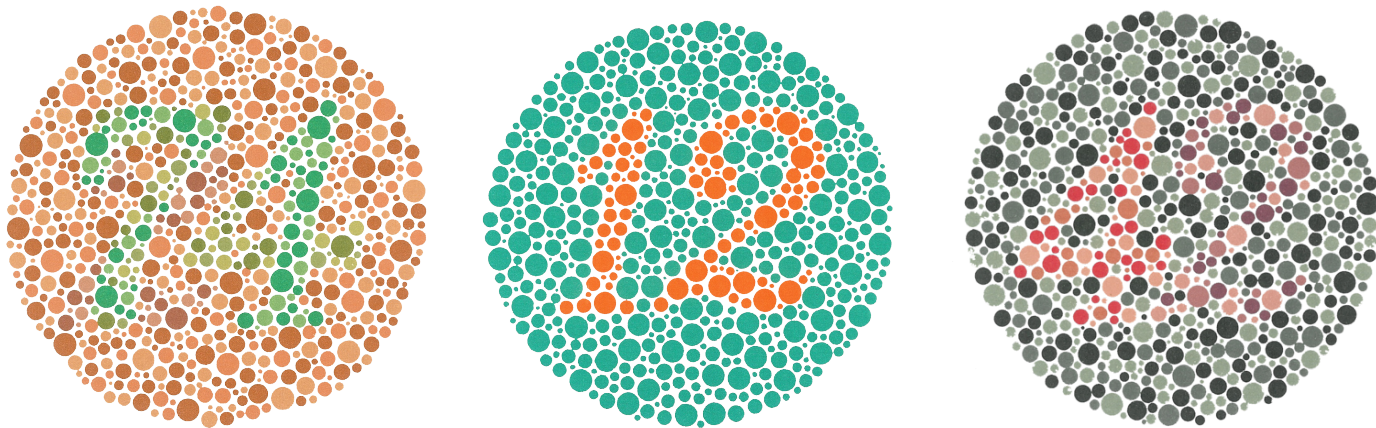


Answer: 42



Just Kidding! Nothing to see here!

Consider Color Blindness



Ishihara Color Test or Color Perception Test
http://en.wikipedia.org/wiki/Color_perception_test



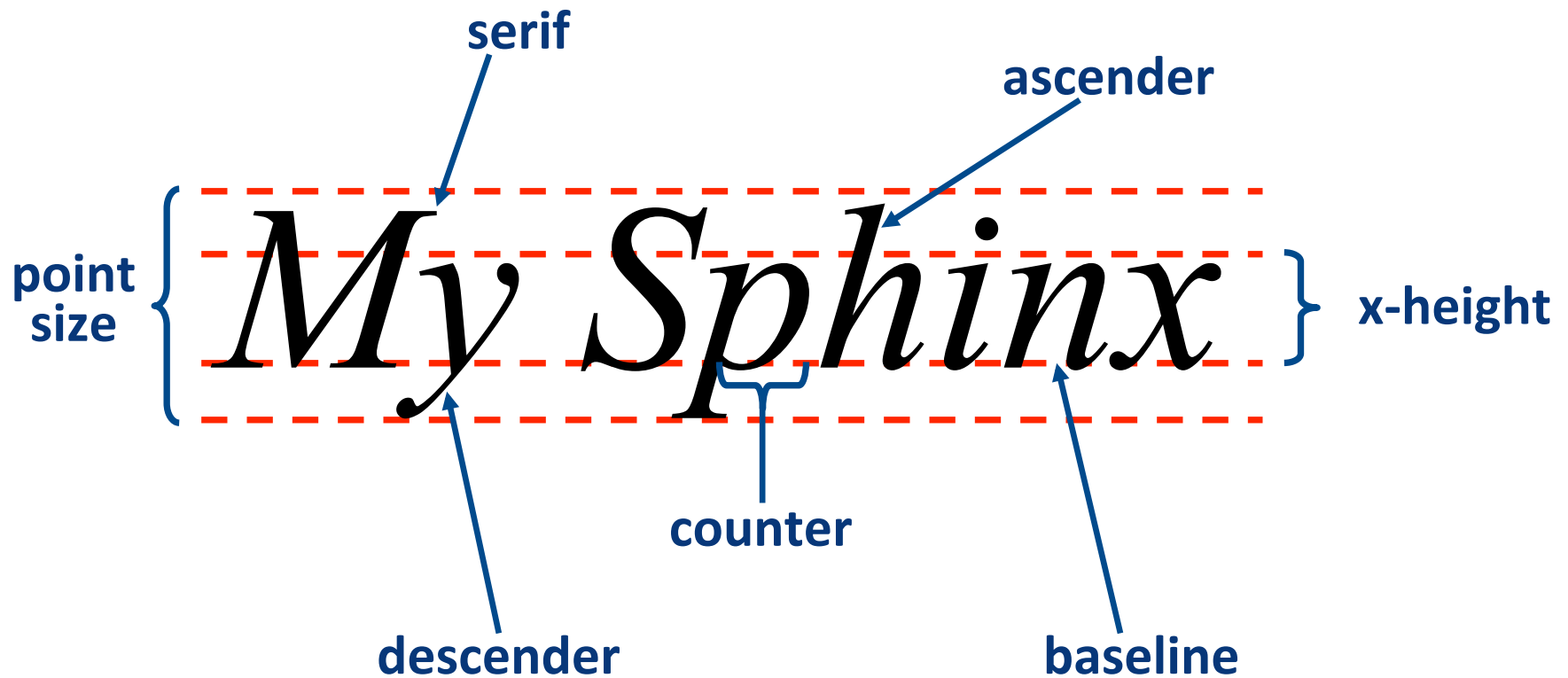
Consider Cultural Differences

What color represents a bride?



Typography

Typography terminology



Typography terminology

My Sphinx

leading

Ran Away

tracking

Types of fonts

- **Serif:** Has tiny strokes (or serifs) at the tip of each letter
- **Sans Serif:** Has no serifs
- *Cursive:* Looks like handwritten script
- *Novelty:* Adds flavor and character

Serif Fonts

- Times New Roman
- Baskerville Old Face
- **Bernard MT Condensed**
- **Cooper Black**
- Rockwell

Sans Serif Fonts

- Arial
- **Berlin Sans FB Demi**
- Calibri
- **Impact**
- Optima

Cursive Fonts

- *Arid ITC*
- *Brush Script MT*
- *Snell Roundhand*
- *Mistral*
- *Handwriting - Dakota*

Novelty Fonts

- **Blox**
- **Chalkduster**
- **IVY LEAGUE**
- **SYNCHRO LET**
- **Remedy Double**
- **Marker Felt**

Which font choice makes the most sense?

1. JULIUS CAESAR
2. JULIUS CAESAR
3. **Julius Caesar**
4. *Julius Caesar*

Which font choice makes the most sense?

1. **TOP SECRET**
2. TOP SECRET
3. **TOP SECRET**
4. **TOP SECRET**

BE CONSISTENT!

- Limit your font choices
- Use them consistently throughout your graphic, document or presentation
- Use novelty and cursive fonts sparingly (*if at all*)
- ***Legibility is the key!***

Controlling “ragged” justification

22 point

EVMS was founded by the community to improve the health of the region through teaching, discovering and caring. A collaborative culture at EVMS draws like-minded students from all over the country and encourages a multidisciplinary research approach with an emphasis on translational research.

28 point

EVMS was founded by the community to improve the health of the region through teaching, discovering and caring. A collaborative culture at EVMS draws like-minded students from all over the country and encourages a multidisciplinary research

Positioning text

*Single spaced text
(default)*

**Understanding
Typography**

Separate text boxes

**Understanding
Typography**

*Alternative text
treatment*

**Understanding
Typography**



Selecting Strong Images



Pixel Power

	<u>screen</u>	<u>print</u>
minimum:	72 dpi	120 dpi
maximum:	100-120 dpi	300+ dpi

formats: .jpg & .png

Vector Versatility

$y = \frac{x^2}{6} + \frac{1}{4}x^3 - 5x + \frac{1}{5}$ $y = \frac{x^2}{2} + \frac{1}{2}x - 5$
 $y = x(x^3 + 4x^2 + x - 2) = x^2 + 4x^2 + x^2 - 2x$ $y = 4x^3 + 12x + 2x - 2$
 $y = \frac{2}{x^2} - 5x - \frac{1}{x} + 3$ $y = -\frac{6}{x^4} + 5 + \frac{1}{x^4}$
 $y = 3x - \frac{1}{x^2} = \frac{3x^3 - 1}{x^2}$
 $y = \ln 3 \cdot 3$ $y = \ln 3 \cdot 3 \cdot \ln 3 = (\ln 3)^2 \cdot 3$

$y = (x^2 + 1) - (5x - 3) = 5x^2 - 3x^2 + 5x - 3$ $y' = 15x^2 - 6x + 5$
 $y = (4x^2 + x - 1) \cdot \frac{1-x}{2} = \frac{1}{2}(-4x^2 + 3x^2 + 2x - 1)$ $y = \frac{1}{2}(-12x^2 + 6x + 2)$
 $y = -6x^2 + 3x + 1$ $y = x(\cos x + 1)$ $y = 1(\cos x + 1) + x(-\sin x) = \cos x - x \sin x + 1$
 $y = \frac{2}{x+1}$ $y = -\frac{2}{(x+1)^2}$

$x_0 = ?$ $y(x_0) = 1$ $y = 6x^2 - 4x + 1$ $6x^2 - 4x + 1 = 0 + 1$ $6x^2 - 4x = 0$ $x = 0$
 $x_2 = \frac{2}{3}$ $A(0, -1)$ $B(\frac{2}{3}, -\frac{17}{27})$ $y = \frac{3^2}{2^2} = (\frac{3}{2})^2$ $y = (\frac{3}{2})^2 \cdot \ln \frac{3}{2}$ $y = \ln(-x)$ $y = -\frac{1}{x}$
 $x_0 = ?$ $y(x_0) = 3$ $6x^2 - 4x + 1 = 3$ $6x^2 - 4x - 2 = 0$ $3x^2 - 2x - 1 = 0$ $x_1 = 1$
 $x = -\frac{1}{3}$ $A(1; 0)$ $B(-\frac{1}{3}, -\frac{44}{27})$ $y = \lg x - 2x$ $y = \frac{1}{x} \cdot \frac{1}{\ln 10} + 2$ $\int \frac{dx}{x} = \ln|x| = 1$
 $x = 1 - 0,1$ $t_0 = 3$ $x(t) = -(0,1)$ $\ln 0,1$ $x(3) = -(0,1)$ $(-\ln 10) = \ln|0,1| \approx 0,0023$

$f(x) = \frac{\ln x}{x}$ $x_0 = 1$ $f = \frac{\ln x}{x}$ $f' = \frac{1 - \ln x}{x^2}$ $f'(1) = \frac{1 - 0}{1} = 1$ $f(1) = 0$ $f(0) = 0$
 $x(t) = 2(1 - \frac{1}{3})$ $x(t) = -2(3)$ $= 2 \cdot 3 \ln 3$ $x(3) = 2 \cdot 3^3 \ln 3 = \frac{2}{27} \ln 3 = 0,0314$
 $f = x^2 + \ln x$ $y = 2x \ln x + x^2$ $\frac{1}{x} = 2x \ln x + x$ $y(1) = 1$ $\lg a = y(1) = 1$ $\lg a = 1$

$\int_2^4 dx = x|_2^4 = 2 - (-1) = 3$
 $\int_0^4 \sqrt{x} dx = \frac{2}{3}x^{3/2}|_0^4 = \frac{16}{3}$
 $\int_1^2 \frac{dx}{x^3} = -\frac{1}{2}x^{-2}|_1^2 = -\frac{1}{2}(\frac{1}{4} - 1) = \frac{3}{4}$
 $\int_0^2 x\sqrt{x} dx = \int_0^2 x^{3/2} dx = \frac{2}{5}x^{5/2}|_0^2 = \frac{3}{7}$

scales to any size
format: .eps

16:9 aspect ratio (*widescreen*)

4:3 aspect ratio (*older TVs & projectors*)

Rule of Thirds Example 1



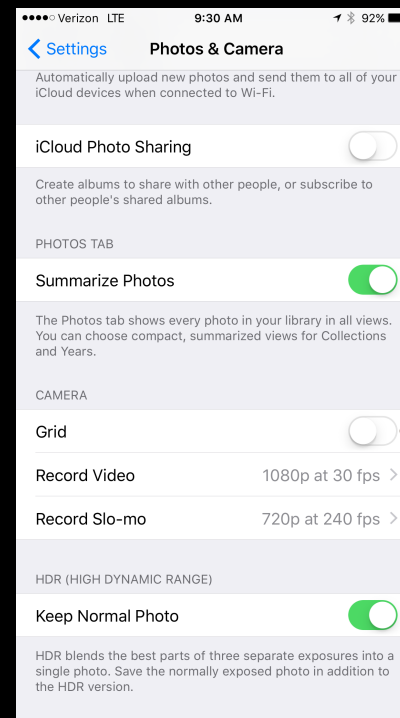
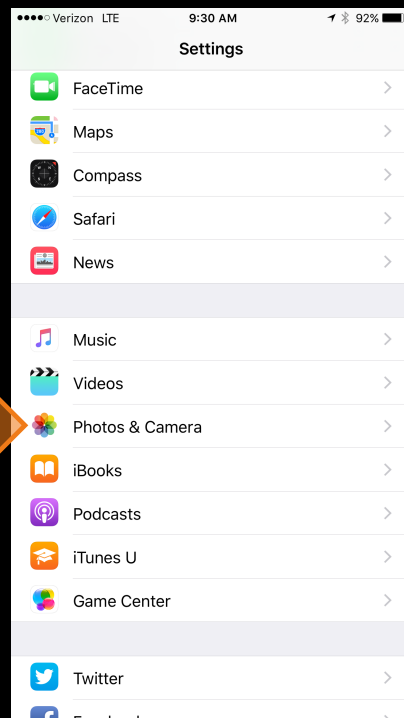
Rule of Thirds Example 2



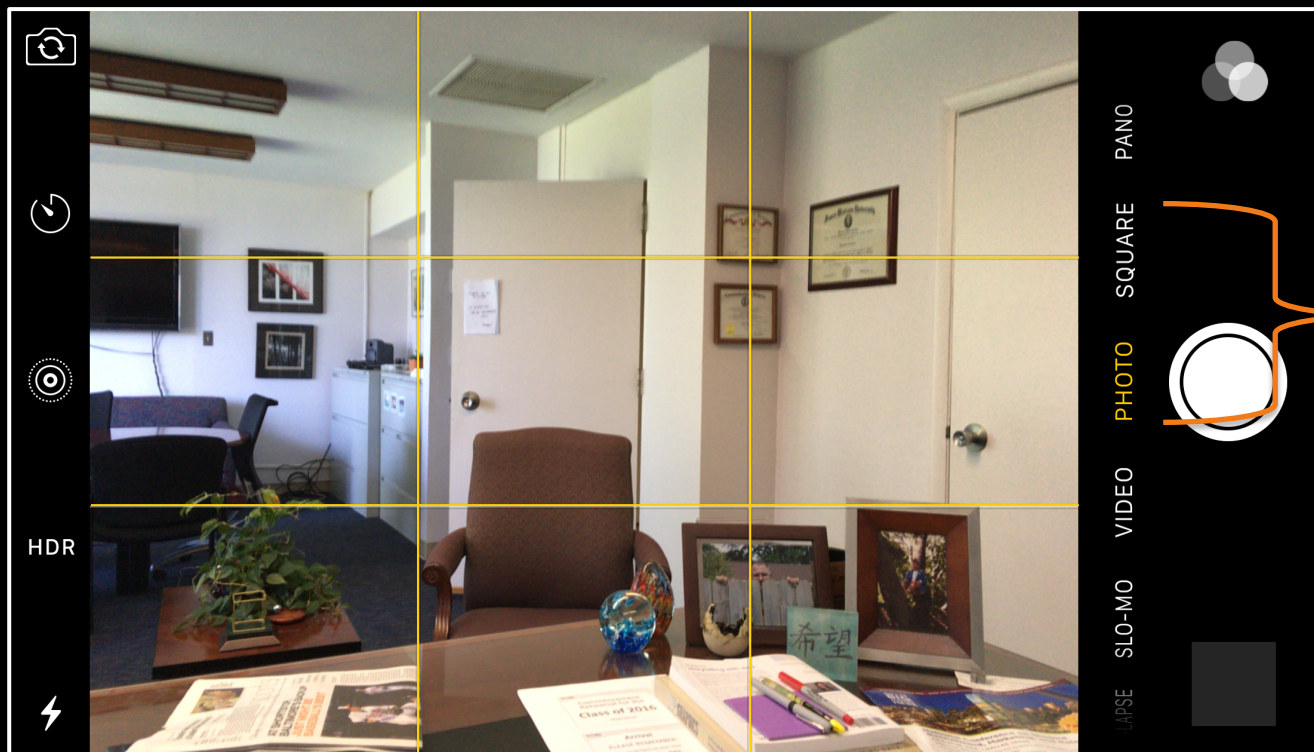
Rule of Thirds Example 3



Grid Lines on your iPhone



Grid Lines on your iPhone (cont.)



Works for photos only. But using it will get you used to video framing.

Image Resources

Pay Sites

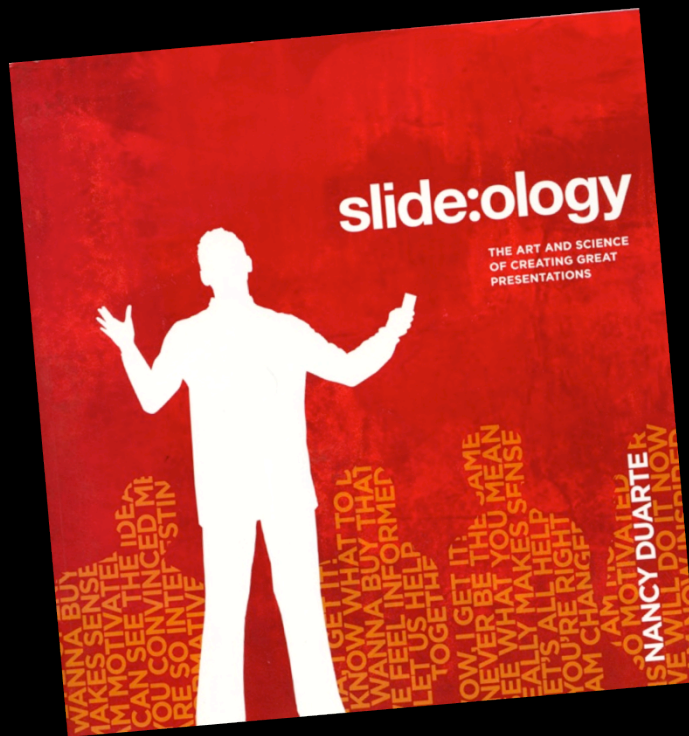
- **ThinkStock:**
www.thinkstock.com
- **Dreams Time:**
www.dreamstime.com
- **Fotolia:** www.fotolia.com
- **Shutter Stock:**
www.shutterstock.com

Free Sites

- **Morgue File:**
www.morguefile.com
- **Flickr Creative Commons:**
[www.flickr.com/
creativecommons](http://www.flickr.com/creativecommons)
- **Everystockphoto:**
www.everystockphoto.com

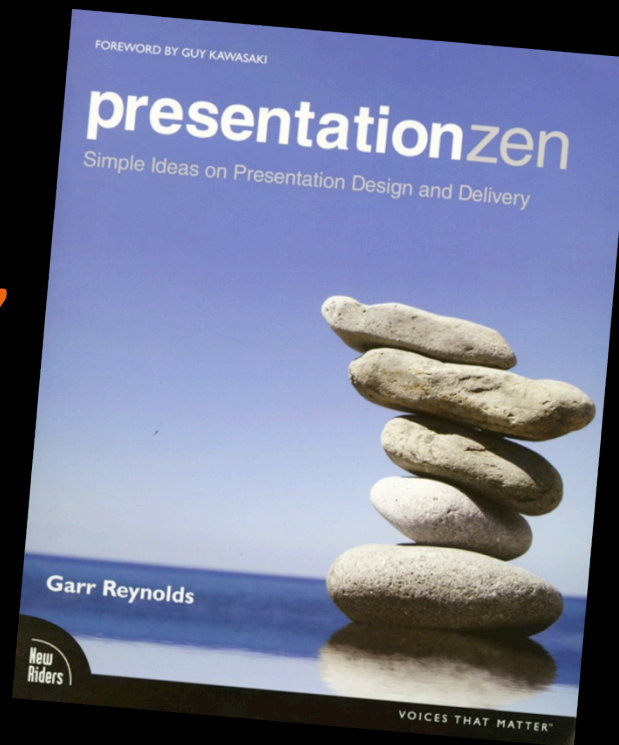
Find a Visual Metaphor: Use these sites as search engines!

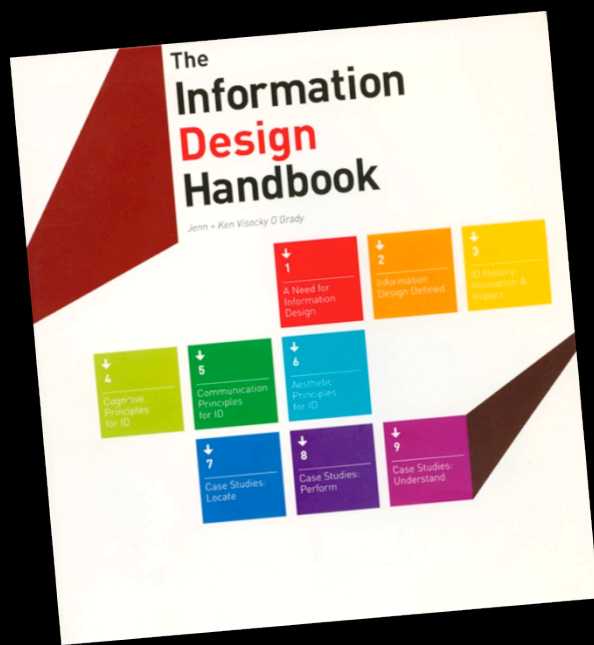
Suggested Reading



Nancy Duarte,
slide:ology

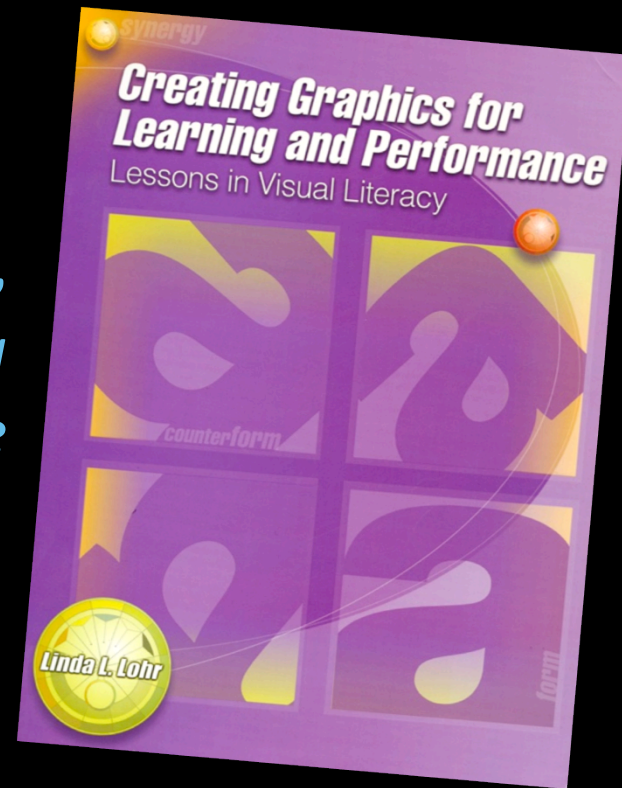
Garr Reynolds,
Presentation Zen





Jen & Ken Visocky O'Grady
*The Information Design
Handbook*

Linda L. Lohr,
*Creating Graphics for Learning
and Performance*



Suggested Reading

Nancy Duarte, *Resonate: Present visual stories that transform audiences*

Garr Reynolds, *presentation zen DESIGN*

Edward Tufte, *has 4 books covering visual information*



Questions

& ANSWERS



Design

BOOTCAMP



Vincent Rhodes, PhD, APR
varhodes@gmail.com
[@varhodes](https://twitter.com/varhodes)