



Edit. Show restraint.

Keep it simple.

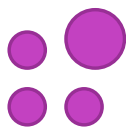


Arrangement Elements

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

Nancy Duarte • *slide:ology*

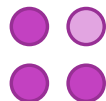
Contrast



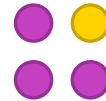
size



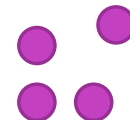
shape



shade



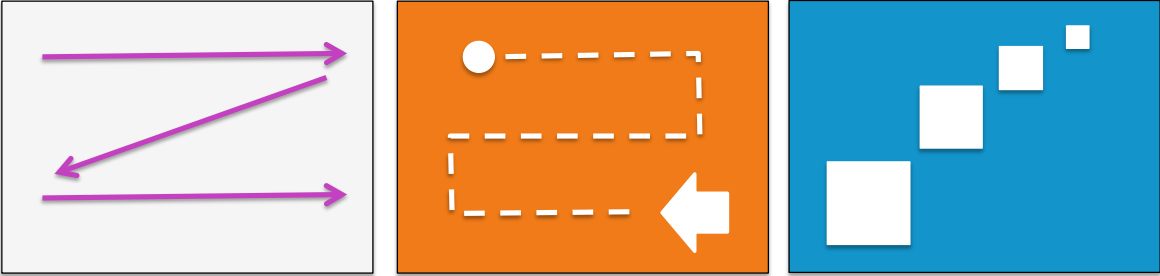
color



proximity

Nancy Duarte • *slide:ology (p. 94)*

Flow

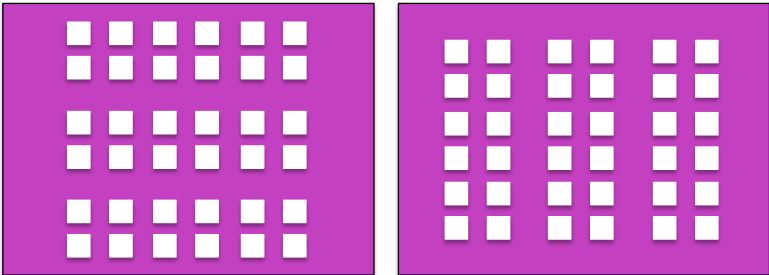


The first diagram shows a light gray square with four purple arrows: two horizontal arrows pointing right at the top and bottom, and two diagonal arrows pointing from the top-right towards the bottom-left. The second diagram shows an orange square with a dashed white line forming a rectangular path that starts at a white dot in the top-left, goes right, down, left, and up, ending with a white arrowhead pointing left. The third diagram shows a blue square with four white squares of increasing size arranged in a diagonal line from the bottom-left towards the top-right.

text patterns arrow as start size & perspective

Nancy Duarte • slide:ology (p. 96)

Flow

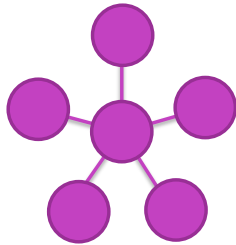


The first diagram shows a purple square with a white grid of 4 columns and 3 rows of small squares. The second diagram shows a purple square with a white grid of 3 columns and 4 rows of small squares.

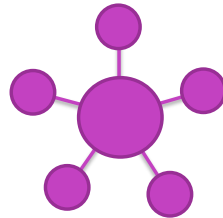
horizontal vertical

Nancy Duarte • slide:ology (p. 97)

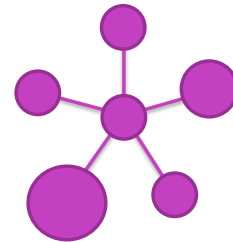
Hierarchy



**elements
equal**



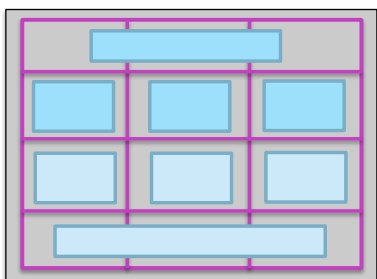
**parent
dominates**



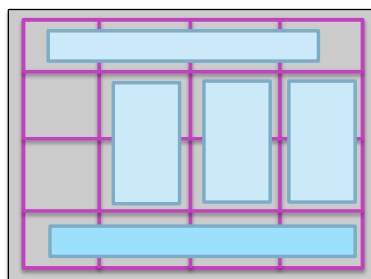
**child
dominates**

Nancy Duarte • *slide:ology* (p. 94)

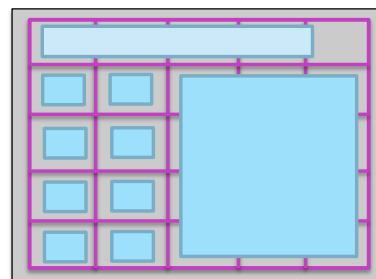
Unity



3-column



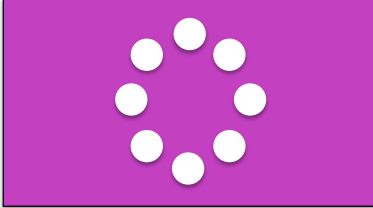
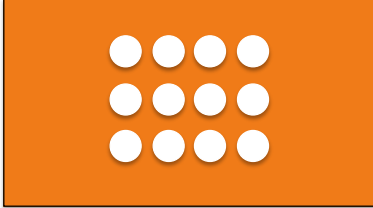
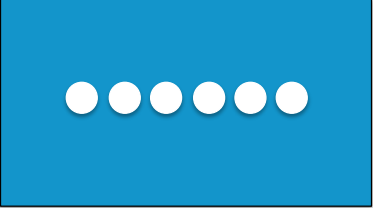
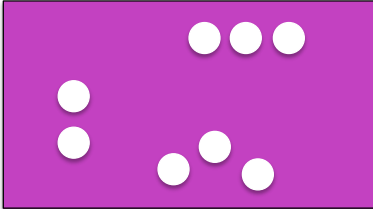
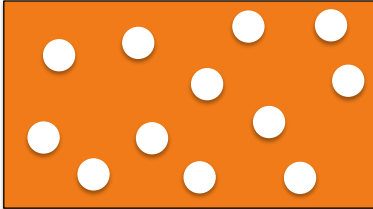
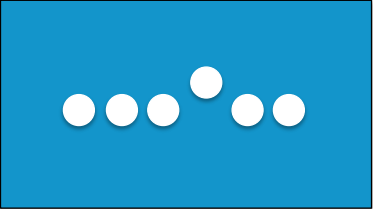
4-column



5-column

Nancy Duarte • *slide:ology* (p. 101)

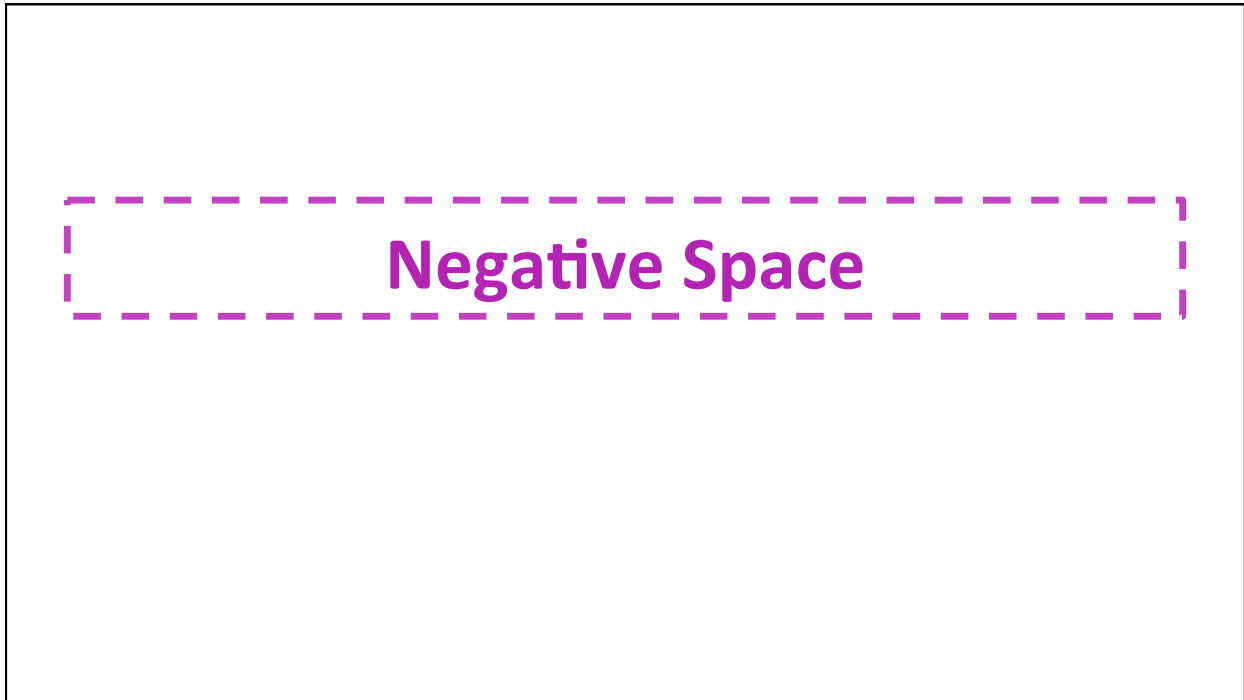
Proximity

		
unite • fragment	order • chaos	equal • unequal
		

Nancy Duarte • *slide:ology* (p. 104)

Whitespace

Nancy Duarte • *slide:ology* (p. 97)





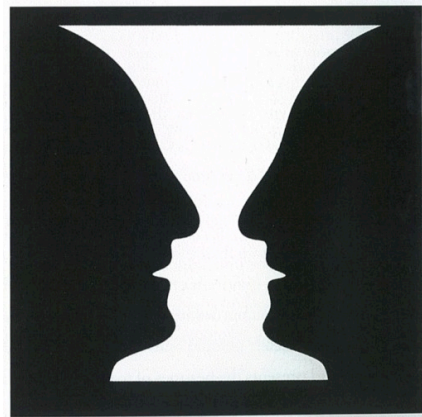
Visual Elements

- Background
- Color
- Text
- Images

Nancy Duarte • *slide:ology*

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



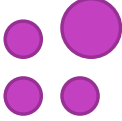
<http://www.howdesign.com/resources-education/online-design-courses-education/gestalt-theory-typography-design-principles/>

Gestalt Principles


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

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


Similarity / Contrast



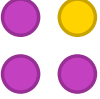
size



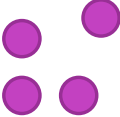
shape



shade



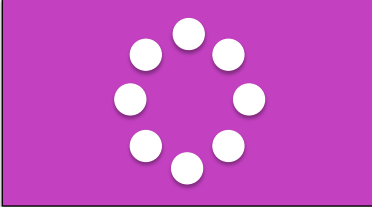

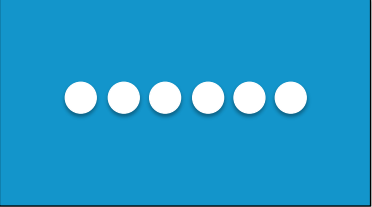
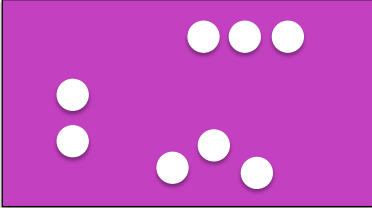
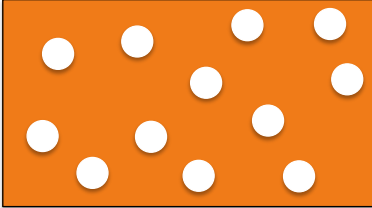
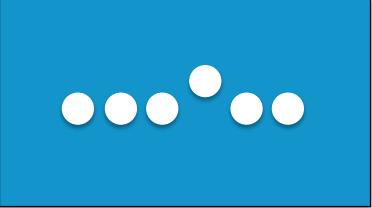
color



proximity

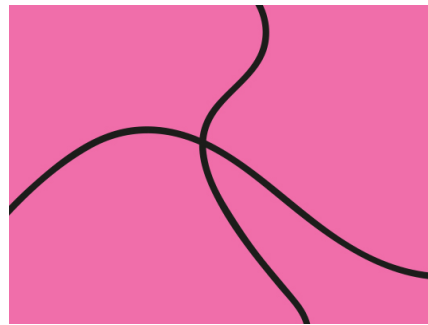
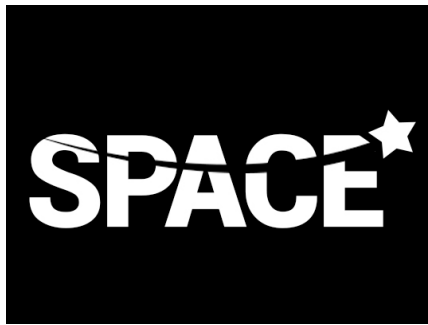
Nancy Duarte • *slide:ology* (p. 94)

Proximity

 <p>unite • fragment</p>	 <p>order • chaos</p>	 <p>equal • unequal</p>
		

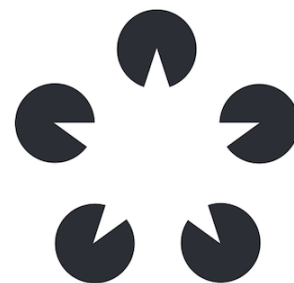
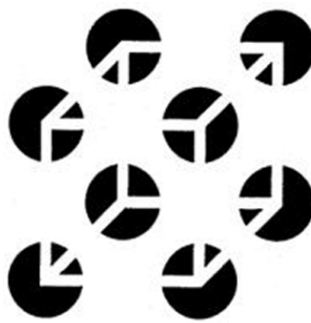
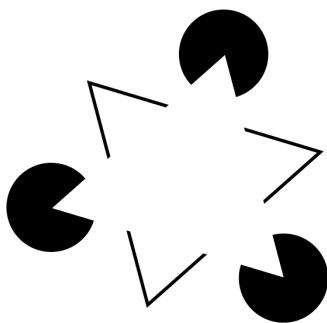
Nancy Duarte • *slide:ology* (p. 104)

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

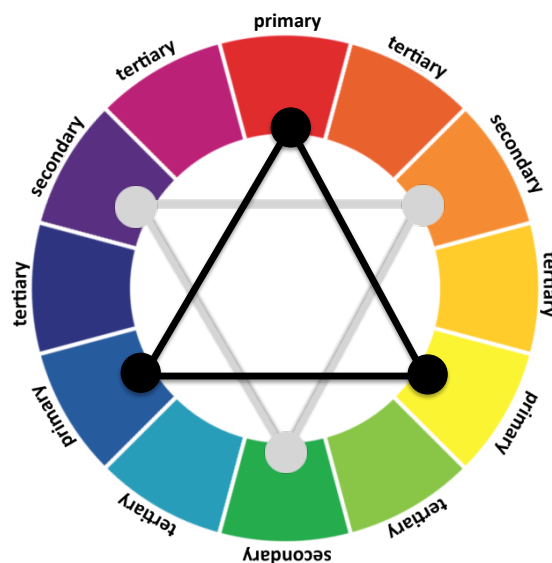






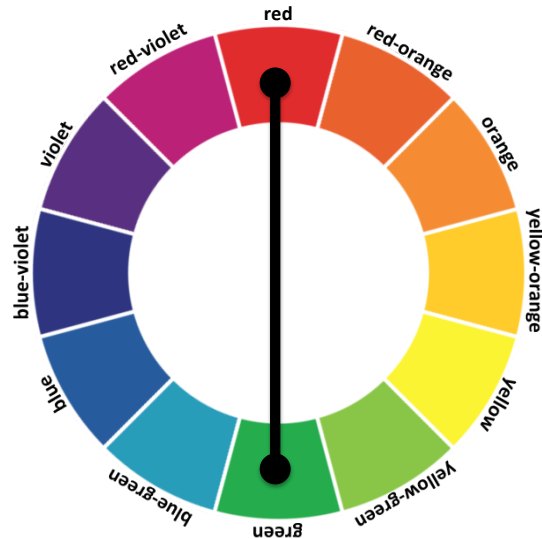
Color Wheel

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



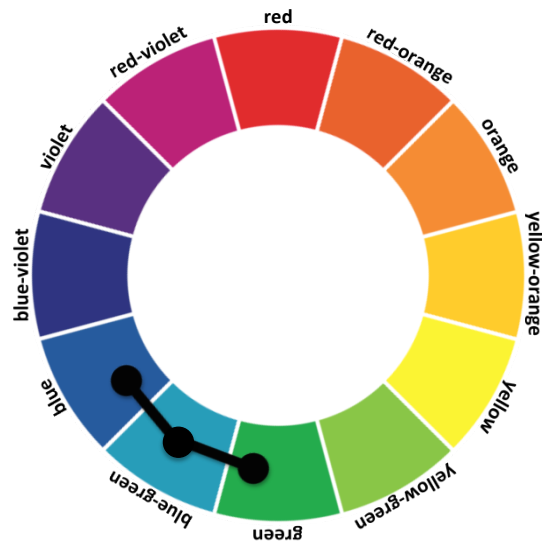
Color Schemes: Complimentary

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



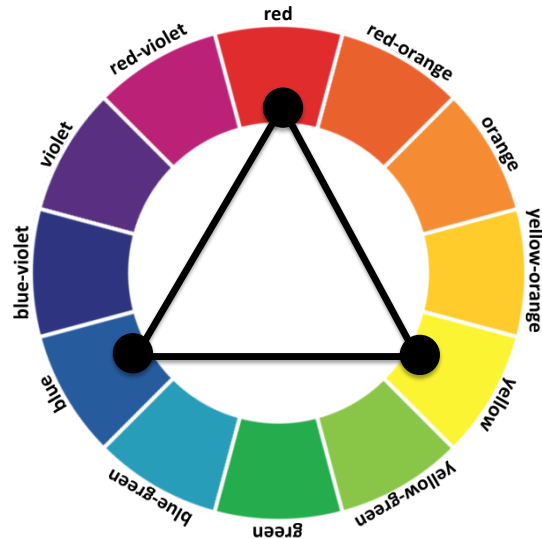
Color Schemes: Analogous

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



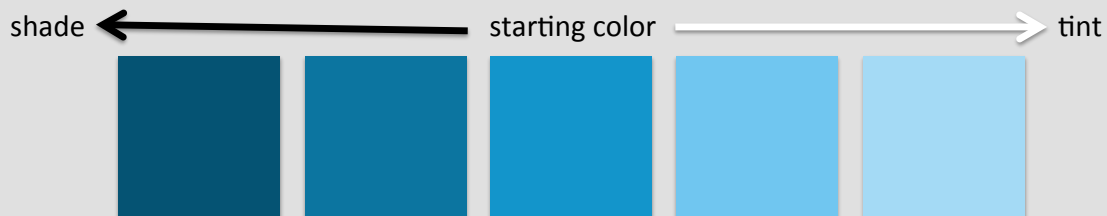
Color Schemes: Triadic

- 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



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: Hexdecimal: #367c99



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: Hexdecimal: #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



SPOT COLOR: Pantone 547C
 CMYK MIX: Cyan 100%, Magenta 35%,
 Yellow 32%, Black 80%



SPOT COLOR: Pantone 311C
 CMYK MIX: Cyan 68%, Magenta 0%,
 Yellow 13%, Black 0%

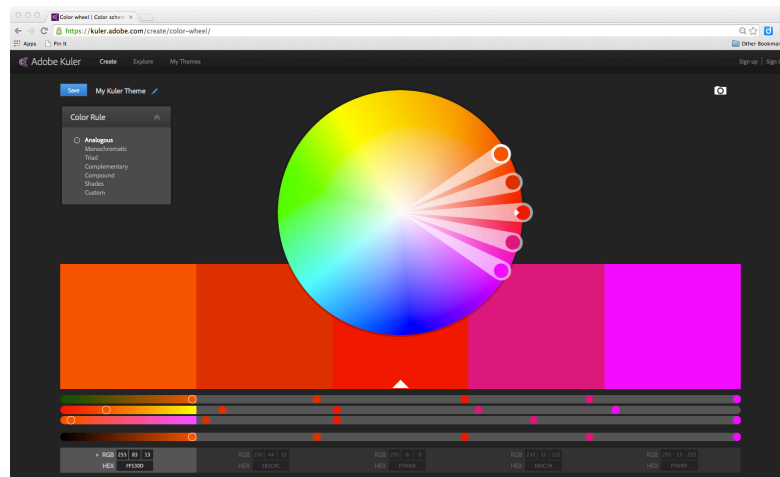


SPOT COLOR: Pantone 617C
 CMYK MIX: Cyan 7%, Magenta 6%,
 Yellow 52%, Black 15%

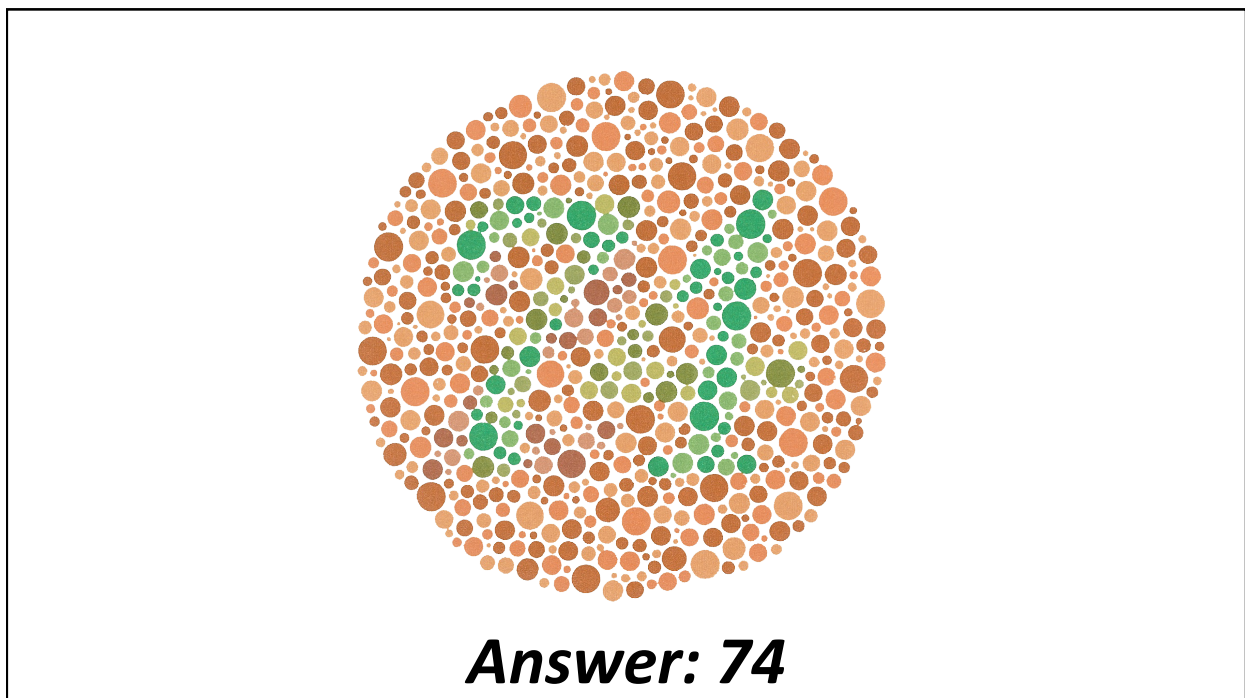


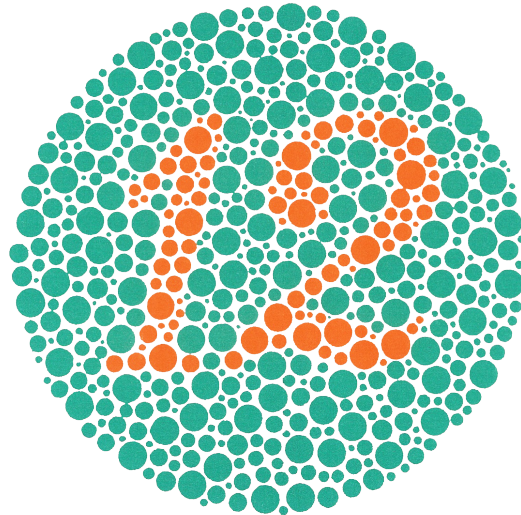
SPOT COLOR: Pantone Warm Gray 10
 CMYK MIX: Cyan 20%, Magenta 29%,
 Yellow 28%, Black 56%

Color Resource: Adobe Color

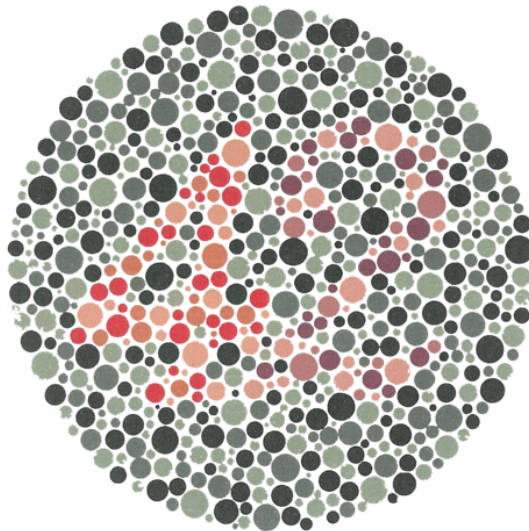


<http://color.adobe.com>

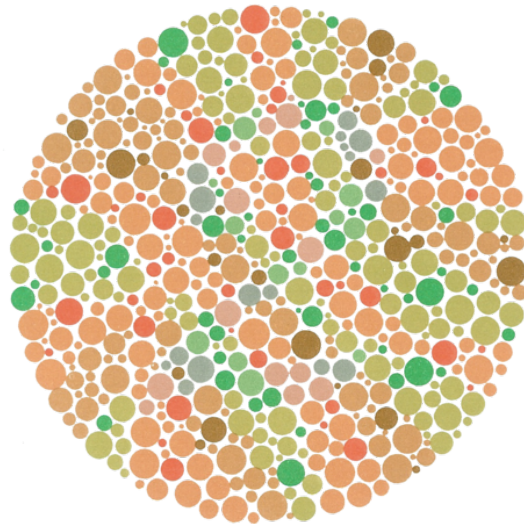




Answer: 12

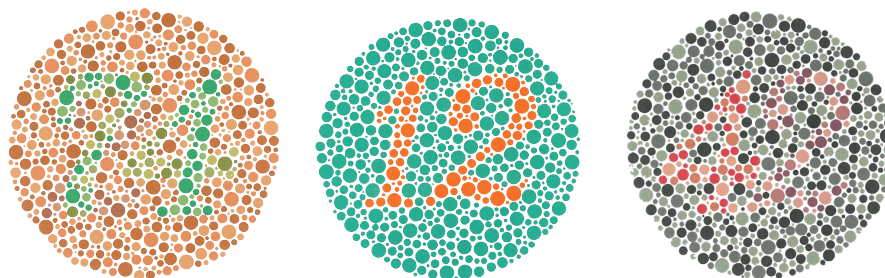


Answer: 42

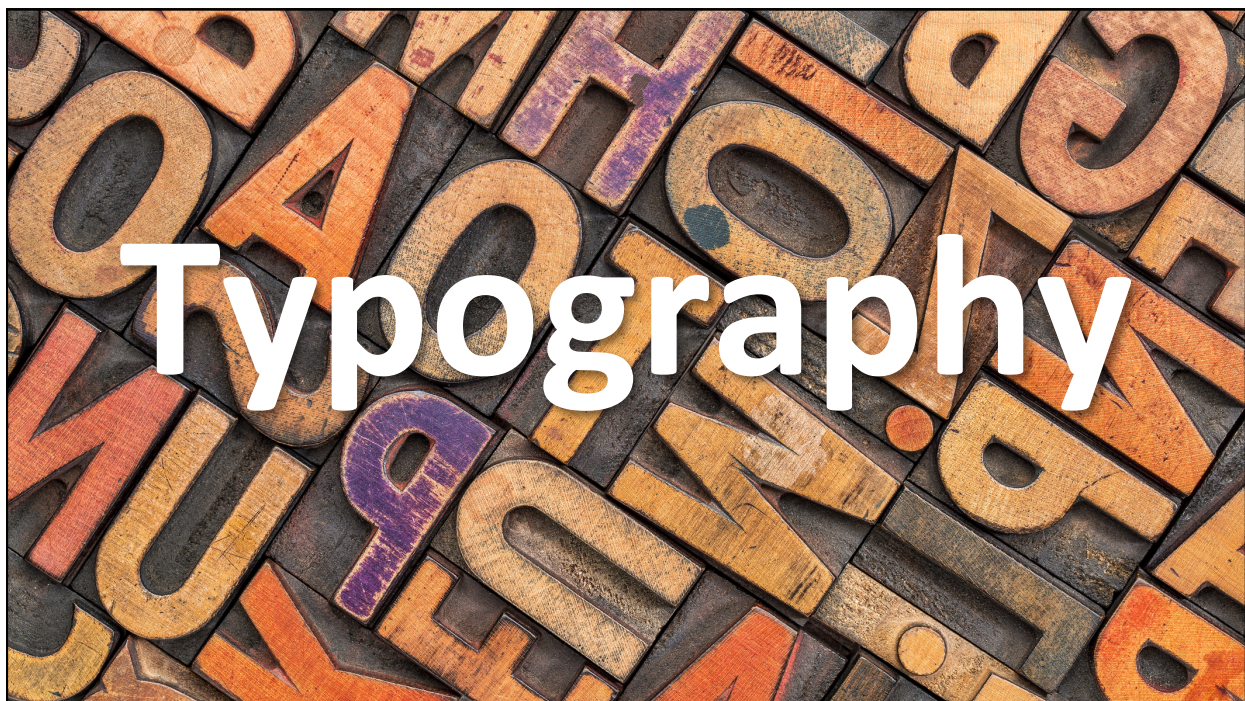


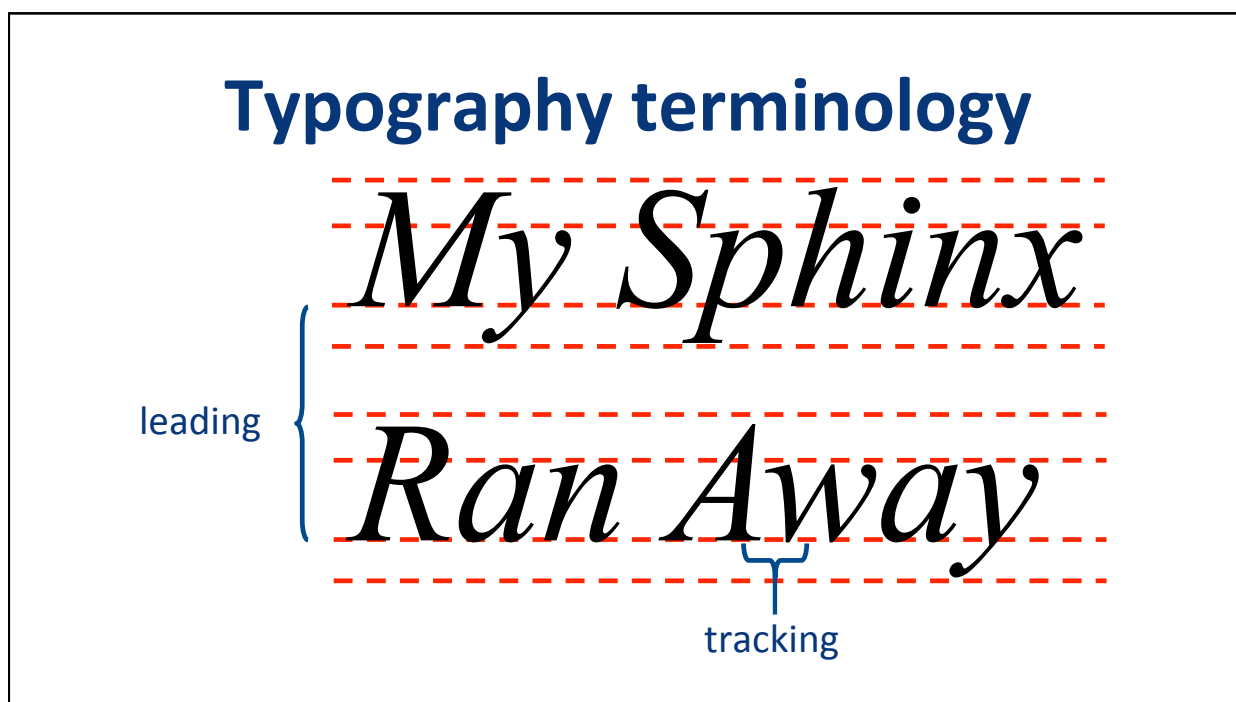
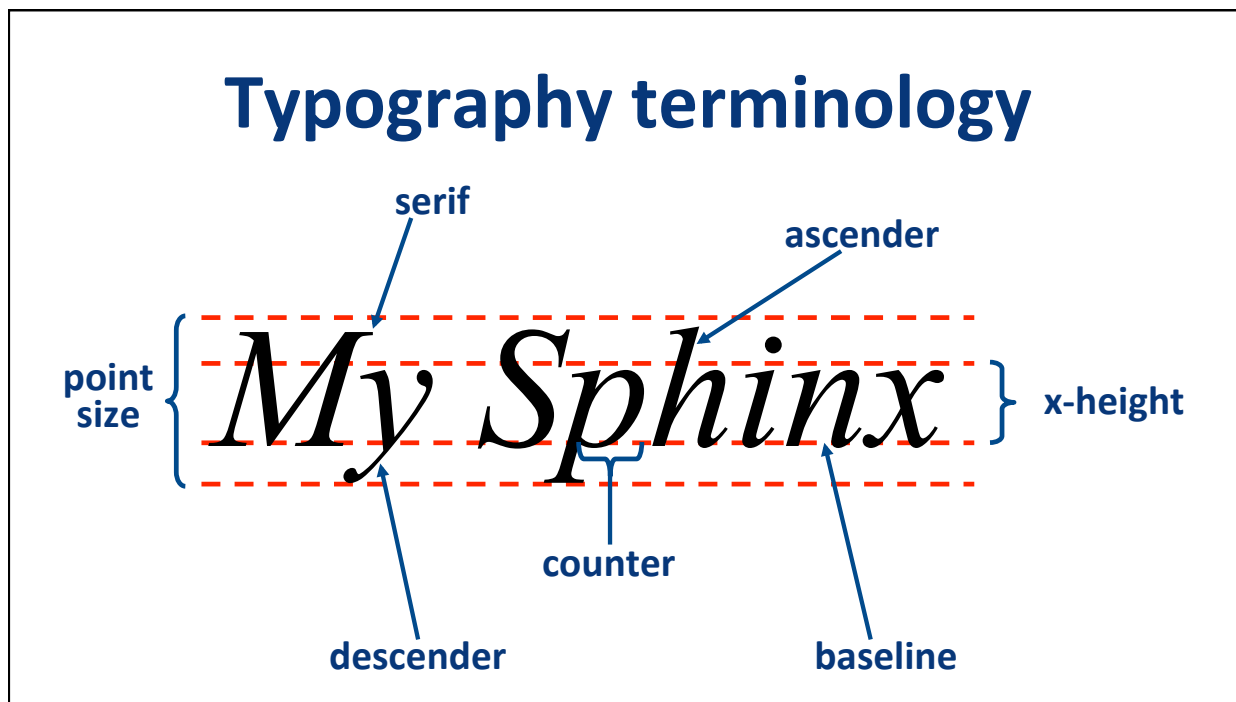
Just Kidding! Nothing to see here!

Consider Color Blindness



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





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**



Pixel Power

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

formats: .jpg & .png

Vector Versatility

The chalkboard contains various mathematical derivations and graphs:

- Equations: $y = \frac{x^2}{c} + \frac{1}{4}x^3 - 5x + \frac{1}{5}$, $y = \frac{x^2}{2} + \frac{1}{2}x - 5$, $y = x(x^2 + 4x^2 + x - 2) = x^2 + 4x^2 + x^2 - 2x = 4x^2 + 12x - 2$, $y = \frac{2}{x^2} - 5x - \frac{1}{x} + 3$, $y = -\frac{6}{\sqrt{x}} + 5 + \frac{1}{x^4}$, $y = \ln 3 + 3$, $y = \ln 3 + 3 + \ln 3 = (\ln 3)^2 + 3$, $y = (x^2 + 1) - (5x - 3) = 5x^2 - 3x^2 + 5x - 3$, $y' = 15x^2 - 6x + 5$, $y = (4x^2 + x - 1) \frac{1-x}{2} = \frac{1}{2}(-4x^2 + 3x^2 + 2x - 1)$, $y = \frac{1}{2}(-12x^2 + 6x + 2)$, $y = -6x^2 + 3x + 1$, $y = x(\cos x + 1)$, $y = 1(\cos x + 1) + x(-\sin x) = \cos x - x \sin x + 1$, $y = \frac{2}{x+1}$, $y = -\frac{2}{(x+1)^2}$, $x_0 = ? y(x_0) = 1$, $y = 6x^2 - 4x + 1$, $6x^2 - 4x + 1 = 0 + 1$, $6x^2 - 4x = 0$, $x = 0$, $x_0 = \frac{2}{3}$, $A(0, -1)$, $B(\frac{2}{3}, -\frac{17}{27})$, $y = \frac{3x}{2} = (\frac{3}{2})^2$, $y = (\frac{3}{2})^2 + \ln \frac{3}{2}$, $y = \ln(-x)$, $y = -\frac{1}{2}$, $x_0 = ? y(x_0) = 3$, $6x^2 - 4x + 1 = 3$, $6x^2 - 4x - 2 = 0$, $3x^2 - 2x - 1 = 0$, $x_1 = 1$, $x = -\frac{1}{3}$, $A(1, 0)$, $B(-\frac{1}{3}, \frac{44}{27})$, $y = \lg x - 2x$, $y = \frac{1}{x} \frac{1}{\ln 10} + 2 \int \frac{dx}{x} = \ln|x| + 1$, $x = 1 - 0, 1$, $t_0 = 3$, $x(t) = -(0, 1)$, $\ln 0, 1$, $x(3) = -(0, 1)$, $(-\ln 10) = \ln|0, 0001| = 0, 0023$, $f(x) = \frac{\ln x}{x}$, $x_0 = 1$, $f = \frac{\ln x}{x}$, $x(3) = 2, 3$, $\ln 2, 3$, $x(3) = 2, 3^3 \ln 3 = \frac{27}{27} \ln 3 = 0, 0314$, $x(t) = 2(1 - (\frac{1}{3}))$, $x(t) = -2(3)$, $f = x^2 + \ln x$, $y = 2x \ln x + x^2$, $\frac{1}{x} = 2x \ln x + x$, $y(1) = 1$, $\lg a = y(1) = 1$, $\lg a = 1$, $\int dx = x^2 = 2 - (-1) = 3$, $\int_0^4 \sqrt{x} dx = \frac{2}{3} x^{\frac{3}{2}} \Big|_0^4 = \frac{16}{3}$, $y = 2 \sin x$, $y = \sin x$, $\int \frac{dx}{x^3} = -\frac{1}{2} x^{-2} = -\frac{1}{2x^2}$, $\int x \sqrt{x} dx = \int x^{\frac{3}{2}} dx = \frac{2}{7} x^{\frac{7}{2}} \Big|_0^4 = \frac{2}{7}$, $y = \sqrt{x}$.
- Graphs: A graph of $y = \cos x$ from $-\frac{\pi}{2}$ to $\frac{\pi}{2}$ with a shaded area under the curve. A graph of $y = x^2$ and $y = -x + 2$ with a shaded area between them. A graph of $y = \sqrt{x}$ from $x=0$ to $x=4$ with a shaded area under the curve. A graph of $y = 2 \sin x$ and $y = \sin x$.
- Diagrams: A 3D wireframe cube, a coordinate system with a point, and a small house icon.

scales to any size
format: .eps



Rule of Thirds Example 1



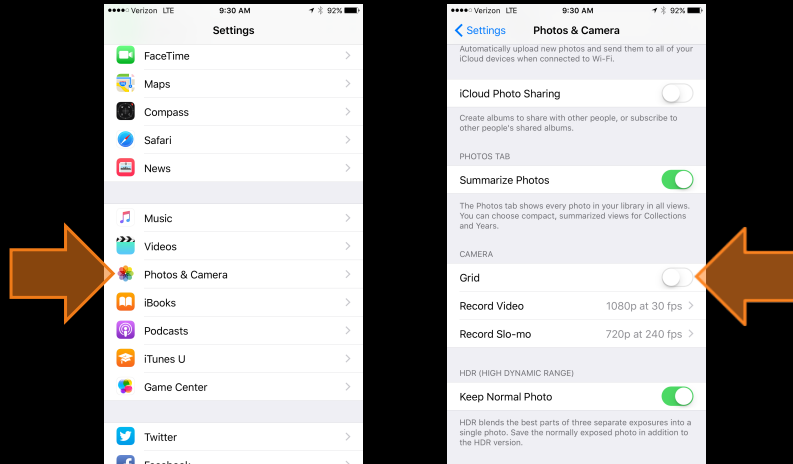
Rule of Thirds Example 2



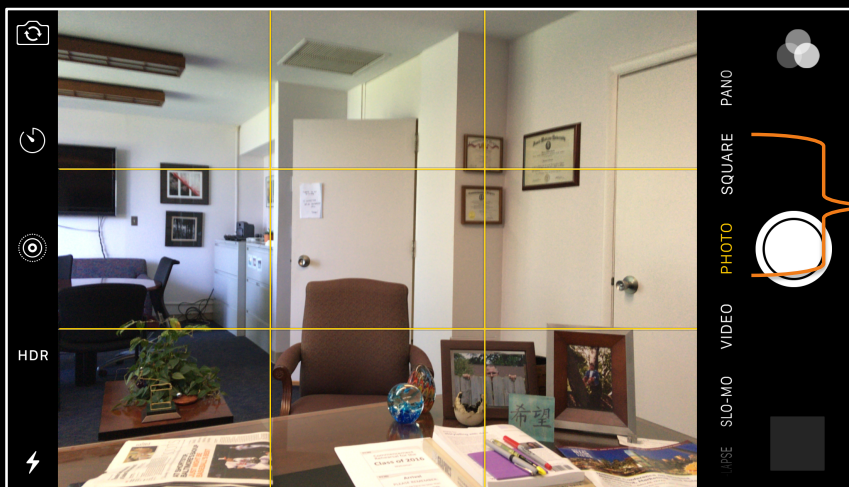
Rule of Thirds Example 3



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

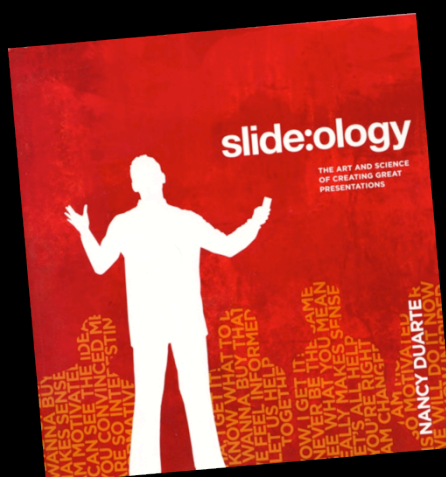
- **ThinkStock:**
www.thinkstock.com
- **Dreams Time:**
www.dreamstime.com
- **Fotolia:** www.fotolia.com
- **Shutter Stock:**
www.shutterstock.com

Free Sites

- **Morgue File:**
www.morguefile.com
- **Flickr Creative Commons:**
www.flickr.com/creativecommons
- **Everystockphoto:**
www.everystockphoto.com

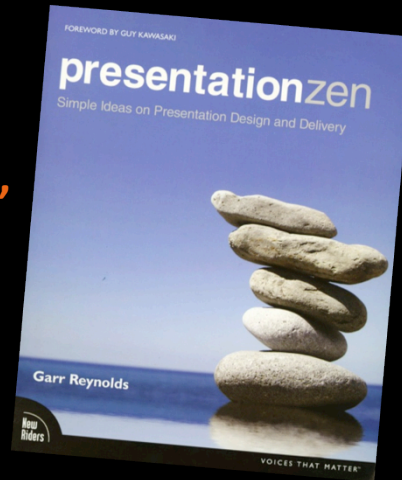
Find a Visual Metaphor: Use these sites as search engines!

Suggested Reading



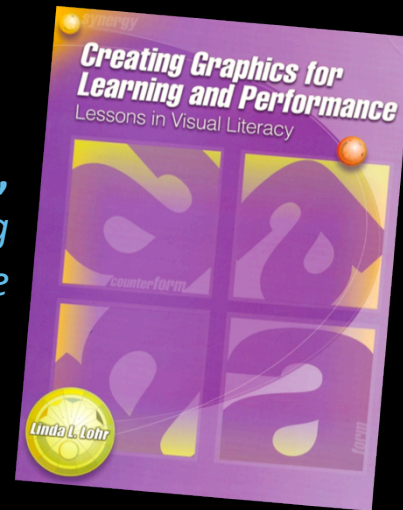
Nancy Duarte,
slide:ology

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*

