1
00:00:00,830 --> 00:00:03,030
Let's say you're creating

2
00:00:03,030 --> 00:00:05,310
something that involves
graphic design,

3
00:00:05,310 --> 00:00:07,770
like an infographic
or website.

4
00:00:07,770 --> 00:00:09,719
Whatever you are creating,

5
00:00:09,719 --> 00:00:11,700
you'll want to make sure
your work stands out

6
00:00:11,700 --> 00:00:14,115
and catches your
viewers attention.

7
00:00:14,115 --> 00:00:15,600
It's also important that

8
00:00:15,600 --> 00:00:16,590
your message doesn't get

9
00:00:16,590 --> 00:00:18,120
lost and that your viewer

10
00:00:18,120 --> 00:00:20,625
doesn't get distracted
by your design.

11
00:00:20,625 --> 00:00:22,650
In this video,
we will cover

12
00:00:22,650 --> 00:00:24,600
four principles of design:

13
00:00:24,600 --> 00:00:28,110
proximity, repetition,

14
00:00:28,110 --> 00:00:31,300
alignment, and contrast.

15
00:00:31,300 --> 00:00:32,840
We'll look at examples of

16
00:00:32,840 --> 00:00:34,730
these principles
in action and

17
00:00:34,730 --> 00:00:36,200
show you how you can apply

18
00:00:36,200 --> 00:00:39,060
them to your own
design projects.

19
00:00:39,670 --> 00:00:43,085
The first principle
is proximity.

20
00:00:43,085 --> 00:00:44,780
We naturally tend to group

21
00:00:44,780 --> 00:00:46,775
items that are
close together.

22
00:00:46,775 --> 00:00:49,340
By following the
principle of proximity.

23
00:00:49,340 --> 00:00:52,595
You can present information
in visual units.

24
00:00:52,595 --> 00:00:54,950
This makes it easier
for your audience to

25
00:00:54,950 --> 00:00:57,785
read and remember
what they've taken in.

26
00:00:57,785 --> 00:00:59,990
Here we have a
grocery list with

27
00:00:59,990 --> 00:01:02,510
every item spaced
equally apart.

28
00:01:02,510 --> 00:01:03,860
While this list might be

29
00:01:03,860 --> 00:01:05,960
everything you need
at the grocery store,

30
00:01:05,960 --> 00:01:07,730
following it in order would

31
00:01:07,730 --> 00:01:09,740
be an ineffective
way to shop.

32
00:01:09,740 --> 00:01:11,240
You would be going
around the store

33
00:01:11,240 --> 00:01:12,755
multiple times.

34
00:01:12,755 --> 00:01:15,650
Instead, we can group
similar items together

35
00:01:15,650 --> 00:01:17,150
and separate the
different groups

36
00:01:17,150 --> 00:01:18,680
with physical space.

37
00:01:18,680 --> 00:01:21,620
Now, the list is easier
to quickly read and

38
00:01:21,620 --> 00:01:23,149
can help with
more organized

39

00:01:23,149 --> 00:01:25,500
and efficient shopping.

40
00:01:25,780 --> 00:01:28,490
Let's take a look
at one more example

41
00:01:28,490 --> 00:01:30,829
of proximity in action.

42
00:01:30,829 --> 00:01:32,450
This webpage presents

43
00:01:32,450 --> 00:01:34,760
three different pet
related services.

44
00:01:34,760 --> 00:01:37,025
Each service
includes a title,

45
00:01:37,025 --> 00:01:39,245
a description,
and an image.

46
00:01:39,245 --> 00:01:40,850
These three items
are close enough

47
00:01:40,850 --> 00:01:42,110
together to make it clear

48
00:01:42,110 --> 00:01:43,295
that they are related.

49
00:01:43,295 --> 00:01:45,590
And they create
a visual unit.

50
00:01:45,590 --> 00:01:47,540
By using proximity
to create

51
00:01:47,540 --> 00:01:49,970
these three distinct
visual units,

52
00:01:49,970 --> 00:01:52,190
it is easy to read
and understand

53
00:01:52,190 --> 00:01:55,320
the services the
business provides.

54
00:01:55,330 --> 00:01:59,075
The next principle of
design is repetition.

55
00:01:59,075 --> 00:02:01,640
Repeating aspects of
your design throughout

56
00:02:01,640 --> 00:02:03,380
the entire project helps

57
00:02:03,380 --> 00:02:06,140
create a cohesive
and unified look.

58
00:02:06,140 --> 00:02:08,750
This can be as simple
as consistently using

59
00:02:08,750 --> 00:02:10,370
the same fonts or making

60
00:02:10,370 --> 00:02:12,965
sure your spacing
is uniform.

61
00:02:12,965 --> 00:02:15,140
Let's take a look
at this resume

62
00:02:15,140 --> 00:02:17,315
for an example
of repetition.

63
00:02:17,315 --> 00:02:19,505
Currently, all the text

64
00:02:19,505 --> 00:02:21,515
is the same style and size,

65
00:02:21,515 --> 00:02:23,240
so it's difficult
to distinguish

66
00:02:23,240 --> 00:02:24,530
the different positions in

67
00:02:24,530 --> 00:02:26,645
the work experience section

68
00:02:26,645 --> 00:02:29,450
in order to make
this easier to read.

69
00:02:29,450 --> 00:02:31,100
we it can make
the position title

70
00:02:31,100 --> 00:02:32,645
bold and bigger,

71
00:02:32,645 --> 00:02:35,600
italicize the
company name and

72
00:02:35,600 --> 00:02:36,935
align the date range

73
00:02:36,935 --> 00:02:38,975
on the right side
of the page.

74
00:02:38,975 --> 00:02:41,180
Then we repeat
that style for

75
00:02:41,180 --> 00:02:43,670
each entry under
work experience,

76
00:02:43,670 --> 00:02:45,290
which creates
a uniform look

77
00:02:45,290 --> 00:02:47,585
that makes it easy to read.

78
00:02:47,585 --> 00:02:50,000
Now, let's look at this
infographic.

79
00:02:50,000 --> 00:02:52,235

Repetition is applied

80
00:02:52,235 --> 00:02:54,620
through many aspects
of the design.

81
00:02:54,620 --> 00:02:56,360
The four body sections all

82
00:02:56,360 --> 00:02:57,980
have the same header style,

83
00:02:57,980 --> 00:03:01,010
a white box with
black uppercase text,

84
00:03:01,010 --> 00:03:02,960
and it's easy to see
that these are four

85
00:03:02,960 --> 00:03:04,190
different aspects of

86
00:03:04,190 --> 00:03:06,140
creating a business plan.

87
00:03:06,140 --> 00:03:07,880
There's also repetition in

88
00:03:07,880 --> 00:03:10,114
the body text for
each section, with the

89
00:03:10,114 --> 00:03:13,745
bolded subheadings and
uniform line spacing.

90
00:03:13,745 --> 00:03:16,040
The alternating color
scheme of yellow and

91
00:03:16,040 --> 00:03:18,710
blue is another
example of repetition.

92
00:03:18,710 --> 00:03:20,525
All of these
repeated aspects

93
00:03:20,525 --> 00:03:21,950
of the design work

94
00:03:21,950 --> 00:03:25,850
to create a cohesive
and unified and result.

95
00:03:25,850 --> 00:03:28,219
The next principle
is alignment,

96
00:03:28,219 --> 00:03:29,690
which requires designers

97
00:03:29,690 --> 00:03:30,800
to be intentional about

98
00:03:30,800 --> 00:03:32,090
where they place
their design

99
00:03:32,090 --> 00:03:33,830
elements on the page.

100
00:03:33,830 --> 00:03:35,960
Lining up different
elements with each

101
00:03:35,960 --> 00:03:38,150
other creates a
unifying effect.

102
00:03:38,150 --> 00:03:41,015
Strong alignment
clarifies two-year viewer

103
00:03:41,015 --> 00:03:44,105
that everything on the
page is connected.

104
00:03:44,105 --> 00:03:46,895
Let's take a look at
this magazine article,

105
00:03:46,895 --> 00:03:48,290

which has a title,

106
00:03:48,290 --> 00:03:51,890
byline, image
and body text.

107
00:03:51,890 --> 00:03:53,540
And these four elements are

108
00:03:53,540 --> 00:03:55,265
placed randomly
on the page.

109
00:03:55,265 --> 00:03:57,725
There is no
cohesion or unity.

110
00:03:57,725 --> 00:03:59,630
But if we adjust the size

111
00:03:59,630 --> 00:04:01,460
and placement of
these elements,

112
00:04:01,460 --> 00:04:02,900
we can create a clean,

113
00:04:02,900 --> 00:04:05,330
attractive, and
unified look.

114
00:04:05,330 --> 00:04:08,525
Now, the image is lined
up with the text,

115
00:04:08,525 --> 00:04:10,840
the title and body
text are left aligned

116
00:04:10,840 --> 00:04:12,620
and the byline

117
00:04:12,620 --> 00:04:15,360
is lined up with
the paragraph indent.

118
00:04:15,360 --> 00:04:16,880
Let's look at how

119
00:04:16,880 --> 00:04:19,865
alignment is working in
this research poster.

120
00:04:19,865 --> 00:04:22,040
One of the ways to
apply alignment is

121
00:04:22,040 --> 00:04:24,124
to use a grid
for your design.

122
00:04:24,124 --> 00:04:25,880
It grid can help
you identify

123
00:04:25,880 --> 00:04:27,590
where to place the
various sections of

124

00:04:27,590 --> 00:04:29,915
your poster while
ensuring you create

125
00:04:29,915 --> 00:04:32,540
a unified feel
among your columns,

126
00:04:32,540 --> 00:04:33,905
section headings,

127
00:04:33,905 --> 00:04:37,325
body text, images,
and captions.

128
00:04:37,325 --> 00:04:39,050
The overall effect is

129
00:04:39,050 --> 00:04:41,000
a sharp and clean
design that

130
00:04:41,000 --> 00:04:43,370
is easier for the
audience to read.

131
00:04:43,370 --> 00:04:45,290
All this research
poster uses

132
00:04:45,290 --> 00:04:48,320
a traditional four
column grid layout.

133
00:04:48,320 --> 00:04:50,660

There are many
possibilities.

134
00:04:50,660 --> 00:04:52,745
Consider how you
can use a grid

135
00:04:52,745 --> 00:04:55,770
and apply alignment
to your own project.

136
00:04:55,990 --> 00:04:59,930
The final principle of
design is contrast.

137
00:04:59,930 --> 00:05:01,460
One of the most
important ways

138
00:05:01,460 --> 00:05:02,900
to consider contrast in

139
00:05:02,900 --> 00:05:04,340
your design isn't how

140
00:05:04,340 --> 00:05:06,875
easily someone could
read your text.

141
00:05:06,875 --> 00:05:09,530
Look at this
presentation slide with

142
00:05:09,530 --> 00:05:12,620
white text on a patterned

yellow background.

143
00:05:12,620 --> 00:05:14,840
The contrast ratio
between the text

144
00:05:14,840 --> 00:05:17,090
and background
color is very low,

145
00:05:17,090 --> 00:05:19,040
making it
difficult to read.

146
00:05:19,040 --> 00:05:20,825
To make it easier to read,

147
00:05:20,825 --> 00:05:22,805
we can increase
the contrast by

148
00:05:22,805 --> 00:05:25,055
changing the background
color to blue,

149
00:05:25,055 --> 00:05:27,980
which has a higher
contrast ratio with white.

150
00:05:27,980 --> 00:05:30,755
Already the text
is easier to read,

151
00:05:30,755 --> 00:05:32,945
but let's increase

the contrast further

152
00:05:32,945 --> 00:05:35,450
by policing on border
around the text.

153
00:05:35,450 --> 00:05:37,520
The small black
border helps create

154
00:05:37,520 --> 00:05:39,230
stronger contrast between

155
00:05:39,230 --> 00:05:41,300
the background and
the foreground.

156
00:05:41,300 --> 00:05:43,550
Finally, if we
increase the weight

157
00:05:43,550 --> 00:05:45,575
of the font from
regular to bold,

158
00:05:45,575 --> 00:05:47,405
we have even more contrast

159
00:05:47,405 --> 00:05:50,060
and the result is
legible text.

160
00:05:50,060 --> 00:05:52,610
There are certain
reading conventions that

161
00:05:52,610 --> 00:05:54,965
your viewer's eye will
usually follow,

162
00:05:54,965 --> 00:05:56,390
such as reading
something from

163
00:05:56,390 --> 00:05:58,550
left to right and
top to bottom.

164
00:05:58,550 --> 00:06:00,650
But you can use
contrast to create

165
00:06:00,650 --> 00:06:03,695
a different visual
hierarchy for your design.

166
00:06:03,695 --> 00:06:05,930
Here our eyes are drawn to

167
00:06:05,930 --> 00:06:07,595
the large and bold word

168
00:06:07,595 --> 00:06:09,560
at the bottom
of the design.

169
00:06:09,560 --> 00:06:11,420
The large bolded text is

170

00:06:11,420 --> 00:06:12,710
contrasted with the rest

171
00:06:12,710 --> 00:06:14,030
of the text on the page,

172
00:06:14,030 --> 00:06:16,355
which is much smaller
and a different font,

173
00:06:16,355 --> 00:06:18,560
While the rest of the
text is important,

174
00:06:18,560 --> 00:06:20,480
The design is
intentional in wanting

175
00:06:20,480 --> 00:06:22,895
the viewer to focus
on the large text

176
00:06:22,895 --> 00:06:25,205
and then read the rest.

177
00:06:25,205 --> 00:06:28,490
Remember these four
design principles as you

178
00:06:28,490 --> 00:06:29,990
evaluate other's work and

179
00:06:29,990 --> 00:06:31,850
play in your own projects.

180
00:06:31,850 --> 00:06:34,220
Group related
items together to

181
00:06:34,220 --> 00:06:37,115
create visual units
of information.

182
00:06:37,115 --> 00:06:39,770
Repeat aspects of your
design throughout to

183
00:06:39,770 --> 00:06:42,920
create a cohesive
and consistent look.

184
00:06:42,920 --> 00:06:45,410
Pay attention to
alignment to create

185
00:06:45,410 --> 00:06:47,990
a clean and
intentional design.

186
00:06:47,990 --> 00:06:51,170
And use contrast to
ensure readability to

187
00:06:51,170 --> 00:06:52,460
guide your viewer's eye to

188
00:06:52,460 --> 00:06:54,725
points of visual interest.

189

00:06:54,725 --> 00:06:57,080
The Student Multimedia
Design Center in the

190
00:06:57,080 --> 00:07:00,000
University of Delaware
Library, Museums and Press

191
00:07:00,000 --> 00:07:02,150
is a great place to
find resources,

192
00:07:02,150 --> 00:07:04,519
software, equipment,
and expertise

193
00:07:04,519 --> 00:07:05,285
to help you with

194
00:07:05,285 --> 00:07:07,174
all your multimedia
projects.

195
00:07:07,174 --> 00:07:10,140
Talked to us through
email and chat.