













## GRAPHIC DESIGN ISSUES:

### The Four Basic Principles of Design

#### 1. Contrast

There is an old saying which goes: “If you can not hide it, emphasize it”, so try to make things that are not similar, very different (take advantage of what might appear as a potential problem). Contrast is always a good approach to attract attention to your design by creating elements on the page that do not look similar, and hence can easily be identified by the human eye. You may achieve contrast by using different colors, line thicknesses, variable type sizes and font shapes, and manipulate space by creating it and leaving areas of the page blank (white space).

#### 2. Repetition

Is to repeat visual elements that are not part of the original contents of the design to emphasize the unity between various elements on the page and to create visual interest. You can repeat bullets (such as            ), or use unusual numbers for numbered items (such as ⑤ ④ ③ ② ①), or repeat a color to emphasize a concept or an element such as the color of the office logo). But do not repeat the same elements so much that they become annoying or overwhelming.

#### 3. Alignment

It is very important to realize that the placement of any element on the page must be based on a strong relationship with the boarder of the page and with other elements on the page. Location of the design elements must be carefully studied to create visual connections with each other. Create guide lines that can be removed later, or use none-print lines.

#### 4. Proximity

Legibility and ease of visualization of a designed page is essential to emphasize ideas and highlight them. Group related elements to be in close proximity to each other in order to avoid cluttering of the page and unnecessary eye movement, which may cause painful strain. White space in a page could be part of the designed space, just like the way we use positive and negative spaces in architecture. Organization can be achieved by grouping related elements together, but avoid too many separate elements on a page.

## Things to Remember when Preparing Reports and Proposals

- Always remember that “The first impression is a lasting impression”.
- You have to spend money to boost your image, however, being professional pays off at the end of the day.
- Take time to study different design options, and do not hesitate to try things for the first time, even if they may look strange at the first glance.
- Use 2 Colors instead of one for printing at a low cost. You may use the different shades of each color and overprint technique to achieve the appearance of more than 2 colors.
- Remember that white is a color, so use reverse design printing in one dark color to achieve the look of two colors.
- Print large quantities of report covers in full color so they will be readily available when you need them. Make sure the paper could be fed into a laser or color printer to write the title of the project, or create a window in the cover and use a second page for the title.
- Hard covers which may cost around 50 SR. a piece are an excellent idea for special presentations.
- Never staple your reports, rather, use unusual binding methods to attract attention.
- Use horizontal orientation (landscape) for your reports if all the other printed material are vertical. You can also print in unfamiliar sizes with strange proportions.
- Use very limited number of fonts (2 or 3) on a single sheet. Sans serif fonts are good for titles, and oldstyle or modern serif fonts are good for body text.
- It is cost effective to make one original color copy in the office, and then make the extra color copies in a copy center.
- Remember that the computer is not an electronic typewriter, so learn to use the full capabilities of each software.
- Plan ahead for your printed presentations. Use same size paper for each presentation.
- Use Bitmap images as background for your reports. These images could be scanned from sketches or photographs related to the project.
- Use embossing and dye cutting if you can afford it.
- Use Color, Clip Art, and Photos to enhance your presentation.
- Propose a logo for each new project and include it in all printed matter.

## **GRAPHIC DESIGN ISSUES**

### **Client Presentation**

- Prepare a decent portfolio of your office and staff qualifications.
- Think of innovative and unusual methods of presentation.
- Chose an unfamiliar site and location for the presentation.
- Chose the right time for the presentation so as not to be interrupted by prayer times.
- Send post card at Eid and special occasions.
- Make limited editions of post cards from the sketches or partial drawings of the client's project and send to him as a gift, he is going to like that and may send to his friends to show off his project.
- Print calendars and sent to potential clients. Calenders are a continuous reminder of your existence.
- For overhead presentations:
  - › Use dark color for background.
  - › Use light color for text (yellow or white on dark blue backgrounds).
  - › Put a maximum of 7 items on each page.
  - › Use Graphics and Photographs.
  - › Try to wake up people every 5 minutes or so.
- For quick slide presentation of black line drawings, shoot with black and white film negative, mount and then project as slides.

### **Graphic Design Rules**

#### **Typography**

As a designer, it's important to know the rules. That doesn't mean that you can't break the rules, but you gotta know them before you can break them. At the very least, you need to be able to explain to your boss or your customer just why you broke the rules. This article will take a look at some of the basic graphic design rules for typography, page layout, Web design and color.

Do not use every font you own in one document

If you're a designer, it almost goes without saying that you own fonts. Lots of fonts. Maybe even thousands of fonts.

When you start using many of those fonts in one document, the message gets lost in the jumble of fonts. That doesn't mean that you have to stick to the tried and true two fonts rule (one for headings and one for text), just make sure there's a reason why you're using the fonts you choose.

Serif type is easier to read than sans serif

The theory goes that serif type is easier to read because the serifs draw your eye from character to character. Therefore, sans serif type is best left to headings and short amounts of text.

The truth is that almost any font can be made readable with the correct design. If you choose sans serif for body text, remember that most sans serif types need more leading than serif type. Sans serif can give your documents a very modern look, and is often used as body text in Europe.

Do not put two spaces after a period

In the days of typewriters and monospaced fonts, two spaces after a period were used to indicate the end of a sentence. Today we are blessed with fonts that have characters of different widths, and there is no longer any need to place two spaces after a period.

In fact, I recently read a book whose typesetter did just that ? put two spaces after every period. The problem is the space creates a stop, rather than signifying the end of a sentence. I actually did find this book difficult to read because of this design flaw!

Do not use all capital letters

People read by the shapes of words, not letter by letter. When was the last time you sounded out D-O-G while reading? Ascenders and descenders are what makes it easy to quickly identify the shape of a word.

When you use all capitals, you have no ascenders or descenders. The shape of almost every word becomes a rectangle, and it's harder to read.

That doesn't mean you can't ever use all capitals. Short phrases or headings can work well in all caps. Sans serif tends to work better in all caps than serif type; the serifs can actually detract from the readability of the text when set in all caps.

This is probably one of my biggest pet peeves. When you read, you rapidly scan one line, then your eye has to go from the right side of the page back to the left side of the page. When text is centered, it can be harder to find where the text begins again on the left side of the page, and actually all too easy to skip down lines of text.

Just say no to large amounts of centered text, and save it for headings that don't run more than several lines deep.