

There are many ways to look at Design. We talk of Balance, Emphasis, Symmetry, Rhythm, Scale, Proportion, etc... We can cover all that, but we will look at several things today: Principles for making a easily Readable poster or flier, some Shortcuts you can use on your computer, and the Character Palette in Word or Photoshop.

Let's start with some design principles:

Design Principles

I use the mnemonic:

PARCH

Your project is dry with out these – it will be as empty as a desert at your event if you don't use these, because no one will find your event.

(modified from CRAP as in The Non-Designer's Design Book by Robin Williams)

Proximity

Alignment

Repetition

Contrast

Hierarchy

Proximity

Put things together that belong together:

like name and job title on a business card or Date and Time of event – and Location nearby.

Alignment

Look for invisible lines (or in Photoshop or layout programs: create guidelines) that tie together elements across the page in a horizontal and vertical grid. Even when not obvious it helps create a flow from one object, image or line of text to the next. Along with repetition, this helps visually unify the artwork, so that it looks as if all belongs there.

Repetition and Contrast

Unity with Variety:

- General Rule: No more than three typefaces in a single design (fonts—same typeface with different size, italic, bold etc.—are ok)
- Contrasting elements keep the design from being too static or boring. Sometimes the addition of even a simple line or one color can bring pizzazz to a layout.

Hierarchy

Make the most important thing biggest, boldest, most prominently placed with interesting font (within reason)

- Title should be largest or boldest
- Place, time, date most likely the next most important.
- You are telling the eye where to look next by choosing what is most important visually

Other Considerations:

Readability/Legibility

Avoid long lines of fancy text, small text or tightly tracked text (small spaces between letters) *Personal Note: Exception seems to be inside of CD covers – must not want it easily read?*

Balance

Symmetrical, asymmetrical (radial)

Off center: Rule of Thirds

Center of Interest: *Focal Point and Emphasis*

- Top down, right left (for our culture)
- Images draw more interest, people draw even more interest, faces even more interest, eyes and mouth the most interest.
- Color, location on page, difference from other elements can all create a focal point

Keyboard shortcuts:

Keyboard shortcuts can save lots of time if you design regularly, though you only need to remember ones you use often. Many of these you may know already.

Shift/Command Mac(Control- PC)/ < or > to make text larger or smaller.

Works in many programs!

Command/Control-W to close a window without quitting

Command/Control-I for *Italics*

Command/Control-B for **Bold**

Command/Control-U for Underline

Command/Control-X to Copy and Cut at the same time

To program SAVE AS in Word:

Mac: Tools>Customize Keyboard>File> File Save As> Command-Shift-S

Windows or Mac> F12

Keyboard Shortcut extensive list for Microsoft Word:

<http://support.microsoft.com/kb/290938>