

Essential Elements of Design

Monday April 25, 2016

Appropriateness

Make sure the publications appropriately represent your product or service.

Ask yourself these questions:

- o What is the goal of the publication?
- o Does it relate to your target market?
- o Does the publication convey what you want?
Does it appeal to the target market?
- o How will the publication be distributed?

Balance

Make sure the elements on the publication are balanced. All graphic elements should be visually connected.

- **Symmetrical Balance** refers to a layout in which the two sides of a design are mirror images of each other.
- **Asymmetrical Balance** is achieved by using elements with different visual interests (like colour, size, texture) to draw viewers' eyes to a particular area of the design.

Ask yourself these questions:

- Is there a good combination of white space and text/graphics?
- Are the text and graphics interesting to look at and read?
- Does the text make sense? Is there too little/much text?
- Do the graphics support your purpose?

Contrast

- Contrast creates interest by providing variety.
- Placing two objects next to each other creates interest.
- Contrast can be created by varying the size, using different fonts, opposite shapes, varying texture.
- Too much contrast will be distracting.

Focus and Flow

- Make sure your eyes flow naturally through the document.
- Ask yourself this question:
 - What do you want to have the user look at first, second, etc.?

Consistency

Make sure the text and graphics are applied consistently so they are not distracting. Ask yourself these questions:

- o Are there more than three text fonts in your document?
- o Are there too many or too large of graphics?
- o Also, consistency may create a recognizable theme that is used in every document, ad, and web site that a company produces.
- o To accomplish this use similar margins, layout, fonts, colours, logos, slogans, trademark, web site navigation.
