

# Design Principles

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Visual Communication

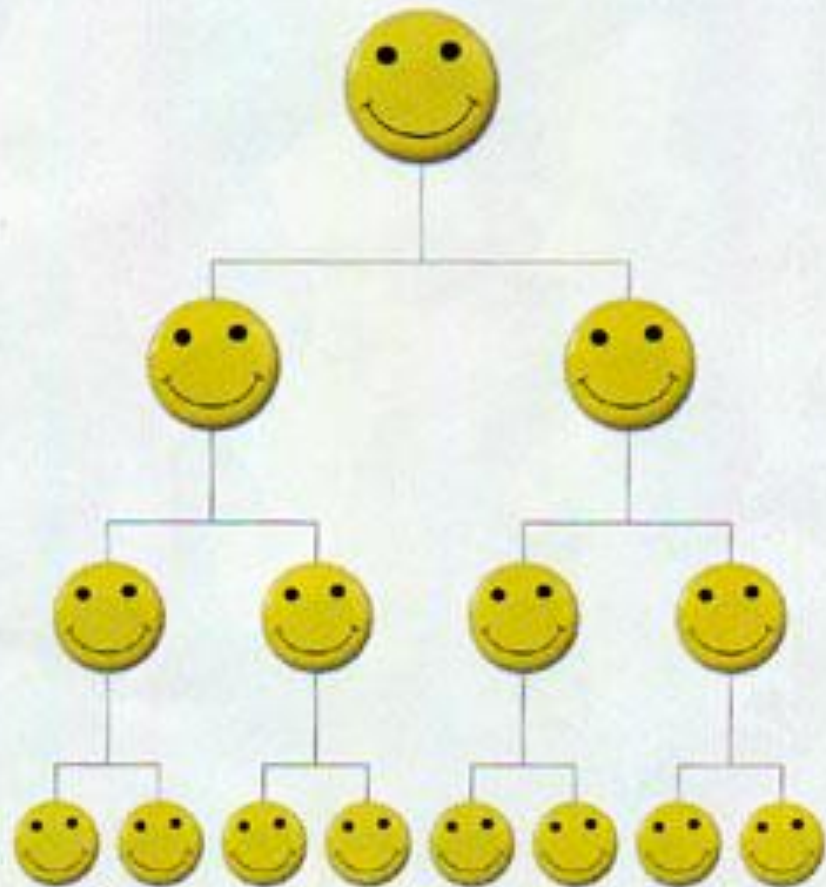


# Balance

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- Symmetrical  
    “Formal” balance – stable, precise
- Asymmetrical  
    “Informal” balance – active, modern
- Projects a designed look





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Left and right: Bill Maher. "There is an attempt to speak the truth again," says Maher. "And if it's working." Photographed by Mirinda Rose Taylor



# BILL MAHER'S CAMPAIGN

BY MARY BURL

THE  
PRESIDENCY  
AND  
THE  
PRESS

Bill Maher, host of the hit show *Politically Incorrect*, makes no apologies for voting for Ralph Nader—or for believing that men have lost the war between the sexes.



# Contrast

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- Stresses differences
- Attracts attention
- Accents
- Defines and clarifies



Video Cards, **TVs**, Multimedia & Presentation, Headsets, Laser Printers, **Keyboards**, Microphones, Overhead Projectors, Display Adapters, **CD Players**, Remote Controls, Speakers, Converters, Inkjet Printers, Photo Printers, Laser Printers, Business Card Scanners, **Scanners**, Sheetfed Scanners, Video Cards, **Monitors**, Computer Books, Business Books, **Apple**, Accounting Books, **Cameras**, Database Manager Books, Spreadsheet Books, Word Processing Books, Educational Games, Language Software, **Software**, Consumer Games, Sport Games, Strategy Games, Clip Art, Desktop Publishing, Photo Editing, **Notebooks**, Palm, Movies, **Camcorders**, Tax Software, **Electronics**, Games, Hardware, Software, Accessories, Networking, Desktops, Computers, Digital Cameras, **Speakers**, CD-R/DW Drives, **DVD Players**, Hard Drives, **Stereos**, Parallel Port Drive, Controller, Fax Cards & Accelerators, LCD-Flat P, JCS, Game Controllers, **Software**, SCSI Cables, PC Maintenance, Pagers, Virus Protection, **Sega Dreamcast**, Voice Recognition, Mice, Accessories, Mac Games, **Sony**, Laptop, Cases, Printer Stands, Cases, **IBM**, Gaming Controllers, **Trackballs**, Cables, Cables, Hubs, Connectors, PSX, ISDN Modems, Faxes, Switches, CAD, Touchpads, Joysticks, Graphics Tablets, Mice, Notebook Accessories, **Hewlett Packard**, Post Replicators, Power Supplies, Batteries, **iMac Computers**, Power Protection, Line Conditioners, LAN Software, Office Accessories, 2-Way Radios, Mac Games, Nintendo 64, Joysticks, Memory Cards, **PDA's**, Strategy Guides, Game Boy, PC Games, Sony PlayStation, **Stereos**, Mobile Computing, Bags, Cases, **35mm Cameras**, Batteries, Chargers, Notebooks, Mapping Software, Translators, Cellular, Binoculars, Telescopes, APS Camera, **Digital Cameras**, Surge Protectors, Printer Supplies, **MP3 Players**, Ink Cartridges, Paper, Ribbons, Toner Cartridges, Storage Media, CD Recordable, Cartridges, Drive Storage, Tape Storage, **Cellular**, Terminators, **Palm**, Ethernet Adapters, PCMCIA Cards, **Handheld Organizers**, Internal Cards, Home Connectivity, Switches, Modems, Networking Kits, Wireless, 256Mb Memory Module, **Personal Computers**, Rackmount Kits, Cable Modems, Touchscreen Remote Control, Laptops, LAN Modems, PC Card Modems, AppleTalk, Bridges, Media Converters, Network Storage, Networkers, Cables, Desktop Bus Adapters, Firewire, **DVD Players**

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# Harmony

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- Accentuates shared characteristics
- Controls contrast
- Creates associations
- Promotes order
- Sustains attention





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Microsoft



# Proportion

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- Relative relationships among elements
- Determines dimensions
- Provides order
- Divides space
  
- Golden Ratio: 1.618 or phi ( $\Phi$ )



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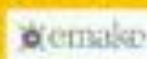
Watch



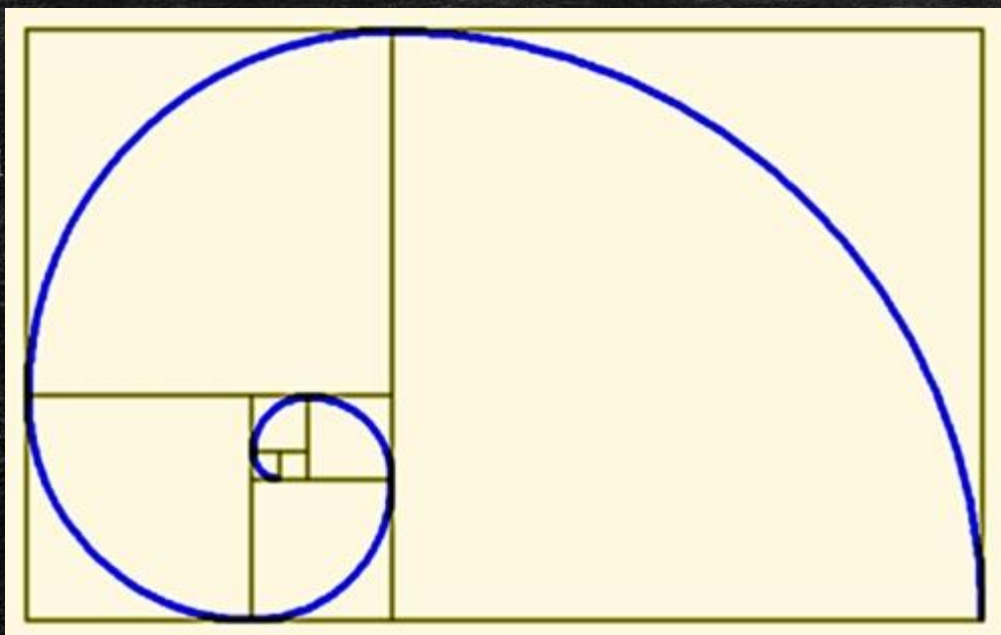
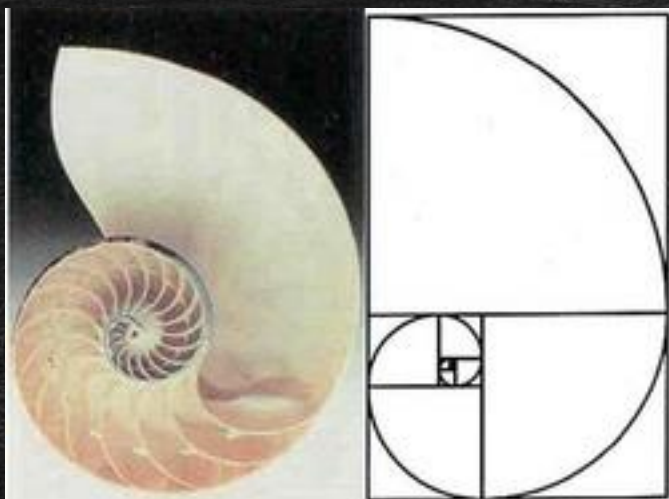
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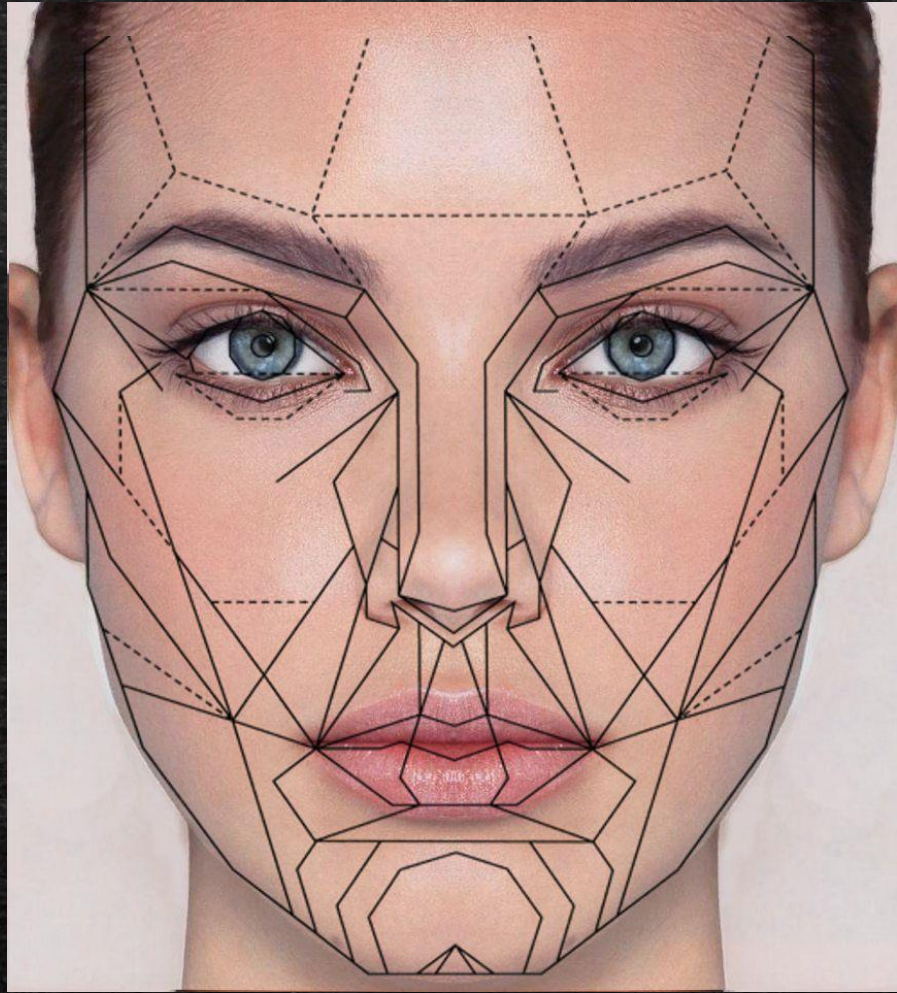
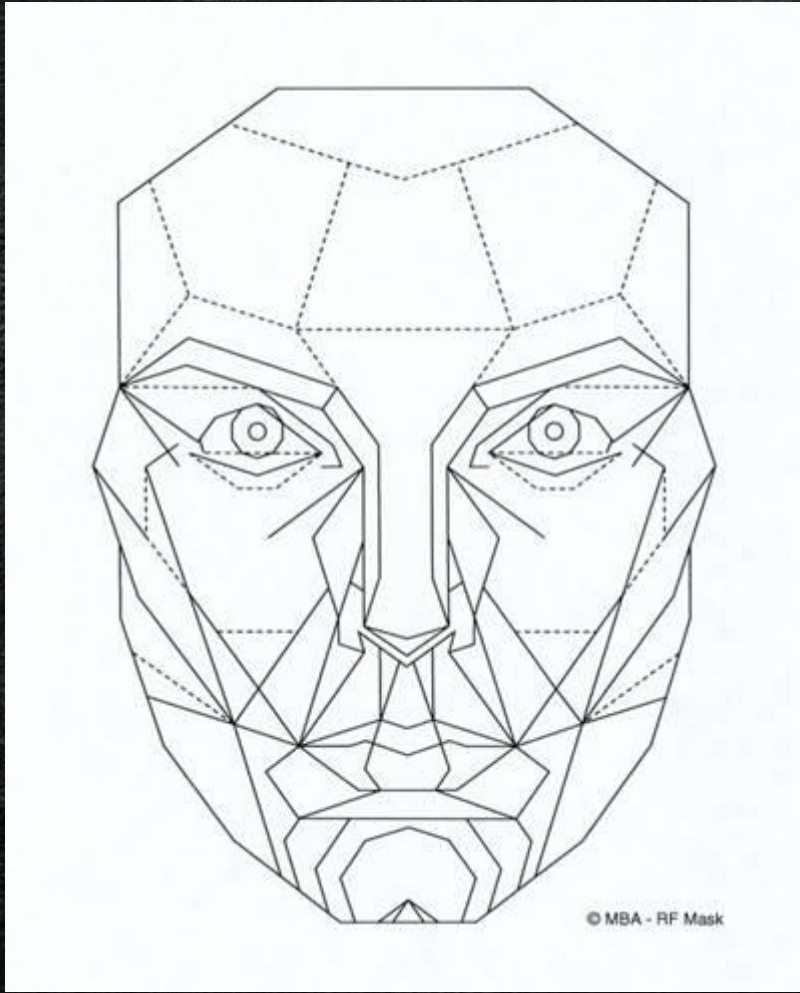
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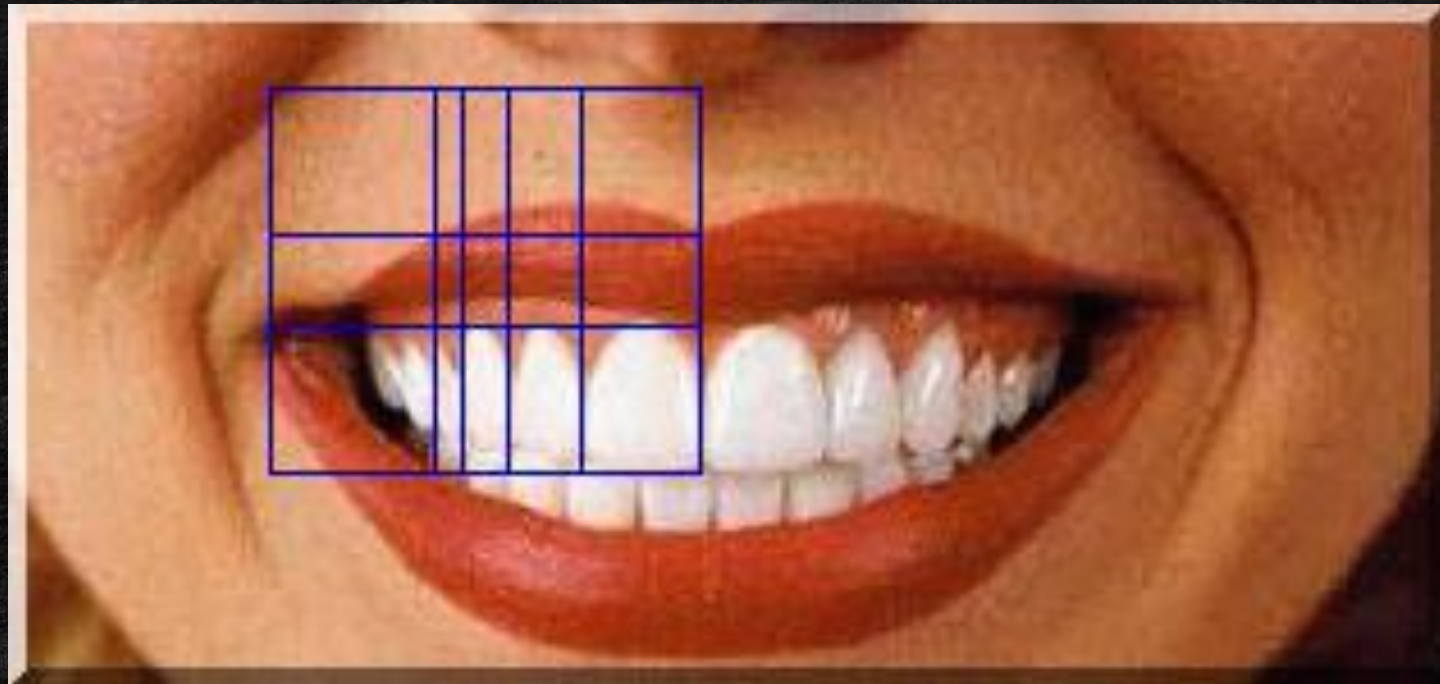




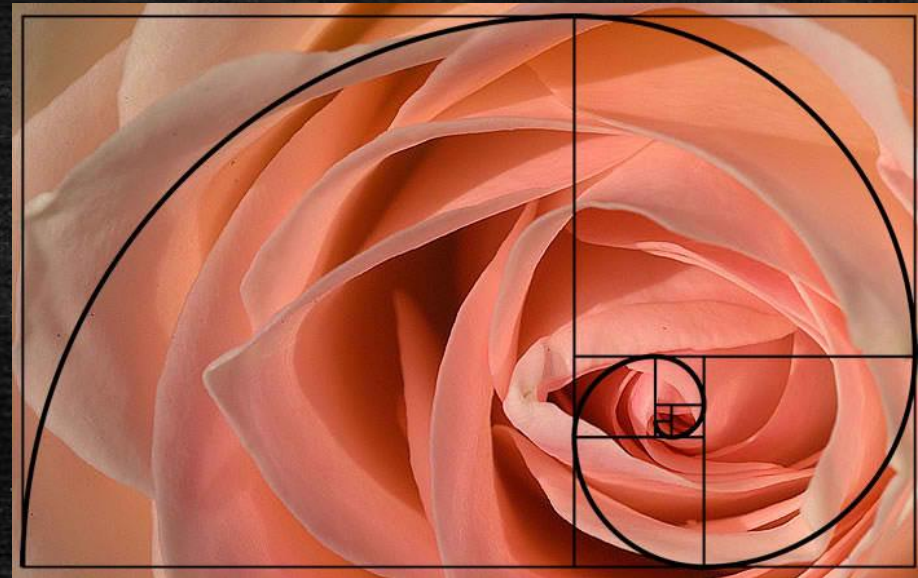
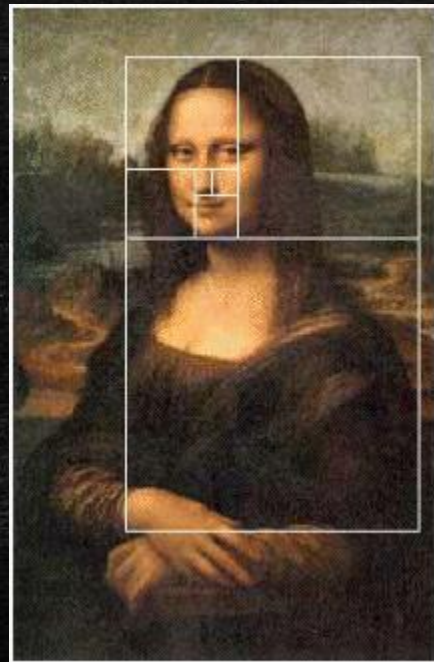
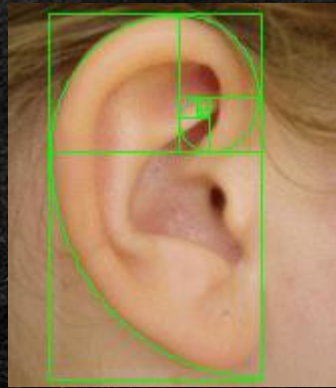
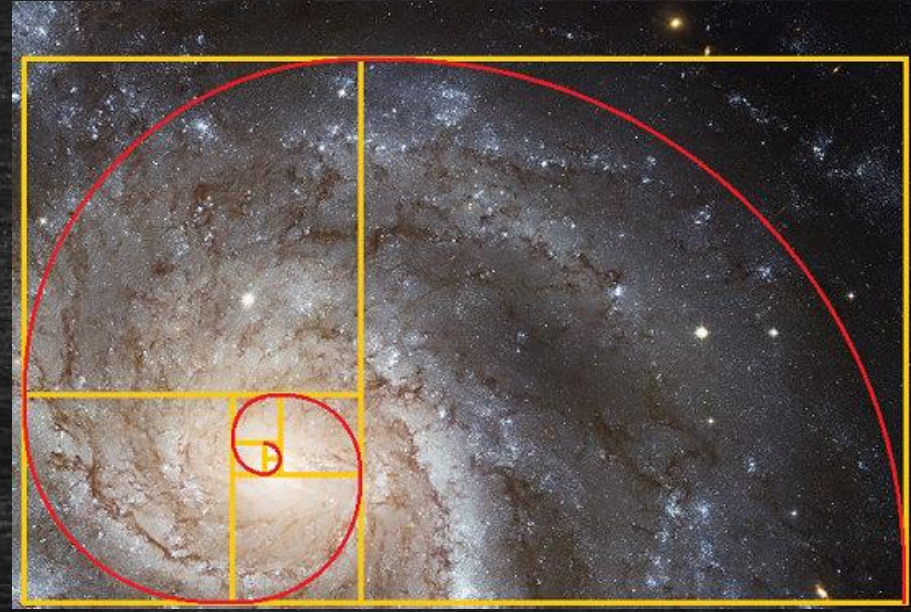
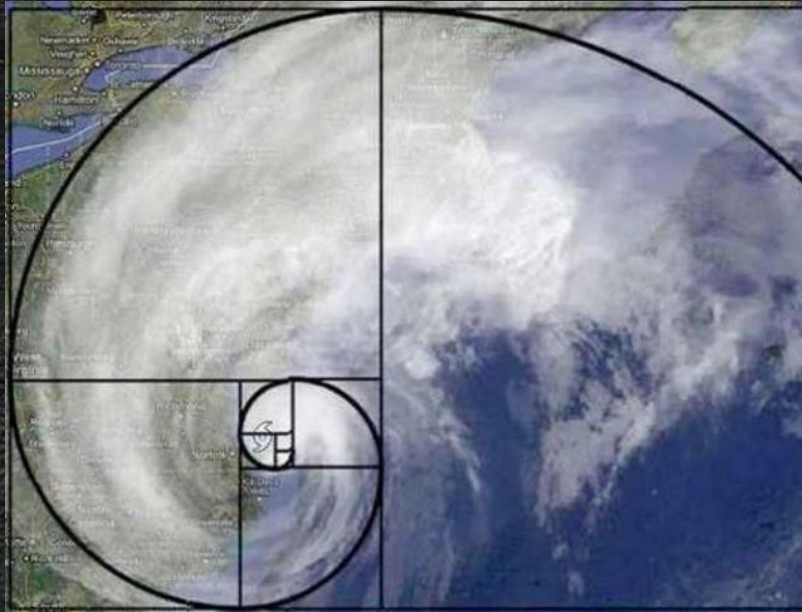














# Movement

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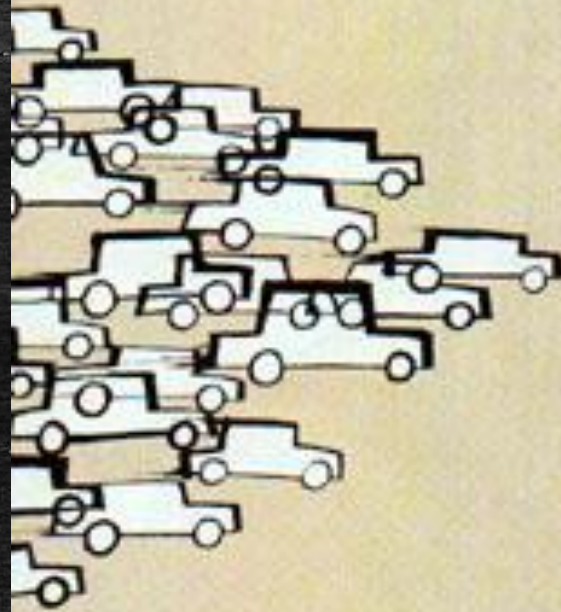
- Guides the viewer
- Controls eye movement
- Attracts attention
- Kinesthetic response
  
- Rhythm – repetition in a direction



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Left to right: Brooke Smith, who plays Karen Esposito, the mother-in-law; Jason Momoa, who plays John Doe; and Michael Rapaport, who plays John's brother, Tom. (Clockwise from top left)



# Unity

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- An “theme” throughout a project
- Unities all elements together
- Adds purpose
- Unifies a project



