

GD-105

Intro to Visual Design

Design Component and Gestalt Principles

Winny Lucas

Design:

Creation of a plan for the construction of an object or system

Visual Design

Creative process that uses visual information to develop *a message, idea, concept, tone* to a targeted audience.

Use of words, symbols, visual representation of ideas and messages.

Visual Commination

Uses of Visual Design

- Identity (logo, branding),
- publications,
- print advertisement, posters,
- visual art design,
- Typography,
- website,
- Interface design,
- page layout etc.

Identity (logo, branding)- *change a thing*

BRAUN

DELL™

FedEx®
Federal Express

intel®

Microsoft®

Nestlé®

FUJITSU

Shelter

STAPLES®

that was easy.™

Tropicana

VANS®

AA

Identity (logo, branding) *Use abstract imagery*



Identity (logo, branding) *Use negative space effectively*



Consider trend, logo life

3M

1948



1950



1960

3M

1960

3M

1951

3M

1952

3m
COMPANY

1961, Gerald Stahl & Associates

3m
++



1954



1954



1955

3M

1956

3M

1978, Siegel & Gale

Consider trend, logo life



ca 1920



1920, AR Saunders



1922



1947



1958, Raymond Loewy



1989, Siegel & Gale



2000, Landor Associates



BEFORE



AFTER



adidas®
ORIGINALS



adidas®



adidas®



1888



1891



1911



1924



1947



1956



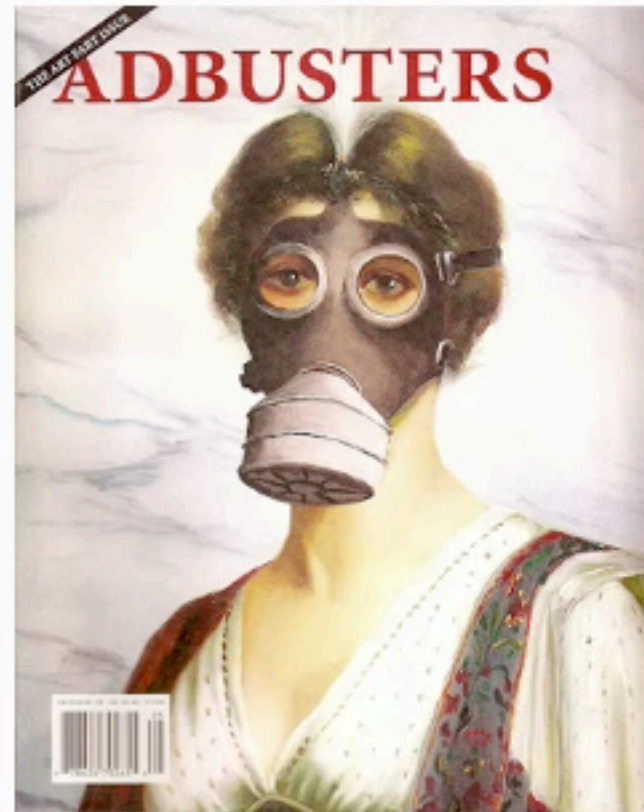
1972

Similar style of layout, but their own type choice for the brand

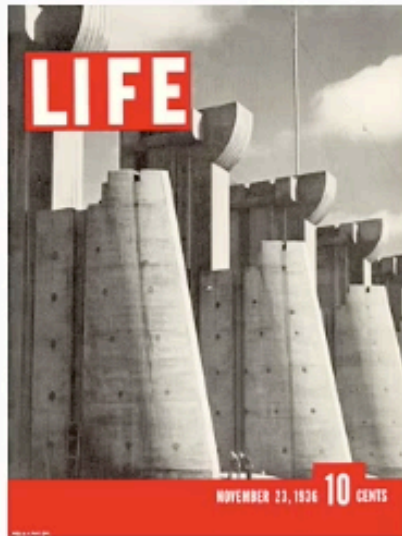


Each magazine's cover design is consistent through out the years

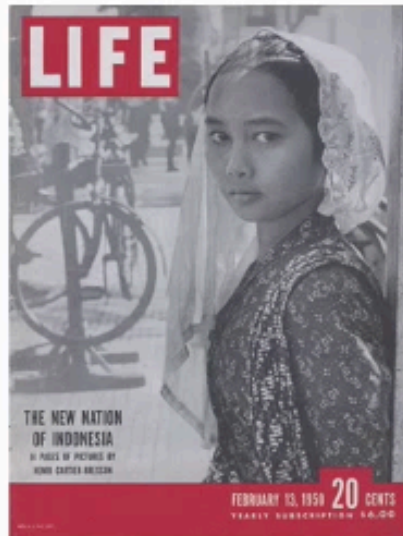








cover photo:
Margaret Bourke-White



cover photo:
Henri Cartier-Bresson

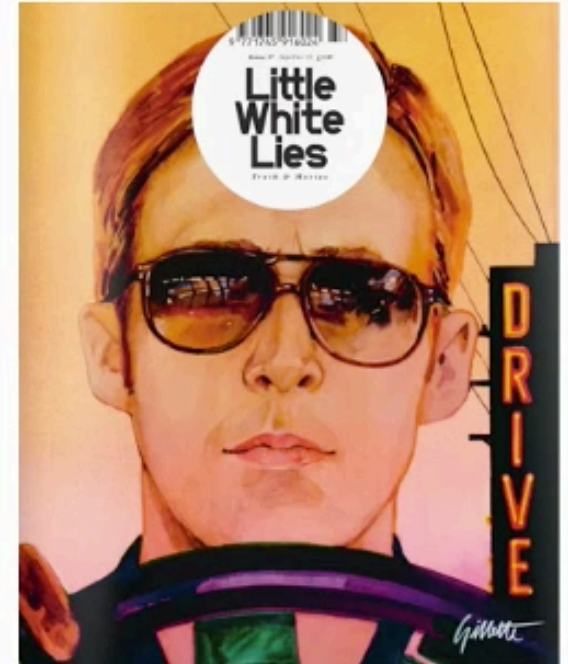
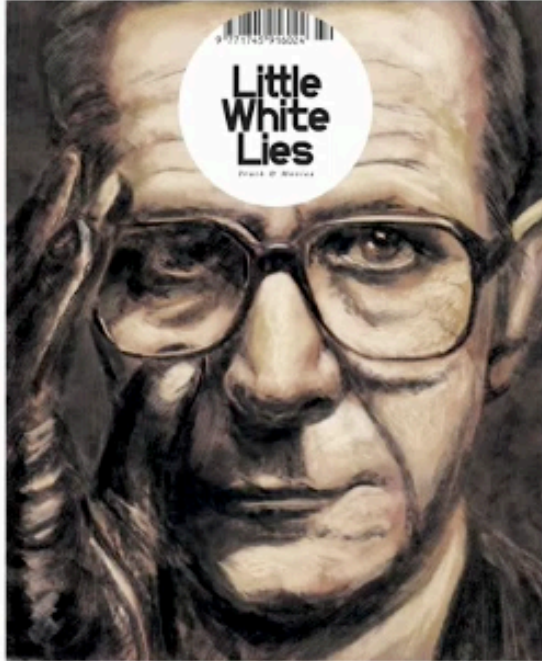


cover photo:
Louise Dahl-Wolfe



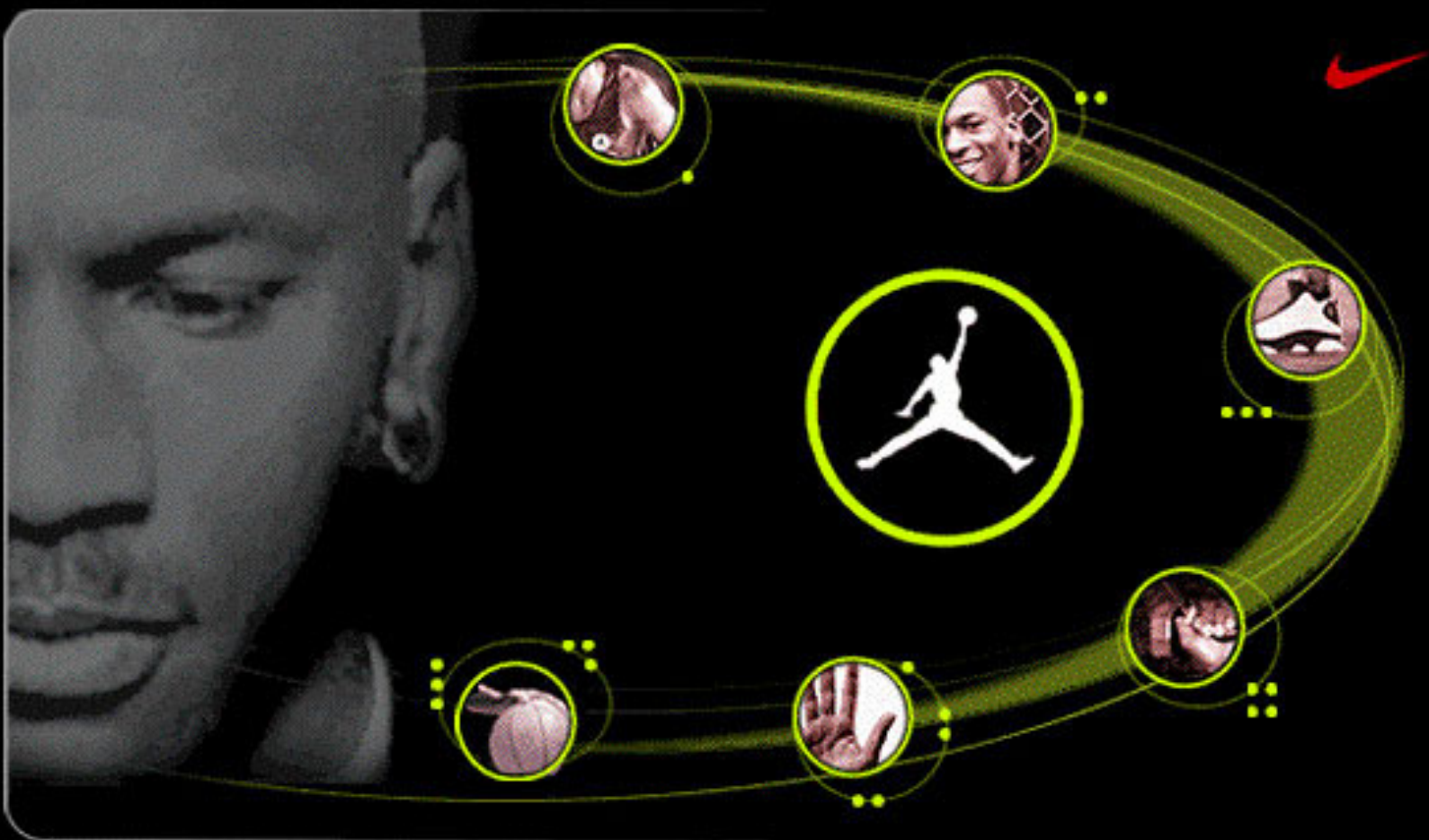
cover photo:
Richard Avedon

Google image their cover: stylistic photo illustrations









ear¹



[Matchbox 20](#)

Get a taste of the
"Real World" on latest
CD and spring tour)))



Dodge Neon R/T
included!



[Natalie Merchant](#)

Check the new website Natalie
designed for "Ophelia"!)))



[Bad Religion](#)

Get Warped with BR this summer, and
maybe win a demo deal!)))



[Elvis Costello, Songs Of](#)

His pen is true: Costello
covers CD, with liner
notes by EC)))



[Paula Cole](#)

"This Fire" rages on for "Best New
Artist" Grammy-winner!)))



[Superdrag](#)

Cool new Superdrag stuff - a
"Head Trip In Every Key"!)))

ear¹

[all music](#)
[ambient/dance](#)
[classical](#)
[country](#)
[jazz](#)

[modern rock/alt:](#) [on tour](#) [rant](#) [new releases](#) [insiders club](#)
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DREAMWORKS SKG



movies

video/dvd

music

tv

company



RFU ONLINE






Responsive Grid System

Spectacularly Easy Responsive Design

The Responsive Grid System isn't a framework. It's not a boilerplate either.
It's a quick, easy & flexible way to create a responsive web site.

 Tweet 760

<http://responsivegridsystem.com>



Have Any Number



Scales to Any Width



It's Smart



Put the Content First

<http://www.responsivegridsystem.com/>

New creative sites

- AIGA Portland: <http://aigaportland.org/>
- Lowdi: <http://lowdi.com/>
- The Mealings: <http://www.themealings.com.au/>
- Queen of Spades: <http://www.thequeenofspades.com/>
- Dangers of Fracking: <http://dangersoffracking.com/>
- Kinvara 3: <http://community.saucony.com/kinvara3/>
- Andy Patrick: <http://andypatrickdesign.com/>
- Ivan McClellan <http://ivanmcclellan.com/>
- Rule of three: <http://rule-of-three.co.uk/>







Monkey: journey to west show





La Linea - animation using line:

<http://www.youtube.com/watch?v=8SP14hTEbRw&feature=share&list=PLtcy5ATttB6caFQQ4G4InV0DFavalXxf7>

Don Hertzfeldt – it's such a beautiful day

<http://vimeo.com/ondemand/itssuchabeautifulday/61349288>

OK Go music videos

I won't let you down

https://www.youtube.com/watch?v=u1ZB_rGFyeU

- *As designers, be conscious of design principles and use them to your advantage*
- *It is not enough to say that a design is “good”*
- ***Know why it is good.***
- ***As designer, establish a style, brand is important***

Pixel/Rasterize vs. Vector graphics/path

Components of Design

- Unity - design harmony
- Gestalt - psychology
- Space – white space (less is more)
- Dominance – focal point
- Hierarchy – levels of relative importance
- Balance – visual weight
- Design flow – the way the eye moves
- Color

Design is a a practice, also a training.
For us, learn the rules before you break
them.

Components of Design

- Unity
 - Visual Unity. *Eg: element aligned to common axis*
 - Conceptual Unity. *Eg: diamond, mansion, piles of money -> concept of wealth*
 - *Use repetition, alignment, proximity to add visual unity*

Good design, why

- Instinct
- Or: one or more Gestalt principles of perception are at play.
- Gestalt Psychology: how are your design perceived

What is Gestalt?

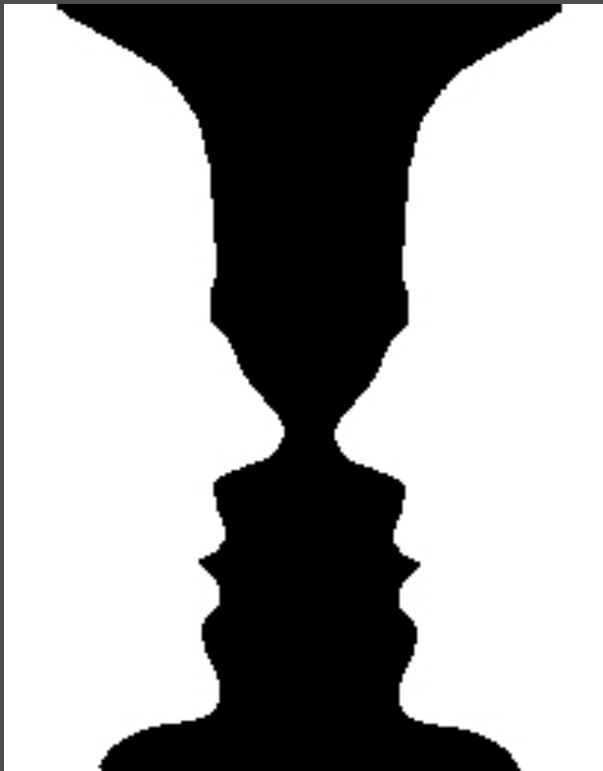
- The German word gestalt can be translated as “shape” or “form” and the term refers to how visual input is perceived by human beings.
- We see the whole before we see the individual parts.
- There are a variety of gestalt principles.

Figure/Ground

- Elements are perceived as either
- Figure (focus) or ground (background)
- It occurs quickly and subconsciously
- Determine what to **FOCUS**
- What we can safely **ignore**

Figure/Ground

- Classic example





Also called:

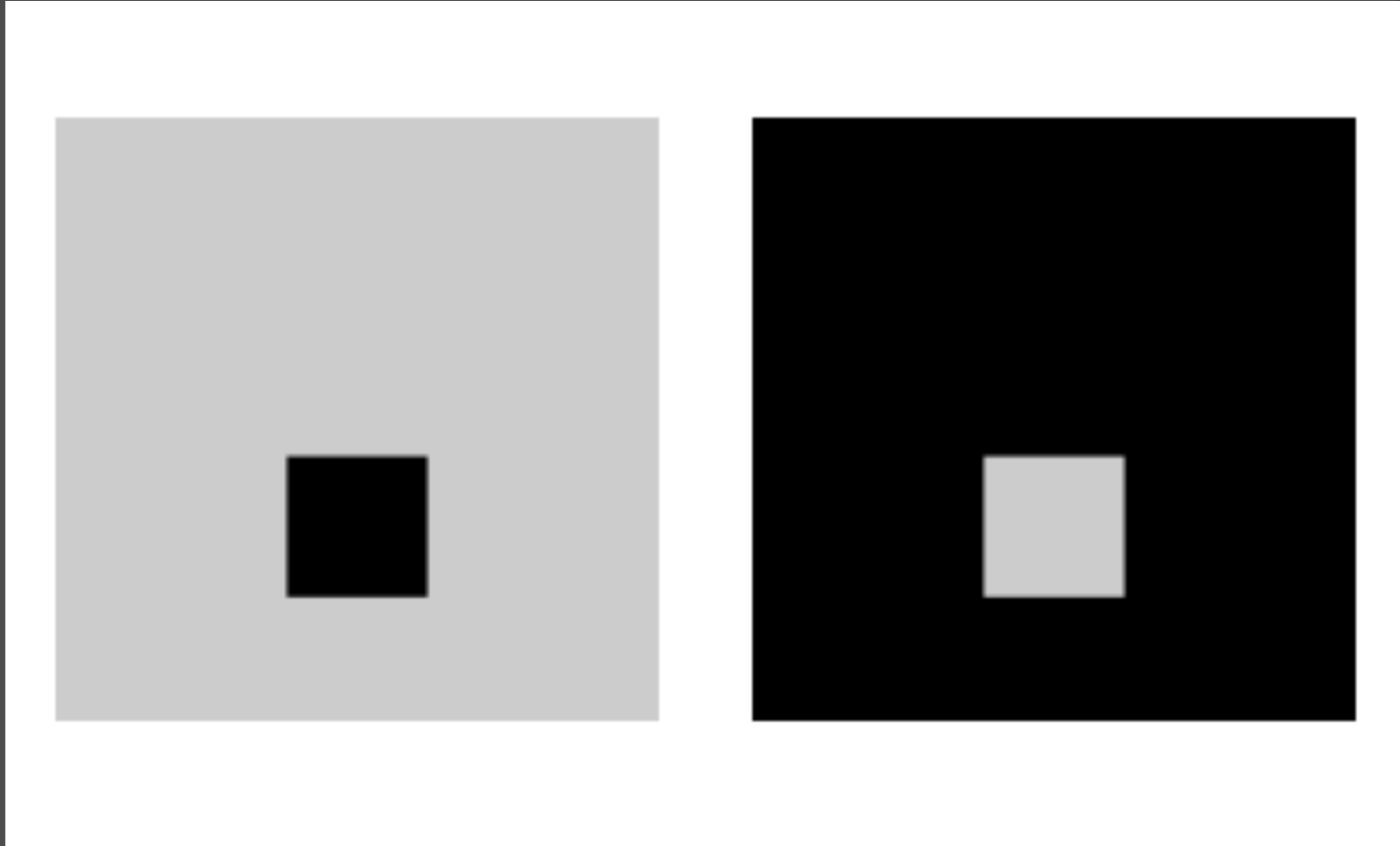
Positive Space:

Space occupied by an object, element, or subject in a composition.

Negative Space:

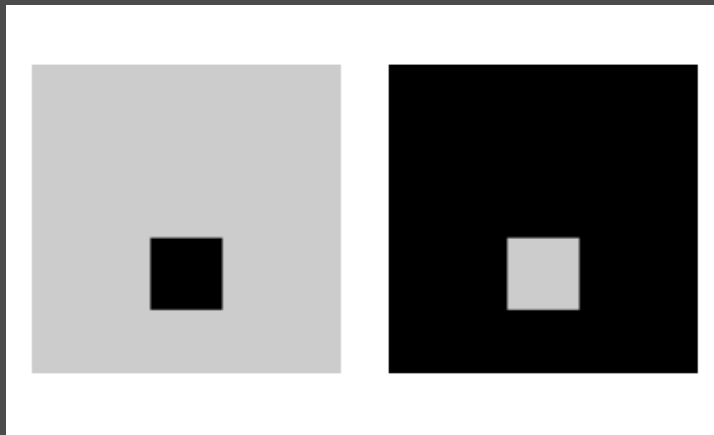
Unoccupied areas or empty space surrounding the objects or figures in a composition.

Area



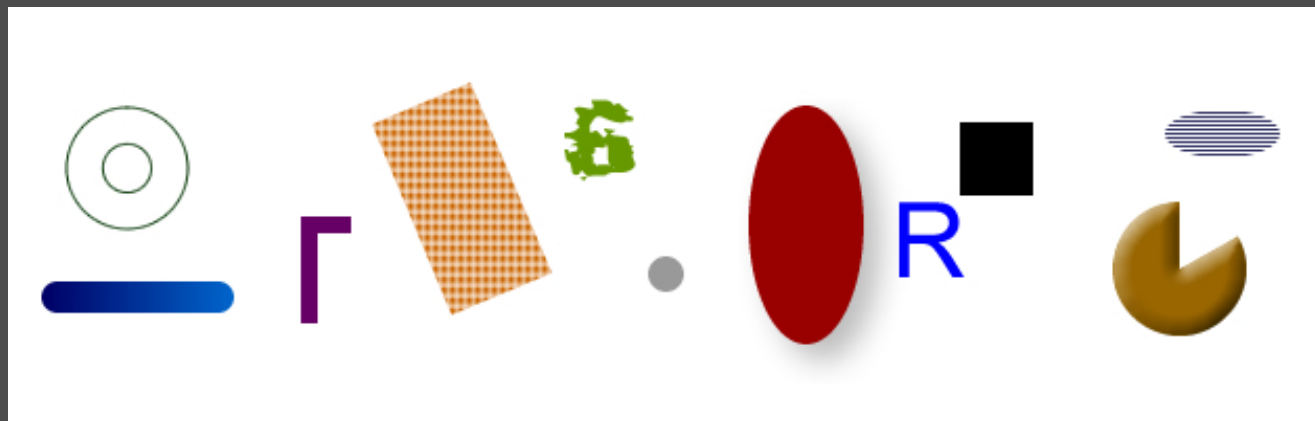
Area

- The *smaller* of 2 overlapping objects is seen as *figure*.
- The *larger* is seen as *ground*.
- *Image right: (dark figure with a hole)*
darker objects appearing more as figure than ground.

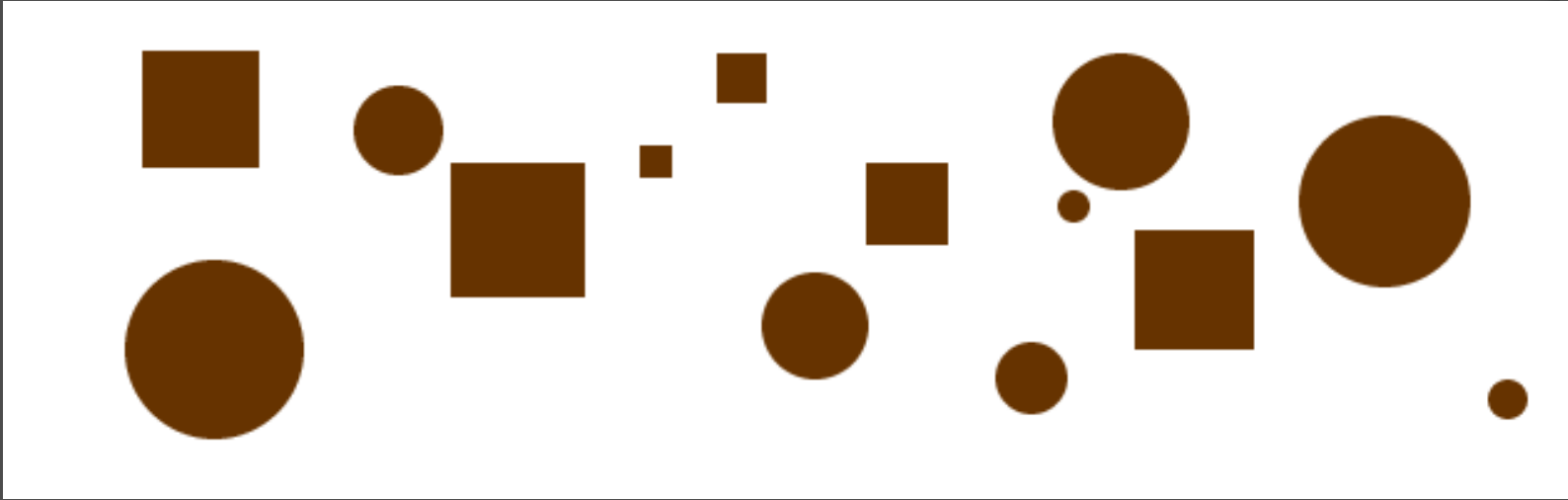


Similarity

- Things are **similar** perceived to be more **related**.
- These include similarity of color, size, shape, texture, dimension, and orientation, to name just a few.

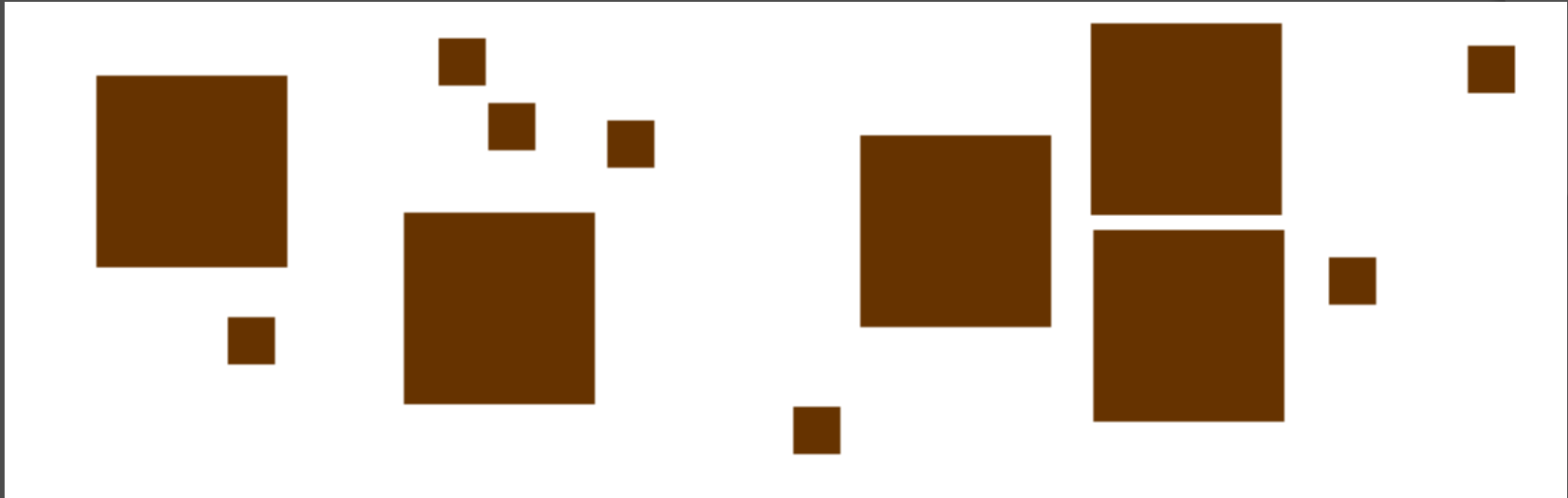


Similarity



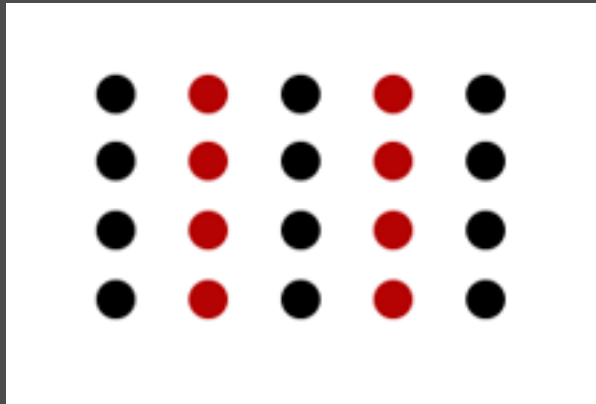
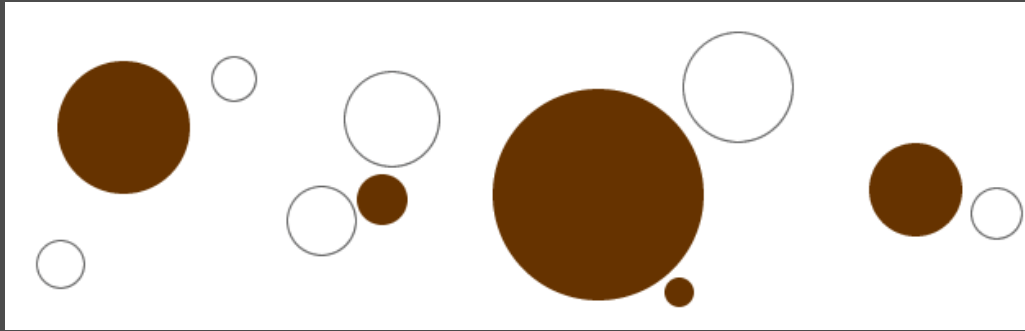
- There are differences between the many elements above, but there are also similarities.
- Shape - provides the strongest communication.

Similarity



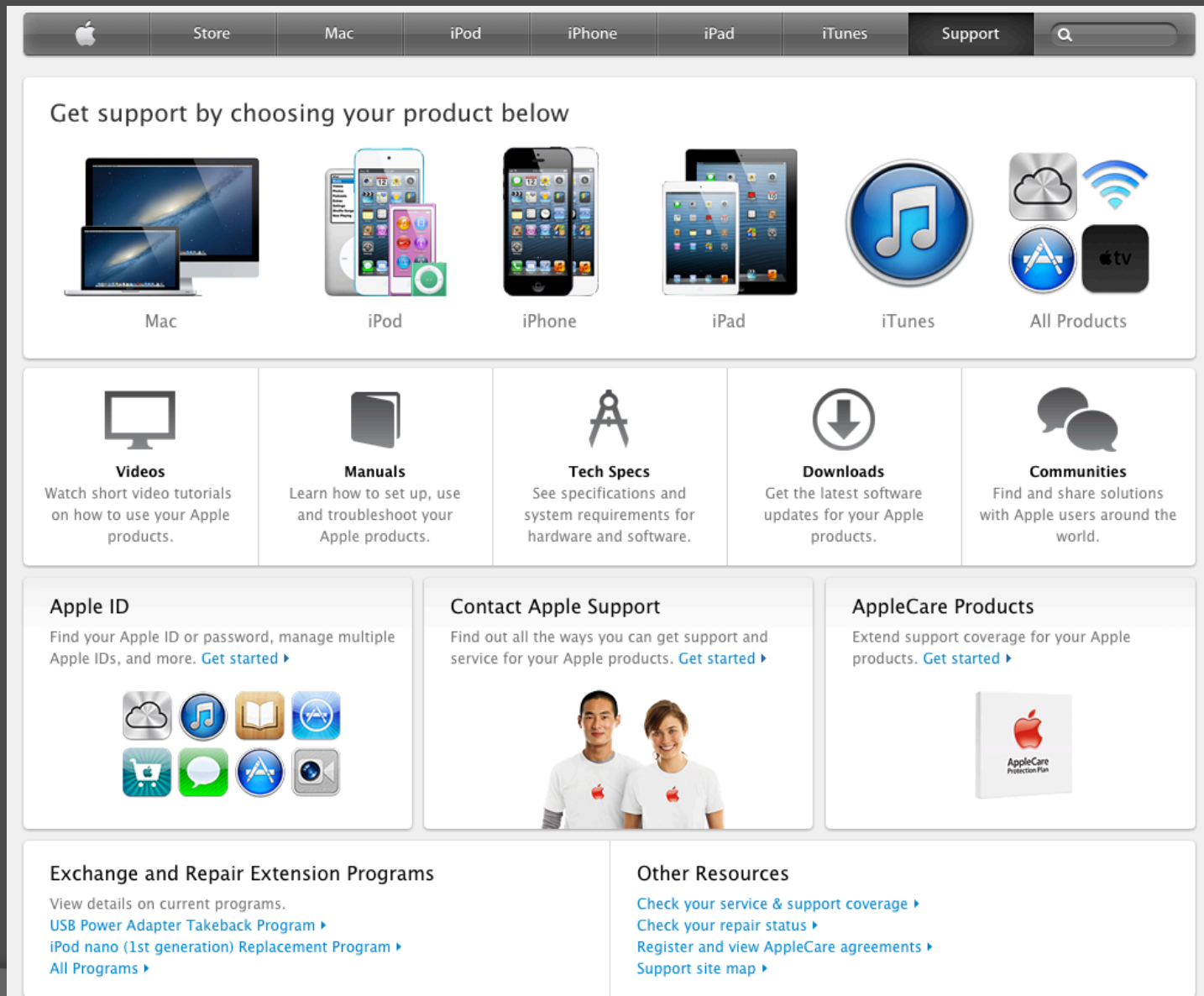
- Size – suggest relationships

Similarity



- Similarity of color
- Or you can say fill, or texture

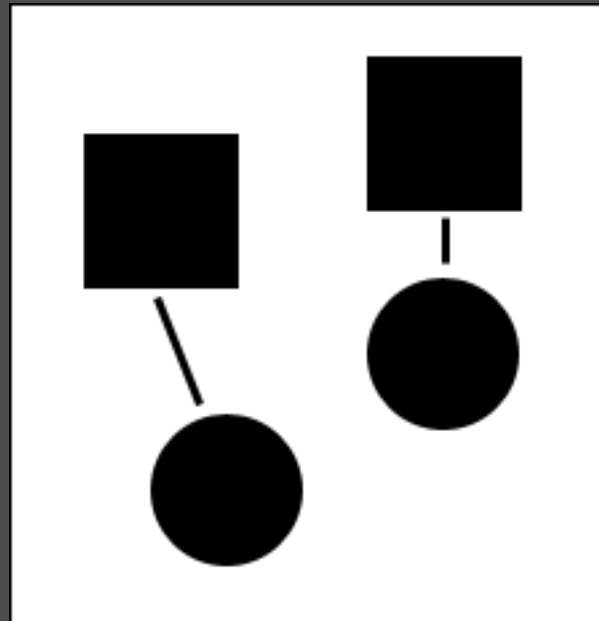
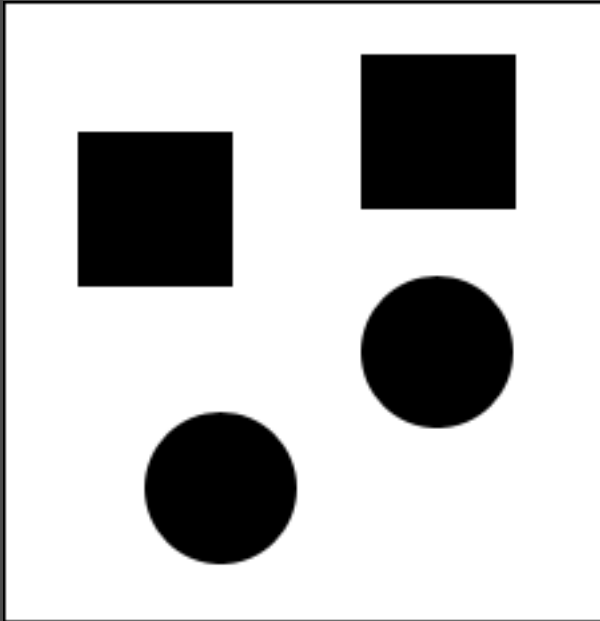
Similarity – use at web



Similarity - Through repetition of

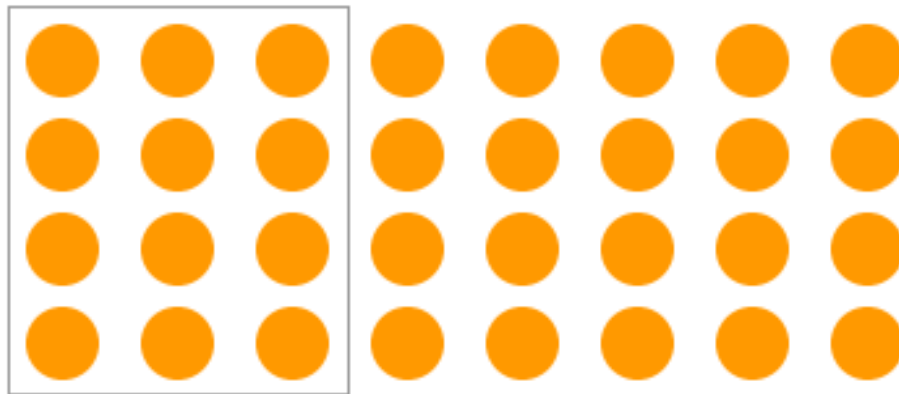
- Color
- Size
- Orientation
- Texture
- Font
- Shape
- We can design element so they appear more related.

Uniform Connectedness



- Things that have a visual connectedness are more related
- Uniform connectedness trumps similarity

Here, even though the spacing and color is consistent within this collection of elements, those inside of the connecting lines are perceived to be more related than the rest:

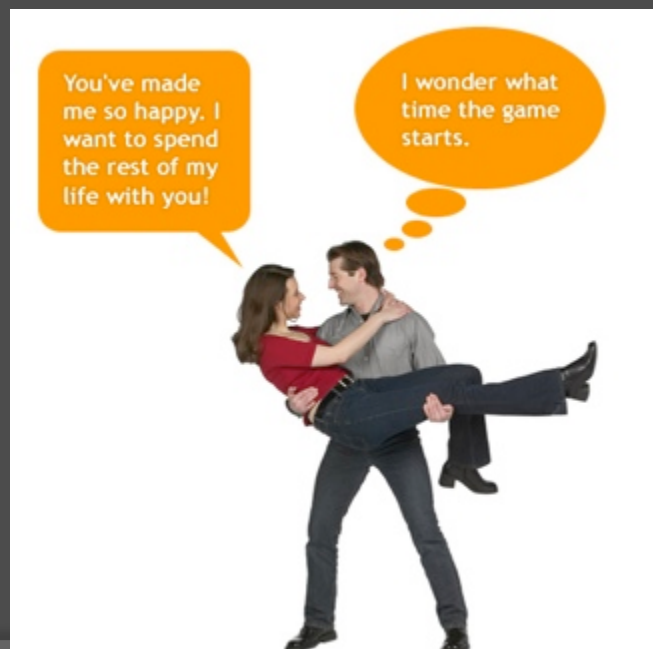


...as are the ones connected by lines:

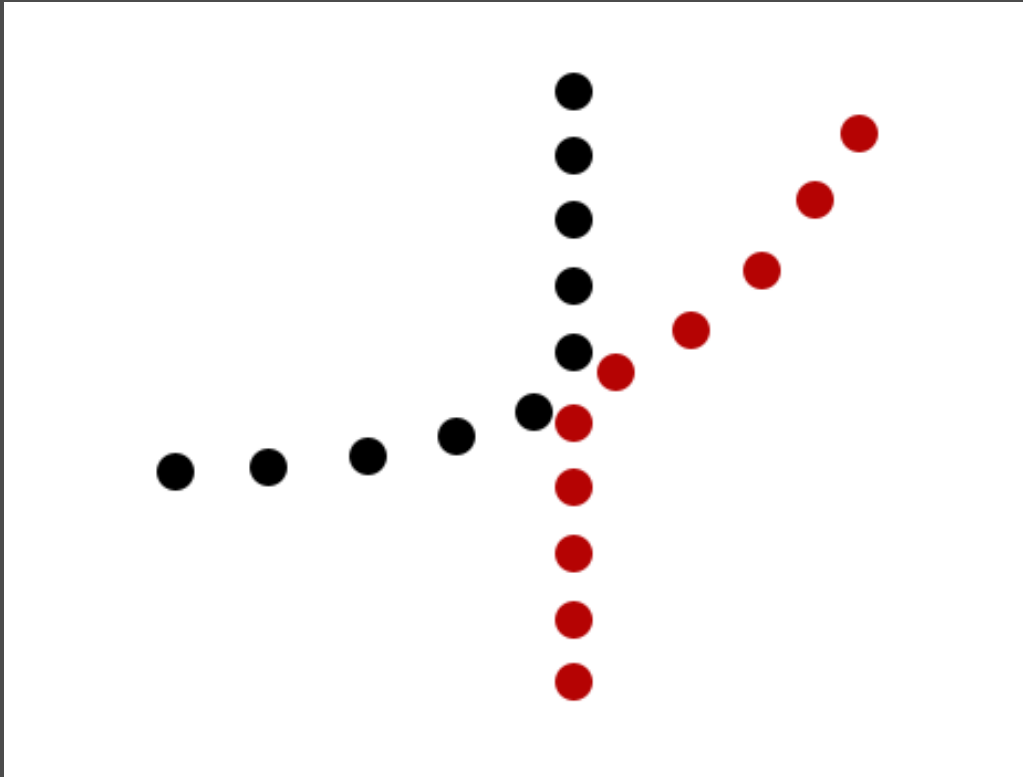


Uniform connectedness in organizing a complex interface



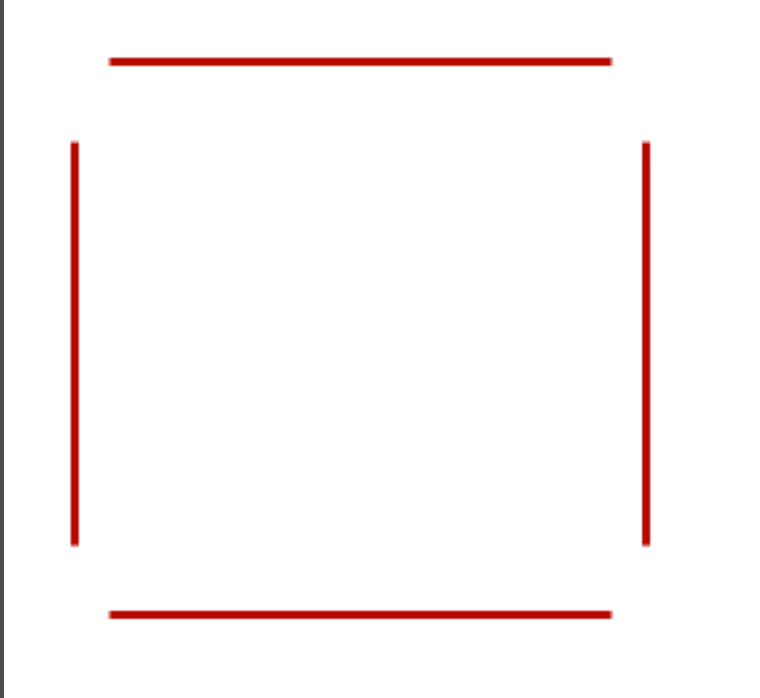


Continuation (continuity)



- Elements arranged on a line or curve are perceived to be more related.

Closure



LOOK INSIDE

- When looking at a complex arrangement of individual elements, we tend to look for a recognizable pattern.
- To make sense

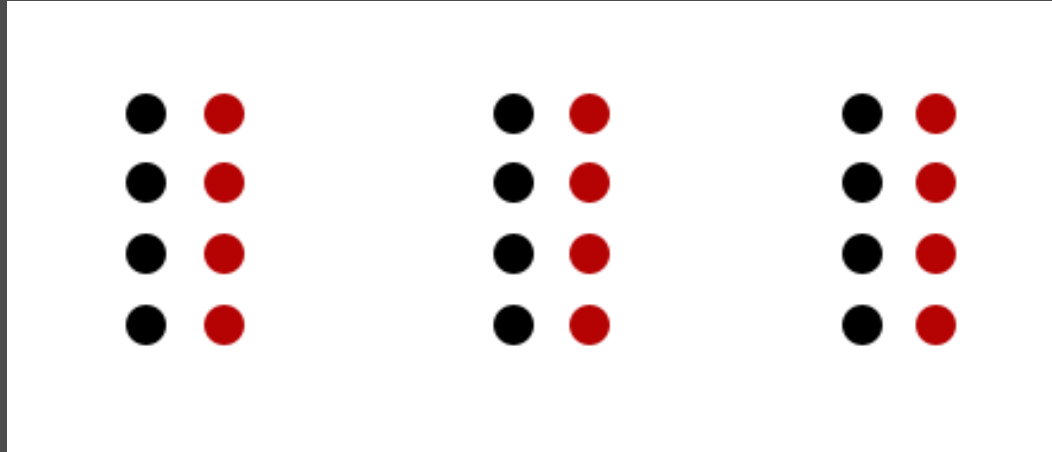


Fun with closure

- Th prchas of a hme s lkely th sn gle mst mprtant fnancl dcisn y'll evr mke.
- 1, 3, 5, __, 9
- There once was a man from Nantucket...
- <http://youtu.be/Hodp2esSV9E>

Bobby McFerrin Demonstrates the Power of the Pentatonic Scale

Proximity



The relative nearness of the circles is stronger than the similarity of the colors.

Related items should be grouped together
Eg: look at websites

Common Fate



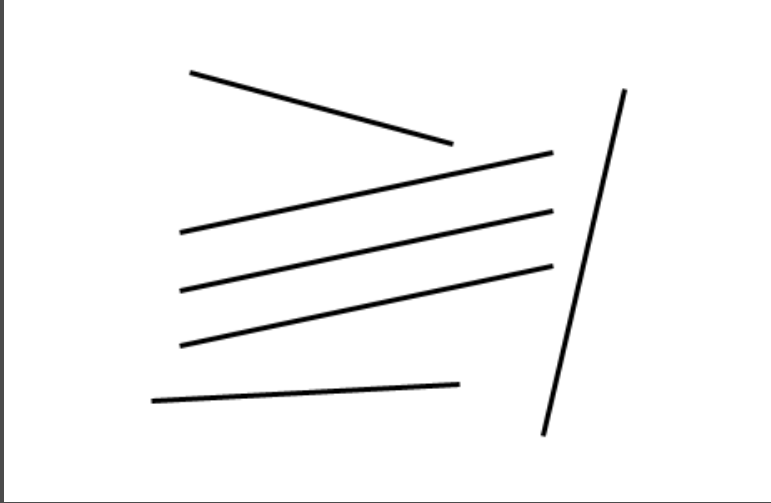
- Humans tend to perceive elements moving in the same direction as being more related than elements that are stationary or that move in different directions.

Symmetry

{ } { } { }

- Symmetrical balance is even stronger than proximity

Parallelism

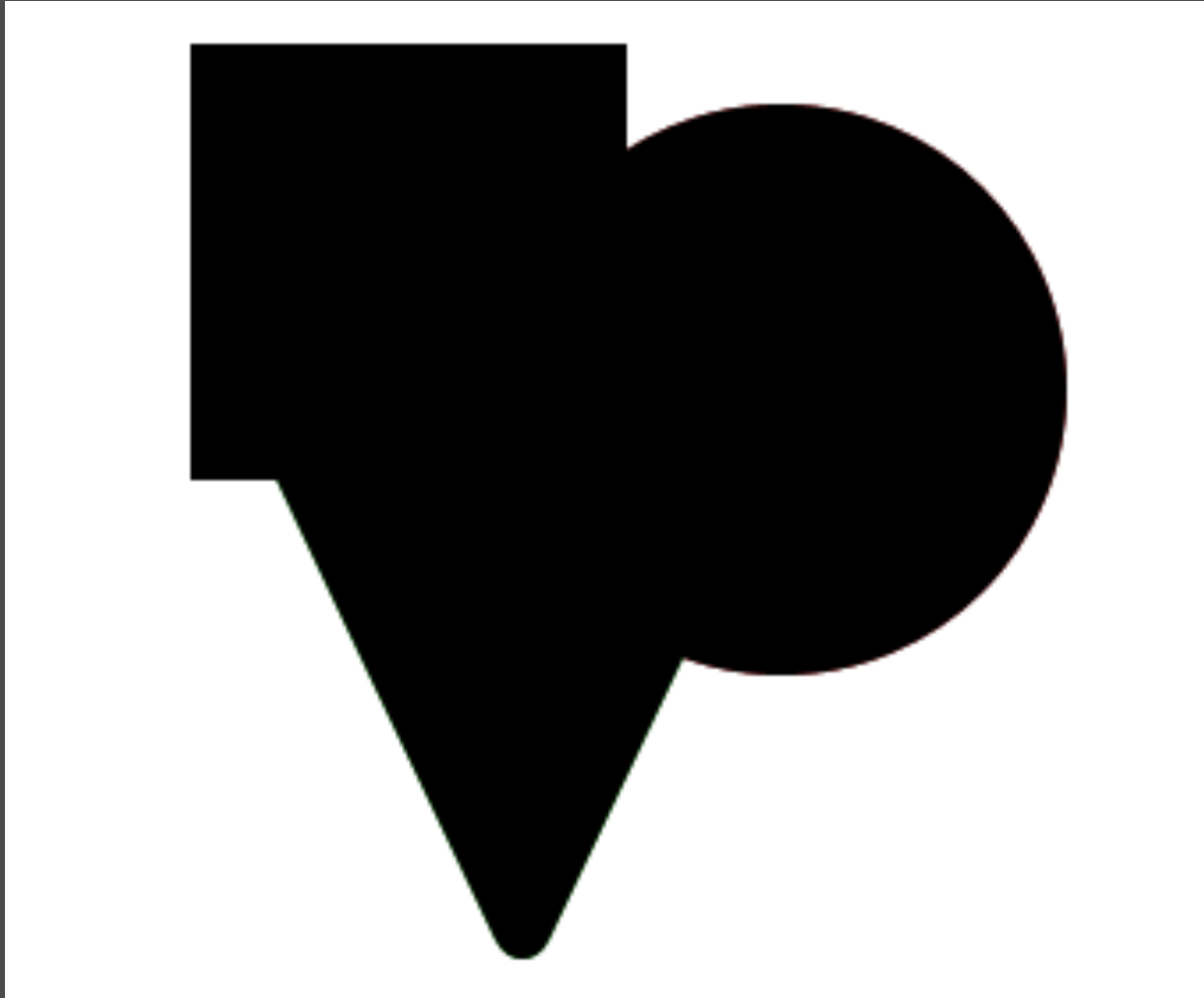


- Elements that are parallel to each other appear more related to each other.

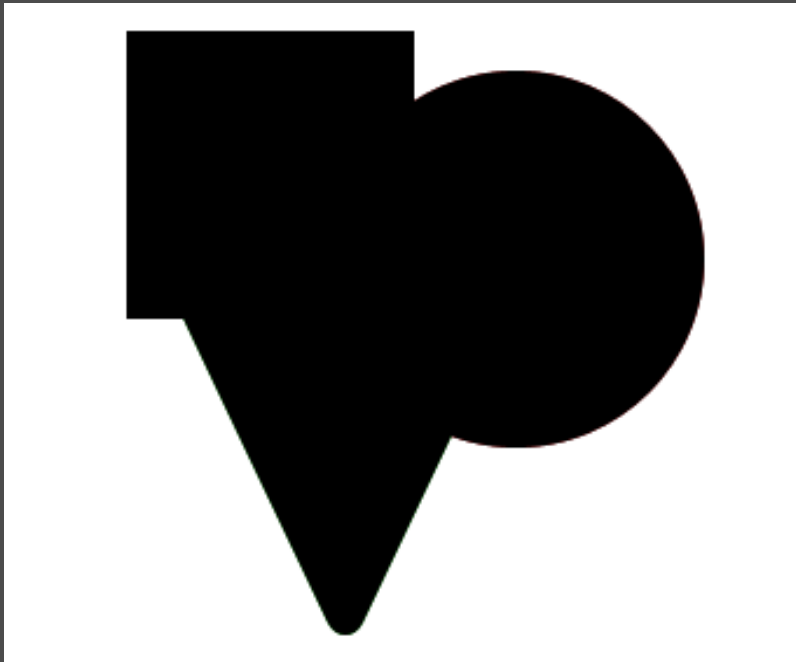
Past Experience

- Elements tend to be grouped together if in the past experience of the observer they were often grouped together.
- Past experience could be individual or it could be something common most of us experience.

Law of Prägnanz (Law of Simplicity)



Law of Prägnanz (Law of Simplicity)



Ambiguous and complex as a whole



We will break it down to simple shapes

Focal Point/Dominance

- A point of interest, emphasis, or difference will capture and hold the viewer's attention
- The focal point captures your attention and from there your attention flows to other parts of the painting.

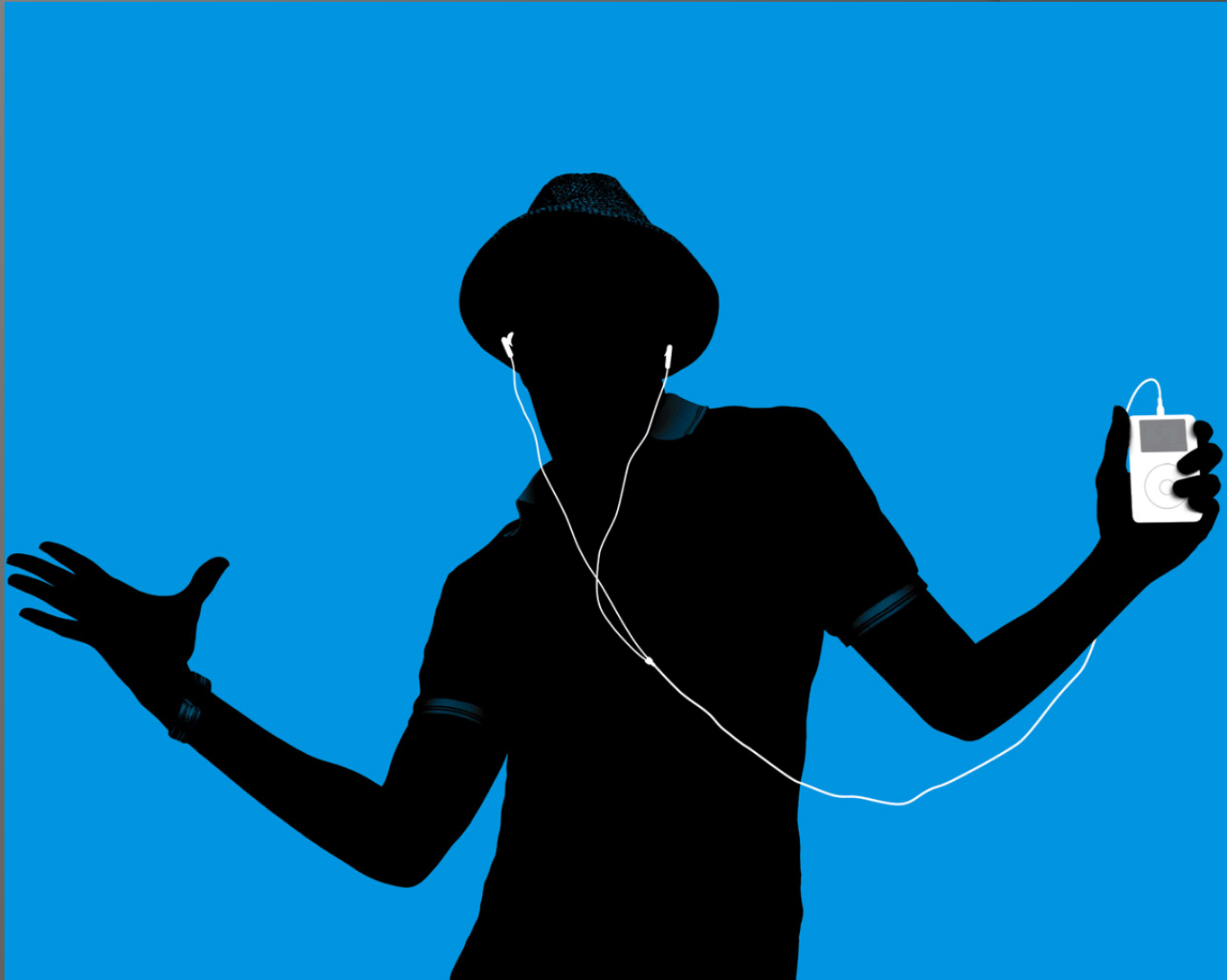


Kandinsky's Composition #8

Creating focal point

- Contrast with more more visual weight
- Varying degree of emphasis
- “don’t make me think”



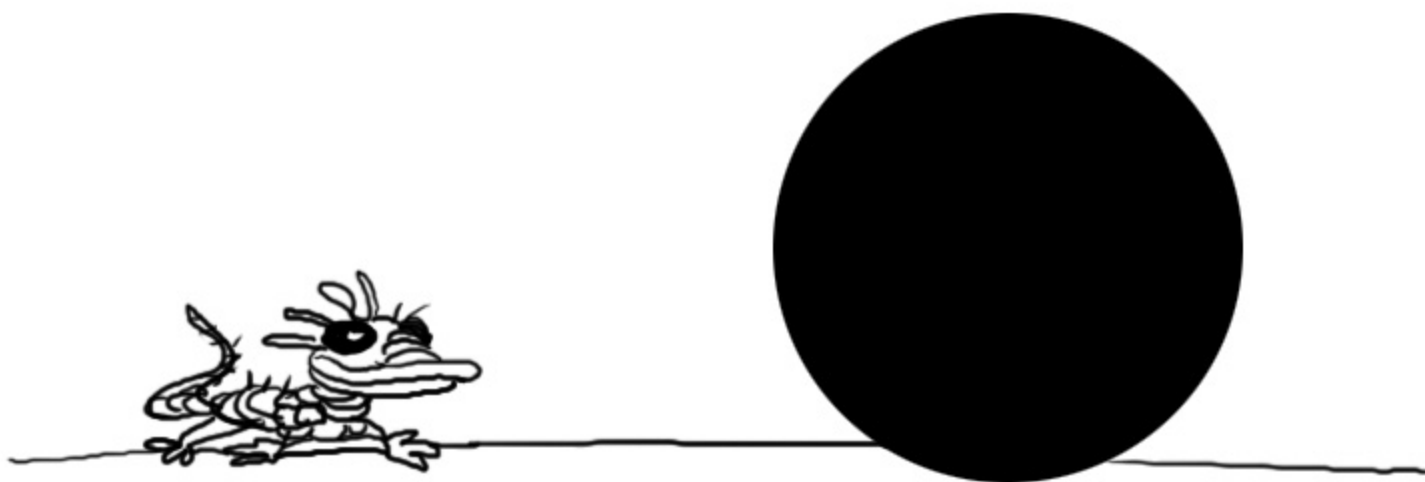




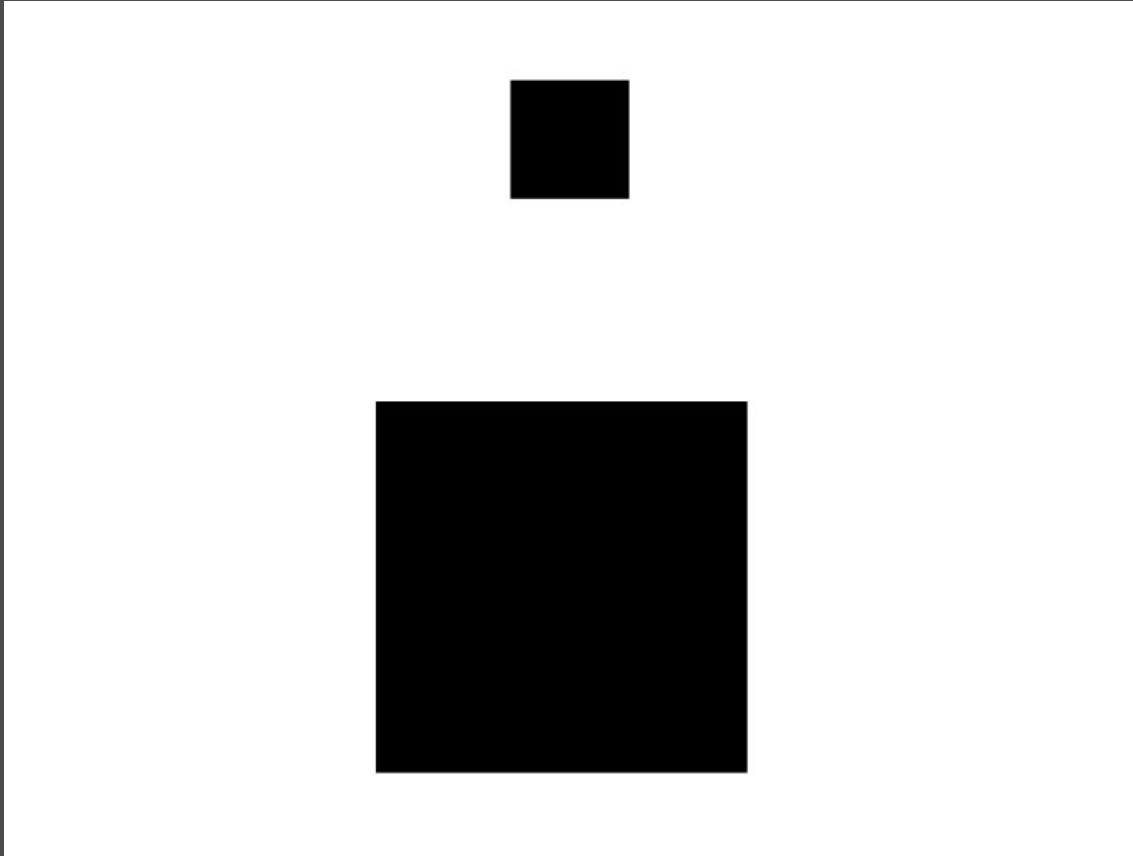


Weight

- Size: larger = heavier
- Color: brighter = heavier: red > blue
- Density
- Value: darker = heavier
- White space/negative space = lighter
- Isolation make for weight
- Shape: simple geometry = heavier
- Knowledge influence weight



Top and bottom...



Top and Bottom:

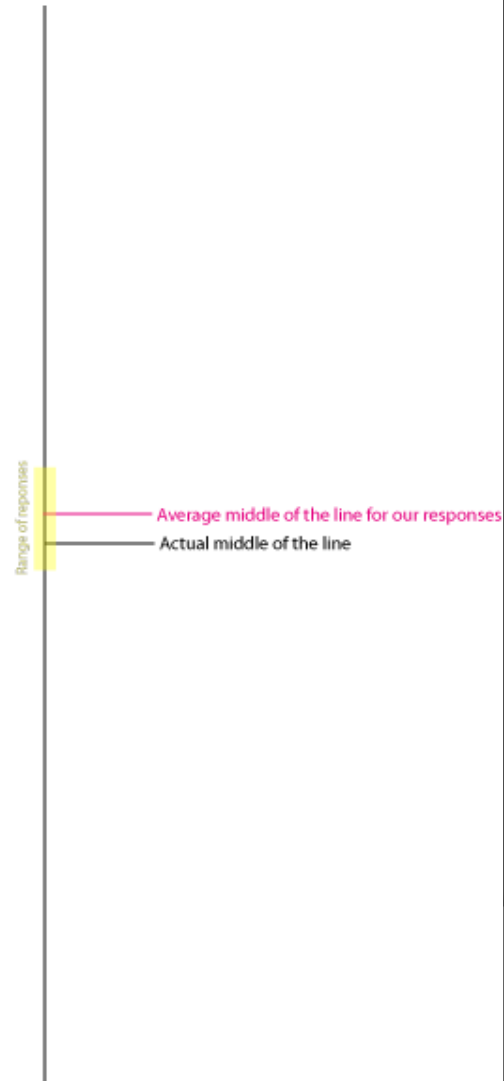
“weight counts more in the upper region...”

(Arnheim, p.30)

Therefore, objects in the upper region need to be smaller than objects in the lower region.

In general, people tend to divide the line *higher* than the middle.
A shorter top-half looks like a “normal” halfway point to us.

Without measuring (i.e. entirely “by eye”), draw a horizontal line that bisects the vertical line below.
Try to get the top and bottom halves of the bisected line to look as close to equal as possible.



ES

ES

Left and Right

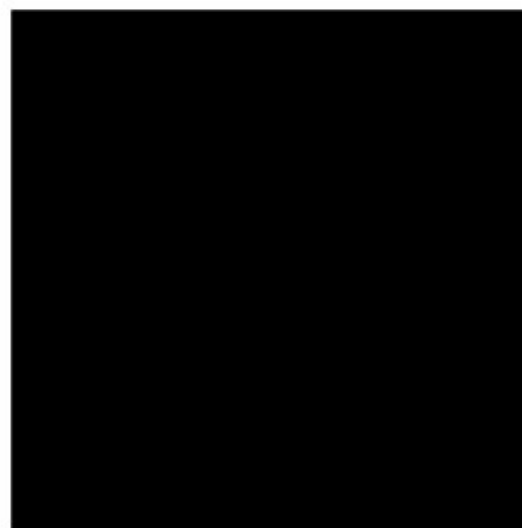


Left and Right

Any pictorial object looks heavier at the right side of the picture.

To compensate for this, generally, an object on the left needs to be larger than the object on the right to create visual balance.









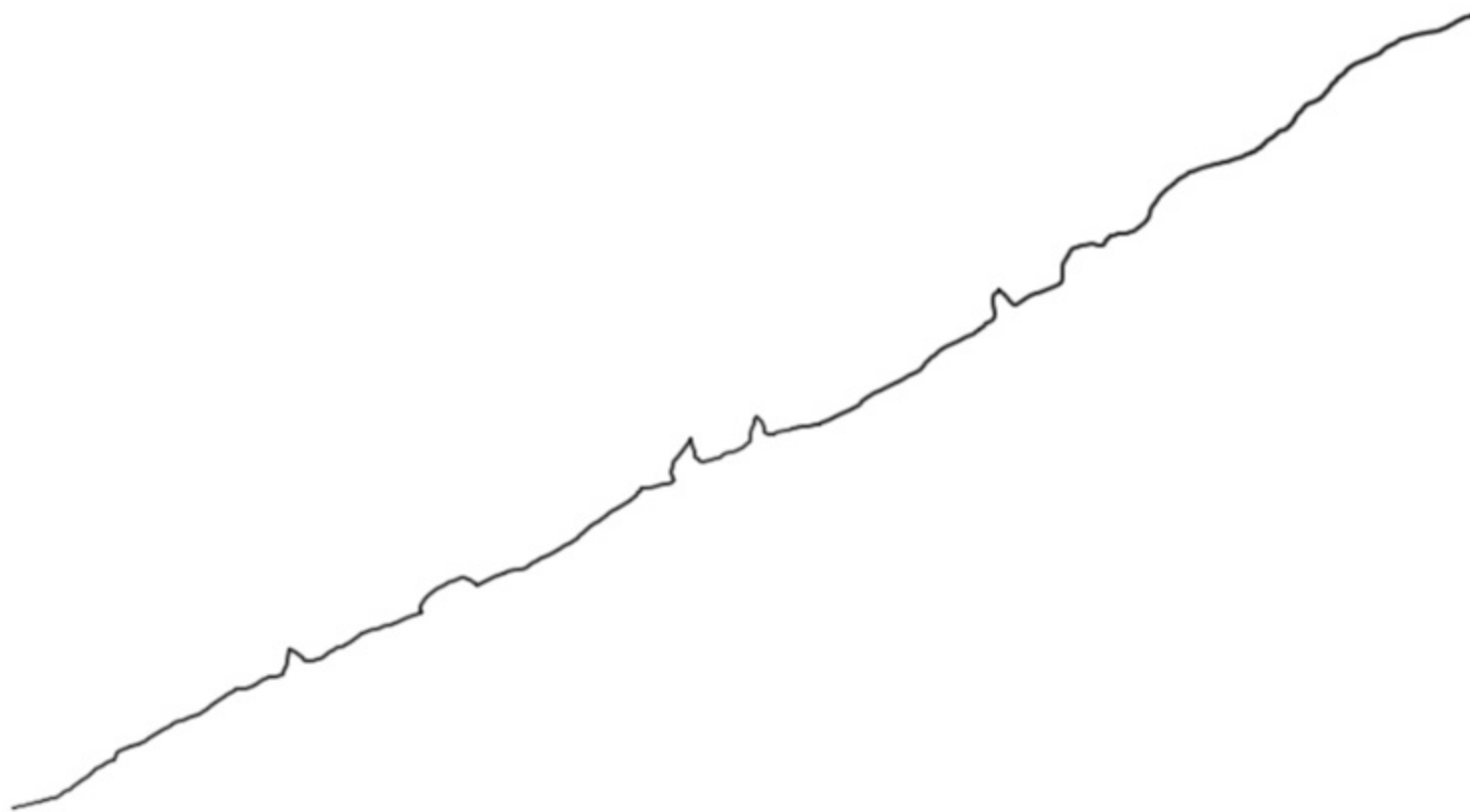
Left and Right

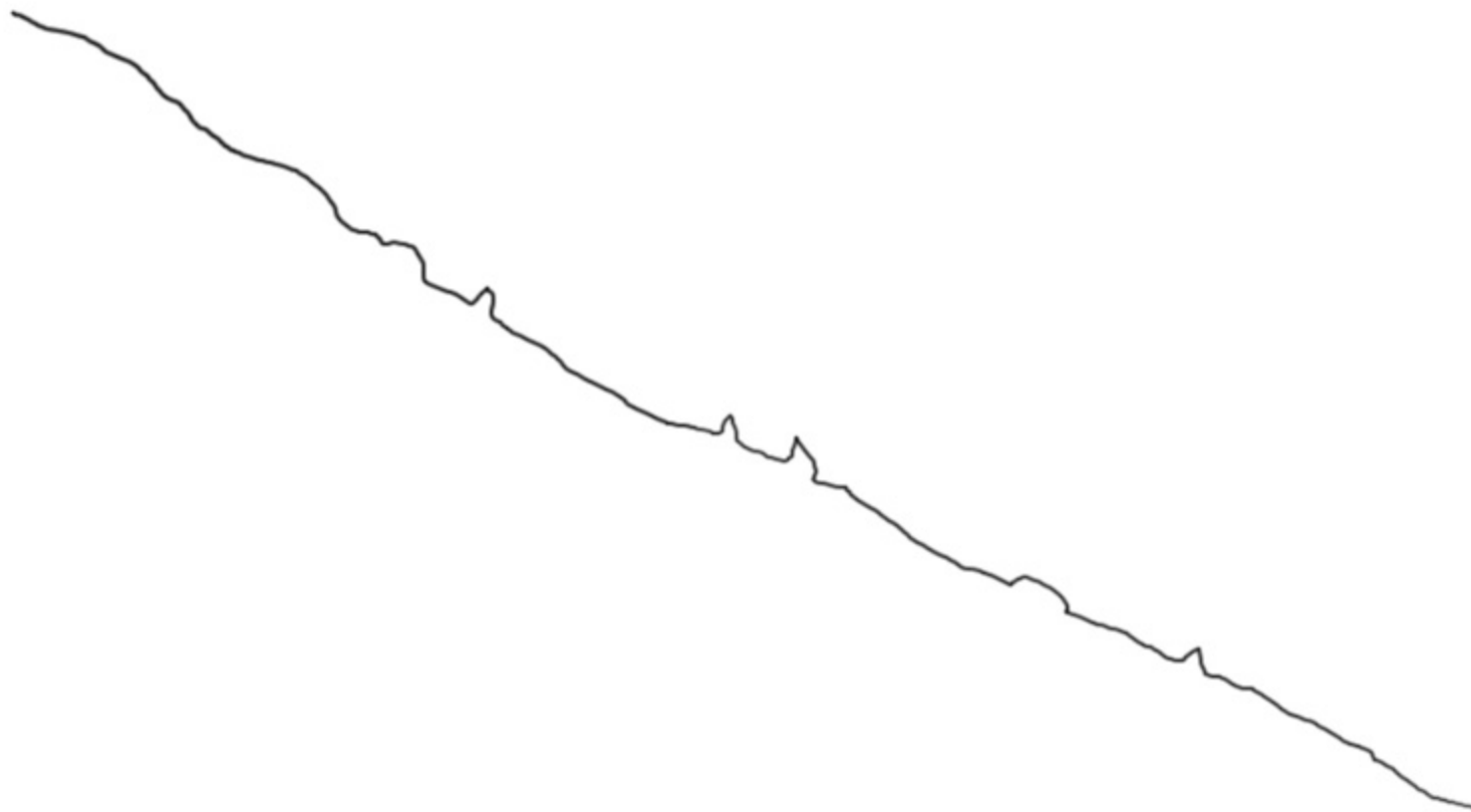
Pictorial movement from the left to the right is perceived as being easier, requiring less effort, while the opposite direction overcomes more resistance.

Is this cultural?

Left and Right

A diagonal that runs from bottom left to top right appears to ascend, while the opposite descends.





Spatial Depth:

The greater the spatial depth an area of the visual field reaches, the greater the weight it carries.



The Taj Mahal



Color:

Vivid color has more weight.

Therefore, a vivid colored object needs to be smaller than a less vivid object.

red > blue

**white
expands**

black
contracts

**white
expands**

black
contracts



Intrinsic Interest:

Subject matter, formal complexity, intricacy, peculiarity.

Think of this as “the most detailed” element

Isolation:

Objects surrounded by empty space have more visual weight.



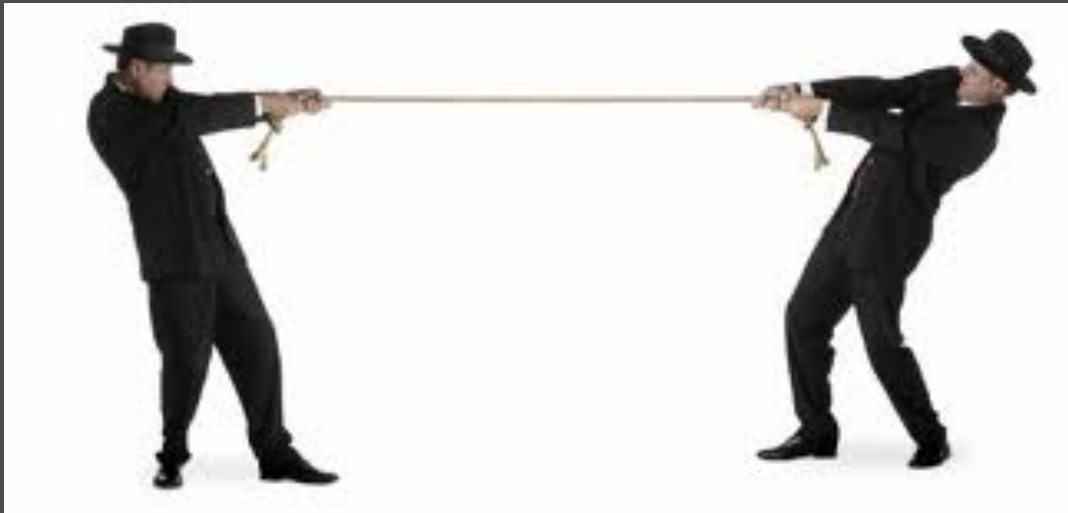


Thomas Eakins, "The Agnew Clinic"

Balance

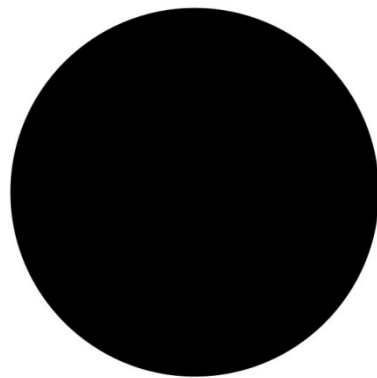
Balance (physical)

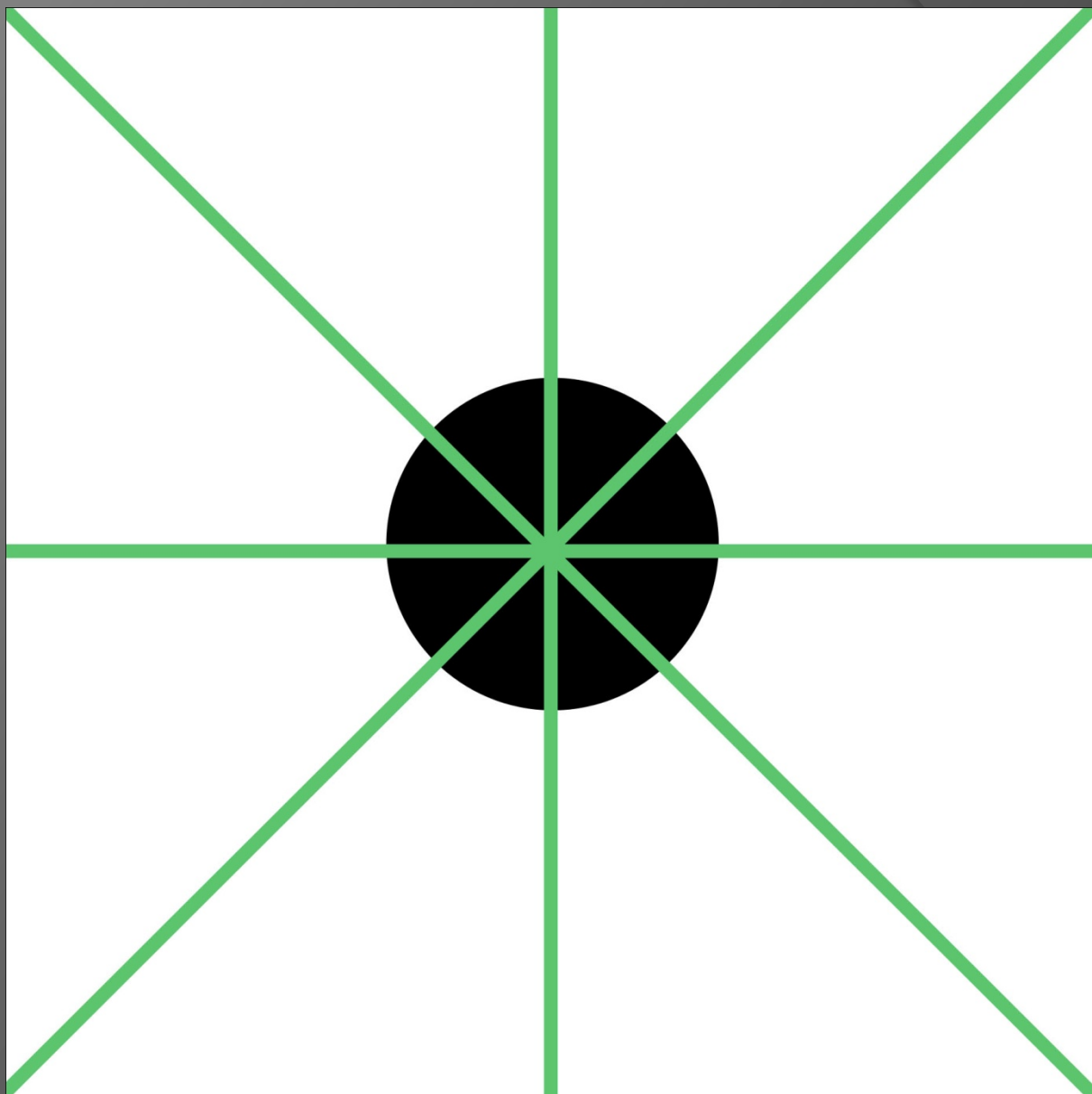
- Balance is a state in which the forces acting upon a body compensate one another. It is achieved by two forces of equal strength pulling in opposite direction.

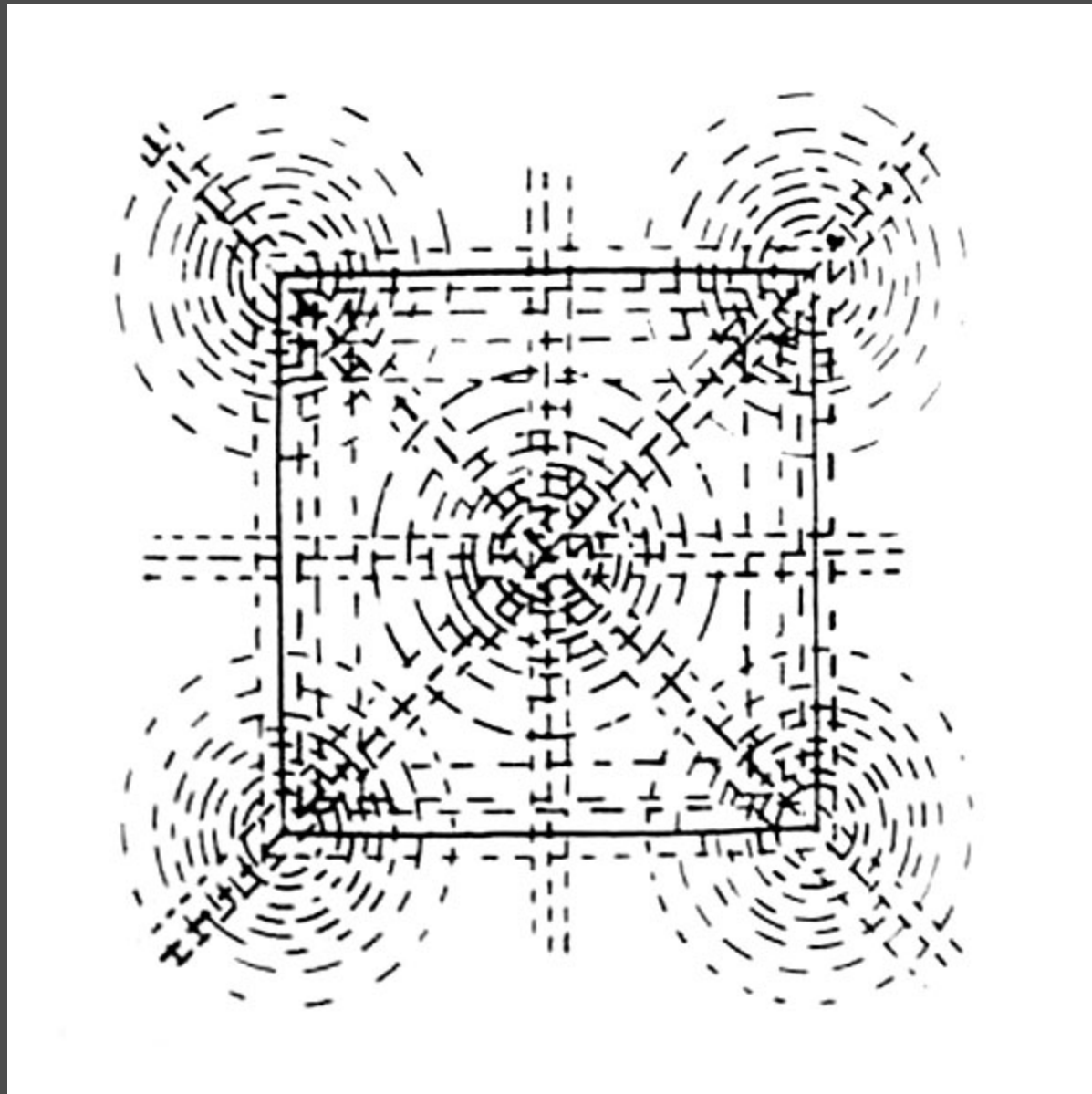


Balance (visual):

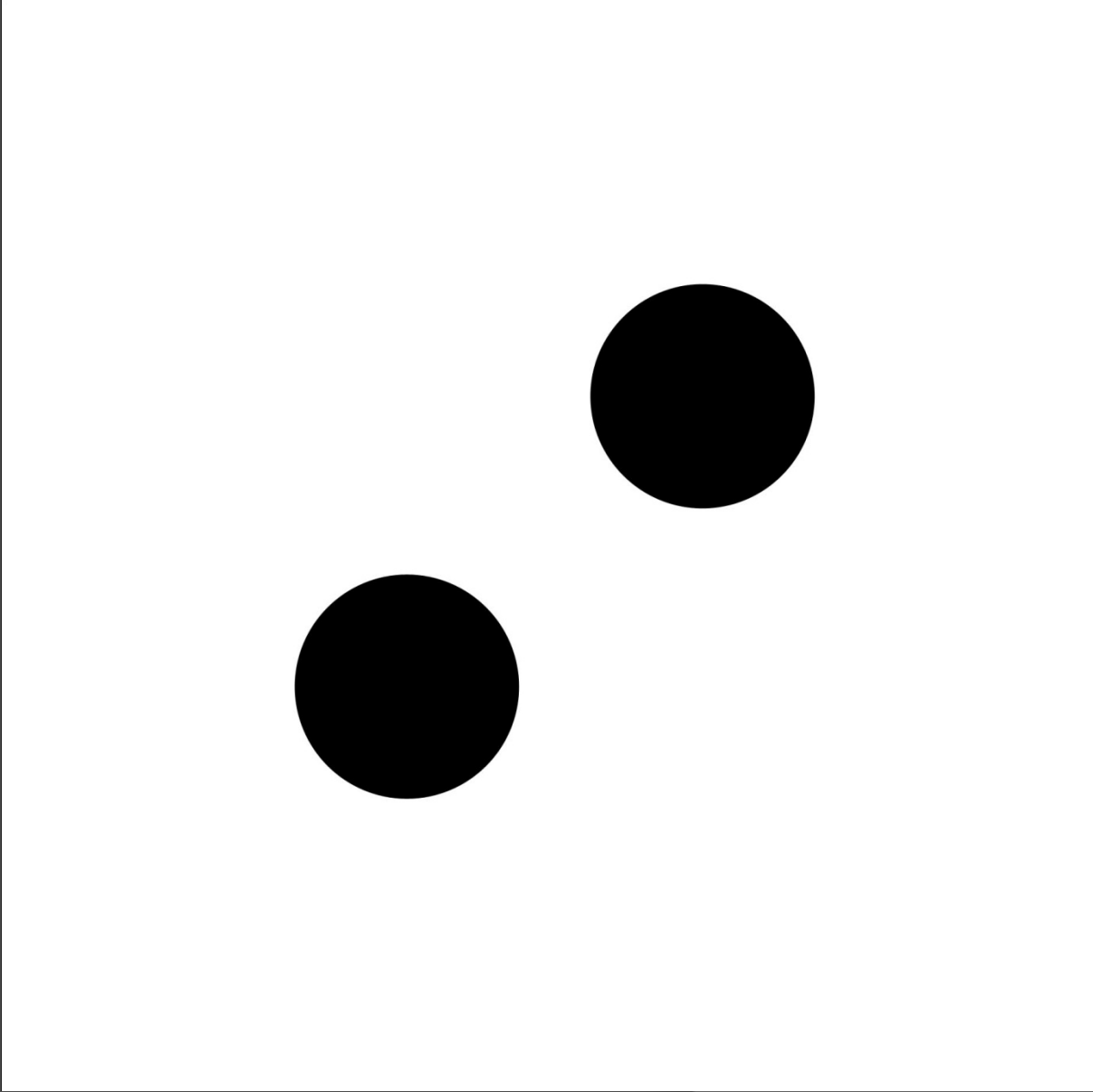
- Is a state of distribution in which all action has come to a standstill.
- All factors such as shape, direction, and location are mutually determined in such a way that no change seems possible.

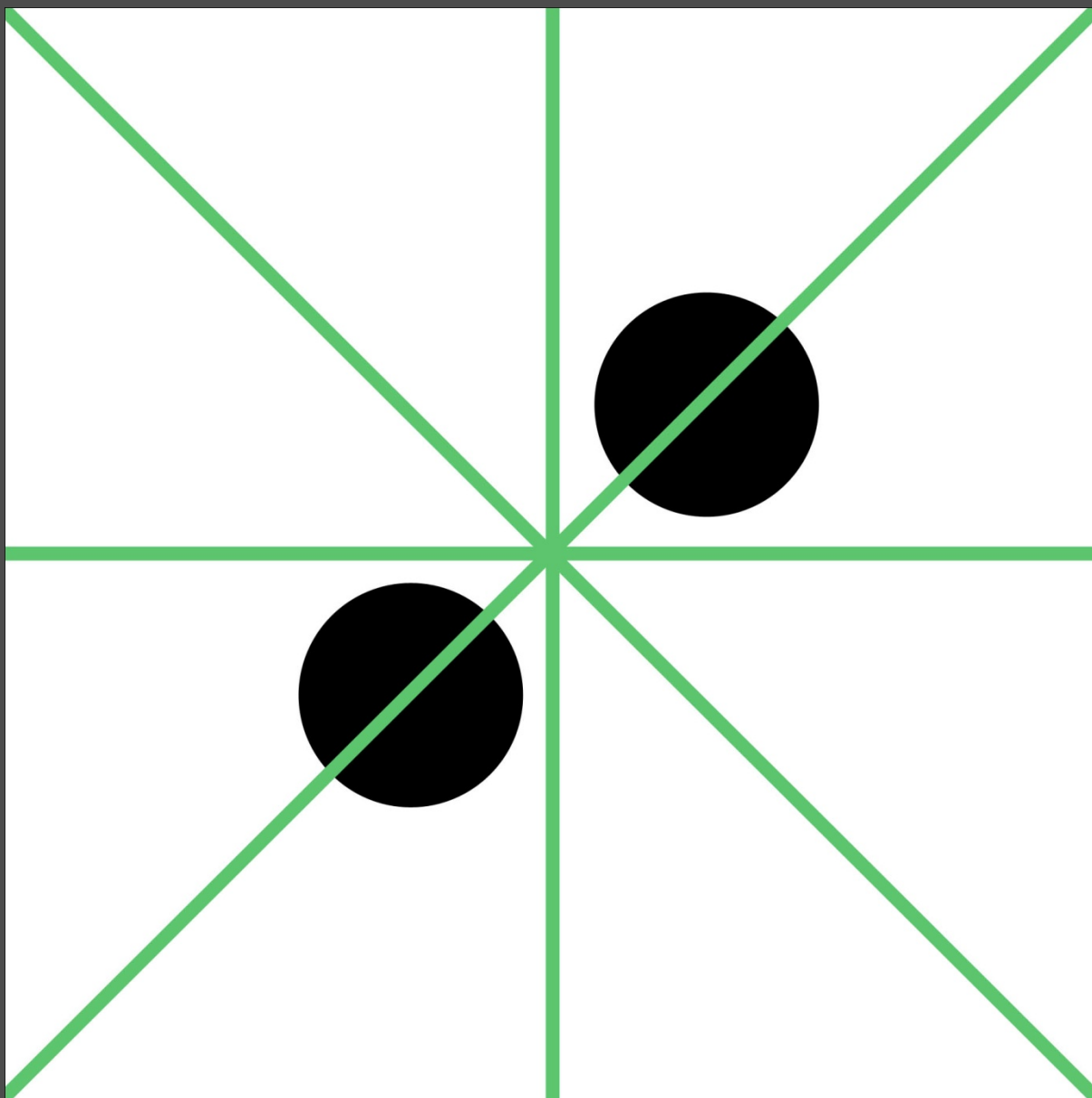


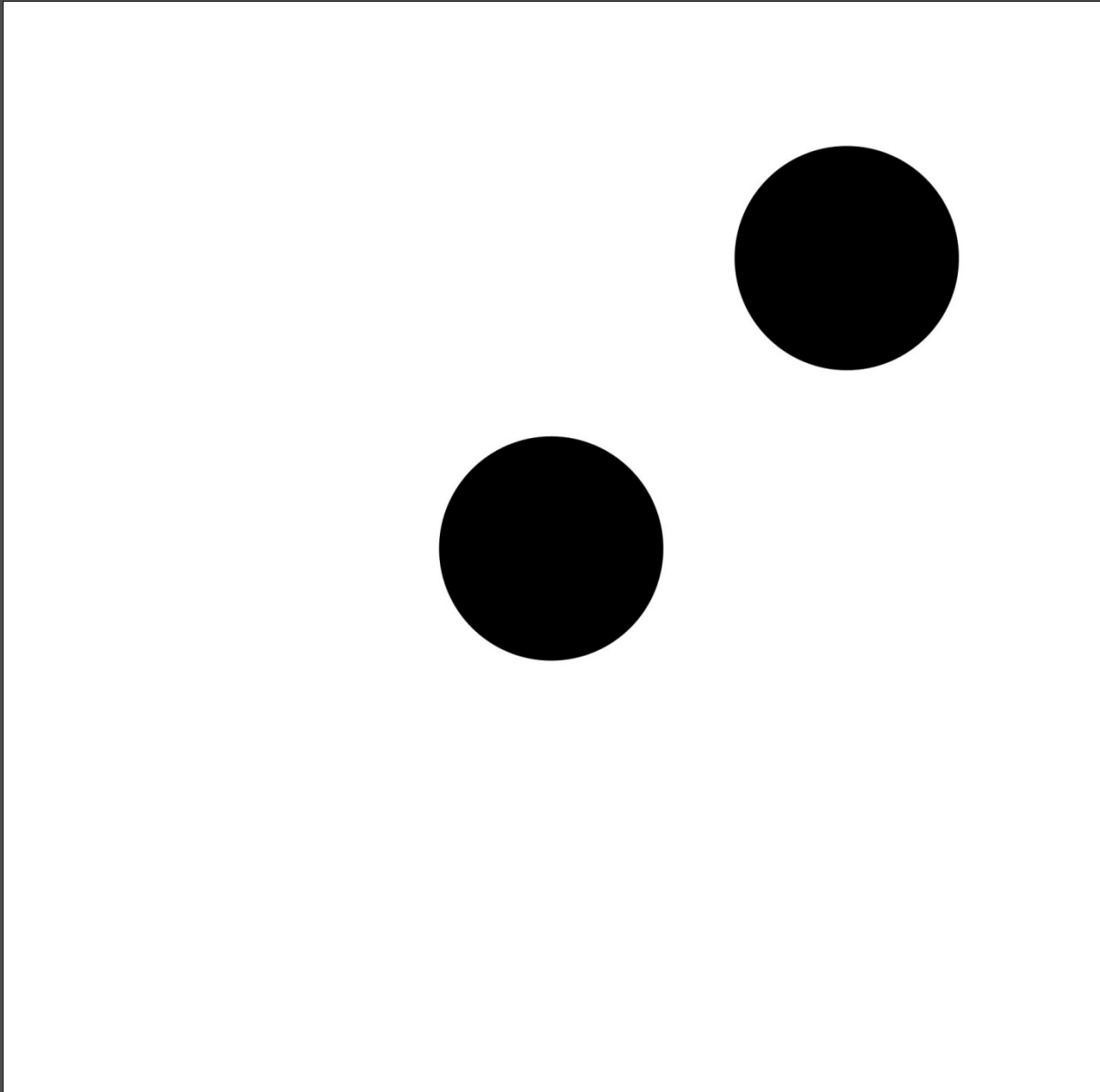


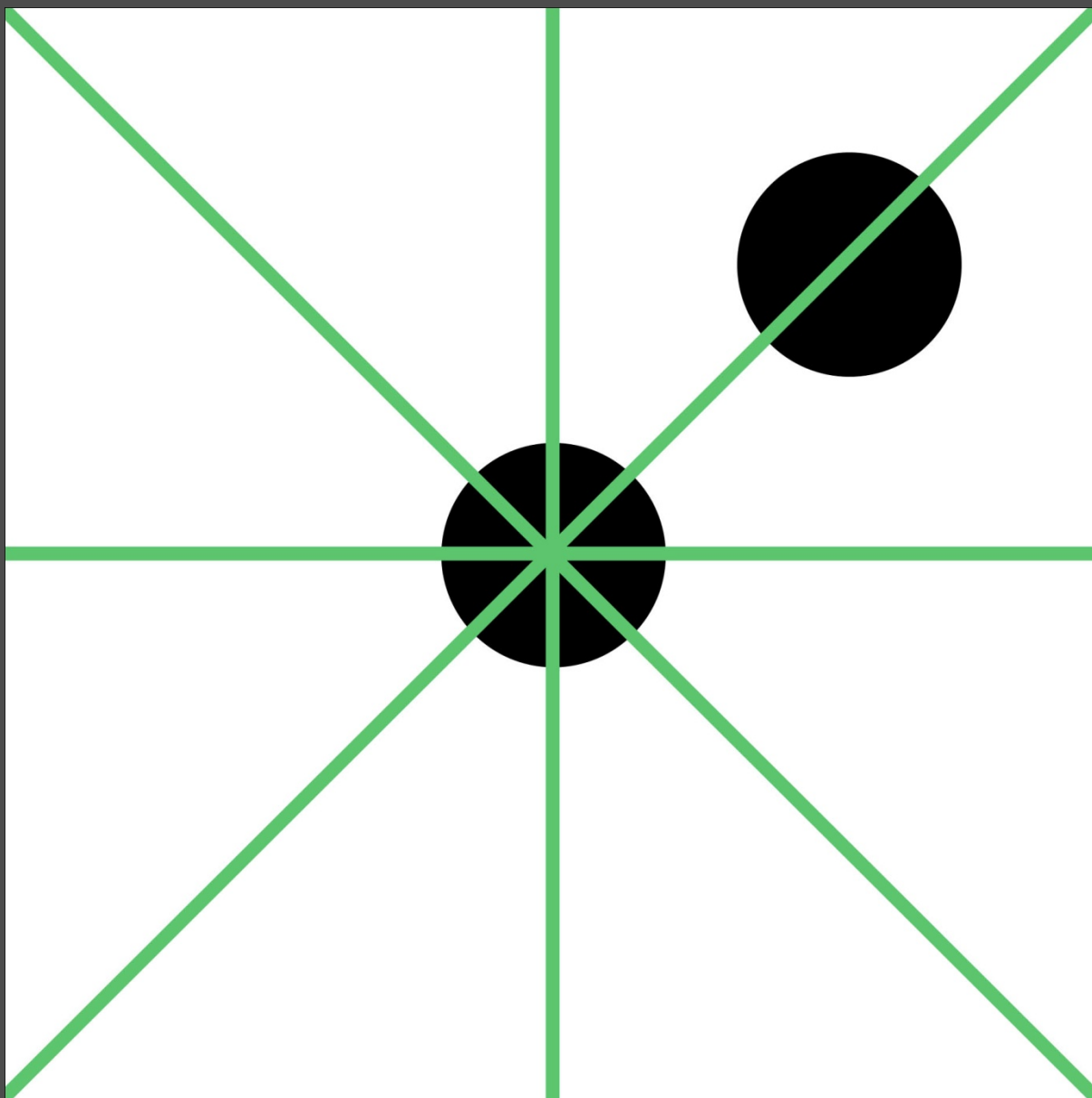


Structural Skeleton (Arheim)









Aka Structural framework:
Krause, 79-89

Alignment between elements...

Can be used to create a sense of agreement,
soundness and unity within a piece

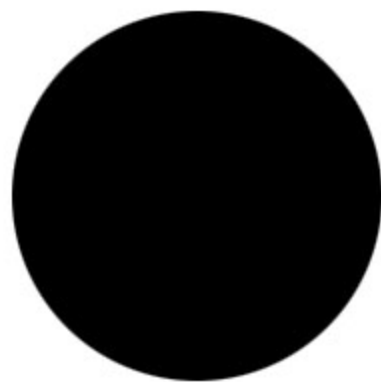
Visual perception is **dynamic**.

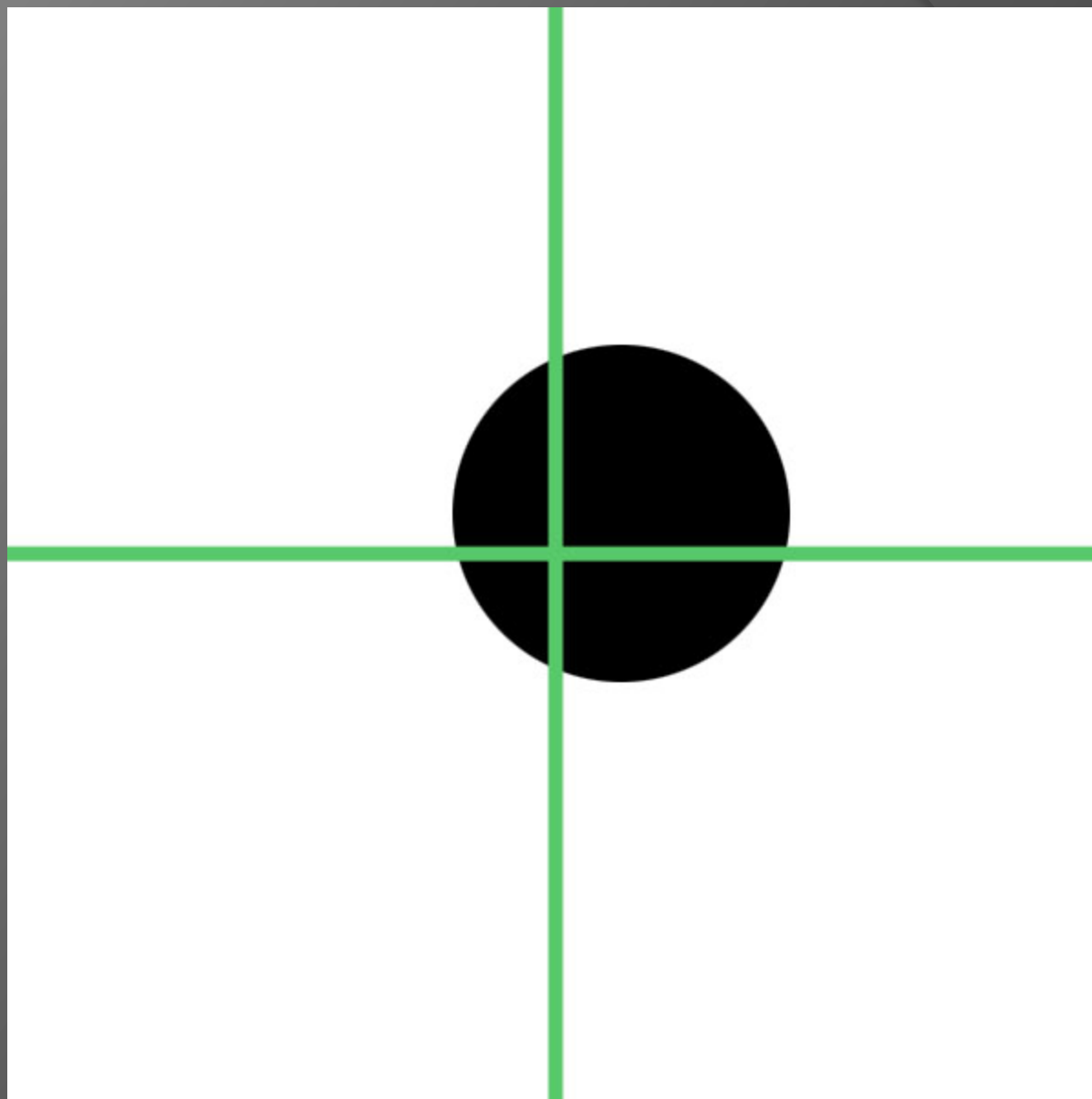
Images are static, *but “alive” with tension.*

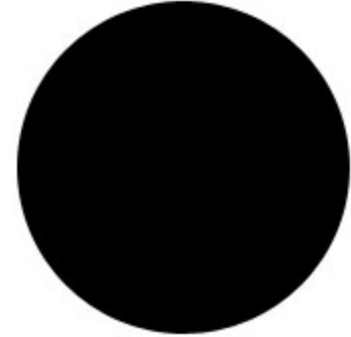
Location & Lever Principal:

Objects off the structural skeleton have more weight.

The weight of the visual element increases in relation to its distance from the center.







Ambiguous:

an unpleasant effect is produced by locations at which pulls are so equivocal and ambiguous that the eye cannot decide whether the disk is pressing in any particular direction.

It is unclear, wavering.

Composition:

The way in which the components of a design are visually combined and arranged.

Composition can also set mode/emotion

Takes into account placement, grouping, alignment, visual flow and the divisions of space within a layout.

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02/16

Spaces, Symbols & Such
Tuesday » 1 pm

02/16

Gallery Conversation:
Birds & Bowls: Asian
Paintings and Ceramics
Tuesday » 2 pm

02/17

Bending the Rules
Wednesday » 1 pm

02/18

Framed! Go to the Edge
Thursday » 1 pm

02/18

Meditation Hikes
Thursday » 4-5 pm

02/18

Happy Hour
Thursday » 5-9 pm

02/18

Chef's Taste Series
Thursday » 6:30-8:30 pm



IMA Stream

Lovely! RT [@remesnik](#): I kissed Andrew
this morning & got worst shock ever. Our
love is electrical! Excited about
[@imamuseum](#) family membership.

[Tweet](#) | 02.15.2010



The Pharmacy

Blog | 02.15.2010

Happy President's Day! From the collection:
"The Presidents of the United States"

<http://bit.ly/91ac0w>

[Tweet](#) | 02.15.2010



More Than Peanuts

Blog | 02.12.2010

In the Mood for Love? Take the Tag Tour:

<http://bit.ly/bMj2J>

[Tweet](#) | 02.12.2010

Cool! There's an electric car INSIDE the
Museum. Want to know why? <http://bit.ly/b5hFcm>

[b5hFcm](#) Pictures coming.

[Tweet](#) | 02.11.2010



Staying Motivated

Blog | 02.11.2010



So You Think You Can

Blog, Jenni Clarkson?

Blog | 02.10.2010

Snowed in? Spend the day exploring our

NEW Web site:

<http://www.imamuseum.org/> Be sure to

check out the Collections Search!



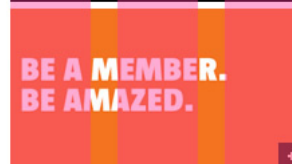
100 Acres

[MORE +](#)

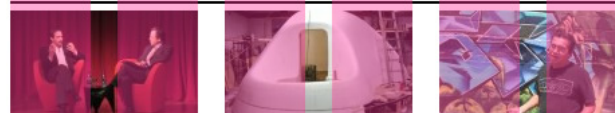

The Toby



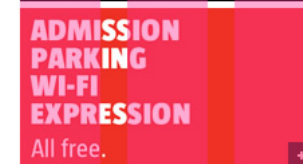
IMA Membership



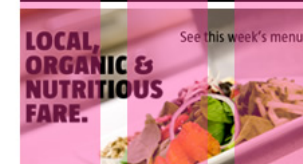
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EDITOR'S CHOICE

Dreamliner • Mayhem in Mali • Costa Concordia • Oscar nominations • Saudi beheading • CES 2013 • Syrian refugees



BOULENT KILIC/AFP/GETTY IMAGES

Syria rebels claim to have taken key military base

Syrian rebels say they have captured a base used to bomb opposition forces -- but U.N. envoy Lakhdar Brahimi insists there can be "no military solution." [FULL STORY](#)

- U.N.: Syrian war most complex in world
- Sheltering refugees from bitter cold
- Special | iReport | CNNArabic.com

DREAMLINER WOES

- U.S. opens probe into Dreamliner
- Dreamliner probe aimed at reliability
- Experts: 787 problems not unusual



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Why Syrian refugee lives in dread

With young lives shattered by the continuing war in Syria, refugee Saleh tells CNN how he lives in fear that when the phone rings it will mean he has lost another brother in the fighting. [WATCH | REFUGEES FULL COVERAGE](#)

SYRIA CRISIS

SYRIAN REFUGEES »



Sheltering refugees from bitter winter

2:23



Tracking violence against women

5:58



Sami: Why I fight the Assad regime

2:03

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Focus on plight of Syrian refugees
Digging in for Winter

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Current conditions



1°

Cloudy

Hi 5°

Lo 2°

Feels like -1°

10-day

untitled

Symmetry: When a perceived object is given equal value and function in the whole. It is the quality of being made up of similar parts facing each other or around an axes.

. . . It is the most elementary form of balance, evoke feelings of *consistency, elegance and classicism*, and can be boring: non-dynamic.

Example: most invitation

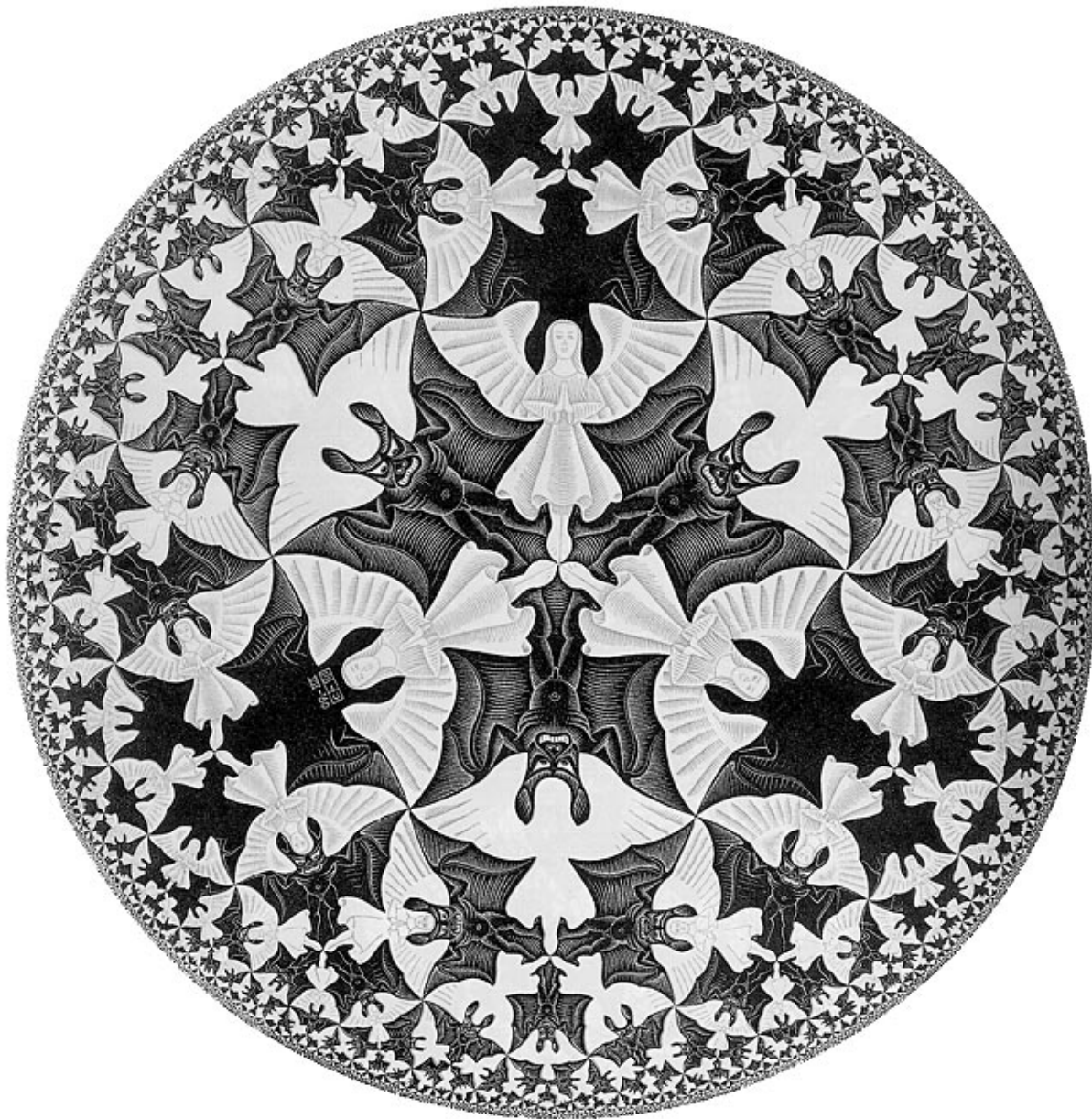


Leonardo's Last Supper is a great example of symmetrical balance in art. For everything on the left side of the painting there's something of equal weight on the right.

The entire painting is balanced around the central figure of Jesus Christ, which makes perfect sense given what the painting is about.

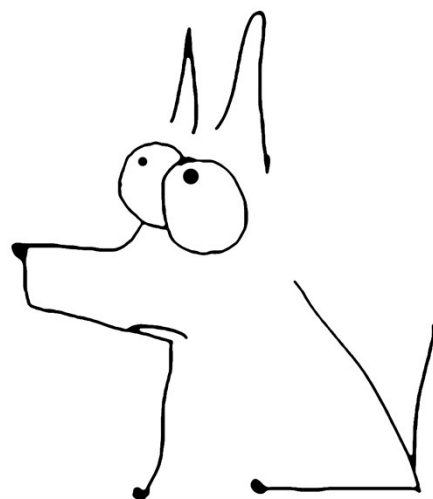


M.C. Escher



M.C. Escher

- By training your eye and learning to control the weight of different elements you'll be able to achieve balance in your compositions and create more appealing designs.

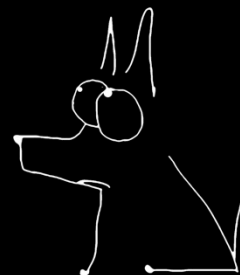




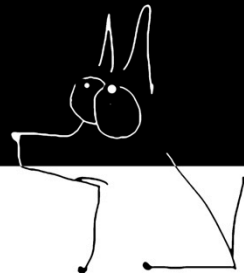












Principle of Unequal Spacing:

By varying the measurements between an object and other elements...the division of space within a layout can be enhanced

Rule of Thirds:

- The visual field is divided into three equal vertical parts and three equal horizontal parts.
- Placing objects, or dividing the space in relation to these thirds tends to be visually pleasing.





Dead center - ambiguity









Unequal spacing creates “tension” and energy

It is an interplay of **directed tensions**.

“These tensions are not something the observer adds, for reasons of his own, to static images. Rather, these tensions are as inherent in any percept as size, shape, location or color.”

Asymmetry:

the lack of equality or equivalence between parts of something

An asymmetrical image might be balanced, or might be unbalanced.





Unbalanced:

a composition that looks accidental, transitory, and therefore, invalid. Incomprehensible, and ambiguous.

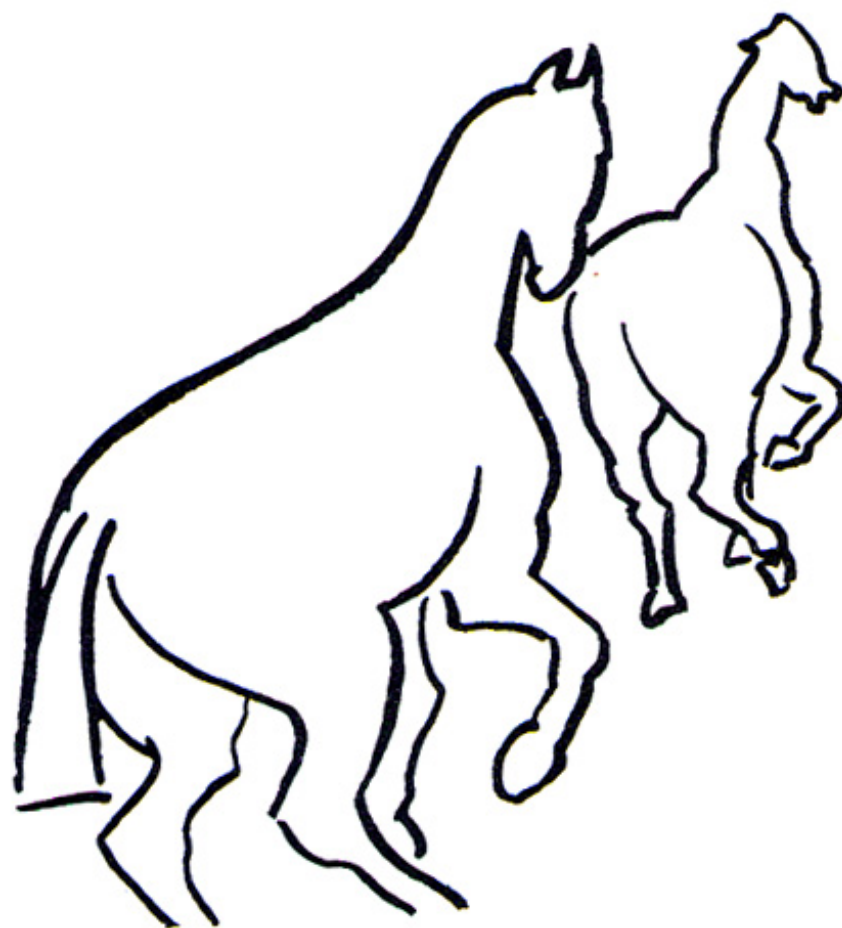
Balanced = Clarity / Clear relationships

Unbalanced = Unclear, ambiguous

Two properties of visual objects have a particular influence on equilibrium:

weight and direction



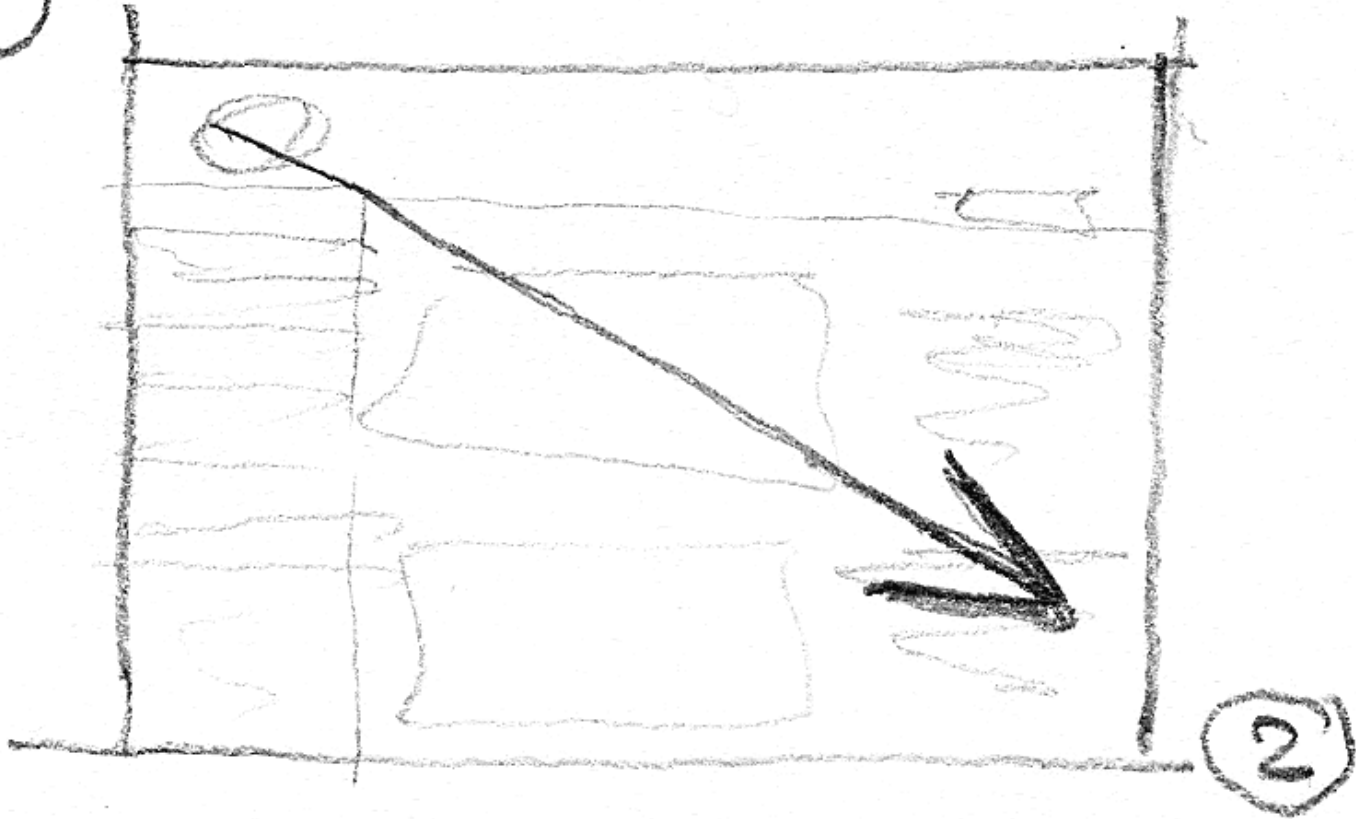


Flow:

Carrying the viewer's eye from one place to another.

- Verbal Flow – the path taken when reading text on the page
- Visual Flow – the path taken when looking at images and graphics on the page

①



① to ②: ~~DEFAULT EYE MOVEMENT~~

Regional Planning

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Improve visual flow

- Use the direction of images to control the the speed and direction of flow
- Create barriers when you want to reverse the eyes direction
- Create open paths to allow easy movement through your design
- Use contrasting colors and shapes to pull the eye

Visual flow devices

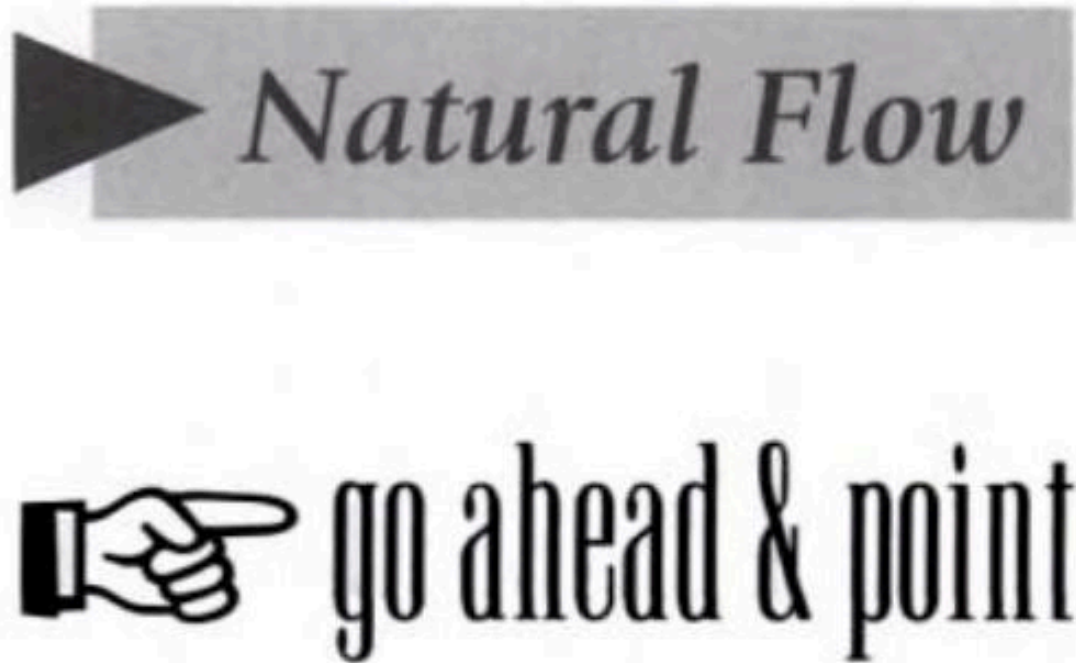


Figure 7-9 The arrow and the hand dingbats are natural **visual flow** devices that point to important points.





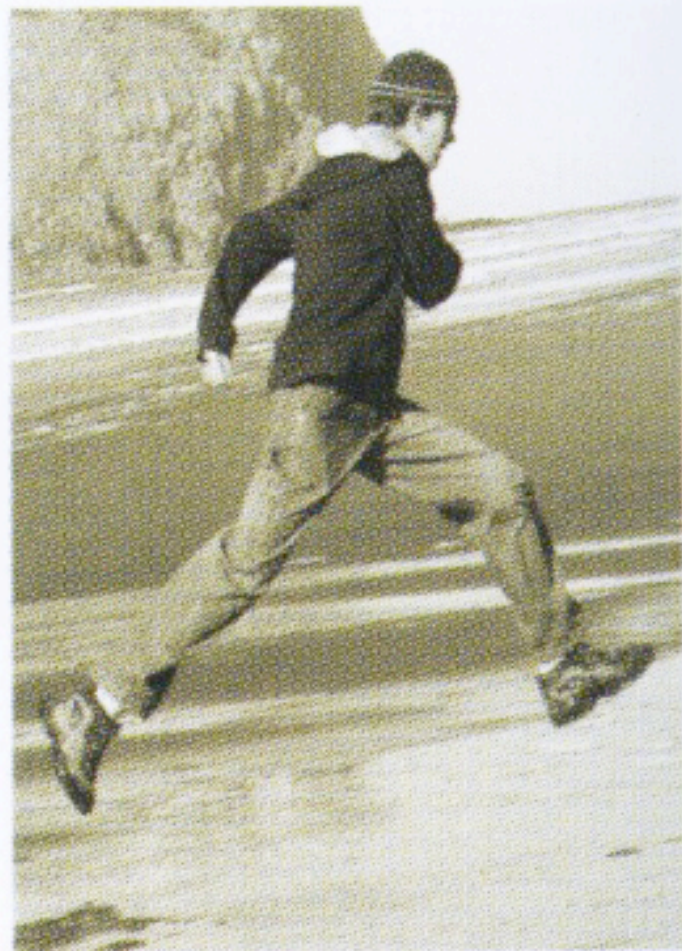
let it flow

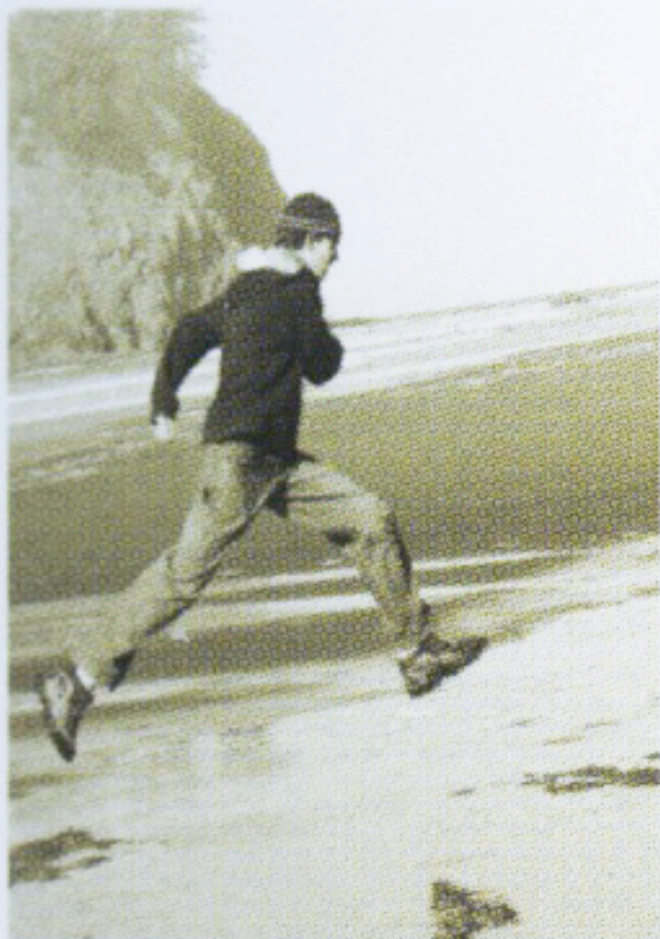




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a day at the Seashore





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 klmnop pqr stuvw xyza bc defg hi
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a Day at the
Seashore



Handcrafted
Contemporary
Furniture

TURNER & HOLMES



Handcrafted
Contemporary
Furniture

TURNER & HOLMES



Handcrafted
Contemporary
Furniture

TURNER & HOLMES

Sign: which side your gas pump is located





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