

# OH, (R)OP

## strategic design basics

### WHY

Use of visual information has increased



9900%

on the internet

Of information transferred to the brain,



90%

is visual

We are 'visually wired' and can get the sense of a visual in



1/10

of a second

## BASIC PRINCIPLES

1. Balance: equalizing the visual weight on both sides of an axis from a central point



Symmetrical:

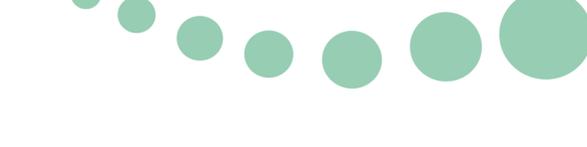
centers elements on vertical/horizontal axis with balanced, formal look



Asymmetrical:

places elements off balance to create a sense of tension & movement

2. Movement: adds energy and excitement by directing the path the eye follows



3. Emphasis: creates a point that acts as a focal point



Color



Size



Shape

4. Contrast: two elements differ, creating variety and unity within a design



Color



Size



Shape



Texture

5. Proportion: how one element relates to another



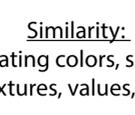
6. Space: the distance or area between, around, above, below and within shapes/forms



Positive Space:  
dominates the eye and is the focal point

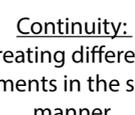
Negative Space:  
comprises unoccupied areas and helps balance elements on the page; gives the eye a place to rest

7. Unity: bringing order to a design by making all elements look cohesive



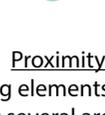
Similarity:

repeating colors, shapes, textures, values, etc.



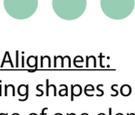
Continuity:

treating different elements in the same manner



Proximity:

grouping elements together so that several are viewed as one



Alignment:

arranging shapes so that the edge of one element leads the viewer's eye to another element

## COLOR

Color can be used to evoke feelings which differ across cultural boundaries

China:

celebration, good luck



United States:

danger, passion

Netherlands:

royalty



Japan:

courage, love

United States:

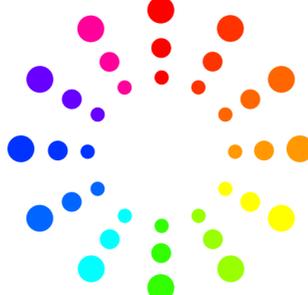
warmth, hospitality



Egypt:

mourning, loss

The colors of the spectrum are called hues and are often arranged in a color wheel



Color schemes are groupings of colors based on color theory



Monochromatic:

tints and shades of only one hue; harmless, quiet, and subtle feel



Analogous:

three colors side by side on the color wheel; easier on the eye with a soft feel



Complementary:

two colors located opposite each other on the color wheel; strong and more interesting to the eye



Triad:

three colors that are of equal distance apart on the color wheel

Value is the light and dark properties of color



Intensity, often called saturation, is the brightness of a color



Sources:

"13 Reasons Why Your Brain Craves Infographics." NeoMam, neomam.com/interactive/13reasons/.

Cousins, Carrie. "Color and Cultural Design Considerations." Webdesigner Depot, 11 June 2012, www.webdesignerdepot.com/2012/06/color-and-cultural-design-considerations/.

Gardner, Oli. "Why Do Infographics Make Great Marketing Tools? [Infographic]." Unbounce, 24 Mar. 2017, unbounce.com/content-marketing/why-do-infographics-make-great-marketing-tools/.

"Strategic Design." Strategic Writing: Multimedia Writing for Public Relations, Advertising and More, by Charles Marsh et al., Routledge, 2017, pp. 34-39.

Created by Erin Rose Elliott, March 2018