

Design Principles

- 1st graph of Fidler's checklist (p. 237) as good as starting point as any -- **READ**
 - layout vs. design . . . how I use
 - but there IS one generally-agreed-on rule: Content dictates design!
- We start with the four principles: **balance, contrast, proportion, unity** . . . note that these apply whether designing newspaper page or magazine "package" or brochure or newsletter or whatever

BALANCE

- informal is the norm today
 - attention to quadrants and how they are "filled" / "occupied"
 - in newspapers and with larger-page sizes, we generally look at individual page . . . with magazines and small-page sizes, look at facing pages as a package
 - each quadrant carries some of the "weight" of the entire page

SHOW AND TELL

- identify Optical Center . . . just above the measured center of a page
 - . . . dominant display element placed just to left of that

LOOK AT PAGES

- publication design guided by information on how people "read" a page
 - 1—Ed Arnold, newspaper designer . . . **the Z**
 - primary optical area = upper left
 - terminal area = lower right
 - fallow corners = 2 others . . . need special attention

2 – Mario Garcia, contemporary publication designer. . . the **CVI** (center of visual impact i.e. DOMINANT element) . . . which designer can locate anywhere on page . . . and that becomes the “**point of entry**” for reader for that page . . . on another page it is likely to be somewhere else

3 – Traditional . . . the **Reverse 6** . . . reader starts upper left and works around the page in that pattern

When a page is not balanced, it will be visually jolting . . . top or bottom or side heavy . . . generally unpleasing blocks of gray text type

SHOW EXAMPLES

CONTRAST

-- variety / differences in

- size
- shape
- type styles
- color

-- helps us decipher the page . . . see what designer thought was more important, worth emphasizing, etc . . .and is visually pleasing

SHOW AND TELL

PROPORTION

-- asks us to keep in mind that rectangles shaped in **3:5 ratio** are most pleasing to eye

-- avoid squares

-- think in terms of rectangles (**modular**), especially in newspapers

-- all related elements considered part of the module

SHOW EXAMPLES

-- avoiding “**doglegs**” . . . cardinal sin on an open page; sometimes cannot be avoided on inside pages because of ad placement

-- newspapers and magazines vary on approach here

UNITY

-- design themes . . . stylistic consistency . . . why? . . . help reader know what is what and where to find things

-- e.g. use of folios . . . logos . . . labels . . . elements to tie magazine packages together