

LOOK

FEEL

HIERARCHY



Be sure to establish a visual hierarchy, this will make your text scannable

Be sure to establish

A VISUAL HIERARCHY

This will make your text scannable

fermin
DIDOT
1784

For about 100 years in the eighteenth and nineteenth centuries, several members of the Didot family were active in Paris as designers. They were also printers, publishers, typefounders, inventors, writers and intellectuals. Around 1800, the Didot family owned the most important print shop and font foundry in France. Pierre Didot published books and prints set in typefaces designed and punched by his brother, Firmin Didot. The statuesque, clear forms of the Didot alphabets are representative of the time, and are quite similar to those designed by Giambattista Bodoni around the same time in Italy. These types are in the style known as "modern" – meaning they are characterized by extreme vertical stress and fine hairlines contrasted by bold main strokes.

Linotype Didot™ was drawn by Adrian Frutiger in 1991, and is based on the fonts cut by Firmin Didot between 1799 and 1811. Frutiger also studied the Didot types in a book printed by the Didots in 1818, "La Henriade" by Voltaire. This beautifully drawn family has 12 weights including Old style Figures, a headline version, and superb graphic ornaments. Linotype Didot is the right choice for elegant book and magazine designs, as well as advertising with a classic touch. The strong clear forms of this alphabet display objective, rational characteristics and are representative of the time and philosophy of the Enlightenment.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
!@# \$ % & * ; ' ? , .



Winter JazzFest is an exciting two day buzz of all night entertainment throughout Greenwich Village, transforming Bleecker Street.

Showcasing the best new live jazz and experimental music with over 50 performances at five popular clubs.

Jan 7–8 2013
www.winterjazzfest.com

BOOM
COLLECTIVE

WHITESPACE

WHITESPACE

Lorem ipsum dolor sit amet, vivamus consetetur magna ipsum dignissim, a posuere volutpat mauris, magna pulvinar in vulputate ligula vel. At sem ante eu erat blandit. Blandit vestibulum dapibus libero mi quisque tortor, interdum tristique nulla vitae.

WHITESPACE

Lorem ipsum dolor sit amet, vivamus consetetur magna ipsum dignissim, a posuere volutpat mauris, magna pulvinar in vulputate ligula vel. At sem ante eu erat blandit. Blandit vestibulum dapibus libero mi quisque tortor, interdum tristique nulla vitae.



The trick is you get to realize that you're dreaming in the first place.

NN DIMETILTRIPTAMINA

12 | Es una forma natural alucinógena de drogas de la familia de la triptamina. culturas, indígenas y modernas, ingieren DMT como pebedáico.

ALIGNMENT

Flush Left

Left edge is hard; right edge is soft

Flush left text respects the organic flow of language and avoids the uneven spacing that plagues justified type. A bad rag can ruin the relaxed, organic appearance of a flush left column. Designers must strive vigilantly to create the illusion of a random, natural edge without resorting to excessive hyphenation

Flush Right

Right edge is hard; left edge is soft

Flush right text can be a welcome departure from the familiar. Used for captions, side bars, and other marginalia, it can suggest affinities among elements. Because flush right text is unusual, it can annoy cautious readers. Bad rags threaten flush right text just as they afflict flush left, and punctuation can weaken the hard right edge.

Centered

Lines of uneven length on a central axis
Centered text is formal and classical.

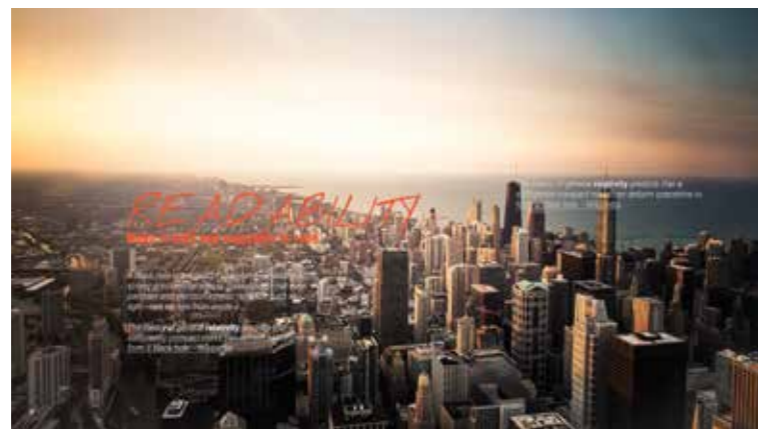
It invites the designer to break a text for sense and create elegant, organic shapes. Centering is often the simplest and most intuitive way to place a typographic element. Used without care, centered text can look staid and mournful, like a tombstone

Justified

Left and right edges are both even
Justified text makes a clean shape on the page.

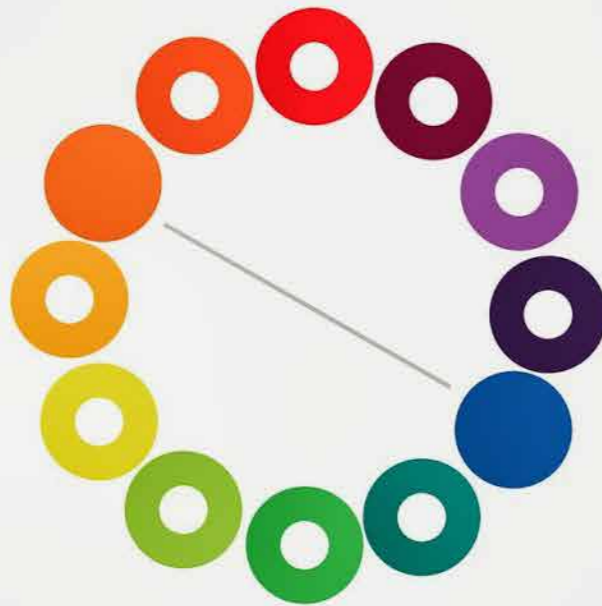
Its efficient use of space makes it the norm for newspapers and books. Ugly gaps can occur, however, as text is forced into lines of even measure. Avoid this by using a line length that is long enough in relation to the size of type. As type gets smaller, more words will fit on each line.

READABILITY

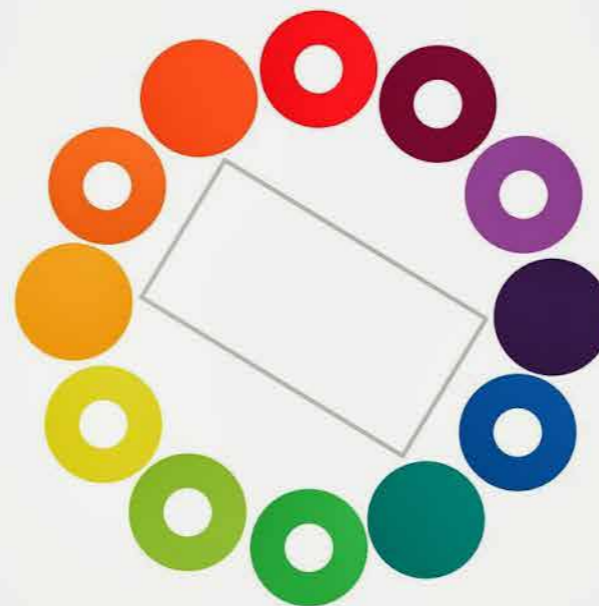


1. Contrast
2. Appropriate tracking
3. Appropriate leading
4. Sufficient size
5. Noise-free background
6. White space around

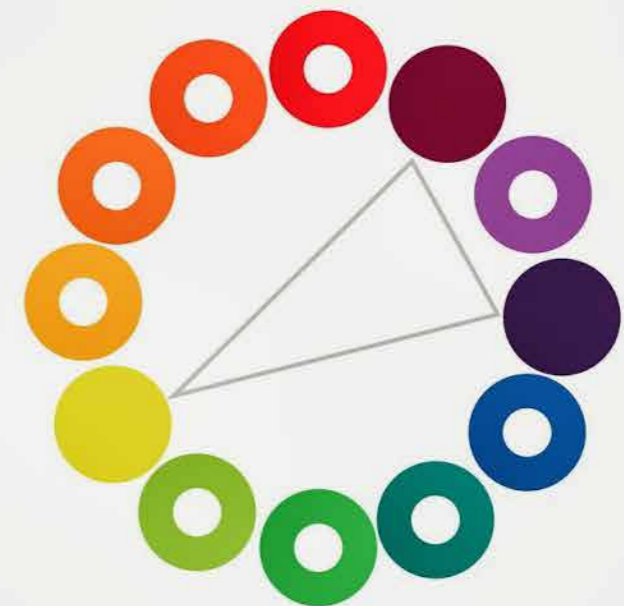
COLOR



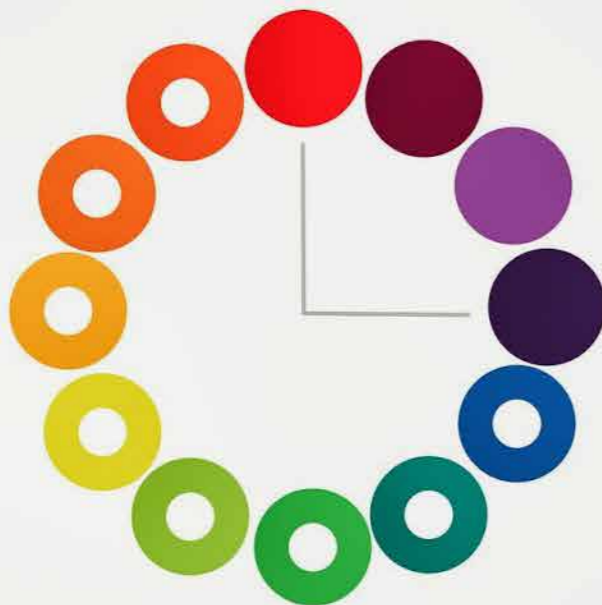
Complimentary



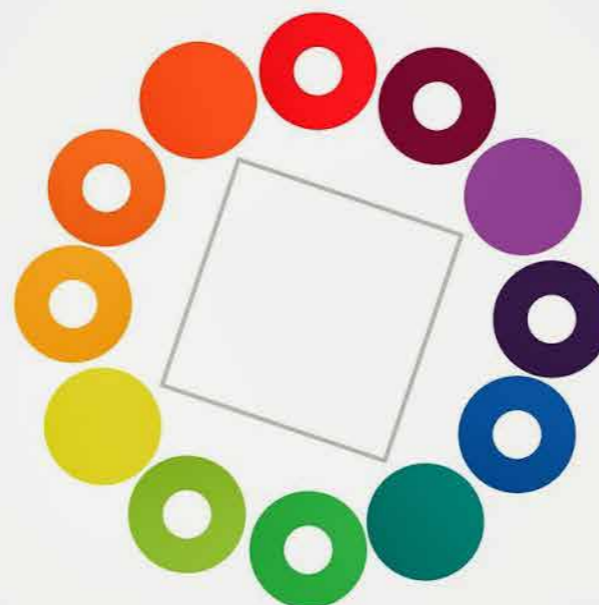
Tetratic



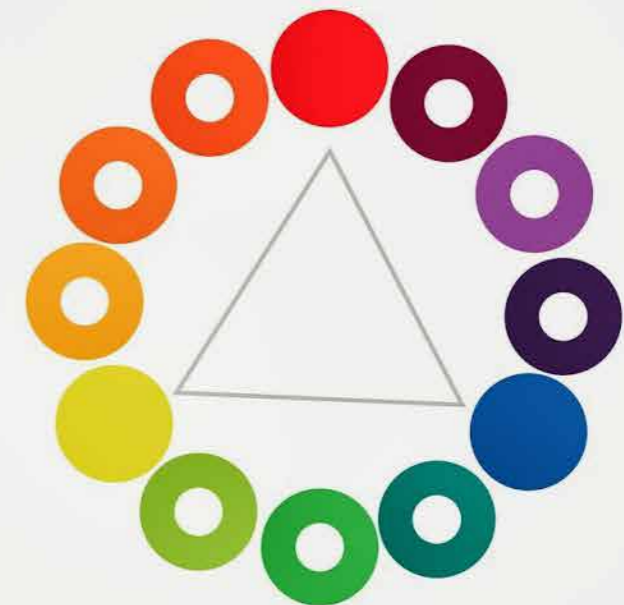
Split Complimentary



Analogous



Square



Triadic

Press F11 to exit full screen

Save



- Color Rule
- Analogous
 - Monochromatic
 - Triad
 - Complementary
 - Compound
 - Shades
 - Custom



<p>▶ RGB 255 83 13</p> <p>HEX FF530D</p>	<p>RGB 232 44 12</p> <p>HEX E82C0C</p>	<p>RGB 255 0 0</p> <p>HEX FF0000</p>	<p>RGB 232 12 122</p> <p>HEX E80C7A</p>	<p>RGB 255 13 255</p> <p>HEX FF0DFF</p>

CONTRAST

SIZE CONTRAST

Size

weight contrast

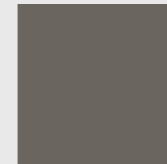
Weight

tracking contrast

Tracking

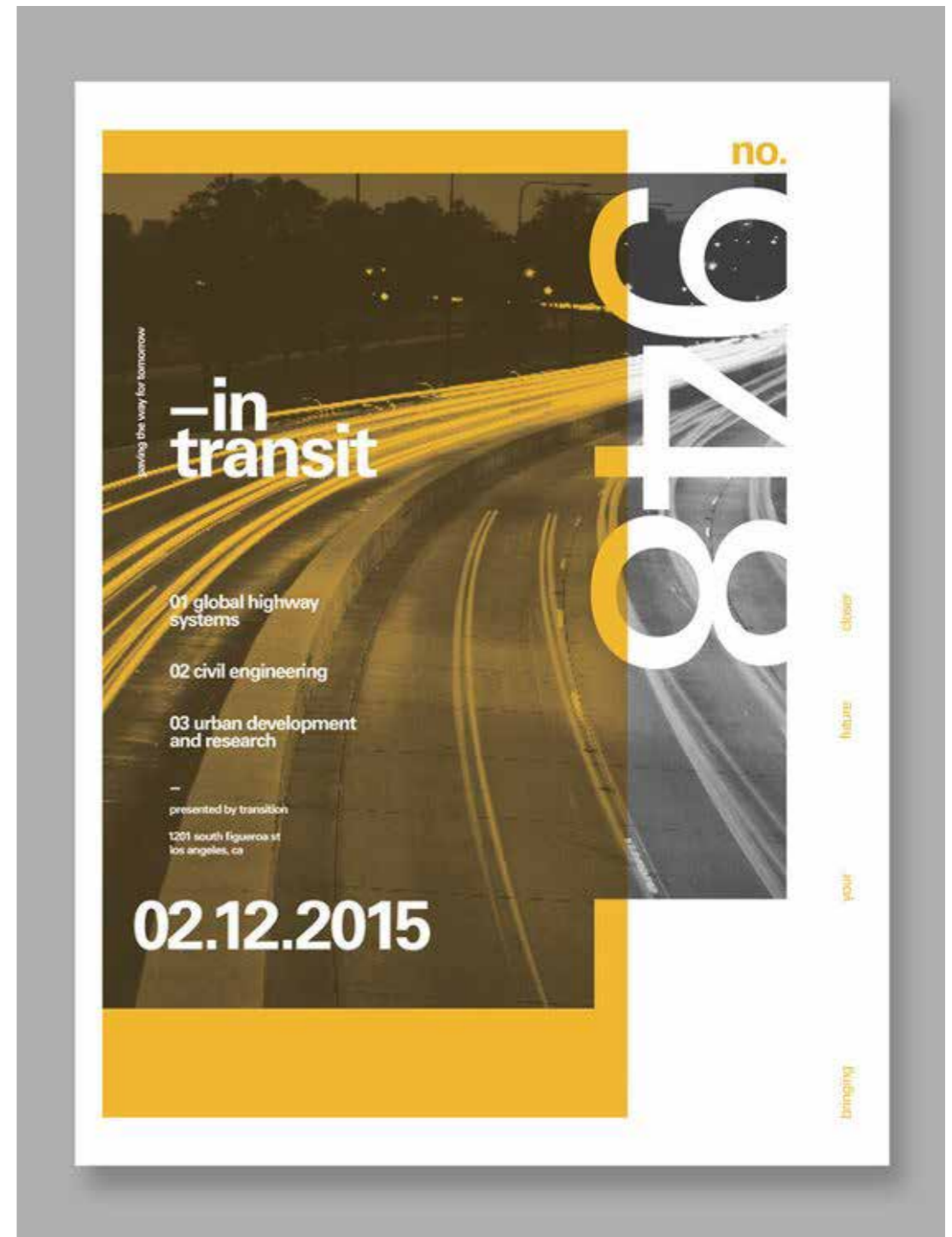
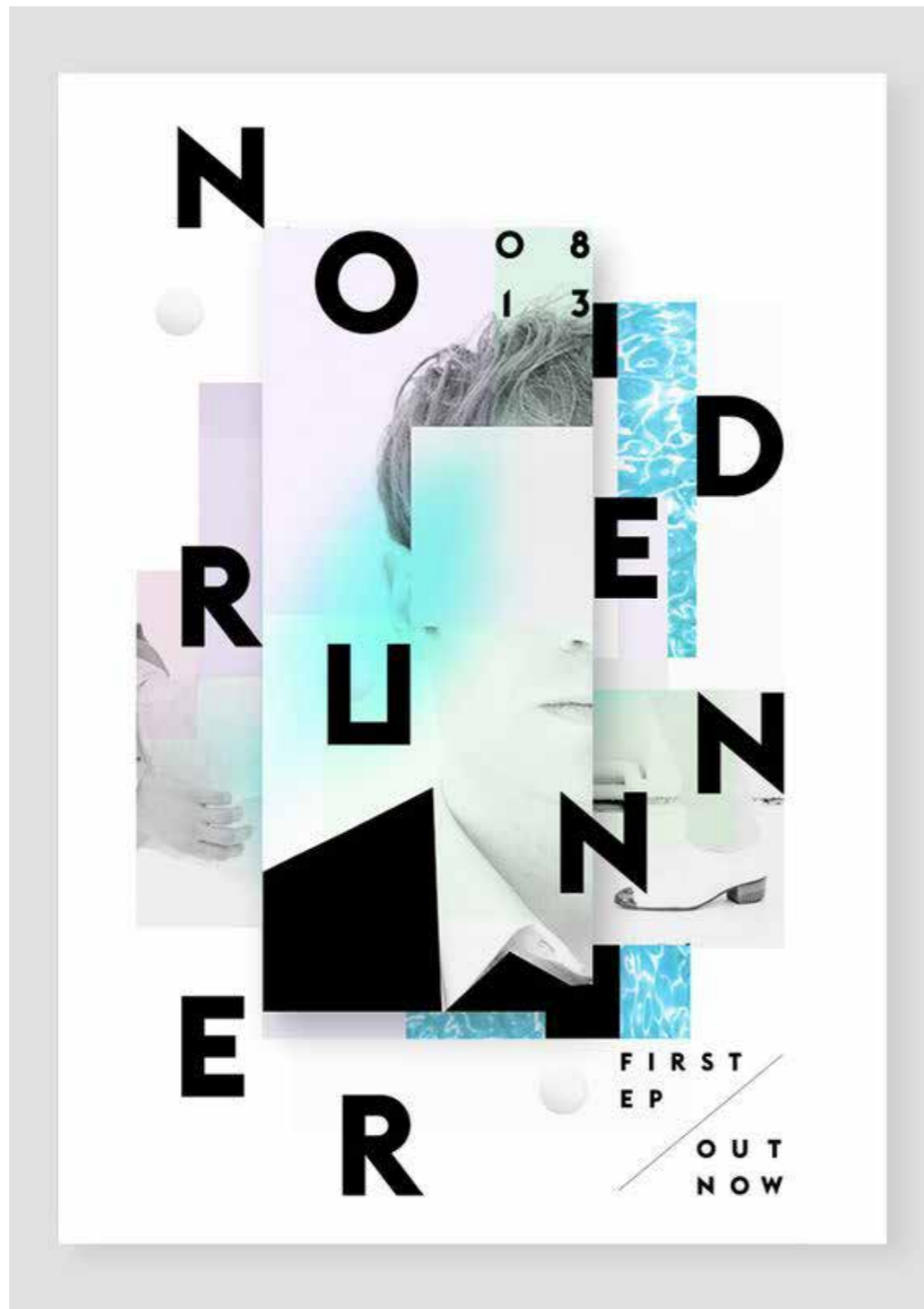
Style **CONTRAST**

Style



Color

LAYOUT





TYPOgraphy
is GRAPHIC
DESIGN.

“It is the designer/typographer’s task to match form with content; to create an authoritative document.”

Nick Shinn

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UW DESIGN
2012

THE SHOW
UWDESIGN2012.COM

**Bachelor of Design
Show**

Jacob Lawrence Gallery
School of Art
University of Washington

6 – 16 June
Wednesday – Saturday
12 – 4pm

PROFESSIONAL NIGHT

Tuesday 5 June
5 – 8pm

FRIENDS & FAMILY NIGHT

Wednesday 6 June
5 – 8pm
Introductions & Awards:
6:30pm

**Master of Design
Thesis Exhibition**

Henry Art Gallery
University of Washington
26 May – 17 June

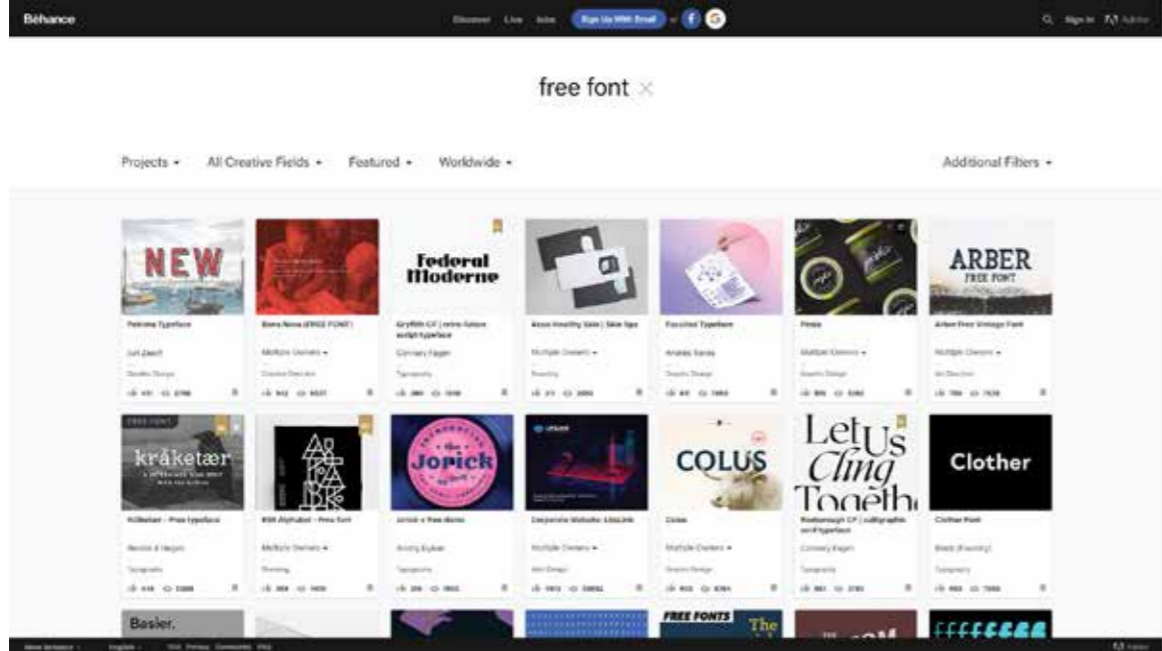
OPENING RECEPTION

Friday 25 May
7 – 9pm

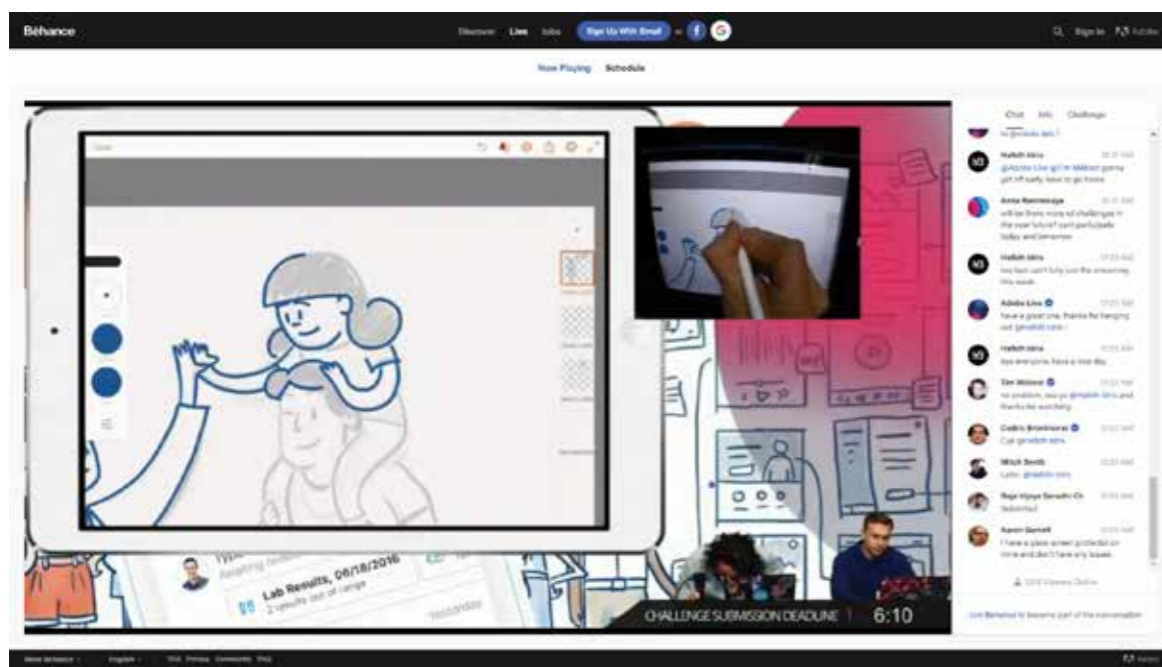
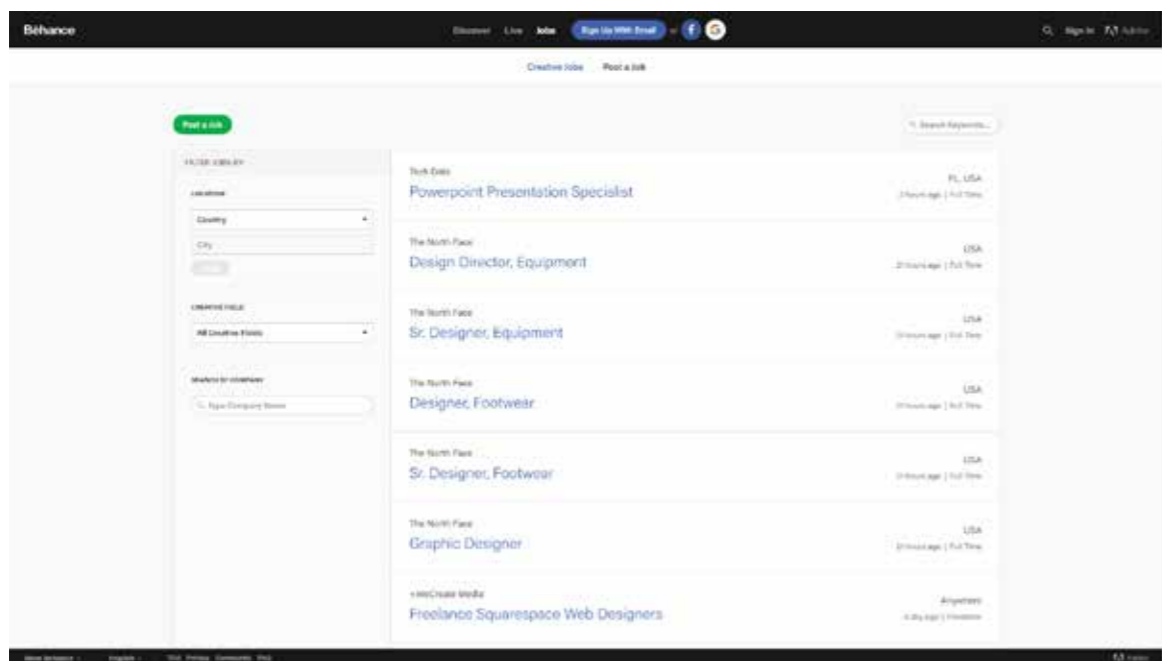
THESIS PRESENTATIONS

Thursday 31 May
5 – 8:30pm
Conference Room
Mezzanine Level





CONSISTENCY



Use repetition and stick to one **visual language** throughout the design to avoid clashing styles.

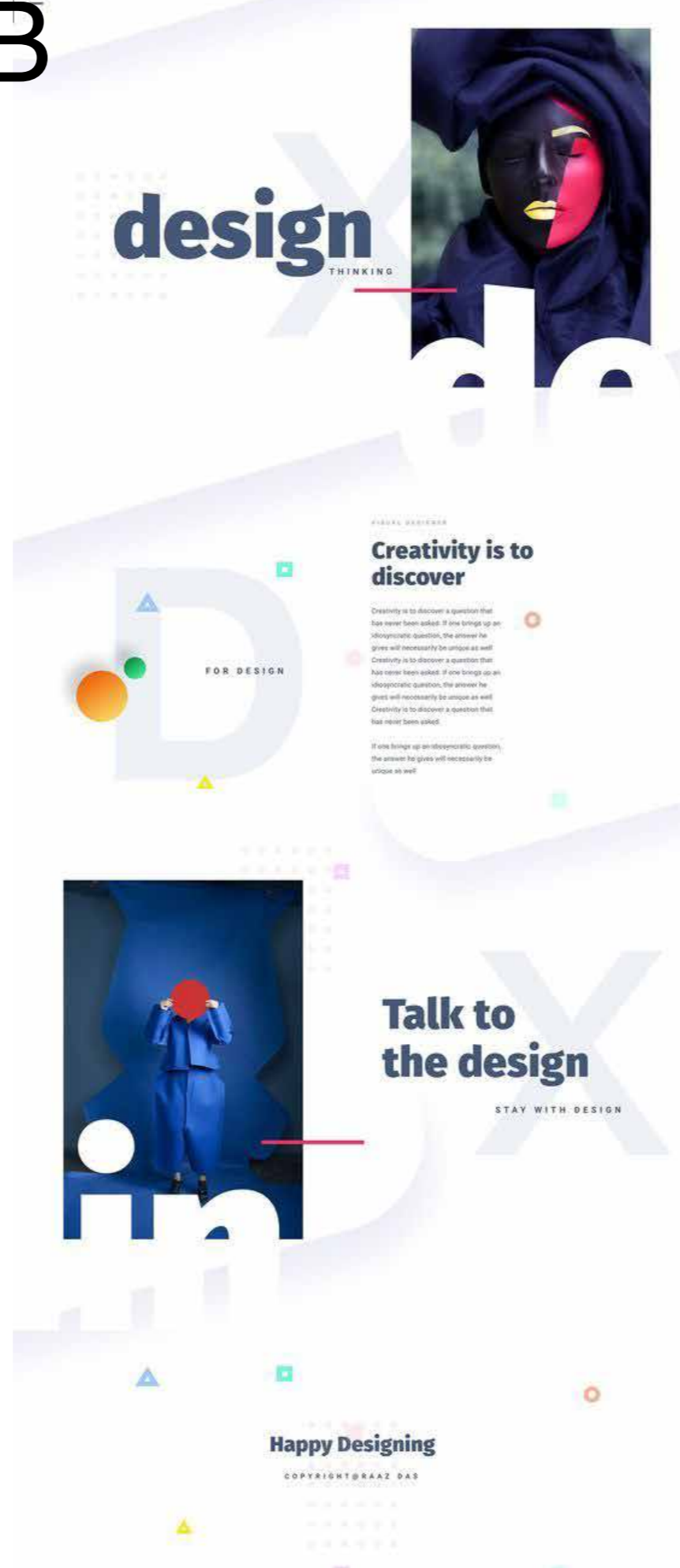


ESPN Worldcup Posters
2014

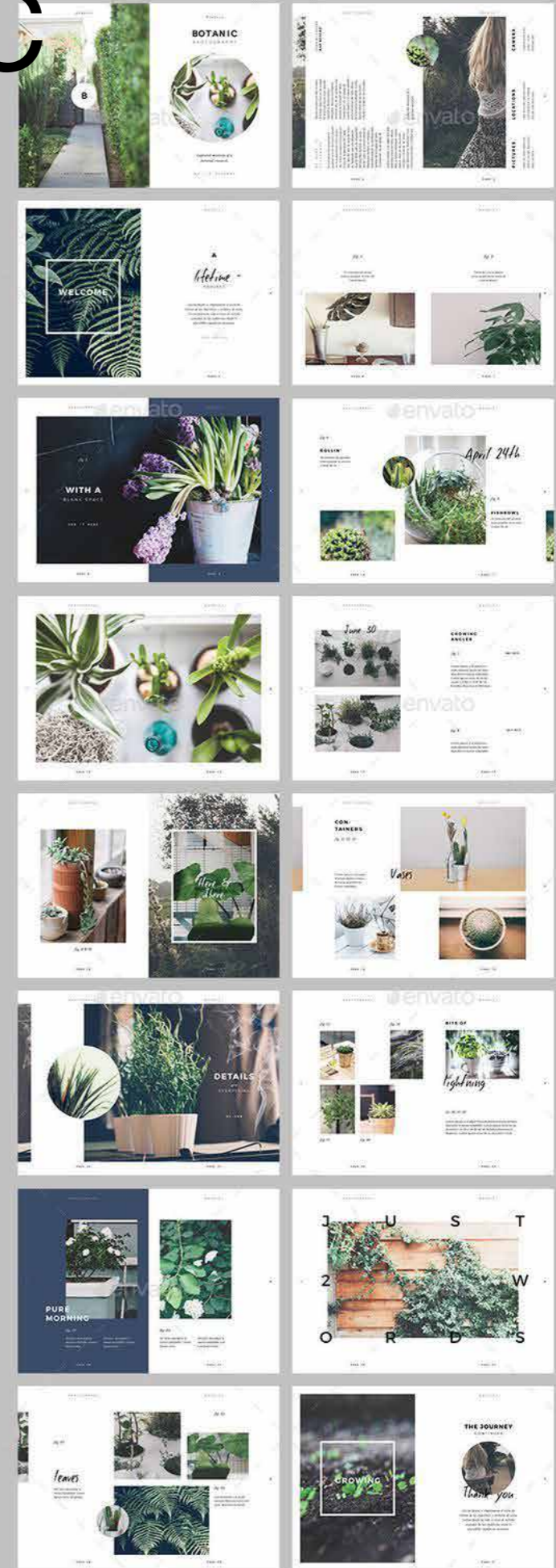
A



B



C





FALLOUT 4

11 · 10 · 15

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MAY
7
2011

willamette
valley
music
fest

cultural forum presents:

musicfest.uoregon.edu



FOUR STAGES
ALL AGES
FREE
NOON TO MIDNIGHT

Museum to Music
UO Campus

Mainstage:
A-Trak*
Yeasayer*
Baths
Donnis

Student Stage:
Rare Monk
and others
Bike Music:
RA Scion

KLCC@JSMA:
Red Pajamas
Melissa Ruth
Lowtide Drifters
Brook Adams

Open Free:
Museum of Natural and Cultural History
Jordan Schnitzer Museum of Art
Pacific Northwest Art Annual Reception
Workshops
Kids Activities

ASUO | Campus Recycling | Ethon Magazine | Eugene Weekly | EW3 | KLCC Radio 197 | KWVA 98.1
Willard Madson | Museum of Natural and Cultural History | Jewish Student Union | Jordan Schnitzer Museum of Art
UO Outdoor Program's Bike Music Fest | UO Office of Sustainability | Student Sustainability Fund
*Thanks to ASUO and Madson Studios for sponsoring for A-Trak and Yeasayer

UNIVERSITY OF OREGON

poster design and concept by Nikolas Wise and Paul Pedersen | Seniors | EMU Marketing