

DESIGN BASICS

A guide to the principles of design and
how to use them in your yearbook.

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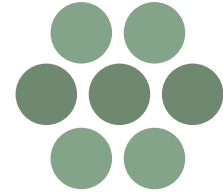
ELEMENTS OF DESIGN



TYPOGRAPHY



COLOR



HARMONY



HIERARCHY



BALANCE



ALIGNMENT



REPETITION



EMPHASIS



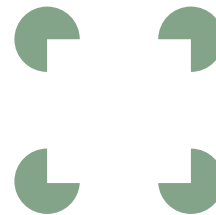
SCALE



SHAPE



LINE



SPACE



TEXTURE



PROXIMITY

ELEMENTS OF DESIGN

TYPOGRAPHY

DON'T DISTORT YOUR MESSAGE USING POOR TYPOGRAPHY.

Typography is one of the biggest foundations of design. Type says a lot, literally, and the way you execute your type says even more. From serifs to sans serifs, italics to bold, each type treatment can convey a different message.

A few things to keep in mind:

- Make sure your copy isn't too big or too small
- Keep sizing relative to your page composition (remember to respect your negative space)
- Try to avoid using more than 3 fonts in your layouts
- Left-alignment is easiest to read for large bodies of type
- Font pairing – the fonts you choose to pair can make or break your design. You will want to choose contrasting fonts that compliment each other, not fight with each other.

ADDITIONAL RESOURCES:

[A Non Designers Guide to Pairing Fonts](http://visme.co/blog/pairing-fonts/)

<http://visme.co/blog/pairing-fonts/>

Aa

✗ *Heading*
SUBHEADING
Body
Caption

✓ *Subheading*
HEADING
Body
Caption

ELEMENTS OF DESIGN

COLOR

Color creates the mood for your yearbook and helps convey your story. Within your book, color can be a stand-alone element, be used as a background or be applied to lines, shapes, textures, typography or stand alone element. Each color you use says something different and the way you combine your colors will alter that impression.

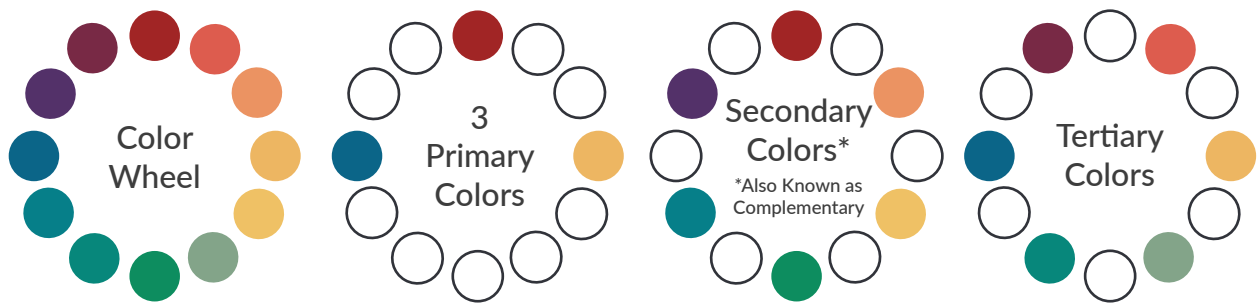


ADDITIONAL RESOURCES:

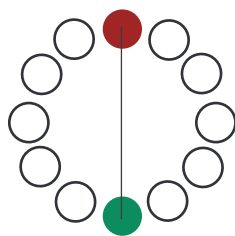
[Basic Color Theory](https://www.colormatters.com/color-and-design/basic-color-theory?utm_source=CMBlog&utm_medium=link&utm_campaign=10-basic-elements-of-design)

https://www.colormatters.com/color-and-design/basic-color-theory?utm_source=CMBlog&utm_medium=link&utm_campaign=10-basic-elements-of-design

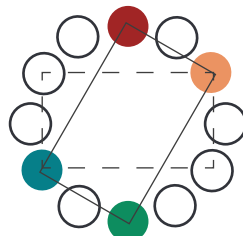
COLOR THEORY



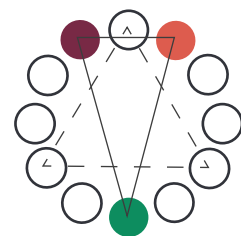
COLOR SCHEMES



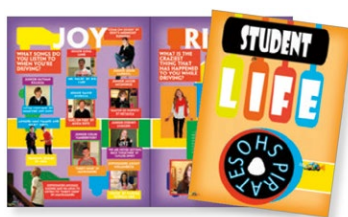
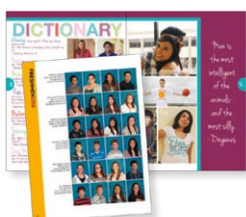
Complementary Color Scheme



Tetrad Color Scheme



Triadic Color Scheme



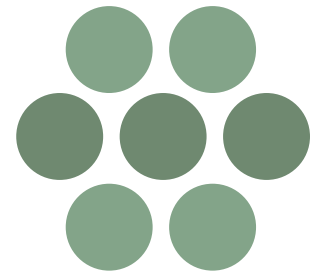
Other color schemes not pictured: Monochromatic - Three shades, tones and tints of one base color.
Analogous - Three colors that are side by side on the color wheel.

ELEMENTS OF DESIGN

HARMONY

When designing your yearbook nothing should be unnecessary. A great design is just enough and never too much. All the details of your book should come together to create a sense of cohesion.

Harmony is the pleasing agreement of parts or combination of parts in a composition. To create harmony within your book use consistent fonts, colors, shapes and values and introduce periodic dissimilar elements and spatial arrangements to create variety.



HIERARCHY

In design, use Hierarchy to add structure, create visual organization, create direction and add emphasis. The use of Hierarchy in your design helps viewers navigate and digest information easily.

Hierarchy is the control of visual information in an arrangement or presentation to imply importance.

Use contrast between visual elements to draw attention to elements in the order you wish them to be noticed.

ADDITIONAL RESOURCES:
[Hierarchy Principal of Design](https://254-online.com/hierarchy-principle-of-design/)

<https://254-online.com/hierarchy-principle-of-design/>

ELEMENTS OF DESIGN

BALANCE

It is important to keep your page layouts balanced. Balance will lend stability and structure to your pages.

There are two types of balance: Symmetrical and Asymmetrical. Creating a Symmetrical design is pretty simple, place elements of equal weight on both the left and right sides of your page/spread. To create an Asymmetrical design you may need to put several small elements on one side of your page to balance a single large element.

To help you master balance, both symmetrical and asymmetrical, think of each element on a page as having a visual weight. The visual weight of each element will depend on its size and visual properties such as contrast (contrasting elements will usually weigh more than neutral elements).

ADDITIONAL RESOURCES:

[Symmetry vs. Asymmetry in Graphic Design](#)

<https://www.shopify.com/partners/blog/asymmetrical-design>



ALIGNMENT

Order between design elements is often created through alignment. It guides a viewer's eye around a page by allowing them to subconsciously follow lines. This is often used in yearbook page layout to identify headlines, body copy, bulleted points and topics (as shown in the graphic below).



TOPIC ONE
TOPIC TWO
TOPIC THREE



TOPIC ONE
TOPIC TWO
TOPIC THREE

ELEMENTS OF DESIGN

REPETITION

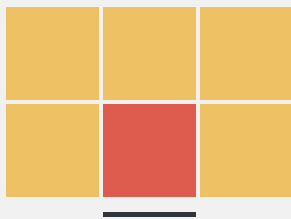
Repetition is a crucial element when it comes to yearbook design. You will use it to create a consistent theme and tie all the sections of your book together. Repetition of fonts, colors, and shapes all work together to give your yearbook a cohesive look. Repetition will portray a clear sense of unity to your viewers as they read through your completed book. Your yearbook should not be viewed as a series of unrelated projects.



TOPIC ONE
topic two
Topic Three



TOPIC ONE
TOPIC TWO
TOPIC THREE



EMPHASIS

Emphasis is a strategy that aims to draw the viewer's attention to a specific element on the layout. Emphasis can be created through color, size, contrast, white space, lines and shape. Emphasis is often used to drive a call to action or call attention to something specific.

In a yearbook, you might create emphasis on one image. For instance if the red box on the left was a colored photo and the yellow boxes were all black and white photos.

ADDITIONAL RESOURCES:

[Setting Up the Focal Point of Design](https://www.interaction-design.org/literature/article/emphasis-setting-up-the-focal-point-of-your-design)

<https://www.interaction-design.org/literature/article/emphasis-setting-up-the-focal-point-of-your-design>

ELEMENTS OF DESIGN

SCALE

Scale refers to the relative size of a design element in comparison to another element. Designer Steven Bradley wrote, “A single object has no scale until it’s seen in comparison with something else.” Scale can effect the meaning, tone, or entire composition of your design. In a yearbook you can use scale to guide the viewer to what you want them to see first, by sizing specific images or other elements larger than others on the page.

ADDITIONAL RESOURCES:

[The Principle of Scale in Graphic Design](https://www.canva.com/learn/principle-of-scale-in-graphic-design/)

<https://www.canva.com/learn/principle-of-scale-in-graphic-design/>



SHAPE

Shapes are at the root of graphic design. They are defined by boundaries, such as a line or color.

They help you add interest to your page design and organize information. They can also be used to invoke feelings, or direct the eye to your focal point.

There are three basic types of shapes: Geometric, Organic and Abstract.

ADDITIONAL RESOURCES:

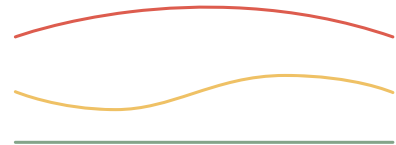
[Using Basic Shapes in Graphic Design](https://www.lifewire.com/shape-design-principle-3470055?utm_source=CMblog&utm_medium=link&utm_campaign=10-basic-elements-of-design)

https://www.lifewire.com/shape-design-principle-3470055?utm_source=CMblog&utm_medium=link&utm_campaign=10-basic-elements-of-design

ELEMENTS OF DESIGN

LINE

In graphic design, a line is any two connecting points. Lines are useful for dividing space and drawing the eye to a specific location in your design. If you think about a newspaper, magazine, or other headlines, they use lines to identify the section breaks. In your yearbook, you may use headlines, sub-heads, images or art elements to create visual lines.



ADDITIONAL RESOURCES:

[6 Tips for Designing with Lines](https://designshack.net/articles/graphics/6-tips-for-designing-with-lines/)

<https://designshack.net/articles/graphics/6-tips-for-designing-with-lines/>

SPACE

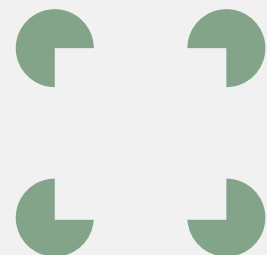
Controlling and shaping space in your page design creates rhythm, direction and motion. You can use space to create design flow.

Space can be used to separate and connected elements. Wider spaces create separation while narrower spaces connect elements to show relationships. You can overlap elements to maximize their relationship.

To achieve a professional looking design use consistent white space, also referred to as negative space. Negative space can vary from one section of your book to another, however should remain consistent within each section.

Negative space does three main things in design:

1. Creates groupings of elements
2. Creates emphasis and hierarchy
3. Improves legibility



AVOID BAD WHITE SPACE

- Space trapped within text
- Rivers of white, often found in unadjusted justified type
- Overuse of expanded type
- Too wide gutters
- Excessive leading
- Poor headline kerning

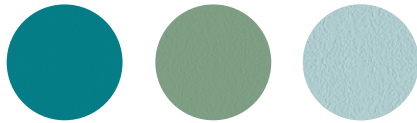
ADDITIONAL RESOURCES:

[How to Use Space in Design](http://vanseodesign.com/web-design/design-space/?utm_source=CMblog&utm_medium=link&utm_campaign=10-basic-elements-of-design)

http://vanseodesign.com/web-design/design-space/?utm_source=CMblog&utm_medium=link&utm_campaign=10-basic-elements-of-design

ELEMENTS OF DESIGN

TEXTURE



Visual texture is created by using graphic techniques to draw attention to an element on a page or to serve as a background. Within Pictavo you can create visual texture by using textured backgrounds and layering art elements, type and photos. In addition, outlines and drop shadows can further lend to the illusion of texture in your 2-dimensional layouts.

PROXIMITY



Proximity is used to separate and group elements of a design. It's the quickest way to relate similar content or distinguish one group of content from another. Objects that are close in proximity are often associated with each other which helps organize or give structure to the layout.

To use proximity successfully, try to limit your design to 3-5 groups of elements. Try squinting or distancing yourself from the layout to visualize each group of elements as a single shape.



TOPIC ONE
lorem ipsum dolat sit
a met, consectetur.

TOPIC TWO
lorem ipsum dolat sit
a met, consectetur.

Contact Info: 555-555-5555



TOPIC ONE
lorem ipsum dolat sit
a met, consectetur.

TOPIC TWO
lorem ipsum dolat sit
a met, consectetur.

Contact Info:
555-555-5555



ELEMENTS OF DESIGN

RESOURCES

[Design Elements & Principles](https://www.canva.com/learn/design-elements-principles/)

<https://www.canva.com/learn/design-elements-principles/>

[20 Design Rules you should never break](https://www.canva.com/learn/design-rules/)

<https://www.canva.com/learn/design-rules/>

[10 Golden Rules you should live by when combining fonts](https://learn.canva.com/learn/combining-fonts-10-must-know-tips-from-a-designer/)

<https://learn.canva.com/learn/combining-fonts-10-must-know-tips-from-a-designer/>

[10 Design Do's and Don'ts](https://www.printulu.co.za/blog/10-design-dos-and-donts/)

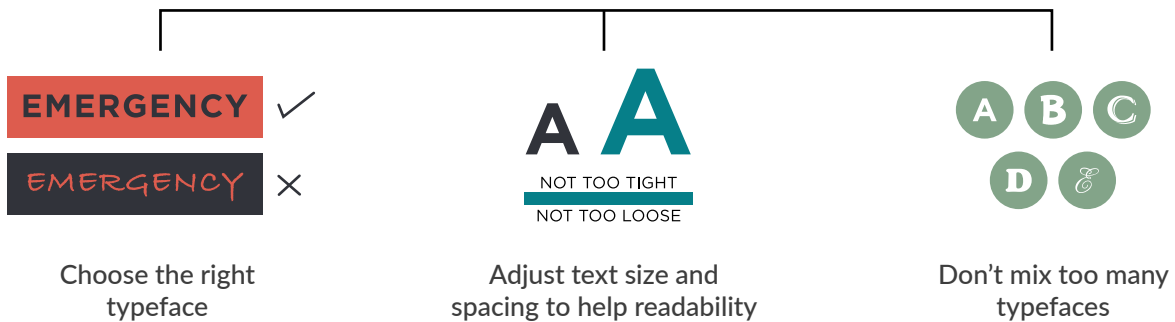
<https://www.printulu.co.za/blog/10-design-dos-and-donts/>

NOTES

DON'T RUIN YOUR YEARBOOK WITH BAD DESIGN

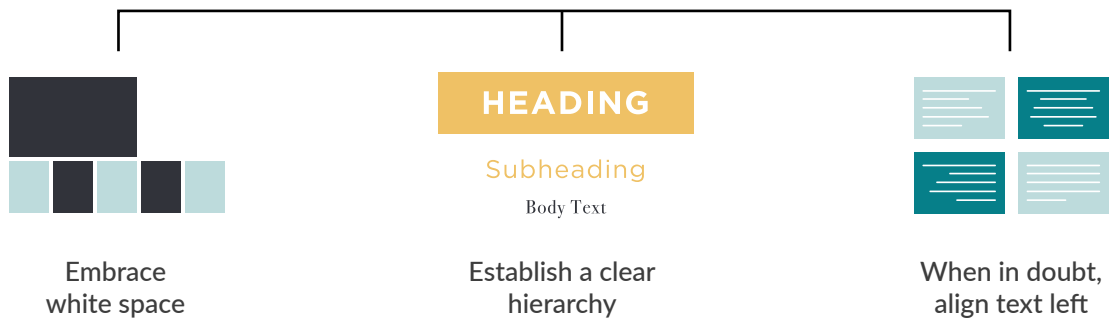
TYPOGRAPHY

Don't distort your message using poor typography.



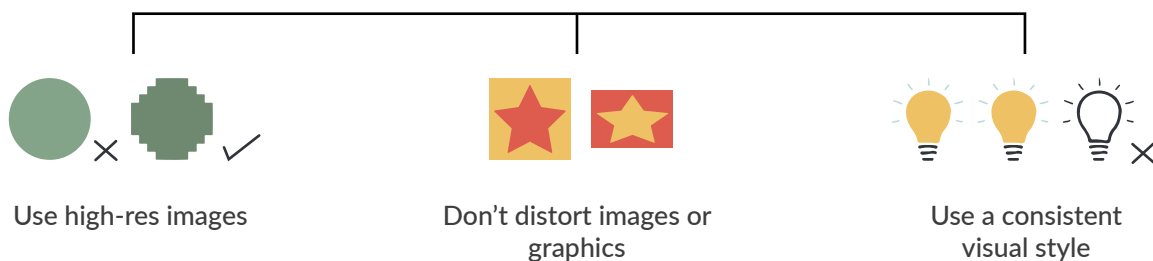
LAYOUT

Don't distract with bad design.



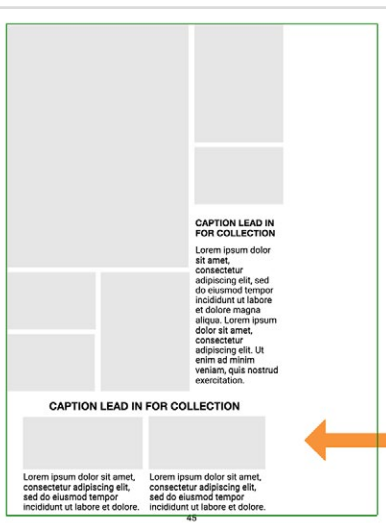
LAYOUT

Stop using bad images that devalue your yearbook.



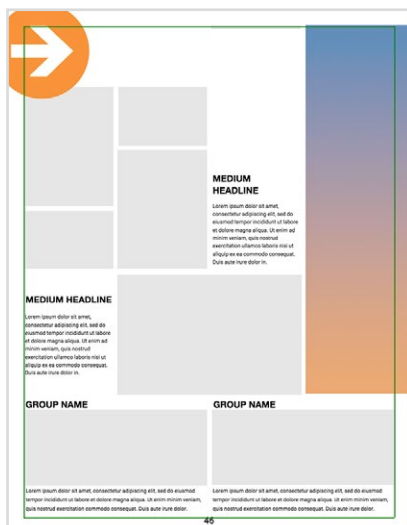
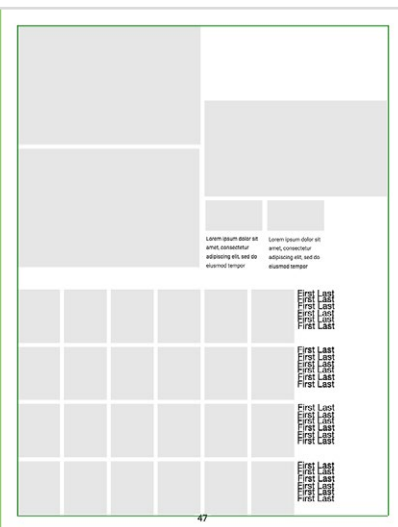
DESIGN ELEMENTS IN YOUR YEARBOOK

LAYOUT EXAMPLES



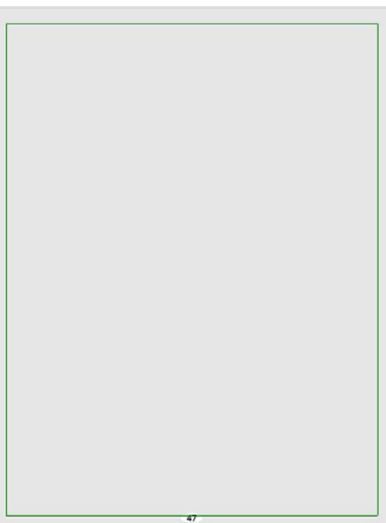
Harmony
 Typography
 Color
 Emphasis
 Alignment
 Balance (asymmetrical)

Harmony
 Typography
 Color
 Balance
 Alignment
 Emphasis



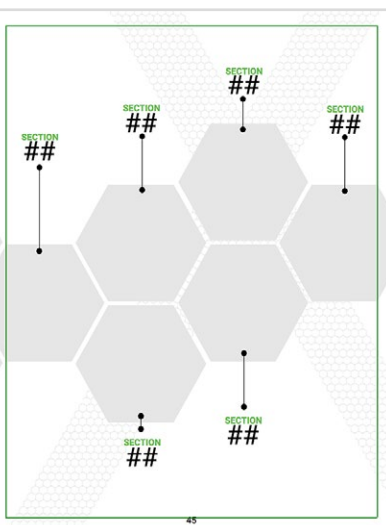
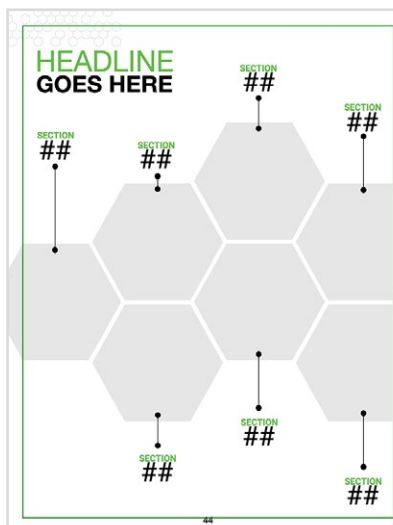
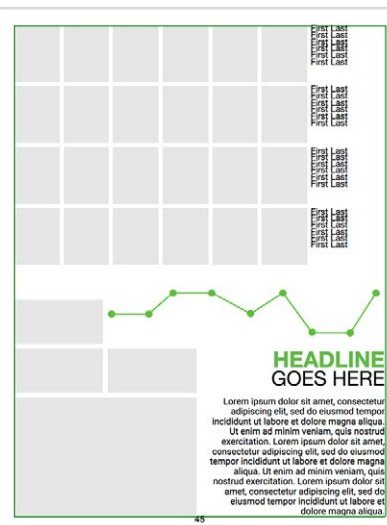
Harmony
 Typography
 Color
 Repetition
 Alignment
 Hierarchy
 Emphasis
 Scale
 Space
 Texture

LAYOUT EXAMPLES



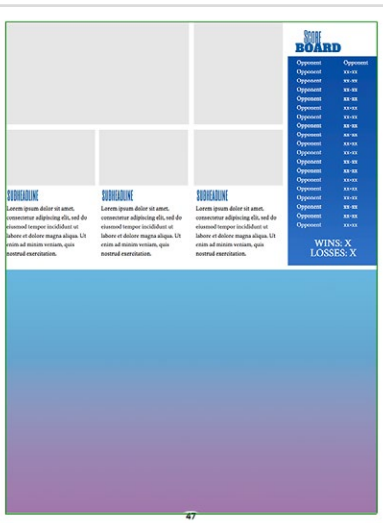
Harmony
 Typography
 Color
 Emphasis
 Scale
 Space
 Texture (background X)
 Shape

Harmony
 Typography
 Color
 Balance (symmetrical)
 Hierarchy
 Emphasis
 Scale
 Shape



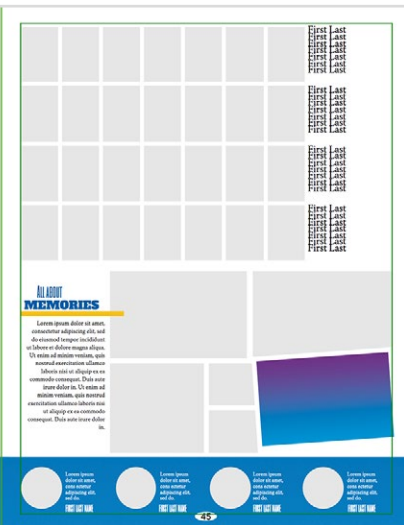
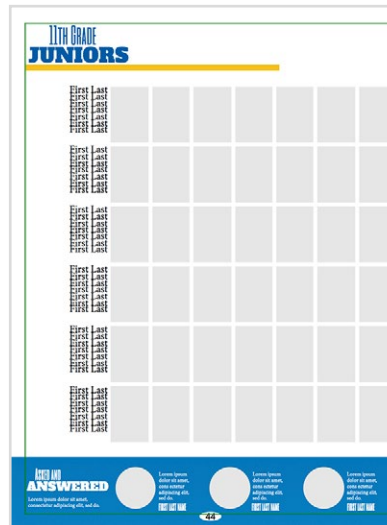
Harmony
 Typography
 Color
 Repetition
 Alignment
 Hierarchy
 Space
 Texture (background X)
 Shape
 Balance (symmetrical)

LAYOUT EXAMPLES

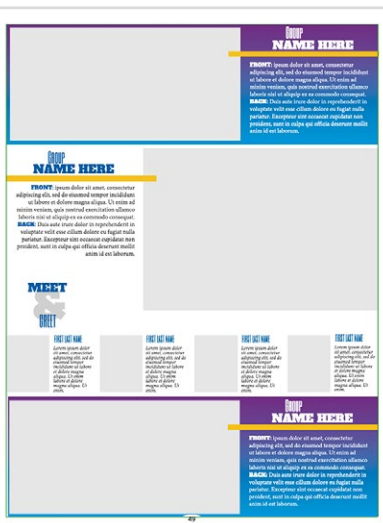


Harmony
 Typography
 Color
 Emphasis
 Alignment
 Balance (Asymmetrical)
 Hierarchy
 Scale
 Line
 Space
 Proximity (scoreboard)

Harmony
 Typography
 Color
 Balance (asymmetrical)
 Alignment
 Line
 Space
 Proximity (blue band)



Harmony
 Typography
 Color
 Repetition
 Alignment
 Hierarchy
 Emphasis
 Scale
 Line
 Balance (asymmetrical)
 Proximity (gradient boxes)



NOTES



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