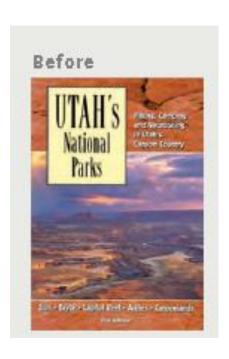
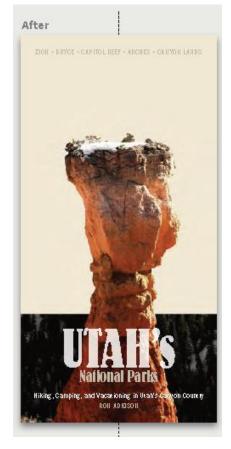
Desktop Publishing: Design Elements and Principles

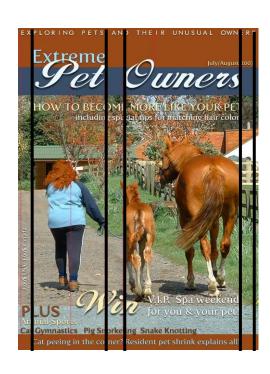
The design elements and principals that you will use at National 5 are as follows: **alignment**, **dominance**, **unity** and **depth**. These elements and principals are used by designers to improve the readability and enhance the appearance of Desk Top Published documents.

Alignment Example

Notice how some of the text and parts of the image are <u>aligned</u> to give the page structure and guide the eyes from the top to the bottom of this magazine cover.







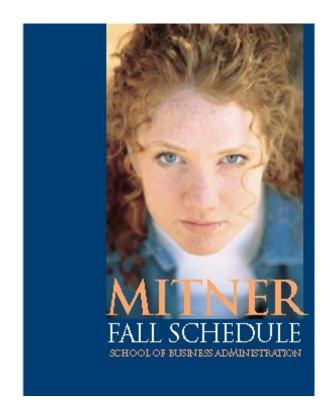
Dominance Example

Notice how this poster has been redesigned to give the image and the word 'UTAH' greater <u>dominance</u>. Not only is the rock formation graphic <u>large</u> it also **stands out** against the neutral background. UTAH stands out because it is reverse text (i.e. white text on a dark background).

Unity Example

Visual <u>unity</u> has been achieved in this companies publication by the using **the same colours** in the image as in the words (white, blue and orange). By using contrasting colours (orange and blue) an otherwise dull information document has been given some interest. The use of the blue background links with the woman's eye colour providing a focal point in the document. Unity is also achieved by using **the same font** (or typeface) for all the text





Depth Example

Depth is created by selecting an image with a foreground and background, in this case the sand/ grass in the foreground and the rock islands in the background. Using transparency in the area around the text also creates another layer in the image without obscuring the picture. Depth can also be created by using

drop shadows (refer to the palm tree poster on the next page)

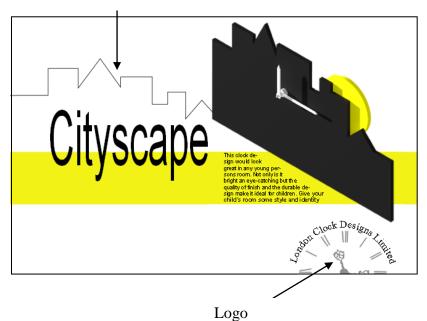
Examples of techniques used in promotional graphics

Example 1

A **harmonising** colour scheme has been used which gives a relaxed feel to the poster. The dominant colour green ties in with the environmental project being advertised giving the message and poster design some **unity**. The way the text has been used; putting all the words together, creates some interest in the design and gives the poster a modern feel, which might appeal to the youth target audience. The clever use of the trees shadow gives a double message: the tree gives a strong symbol of the environment and the aeroplane shadow indicates the travel aspect of the project it also gives a 3D impression giving the poster some **depth**.



Landscape outline



Example 2

In this example **contrasting colours** of white and black are used to give a **sophisticated** and **elegant** feel to the poster. The yellow flashbar and the yellow moon provide some **brightness** to the design, as well as **attracting people's attention**. The use of yellow and the use of the landscape outline also give the poster **unity** by tying features in the clock to features in the background. **Alignment** has been used to give structure to the page, for example the edge of the logo lines up with the edge of the clock and the edge of the letter C of 'Cityscape lines up with the edge of the building. **Depth** is created by the shadow on parts of the clock and having the image and 'Cityscape' layered above the flash bar. The image bleeds used for the clock logo and the city outline help to give the poster a more modern, dynamic feel.

Homework 5 Illustration, Colour, Layout and Desk Top Publishing

Question 1

Look at the 2 CDs produced by a American National Park.

List 3 ways in which the designer has created **unity** between the 2 designs

1.______

2.____

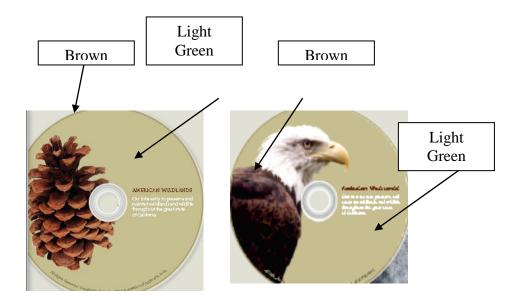
Question 2

Look at the 'Campsite Rules' poster shown opposite

Name the Desk Top Publishing features shown at A, B and C

- A. _____
- B. _____
- C. _____

State the name of the page orientation used in the 'Campsite Rules' document shown





Campsite Rules

- L. The speed limit on the park is Smph.
- Children must not be allowed to play in or around the facilities Book or in the park an rance, and must be supervised at all times.
- 3. Always short the gares at night and lock the when you are offsite.
- Always leave the padlocks in place locked short and remember to lock the total block when you are offsite.
- Never run on any of the hearers—they use a lot of electricity and are only intended to stop the pipes from freezing—if you curn them on you will be charged for the electricity used.
- Always MI the hor water heaters with water before switching from on and never sum of the mains water.
- 7. Never put en a of any description in the Mag pole area, it should be kept free stall times.
- Never perkla vehicle anywhere except in the carperk.
- Initiats (e.g.) may be kept with you on your site provided they are not esting up valuable campingspeare and not a haused to other campo, additional parking is available on the grass in front of the toile block but never resistic scores.

- 10. You may take vehicles (cars, vens etc) onto your site to load and unload providing it has not rained recently.
- Alweys pur wood, pellels and bricks back in the woodpile area.
- 12. take all your rubbish home or burn it, but do not leave in cars in the embers of any fre.
- 13. Never light a free other than in a designand area and phase do not dig up the surf from any camping sire, we may withhold your deposit if you do.
- 14. Generators are not to be used on the campairs as they can spoil the quiet of the evening longther campers.
- 15. Respectiquies hours in the campoint, if you are a large group by and find a more isolated spot away from others. If you will be playing music, keep it as a reasonable level as right or rum is off if people dose by are sleeping.
- tē. Pasie mans mas "no pas" respect this.
- 17. All pirches must be varieted by 12 noon on the day of departure unless by prior arrangement with reception or the worden.
- L3. The entrace ben'tier will be locked be riveen the hours of LL00 pm and 7.00 em allowing pedestrian access only.

Grand trees Campsins

A B C

Question 3

Look at the Nokia phone advertisement shown opposite. Notice how the designer has used the 'principal of 1/3rds' i.e. the important parts of the poster are distributed 1/3 and 2/3rds of the way across the page

a) What type of colour scheme has the designer used?

b) What is the name given to the techniques shown of using white text on a coloured background





Question 4

Look at the magazine page shown opposite

What are the names of the desk top publishing features shown at A, B, C, D, E and F

Give 2 examples of how contrast has been used in this magazine page

1. ______

2.	



Question 5

in the advertisement?

Look at the advertisement for perfume shown opposite

a) Give 2 examples of how **depth** has been created in this advertisement

2

b) Orange has been used for the colour fill behind the product name.

State whether orange is an advancing or a receding colour?

c) What is the name given to the effect of making text follow the wavy curve

d) What effect does this have on the message of the poster

Question 6

Look at the advertising poster for a camera shown opposite

- a) Annotate the following poster with these desk top publishing features
 - main feature,
 - backdrop
 - heading/title
 - flash-bar
 - drop shadow



Question 6 (continued)

b) Explain how harmony, dominance and unity have been achieved in the camera poster					
Harmony					
Dominance					
Unity					