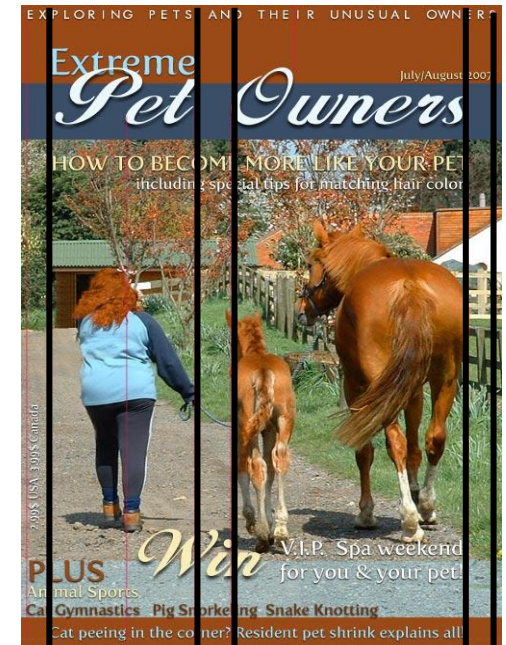
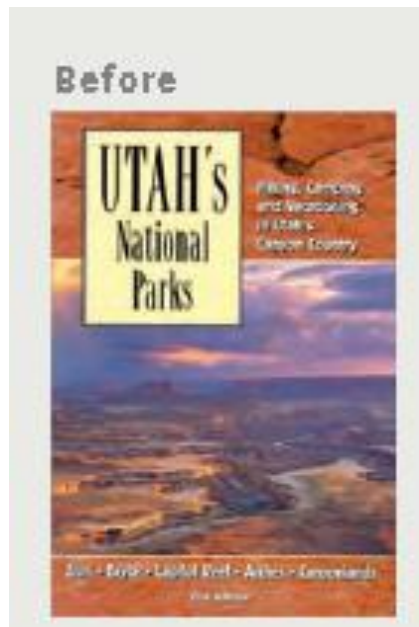


Desktop Publishing: Design Elements and Principles

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 **aligned** to give the page structure and **guide the eyes** from the top to the bottom of this magazine cover.

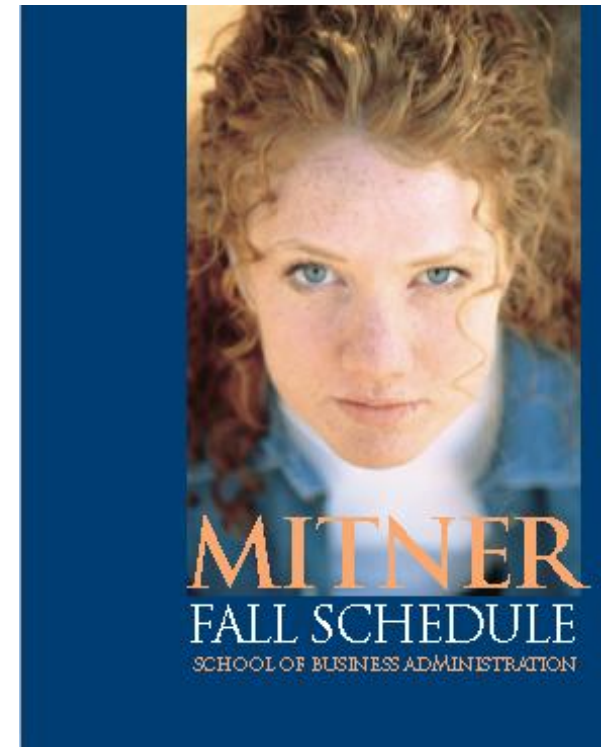


Dominance Example

Notice how this poster has been redesigned to give the image and the word 'UTAH' greater **dominance**. Not only is the rock formation graphic **large** 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 **unity** has been achieved in this company's 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)

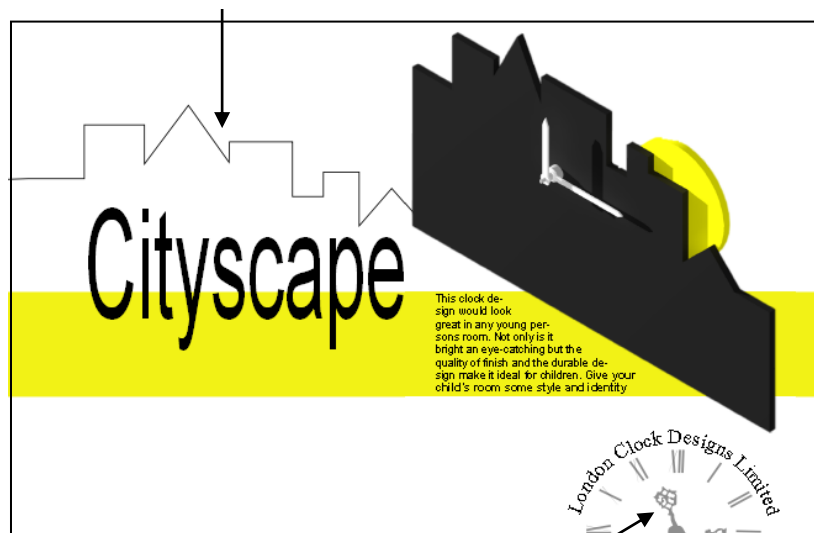
Examples of techniques used in promotional graphics

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



Logo

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 flash-bar 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.

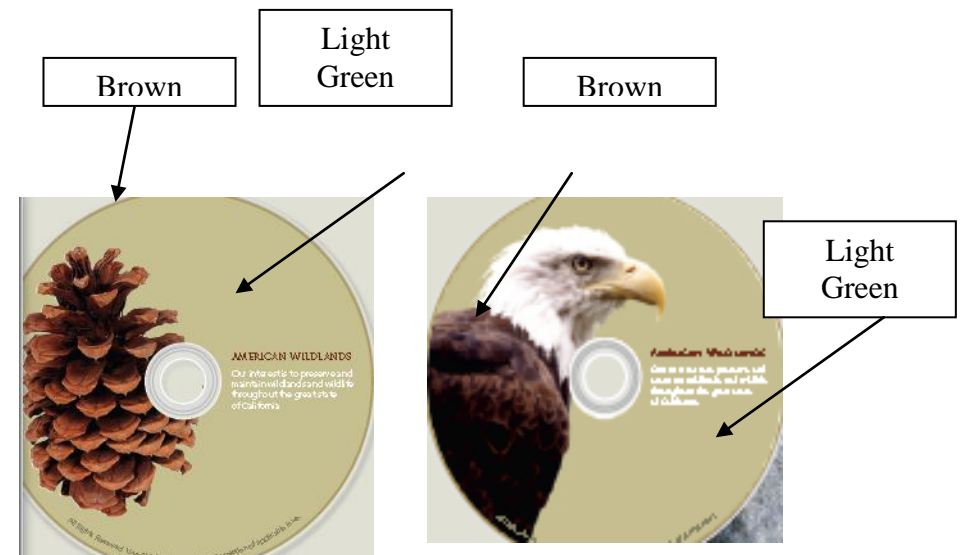
Homework 5 Illustration, Colour, Layout and Desk Top Publishing

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. _____
3. _____



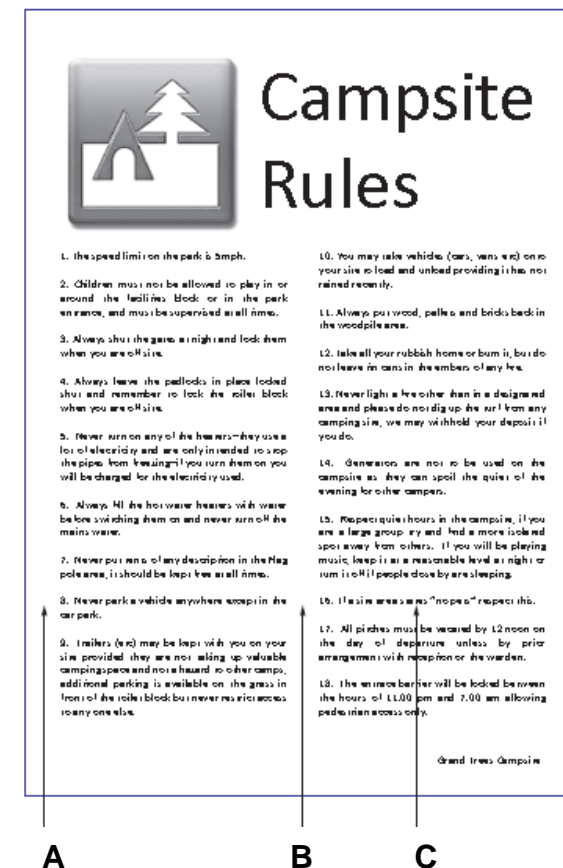
Question 2

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



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

- A. _____
- B. _____
- C. _____
- D. _____
- E. _____
- F. _____

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

- 1. _____
- 2. _____





Question 5

Look at the advertisement for perfume shown opposite

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

1. _____

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 in the advertisement?

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 _____