

Designer's Notebook

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Communication Design • Fall 2009

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Elements: Space



Line is used in this ad to draw the eye to the product, and to create a sense of depth and 3-dimensionality to the 2-dimensional ad. The crop lines in the photo draw the viewer's eye right to the box in the center, which contains the product name. From there, the eye is drawn to the product bottle. The product bottle is also positioned on one of the lines created by the crop rows.

The lines in this ad converge into a triangle, so this ad could also be considered an example of use of shape.



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Elements: Shape

A JOURNEY OF 1000 MILES
BEGINS ON OUR STEPS

April 9-21
Silk Road Ensemble
Artists in Residence
Yo-Yo Ma, Artistic Director

THE ART INSTITUTE OF CHICAGO

*A delight for the
eyes and ears.*

- More than 40 performances by members of the Silk Road Ensemble
- All performances FREE with museum admission

For more details, visit artic.edu/aic or silkroadchicago.org.

SILKROAD project
Art Institute of Chicago
Symphony Orchestra

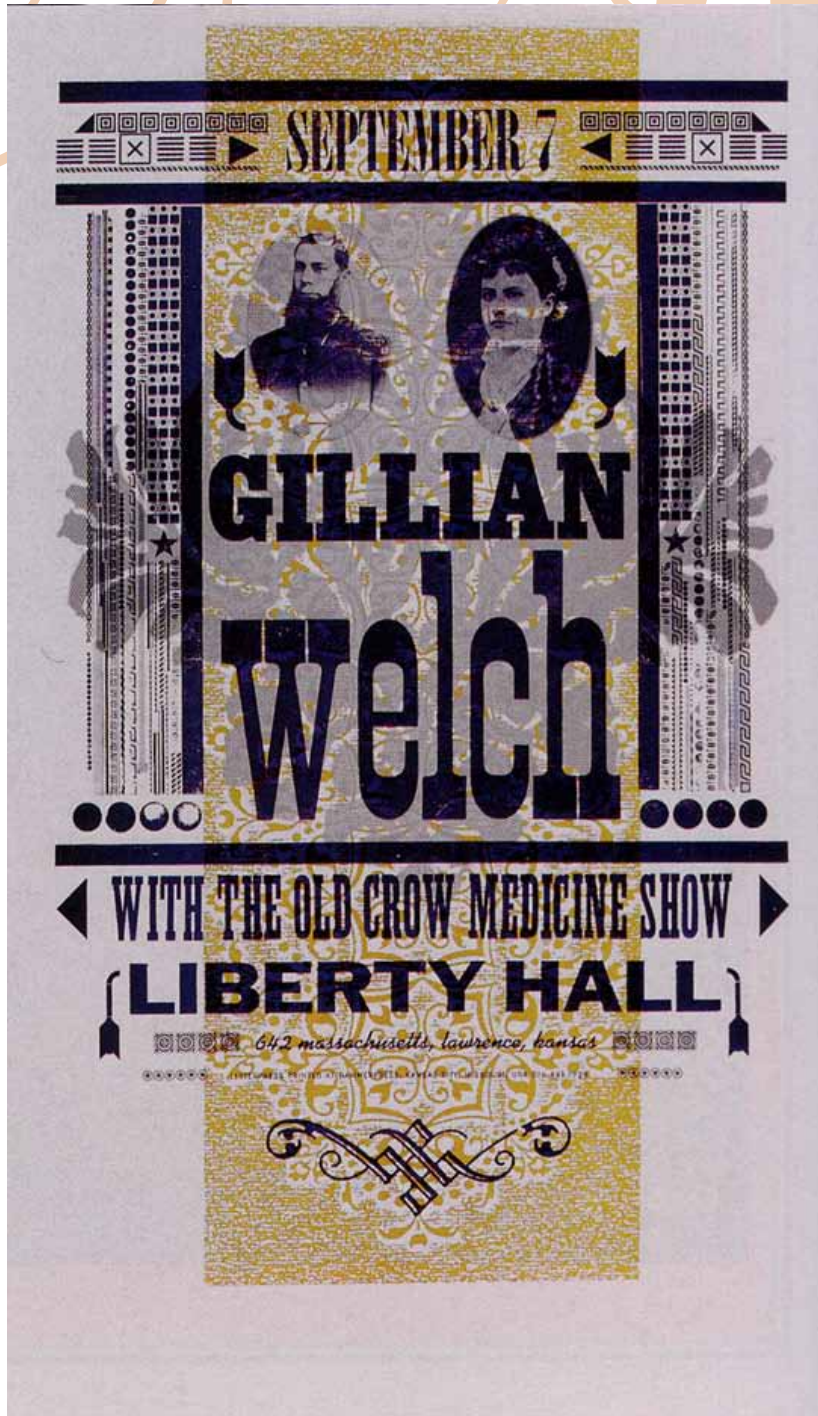
© 2014 Art Institute of Chicago. Silk Road Ensemble and the Silk Road Project are trademarks of the Art Institute of Chicago. All rights reserved. Photo: Robert Heine, Chicago, Illinois, around gallery of the collection.

While color and texture absolutely play a role in this ad design, it is shape that is key to viewer understanding of the ad content.

This newspaper advertisement is for the Art Institute of Chicago's Silk Road Ensemble Artists in Residence. Without reading a word of the text, the viewer understands that this piece has something to do with China/Asia—the unmistakable visual cue is the distinct shape of the blue kimono.



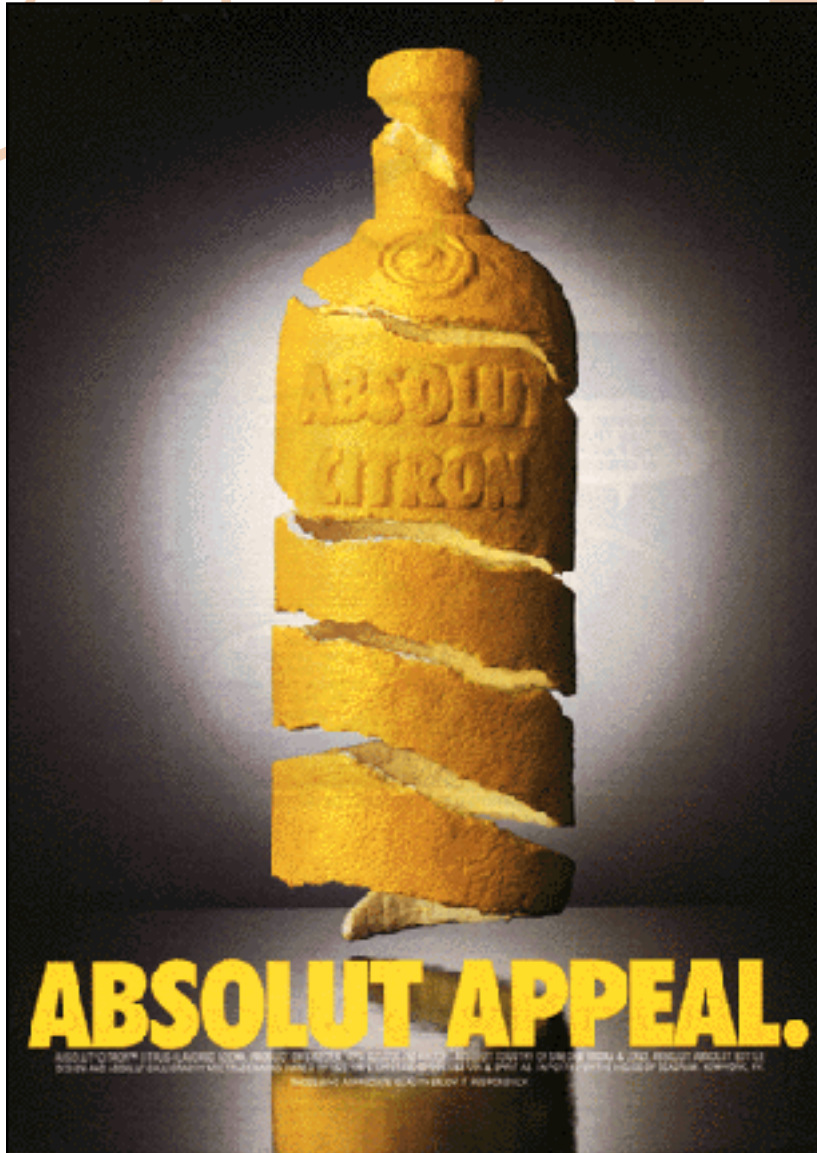
Elements: Texture



Color, font, decorative dingbats and their layering technique used to combine them give a tactile quality to this 2-dimensional piece. Even though we know that the paper would be smooth to the touch, the visual impression is that the paper would feel weathered and brittle, like an antique poster.



Elements: Color



This Absolut ad is one in a series of ads that made use of several compositional elements from shape to line. In this instance, yellow is essential because of the type of vodka. Absolut Citron suggests citrus, and few colors say citrus more than bright lemon yellow.



Principles: Focal Point

A NEW WAY TO COLOR YOUR CREATIVITY.

MEET COLORMUNKI™ CREATE.
THE INNOVATIVE NEW COLOR CREATION SOFTWARE FOR DESIGN PROS.

ColorMunki Create lets you explore, create and share a world of color, giving you the freedom to quickly and easily build your own custom palettes. Now you can capture your colors from virtually anywhere, including the PANTONE MATCHING SYSTEM® and PANTONE® ColorMatch® Colors, or extract them from your favorite photos and images. And to ensure accurate display of colors, a monitor calibration device is included. See for yourself why ColorMunki Create will be your new best friend.

Available at **Buy.com** **amazon.com** **Fry's**

Swing by **COLORMUNKI.COM**

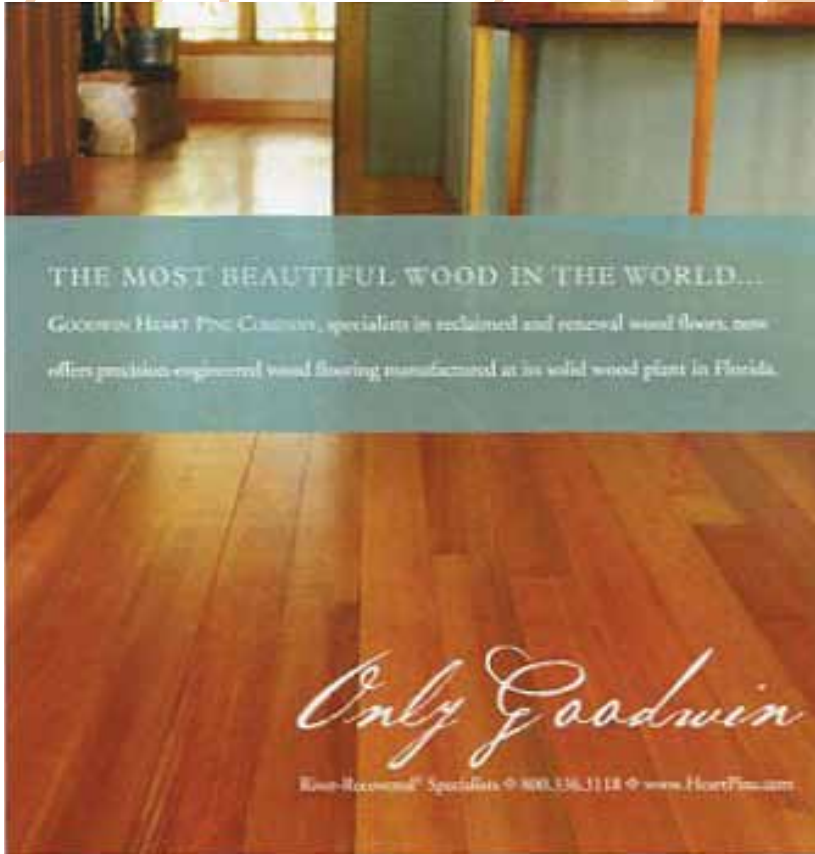
While there is a lot going on in this ad for the Colormunki color management product, the designer was still able to create a strong focal point: the butterfly.

The butterfly stands out because of contrast—it is a literal image in the center of a swirl of geometric and abstract shapes. It also stands out because of color contrast. The butterfly, unlike the surrounding elements, has strong black lines.

It is the black that draw the viewers eye to the bottom of the page. The viewers eye follows the black in the butterfly to the black headline, to the black in the screen grabs and finally to the logo in the lower right.



Principles: Balance



Both images display balance. The top image, an ad for Goodwin Reclaimed Wood floors, demonstrates asymmetry while the ad for J & L Hurricane shutters below uses symmetry.

When you see both ads side by side, the energy created by asymmetry is apparent. Both images use perspective to create a sense of distance, but in the top image, the perspective is enhanced by the large size and light color of the logo in the lower right—it appears to come forward. The logo balances the white highlights on the floor in the upper left. The text on the gray-green band just above center appears to float above the other components, also creating depth. The flush-left alignment of this text also helps balance the right-aligned logo in the lower right.

Top: The Goodwin ad displays asymmetrical balance.

Bottom: the J & L Hurricane Shutters ad uses symmetrical balance.



By comparison, the shutters ad lacks depth and dimension. The centered text gives the ad a static appearance. The only visual line the eye can follow is straight down the center from the porch posts.

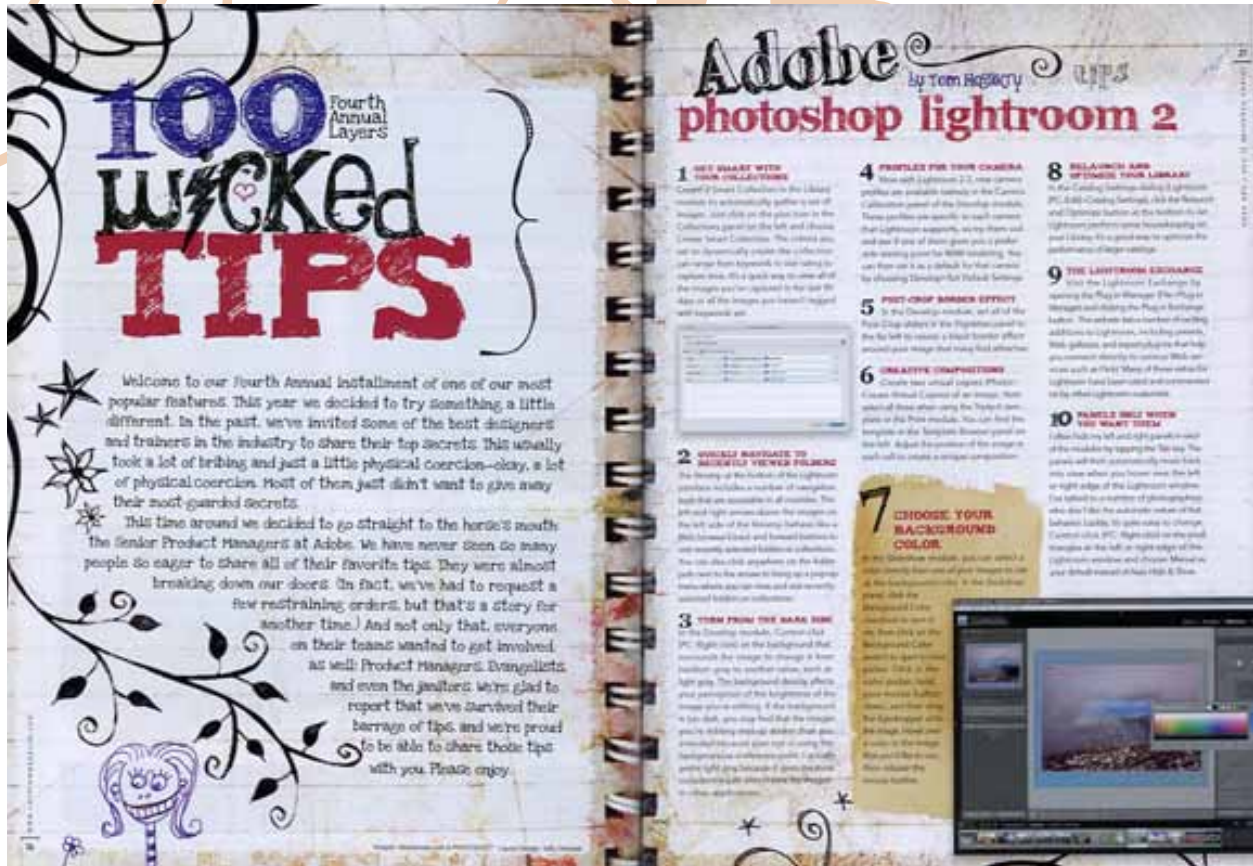


Principles: Movement



Several elements create the sense of movement in this Crystal Light ad. First, the angles of the pitcher and Crystal Light container in contrast to the vertical and horizontals of the page create tension. Next, the line created by the pouring water, the curve of the pitcher bottom and the “splash” of butterflies pull the eye along a figure-8 type path. Finally, the varied positions of the butterfly-like splashes give the impression of fluttering wings.

Principles: Unity



This two-page spread demonstrates unity through the repetition of several elements. The notebook theme, with grungy pages carries throughout the article. The handwritten “notebook doodle” style of the title font carries through as well. Headings are easily identified through consistent font choice, size and color.