

Graphic Design

- Communication with 2D visual information...
 - for fun
 - for serious
 - as a first interaction with a product

DON'T BE LATE!
(OR ELSE...)

- Gets message & feeling across while being understandable
 - Semantics (meaning)
 - Syntax (feel)
 - Usability (comprehensibility)

Semantics

- Getting the message across
- Icons (dependent on culture, age, etc.)
- Right brain stuff

Usability

- left brain stuff

- size, contrast, clutter → simplicity

↳ Big enough
to read
across the
room

No black
on blue or
yellow on
white

Hinders getting
information
quickly

- Font

• Serif vs. Sans-Serif

↓
books

↓
everywhere
else

• Caps - easier to read a mix of upper
& lower case letters

• Justification - left justified text
easiest to read

- Gestalt Thinking

- We take information & try to
simplify it for quick understanding

Closure

Similarity

Proximity

Continuity

Common Region

- Simplicity
less is more → quicker understanding
More is less ✓

Syntax

- Form, feel, emotion
- Balance, Symmetry

Consistency

- Creates product coherence + brand identity

through semantics

syntax
font choice

color choice

Playful Form

rounded,
exaggerated,
wavy...

← form language
Ex, "industrial bathroom"
for Apple

*If you missed class today, you missed making a playful Form language collage!