

Design Principles

RCPT 436

Research & Technology
Applications

Source: The Non-Designer's Design Book (2nd Ed) by Robin Williams

Good Design Is As Easy as 1-2-3

- 1. Learn the principles.**

They're simpler than you might think.

- 2. Recognize when you are not using them.**

Put it into words – name the problem.

- 3. Apply the principles.**

You'll be amazed.

Good design is as easy as...

- 1 Learn the principles.**
They're simpler than you might think.
- 2 Recognize when you're not using them.**
Put it into words – name the problem.
- 3 Apply the principles.**
You'll be amazed.

A Horrible Example

- University Honor Code
- <http://svanpatt.asp.radford.edu/Honor%20Code.doc>

Proximity

Ralph Roister Doister

(717) 555-1212

Mermaid Tavern

916 Bread Street

London, NM

Group related items together...

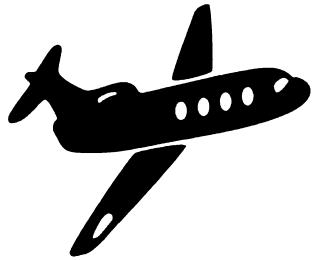
Mermaid Tavern

Ralph Roister Doister

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London, NM
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THE ASSOCIATION OF WOMEN AIRLINE PILOTS
ALL THE LATEST BUZZ...

Vol. 26, No. 9



FROM THE COCKPIT

August 2005



All the latest buzz...

From the cockpit

The Association of Women Airline Pilots
Vol. 26 • No. 9 August 2005

HOW 'BOUT IT, PARDNER?

How'd you like to...

Wake up with the sun, pour yourself a cup of coffee, and gaze out over the open range from your bungalow?

Can you imagine?

Spending the day outside, beneath a cloudless sky, putting in a hard day's work – working close to the land?

Ever wanted to...

Taste the best vittles you've ever had at the end of a full day riding, roping, and fencing.

It's all possible!

Live the life you've dreamed about –

Be a cowboy!



For more information, call 1-800-COWBOYS.

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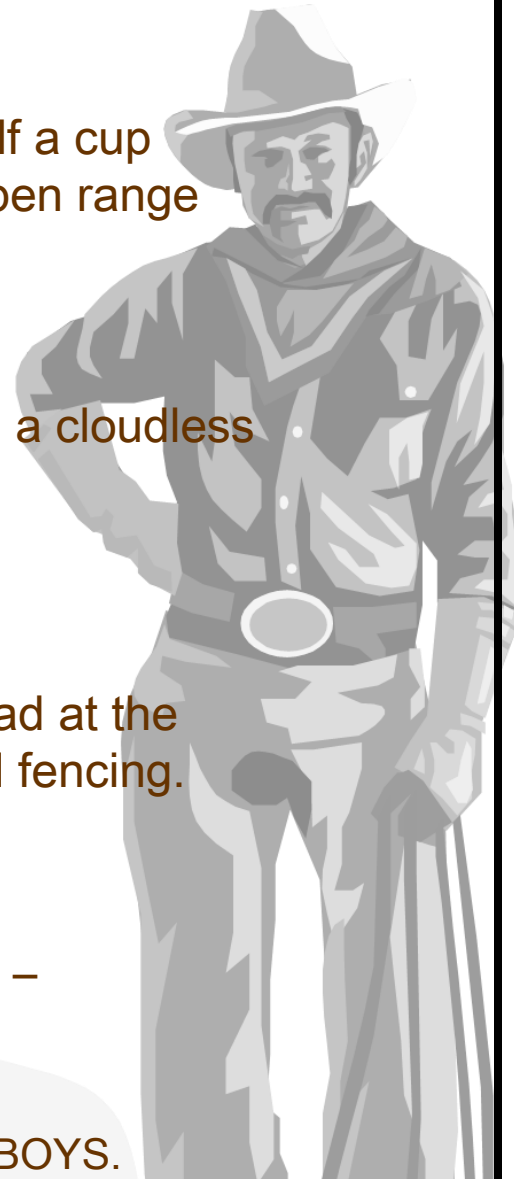
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It's all possible!

Live the life you've dreamed about –

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What to Avoid

- Avoid too many separate elements on a page.
- Don't stick things in the middle and corner.
- Avoid leaving equal amounts of white space between elements unless each group is part of a subset.
- Don't create relationships with elements that don't belong together.

Alignment

Ralph Roister Doister

(717) 555-1212

Mermaid Tavern

916 Bread Street

London, NM

Better but Boring

Mermaid Tavern

Ralph Roister Doister

916 Bread Street
London, NM
(717) 555-1212

Strong and Decisive

Mermaid Tavern

Ralph Roister Doister

916 Bread Street
London, NM
(717) 555-1212

Giving Centered a Bad Name

I will love the light for it
shows me the way.

Yet I will endure the
darkness for it shows me
the stars.

Og Mandino

I will love the light for it
shows me the way.
Yet I will endure the
darkness for it shows
me the stars.

Og Mandino

This text is ***flush left***.
Some people call it
quad left or left
aligned.

This text is ***flush
right***. Some people
call it quad right or
right aligned.

This text is ***centered***.
If you are going to
center text,
make it obvious.

This text is ***justified***. Some people
call it quad left and right or
blocked. Notice the text lines up on
both sides. Whatever you call it,
make sure you line length is long
enough to avoid awkward gaps
between the words.

What to Avoid

- Avoid using more than one text alignment on the page unless there is another visual connection to unify them.
- Try to break away from center alignment unless you are doing it consciously.

THEME PARK news

BOY DIES AFTER RIDE AT DISNEY EPCOT PARK

On 13 June, a four-year-old boy collapsed on a ride at Disney's Epcot Park in Florida, US, and later died.

Daudi Bamuwamye had visited the Orlando theme park with his mother and sister and collapsed while on the four-minute Epcot Mission:Space ride. He was taken to Celebration Hospital, where he was declared dead.

His mother said he had no history of medical problems and a preliminary autopsy report found no sign of trauma.

At 3 feet 10 inches tall, he was 2 inches taller than the ride's 44-inch minimum height warning signs.

Further tests will now be conducted to establish the cause of death, although this could take up to 12 weeks.

The ride first opened in 2003 and more than 8.6 million guests have ridden on Mission:Space since its debut.

Meanwhile, the California Supreme Court ruled in mid-June that Walt Disney World and other theme park operators



have a duty to protect their customers. The ruling related to a case regarding a 23-year-old woman, Christina Moreno, who went on the Indiana Jones ride at Disney World California in 2000 and suffered a fatal brain injury.

DINOSAUR WORLD FOR DUBAI?

A 500,000sq ft (46,500sq m) dinosaur-based theme park set to be located in Dubai has reached early planning stages.

Under the working title of Restless Planet, a team of international experts have recently been commissioned to develop the concept, including members of London's Natural History Museum, architects Furneaux Stewart, attractions masterplanner Jack Rouse Associates and Dr John R Horner, the paleontologist who was a consultant on the Jurassic Park films and books.

Restless Planet would be one of four signature attractions in IMG's City of Arabia, a 20 million sq ft (1.8 million sq m) development situated at the gateway of the Dubailand project. Financial backing comes from Ilyas and Mustafa Galadari of the I&M Galadari Group, who are also investors in Dubailand.



WARNER BROS MADRID OPENS SCOOBY-DOO RIDE

Warner Bros in Madrid has launched its new, 6,000sq ft (557sq m) Scooby-Doo ride.

Called La Aventura de Scooby-Doo, the interactive ride opened on 16 June.

The ride is the seventh Scooby-Doo experience to be produced by the Sally Corporation and the first to feature Spanish-speaking characters and Spanish-language signage.

Styled around a haunted mansion trip, riders in digitally equipped Mystery Machines visit a series of 17 scenes while 80 animated props and characters are utilised. Details: www.sallycorp.com



Europa-Park was placed within the top 10

WHAT'S THE MOST FUN THEME PARK IN THE WORLD?

A recent survey conducted by business magazine *Forbes* named the top 10 'most fun' theme parks in the world, with Alton Towers in the UK taking the top spot.

A total of six European properties were placed within the 10, including Europa-Park, Germany and Port Aventura in Spain while US theme parks Disneyland California and Six Flags in New Jersey came in at third and ninth place respectively.

CONTINUUM EXPANDS EUROPEAN OPERATION

UK designer and operator of museums and visitor attractions, Continuum Group, has opened its first international office in Tallinn, Estonia. The move is part of ongoing development plans to open Continuum offices in emerging markets within other parts of Europe.

Continuum's chief executive, Dominic Tweddle, said: "We are thrilled to have opened in Tallinn. "Our consultants will offer expert advice to help the arts and culture industry and enable it to act as a tool in driving tourism, which will in turn boost economic regeneration." Details: www.continuum.ee

WORK BEGINS AT DICKENS WORLD Work has begun on a £60m attractions development in the Thames Gateway, UK, based on the works of Charles Dickens. The four-acre complex, which will also feature a nine-screen Odeon multiplex and a variety of restaurants and bars, aims to recreate life in the time in which Dickens lived. The attraction is being entirely funded by a speculative syndicate and will be completed by April 2007.

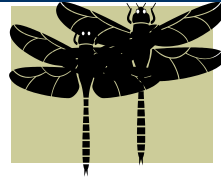
Repetition

- Repeat some aspect of the design throughout the entire piece.
- Repetition is consistency – a conscious effort to unify all parts of a design.
- If there is an element that catches your fancy, go for it.



Nature's Nursery

123 Grove Street
Springfield WI 23045
(888) 231-4747
www.naturesnursery.com

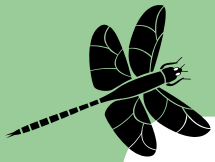


Robert Schmidt,
President

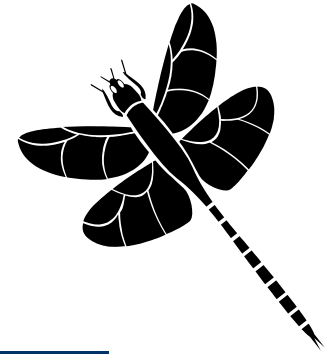
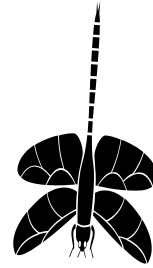
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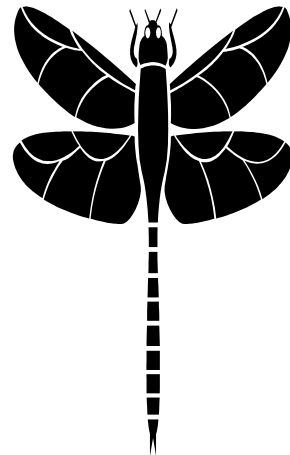
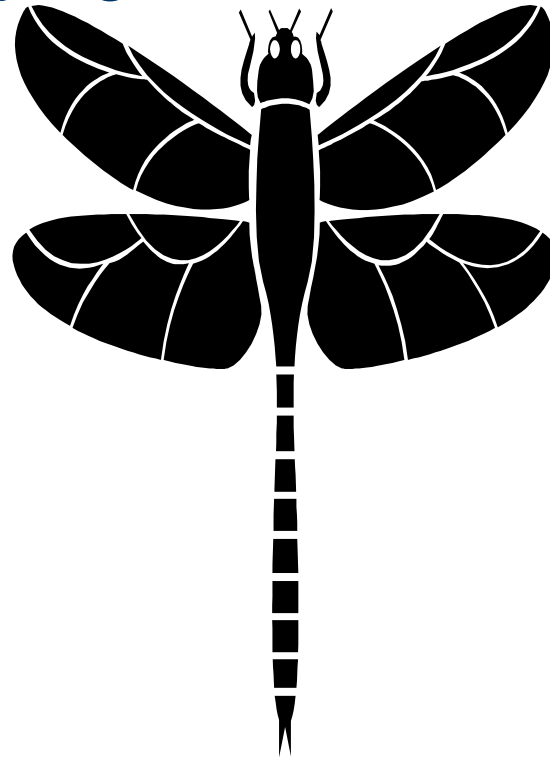
Today's Special
Marigolds
\$5.99 a flat



What to Avoid



- Avoid repeating the element so much that it becomes annoying or overwhelming.



Contrast

- For contrast to be effective, it must be strong.

Don't be a wimp.

- If two items are not exactly the same, then make them different.

Really different.

A rather dull but typical cover

LEPROSY

I'm Not Half The Man

I Used To Be

John Smith

January 1, 2007

Proximity

LEPROSY

I'm Not Half The Man
I Used To Be

John Smith
January 1, 2007

Alignment

LEPROSY

I'm Not Half The Man
I Used To Be

John Smith
January 1, 2007

Repetition

LEPROSY

**I'm Not Half The Man 
I Used To Be**


John Smith

Contrast

LEPROSY

I'm Not
Half The
Man
I Used
To Be

John Smith

January 1, 2007

Typeface

- Concordant – one type in the same family.
- Conflicting – combining typefaces that are similar
- Contrasting – combining separate typefaces and elements that are clearly distinct

Concord

Life's but a walking shadow,
a poor player that struts and frets
his hour upon the stage, and
then is heard no more;
it is a tale told by the idiot,
full of sound and fury,
signifying nothing.

Conflict

Life's but a walking shadow,
a poor player that struts and frets
his hour upon the stage, and
then is heard no more;
it is a tale told by the idiot,
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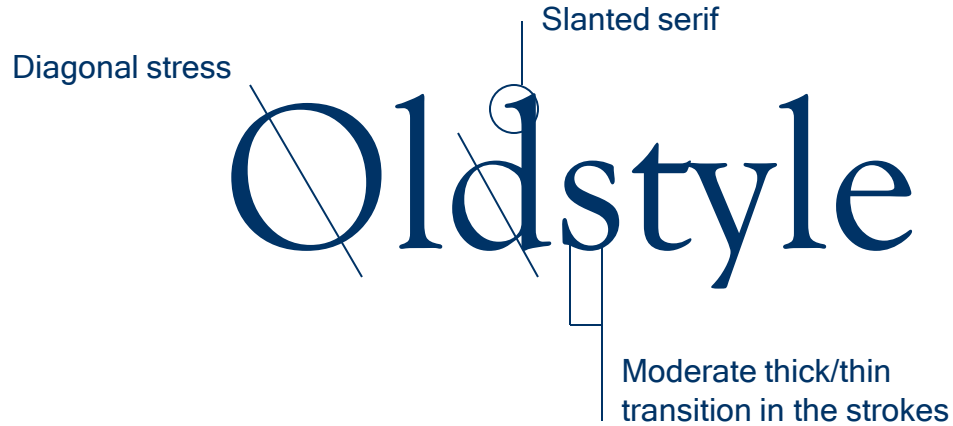
Contrast

Life's but a walking shadow,
a poor player that struts
and frets his hour upon the stage,
and then is heard no more;
it is a tale told by the idiot,
full of sound and fury,
signifying nothing.

Categories of Type

- Six major categories
- Choosing different typefaces in the same category can cause conflict.
- Lots of typefaces don't fit neatly into a category.

Oldstyle



Goudy

Palatino

Garamond

Times New Roman

Baskerville

Modern

Vertical stress

Serifs are thin and horizontal

Radical thick/thin transition in the strokes

Modern

Bodoni

Times Bold

Onyx

Slab Serif

Slab Serif

Serifs are horizontal and thick

Vertical stress

Very little or no thick/thin transition in the strokes



Century Schoolbook

Courier Bold Book Antiqua

Sans Serif

No stress because
there is no thick/thin

No serifs
anywhere

Sans Serif

No thick/thin transition
in the strokes

Century Gothic

Arial

Franklin Gothic

Tahoma

Script

Bradley Hand

Brush Script

Lucida Handwriting

Vivaldi

Mistral

Decorative

Gigi

CASTELLAR

Chiller

Jokerman

Harlow Solid Italic

Juice

Ravie

Papyrus

Radford University

Visitor's
Center

Don't try to
combine
two warm
colors or
two cool
colors

"Hubba hubba," said St. Zvlkx as soon as Emma entered. "Who's the bunny with the scrummy hooters?"

"He wishes you . . . um . . . both good morrow," said Joffy, visibly shaken. "St. Zvlkx, this is Lady Hamilton and Hamlet, Prince of Denmark."

"If you're giving away one of those puppies," continued St. Zvlkx, staring at Emma's cleavage, "I'll have the one with the brown nose."

"Good morning," said Hamlet without smiling. "Any more bad language against the good Lady Hamilton and I'll take you outside and make your quietus with a bare bodkin."

"What did the Prince say?" asked St. Zvlkx.

"Yes," said Joffy, "what did he say?"

"It's **Courier Bold**," I told him, "the traditional language of the BookWorld. He said that he would be failing in his duty as a gentleman if he allowed Zvlkx to show any disrespect to Lady Hamilton."

From Something Rotten by Jasper Fforde

Contrast or Conflict?

FANCY
PERFUME

FUNNY FARM
Health Insurance

MY MOTHER

My mother is the greatest woman
in the world.

let's *DANCE* tonight

