Graphic Space and Meaning

Composition and Structure

Review – Connotation & Resonance

- Union of Word and Picture:
  - Combine type and image cohesively – they must work together to reinforce and extend one another.

- Text supports the connotation of an image.
  - An image can be one thing, yet words will make it another.
  - Text has the ability to "load an image".

- Designs incorporate redundancy to get the message across.

- Visual-Verbal synergy can evoke powerful emotions.

+ What is Graphic Space?

■ Most graphic design will occur on a 2D plane, bound by four edges.

■ This is where you convey your message!

Design is to make a synthesis of Needs + Information + Colors in order to create something Greater than the Sum of its Parts. (and you can take that to the bank)
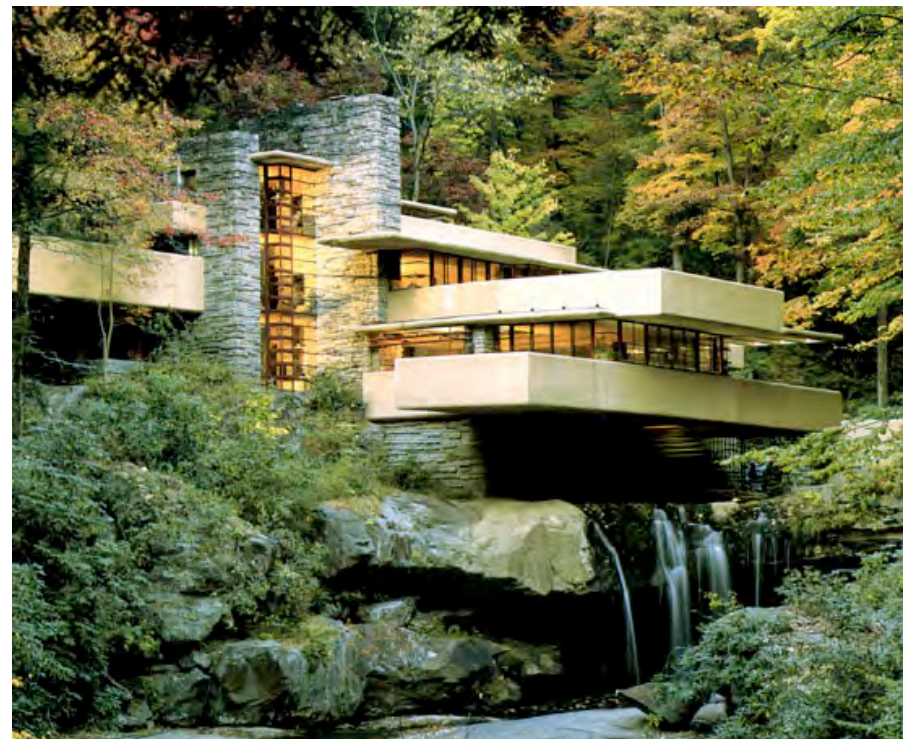
+ What will you do with your Space?

- Organize visual and verbal components.

- Combine unlike elements into a unified piece.

+ The Human Factor

- Remember? Always design for your audience!

- Humans have a natural understanding of horizontal and vertical alignment.
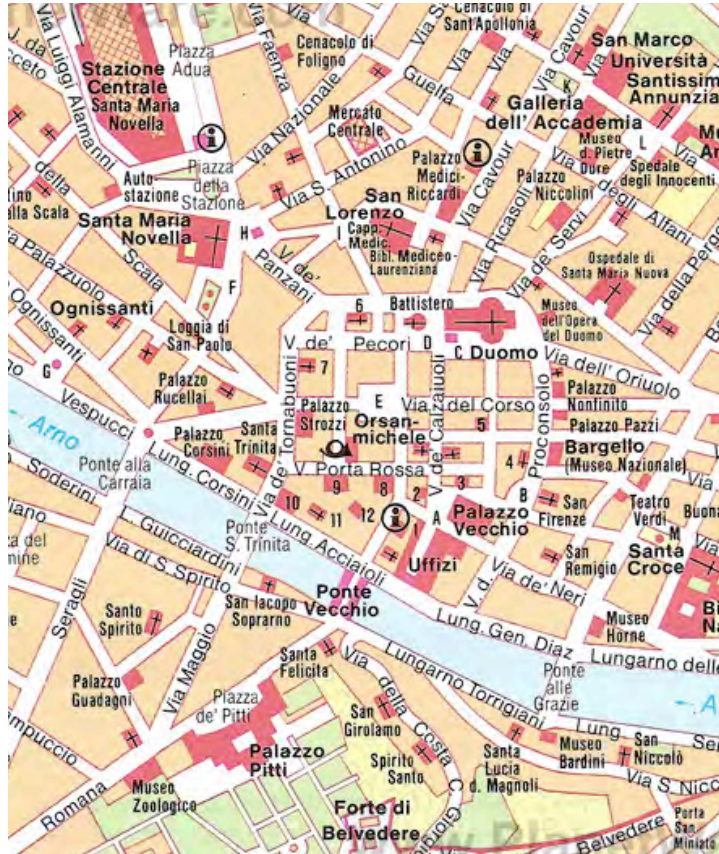
- How is this reinforced?

The Human Factor

- Horizontal/Vertical Reinforcement
  - Which map makes sense?

Human Vision - Focus

- When focusing on one item, everything else fades into the periphery.

- How will you capture your viewer's focus?

+ Human Vision - Movement

- In graphic space, eye movement is what generates the energy and motion in a design.

- As a designer, it is your decisions that will guide the viewer's eye.

- Humans look for order – how will you apply this to your design?

+ Form Relationships

- "Forms establish relationships to one another in space through identifiable principles." (Meggs 70)

- Remember Gestalt?
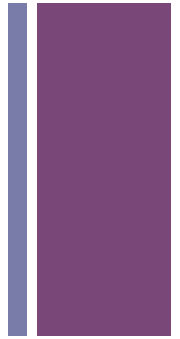
+ Form Relationships

- Alignment
  - Forms align with each other to establish relationships

- Continuation
  - Generates eye movement
  - Reinforces alignment and relationships
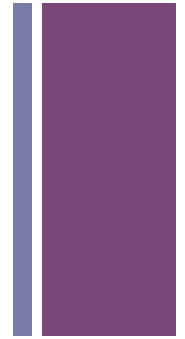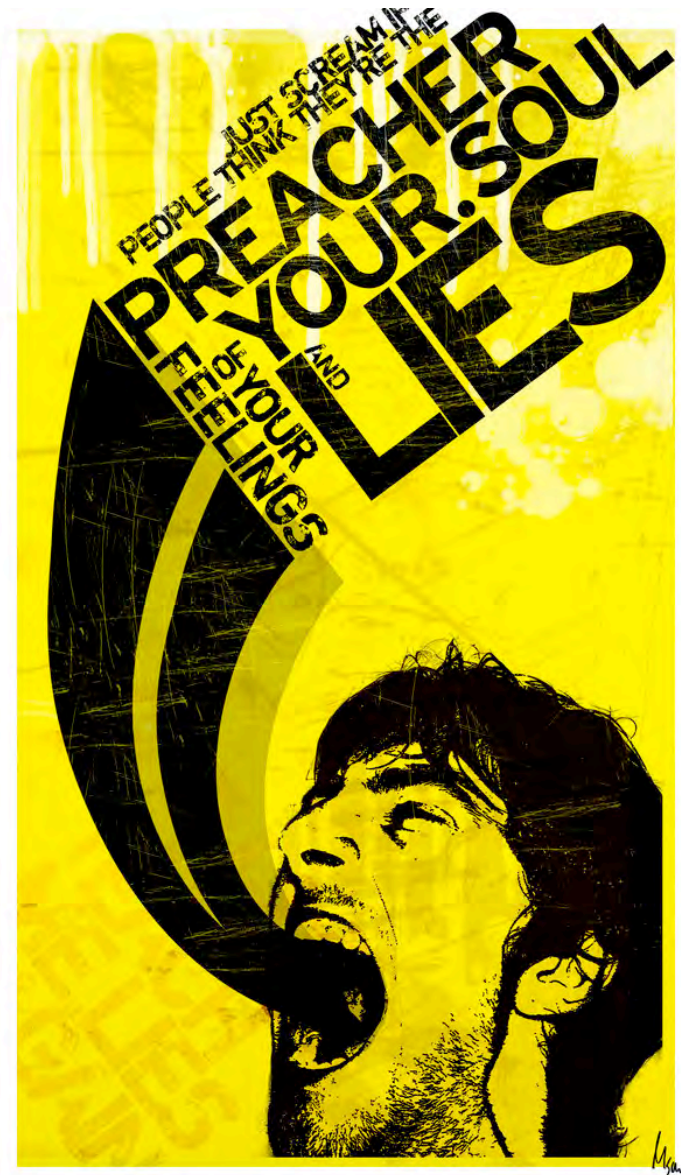
Form Relationships

- Proximity
  - Elements location in regards to one another defines their relationships
  - A design is successful when the reader instinctively properly groups elements

- Correspondence
  - Corresponding visual properties develop a relationship.
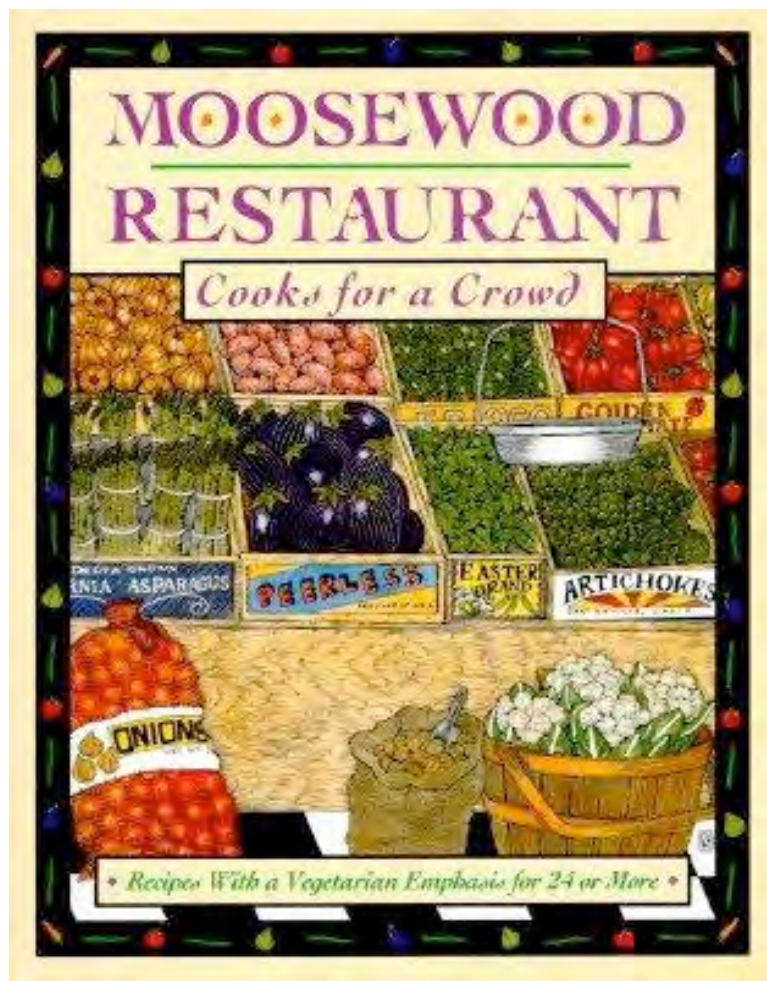
Form Relationships

- Completion
  - Humans complete implied items when elements have sufficient relationships through:
    - alignment,
    - continuation,
    - proximity,
    - correspondence

  More Gestalt
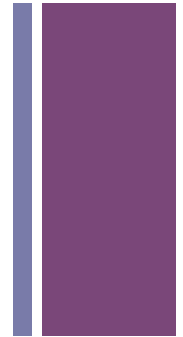
Stability vs. Energy

- How do you create stability in your design?
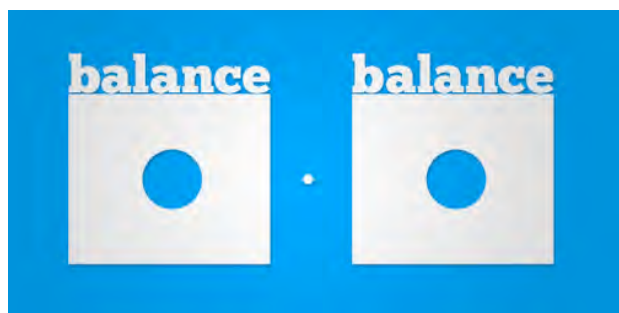 - Alignment
  - Symmetry

Stability vs. Energy

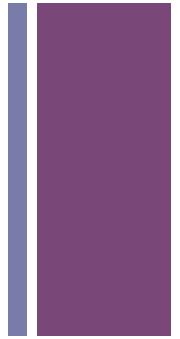- How do you create energy in your design?
  - Diagonal lines
  - Asymmetry

<big>Symmetry</big>

- Well proportioned

- Balanced

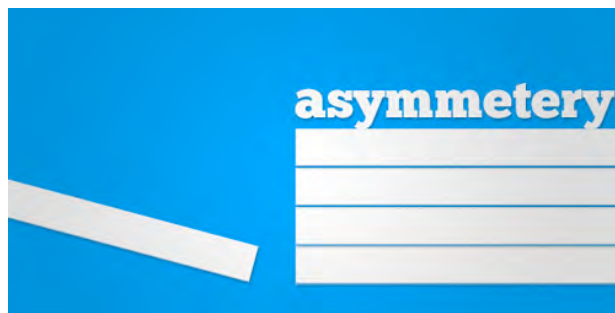- Similarity in arrangement on either side of a dividing line.

- Brings order and unity

Symmetry

GOLDIE PRESENTS
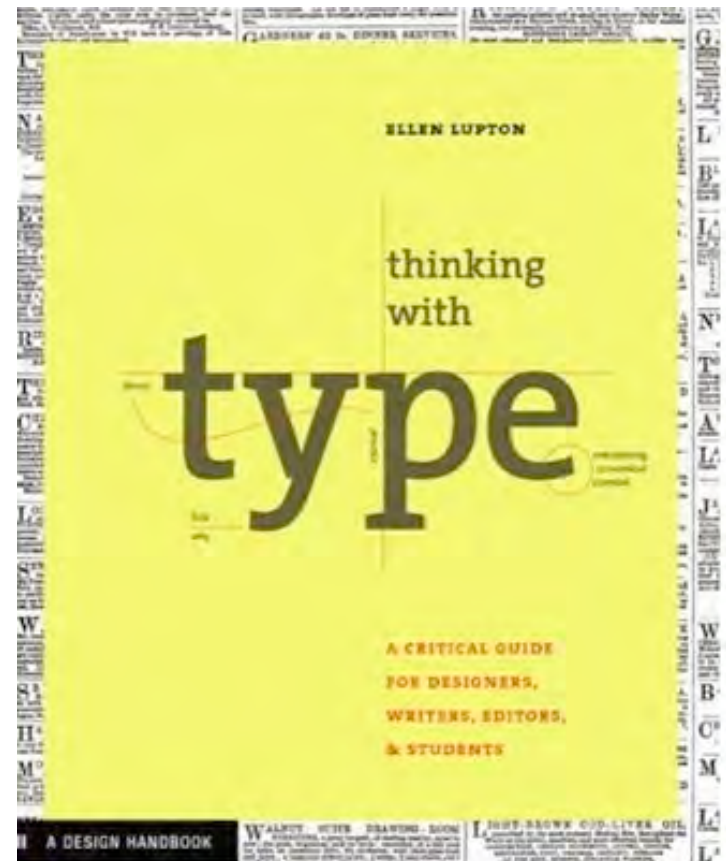
"SINE TEMPUS"

THE SOUNDTRACK

+ Asymmetry

- The love child of modern design.

- Redefined as "Dynamic Equilibrium"

- Dissimilar objects with equal visual weight

+ Asymmetry vs. Symmetry

- What does each signify?

- The decision to use one or the other grows from subject matter and design intent.

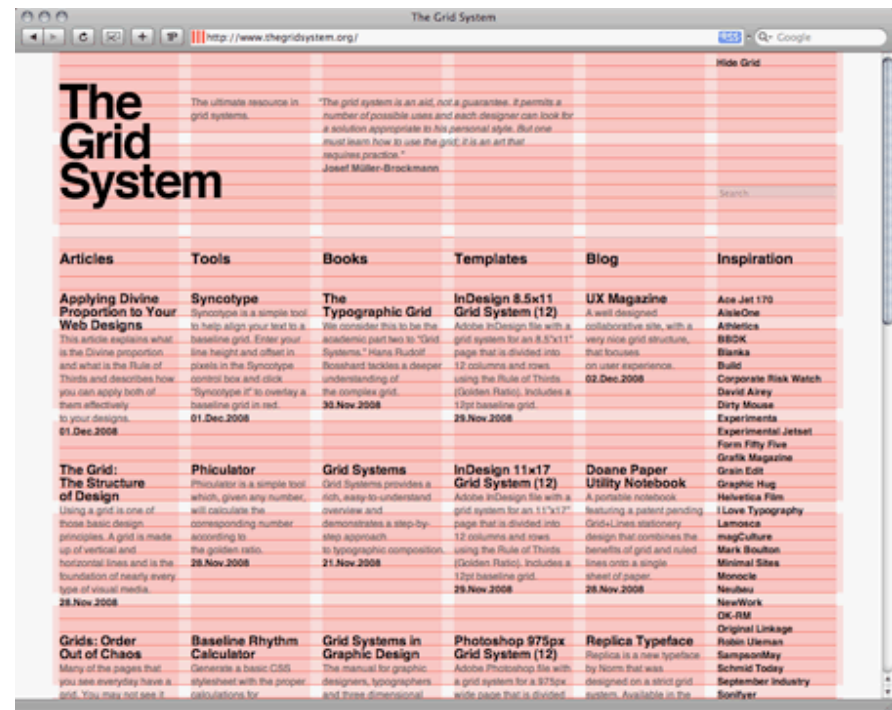- Both are effective for graphic space

+ Modular Relationships

- Module: "Basic elementary unit that can be combined and repeated to become the basis for the whole" (Meggs 80)
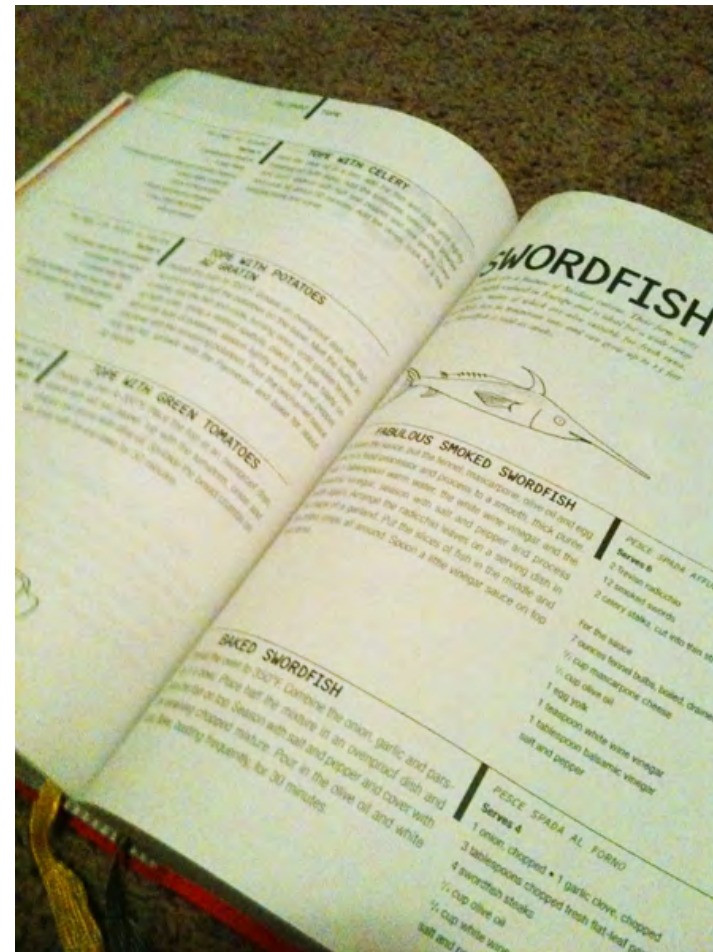
- Also known as: GRIDS!
  - Modular use of horizontal and vertical lines (remember the Human Factor?)
  - Can take on many forms – allows for diversity in type and image
  - Regular sequence

+ Visual Program

- System of parameters used to unify a design

- Began with El Lissitzky in 1925 *(great example on page 80)*

+ Visual Program

- What does a grid do?

- Do you have a grid in your design?
  - How are you going to unify your design?

- Remember, the grid is your framework, but can't carry the design on its own.

+ Things to Keep in Mind

- You have many images in your design.

- Find a structural principle within your graphic space to create a unifying theme.

- Relate your typography to your image.

- It's up to you to invent your organizing theme!