

Sequence and continuity

Sequence

- progression, the visible experience of movement or change.
- Sequence in the visual sense is a series of events which lead the eye in a specific direction or exhibits a logical order.
- A line of trees becomes a sequence if the eye automatically follows from one tree to another.
- Designers utilize this principle to create an experience by-visually linking one event with another in order to direct the eye to a desired point.

- A logical sequence unconsciously builds excitement, an anticipation of something more to experience.
- A pleasant type of rhythm develops in a properly planned sequence which imparts the feeling that one is, in fact, progressing in some direction.
- A design that incorporates a sequence creates a pleasurable experience for those who move through it rather than a static feeling of monotony.

Sequence in different layouts

- Repeating a sequence; having it occur more than a few times.
 - In design, repetition creates visual consistency in page designs, such as using the same style of headlines, the same style of initial capitals, or repeating the same basic layout from one page to another.
- Excessive repetition (monotony) may lead to boredom and uninteresting compositions.
- If one cannot avoid excessive repetitions for any reason, do not forget to add some visual breaks and white spaces where eyes can rest for a while.

Continuation

- Elements are placed or chosen so the viewer's eye moves from one element to the next and "continues" through the design or layout.
- Continuation through sequential repetition of similar elements (the men and perspective). Notice how the men fall, and end, at her feet—since they are selling shoes.



- Continuity helps unify packaging, pages in a magazine or a web site by putting design elements in the same place on each page.
 - Imagining how frustrating it would be if the page number was in a different place on every page of a magazine.
 - Or if a logo changed placement on every web page.
 - The reader would have to work harder than needed to get the information.
 - Continuity also helps reinforce a brand identity by keeping the brand look consistent. This helps build visual brand loyalty.

- Look how Tazo tea uses consistency and continuity in their packaging.



Variety

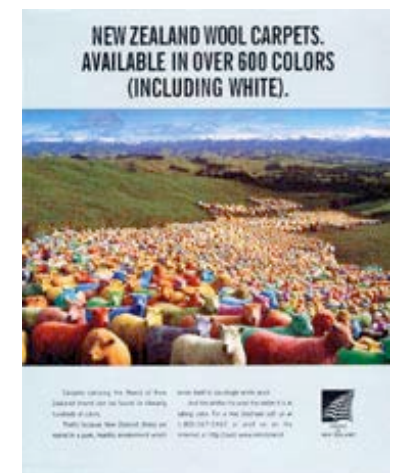
- A melody is still recognizable when played in different keys even though none of the notes are the same.

Ad Campaigns

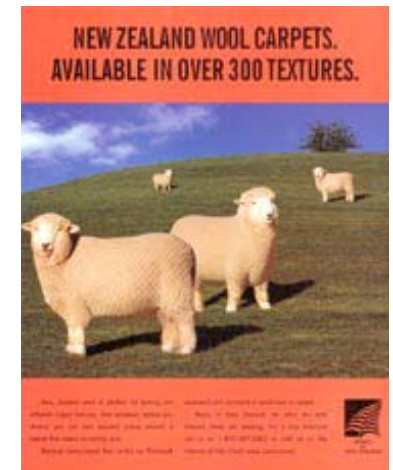
- consumers seldom respond to a single viewing of an ad.
- But, there is also a point where they get bored and begin to tune the ad out.
- To combat this problem, agencies create campaigns--sets of ads with a single strategic message.

- The first principle for arranging elements is that a campaign must have continuity.
- This means that all the ads in the campaign must have a set of visual themes that identify each ad as part of a continuing whole--a member of the set.
- These themes must appear in ALL ads in ALL media.
- You can't identify the themes from a single ad. You must see several in order to understand what's going on.

- The ads on this page show some fairly simple on-going continuity themes.
- It's not enough to have just one or two continuing themes.
- There must be a sufficient number to identify all ads as a set immediately.
- Notice all the ways in which the each ad is similar to the others:



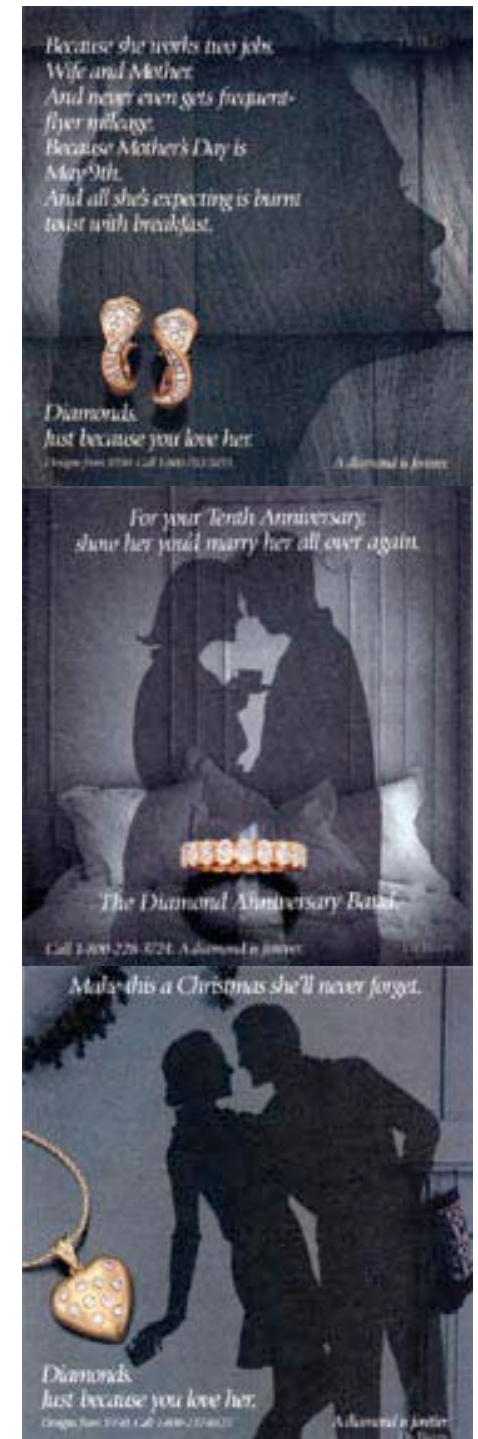
- In each photo, there are unusual-looking sheep.
- The photos all are about the same size.
- The photos are placed in the same position on the page.
- There are color blocks above and below the pictures.
- The typeface stays the same.
- The headline type is about the same size.
- The body text is set in two columns.
- The logo is placed in the same position.



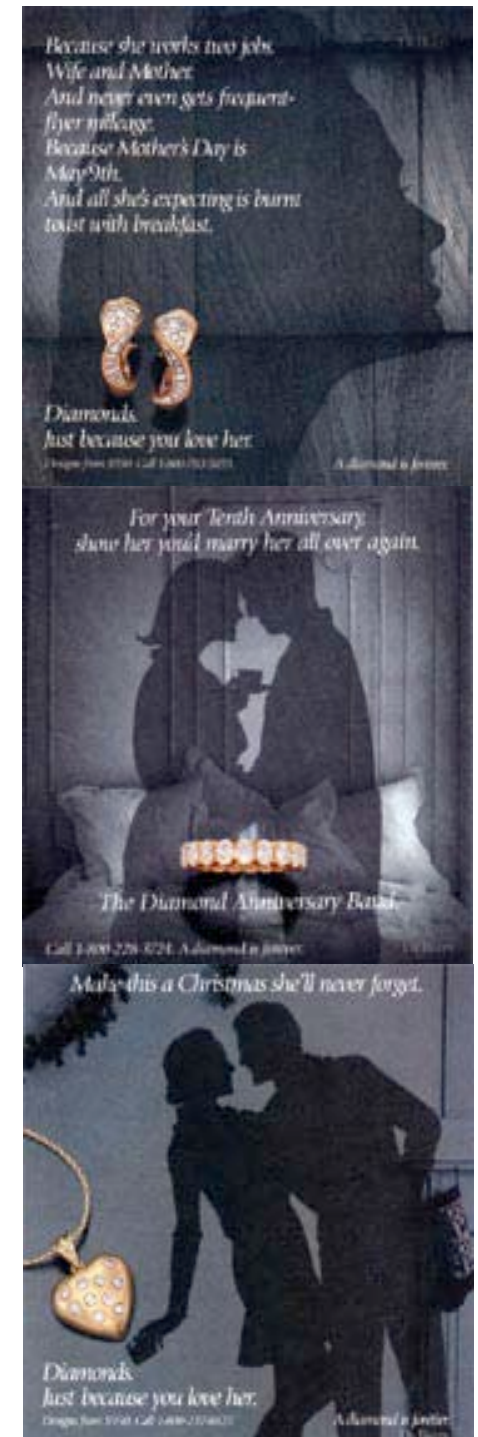
- Now, consider the ways in which they differ —The headlines, photos, body copy and color schemes.
- Remember, the viewer must immediately notice that she is looking at a different ad, but still identify it as part of the set.

DeBeers campaign

- While each ad portrayed a different occasion on which the woman deserved a diamond, the basic format of all commercials was the same.
- You saw the shadows overlayed on black and white backgrounds with the jewelry as the only colored object in the commercial.
- The dramatic musical background, Vivaldi's Four Seasons, provided an additional continuity theme for television.



- Each print ad is different, but the themes continue.
 - All are quarter-page squares with white type in the same italic font, the shadows and the jewelry in color.
 - Would these themes continue on posters, point of purchase displays, trade ads, and billboards? YES, YES, YES and YES.



- These ads are aimed at married men age 35+. The goal is to get them to buy a second or third diamond for their wife. The promise is:
 - If you buy your wife diamond's for special occasions, you'll keep the romance in your relationship (and maybe get sex).
 - What tells you this? The copy...tenth anniversary...Mothers day.
 - And the positions of the shadows.
 - Check out the background in the middle ad and the female figure in the bottom ad. Is this the hair style and attire of the average woman in her 20s?

