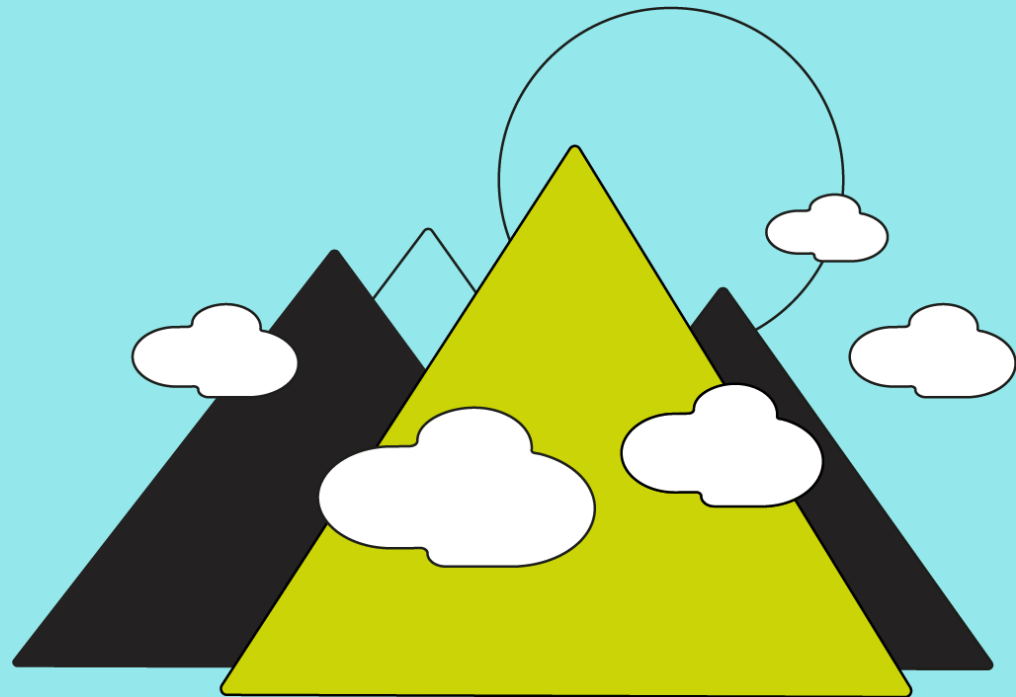


Pearson Edexcel

Art and Design Network Event: The 8 Design Principles



Introduction and Agenda

Agenda:

- Welcome and introductions: Debbie Wynne
Credible Specialist for Graphic Communication
- Overview of the 8 design principles that underpin all graphic communication
- In-depth look at each principle
- Possible task-setting
- Q&A and open discussion

***“If you can
design one
thing, you
can design
everything.”***

Massimo Vignelli



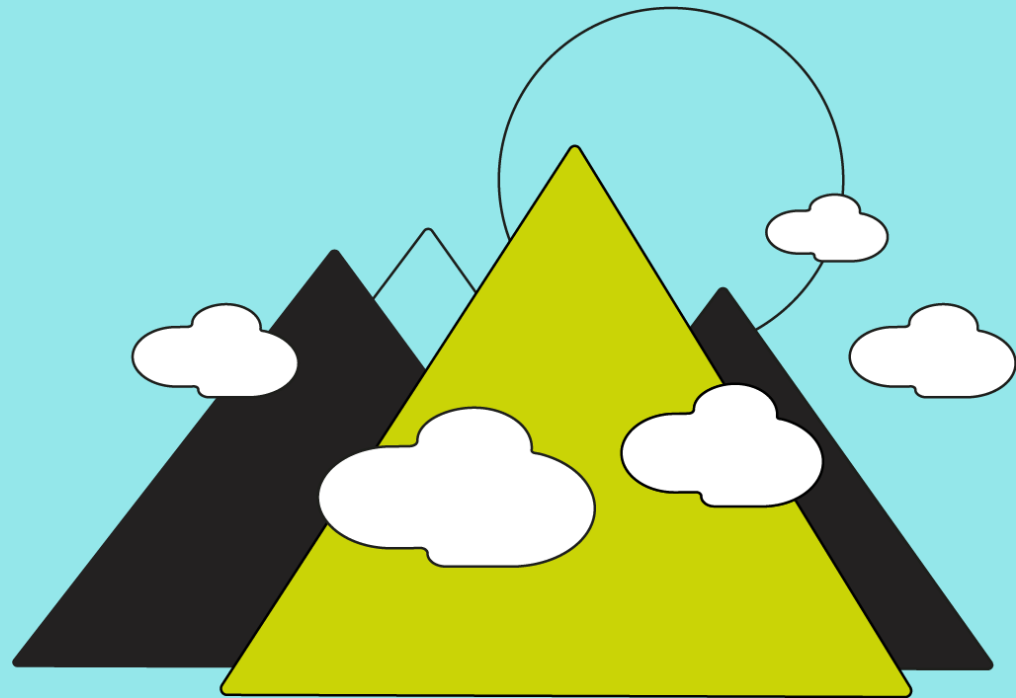
‘If you can design one thing, you can design everything’

When Vignelli said this, he meant that the fundamental principles of design are the same across all disciplines of visual communication.

If you are able to master these basics, you'll be able to create design that is timeless.

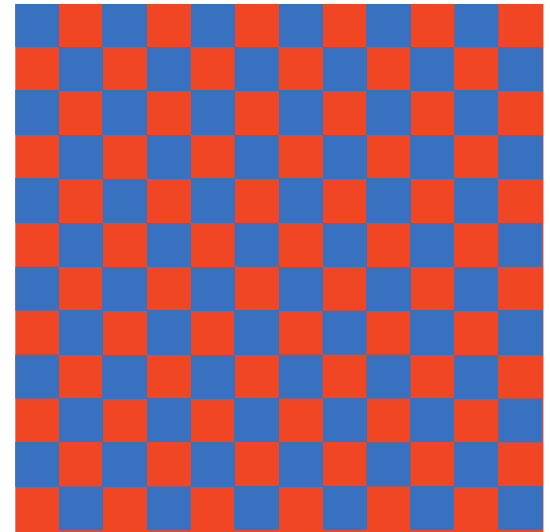
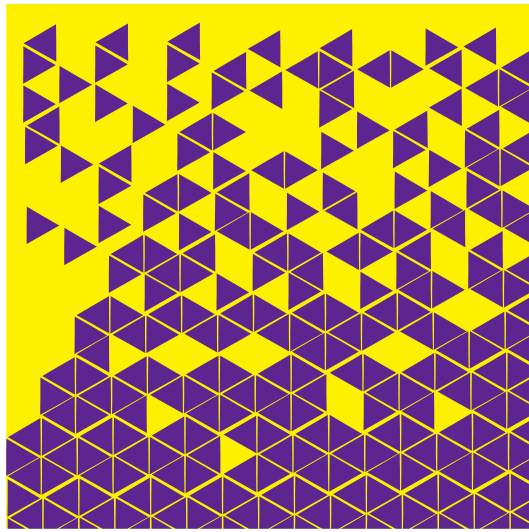
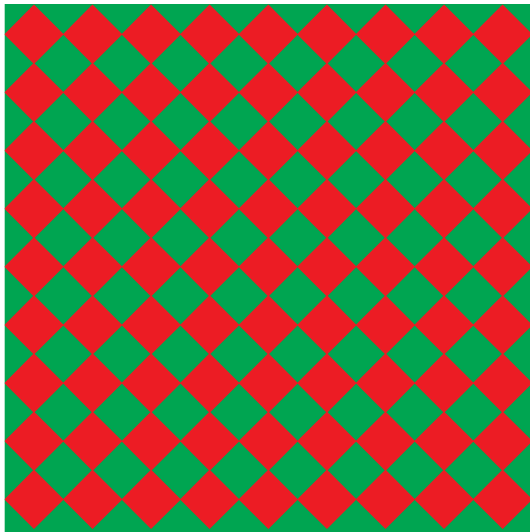
**Basic
principles of
graphic design**

Contrast



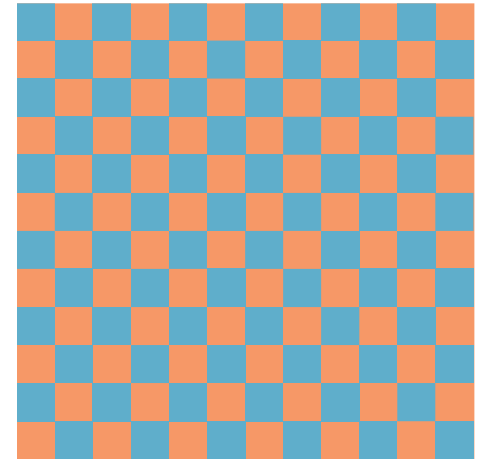
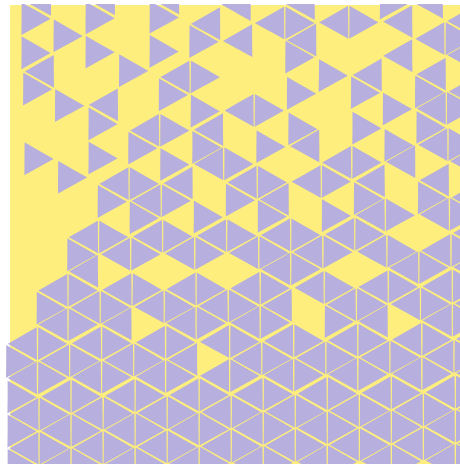
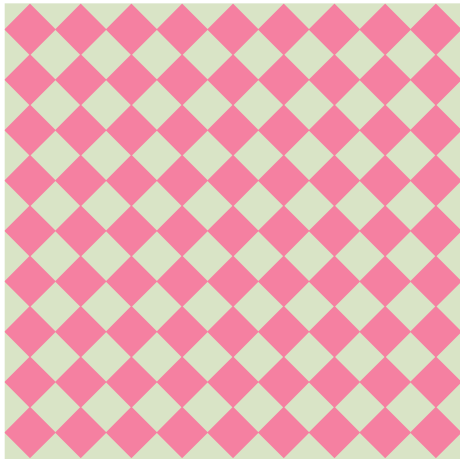
01: CONTRAST

Colour

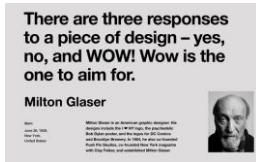


01: CONTRAST

Colour



01: CONTRAST Type



San Serif Fonts to
Explore

Din Condensed
Calibri

Eurostile

Futura

Grotesque

Helvetica

Impact

MS GothicNeo

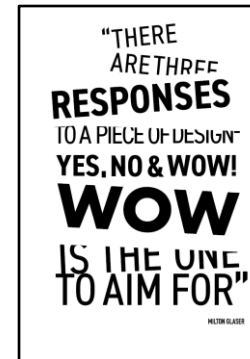
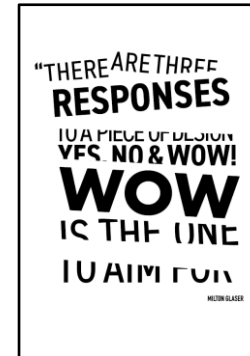
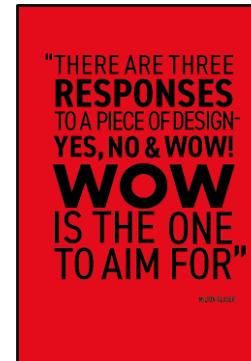
News Gothic MT

Silom

Colours to
Explore: Blk, R, Y



Experimentation:



01: CONTRAST Type

"THERE ARE
THREE
RESPONSES
TO A PIECE
OF DESIGN -
YES, NO AND
WOW!
WOW
IS THE ONE
TO AIM FOR"

MILTON GLASER

"THERE ARE
THREE
RESPONSES
TO A
PIECE OF
DESIGN -
YES, NO AND
WOW!
WOW
IS THE ONE
TO AIM
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MILTON GLASER

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FOR"

MILTON GLASER

"THERE ARE THREE
RESPONSES
TO A PIECE OF DESIGN -
YES, NO & WOW!
WOW
IS THE ONE
TO AIM FOR"

MILTON GLASER

01: CONTRAST Type



Serif Fonts to
Explore

Adobe Caslon
Baskerville
Bembo
Bodoni 72
Didot
Garamond
Lucida Bright
Elephant
Modern No.20
Palatino

Colours to
Explore: Blk, R, Y



Experimentation:

LE NE BODONI 72
"DESIGN IS THINKING MADE VISUAL"
BODONI 72
"DESIGN IS THINKING MADE VISUAL"

Image 01

UAL' ADE NG "DESIG N
' IS THINKI .
, VI M /
L C

Image 02

"DESIGN IS THINKING MADE VISUAL"
"DESIGN IS THINKING MADE VISUAL"

Image 03

DESIGN

Image 04

"DESIGN IS THINKING MADE VISUAL"
"DESIGN IS THINKING MADE VISUAL"
"DESIGN IS THINKING MADE VISUAL"

Image 05



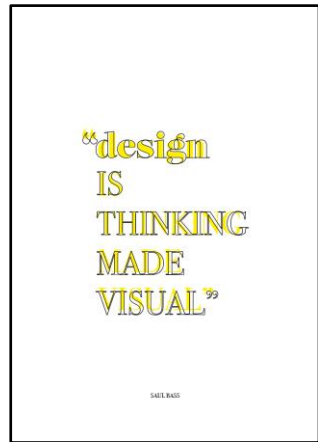
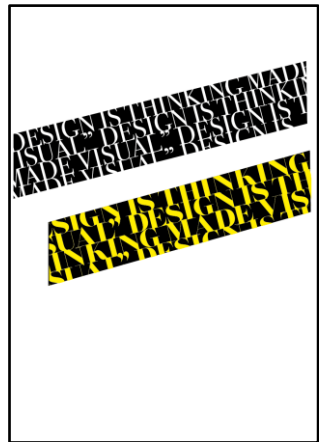
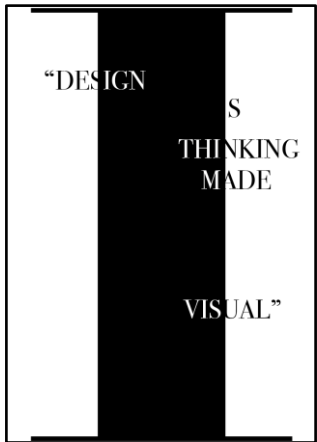
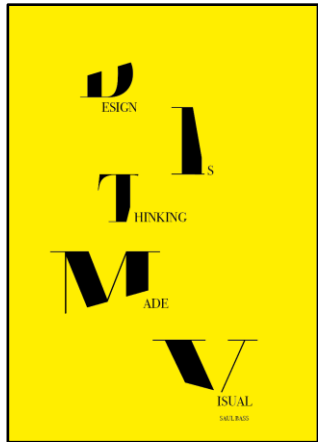
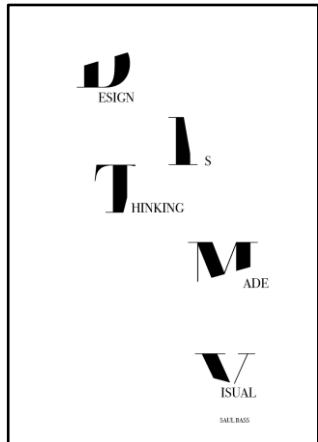
Image 06



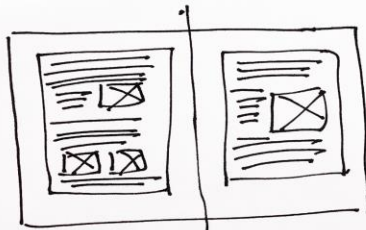
Image 07

01: CONTRAST

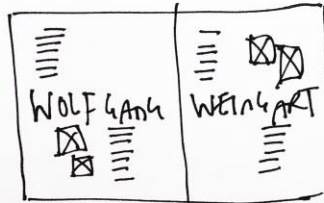
Type



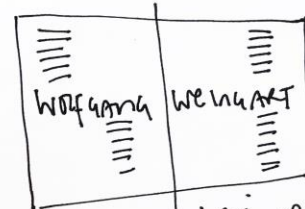
01: CONTRAST Size



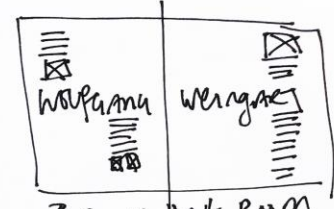
Branded
all contained
inside big rectangles



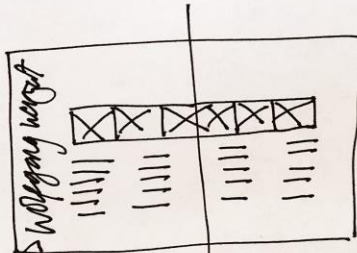
Branded again
But lots of white
space.



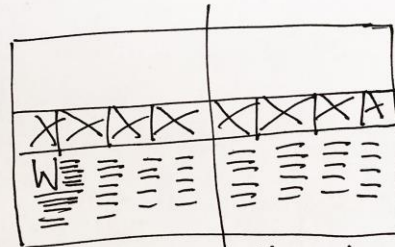
asymmetric more
visually
interesting



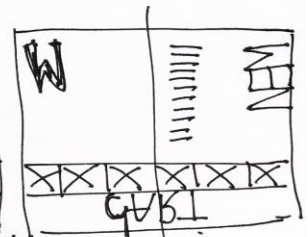
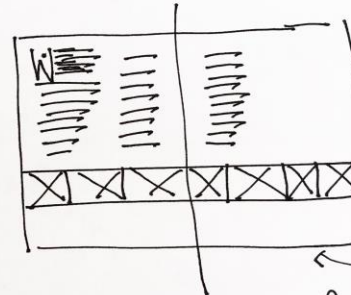
same but room
for images.



Horizontal Asymmetry
goes against it looks
stuck on static.



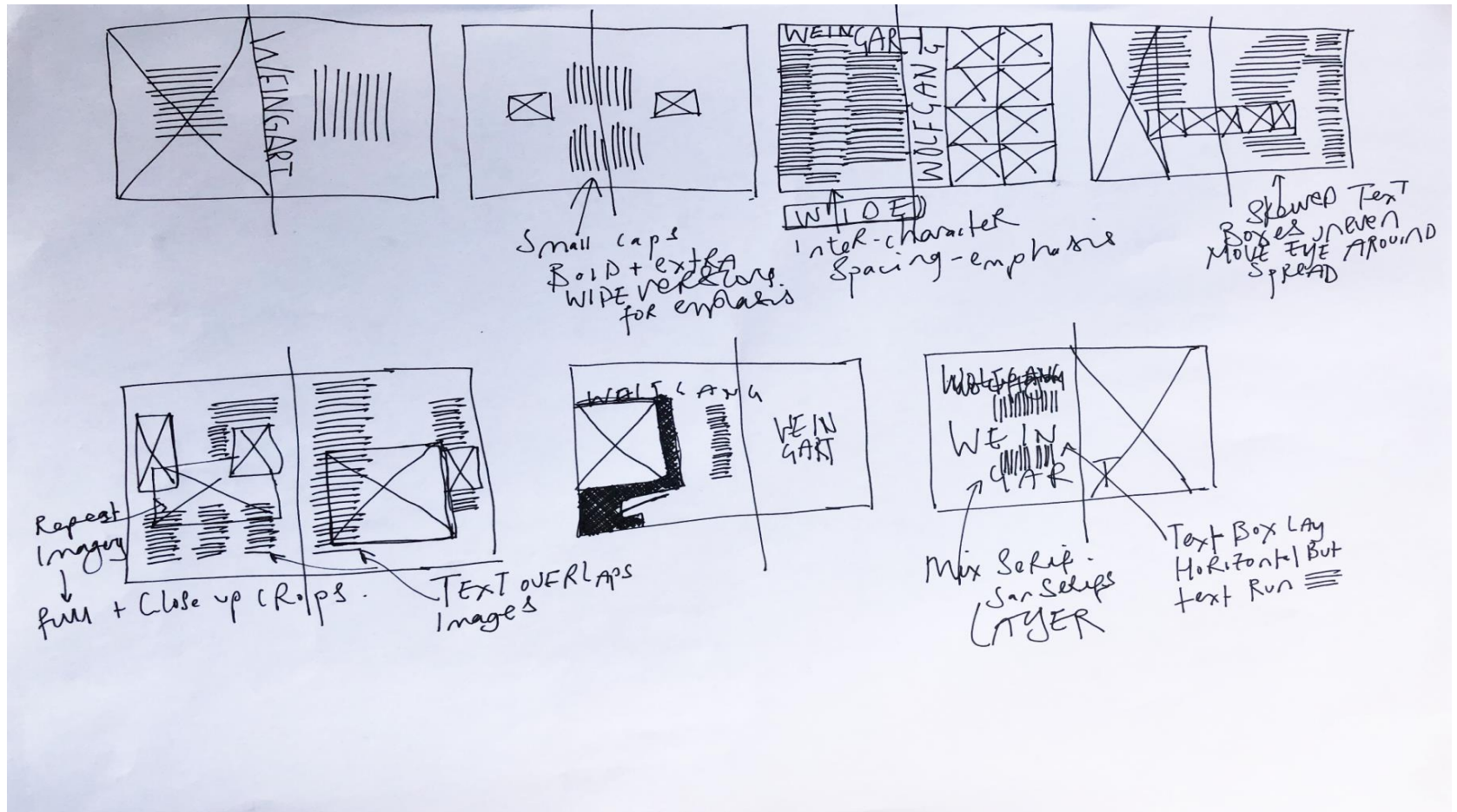
Integrate title into
Body copy - BETTER
Not enough Body
copy for title
version



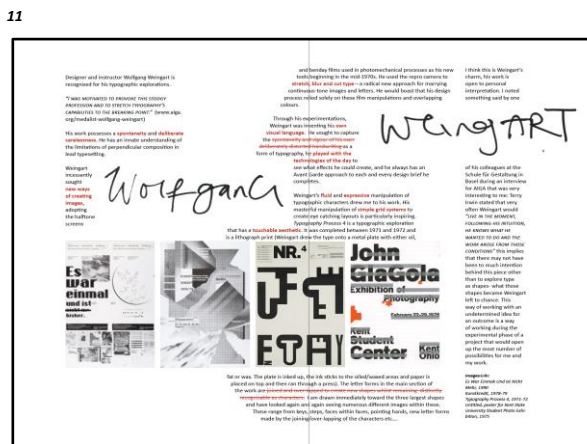
play with
designer name the
type as SHAPE.

01: CONTRAST

Size



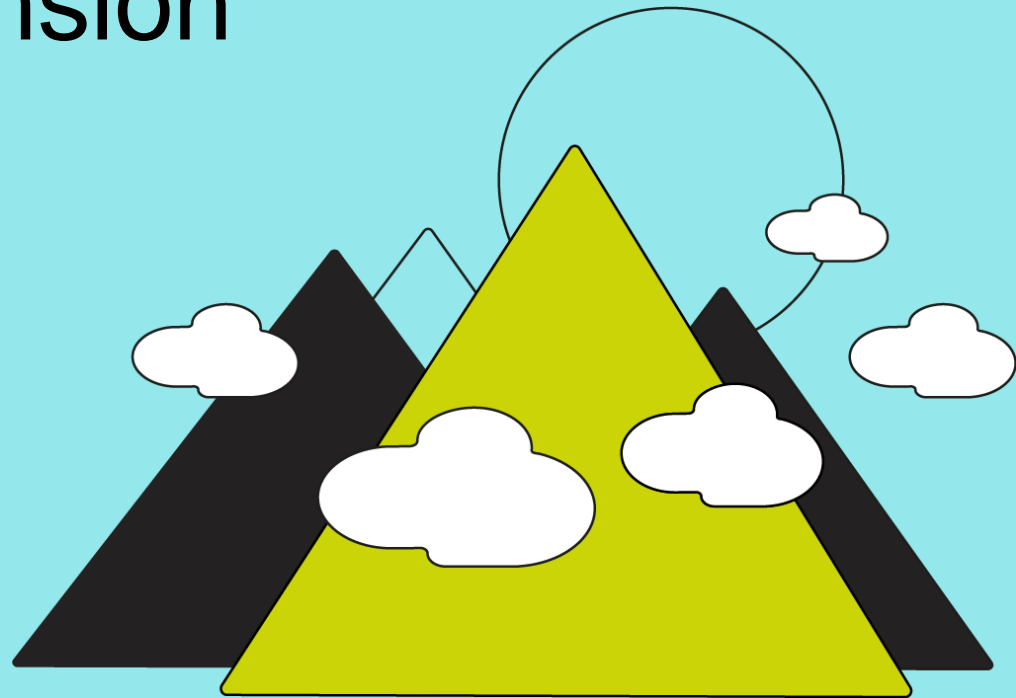
01: CONTRAST Size



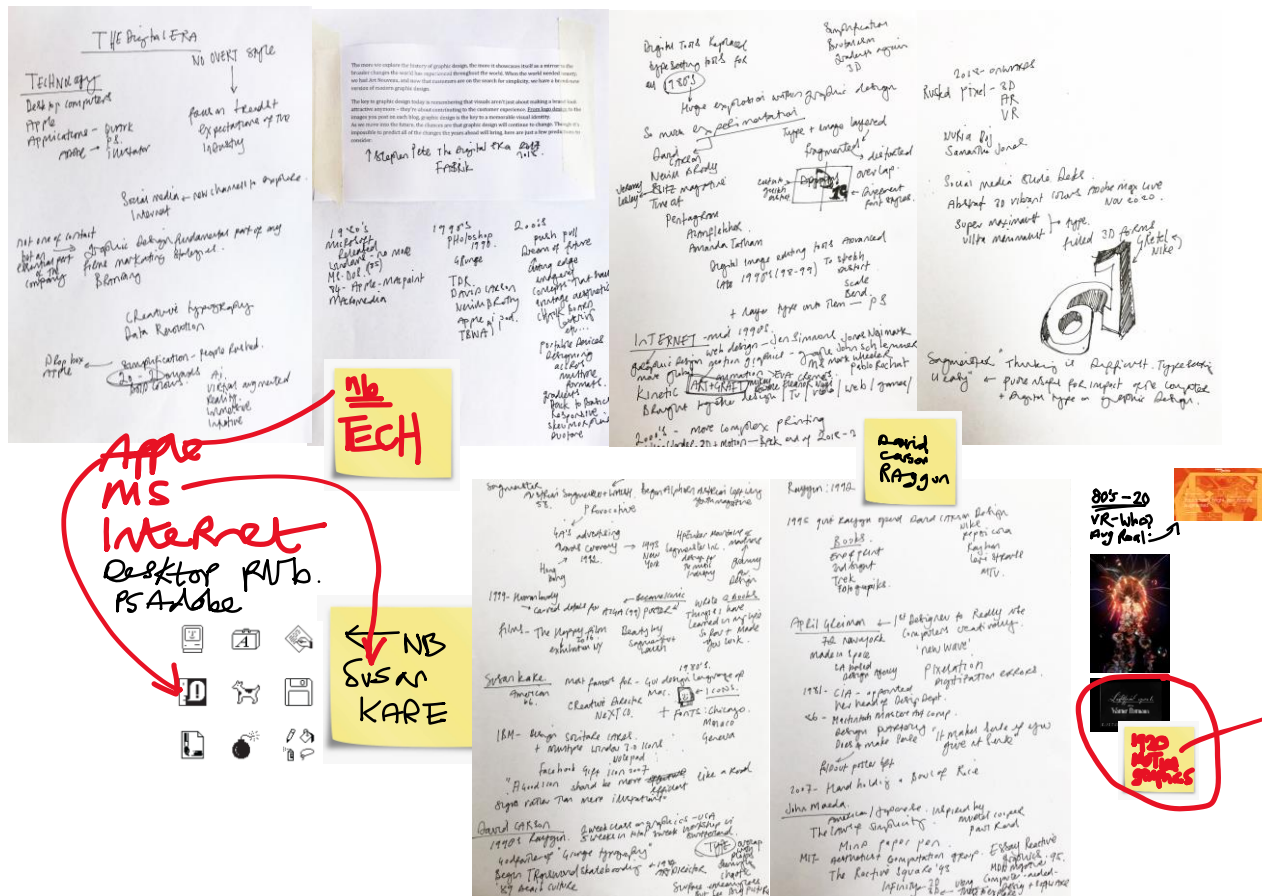
CONTRAST: Possible tasks

- **Contrast with colour & repetition:** using just two of the complementary colours (i.e. either red and green or yellow and purple or blue and orange) create a geometric shape repeat pattern fill for a 12 x 12 cm square. To make this, use either digital, analogue or mixed image making techniques. Iteration is key in graphic design so make at least five.
- **Contrast with type & size:** using a quote from a famous graphic designer lay this out as an A3 poster using just a **condensed san serif font** and a **regular san serif** and using a different quote lay out another A3 poster using just **2 serif fonts**.
- **Contrast with colour:** create a monochromatic self-portrait, then using one other colour create areas of contrast within that image.
- **Contrast with colour, type & size :** create a landing page for a website about your local area. Use all three contrasting activities to make a visually interesting, informative landing page.
- **Contrast with colour, size and type:** create the front, back and 2 double page spreads for a magazine that celebrates a music genre of your choice.
- **Contrast with size:** working with type alone create a series of signs for your college/school that indicates the subjects on each floor, floor number, direction of the toilets etc.

Density and Tension



02: DENSITY
03: TENSION



READING LIST/BIBLIOGRAPHY:

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<https://www.nytimes.com/culture/cultural-comment/the-woman-who-gave-the-macintosh-a-smile>

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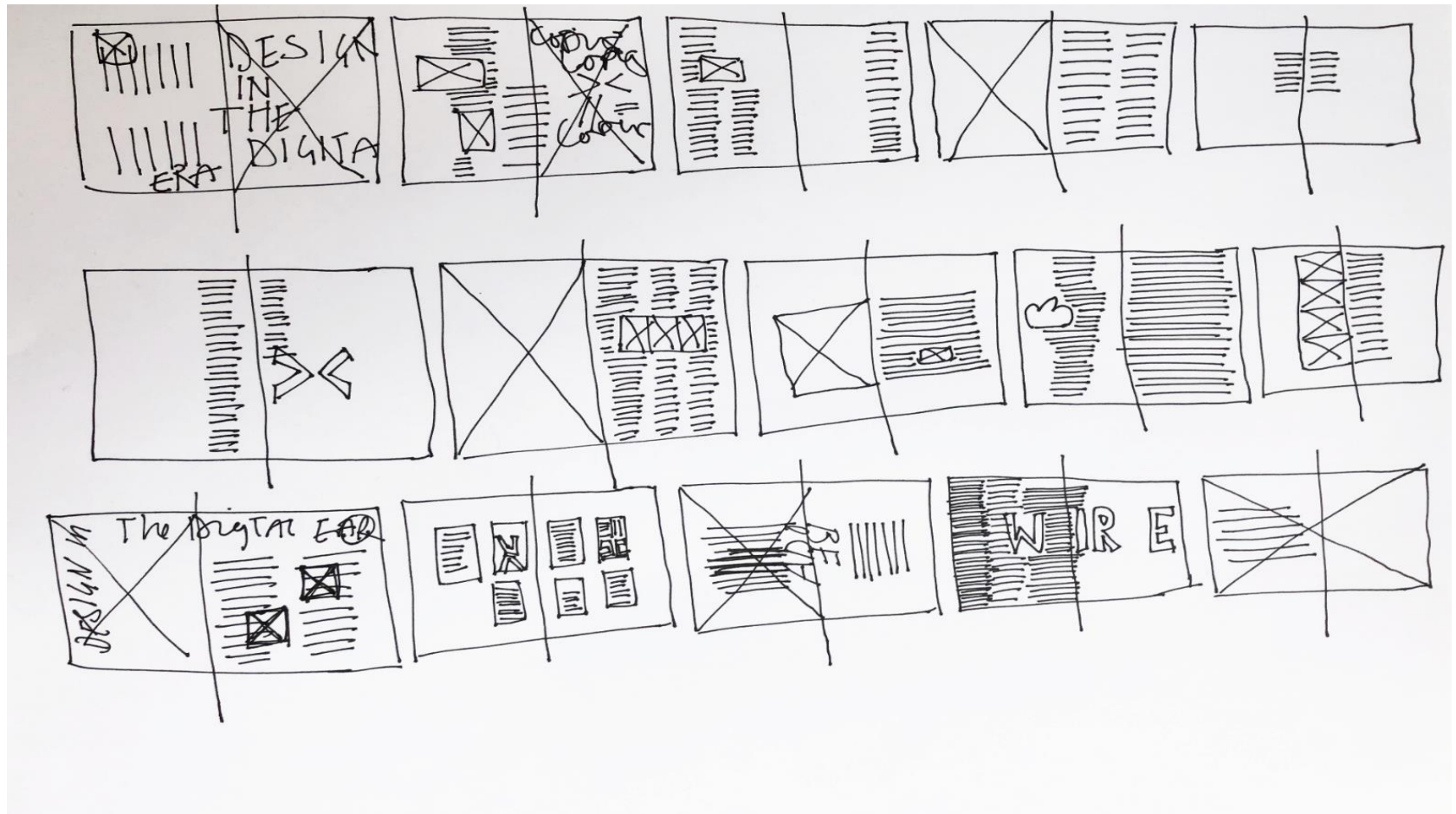
<https://evendesign.aiga.org/the-future-is-near-for-code-free-graphic-design-in-vr/>

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[illegible]

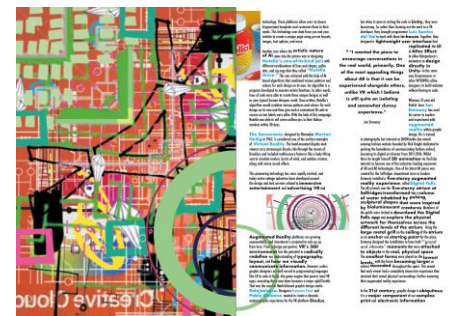
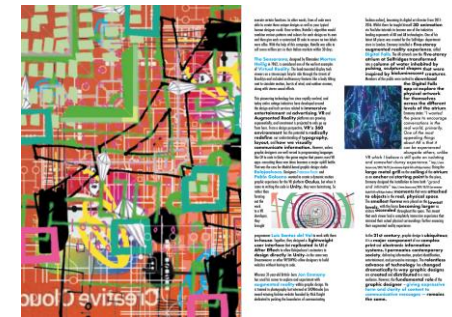
02: DENSITY

03: TENSION



02: DENSITY

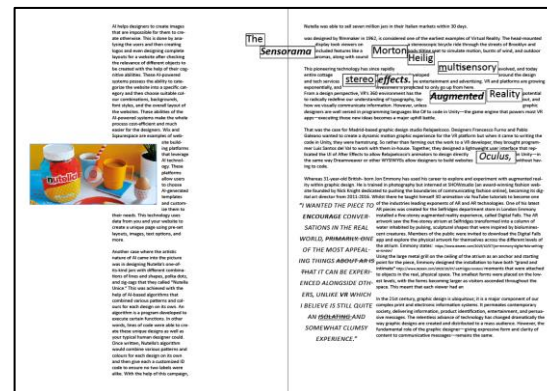
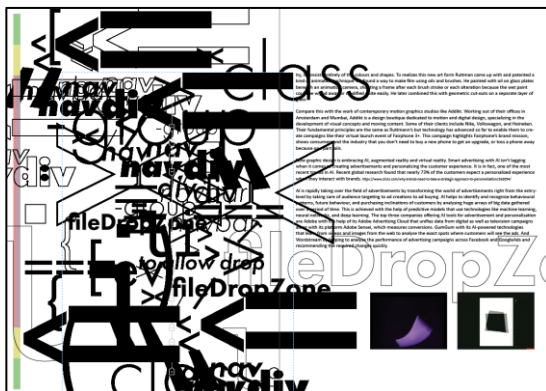
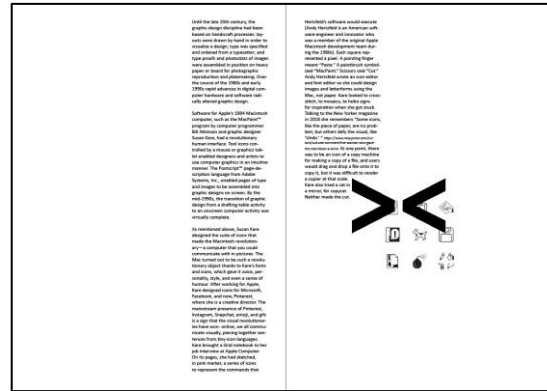
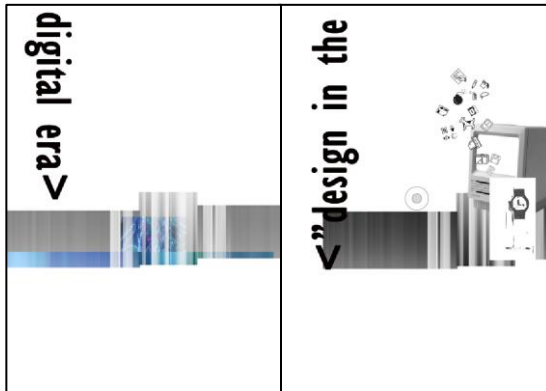
03: TENSION



02: DENSITY

03: TENSION

03



DENSITY & TENSION: Possible tasks

Density: Research grid systems for a magazine double page spread. Create a double page using InDesign that makes creative use of a modular grid system - swap modular for any of these other grid systems to iterate: Manuscript grid, Column grid, Hierarchical grid

Tension: create a 30-second animation that explores tension through unusual angles, bringing objects closer together, to the edge of frame and cropping. Include illustration and/or typography.

Density & Tension: create an app that collates food vouchers and deals aimed at students. Use density and tension activities to design the landing page, navigation menu and one specific food's 'home-page'.

Tension: make the opening title sequence for one of the following classic horror films:

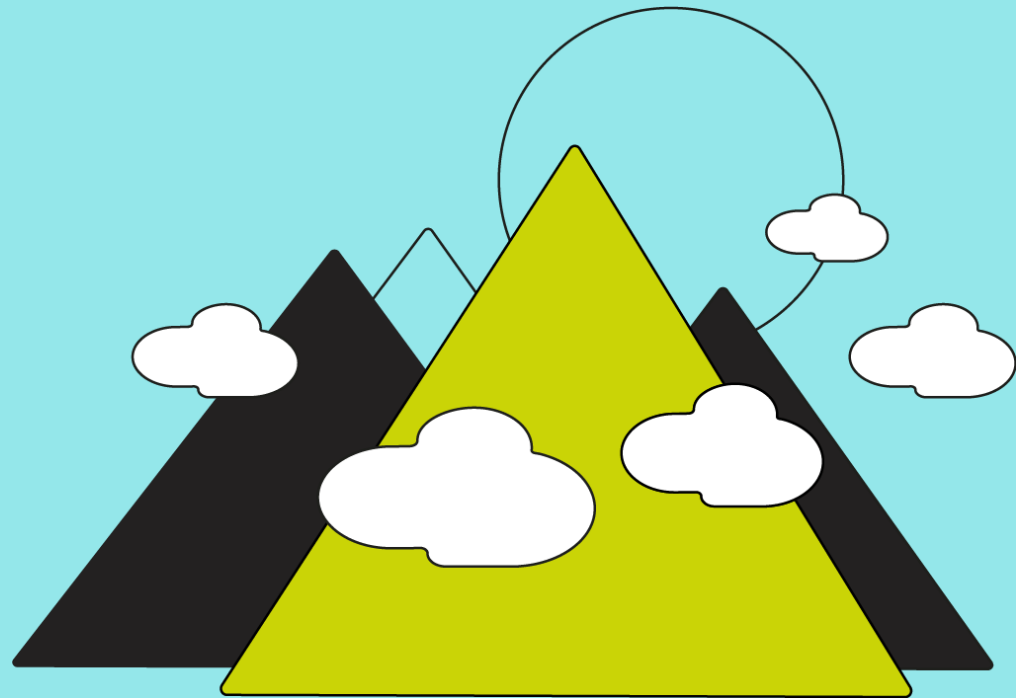
Frankenstein, The Birds, The Shinning, Psycho, The Last Man on Earth, Dracula, Wolf Man, Carrie, The Creature From the Black Lagoon

Density: make an infographic poster about a news item or social trend of your choosing. The poster must be A3 in size and full colour is available.

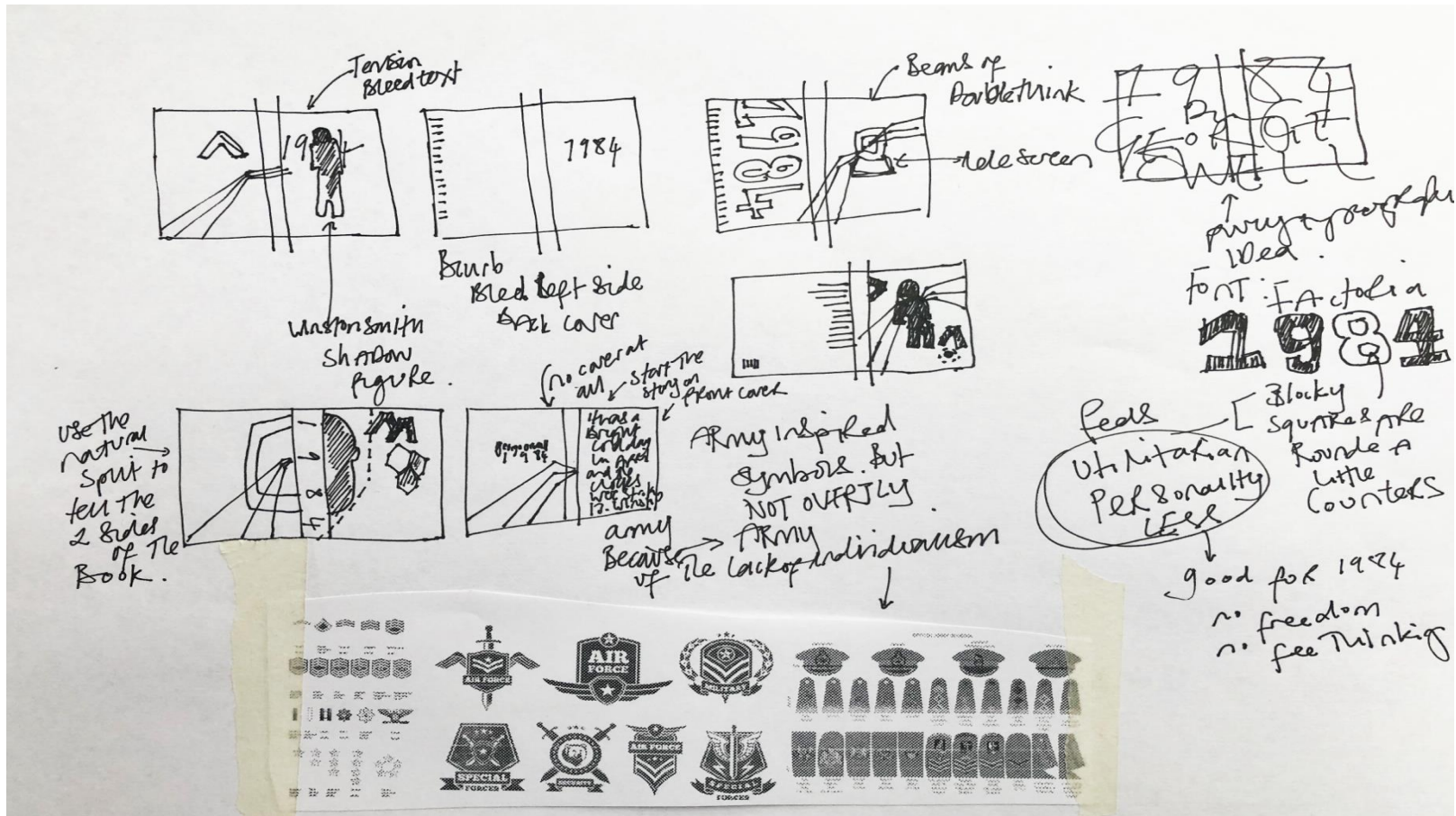
Density & Tension: rework the existing packaging for one of the following products. Your design must explore both density and tension within it, include type and image, colour and pattern.

Light bulbs, Dog food, Tampons, Pencils, Saucepans , Hot sauce

Hierarchy



04: HIERARCHY



04: HIERARCHY

Symbols of Totalitarianism are:

- Star
- Fist
- loud speaker
- cogs
- symmetrical logos

Totalitarianism: form of government that attempts total control over the lives of its citizens. Strong central rule control direct coercion.

- police - secret
- technology spreads propaganda
- 1 party
- monopolistic
- exclusive control

Repression Rule graphical grids show grid.

Red + Black Minimalism

First more detail - check etc... or Black flat graphic minimal.

Cage of grid or both?

1984

Red star Shovel badge

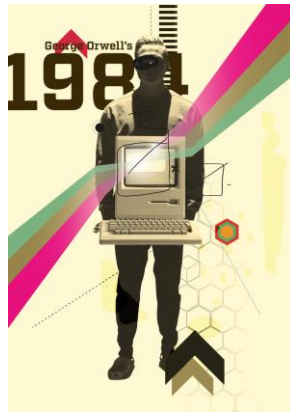
Crosses

Repeat

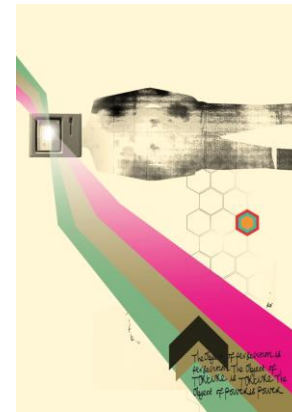
Barbed wire

04: HIERARCHY

01



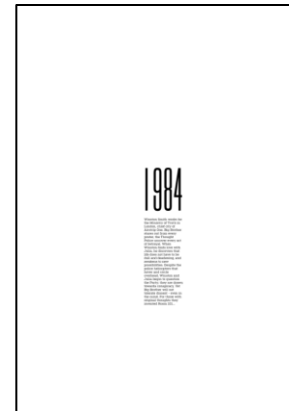
02



03

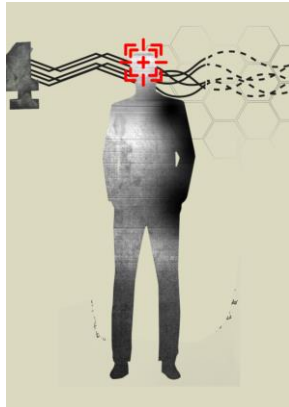
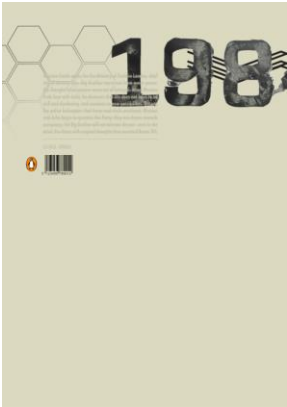


04



04: HIERARCHY

05



06



HIERARCHY: Possible tasks

Hierarchy: create a poster for a classic film of your choice making creative use of leading lines. Iterate that poster design to experiment with space, rule of thirds, size and alignment activities. Make 4 posters in total.

Hierarchy: using information gathered from one of the following charities, create an A3 infographic poster design that creatively explores hierarchy.

Bolton NICE, Bolton Guild of Help, Bolton Together, Backup North West, Bolton Lads and Girls Club

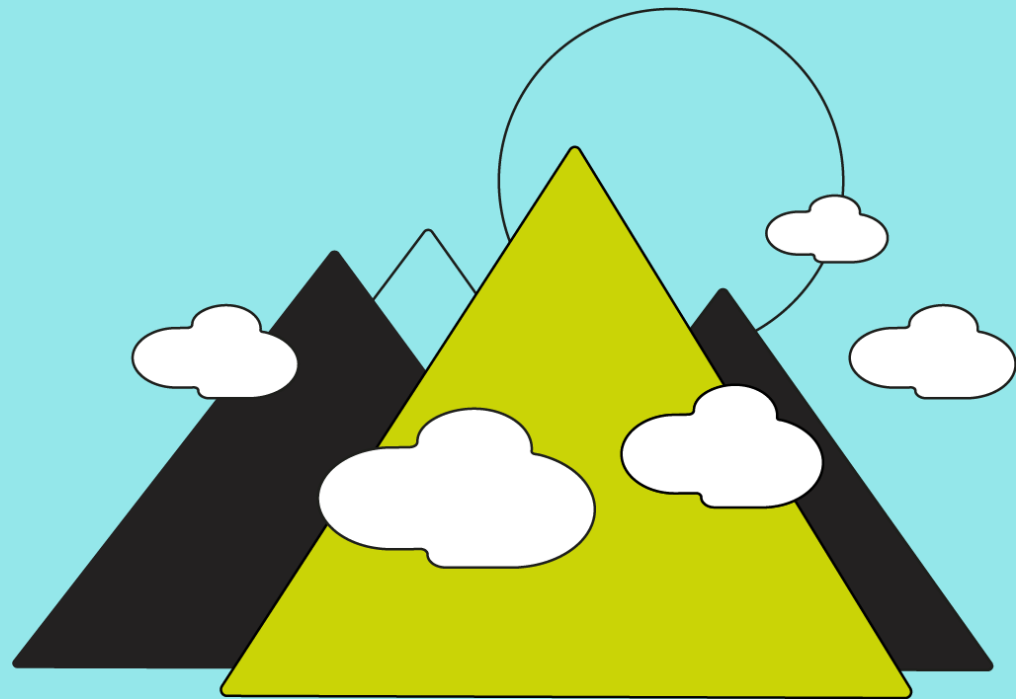
Hierarchy: create a poster that explains what visual hierarchy in graphic design is.

Hierarchy: make a landing page of Bolton Museum using hierarchy.

Hierarchy: take one of the following literary classics and reimagine the book cover design, creatively exploring hierarchy.

1984, Aesop's Fables, Alice's Adventures in Wonderland, Denslow's Humpty Dumpty, Dracula, Fairy Tales of the Brothers Grimm, In the Court of King Arthur, The Raven, Peter Rabbit, The Wonderful Wizard of Oz, The Secret Garden

Repetition



05: REPETITION



About Tropicana

100% pure squeezed fruit
no pits. Sweet
Zesty orange
owned by PepsiCo → Plant Food - Snacks.
1965.

Tropicana 1947 Florida. Anthony Raci
1998 owned by PepsiCo.
based in Chicago.

Orange come from Florida Valencia orange
100% grown
500 growers
Packing 24 hrs a day 7 days a week - process
of automation
Toys and glass
4.6 to 6.5



Valencia Orange

The Valencia orange is a sweet orange. It was first hybridized by pioneer American agricultural scientist and breeder William Swingle in the mid-1800s, crossing an orange from the farm in Santa Ana, Southern California, United States, North America, Wikipedia

FWIW, the campaign didn't "imply" alcohol was the answer... it was "explicit" in demonstrating that hiding from one's family—including leaving young children unsupervised—to drink alone was the answer. I'm gonna need to #TakeAMimoment to process your weak apology.

Thu PM - Dec 15, 2020 - Twitter for iPhone

We want to apologise to anyone who is disappointed in or offended by our recent campaign. The intent behind it was in no way meant to imply that alcohol is the answer or make light of the struggles of addiction.

While we believed we were bringing the #TakeAMimoment program to life in the right way - through a message of positivity and balance mixed with a bit of levity - we hear the feedback that for some we missed the mark. Accordingly, we're ceasing any further activity in support of the campaign. We value the comments and perspectives that have been shared and will use it as a lens for evaluating future campaigns.

Tropicana
PURE PREMIUM

2009.
2. That label has been a new packaging design!
Re Design by PepsiCo + Arnell.

Legitimacy Logo was better
Contrast looks with color (revised)
Marking
Rebrand - Purner
Some color as secondary text
No Hologram
+ vertical.
Old - Valencia
each side had white orange
new - glass across two sides - cannot be seen at each from different angles. Not to be let at 6.5 - no supermarket shelves would display like that.
old had character new became bland.
Cap. Drink squeezed at 100%
Pulp no pulp meaning no new
than aesthetically pleasing design
But not practical.

arnell group
Peter Arnell defends Tropicana rebrand
At a Pepsi press conference, Peter Arnell, of Arnell Group, defends the new, but recently dumped, Tropicana rebrand.



According to Peter, it's about spacing, giving excellent hugs, and "the power of love." Unfortunately for him, there just wasn't enough love to go around, but it does seem like the orange colored bottles is here to stay.



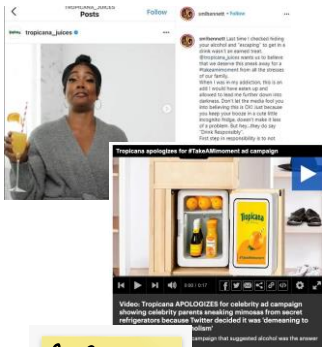
REFERENCES FOR RESEARCH:

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<https://www.thebrandingjournal.com/2015/05/what-to-learn-from-tropicana-packaging-redesign-failure/>

<https://cremedmint.com/blog/design/the-worst-rebrand-in-history-how-to-avoid-tropicana-famous-failure/>

<https://www.mashed.com/298620/people-are-furious-about-tropicana-new-orange-juice-ad-heres-why/>



2020
Mimoment
campaign
Backlash



05: REPETITION

BRAND ATTRIBUTES

CULTURE

healthy
family
energy
go-getters
interests
hobbies

CUSTOMER

forming
young adults
health conscious
city
busy

VOICE

fresh
noticing
knowledgeable
fun
witty

FEEL

energised
fresh
healthy
optimistic

IMPACT

fills
aware
cognizant
nutrition

x-factor:
sassy
pure
100% orange
nothing
added
simple
pure.

CORE CUSTOMER

Young family and/or young
adult - educated +
interested in what they
eat + drink nutritionally
aware.

Need it why: Stay healthy
fit budget
fit lifestyle
not corporate

expect need: forming fun
100% juice - nothing
added
stylish design strong great
value for money

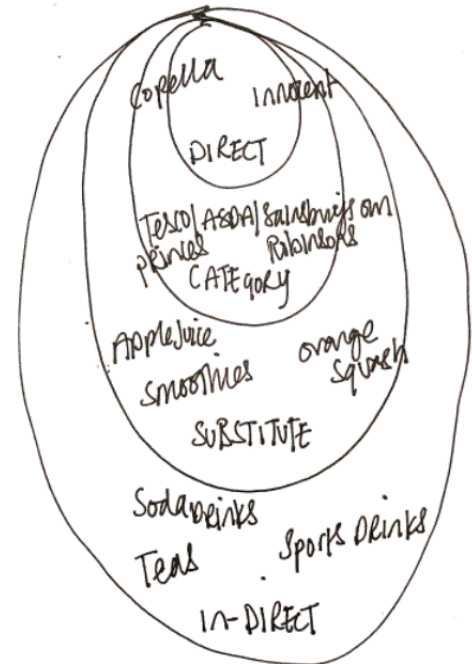
Demographic: male & female 29 child b
live in cities - edinburgh
- london
or just on outskirts
married / engaged.

Jobs: tech
journalism
editors
designers
work from
home.

Back story: from
big family
values: granary
aware, organic
Taste, community
Bev's hybrid
values healthy
lives like music
finding new
places to eat
outdoors
shop at cost.
Nicer. High street
no supermarkets

LOVE | HATE
Vintage McDonald's
one off corporate
unique overpriced
designs company
outdoor convenience.
Health community

Bullseye Diagram

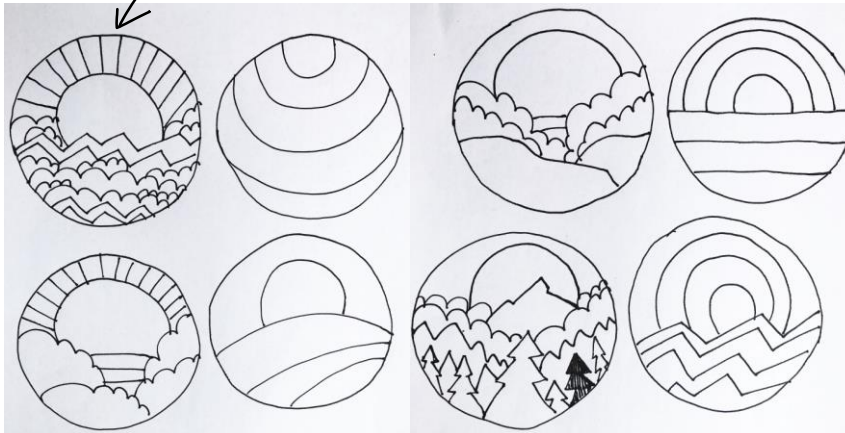
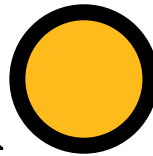


05: REPETITION

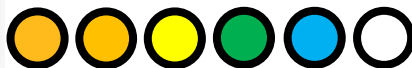


05: REPETITION

thick lines
outline colours

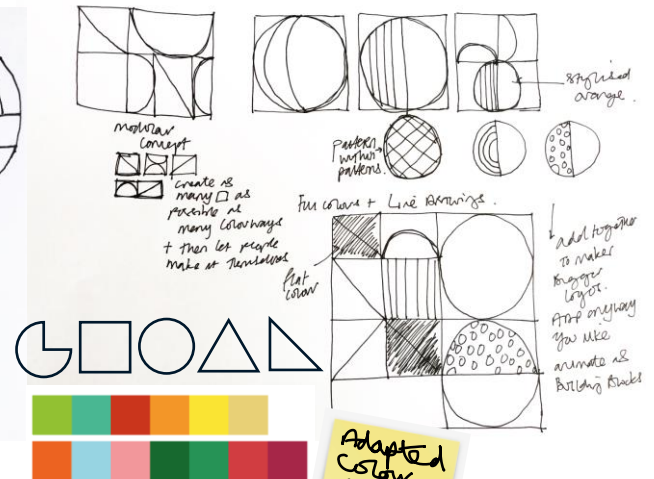


Colour
Scheme
BRIGHT



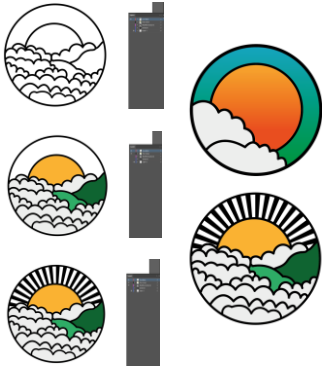
inspo.

improved logo design ideas



05: REPETITION

Logo mock ups first attempts

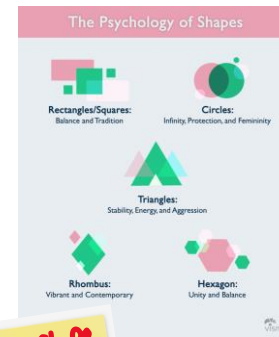


Mehman Mamedov

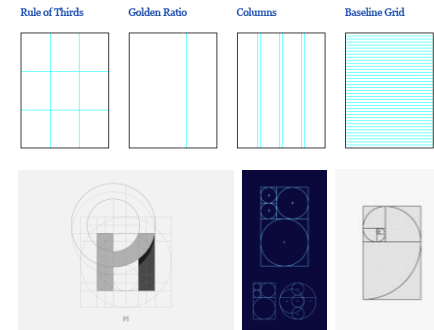
Guilherme Vissotto

Simple Geometry
 Building Blocks
 Create something bigger + more beautiful than the individual parts when brought together
 Can ADD
 TAKE AWAY
 Animate
 alternate colors
 People could personalize - make own logo personalized packaging
 Using elements as they all fit (see notebook idea - Italian notebook)
 Patterns within patterns

Square based become Rectangular etc...
 Repeat - Repeating for direct in logo design
 2017 done then by Ogilvy no agency



use shape meaning to aid design



05: REPETITION



Animation 01

Animation 02

REPETITION: Possible tasks

Repetition: create a new responsive logo for a product/brand launching this year. Create a static logo and then animate it using additional assets you create that will further enhance and tell the story of your chosen brand. Make sure the logo is adaptable and can work across several contexts: social media, OOH, packaging etc.

Repetition: design a complete system that can be used by Bolton Museum across their website, all out of home (OOH) advertisements, social media and all interior signage & information.

Repetition: make a repeat pattern inspired by either botanical, anatomical or mechanical forms.

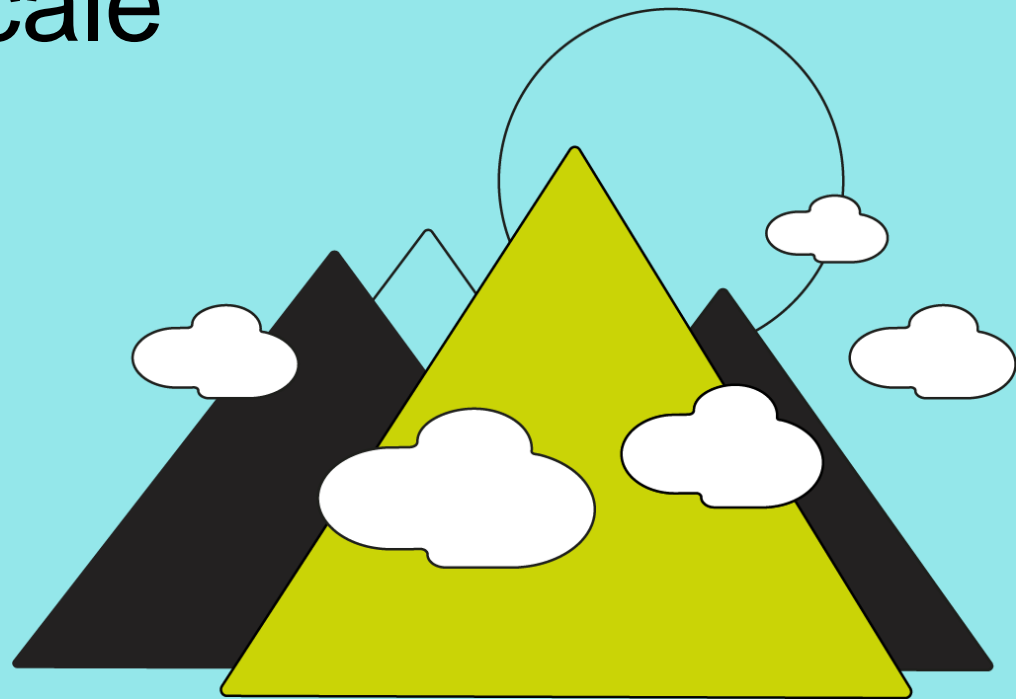
Repetition: taking inspiration from one of the design movements create a font (A-Z, 0-9, special characters) that celebrates its signature stylistic aesthetic.

Art Deco, Modernism, Maximalism, Brutalism, Y2K, Futurism, Constructivism, Minimalism, Cubism

Repetition: promote a designer - establish yourself as a new, emerging graphic designer - create a logo for yourself, ensure it is unique, adaptable, meaningful and simple.

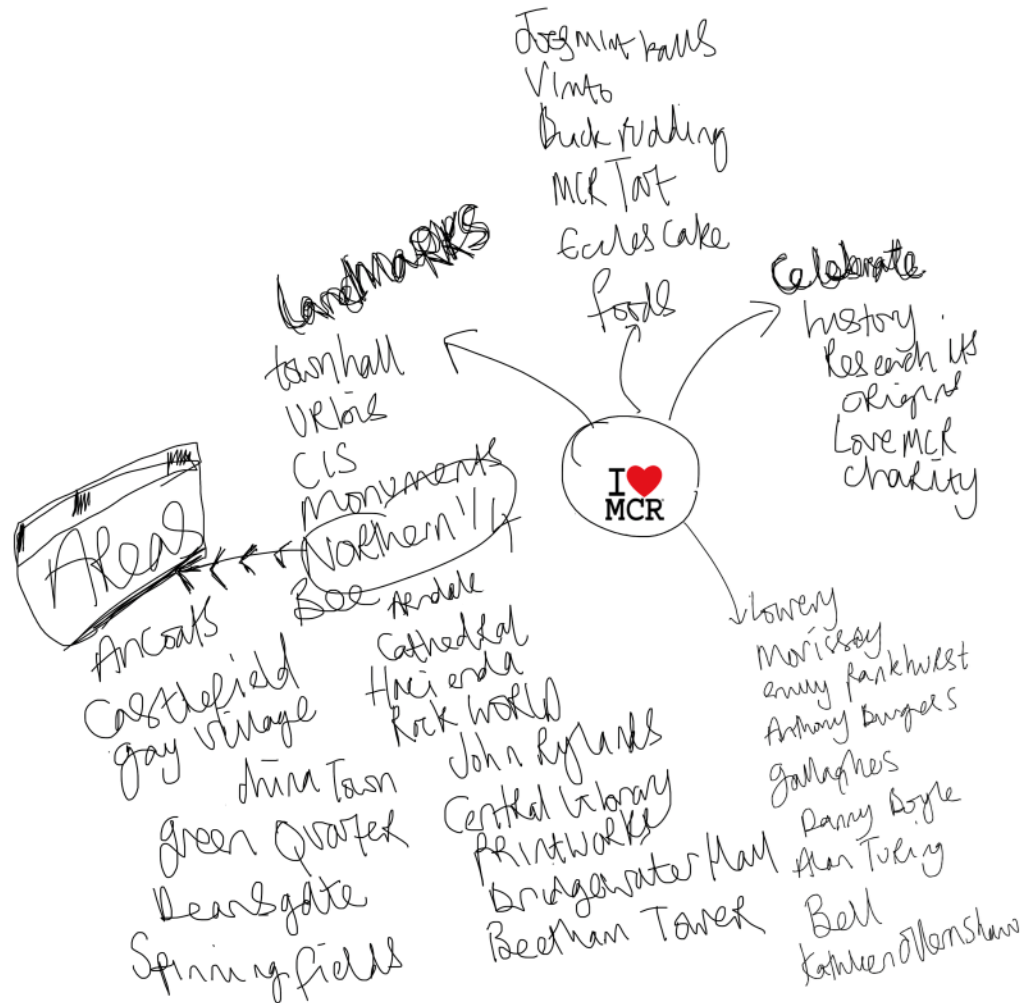
Repetition: take one of the existing magazines associated with a topic you are interested in and redesign its grid system, creating a design that encourages both legibility and readability.

Balance and Scale



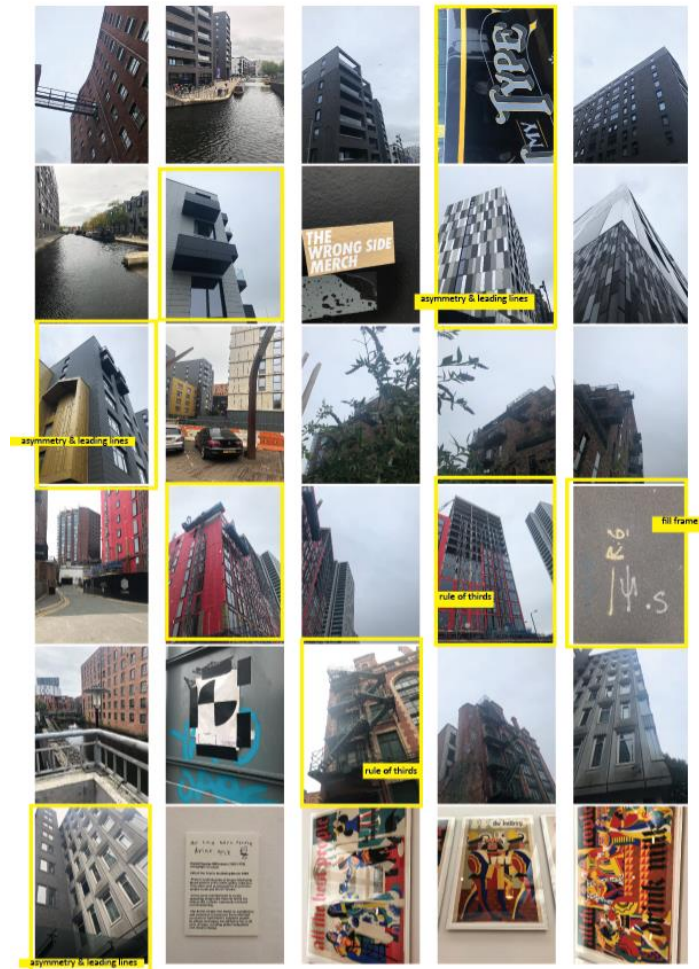
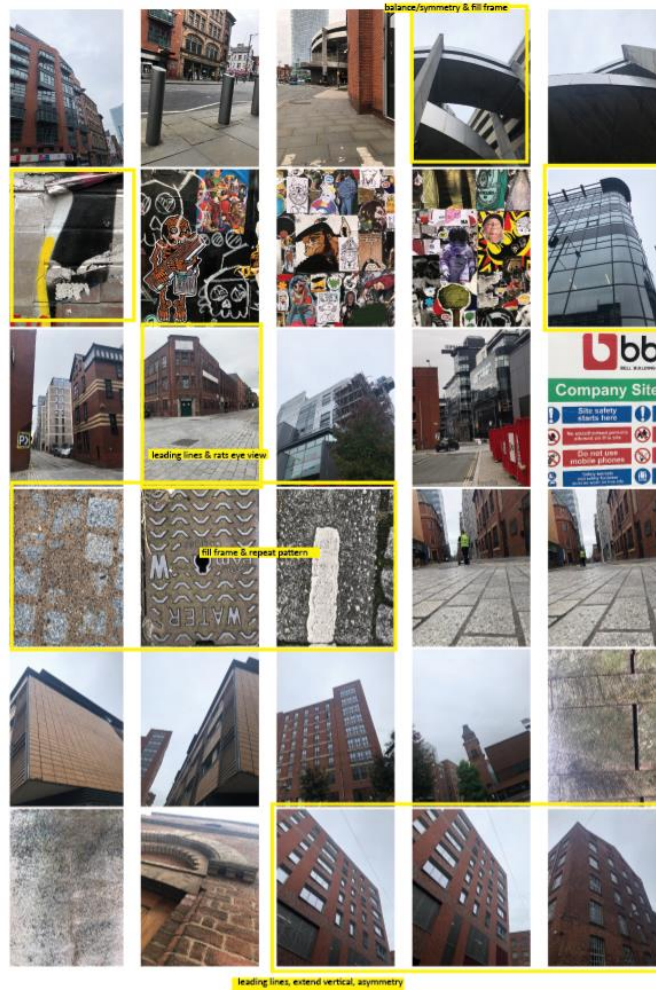
06: BALANCE

07: SCALE



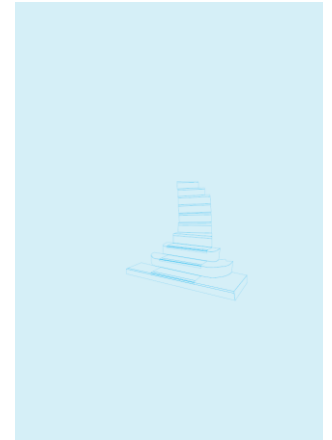
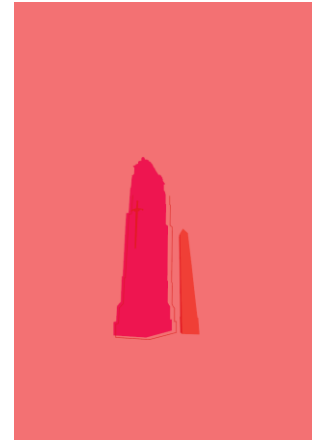
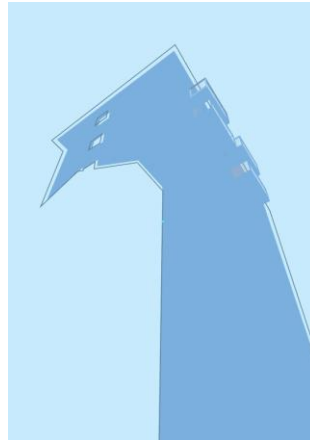
06: BALANCE

07: SCALE



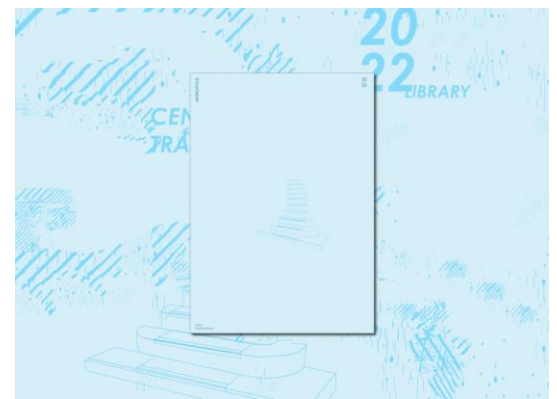
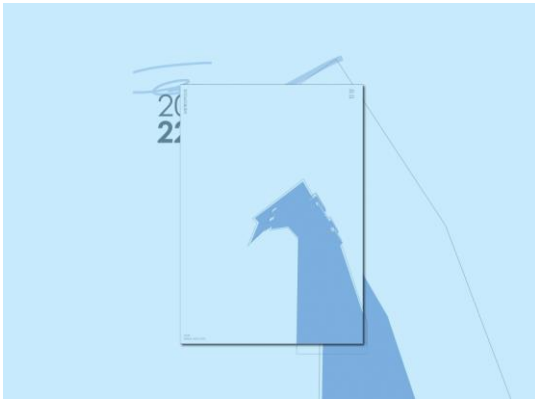
06: BALANCE

07: SCALE



06: BALANCE

07: SCALE



BALANCE & SCALE: Possible tasks

Balance: design the book front cover for the George Orwell classic novel, *1984*. Explore both symmetrical and asymmetrical composition activities.

Scale: create new vinyl album artwork for a band/singer/songwriter of your own choosing - it must be a full album not a single. Using this relatively small-scale (30.48 x 30.48cm) you will explore scale and create artwork that successfully reflects the music of the album you have chosen.

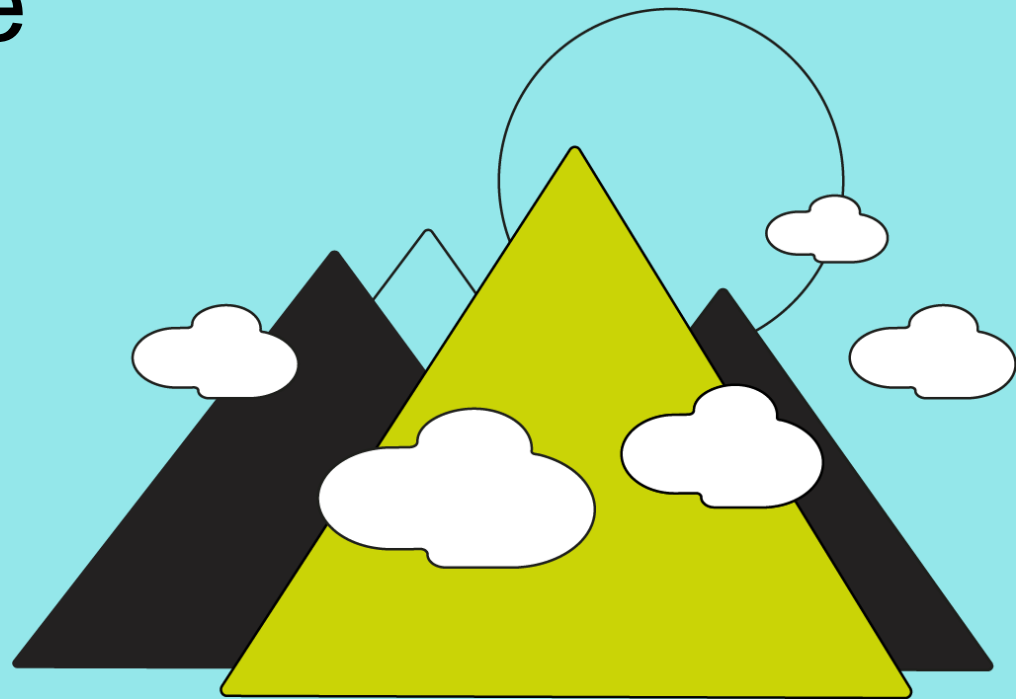
Balance: create an infographic that explains balance in graphic design.

Scale: rework an existing packaging design for an existing product that explores scale imaginatively and creatively.

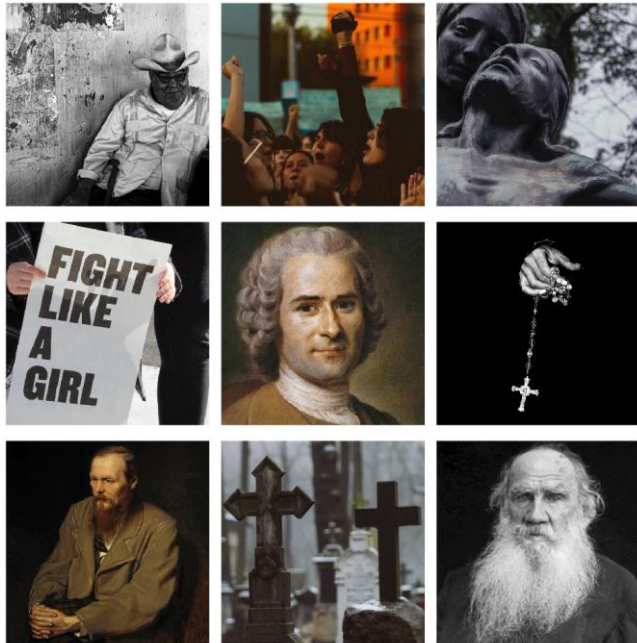
Balance: make a series of posters for the upcoming exhibition at your local gallery/museum, that explores balance activities with flair and imagination.

Scale: design a mural for your local community centre that uses illustration and type/lettering exploring scale. The work must reflect the purpose of the centre.

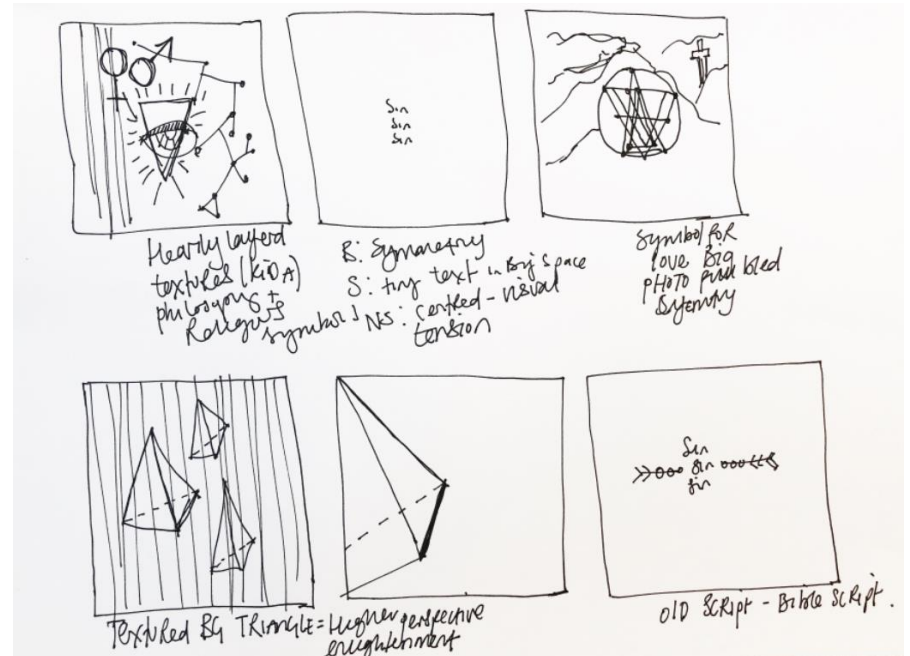
Negative Space



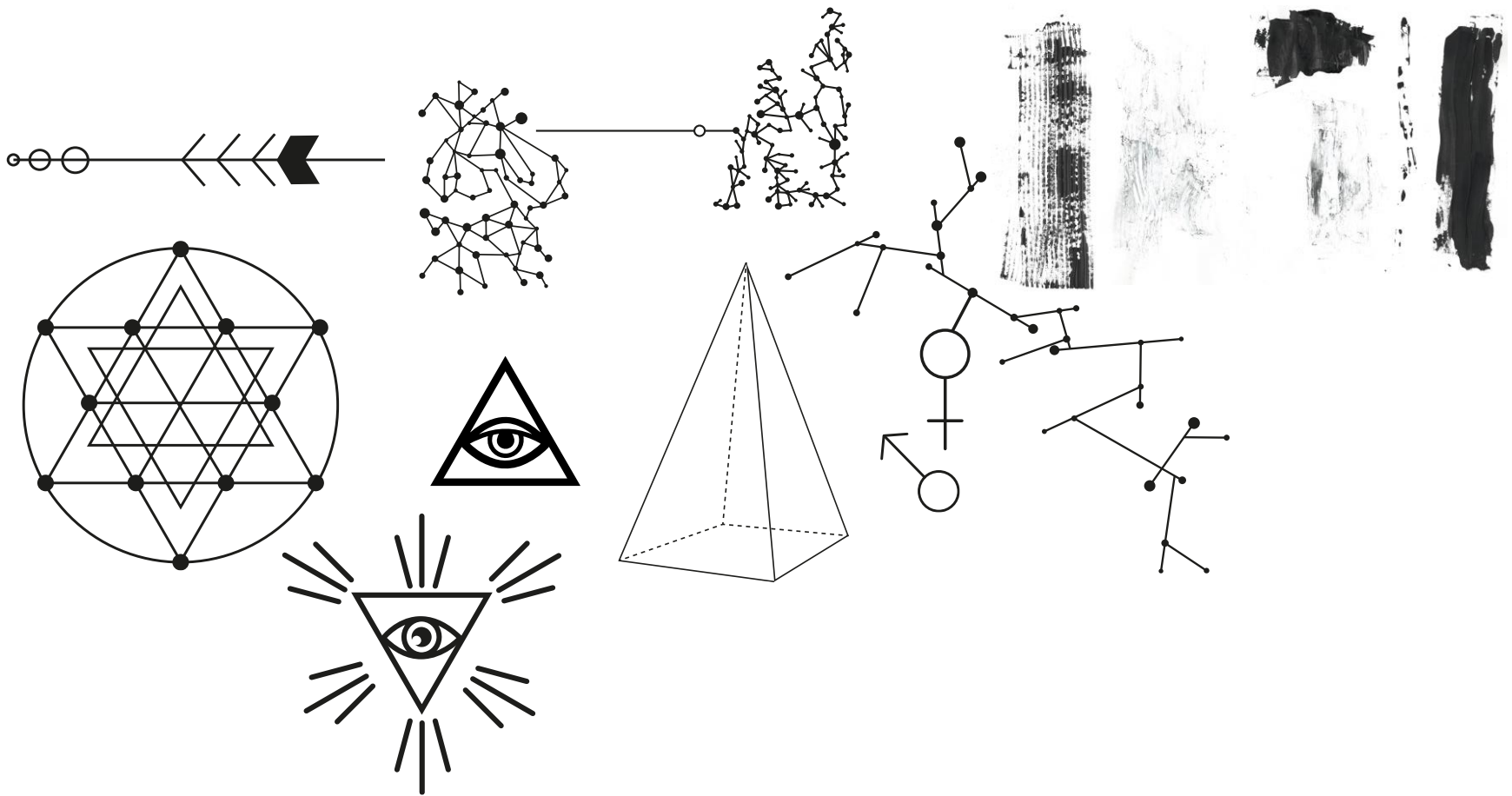
08: NEGATIVE SPACE



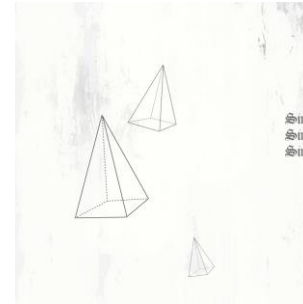
FEMALE EMPOWERMENT RELIGION/PHILOSOPHY LOSS/GRIEF



08: NEGATIVE SPACE



08: NEGATIVE SPACE



08: NEGATIVE SPACE

Negative Space: taking stylistic influences from Ikko Tanaka, create a poster for H&M's Spring/Summer collection 2024 - a design that will lift people's perceptions from their preconceived notions of what a high street brand should look like to something more exclusive, edgier and high-end.

Negative Space: remake a double page spread from your favourite magazine that creatively explores negative space.

Negative Space: taking inspiration from the WWF logo design, create a logo for yourself that uses negative space in the same way.

Negative Space: take a key building/street from your local area and illustrate it using negative space. Iterate the illustration to make a series of 4 - each one subtly different, each one exploring negative space.

Negative Space: listen to your favourite song, automatically draw whilst listening, use these drawings as the base of an A3 poster design illustrating the mood and meaning of the song.

Negative Space: make a short 30 second animation that explains negative space in graphic design and its uses.

Basic principles of graphic design

CHEAT SHEET

BALANCE

TYPES: Symmetry & Asymmetry

1. Are the weights of the elements distributed equally?
2. Can I make it more dynamic using asymmetry?
3. Is something falling off the page?

REPETITION

METHODS: colour, grids, shapes typographic style

1. Which design element can be repeated to strengthen the message?
2. Is there consistency in the use of typographic styles?
3. Does it have a unified look?

HIERARCHY

METHODS: position, size, space, alignment

1. What is the first thing that draws my attention?
2. Do I have a clear hierarchy: head, subhead, body text?
3. Are related elements in alignment with each other?

SCALE

METHODS: size and correlation

1. Does scale of the elements correlate to their importance?
2. What would happen if I made the big bigger and the small smaller?
3. Can I use scale to bring something closer to the viewer?

DENSITY

METHODS: colour, size, density, typesetting

1. Is there a clear focal point in my design?
2. Are there too many contrasting elements?
3. What is the first thing that is perceived when I look at the composition?

CONTRAST

1. Am I using colour, type, size to create contrast, to relate certain bits of information, or for decoration purposes?
2. Does the colour, type, size palette evoke appropriate content- related emotion?
3. Do I really need this many colours, fonts, size variations?

TENSION

1. Can I incorporate more angles?
2. What can I hide/show partially?
3. What would happen if I make big bigger?

NEGATIVE SPACE

1. Is there anything I can remove?
2. Does the design look cluttered?
3. Does the reader have enough space to rest their eye?

Creative task: Repetition, Balance, Scale and Negative Space

15 minutes: Using either Adobe Express or Canva, make an infographic poster about the eight design principles

<https://www.adobe.com/uk/express/?promoid=Z2G1FSYV&mv=other>

Or

<https://www.canva.com/>

Contrast

Balance

Repetition

Density

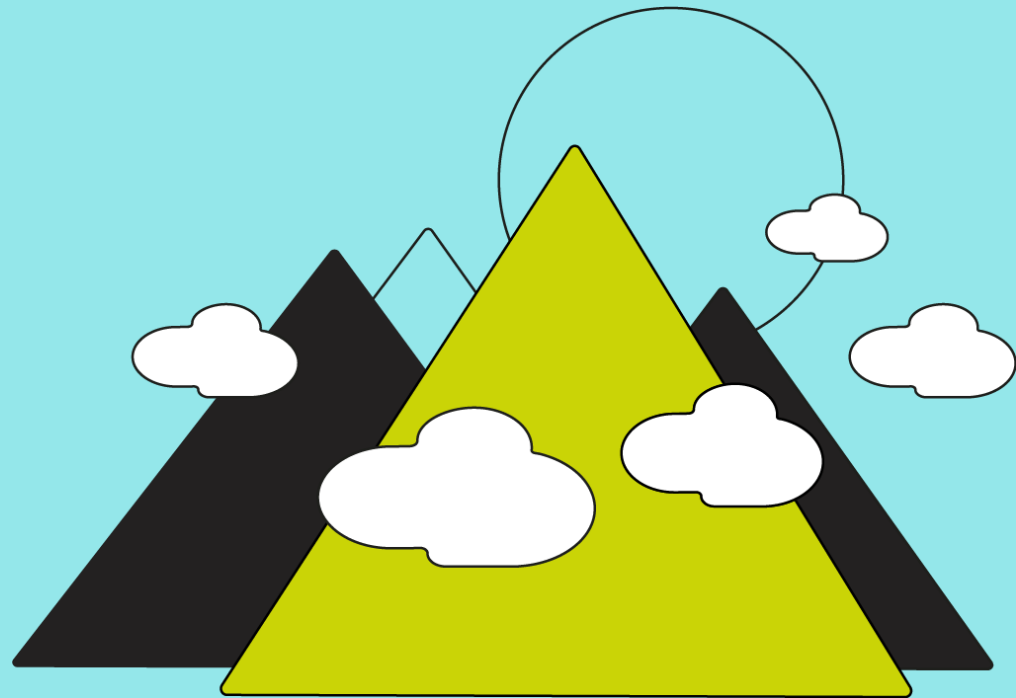
Negative Space

Tension

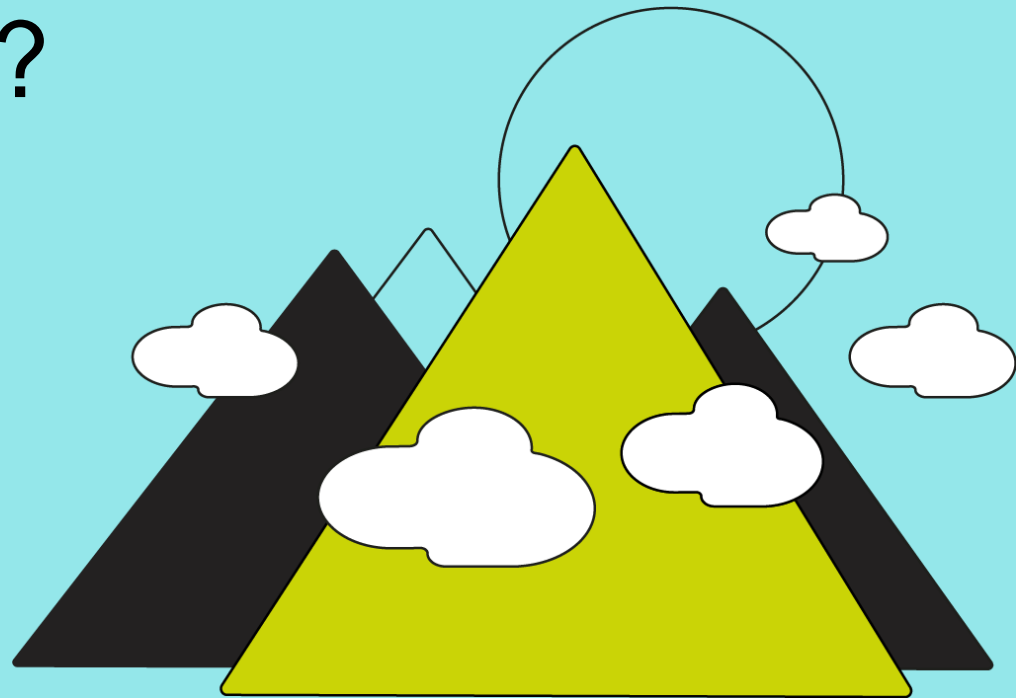
Scale

Hierarchy

Questions?



Suggestions for future
network events?



Further support

For further support and guidance delivering the Pearson Art and Design qualifications, you can contact our Subject Advisor, Jaclyn Wiid.

TeachingArtandDesign@Pearson.com

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Jaclyn Wiid

Subject Advisor Art, Design & Media

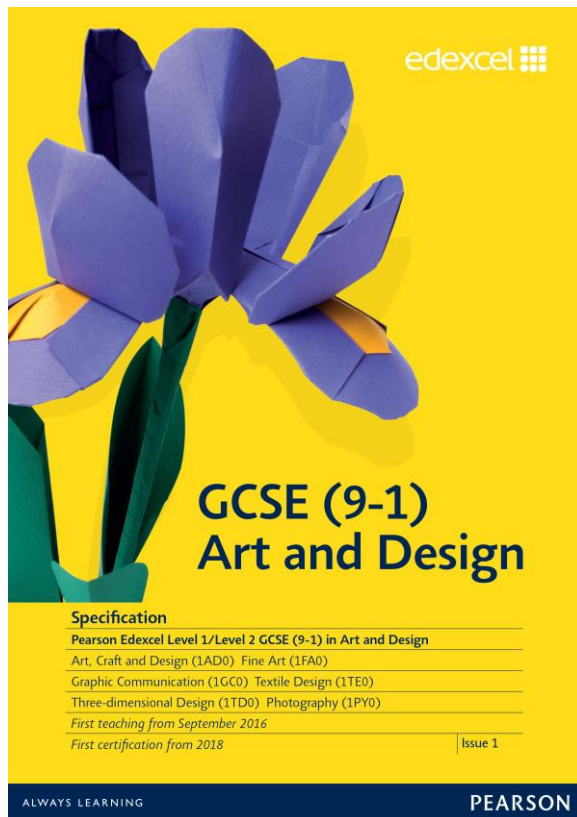


Professional
Development
Academy

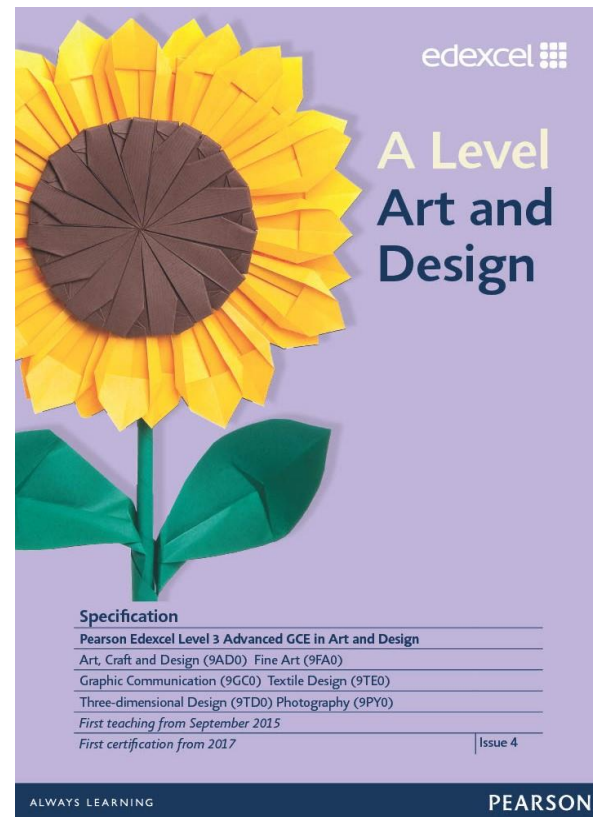
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GCSE

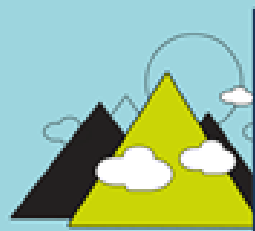


A level



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