

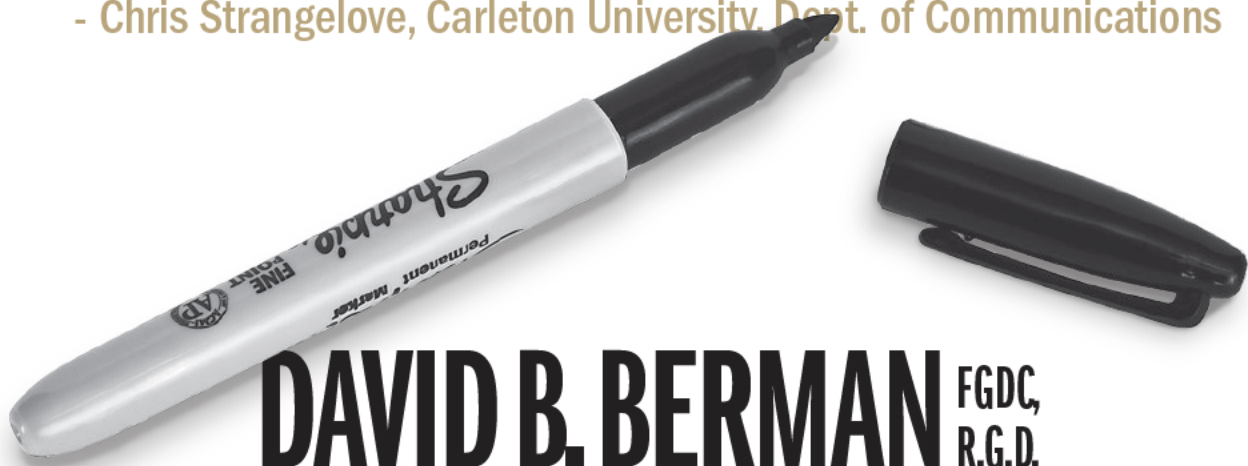
Principles of Graphic Design and Typography

COMMUNICATING ON ALL CHANNELS

Includes
online launch
page to Web
resources

"Excellent."

- Chris Strangelove, Carleton University, Dept. of Communications



DAVID B. BERMAN FGDC,
R.G.D.

PROFESSIONAL SEMINAR SERIES #6

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Principles of Graphic Design and Electronic Publishing

davidberman.communications

“Excellent design, consistently implemented, sends messages on two levels: overtly, it communicates the content; covertly, it communicates confidence.”



David Berman has over 20 years of experience in graphic design and communication strategy.

David brings both graphic design and information technology expertise to communications projects. As early as high school, he created and produced a magazine which was distributed in four countries. While training at the University of Waterloo in computer science and at Carleton University in psychology and typography, he became deeply involved with the student press, introducing microcomputers for the production of student newspapers in Canada. David worked in the federal government as a computer systems analyst before turning his hobby of graphic design into his career.

Many consider David's knowledge of typography, which he has taught as part of college curricula, unmatched in the National Capital Region. He has worked extensively in adapting the printed word for electronic distribution, including Web design and interface development.

As graphic designer, communications strategist and type director, David concentrated on new media, information design, and marketing strategy at Herrera Berman Communications and now with David Berman Communications. He has been the project manager of numerous Web projects, including strategy and design for IBM, CRA, Health Canada, NRC, Canadian Heritage, Industry Canada, CMHC, and the International Space Station, and many other government, private sector and non-profit organizations.

David was first elected president of the Association of Registered Graphic Designers of Ontario, the world's first accredited graphic design organization, from 1997 to 1999. He drafted their constitution and *Rules of Professional Conduct* and authored Ontario's accreditation examination section on ethics and professional responsibility. In 1999, he was named a Fellow of the Society of Graphic Designers of Canada. In 2001 he was elected national vice-president. Presently, he is Ethics Chair for Canada's graphic design profession and is a frequent international keynote speaker on social responsibility and design.

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- A** CONSISTENT GRAPHIC DESIGN
- B** COLOUR
- C** GRAPHICS

- D** TYPOGRAPHY
- E** REPRODUCTION TECHNOLOGIES
- [F** QUALITY PROCEDURES]

Consistent Graphic Design

“There are painters who transform the sun into a yellow spot, but there are others who transform the yellow spot into the sun.”
– *Pablo Picasso*

Look at **how** we look...

- Being aware of design principles allows us to take advantage of how the mind works...

...to help turn information into knowledge...

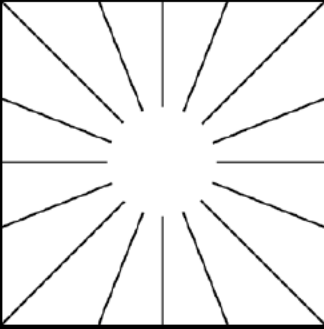
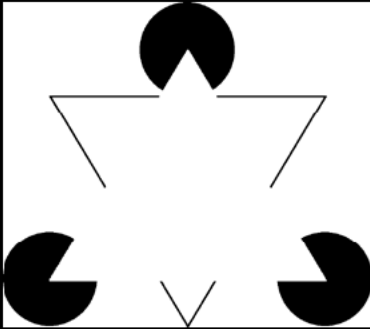
... designing memories rather than impressions.

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Inference

- We see things we assume are hidden... often more glaringly than those in plain sight



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Inference by design

- ...when forced to read between the lines, audiences may engage more fully with the message.

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Dryel has been independently tested and awarded the Woolmark. Yippee!
So you can be sure it's safe for your wool garments. Woo-hoo!
Suddenly "Dry Clean Only"... Isn't.



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www.dryel.com

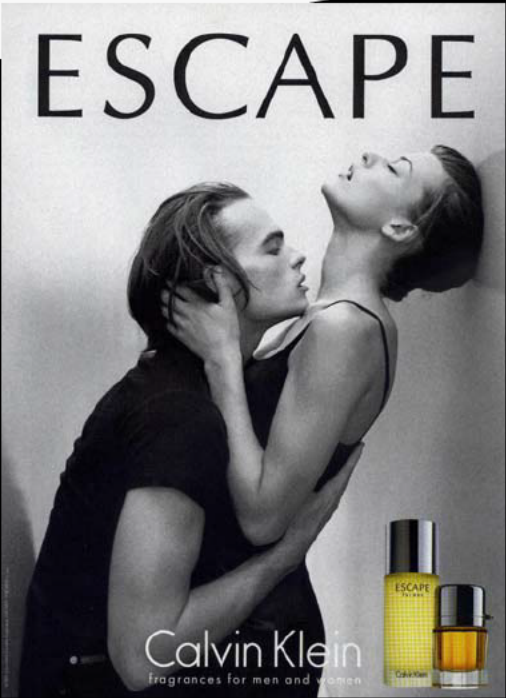
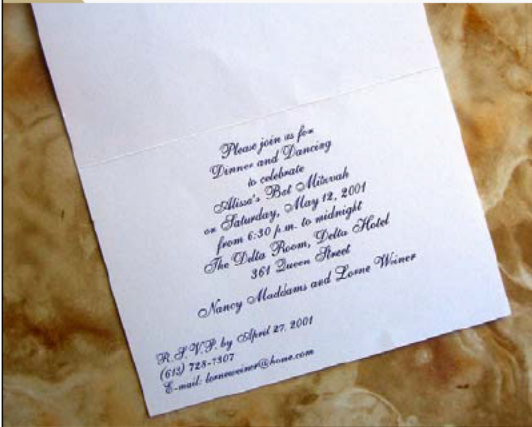
Balance

- We look for balance...

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Balance by design



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- ...symmetry assures, while asymmetry engages

Emphasis

- We search for clues to tell us what is important...



Emphasis by design

- ...we notice what's **different**, then wonder if the difference has **meaning**.

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Contrast

- Highly different things together get noticed...



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Contrast by design

- ...so combining opposites makes us look twice



Scale

- We seek visual cues that would help us tell large from small, near from far...



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Scale by design

- ...we can combine contrast and scale to add drama

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Drink Milk. Love Life.



Figure/ground

- We are usually skilled at telling the berries from the bushes...



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Figure/ground by design

- ...and so are intrigued when uncertain what is figure and what is ground



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Harmony

- We consider when discordant things belong together...

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Harmony by design

- ...and take advantage of harmonies to lend credence to messages

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