Form Follows Function

Function comes first. Then the fancy stuff.
Flyer Checklist

☐ Provide information
Flyer Checklist

☐ Provide information
Flyer Checklist

☐ Get viewer’s attention
☐ Provide information
- Get viewer’s attention

- Consider the location/s
  Can viewer move closer to read poster?

- What tone/mood should it have?

- Include visual elements
  (or use text as a design element)

- Invoke curiosity
  use novelty, the unexpected
Graphic Design = Compose your story

Using your tools:

- color
- size
- font

images

placement

shapes
Two dogs.

Make the small one the star.
Back to your project...
Dogs on Duty

Monday, December 15
9 a.m. – 5 p.m.
Bush Library 1st Floor Gallery
(under the stairs)
Start telling the story.
Start moving things around.
Make things bigger.
Make things smaller.
Play.
Dogs on Duty

Monday, December 15
9 a.m. – 5 p.m.
Bush Library 1st Floor Gallery
(under the stairs)
Add detail/depth to the story.

- Play
- with
- fonts
But first

A public service announcement from comicsanscriminal.com
You see.

ALL FONTS HAVE A PERSONALITY & A PURPOSE
TIMES NEW ROMAN IS A SERIOUS, FORMAL FONT. YOU SHOULDN’T USE IT FOR YOUR 5 YEAR OLD’S BOUNCY CASTLE BIRTHDAY PARTY INVITES.

Dear Jimmy,

You are invited to my super-awesome bouncy castle birthday party fun day, in Times New Roman. Are you excited?

Timmy

COMIC SANS IS A FUN, CHILDSH, INFORMAL FONT. YOU SHOULDN’T USE IT FOR A SEX OFFENDER NOTICE OR IN A DOCTOR’S DIAGNOSIS LETTER.

Dear James Jamely,

It is with my deepest regret that I write to inform you that our test results indicate that you do indeed have disease x.

Dr Timothy Timly
THE COMIC SANS PLEDGE

I, ......................................................,

UNDERSTAND THAT MY CHOICE OF FONT HAS THE POWER TO SUBCONSCIOUSLY & INCORRECTLY SET THE TONE FOR A PIECE OF PRINTED MATERIAL, AND AS A RESULT PROMISE TO SERIOUSLY CONSIDER WHETHER COMIC SANS IS AN APPROPRIATE FONT CHOICE BEFORE USING IT IN ANY PRINTED WORK IN THE FUTURE.

SIGNED

.................................................................

PRINT THE PLEDGE

a project by Matt Demoseu
You're a
COMIC SANS CRIMINAL
but we're here to help you
About Upper Case and Phrasing

IT’S HARDER TO READ ALL CAPS. ALL THE LETTERS ARE THE SAME HEIGHT SO THEY’RE HARDER TO DIFFERENTIATE FROM EACH OTHER AND, THEREFORE, TO READ.

Let’s rephrase that.

It’s harder to read all caps. All the letters are the same height so they’re harder to differentiate from each other and, therefore, to read.
narrow fonts can be harder to read

open fonts breathe and are easier to read
A text block is content but it also has shape, texture, weight, and rhythm.

contrast between font and background

BTW, about complementary colors. When they’re the same value, they vibrate.
Dogs on Duty

Monday, December 15
9 a.m. – 5 p.m.
Bush Library 1st Floor Gallery
(under the stairs)
Color.
Choices can be overwhelming.

• Like font, also sets the tone.
• Complementary colors do work.
• Website: colorhexa gives color combinations
White space

Make sure your flyer can breathe.
Stand back and...

Look at the whole/"big" picture
- Squint
- Turn it upside down
- Shrink it
- (Ppt: look at thumbnails)
Dogs on Duty

Monday, December 15
9 am – 5 pm

Bush Library
1st Floor Gallery
Under the stairs
Design: Keep it Simple
Message: Make it clear

Less really is more.
Don’t be a clutterer.

You really, really... REALLY do not need to include all the information you can think of. Really.

Accuracy does not equal clarity.
Clarity is at least as important as accuracy. Sometimes more.
So You Need a Typeface  Font flow chart
colorhexa  www.colorhexa.com/color-names
canva  www.canva.com
canva Design School  designschool.canva.com