

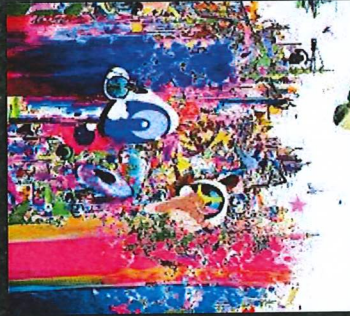
# INTRODUCTION



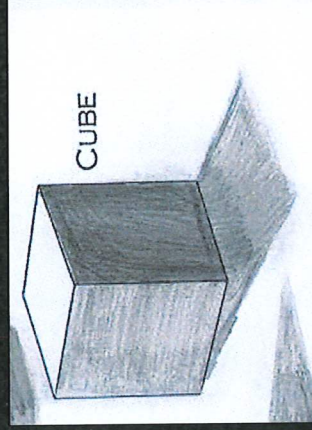
## COLOUR



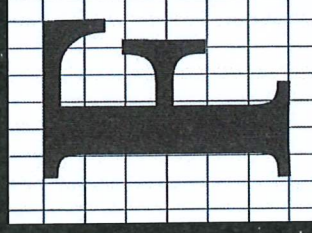
## IMAGERY



## LINE AND TONE









## TYPOGRAPHY

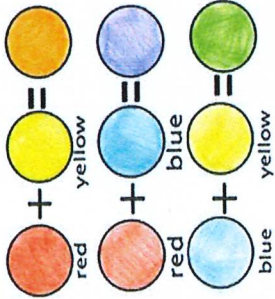


## COMPOSITION



# COLOUR

| Primary Colors:   |        |   |
|---|--------|---|
|  | Red    |  |
|  | Yellow |  |
|  | Blue   |  |



monza jackson 91

### Colour Theory - Logo design

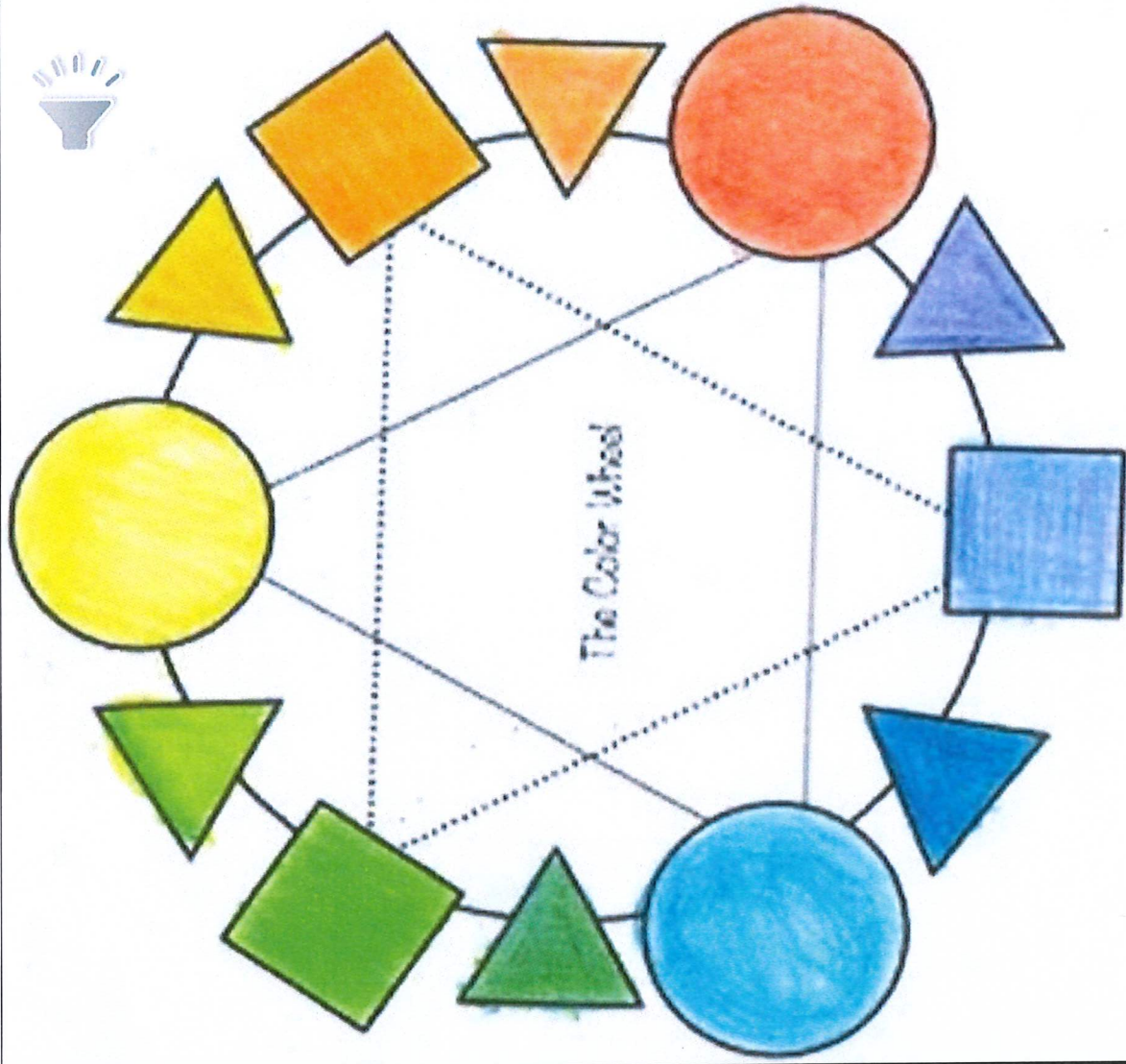
Choose 3 logos to redesign using a different colour scheme. Explain how your choice of colour affects the mood of the logo.



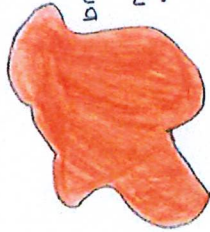
Colour is the way that a certain mood/feeling is presented to the human mind and body. Colour is all different shades and is more than just black and white. For example purple represents wealth and royalty. The colour wheel I designed is showing all of the primary and secondary colours. In this other piece of work I created it shows all of the different colours on different famous logos such as Fanta, Amazon, Apple etc.

This shows all of the different colours and the way they affect the human body and mind. Here I have shown the way different colours are shown and how they make the body and mind of people feel.

The primary colours mix to create different colours such as green, purple and orange shown in the colour wheel.



## Red



- Increases pulse rate and breathing.
  - Infants and children respond well.
  - The food colour increases your body's metabolism so it makes you hungry.
- passion, danger, blood, anger, amorality, love.

## Orange



- Confidence, creative, adventurous fun, loving, sociable.

## Yellow



- Enhanced concentration and spelling.
- Metabolism.
- Can be negative - babies cry more and longer in yellow rooms.

## Green



- Nature, fresh trees, healthy, quillable.
- The 'money' colour.

## Blue



- Calm, increase energy.
  - Responsibility, awareness, compassion.
- Honest, sad, masculine, first place, quality.

## Pink



- Feminism, sweetness, prime, left-wing, prosperous, love.

## Grey



- Neutral, ambiguous, dull, mature.

## White



- Innocence, purity, glossy.



- Colour of earth and nature.

## Black



- Solidarity, formality, natural classic.

# COLOR

Colour is one of the most powerful tools at your disposal in design.

Colour provokes an emotional response, especially the colour of the background.

## Purple



- Colour of fantasy.
- Royalty, wealth, intelligence, beauty, sophistication.



## IMAGEREY AND COLOUR THEORY

The **brown** in this image shows solidity and shows that it can also be sad and wistful



The **blue** in this image shows responsibility and how calm things can be.

The **grey** represents how dull things can be but it can also be a natural colour and shows ambition

The **green** in this image shows life and how everything around is healthy and part of nature.



# IMAGERY

## Raster Image

Raster images are made of tiny squares called pixels. Most web based pictures are Raster as are digital photographs

## Vector Image

Vector graphics are made of circles, not square like a raster image, this means they do not distort when they are enlarged.



## Stock image

Stock images are owned by companies that hold high quality photographs on many different themes. They are often watermarked and you have to buy them to remove the watermark.

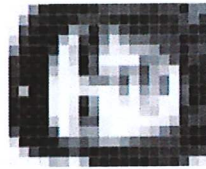


## Manage right licence

Manage right licences allow you to use a copyrighted image for a limited amount of times.



Imagery is very important in graphic design. If you get the wrong type of image for your item it will create the wrong impression and ruin the whole thing. There are laws around copying, buying and selling images. Image quality is very important and pixelated images should be avoided by using high resolution images



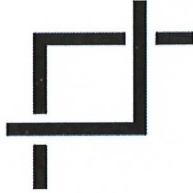
## Pixelated Images

When low resolution raster images are enlarged they pixelate. This means you lose detail and can see everything in squares also called pixelation.



## Royalty free licence

This means you do not need to pay anyone to use the image they have designed.



## Cropped images

Most graphic programs on computers have a cropping tool. This is to remove unwanted areas of the picture neatly and as accurately as possible.

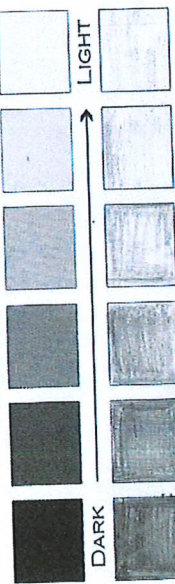


## Copyright

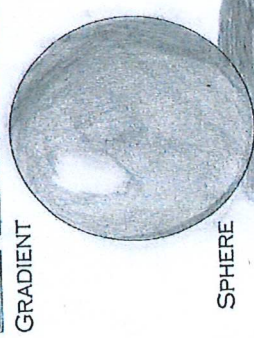
Copyrighted images are protected by law against anyone using an image to add or use in their product. If you used someone's logo for their business/brand for example and used it as your own they could sue you for copyright.

Missy Jackson

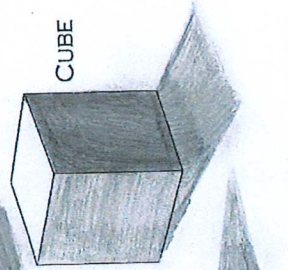
**VALUE SCALE**



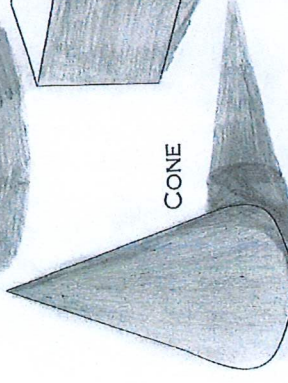
Tone is **How light**  
**or dark**.....  
**something is:**  
 ...the way light is  
 ...the way light is  
 ...the way light is  
 ...the way light is  
 ...the way light is  
 ...the way light is



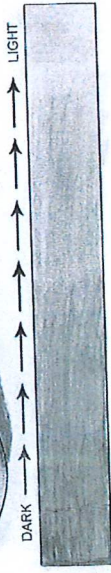
SPHERE



CUBE



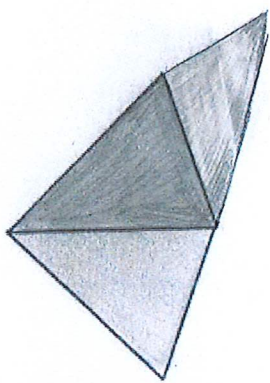
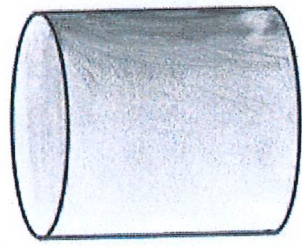
CONE



**LINE AND TONE**



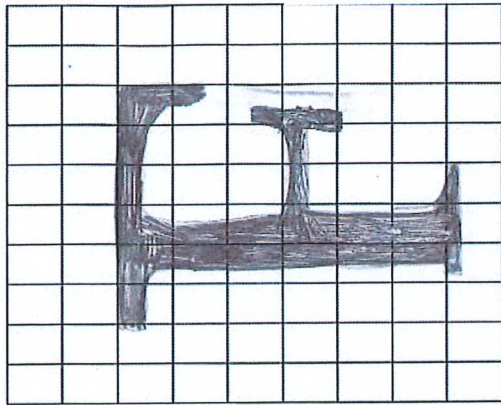
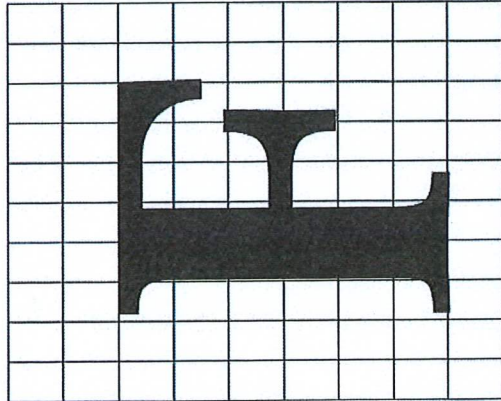
Line is used to join two things together but it can also be used to create shapes or drawings. Some examples of this is on the page on the right.  
 Think and thin lines are used to make something stand out and sharpen the way it looks.  
 The images on the bottom and to the left are images of tone.  
 Tone is where the light is shining on the shape or design you have created. Tone is how light or dark something is. The way tones are formed is how the light shines on it creating a shadow around the back of the shape mostly when things are 3D.



C.1 Marietta Jackson

### Typeface is the design of lettering

Change the letter F to one you prefer and draw it in the box next to it. Use the grid to help you. Label the stem, bar, and any curves or serifs.



Learning objective:

- To understand how letters are designed and constructed.

#### Right Type

THE SUNDAY TIMES

The London Duncanns

**Do not iron**

*After the look of France*

Punk

**Wanted dead or alive**

#### Wrong Type

*Danger High Voltage*

HR's Queen Elizabeth

*A quest of being has swept across our New Britain, leaving Maroon*

*London's Best Baker is*

*The Shepherd Star*

*Germany*

## Typography

It is a range of different letters that make up a picture. It also includes different fonts which are presented to multiple different people.

In the picture on the left I have re-created a serif font, which have small tips on the edges of the letter. In the bottom left corner I have used wrong and right fonts for certain types of writing.

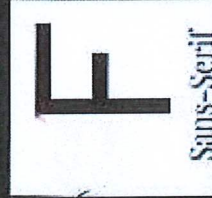
Below I have listed all of the different parts of typography, serif, sans serif, decorative and script.



## TYPOGRAPHY

**What is typography?**  
Typography is the style, font or appearance of lettering or printed words.

**Sans Serif**  
In typography and lettering, sans serif or simply sans serif is a typeface that does not have extending horizontal or vertical strokes at the end of strokes. Sans serif type tend to have less top weight than serif fonts like the Garamond.



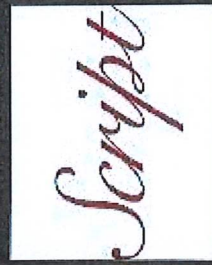
**Decorative**  
Fonts with extreme features such as swashes or exaggerated serifs and flourishes designed to be used at larger than body copy sizes can be described as decorative type.

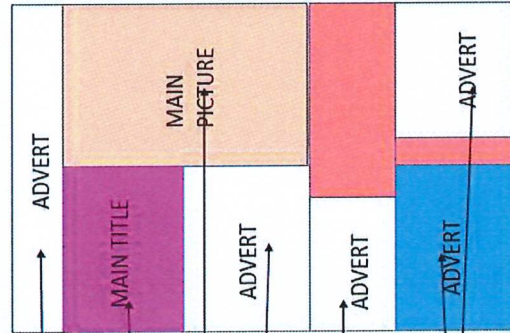
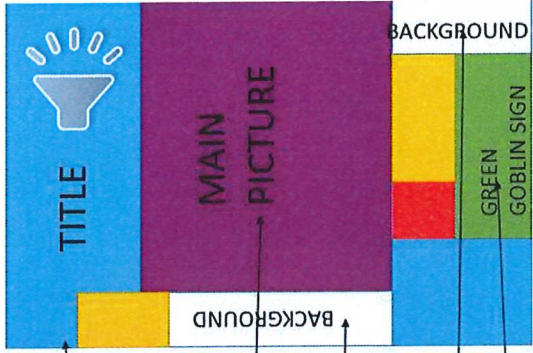
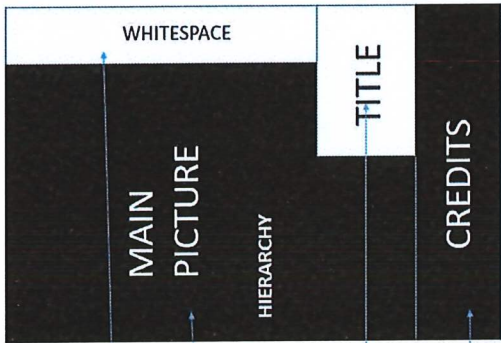


**Serif**  
In typography a serif is a small line or stroke regularly attached to the end of a larger stroke in a letter or symbol within a particular font or family of fonts.



**Script**  
Script fonts are typefaces with a personal touch, like calligraphy and handwriting fonts. They are perfect for invitations, greeting cards, headlines, they range from classic flowing scripts for elegant designs to light hearted types with rounded forms for a fresh and lively look.





## Composition.

Here I have taken some popular images and shown how they comfort each other with their shapes and colours. Composition is all about taking completely different colours and making them fit together forming a whole.

Here I have taken some pictures and shown how different colours mixed together to create a picture can comfort and mix together.

### 5 Fundamentals of Composition

- Context**: HEY (with a speech bubble)
- Definition**: The state of being something different from something else.
- Repetition**: (with a grid of squares)
- Alignment**: (with a vertical line and a box)
- Proximity**: (with a group of three items)
- Definition**: Proximity in a straight line or in a curved relative position.
- Need**: Need necessary in space there of relationship.
- White Space**: (with a box and text)
- Definition**: The space that surrounds the elements.
- Hierarchy**: (with a diagram of boxes)
- Definition**: The arrangement of elements in a way that implies importance.
- Where to Look First**: (with a box and text)
- Definition**: The space that surrounds the elements.



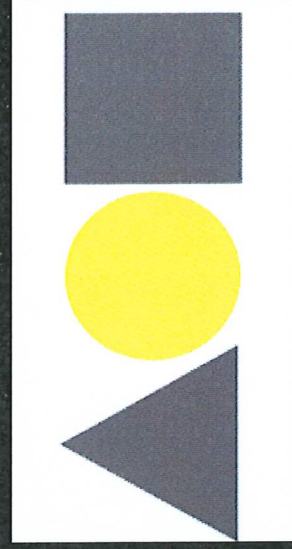
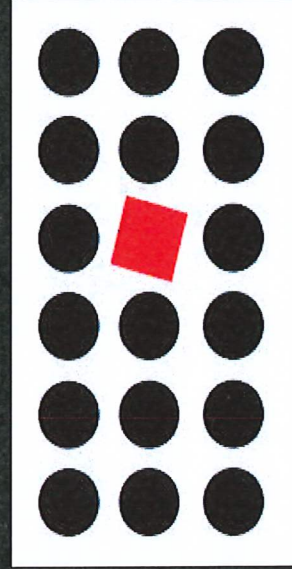
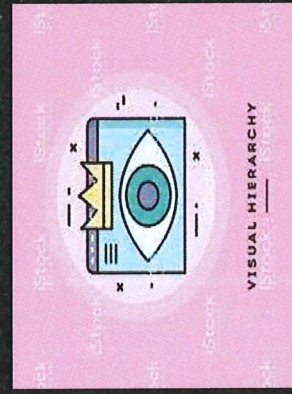
CREATE A VISUAL HIERARCHY {5 TOOLS}

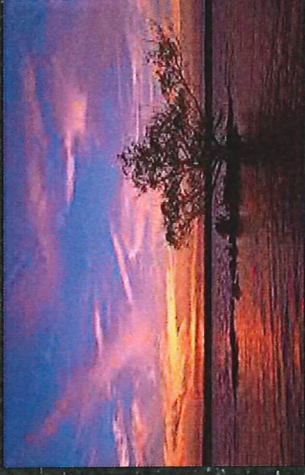
**SCAFFOLD**  
color & TYPE  
contrast  
**SPACING**  
COMPOSITION

**You Will Notice Me First**  
Then, its my turn to get noticed  
*Am (Getting Noticed?)*

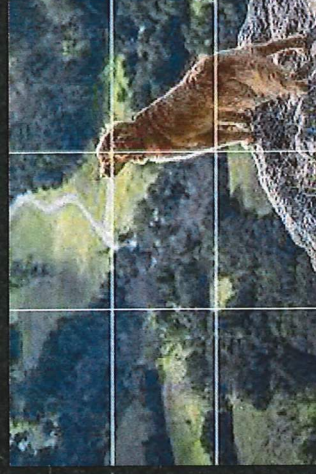
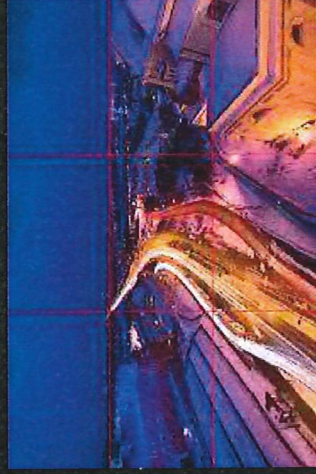


Visual Hierarchy shows the way the elements are arranged and how they are presented. In other words visual hierarchy impacts the order in what the human eye recognises what it sees. This is created by the visual contrast between forms in a field of perception.





The rule of 3:  
It is a simple skill where designers divide their designs up into a 3x3 grid , and at the points where the two lines meet. By placing lines at each intersection, his design is made striking and effective.

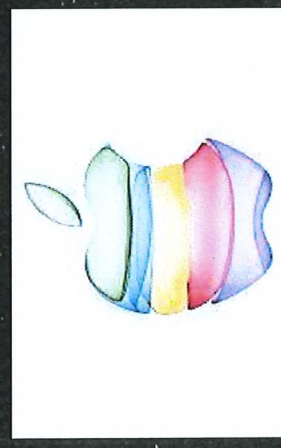




This logo is a good example for line, tone, colour and imagery. This photo shows a mixture of colours and how they mix together to create this logo. In this photo it also shows good line and tone. The way the NIKE logo is set out above the tick shows good lining.



This logo is also a good example because the blue purple and pink all mix together as they are all part of the same colour spectrum on the colour wheel the green is also mixed into this along with yellow which also shows that the four colours mix together well. It is good for line and tone because the way the logo is placed in the centre of the picture shows that it is the main focus of the picture.



This logo shows that the colours are translucent to the white background. They stand out and almost give off a watery affect. The way the picture is set out it shows that the apple is the main focus.