

Preface: These notes are from Mr. Kling's Graphic Design class at Oakville High School. I do not believe that they are real, but we were tested over them in class.

The Design Code

1. These are a set of visual guides that will help you plan and make superior professional level graphics.
2. Use these to combine and overlap to make unique designs.
3. The DESIGN CODE is divided into two sections.

Part 1

The VISUAL Element: The individual parts the designs are made from.

1. The Three Basic Shapes
 1. Circle
 2. Triangle
 3. Square
2. The Four Directions
 1. Diagonal
 2. Vertical
 3. Horizontal
 4. Curve
3. The Three Graphic Descriptions
 1. Line
 2. Plane
 3. Tone
4. The Four Surfaces
 1. Opaque
 - i. NO light gets through
 2. Translucent
 - i. SOME light gets through, and image is distorted
 3. Transparent
 - i. ALL light gets through, even with surface color
 4. Reflective
 - i. ALL right is reflected back to the viewer
5. The Three Enrichments
 1. Color
 2. Pattern
 3. Texture
6. The Four Arrangement Principles
 1. Position
 - i. Should I use "Random" or "Grid"?
 1. Is my design "Symmetrical" or "Asymmetrical"?
 2. Direction
 3. Size
 - i. What design element are we considering here?
 4. Contrast
7. Quantity
 1. How many should I use?

8. Repetition. Repetition. Repetition.

Part 2

The PHRASING Devices: Shows how the different elements in a design relate to each other.

1. The FIVE RELATIONSHIPS

1. Edge to Edge
 - i. Edges of the shapes are flush
2. Point to Point
 - i. When the shapes are tangent (corner to corner, etc.)
3. Overlap
 - i. Do not let your design get too “busy”
4. Contour Continuation
 - i. Using a grid
5. Positive/Negative
 - i. Think as the foreground as the “positive”
 - ii. The background is the “negative”

2. The FIVE REMOVALS

1. Pop Out
2. Hinge Out
3. Slice Off
4. Slide Out
5. Extend Out

3. The Five Depth Cues: Using illusion to create space and dimension

1. Size
2. Overlap
3. Foreshortening
4. Shadow
5. Diffused Edge

4. The Eight Compositional Devices: The way that shapes and objects can be arranged with each other in a composition

1. One Dominant Focal Point
 - i. Do not make the design unit too large or too close to the edge of the paper
2. Two Dominant Focal Points
 - i. They should not touch each other.
 - ii. They can be any of the other compositions.
3. Pattern
 - i. These should touch or come close to the edge of the frame, and is a repetition of unit forms.
4. Movement
 - i. These should touch and come close to the edge of the frame.
 - ii. Shown as a band of a diagonal, or curves.
 - iii. Using wavy lines and going from strong to weak.
5. Structure
 - i. Should touch or come close to the frame and contain all 4 line directions.
 1. Formal = rigid, mathematical, strong regularity

2. Informal = free form and indefinite lines
 3. Inactive = the use of invisible lines, (conceptual), lines to guide the placement of objects.
 4. Active = lines divide the frame into distinct areas where positive and negative variations can be shown.
6. Positive/Negative
 - i. Should touch or come close to the edge.
 - ii. This is the "Five Removals"
 7. Framing
 - i. Should touch or come close to the edge
 - ii. The area being framed should be the largest negative space
 8. Perspective
 - i. Should touch or come close to the edge of the frame
 - ii. This is the "Five Depth Cues"