Graphic Design Principles
For Non-Designers

Nancy Marlatt
Public Relations Coordinator
ncyrus@uwyo.edu
WHAT IS GRAPHIC DESIGN?

AIGA, the professional association for design (Founded in 1914 as the American Institute of Graphic Arts), defines graphic design as a form of communication through the use of “any visual medium” at all-if you make a poster; type a letter; create a business logo, magazine ad, or an album cover; even make a computer printout—you are using a form of visual communication called graphic design.”
Three Styles of Design

Image Based Design

Type Based Design

Image and Type Based Design

Flu Shots TODAY

Your Text Here
Familiarizing yourself with some basic elements of design allows you to quickly and easily create flyers or other promotional pieces. SAVES TIME!
You want **Effective Visual Communication** so that your message stands out from the crowd, is clear/concise, and appeals to your audience.
Basic Elements of Design

- Lines
- Shapes
- Color
- Size & Scale
- Texture and Effects
- Fonts

COMPOSITION

YOUR DESIGN
Element #1: LINES

- Organize Content
- Provide Direction
- Create Distinction
- Anchor Other Elements
- Create Patterns
Element #1: LINES

University Libraries switch SAGE to electronic Journals

Full-text electronic journals on the following topics are now available online at http://www-lib.uwyo.edu/articlesmore/

- Communication Studies
- Criminology
- Education
- Management and Organization Studies
- Materials Science
- Nursing & Health Sciences
- Political Science
- Psychology
- Sociology
- Urban Studies & Planning

Contact Reference for more information:
766-2070 • http://www-lib.uwyo.edu/services/help.htm

ARTstor

University Libraries announces a new digital resource, ARTstor.

Search, browse, and utilize over 500,000 images covering art, architecture, archaeology, and more.

www-lib.uwyo.edu
Click on Articles/databases. Databases are sorted alphabetically.

For more information • 766-2070
Brought to you by University of Wyoming LIBRARIES
Element #1: LINES

Looking for a journal article or book to finish that research project?

Request It @ University Libraries

The Request It services provide:
- Scanning journal articles and delivery to your e-mail account or mailed to your home.
- Delivery of library books to a library branch of your choice.
- 24 to 48 hour delivery time for items in UW Libraries' collection.

Available to UW students, faculty, and staff members.

Log on to www-lib.uwyo.edu to create your Request It account today!

Materials not in UW Libraries' collection will be referred to Interlibrary Loan and may take longer than 48 hours to deliver.

iTunes Music Card

Sound Off!
Tell us what you think about UW Libraries.

Take an online survey about UW Libraries and register to win one of six $50 iTunes Gift Cards.

iTunes Music Card

To take the LibQual+ Survey Scan the code or visit:
www-lib.uwyo.edu
Element #2: SHAPES

- Convey a Universal Message
- Organize Information
- Provide Direction
- Attention Grabbing

FREE Coffee!
Element #2: SHAPES
Element #2: SHAPES

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iTunes Music Card

$50

To take the LibQual+ Survey
Scan the code or visit:
www-lib.uwyo.edu

The Wyo Theatre and the Laramie Film Society present the

2012 FALL FILM SERIES

Every Sunday Night
7:00 pm
at the Wyo Theatre

Film Series Ticket Prices:
$30 for five tickets and a membership,
$55 for 10 tickets and a membership.
No advance sales of less than the minimum $30 package.

Additional tickets at the box office for $5 with a membership,
$6.50 with no membership card.

Tickets can be purchased at:
• Wyo Theatre box office
• The Pedal House
• Big Hollow Foods
• UniWyo Federal Credit Union

Wyo Theatre
309 S. 5th St. / 742-7469
Laramie Film Society: http://film.laramie.wy.us/
Element #3: **COLOR**

- Provides Organization
- Attention Grabbing
- Hierarchy of Content
Element #3: **COLOR**

- Provides Depth of Perception In Space
  - Warm color move forward
  - Cool colors move backward
  - Neutral colors
Element #3: **Black & White**
Element #3: Black & White

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- Delivery of library books to a library branch of your choice.
- 24 to 48 hour delivery time for items in UW Libraries' collection. Available to UW students, faculty and staff members.

Log on to www-lib.uwyo.edu to create your Request It account today!

Welcome Class Reunions!

Wednesday, October 6th~
50th Class Reunion Display:
Featuring class photos.
All Week

Friday, October 8th~
Welcome to Campus, Dean of UW Libraries
2:00 p.m.-2:30 p.m.

Saturday, October 9th~
Homecoming Library Libations: Come enjoy a free hot cup of coffee or cocoa and help us launch the 2004 UW Homecoming parade from the steps of Coe Library.
8:30 a.m.-11:00 a.m.

Sunday, October 10th~
Author Visit: Robert Crawford, Scottish Poet and Cultural Commentator, University of St. Andrews, Scotland
7:00 p.m.

All events are located at Coe Library on the corner of 13th and Ivinson.
Element #3: Bright Colors

- Emphasize Importance

FREE Coffee!
Element #3: Many Colors

- Can Cause Chaos
Element #3: **Cool Colors**

- Organize contact without distractions
Element #4: SIZE & SCALE

- Big Vs. Small
  - Attention Grabbing
  - Hierarchy of Content

Taste Testing
Today, October 1
12:00 - 2:00 pm
Wyoming Union
Room 2

Join Us!
Element #4: SIZE & SCALE

Tell us...
Why did you come to the library today?

for...
Wyoming Libraries Snapshot Day

And we'll enter you in a drawing to win a Jump Drive!

University of Wyoming LIBRARIES

Need Personal Space?

STUDY ROOMS
Great for individuals or groups. Visit the Circulation Desk to reserve a room.
Element #4: SIZE or SCALE
Element #5: TEXTURE & EFFECTS

- Attention Grabbing

I LOVE TEXTURE
- Bevel Emboss

I LOVE EFFECTS
- Reflection

I LOVE EFFECTS
- Glow
Element #5: TEXTURE & EFFECTS

UW Libraries
Book & Author Luncheon
featuring Geologist, Adventurer, and Mystery Writer

SARAH ANDREWS

Sarah Andrews, a geologist, teacher, adventurer, and mystery writer is the author of the Em Hansen forensic geology mysteries. A prolific writer, Sarah’s recent novels include “In Cold Pursuit”, “Dead Dry”, and “Earth Colors”. Her eleventh Em Hansen mystery, “Rock Bottom”, is currently underway and expected to be released Fall 2011. To learn more, visit www.sarahandrews.net for information about Sarah’s career, books, and other publications.

April 13th
Noon-2 P.M.
UW Conference Center
& Hilton Garden Inn

Book sales and author signing sponsored by
UNIVERSITY BOOKSTORE

Admission: $50
RSVP by April 6th
(307) 766-3279
rlatimer@uwyo.edu
Element # 6: **FONT**

- Know your fonts.
- Keep it Simple. (3 or less)
- Use to:
  - Highlight details
  - Organize information
  - As your primary image/graphic
Element # 6: FONT

iPads
available at the Circulation Help Desk
Now available
to check out for
3 days
Available to UW Students, Faculty and Staff members only

NAXOS Jazz Online
www-lib.unr.edu
Databases are listed alphabetically
Element # 6: ALL CAPS vs. Lower Case
Element # 6: **ALL CAPS** vs. **Lower Case**
Element # 6: **ALL CAPS vs. Lower Case**

If in doubt, don’t use ALL CAPS.
COMPOSITION
Use Elements to Design Your Layout

• Lines
• Shapes
• Color
• Size & Scale
• Texture and Effects
• Fonts
Use visual elements to create a clear and effective form of visual communication through good composition.

- SPACE
- POSITION
- BALANCE
- PROXIMITY
- HIERARCHY
Space: Determine how you’re going to use your space.

White Space

- Provides unity and balance.
- Allows somewhere for the eye to rest.
- Define objects (acts as a separator).
- Provides direction.
- Gives focus and emphasis.
- Improves readability.
STUDY ROOMS

Great for individuals or groups.
Visit the Circulation Desk to reserve a room.

Passive White Space:
Space left around a page or object.
Active White Space: Space intentionally left blank for better layout and balance.
Space: Determine how you’re going to use your space.

Rule of Thirds: States that “most designs can be made more interesting by visually dividing the page into thirds vertically and horizontally and placing your most important elements within those thirds.”

(www.desktoppub.about.com)
Rule of Thirds
Before Rule of Thirds

After Rule of Thirds

Rule of Thirds
Come Learn About New Resources @ the Library Resource Fair

Wednesday
September 9th
1:30 p.m.–3:30 p.m.
W. R. Coe Library • Rooms 218 & 216

Open House
1:30–3:30 p.m.
Room 218

New Resource Demonstrations
Room 218
1:45–2:05 p.m.
2:10–2:30 p.m.
2:35–2:55 p.m.
3:00–3:20 p.m.

Literature & Humanities: EEBO, ECO, and LCO
Performing Arts: Int’l Bib Theater & Dance and Naxos Music
Business: Valueline, S&P NetAdvantage
International Studies: Europa, World Development Indicators

Meet and greet with Dean Maggie Farrell, UW librarians, and staff members from ECTL, LeoRn and the Writing Center. Come see a demonstration of the new library catalog, information hand-outs, on-demand presentations and enjoy refreshments.

You’re Invited to The New York Times Faculty Workshop

September 9th • Noon–1:30 p.m.
W. R. Coe Library, Room 506


Lunch provided by The New York Times.

Please RSVP @ 766-3279 by September 3rd

Rule of Thirds
Position: Where to place your elements.

- Provide direction of eye
- Gives focus and emphasis
- Help identify important elements
### Service Area Hours

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<thead>
<tr>
<th>Location</th>
<th>Mon - Fri:</th>
<th>Sat*:</th>
<th>Sun:</th>
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<tbody>
<tr>
<td>University</td>
<td>7:30am - 5pm</td>
<td>10am - 2pm</td>
<td>Noon - 2pm</td>
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<td>C*5</td>
<td>7am - 6pm</td>
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<td>Gardens</td>
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<td>CAFE</td>
<td>5pm - 10pm</td>
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<td>The Pita Pit</td>
<td>9am - 6pm</td>
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<td>ROLLING MILL CAFE</td>
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<td>COPY CENTER</td>
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<td>Billiard Hall</td>
<td>8am - 5pm</td>
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<td>Computer Lab</td>
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<td>Multicultural</td>
<td>Noon - 10pm</td>
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<tr>
<td>Rainbow Resource</td>
<td>7:30am - 11pm</td>
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<tr>
<td>Non-Traditional/Women's Center</td>
<td>7:30am - 7:30pm</td>
<td>Noon - 5pm</td>
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<tr>
<td>Non-Traditional/Women's Center</td>
<td>7am - Midnight</td>
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</tbody>
</table>

*Unless Otherwise Posted*

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**Building Hours - Fall 2012**
- Sunday: Noon - Midnight
- Mon - Thu: 7am - Midnight
- Fri: 7am - 2am
- Sat: 7am - 10pm

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**NO PETS ALLOWED IN BUILDING**
**ROLLER BLADES AND SKATEBOARDS CANNOT BE HIDDEN IN THE BUILDING**
**NO BICYCLES ALLOWED IN BUILDING**

Please seek building info on the Information Desk.
DIANA GABALDON

AUTHOR TALK & BOOK SIGNING

JULY 6 • 7–9 PM
WYOMING UNION
YELLOWSTONE BALLROOM
FREE ADMISSION

Diana Gabaldon is one of the most popular authors of Scottish historical fiction. Gabaldon’s writing escapes the classifications of place, time, and genre. After her debut in Outlander (1991), Cross Stitch in the UK. Gabaldon’s heroine has taken the route of Scottish diaspora through France, the West Indies, and America, and Gabaldon’s novels have moved from romance through science fiction, historical fiction, and fantasy, and onto the classics shelf. Not surprisingly, her fiction has earned her a wide range of awards. Reviewers call her work “historical fiction with a Möbius twist,” and Salon.com dubs her “The smartest historical sci-fi adventure romance story ever written by a science Ph.D. with a background in scripting Scrooge McDuck comic books.”

Copies of Gabaldon’s books will be available for purchase or you may pre-purchase them at the UW Bookstore.

Sponsored by:

College of Arts & Sciences
Department of English
Symmetrical: Elements mirror each other along a common access point.

Asymmetrical: Elements are placed ‘organically’ and play off the negative/white space of the page to balance.
Balance

Symmetrical

Asymmetrical

http://desktoppub.about.com/od/designprinciples/l/aa_balance4.htm
Balance

Symmetrical

Asymmetrical
Proximity & Similarity: Like elements with Like elements.

**Proximity:** Elements that are physically close are considered related.

**Similarity:** Elements that are related should share similar size, position, color, texture.
American Burying Beetle

*Nicrophorus americanus*

The American burying beetle is a large beetle measuring 1.5 inches and belongs to the family Silphidae. This beetle has distinctive orange markings on its elytra, head, thorax and elytra (wing covers) that make it distinguishable from other X species in the Silphidae family. The American burying beetle was listed as an endangered species in 1989 (Federal Register 54:29652-29655) due to it being exterminated from 90% of its original range. Known populations occur in South Dakota, Arkansas, Nebraska, Oklahoma and Rhode Island. Ohio is trying to reintroduce a population of this beetle.

Adults become active in early summer. A male and female pair locate a carcass of appropriate size using olfactory (smell) organs located in their antennae. The carcass is moved to a substrate soft enough to bury the corpse. The pair work to remove soil from beneath the carcass until it settles into a shallow grave several inches below the ground surface. After removing feathers or fur, the beetles secrete a substance that slows the decomposition of the carrion. The corpse is then buried but the female creates a small chamber above the carcass where she lays from 30 to 30 eggs.

The larvae receive parental care during the entire time they are feeding and growing. This is an extremely rare behavior in insects, a condition normally found only in the social bees, wasps, ants and termites. Both adults regurgitate food to feeding larvae. The larvae grow rapidly and are soon able to feed themselves. The adults continually tend the carcass, removing fungi and covering the carrion ball with an antibacterial secretion. Sometimes the size of the brood is too large to be successfully reared on a small carcass, and both adults will cannibalize small larvae. After about a week, the larvae have consumed all but the bones of the carcass, and the adults fly away. Adults live only one season. The young pupate in the nearby soil and emerge as adults about a month later. Beetles overwinter in the adult stage.

The American burying beetle has been recorded historically from at least 150 counties in 35 states in the eastern and central United States, as well as along the southern fringes of Ontario, Quebec and Nova Scotia in Canada. There are perhaps fewer than 1,000 individuals in the only remaining population east of the Mississippi River, and the Oklahoma, Arkansas and South Dakota populations (currently being inventoried) are of uncertain size. Considering the broad geographic range formerly occupied by the American burying beetle, it is unlikely that vegetation or soil type were historically limiting. Today, the American burying beetle seems to be largely restricted to areas most undisturbed by human influence.

Source: [http://www.twi.gov/southdakota/wildlife/BEETLE.htm](http://www.twi.gov/southdakota/wildlife/BEETLE.htm)

If you would like to learn more cool facts about insects, come to the next Entomology Club meeting October 2 at 4p at Rolling Mills in the Union or contact the club president at jblack14@uwy.edu.
Putting It All Together
Get them to Look!

Motivate them to a Call to Action

Get Their Desire

Brand It

Basics of a Good Flyer, Postcard, Brochure

http://www.squidoo.com/flyerdesign
The Wyo Theatre and the Laramie Film Society present the

2012 FALL FILM SERIES

Every Sunday Night 7:00 pm at the Wyo Theatre

Film Series Ticket Prices:
$30 for five tickets and a membership,
$55 for 10 tickets and a membership.
No advance sales of less than the minimum $30 package.

Additional tickets at the box office for $5 with a membership,
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• Big Hollow Foods
• UniWyo Federal Credit Union

Wyō Theatre
309 S. 5th St. / 742-7469
Laramie Film Society:
http://film.laramie.wy.us/
Want to track the price of oil, the rate of inflation, and the consumer price index over a period of 10 years?

Then try out... LexisNexis® Statistical Datasets

- Find statistical information on Census, crime, demographics, climate, and much more!
- Export data into Excel
- Track data over multiple years

Go to www-lib.uwyo.edu and click on Articles & Databases. List is alphabetical.
Book & Author Luncheon

Featuring ESPN sports writer

Howard Bryant

Howard Bryant is the author of The Last Hero: A Life of Henry Aaron, Shut Out: A Story of Race and Baseball in Boston, and Juicing the Game: Drugs, Power and the Fight for the Soul of Major League Baseball.

Reviewers call his work, “smart and savvy,” and USA Today’s sports weekly columnist Lisa Winston wrote, “one of the best baseball books I have ever read.” Bryant has also contributed to five other books and is a senior writer for ESPN.com and ESPN the Magazine.

Admission: $50
RSVP by April 17th
(307) 766-3279
UWLibGive@uwyo.edu
Family Weekend  
September 28th-30th 2012

5K Fun Run/Walk  
Family Weekend BBQ  
Easton Corbin Concert  
Ice Cream/Coffee Social  
Laramie Farmer's Market  
Cowboy Parents Silent Auction  
Meet the Deans and the President  
Cooking Class at the Copper Keelje  
Guided Tours of the Laramie Plains Museum  
Guided Tours of the Wyoming Territorial Prison State Historic Site  
Outdoor Experience - adventure in the scenic Vedauwoo Area

To find the schedule and register for family weekend go to:  
http://www.uwyo.edu/cowboyparents

REGISTER NOW...  
to reserve your spot
DIANA GABALDON
AUTHOR TALK & BOOK SIGNING
JULY 6 • 7-9 PM
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YELLOWSTONE BALLROOM
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Sponsored by:

College of Arts & Sciences
Department of English
Do you feel like you need a boyfriend to be happy?
Do feel like beautiful girls are worth more?
Do you feel like your past sins make you less of a Christian?

Join Us for a Girls Bible Study

Starts Tuesday October 9th 3pm
Meeting at the Collegiate House
1114 E Grand Ave

Questions? Call Kristen 399-6300
OTHER WHITE MEAT IMPROV

FREE

ALL AGES!

@ COAL CREEK COFFEE

SAT. OCT. 6, 8PM
EVO-CETE
The Big Blue Journey

A Children's Dance Production Exploring the Mythology and Evolution of Whales

Saturday, September 29th
Performances at 2:30 p.m. & 6:30 p.m.

College of Education Auditorium
$2 suggested donation at the door

This production is a collaboration by faculty and guest artists in the UW Departments of Theatre & Dance, Geology and Geophysics, Program in Ecology (PIE), and Dance to Dance: Wendy De La Harpe, Linda Lockhart, and Laramie High School Dance Team.
Marketing & Visual Communication
“Graphic design is a creative process that **combines art and technology** to communicate ideas. The designer works with a variety of communication tools in order to **convey a message to a particular audience**.” (AIGA, www.aiga.org)
What do they need?  

How do they communicate?  

Are you reaching them?

Know Your Audience
Write & Edit Your Copy

Put your Stamp on It & Brand It

Review & Edit Again