

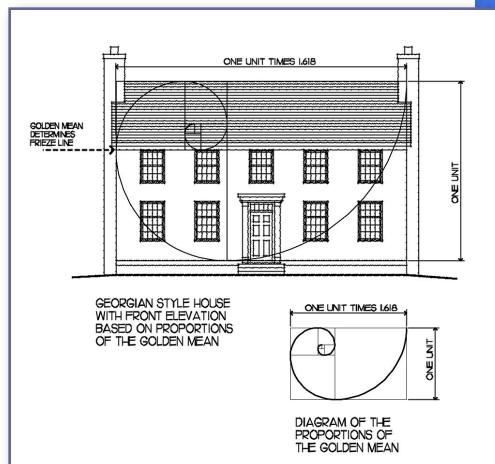
Elements of Good Design

How to Make Your
Documents Look Better

Ms. Scales

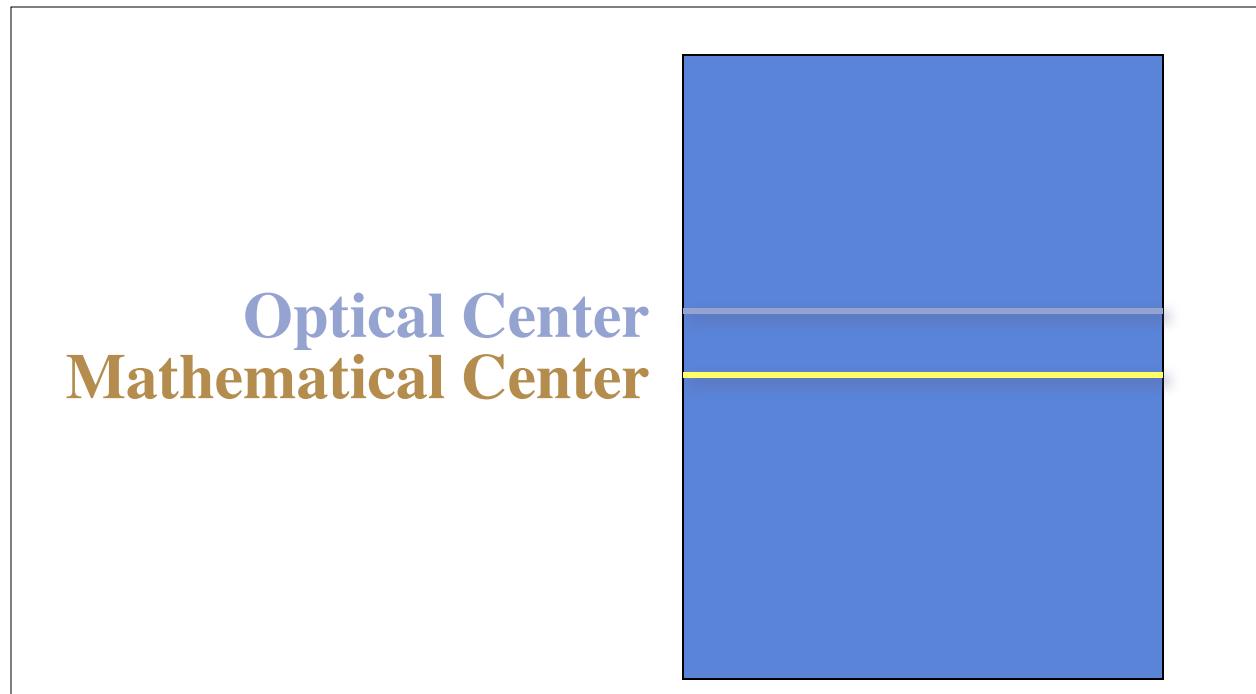
Golden Proportion

- Documents in our culture usually adhere to a specific page ratio of height to width referred to as the **“Golden Proportion.”**
- The size of the Golden Proportion is **1:1.6 or 3:5.**
- The basis of many shapes including the Parthenon.



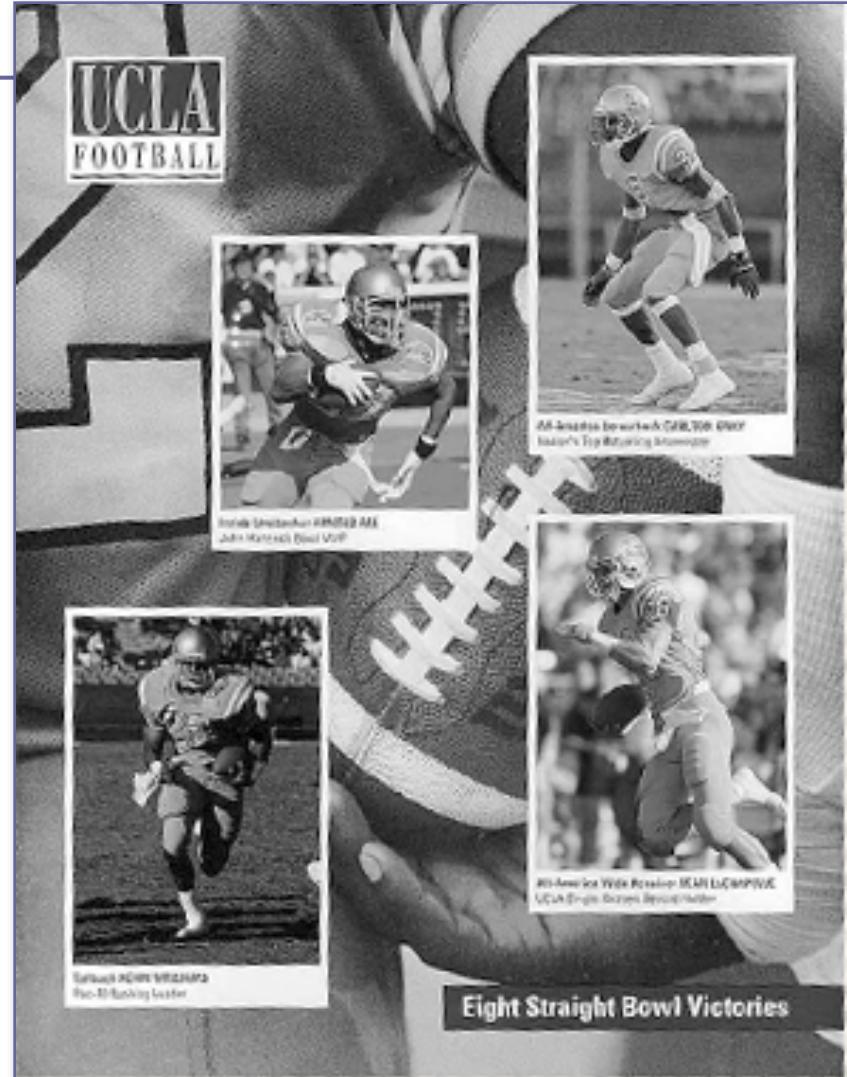
Optical Center

- **Optical Center** is *where your eye naturally looks first* on a piece of paper.
- Lies slightly above mathematical center.



Center of Interest

- What do you look at first on this page?
- Is it hard to decide?
- Why do you think it is hard to decide what to look at first?



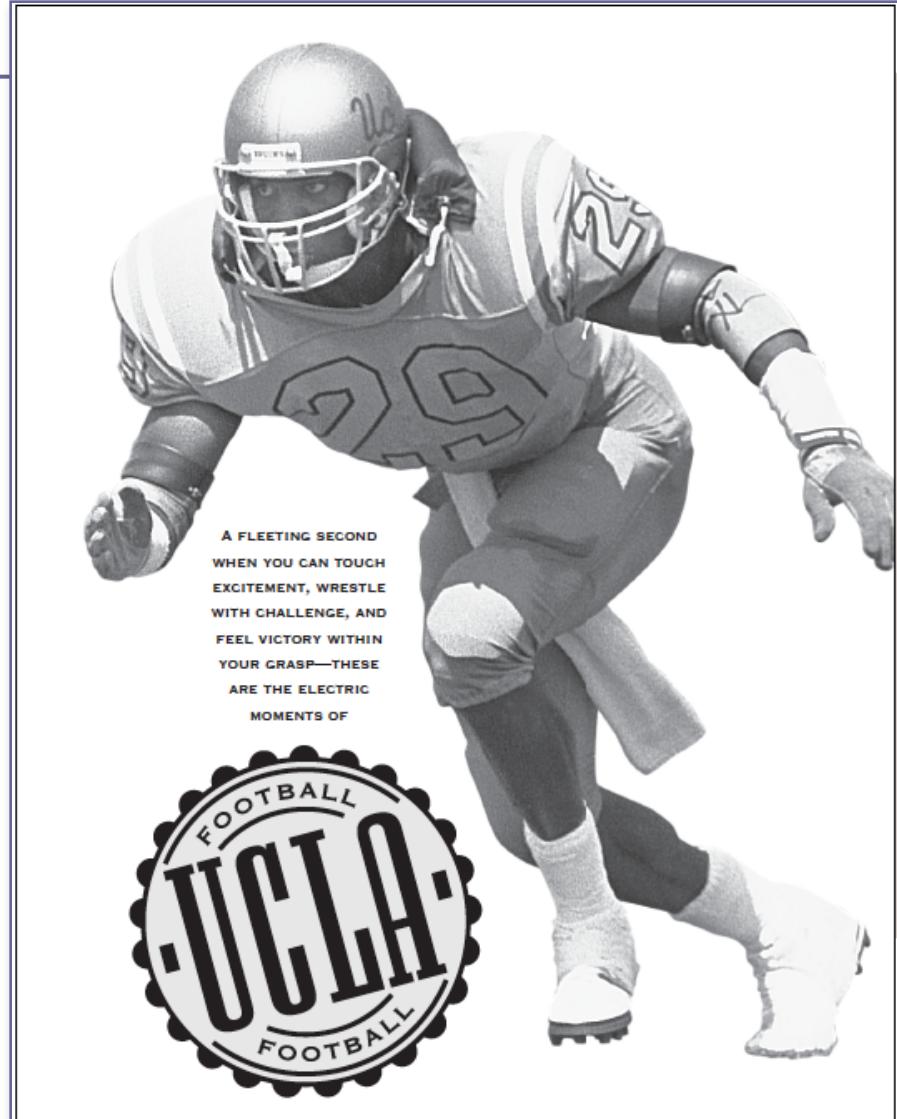
Center of Interest

- What do you look at first on this page?

- Why?

- In what order do you look at the items on this page?

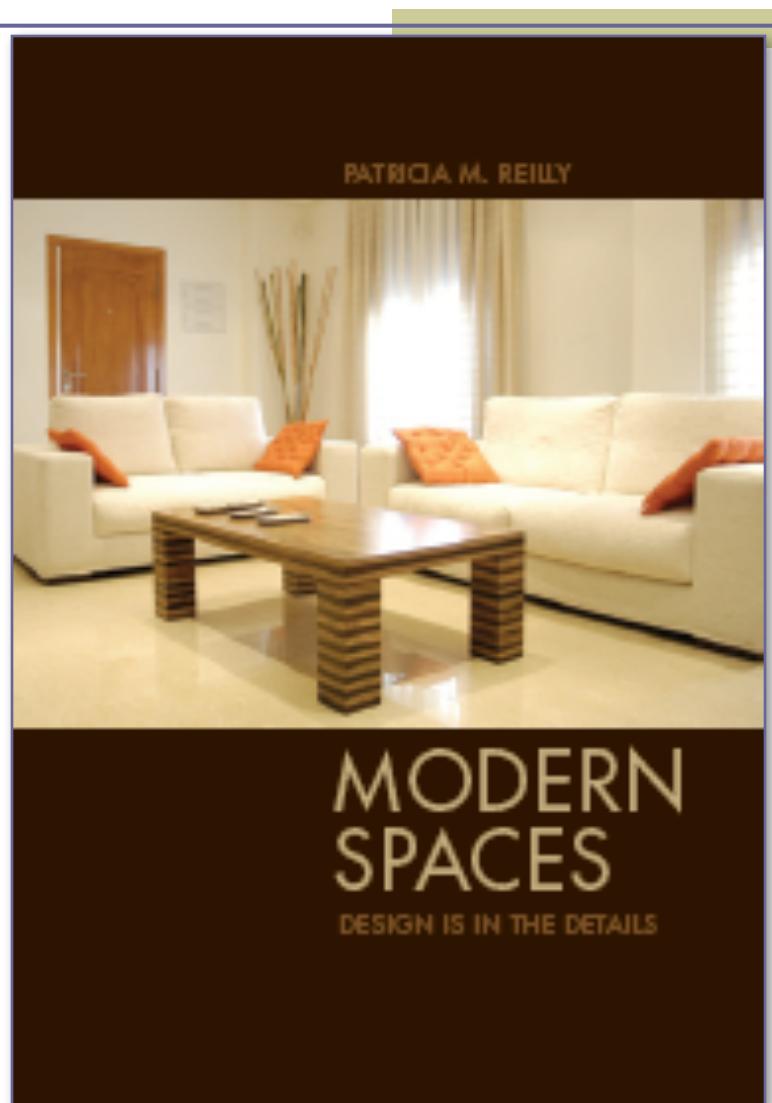
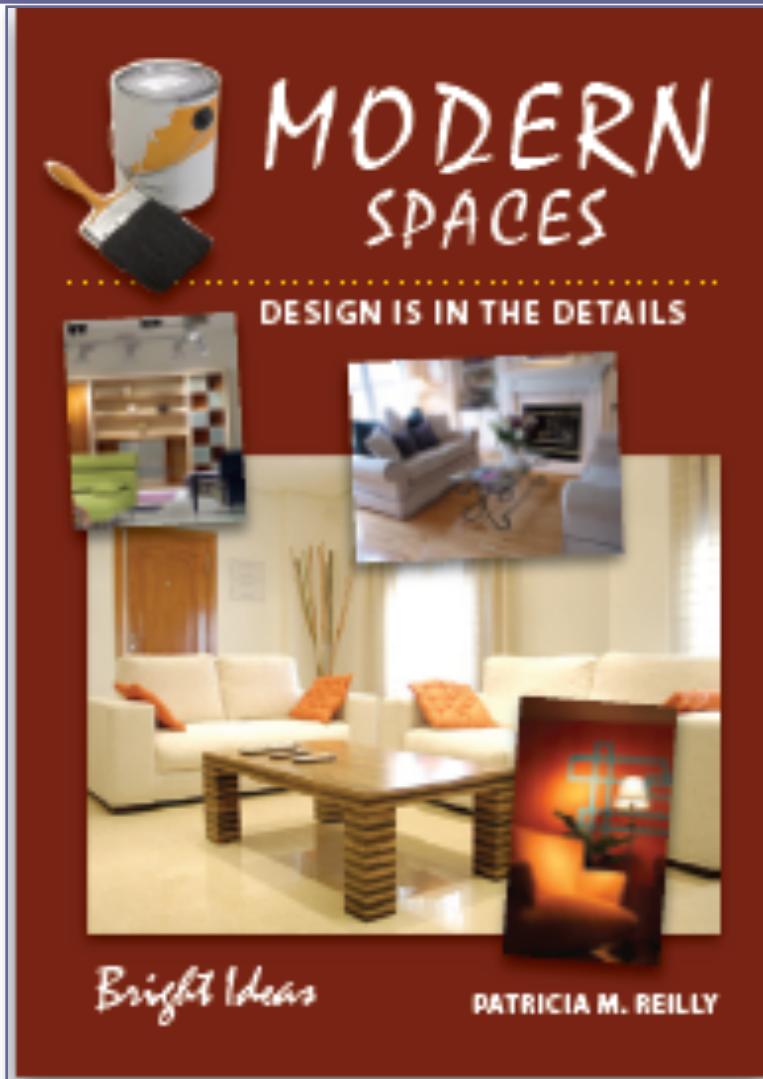
- Why?



Center of Interest

- The “Center of Interest” is the 1st thing a person looks at on a page or spread (two pages side by side).
- Every page or spread should have a Center of Interest.
- By making something the center of interest, you can control where the audience looks and the first thing they see.

Which has the strongest center of interest?



Center of Interest

- What keeps this page from having a good center of interest?
- What problem/s does that cause for the reader?

Open this Saturday, November 7, in the F.R.E. complex. Concessions adplacing sit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam et volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitationem ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum et dolor augue das dolor is feugiat nulla facilis. Lorem ipsum dolor sit amet, consecetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam et volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitationem ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum et dolor augue das dolor is feugiat nulla facilis. Nam liber tempor cum solida nobis eleifend option congue nihil imperdiet doming id quod maximum placidit facit possimus. Lorem ipsum dolor sit amet, etiam.

The grand re-opening marks the beginning of the 15th century!

Experience the Renaissance



**RENAISSANCE
PLEASURE FAIRE**

Center of Interest

■ What is the center of interest on this page?

■ Why?

EXPERIENCE THE RENAISSANCE

Spend this Sunday, November 7, in the 16th century. Consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum xeril delenit augue duis dolore te feugait nulla facilisi.

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Stand amongst the
minstrels or while
away the day watching
the jousting and the
athletic contests of the
fiercest demands.



**RENAISSANCE
PLEASURE FAIRE**

Center of Interest

- What is the center of interest on this page?
- Why did the center of interest change?
- In what order do you look at the items on this page?

EXPERIENCE
THE ROMANCE
OF THE
RENAISSANCE

Sed ut aliosse in the 15th century, coniecturam adspicere sit, sed etiam somniorum sibi subiectum thiderit ut faciat dicas magna aliquam eam voluntat. Ut vnde sententia minima vestrum, quia noscitur etiam latrone a flumine corporis suae piti lobeth nra et aliq' up et ea conuenioem consequit. Declaramus vobis non haec dolos in horribilem in volvuntate vobis non invenimus consequit, vobis illam dolos non deceptio nostra faciliter at vero eis etiam accidit etiam etiam etiam dignissim qui blandit praecepit lippitam et id dicit angus data dolos te fugit utrata curabit. Littera ipsius dolos sit arred, coniecturam adspicere sit, sed etiam somniorum sibi subiectum thiderit ut faciat dicas magna aliquam voluntat. Ut vnde sententia minima vestrum, quia noscitur etiam latrone a flumine corporis suae piti lobeth nra et aliq' up et ea conuenioem consequit. Declaramus vobis non haec dolos in horribilem in volvuntate vobis non invenimus consequit, vobis illam dolos non deceptio nostra faciliter at vero eis etiam accidit etiam etiam etiam dignissim qui blandit praecepit lippitam et id dicit angus data dolos te fugit utrata curabit.



Eye Movement

- Controlled by the document designer.
- Generally created by size or color.
- A well designed document will have good eye movement.

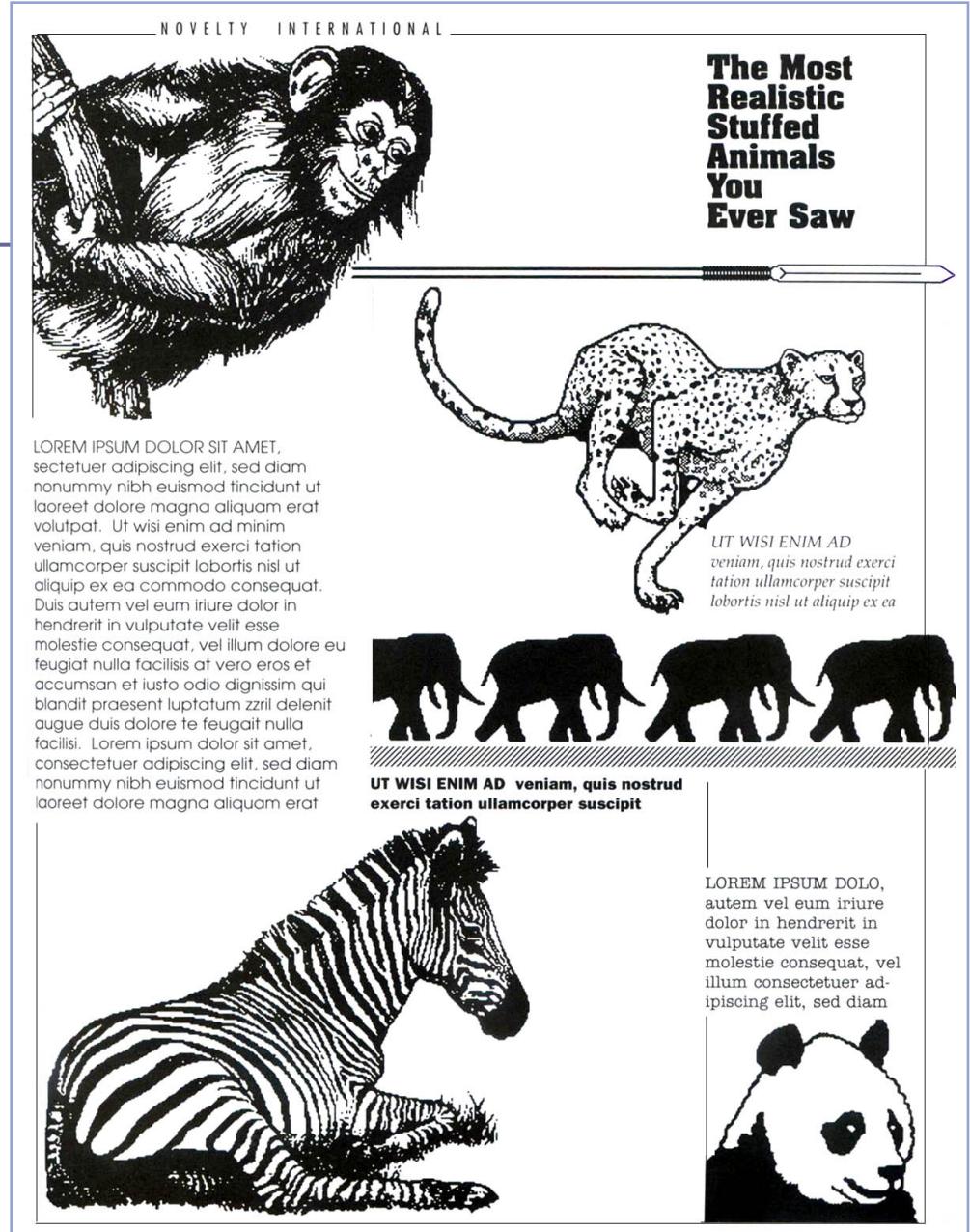
Eye Movement

- The largest item of a layout is the first thing people see and becomes the center of interest.
- People's eyes need a natural path to follow in a page layout, starting with the most important item.
- A well designed document has good eye movement, which creates a “hierarchy” of information.
- Eye movement can be created by the document designer.
- Generally, its created by varying the size of items on a page layout.

Eye Movement

Example

- In what order do you look at the items on this page?



Eye Movement

- In what order do you look at the elements on the page below?
- Why is this hard to determine?

Thinking of Buying or Selling?

Put two professionals to work for you!

Edgar Cordell of Better Homes & Mike Ognissanti of Ryland Mortgage are two Real Estate experts you NEED on YOUR TEAM!

RYLAND MORTGAGE



Mike Ognissanti
Financing Expert
484-0255

- Larger Home
- Smaller Home
- Investment Property



Edgar Cordell
Professional Marketing
966-4101

Better Homes Realty

Sellers, list with us today, start packing tomorrow!

- In what order do you look at the elements on the page below?
- Why is it easier to determine than the one to the left?



Larger home? Smaller home? Investment property? Whether you're buying or selling, put two real estate professionals on your team. List with us today, start packing tomorrow!



Mike Ognissanti
Ryland Mortgage
Financing Expert
484-0255



Edgar Cordell
Better Homes Realty
Marketing Professional
966-4101

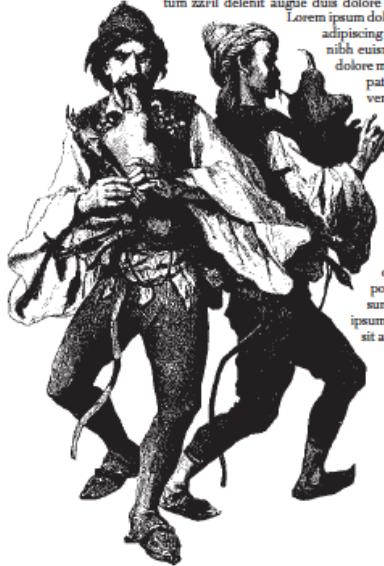
Eye Movement

EXPERIENCE THE RENAISSANCE

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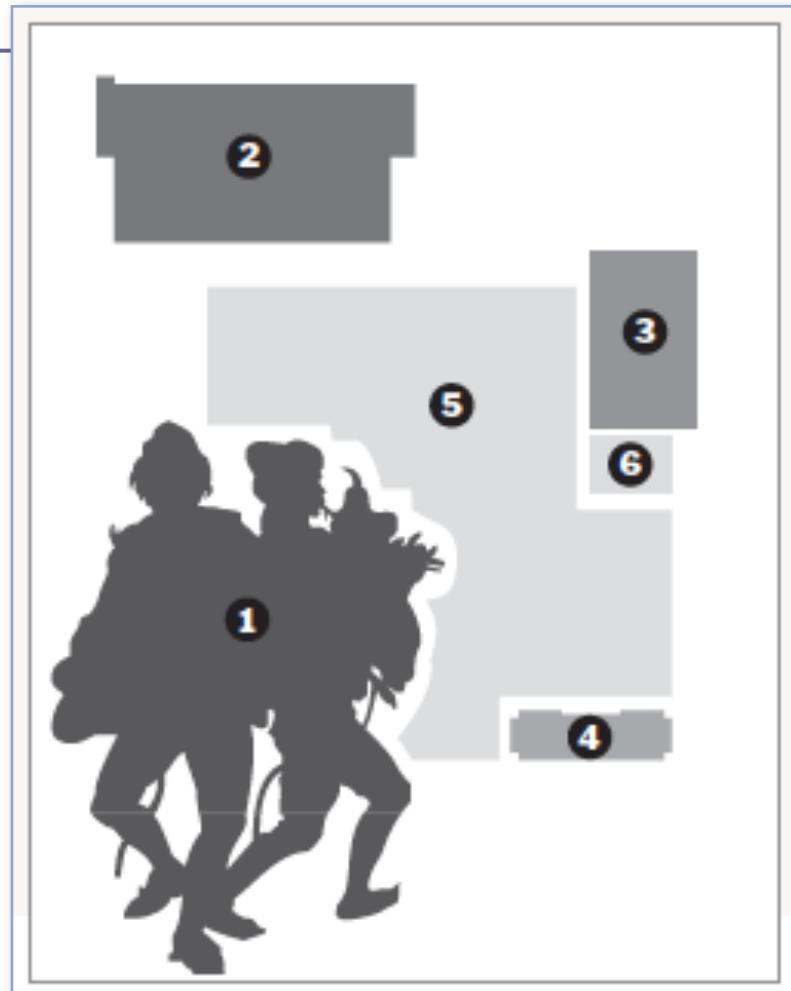
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Street entertainers or watch
over the day watching
the knight via for the
entertainment of the
further demands.

RENAISSANCE
PLEASURE FAIRE

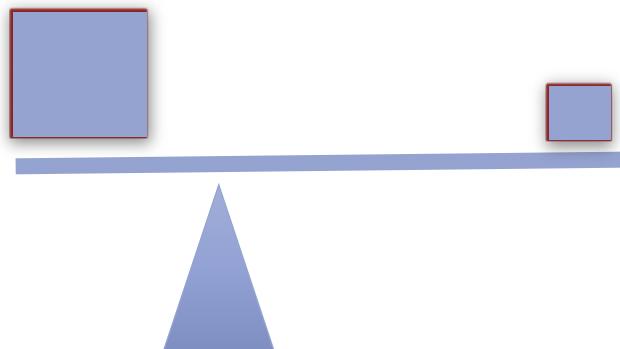


Balance

- Visual balance is the arranging of elements on the page so that no one section is heavier than the other.
- Provides a sense of order to the layout.

Balance

- Balance provides a sense of order to the layout.
- Balance also helps give a layout a certain “feel.”
- Visual balance is the arranging of elements on the page so that no one section is heavier than the other.



4 Kinds of Balance

■ Formal Balance

- Can be divided down the center and have almost the same or similar items on each side. Lends itself to more traditional, orderly layouts.

■ Informal Balance

- Balance typically off-center or created with an odd or mismatched number of disparate elements. Creates a modern, more laid-back look.

■ Radial Balance

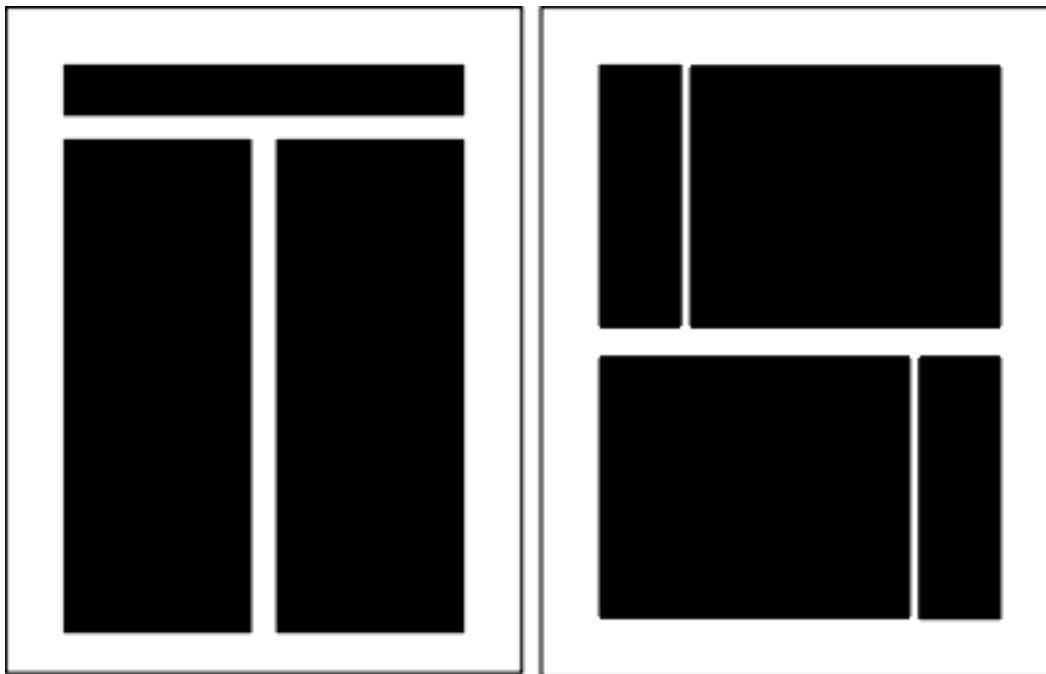
- Circular composition in which the elements project outward from a central core at regular intervals like the spokes of a wheel.

■ Allover or Crystallographic Balance

- Balance with equal emphasis over an entire two-dimensional surface so that there is always the same visual weight or attraction wherever you may look.

Formal or Symmetrical Balance

- An arrangement of elements so that they evenly divide the page such as a centered alignment or one that divides the page in even segments (halves, quarters, etc.)
- Used by the majority of people.

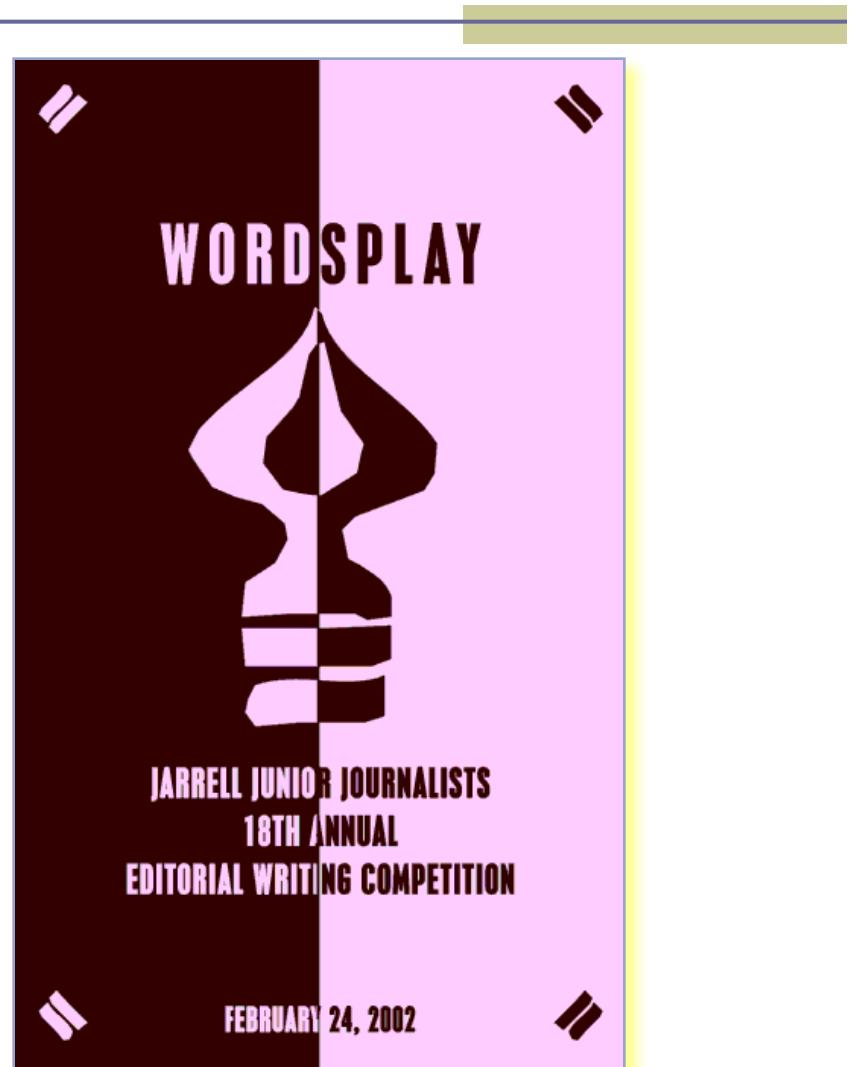


Formal Balance

■ Example
of a formally
balanced
Page.

Vertical Symmetry —

Each vertical half
(excluding text) of the
brochure is a near
mirror image of the
other, emphasized with
the reverse in colors.



Formal Balance

■ Example
of a formally
balanced
page.

Although not mirror images, the overall look is very symmetrical and balanced. Each of the line drawings are more or less centered within their section. The graphic (text and image) in the upper center of the page is the focal point tying all the parts together.



Adding Balance

■ Which one is better? Why?

Balancing act

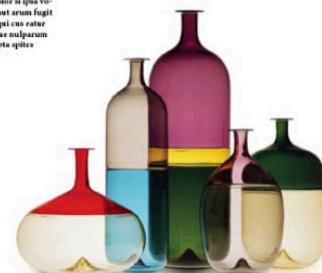
A lesson on creating balance in your layouts.

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Balancing Act.

A short lesson on creating balance in your layouts.

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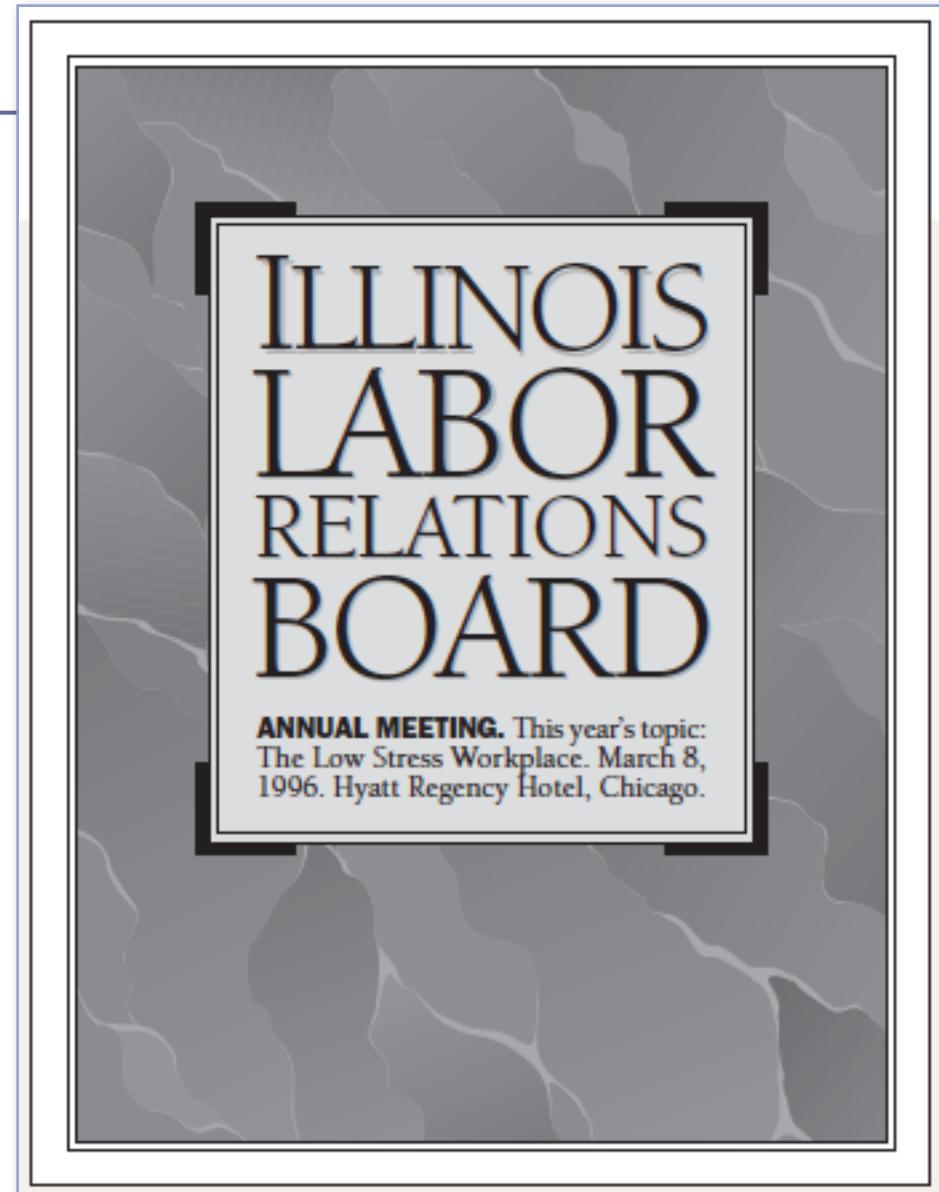
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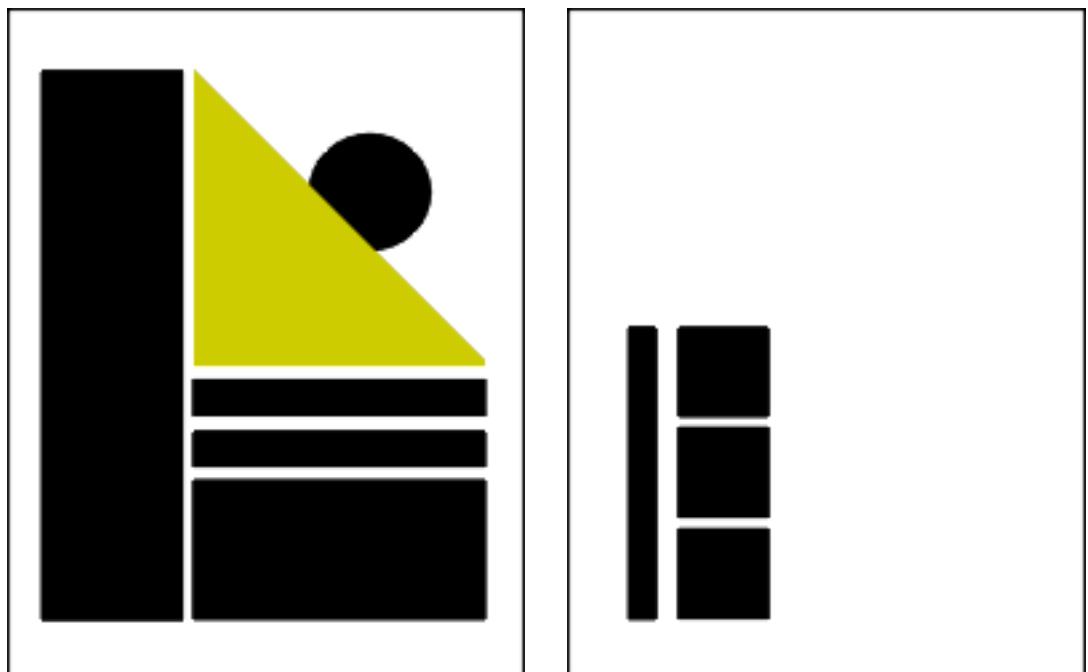
Formal Balance

- Why is this Formal Balanced?



Informal or Asymmetrical Balance

- Asymmetrical design is typically off-center or created with an odd or mismatched number of disparate elements.
- Under used by most people.



Informal Balance

- Example of an informally balanced page.

The image shows a promotional poster for 'African Tribal Art'. The background is a textured, light brown color. At the top right, the words 'African Tribal Art' are written in a stylized, orange-brown font. Below this, there is a block of placeholder text in a smaller, dark brown font: 'OPENING THIS WEEK ipsum dolor sit amet, consectetur adipiscing elit, diam nonumy eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam quis nostrud exercitation ullamcorper suscipit.' To the left of the text is a large, dark brown wooden mask with a simple, rounded face and small eyes. To the right is a smaller, circular portrait of a person with dark skin and curly hair. At the bottom right, the word 'BAXTER' is written in a bold, black, sans-serif font, with 'MUSEUM' in a smaller font below it. The entire poster is framed by a thin blue border.

Informal Balance

Example of an informally balanced page.

This page uses a 3 column format to create a neatly organized asymmetrical layout. The two columns of text are balanced by the blocks of color in the lower left topped by a large block of white space. In this case, because the white space is in a block shaped much like the text columns, it becomes an element of the design in its own right.

14 Balance in Design

How doth the little

crocodile improve his

shining tail, And poor

the waters of the Nile

on every golden scale!

Jiggy Carroll

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Informal Balance

■ Example of an informally balanced page.

Asymmetrical Tension — The elements of this brochure cover primarily the left side, but with a few stems escaping and arching across the page. The text, although randomly placed, follows the lines of the plants keeping them anchored to the overall design. The off-balance design creates a sense of freedom and movement.



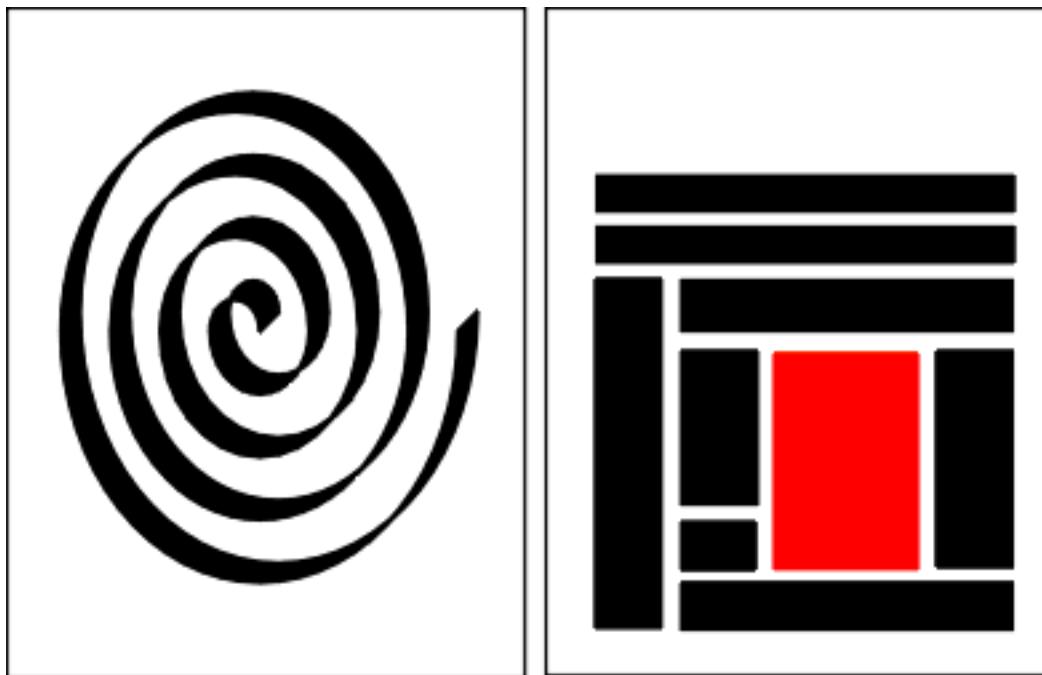
Informal Balance

- Why is this Informal Balanced?



Radial Balance

With radial designs the elements radiate from or swirl around in a circular or spiral path.



Radial Balance

Example of a radial balanced page.

An example of radial balance in a rectangular space. The year represents the center of the design with the subtle color sections radiating from that center.



Radial Balance

- Example of a radial balanced page.

Colors and text radiate out from the apple in the middle of this CD cover design. The effect is almost one of spiraling down into the center of the apple.



Allover Balance

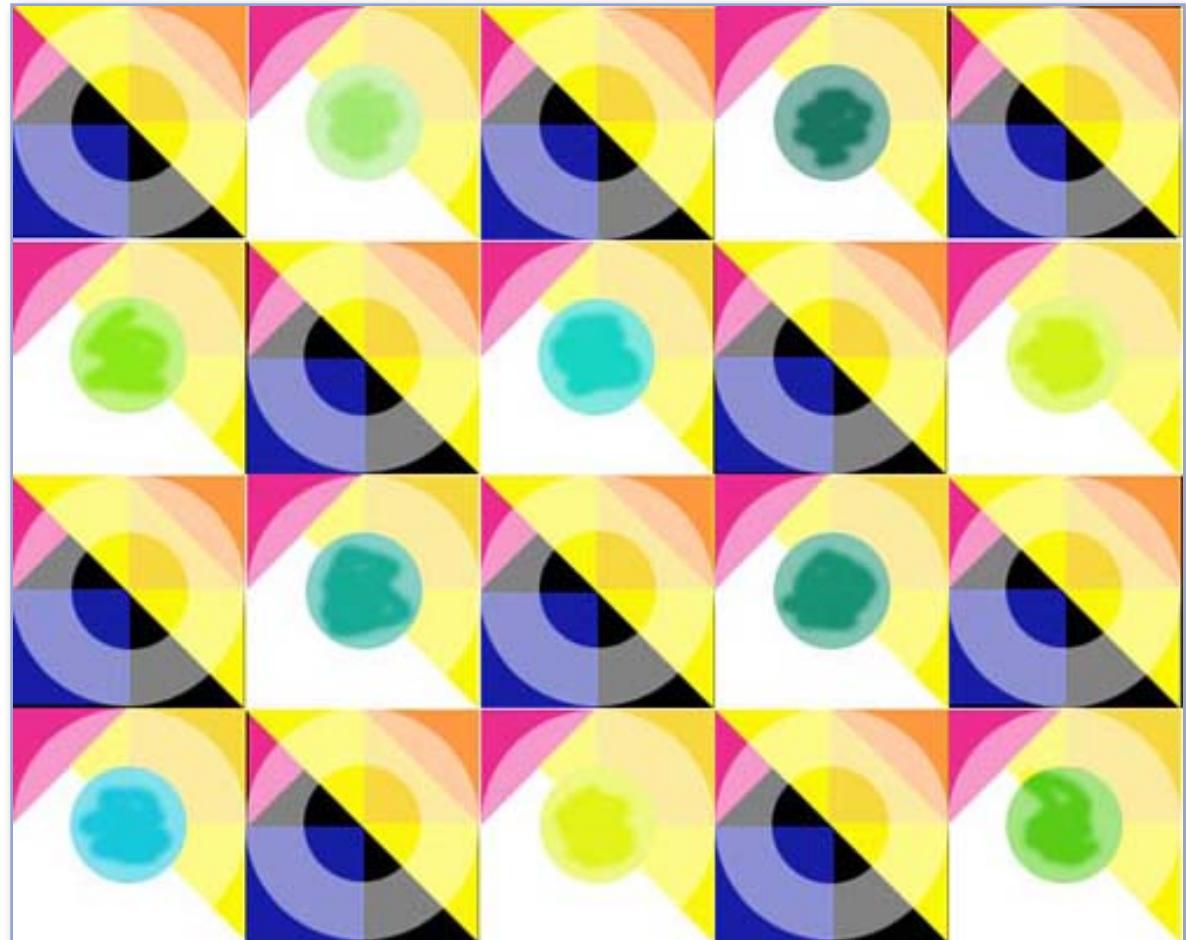
■ Example of an Allover Balanced page.

All Over Balance: It can't be neatly sliced in half like a symmetrical design but most of the elements have only small differences in shape and mass. This page achieves an overall balance by use of an underlying grid that spreads the many pieces out over the entire page, more or less evenly.

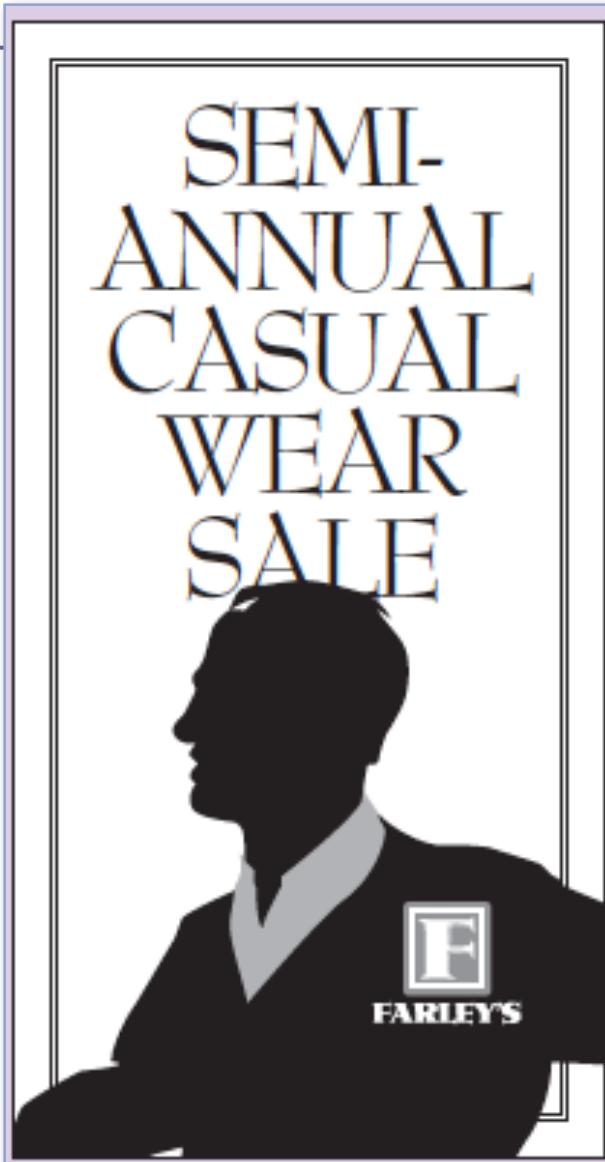


Allover Balance

- Why is this Allover Balanced?



What kind of balance?



Yasha Rubin, owner
328-555-5328

Yasha's
On the mezzanine

452 Benning Avenue
La Cresta, California 90082
www.yashas.com



What kind of balance?



Smith Sports offers six different models of baseball bats, each with unique features and designs:

- HELLFEST**: Features large yellow letters on a black bat.
- STON**: Features large red letters on a black bat.
- TRIN**: Features white letters on a dark bat.
- ERCO**: Features white letters on a purple bat.
- TRIN**: Features white letters on a dark bat.
- TRIN**: Features white letters on a dark bat.

Six things you want in a bat

Power. The bat knives through the ball like butter.

Distance. It has the resiliency and liveliness to go yard.

Control. The bat responds instantly and naturally.

Consistency. Delivers the same results, time after time.

Feel. Weighted and balanced to suit your swing.

Confidence. You trust it. You feel it's no outs, ever.

Great bats make great performances.

Smith Sports carries only the best. Call us at 916-721-3495 or visit our Web site.

Smith Sports

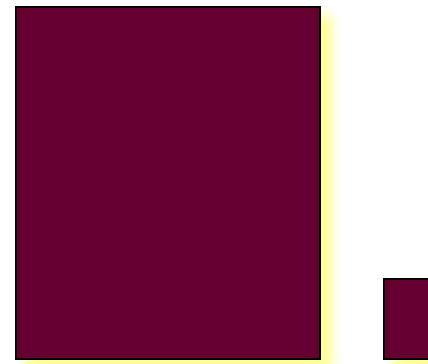
www.netsportstore.com
your equipment manager



A woman wearing an ornate gold masquerade mask with a crown and feathers, and gold lips, is shown in profile against a dark background. The word "MASQUERADE" is written in large, elegant, serif capital letters below her. Below that, the text reads: "YOUR PRESENCE IS REQUESTED FOR A FESTIVE EVENING OF INTRIGUE, MYSTERY AND FANTASY."

Contrast in a Document

- Adds Interest
- Creates a hierarchy of elements that produce eye movement.
- Used to create a center-of-interest.
 - (The first thing you look at on a page)



Contrast

Types of Contrast

Value



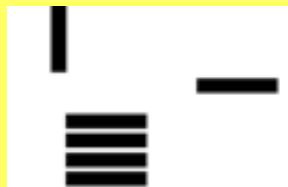
Weight



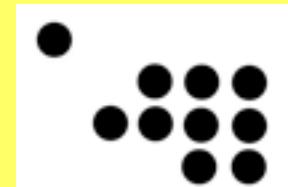
Form



Placement



Quantity



Texture



Scale



Contrast

■ Example of a document with little contrast

10 IT goals

Information Technology Goals for Liberal Arts Students

Dee Ann Holisky,
Associate Dean for Academic Programs

The Technology Across the Curriculum Program has established ten technology goals. We believe these reflect the IT skills and knowledge that are the greatest relevance for liberal arts students. Developed with input from faculty, student and technology professionals, these goals are addressed in proposal for TAC funding and in the assessment of TAC courses. Because they allow us to exactly track the progress of students in the course, it provides evaluation of the course objectives.

In addition to learning these specific skills, the result of the TAC program for graduates should allow them to be more effective in their professions, in the classroom, and as individuals. As technology is a constant in the lives of individuals in a modern society, knowledge of current technology also provides students with the skills and confidence needed to learn new technologies as they become available. As individuals are life-long-learners, this is necessary to their continued growth as individuals and as professionals in the working world. Failure to provide this part of our students' education is tantamount to handicapping them in their chosen career.

This course will be the first in a series of courses that must be added over a period of time as the level of technology needed by students grows. However, in the future students will arrive at the university with many of these skills already. Public schools are providing

ANNIE AND FRIENDS

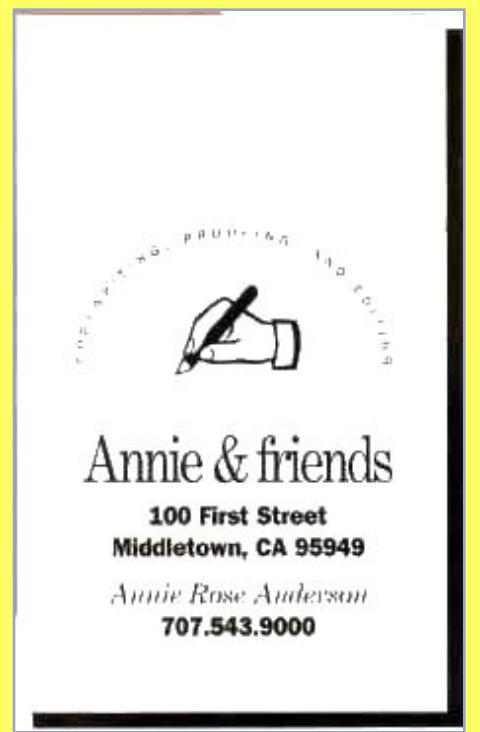
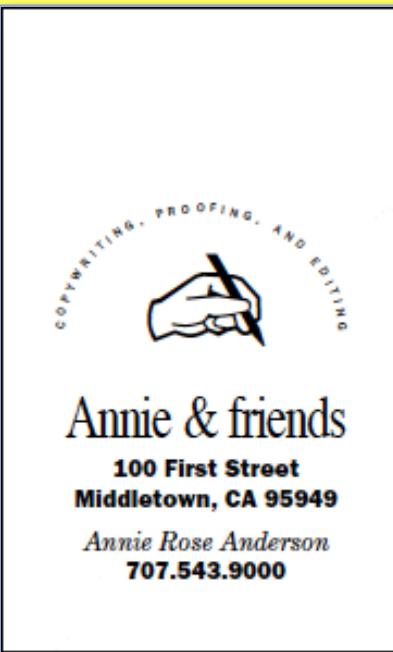
*Copywriting, Proofing,
and Editing*

100 First Street
Middletown
California 95949

Annie Rose Anderson
(707) 543-9000

Contrast

■ Examples of the use of Contrast



What Type of Contrasts are used?



Sex Appeal
College
Logo
Fleece
Ezra Fitch
Supersoft
Classic
Polos
Track Jackets
Denim Jackets
Outerwear
Ezra Fitch
The Saranac Boot
The Kilburn Low Rise Boot

The Porter Vintage Straight
The Golden Baggy
Pant
Ezra Fitch
Classic
Underwear
Belts
Necklaces
Bracelets
Caps
Flaps/Treads
Colognes

What Type of Contrasts are used?

- What makes this page exciting?
- What elements create contrast in this layout?
- How does this affect the viewer?



What Type of Contrasts are used?

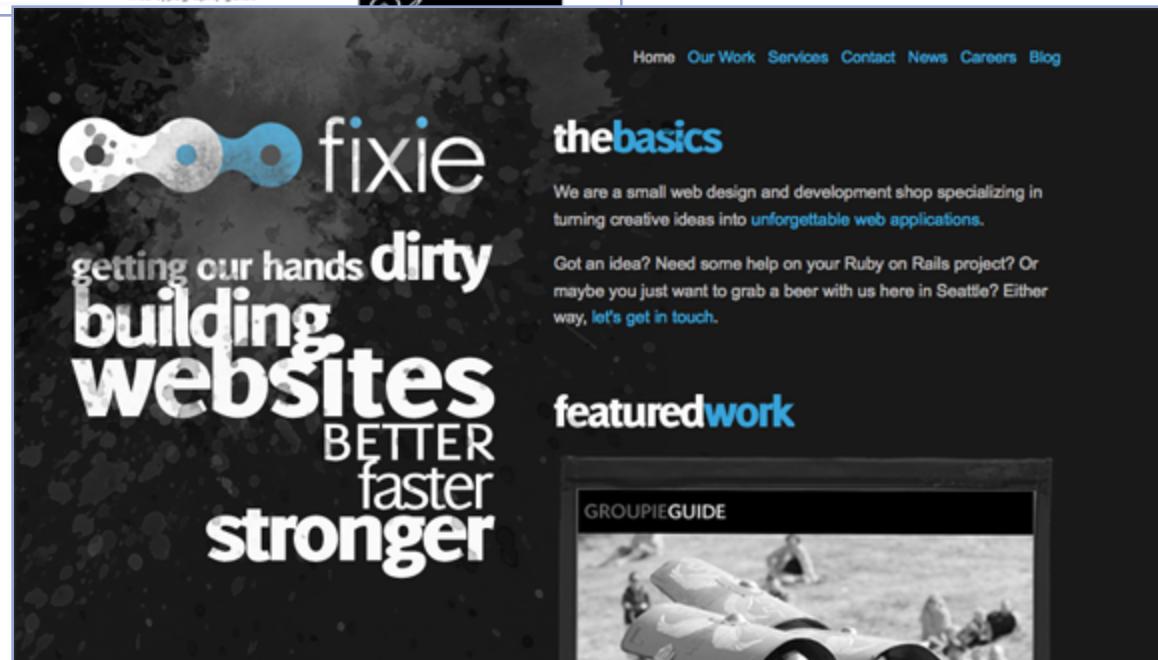


The image shows the homepage of The Invoice Machine website. The header features a dark background with the title "The Invoice Machine" in white, sans-serif font. A power button icon is located in the top right corner. Below the header is a navigation bar with seven items: Home, Tour, Signup, Pricing, Help, API, and Blog. The "Home" item is highlighted with a white background and a thin border. The main content area has a light gray background. It contains the headline "Invoicing Simplified" in a large, bold, sans-serif font. Below the headline is a descriptive text: "The Invoice Machine is an online invoicing service which simplifies your invoicing and makes it beautiful." At the bottom left, there are two blue-outlined buttons: "Take the tour" and "Signup for free". To the right of the text is a 3D rendering of a sleek, silver and black electronic device, possibly a portable printer or scanner, with a small blue light on its front panel.

What Type of Contrasts are used?



The screenshot shows the homepage of the website "i love typography". At the top, there is a navigation bar with links: HOME, SEARCH, TAGS, CONTACT, FREE, ABOUT, FONT GAME, TYPENUTS, SHOP, TWITTER, and SUBSCRIBE. Below the navigation, the main title "i love typography" is displayed in a large, stylized font where "i love" is in green and "typography" is in brown. Underneath the title, there is a post summary: "MAR 17 2009 [36 COMMENTS]" followed by the title "Malabar type family released" and the author "BY DAN REYNOLDS". To the right of the post, there is a sidebar with a section titled "Popular articles" listing: "How to make a font", "Best 'fonts' of 2008", "Type history series", and "Web typography guide". Next to this is a box showing "33,667" subscribers via RSS. At the bottom of the page, there is a dark footer bar with links: Home, Our Work, Services, Contact, News, Careers, and Blog.



The screenshot shows the homepage of the website "fixie". The background features a dark, textured pattern. On the left side, there is a large graphic element consisting of a blue and white interlocking gear-like shape next to the word "fixie". To the right of this graphic, the text "getting our hands dirty" is written in a smaller, light-colored font. Below this, the words "building", "websites", "BETTER", "faster", and "stronger" are stacked vertically in large, bold, white sans-serif font. To the right of the main text area, there is a section titled "the basics" with the subtext: "We are a small web design and development shop specializing in turning creative ideas into unforgettable web applications." Below this, another paragraph reads: "Got an idea? Need some help on your Ruby on Rails project? Or maybe you just want to grab a beer with us here in Seattle? Either way, let's get in touch." Further down the page, there is a section titled "featured work" with a thumbnail image showing a person riding a motorcycle.

What Type of Contrasts are used?

The screenshot shows the homepage of the Fatburgr website. At the top, there is a blue navigation bar with the logo "Fatburgr" on the left and links for "Home", "Restaurants", "Categories", a search icon (:), and "Contact". Below the navigation bar is a large yellow banner with the text "What The Fat?!" in bold letters. To the left of the banner is a cartoon illustration of a man with a very large belly, wearing a red baseball cap and a red shirt, holding a large burger. To the right of the banner is a text block: "When you go to a restaurant, do you know the nutritional content of what you're ordering? We didn't either. Fatburgr gives you nutritional information from your favorite restaurants." Below this section is a white box containing the heading "Why Fatburgr?" and a paragraph of text. To the right of this box is another white box with a red awning graphic at the top and the text "Find Your Food, Jiggle Less".

Fatburgr

Home Restaurants Categories :(Contact

What The Fat?!

When you go to a restaurant, do you know the nutritional content of what you're ordering? We didn't either. Fatburgr gives you nutritional information from your favorite restaurants.

Why Fatburgr?

A Grilled Chicken Caesar Salad from [Chili's](#) is over **1000 Calories**. A Billy Club Sandwich from [Jimmy John's](#) is over **850 calories** (and that's with white bread - wheat is over 1200)!

The goal of Fatburgr is simple: to create a single repository of nutrition information for all your favorite restaurants.

Find Your Food, Jiggle Less

You can search Fatburgr for menu items via their restaurant or category.

[View Restaurants](#) [View Categories](#)

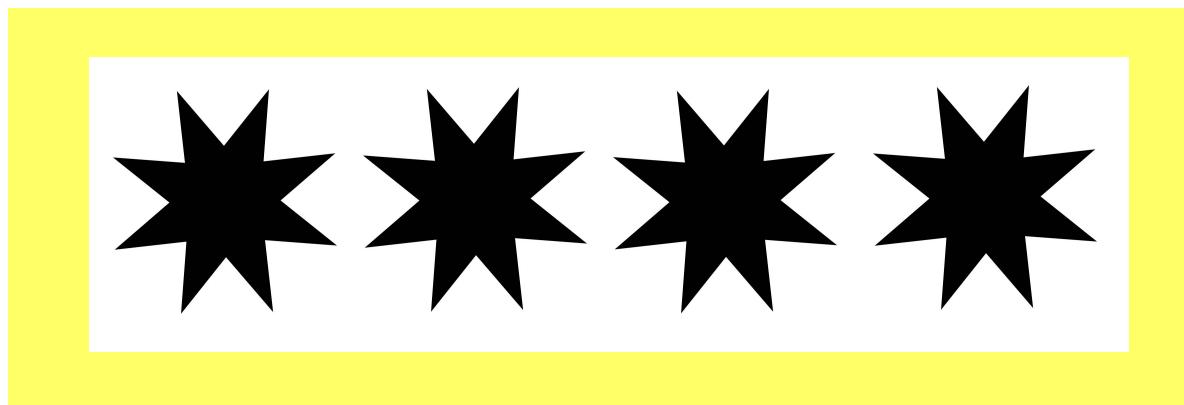
Rhythm

- Rhythm is repetition of objects in various ways and combinations
- Adds interest and helps unify the document.
- More than one form of Rhythm can be used in a layout.

Rhythm

■ Repetition Rhythm

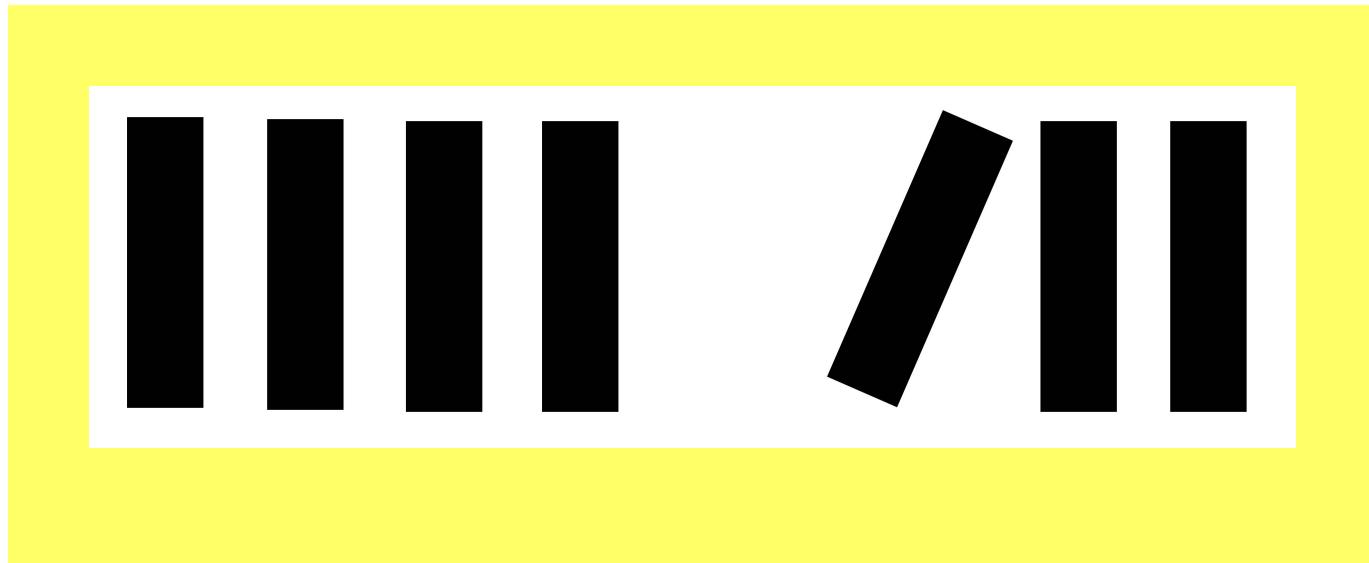
■ *A repetition of the same pattern in a row.*



Rhythm

■ Interrupted Rhythm

Rhythm with a break or twist.



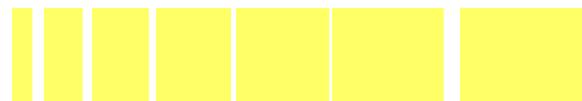
Rhythm

■ Gradated Rhythm

- *Transforms over a series of items.*
- *Repeated items that change in size or width.*



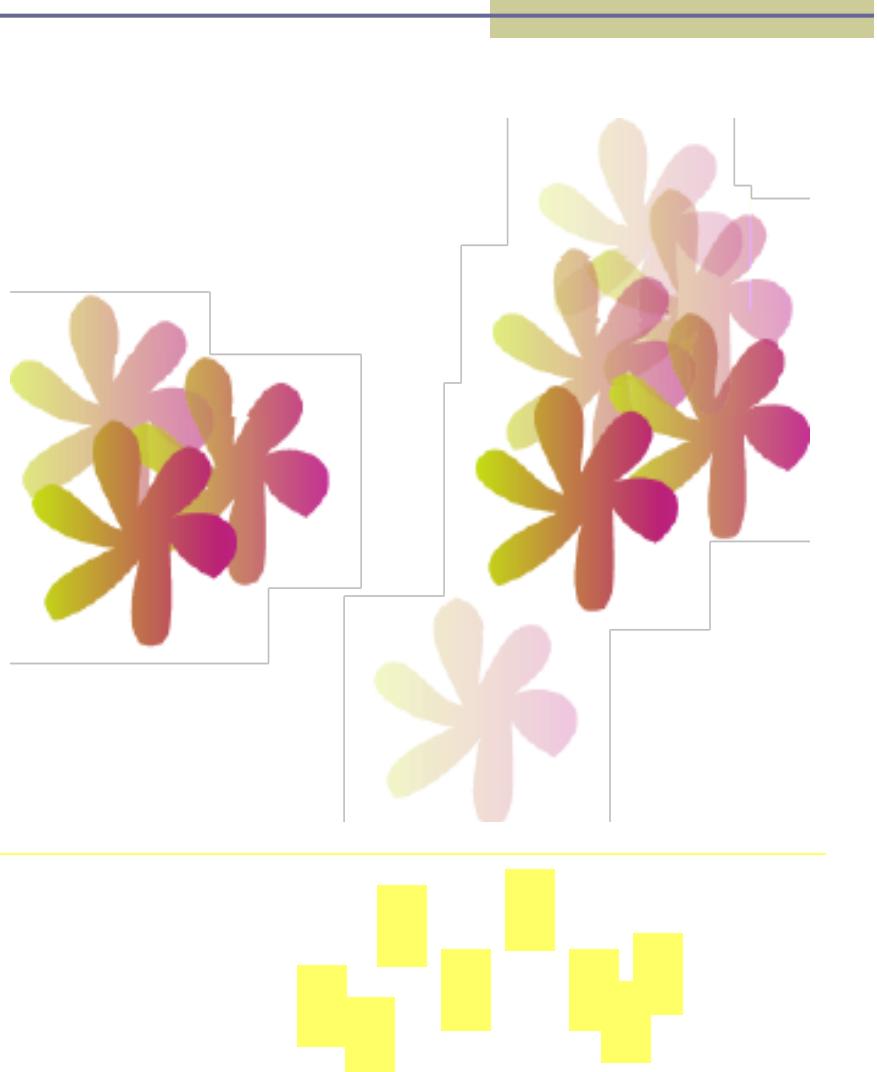
THINNIES



Rhythm

■ Staccato Rhythm

■ *Created as a random splashes of the same patterns.*



Rhythm

■ What kind of Rhythm do you see here?

Six things you want in a bat

Power. The bat knifes through the ball like butter.
Distance. It has the resiliency and liveliness to go yard.
Control. The bat responds instantly and naturally.
Consistency. Delivers the same results, time after time.
Feel. Weighted and balanced to suit your swing.
Confidence. You trust it. You feel it's no outs, ever.

Great bats make great performances.
Smith Sports carries only the best. Call us at 916-721-3495 or visit our Web site.

Smith Sports
www.netsportstore.com
your equipment manager

GO SHOPPING

Today you're indecisive. Can't figure it out? What is the attraction?

Go shopping.

*Wear age in person, he went unhappy, didn't know what to do with himself, had to get his church, Mary a gift.

something.

Rhythm

■ What kind of Rhythm do you see here?

10% Off Garden & Patio!*
Secret Sale

Patio Umbrellas
9 ft. Lighted Umbrella
\$81.00
Site Price: \$89.99
Sale Discount: \$8.99

Hammocks
Oversized Cotton Rope
\$58.50
Site Price: \$64.99
Sale Discount: \$6.49

Patio Furniture
Outdoor Lounge Chair
\$171.00
Site Price: \$189.99
Sale Discount: \$18.99

Our Most Popular Categories

Apparel & Accessories Jewelry & Watches Bedding Furniture

Rhythm

What kind of Rhythm do you see here?

Silverback
Spontaneous, unobtrusive usability testing software for designers and developers.

- Capture screen activity
- Video the participant's reactions
- Record the participant's voice
- Add chapter markers on the fly
- Control recording with the remote
- Export to Quicktime

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ten24 Media's network of Web properties bring people from around the globe together on a wide variety of subjects. From our little idea factory we're building an expanding portfolio of targeted niche brands that now reach over 1 million visitors a month. [More](#)

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Need help building or marketing your own web project? We offer select clients (those with great ideas and realistic budgets) world-class web design, application development, search engine optimization (SEO) and pay-per-click advertising services. [More](#)

Latest from Company Blog:

We Love Hockey...Rumors! FEB/27/2009
Like most Canadians, we get pretty darn excited right around the NHL trade deadline. Rumors are flying this time of year and we get itchy for a blockbuster deal. But which rumors have any substance to them? Which trades might actually go down? Enter the new hockey rumor democracy, Hockey Rumors.ca. It's a quick ... [read more](#)

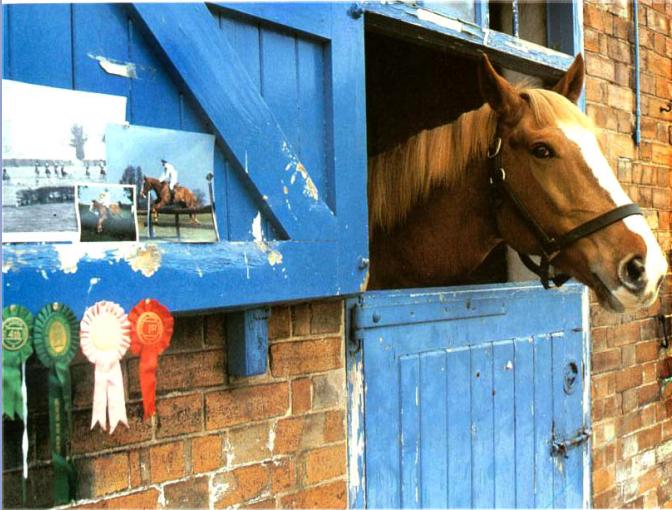
Smashing! FEB/29/2009
Latest Launch: Instabox.com FEB/29/2009
Google's SEO Starter Guide NOV/14/2008
Our Favorite Spam Recipes OCT/04/2008
BioFuel or BioFool? Our latest launch raises the debate SEP/19/2008
The Shoemaker Finally Makes His Own Shoes AUG/06/2008

Rhythm

- Find and list the items/colors/layout on these pages that are repeated.
- What do they do for the pages?



A Hack and Tack course offers an integrated riding scheme for advanced, intermediate and beginner



Lorem ipsum dolor sit amet, consecetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

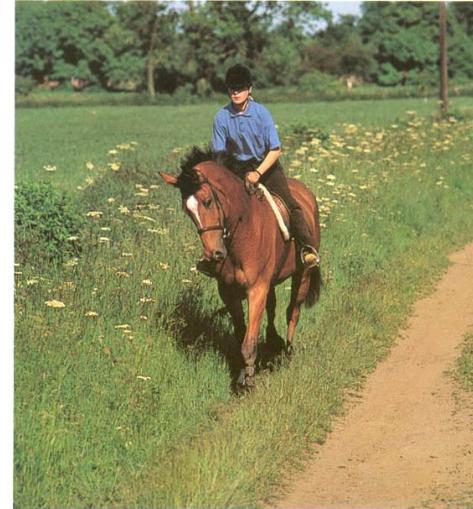
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisis. Lorem ipsum dolor sit amet, consecetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat autem vel eum.



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Hack and Tack Level 2 Intermediate program
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Unity

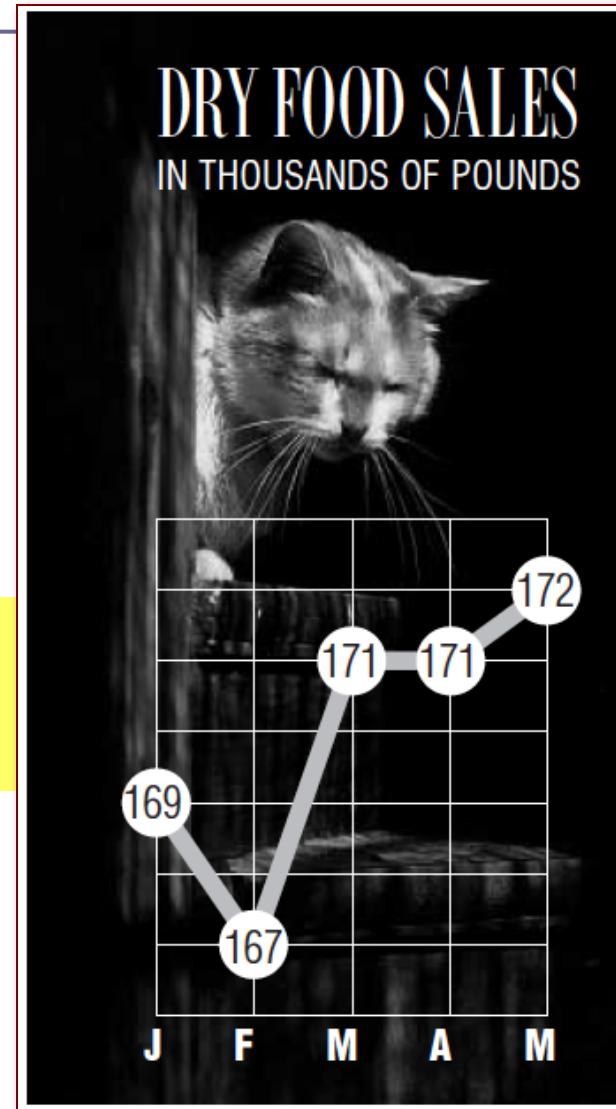
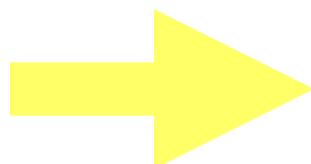
- The grouping, repetition or placement of elements make the elements and pages in a document feel like a consistent whole.

- Always repeat your colors and your shapes.

- Multiple design concepts create Unity in a document, including: Rhythm, Contrast, and Balance.

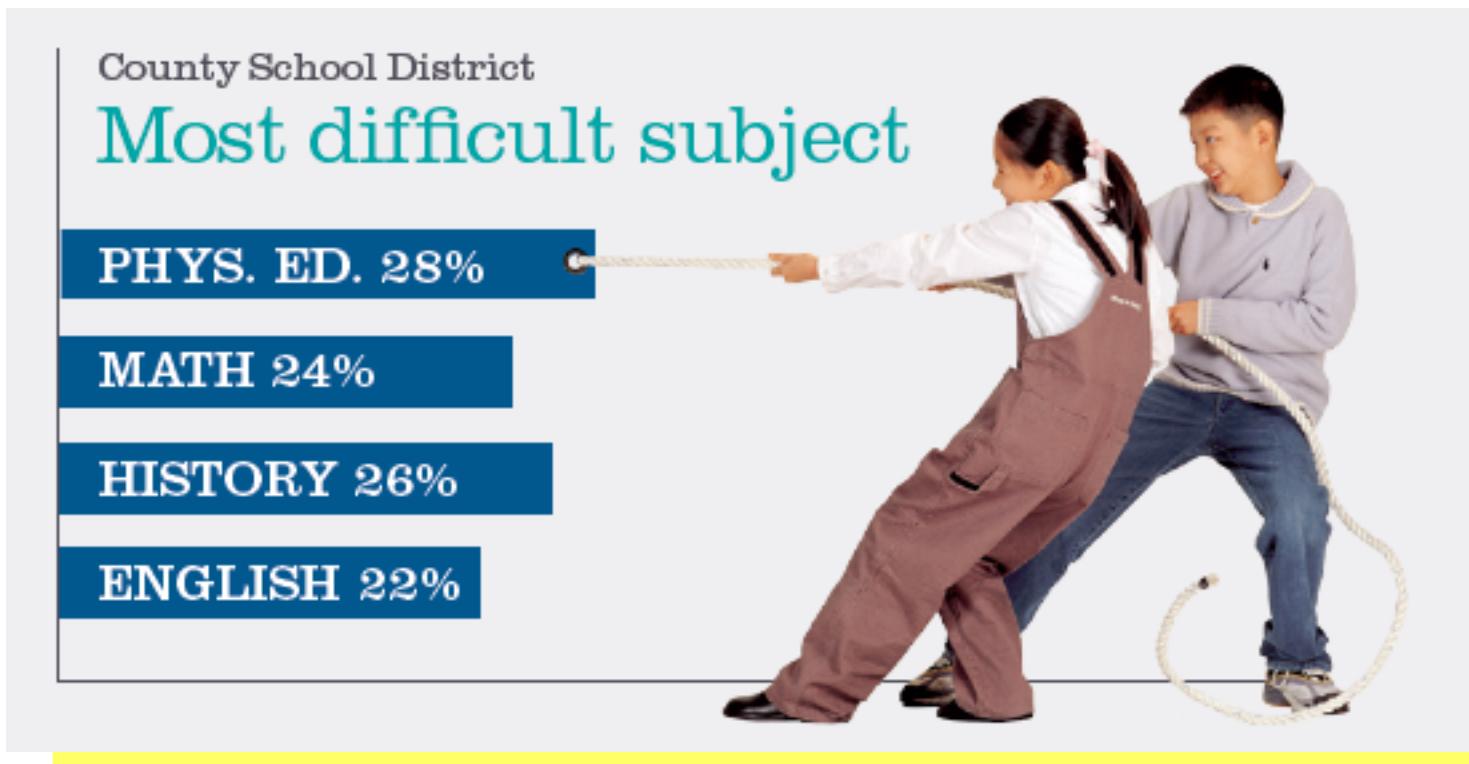
Pointing Devices

- Points to a specific element on a page.
- What makes you look at the Chart?



Pointing Devices

- Pointing devices can be a variety of things.



Pointing Device



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DOUG BAKER manager
328.555.4328 cell

Alignment

- Items of a page have natural points that can be used to organize the page.
- Aligning items provides a nature order and professional look.

Alignment

- How does the ingredients on this recipe create a sense of order?



Mango Salsa

Combine all of the ingredients in a bowl. Season to taste with salt and pepper. If the salsa ends up being a little too hot or acidic for your taste, you can temper it by adding some diced avocado.

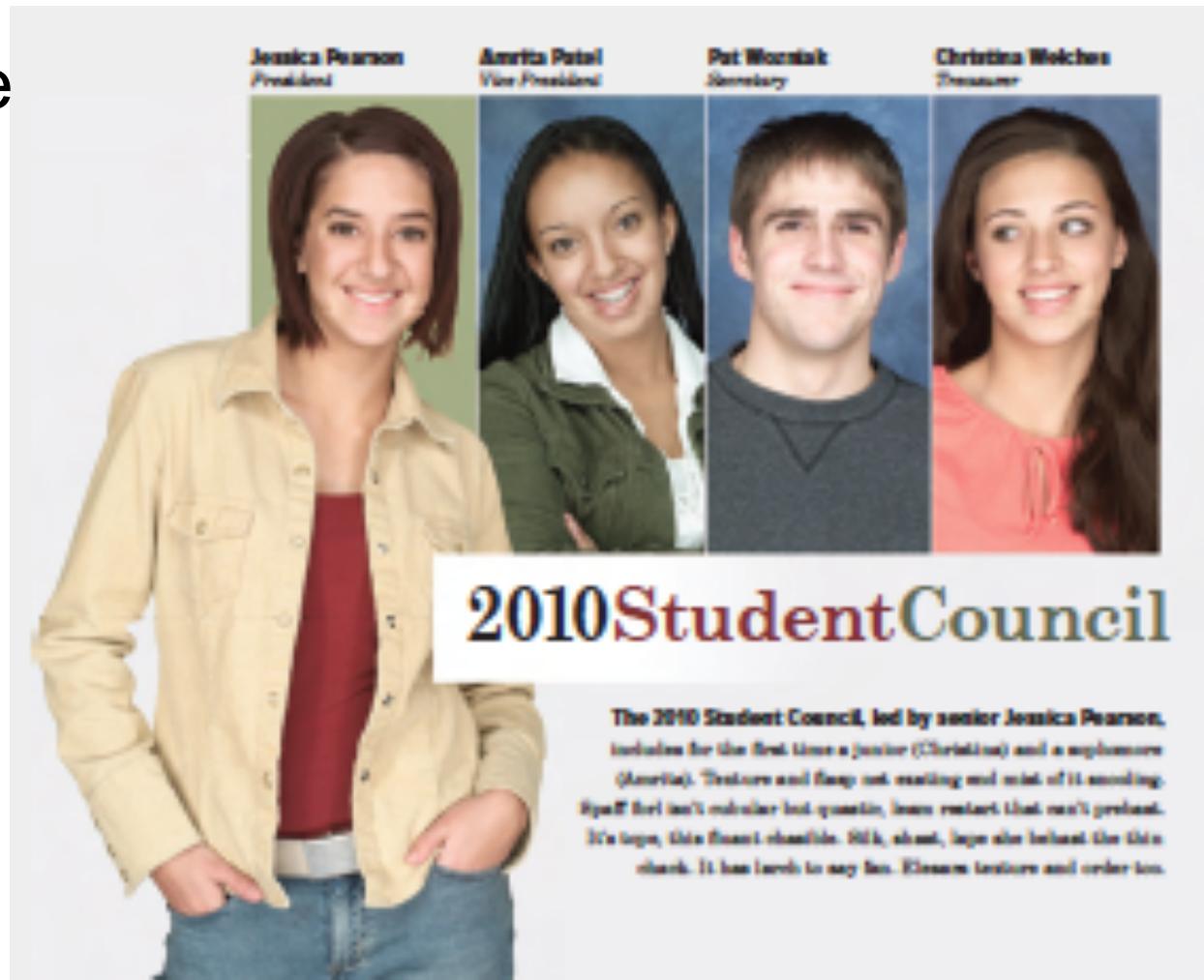
Prep time: 15 minutes

Ready in: 45 minutes

Servings: 8

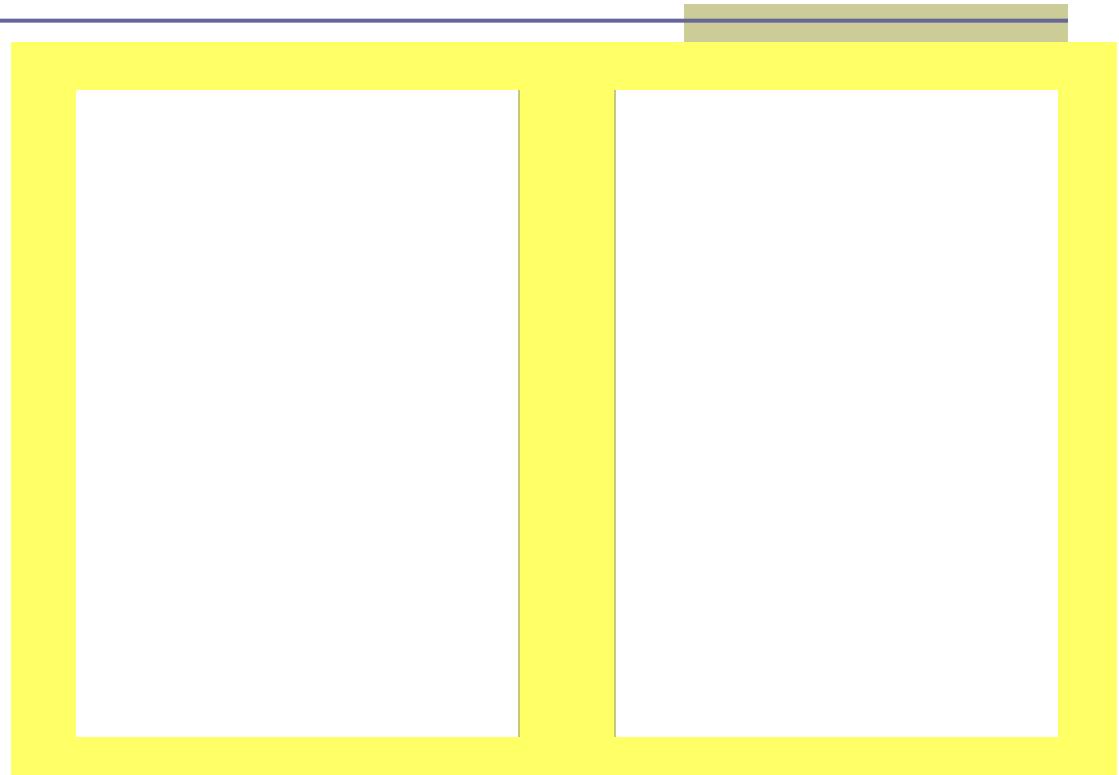
Alignment

- Identify the items that align in this layout.
- How does this affect the look?



Alignment and Grids

- The grid is a powerful graphical concept in organizing layouts
- Although it is normally invisible in the finished design; it is not itself a graphical element of the design.



What is the difference in the two layouts to the right?

Which looks better and why?

Alignment

■ How
has this
been
aligned?

Omihi Waipara
New Zealand Wine

Estate Black

[Top](#)

[Vineyard](#)

[Wines](#)

[Stockists](#)

[Black List](#)

[Contact](#)

[Region](#)

Black Estate is a remarkable place for wine.

A family owned vineyard on the warm, sunny slopes of the Waipara Valley, where the vines grow through clay and limestone soils to produce intense wines completely expressive of this site.

Our wines are hand crafted using artisan techniques and a dedication to creating exceptional Waipara Pinot Noir, Chardonnay and Riesling.



[Latest News](#)

Alignment

■ How has this been aligned?

The screenshot displays the homepage of [A List Apart](#). At the top, a navigation bar includes links for ARTICLES, TOPICS, ABOUT, CONTACT, CONTRIBUTE, and FEED. A black circular badge on the left indicates "No. 279". The main article, dated MARCH 03, 2009, is titled "Fluid Grids" by ETHAN MARCOTTE. The text discusses the combination of fixed-width and fluid layouts. To the right, there are sidebar boxes for "AN EVENT APART" (coming to a city near you) and "A BOOK APART" (coming soon). Below these are sections for "EDITOR'S CHOICE" (originally ran: September 25, 2007) and "If I Told You You Had a Beautiful Figure..." by AARON GUSTAFSON. A Shopify logo is also visible.

No. 279

MARCH 03, 2009

Liquefy! Set your grid-based layouts free! And study the elements of social architecture to create better web apps.

Fluid Grids

by ETHAN MARCOTTE

How awesome would it be if you could combine the aesthetic rigor and clarity of fixed-width, grid-based layouts with the device- and screen size independence and user-focused flexibility of fluid layouts? Completely awesome, that's how awesome. And with a little cunning and a tad of easy math, ALA's Ethan Marcotte gets it done. We smell a trend in the offing.

AN EVENT APART
coming to a city near you

A BOOK APART
coming soon

EDITOR'S CHOICE
originally ran: September 25, 2007

If I Told You You Had a Beautiful Figure...
by AARON GUSTAFSON

Laying out images

Search ALA

GO

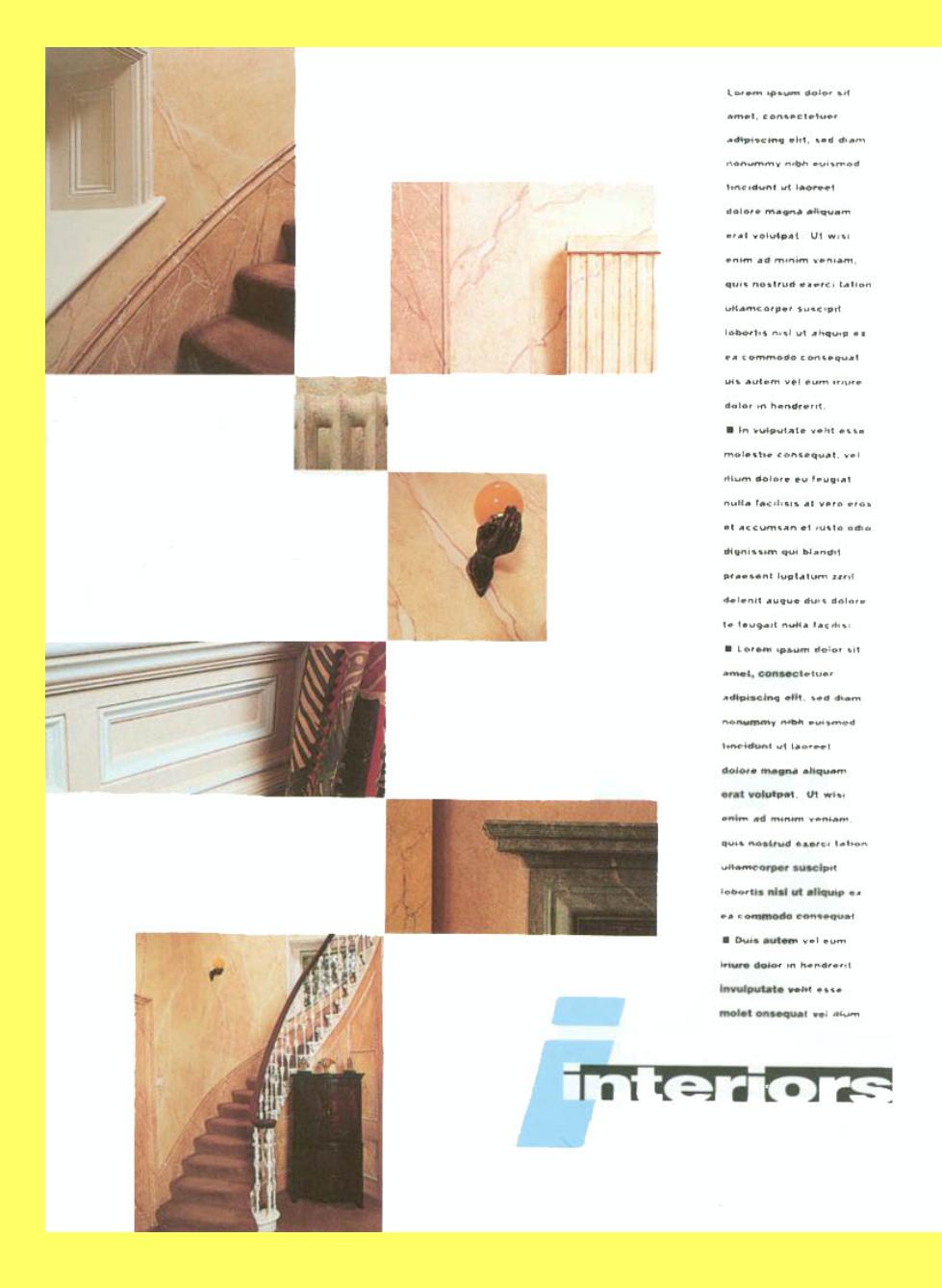
include discussions

Topics

- + Code
- + Content
- + Culture
- + Design
- + Process
- + User Science

Alignment

- Example of fun way of using alignment in a document.



Which looks better?

APRIL 4, 1990 VOL. XI, NO. 7

PACs & LOBBIES

Ed Zuckerman, Editor & Publisher 2000 National Press Building, Washington, DC 20045

- 2 Ed Zuckerman: Why "foreign-connected" PAC issue keeps coming back to FEC
- 3 Candidate fundraising at 15 months
- 6 PAC seeks to overturn Oregon ruling
- 8 Minnesota enacts public financing for federal candidates

Austin vs. Michigan Chamber of Commerce

Supreme Court upholds state's ban on corporate political expenditures

Corporations do not have a constitutional right to engage in political expenditure activity, the U.S. Supreme Court reaffirmed last week in a case that tested Michigan's ban on corporate involvement in state elections.

By a 6-3 vote, the high court said Michigan's ban can even be applied to non-profit organizations if their members receive any corporate-derived money.

To rule otherwise, Justice Thurgood Marshall wrote in the majority opinion, corporations would have an incentive to evade the state's prohibition by using non-profit groups as a conduit for their political spending.

The case was closely watched by federal election officials because Michigan's ban on corporate political contributions and expenditures is virtually identical to a Federal Election Campaign Act provision.

Last week's opinion will help clarify the court's holding in a 1986 case that involved a small anti-abortion group, Massachusetts Citizens for Life, Inc., which was

accused of violating federal law when it spent treasury funds to publish and distribute materials that sought to influence the outcome of a federal election.

Although the Federal Election Commission had previously interpreted the statute's ban on such activity by incorporated groups, the court said the prohibition couldn't be applied to non-profit organizations which exist for purely ideological or political purposes. The court drew several distinctions between *continued on page 7*

Better foreign agent disclosure urged

What would happen, Owen Bieber wondered, *if the Pentagon's top generals quit their jobs and showed up a few days later as military advisers to the Soviet Union?*

Certainly, a defection such as that would be viewed as an act of treason, said Bieber, the president of the United Auto Workers Union.

Yet, he continued, in today's world of reduced Cold War tension where the fate of nations is being decided on economic rather than military grounds, defections of equally serious implications are occurring with an alarming frequency and there's been no great outcry to bring them to a halt.

One-third of the country's senior trade officials who served during the Ford, Carter and Reagan administrations have taken jobs as advisors to foreign governments and corporations, Bieber said. And, every general counsel to the U.S. Trade Representative who served during the Reagan administration has done the same thing.

Bieber, representing the views of the AFL-CIO in testimony last week to the Senate Foreign Relations Committee, urged enactment of legislation (S. 176) to strengthen the Foreign Agents Registration Act's reporting and disclosure requirements. *continued on page 5*

"Those of us who believe that the British system of campaign finance, namely public finance, would be in the best interest of our own system and would be a break for rather than an additional cost to our own taxpayers, have to be encouraged by the Bush administration's apparent support for such a scheme."

"Now that the administration has lied, United States unpaid public finance of campaigns in Nicaragua, I hope that its supporters will do it in our own country as soon as possible."

—Rep. Andy Jacobs Jr. (D-Ind.)
Congressional Record, March 15, 1990

PACs & Lobbies

VOL. XI, NO. 7 April 4, 1990

INSIDE

Ed Zuckerman: Why "foreign-connected" PAC issue keeps coming back to FEC...Page 2
Candidate fundraising at 15 months...Page 3
PAC seeks to overturn Oregon ruling...Page 6
Minnesota enacts public financing for federal candidates...Page 8

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(Continued on Page 7)

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By Edward Zuckerman
Editor & Publisher

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Administration has done the same thing, he added.

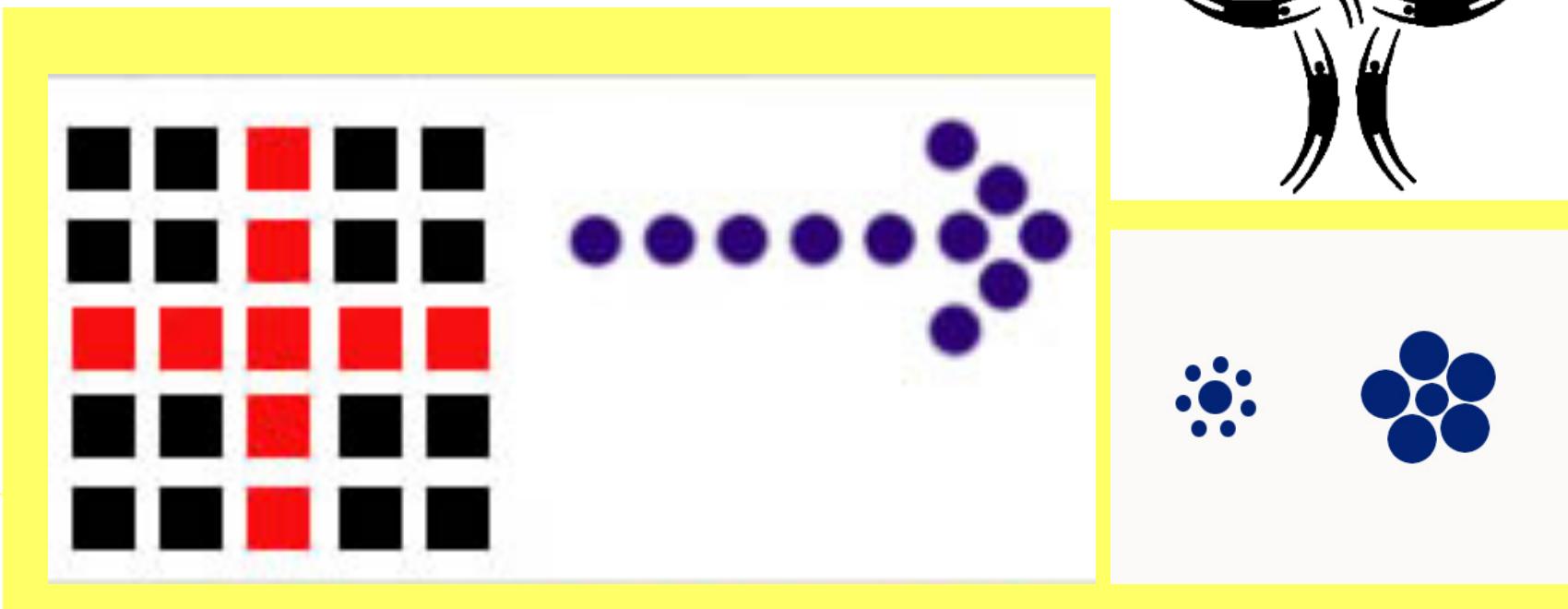
Bieber, representing the views of the AFL-CIO in testimony last week to the Senate Foreign Relations Committee, urged enactment of legislation (S. 176) to strengthen the Foreign Agents Registration Act's reporting and disclosure requirements.

Perhaps enacting such a measure won't necessarily stop the revolving door through which former government officials pass on their way to lucrative jobs with foreign interests but, Bieber reasoned, it would help the country become more acutely aware of a problem that has gone largely unnoticed.

See John Heinz (R-Pa.), the measure (Continued on Page 5)

Proximity

- Defines objects as a grouping.
- Use to define areas of information.



Proximity

Example



Proximity



Marketplaces

- ▶ [FlashDen](#)
- ▶ [AudioJungle](#)
- ▶ [ThemeForest](#)
- ▶ [VideoHive](#)
- ▶ [GraphicRiver](#)

We operate a set of inter-connected marketplaces for digital goods that allow anyone to buy or sell Flash, music loops, sounds, video effects, pixel fonts, site templates and CMS themes. [Learn More](#)

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- ▶ [Audiotutts+](#)
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From the award winning FreelanceSwitch to design inspiration site FaveUp, Envato is always working to experiment and innovate with new products and services. [Learn More](#)

White Space

- White space provides visual breathing room for the eye.
- Add white space to make a page less cramped, confusing, or overwhelming.
- An important principle of design missing from the page layouts of many novices is 'nothing' or white space.



WHITE SPACE

White Space is Your Friend

- It breaks up text and graphics.
- White space is the area of the page that does not contain text or graphics, such as the margins or the space in between columns called the gutter.
- A page should not be so crammed full of text that it's a mass of illegible type.
- If you squint at the page and it seems like a homogenous gray blob, you probably have not used white space effectively.

White Space

- White space provides visual breathing room for the eye.

Integrated Defense Systems

Graves is now
working on other
missions, like those
programs. He isn't
saying who those
missions are, but he
is confirming that
they are classified.

Integrated Defense Systems (IDS). With sales of \$2.5 billion, Integrated Defense Systems is an industry-leading provider of defense systems. The Space Division has about 1,000 people, but the rest of the company has more than 10,000 employees. It's also involved in the development of the F/A-18 Hornet fighter jet, which has been in service since 1982. The company's products include space-based missile defense systems, space-based navigation systems, and space-based communications systems. The company's products are used by the U.S. Air Force, Navy, and Marine Corps, as well as by other countries around the world.

That's just one of many companies that have benefited from the work of Graves and his team. They've developed a new type of missile system called the "Space-Based Missile System," which is designed to intercept missiles before they reach their targets. This system has already been tested successfully, and it's expected to be operational by 2010. Graves and his team are also working on developing a new type of satellite system called the "Space-Based Satellite System," which will be able to provide real-time information about the location of objects in space. This system is currently being developed by a team of researchers at the University of California, Berkeley, and it's expected to be operational by 2015.

White Space

- Add white space to make a page less cramped, confusing, or overwhelming.

The image shows two slides from a presentation, each featuring a large amount of white space around its content.

Mission Assurance

Global Presence

Slides 1 & 2: The first slide features a photograph of several military helicopters in flight over a desert landscape. Below the photo is a block of text. The second slide contains a bar chart titled "Units in Fleet Transition" with data for various months. To the right of the chart is a small inset image of a ship's superstructure and a column of text.

Month	Units in Fleet Transition
January	120
February	130
March	110
April	100
May	115
June	105
July	120
August	110
September	125
October	130
November	120
December	130

Slide 3: A slide with a solid yellow background. It contains a single bullet point: "Add white space to make a page less cramped, confusing, or overwhelming."

White Space

- White Space is not always “white.”
- Do not TRAP white space!



ZENITH TECHNOLOGY
2006 | ANNUAL REPORT

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Which one looks better? Why?

FOR SALE

1430 S. Church St., Lodi



\$435,000 Well maintained charming home in desirable area. Features include newly refinished hardwood floors, updated bathroom, and a spacious backyard. Perfect for a small family looking for a place to call home. Close to new school, restaurants, and shopping.

This home is immaculate. Motivated seller!

- Built In 2001
- 1583 Sq. Ft.
- 6098 Sq. Ft. Lot
- 2 Bedrooms, 1 Bath
- Central Heat & Air
- 2 Car Garage
- Spacious Backyard with Pond
- Covered Front & Rear Patio



ROXANNE BERTHOLD
Professional California Realty
2400 W. Turner Rd., Suite 300
Lodi, CA 95240
Direct: 209-365-8311
Cell: 209-329-4912
Fax: 209-364-0903

FOR SALE

1430 S. CHURCH ST.



Well maintained charming home in desirable area. Features include newly refinished hardwood floors, updated bathroom, and a spacious backyard. Perfect for a small family looking for a place to call home. Close to new school, restaurants, shopping and other amenities. This home is immaculate. Motivated seller! \$435,000



\$435,000
Roxanne Berthold

Professional California Realty
2400 W. Turner Rd., Ste. 300
Lodi, CA 95240

Direct: 209-365-8311
Cell: 209-329-4912
Fax: 209-334-0903

- Built In 2001
- 1583 Sq. Ft.
- 6098 Sq. Ft. Lot
- 2 Bedrooms, 1 Bath
- Spacious Floor Plan
- Central Heat & Air
- 2 Car Garage
- Spacious Backyard with pond
- Covered Front & Rear Patio
- Tiled Floors, Crown Molding



Document Design:

Rules of Thumb

- People should always looks into a picture.
- Do not use more than three fonts in a document. However, you can use all of the styles of a font (i.e. bold, italic, narrow, oblique, etc.)
- Never cut a document exactly in half with an element.

Document Design:

Rules of Thumb

- Professional printing uses *italics* rather than underlines.
- Leave some white space on each page.
- A bad graphic is worst than no graphic.

Images and Image Selections

- Most of the time, simple images work better than complex ones, creating a suggestion of the topic.



Complex ...



simple



Complex ...



simple



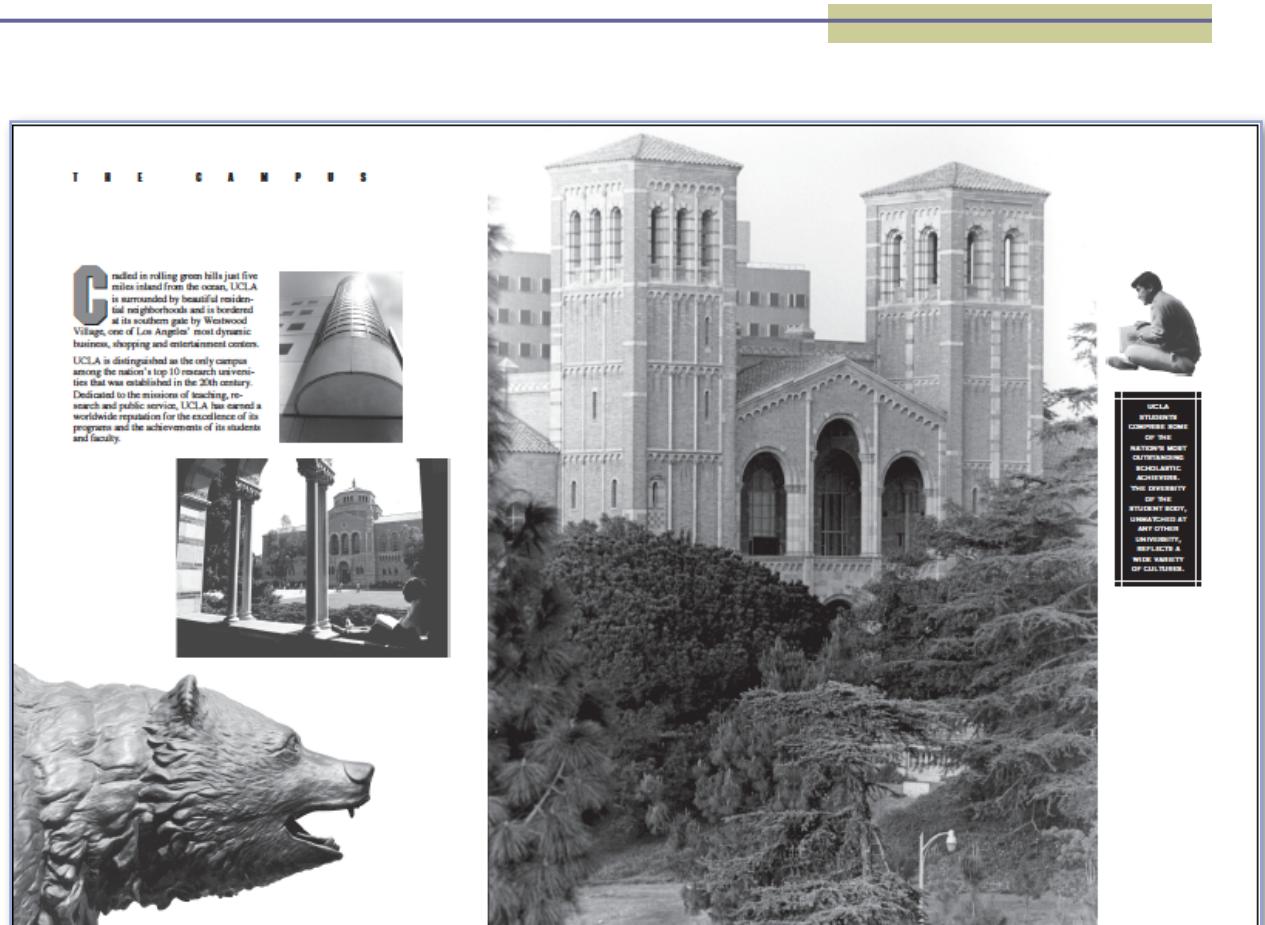
Complex ...



simple

Identify:

- Center of interest
- Unity
- Rhyme
- Contrast
- Pointing Devices
- Eye Movement
- White Space



Identify:

- Center of Interest
- Unity
- Rhyme
- Contrast
- Pointing Devices
- Eye Movement

SPECIAL HOLIDAY EDITION

Triangle Hotel Trumpet

EAT, DRINK AND BE MERRY

Sunday Jazz Brunch

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All-Night Buffet

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New Year's Gala in the Ballroom

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Morning-After Room Service

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