

# Elements of Design

## 1. What is the Big Picture?

This means, find the item you want to emphasize and make it by far the largest and most noticeable item on your page.

Which would you notice on a wall filled with posters?



### **Wear a mask when:**

- you are in public and in close contact with others
- you are indoors with people you don't live with
- you are advised to by local health authorities



**WEAR A MASK:** when you are in public and in close contact with others  
when you are indoors with people you don't live with  
when you are advised to by local health authorities

## 2. Contrast - make one or two things different from each other (type, colour, size, shape, space)

Which elements draw your attention?



WEAR A MASK WHEN:

YOU ARE IN PUBLIC &  
IN CLOSE CONTACT  
WITH OTHERS

YOU ARE INDOORS WITH  
PEOPLE YOU DON'T  
LIVE WITH

YOU ARE ADVISED TO  
BY LOCAL HEALTH  
AUTHORITIES



**WEAR A  
MASK**

**WHEN:**

- YOU ARE IN PUBLIC &  
IN CLOSE CONTACT  
WITH OTHERS
- YOU ARE INDOORS WITH  
PEOPLE YOU DON'T  
LIVE WITH
- YOU ARE ADVISED TO  
BY LOCAL HEALTH  
AUTHORITIES

### 3. Repetition - repeat design element (colours, shapes, textures, spacing, fonts)

What are the repetitive elements  
In the 2nd poster?



#### **WEAR A MASK WHEN:**

**YOU ARE IN PUBLIC &  
IN CLOSE CONTACT  
WITH OTHERS**

**YOU ARE INDOORS WITH  
PEOPLE YOU DON'T  
LIVE WITH**

**YOU ARE ADVISED TO  
BY LOCAL HEALTH  
AUTHORITIES**



#### **WHEN YOU ARE:**


- 1** in public and in close contact with others
- 2** indoors with people you don't live with
- 3** advised to by local health authorities

**WEAR A MASK**

**4. Alignment** - every element should be aligned with at least one other thing

Where are the 3 lines of alignment on the right hand poster?

**MASK UP**




**WHEN YOU ARE:**

**YOU ARE IN PUBLIC &  
IN CLOSE CONTACT  
WITH OTHERS**

**YOU ARE INDOORS WITH  
PEOPLE YOU DON'T  
LIVE WITH**

**YOU ARE ADVISED TO  
BY LOCAL HEALTH  
AUTHORITIES**



**MASK  
UP**

**when you are:**

- in public and in close contact with others
- indoors with people you don't live with
- advised to by local health authorities

**5. Proximity** - similar items should be grouped together,  
different groups/items separated from each other


How many groups are there and how are they separated from each other in the right hand poster?

somewebsite.com

# MASK UP

250-666-5555

me@email.ca



YOU ARE IN PUBLIC &  
IN CLOSE CONTACT  
WITH OTHERS

33 Somewhere St.

YOU ARE INDOORS WITH  
PEOPLE YOU DON'T  
LIVE WITH

**WHEN YOU ARE:**

YOU ARE ADVISED TO  
BY LOCAL HEALTH  
AUTHORITIES



# MASK UP

somewebsite.com

**When you are:**

- in public and in close contact with others
- indoors with people you don't live with
- advised to by local health authorities

**Contact Info**

250-666-5555

me@email.ca

33 Somewhere St.  
City, BC V1G 5L6

**MOST IMPORTANT: Big Picture**

then:

**C-R-A-P**

Does this poster meet all our criteria?  
(contrast - repetition - alignment - proximity)

