# **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



#### 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 repetitve 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



# **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?

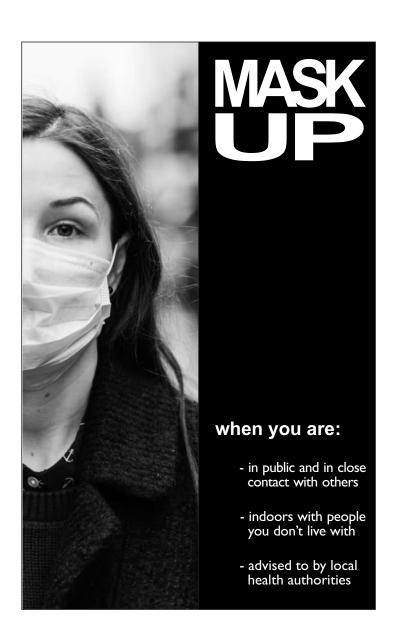




WHEN YOU ARE:

YOU ARE IN PUBLIC &
WITH OTHERS
YOU ARE INDOORS WITH
PEOPLE YOU DON'T
LIVE WITH

YOU ARE ADVISED TO BY LOCAL HEALTH BY LOCAL HEALTH AUTHORITIES



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

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

somewebsite.com

## MASK UP

250-666-5555

me@email.ca





33 Somewhere St.

YOU ARE INDOORS WITH
PEOPLE YOU DON'T
LIVE WITH

WHEN YOU ARE:

YOU ARE ADVISED TO YOU ARE ADVISED TO BY LOCAL HEALTH BY LOCAL HEALTH



#### 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)

