Real World Publications

We have spoken over the past few class periods about the key principles of Publication Design. Now we are going to take a look at these principles using real-world publications are our guide. As I think you will find there are many instances where these principles are being used to enhance the overall look of the document and a few where they are not being used where they should be.

Assignment Details:

For this assignment you are going to review three publications. Each publication your review will be a publication that you will also be making in the next nine weeks. The three publications are:

- o Business Card
- o Flyer (Full Page Ad)
- o Brochures

In part one of this module you are going to be given samples that include instructions and lines regarding an element of design. Using the principles below you will need to fill in the boxes indicating your understanding of the principle. In part two you are going to be given samples with no boxes on them and you will need to identify and define the deign elements yourself.

Design Principles to Look For:

Contrast:
- Size
- Shape
- Color

Alignment:
- Aligning/Mis-aligning Like Objects
- Using Present Lines

Repetition:
- Design
- Formatting
- Graphics

Proximity:
- Grouping/Separating Like Objects
- Using Space effectivly

Final Thoughts:

As you work on this assignment do it by thinking like a publication designer. Why did the designer use this element there? How does it work to tie the whole thing together? Is this something you can use in your future publications?