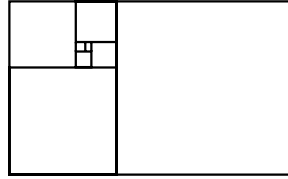


**Rule of Thirds**

Similar elements tend to be seen as part of the same form.



**Golden section / golden spiral / golden ratio**  
Phi = 1:1.618

We tend to group things together that are close together in space.

**Proximity**  
We tend to group things together that are close together

**Similarity**  
We tend to group things together that are similar.

**Ratio & Continuity**

## Grids

## Gestalt

# Typography

## Fonts for the screen

- WEB: Comes with all platforms
- PC: Default in Microsoft products
- MAC: Default in Apple products
- COM: Commercial
- PD: Public domain

### Serif

Georgia	Abcdefg Bravo Delta	WEB
Times New Roman	Abcdefg Bravo Delta	WEB
Droid Serif	Abcdefg Bravo Delta	COM
Dolly	Abcdefg Bravo Delta	COM
Fedra Serif A	Abcdefg Bravo Delta	COM

### Slab Serif

Charis SIL	Abcdefg Bravo Delta	PD
Vera Serif	Abcdefg Bravo Delta	PD
Scala	Abcdefg Bravo Delta	COM
Rockwell	Abcdefg Bravo Delta	COM
Archer	Abcdefg Bravo Delta	COM

### Sans Serif

Calibri	Abcdefg Bravo Delta	PC
Myriad	Abcdefg Bravo Delta	MAC
Helvetica	Abcdefg Bravo Delta	MAC
Aller	Abcdefg Bravo Delta	PD
PT Sans	Abcdefg Bravo Delta	PD
Droid Sans	Abcdefg Bravo Delta	COM
Gotham	Abcdefg Bravo Delta	COM
DIN	Abcdefg Bravo Delta	COM

### Heading font sizes

Primary	(1:1)	144pt	72pt	60pt
Secondary	(1:2)	40pt	36pt	30pt
Tertiary	(1:3)	30pt	28pt	24pt

to the length of your ideas.  
the line length of your words  
Therefore, it's better to match  
entire measure.

it's rare to consistently fill an  
line. However, in presentations,  
eyes to move down to the next  
a comfortable measure for the  
helps facilitate reading by giving  
alphabets or 70 characters. This  
line length for reading is 2.5  
In most cases, the optimum

## Line length and measure

**Capitals**  
COPY SET IN CAPITAL LETTERS  
DECELERATES THE PROCESS  
OF READING MORE THAN ANY  
OTHER FACTOR.

**Justified**  
The format of the body copy has  
no effect on good readers, but  
many readers find justified type  
more difficult to read.

type more difficult to read.  
but many readers find justified  
has no effect on good readers,

**Text-alignment**  
The format of the body copy

has no effect on good readers,  
but many readers find justified  
type more difficult to read.

## Emphasis

**Italic**  
Italic letterforms reduce the  
speed of reading by up to  
15 percent.



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## Further Reading

## Colour

### Colour schemes

#### Monochromatic

All of the values of lightness and darkness of a single hue

#### Analogous

Colours that are located beside each other on the colour wheel

#### Complimentary

Colours across from each other on the colour wheel

#### Split Complimentary

Two colours on either side of the compliment of a colour

#### Triadic

Three colours 60 degrees opposite of each other

### Fore/backgrounds

#### High Contrast

*Contrast activates rods*

1. Black on yellow
2. Yellow on black
3. Black on white
4. White on black

#### High Visibility

*Visibility activates cones*

1. White on blue
2. Blue on white
3. Green on white
4. White on green
5. Red on white
6. White on Red

**Value** is the lightness or darkness of a colour

**Hue** is the intensity of chroma in a specific colour

## Light

### Information from a light source

We expect to see light foreground on a dark background:  
*television, movies, stars, neon signs*

### Information from an illuminated object

We expect to see dark foreground on a light background:  
*books, trees, people, rocks*

### Information from illumination

We expect to see light foreground on a dark background:  
*projectors, moon, mirrors*

### Additive colour

White light is made up of red, green, and blue light

### The Eye

Cones detect red, blue and green light

Rods detect values of lightness and darkness

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Seminar Supplement

# Academics for design competency