

- 1  Read the text and summarise it using a map.

Principles of graphic design

It is possible to establish four basic principles that all graphic designers follow.

- *Proximity* means grouping related items together;
- *Alignment* requires that nothing should be placed on the page at random;
- *Repetition* consists of repeating some aspects of the design throughout the entire piece;
- *Contrast* requires making two elements different.

Moreover, the *rule of thirds* is an additional compositional rule of thumb in visual arts as it is in painting and photography as well. The rule states that an image should be imagined as divided into nine equal parts by two equally-spaced horizontal lines and two equally-spaced vertical lines, and that important compositional elements should be placed along these lines or their intersections. Proponents of the technique claim that aligning a subject with these points creates more tension, energy and interest in the composition than simply centering the subject would.

Some other suggestions that follow other principles of design are:

- don't be afraid to create your design with plenty of blank space: it's rest for the eyes;
- don't be afraid to be asymmetrical, to uncover your format: it often makes the effect stronger. It's okay to do the unexpected;
- don't be afraid to make words very large or very small; don't be afraid to speak loudly or to speak in a whisper: both can be effective in the right situation;
- don't be afraid to make your graphics very bold or very minimal, as long as the result complements or reinforces your design or your attitude.

Adapted from: <https://slideplayer.com/slide/12687687/>

- 2  **PAIR WORK** Choose the correct option then check with your classmates.

- Graphic designers create visual concepts to ... the consumers.
 - start
 - complete
 - capture
- They develop the ... layout and production design for advertisement.
 - comprehensive
 - specific
 - best
- They design the ... and colour of text as well as arranging images and copy.
 - layout
 - lettering
 - content
- Graphic designers ... with writers.
 - often collaborate
 - rarely collaborate
 - loosely collaborate
- Their purpose is to make ... ideas more accessible.
 - simple
 - great
 - complicated
- Graphic designers generally work in ..., with drafting tables.
 - workrooms
 - open spaces
 - houses
- They often ... their time looking for new projects.
 - waste
 - strengthen
 - use
- Most position ... a bachelor's degree in graphic design or a related field.
 - need
 - offer
 - pay



THE LIFE OF A DESIGNER

Famous Italian designer Massimo Vignelli said, "The life of a designer is a life of fighting. Fighting against ugliness. Just like a doctor fights against disease. For us, visual disease is what we have around us, and what we try to do is to cure it somehow with design."