

# Basic Design Concepts

# 3 Rules

# 1. Serve the Content

Words rule.

Design is subservient to the text;  
it should support it and clarify it.

## 2. Consistency is Key

Be consistent with use of type, color and layout.

Remember:

Repetition with variation.

We as humans like patterns and compartmentalization.

We lump things into groups to be more efficient.

If there is too much variation (chaos), then humans don't want to do the work of recognizing a pattern.

(Basically, if it looks like a mess, then non one will read it.)

Repeat as many visual aspects as possible to create a pattern, then vary the pattern to create contrast.

Contrast determines what people will look at and when.

# 3. Simplify

Simplicity is clarity.

Only use design elements that contribute to the understanding of the text.

Okay, so where do we go from here?

# Divide & Conquer

Divide your information into digestible chunks.

Distill your information down to its essence first. Then divide it into distinct chunks of information.

You lend books, not write them.

Take your cue from content on the Web (brief or heavily divided).

# Information Hierarchy

The level of importance  
should correspond to  
the level of visibility.

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The event name is first – people need a handle.

Remember your TRAP (Timely, Relevant, Active, Personal) attributes.

The Timely (dates, times, call to action) and Relevant (how is this meaningful and beneficial?) information should have the second and third highest visual importance.

Which one is second or third depends on which you feel is most important.

# Details:

## Big picture, little picture

Details and the big picture: make sure the big picture is clear and strong, but don't forget that details are also important to reinforce the big picture.

Rule 1: Serve the Content. If you ever wonder what to put in, and why, just ask yourself, "Does this support the bigger theme?"

# Type

Your main tool is text, your content is text. So your biggest tool is going to be type.  
Let's help you use it by covering some basics.

Anatomy

serifs

descender

height  
in points

of type

ascender

x-height

I'm teaching you these terms for a reason, so bear with me.

This is 36 pt type.

Pack my box with five dozen liquor jugs

This is 36 pt type.

Pack my box with five dozen liquor jugs

This is 36 pt type.

Pack my box with five dozen liquor jugs

Continually come back to Rule 1: Serve the Content. Support the text. Fonts should be readable.  
Which of these is the most legible (not the prettiest, but is genuinely the most easy to see and read)?

This is 36 pt type.

—Pack my box with five dozen liquor jugs

This is 36 pt type.

—Pack my box with five dozen liquor jugs

This is 36 pt type.

—Pack my box with five dozen liquor jugs

Higher x-height generally means greater legibility. Point size is not the only consideration. (See? I told you about x height for a reason.)

Serif

Sans Serif

*Script*

**Decorative**

Four basic categories of type.

# Serif

# Sans Serif

Rule of thumb:  
Use these for body text.

Your main text blocks need to be readable, first and foremost.

*Script*

**Decorative**

Only ever use these for headlines,  
**NEVER** for body text.

General rule of thumb: don't use decorative or script fonts.  
If you have to use them, only do so for short headlines.  
This is especially true for emerging and early readers,  
because the letterforms are not as easily recognizable.

If you can easily read it at small sizes,  
then it's a *text face*.

If not, then it's a *display face*.

Can you read this easily?

Is this easy enough to read?

**Can you imagine reading a paragraph of this?**

What about this?

There are those serif and sans serif faces that are text, and there are those that are display.  
The top two lines are both serif, but only one is suitable for text blocks.  
The bottom two lines are both sans serif, but again, only one is suitable for text blocks.  
All script and decorative faces are display.

Serif font family (typeface):

Perpetua Regular

*Perpetua Italic*

PERPETUA SMALL CAPS

**Perpetua Bold**

***Perpetua Bold Italic***

Stick with one font family or two at the most.

## Sans serif font family:

Helvetica Neue Light

*Helvetica Neue Light Oblique*

Helvetica Neue Roman

*Helvetica Neue Oblique*

**Helvetica Neue Bold**

**Helvetica Neue Black**

Helvetica Neue Condensed **Bold**

Helvetica Neue Extended **Black**

Sans serif typefaces often have large numbers of fonts in their families.

# Headline

## *Subheading*

Body text body text body text body text  
body text body text body text body text.  
Body text body text body text.

*“Pull quote.”*

## Alternate Subhead

Body text body text body text body text  
body text. Body text body text body text  
body text body text body text body text  
body text. Body text body text.



**Caption.**

Remember to break down the information into digestible chunks.

All these different sections were done with ONE typeface – only 4 fonts. (Hoefler Text regular, italic, black, black italic)

# Emphasis

When a text element needs emphasis, only modify it by one degree from the surrounding text.

Regular

becomes one of the following:

*Italic*

**Bold**

Larger

But not more than one:

~~***Bold Italic***~~

~~**Larger Bold**~~

Don't torture your type.

Stretched or squished  
is not the same as  
**extended** or condensed.

# Type “Flavors”

Type is to words as  
instruments are to music.

They set the tone.

I'm going to show some text set in different typefaces.  
Tell me who you think the intended audience is.

# Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

# LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

# LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

# Branding Consistency

If your library has one or two typefaces that are used regularly, keep using them.

If your library has branding that has prescribed type, or if your library has type that it uses on everything already, keep that consistency going. It is part of your library's identity, and people will recognize the type as yours before they even read what you've printed. (If your library doesn't have consistent use of type, or the type is generic or overused \*cough\* Comic Sans \*cough\* then work to change that.) You can still use varied type for specific programs or events, but don't be afraid to fall back on the old stand-by's.

# Type Sources

- Font Squirrel (free commercial use)
- dafont.com (free, but be careful)
- MyFonts.com (purchase, or fonts tagged “free”)
- Fonts.com (from Monotype – purchase, or in free category [www.fonts.com/browse/classifications/free](http://www.fonts.com/browse/classifications/free))

# Color

Colors have many meanings, but broad generalizations can be made about color categories.

I'm going to show you some words, all set in the same typeface – Verdana – but with different color palettes. I want you to tell me who you think the intended audience is.

**LOREM IPSUM**

Children  
Notice I don't use yellow. It's too hard to see on white. Use an adjacent color, like orange, instead.

LOREM IPSUM

Babies

**LOREM IPSUM**

Young girls

**LOREM IPSUM**

Young boys

**LOREM IPSUM**

Older girls

**LOREM IPSUM**

Older boys

How would you describe the following color schemes?

**LOREM IPSUM**

Cold

LOREM IPSUM

Warm

**LOREM IPSUM**

Earthy

Color schemes like these are biological.

We recognize these colors as being associated with these attributes because of associations in nature.

**LOREM IPSUM**

Environmentally friendly

# LOREM IPSUM

High tech

These kinds of color schemes (like the “age bracket” color schemes mentioned earlier) are cultural or social. We’ve decided their meaning, and it is subject to change.

So you can pick colors based on what you feel would be appropriate based on experience. But one of the easiest ways to choose color...

# Find Just the Right Color Every Time



*If you can find the right image,  
you can find the right color*

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When in doubt, if you find an appropriate image to use, you can take the color directly from the image. If you don't have fancy software with color extraction tools, just eyeball it. The more complex the image, the easier to eyeball.

... is with photos.

When in doubt, if you find an appropriate image to use, you can take the color directly from the image. If you don't have fancy software with color extraction tools, just eyeball it.

The more complex the image, the easier to eyeball.

Where can you find those appropriate images?

Images

# Image Sources

- DIY
- [flickr.com/advanced/search](https://www.flickr.com/advanced/search) (free when specifying creative commons license)
- Google advanced image search  
(click “Search Tools” then “Usage Rights”)
- [dreamstime.com](https://www.dreamstime.com) (free, with free registration)
- [lostandtaken.com/gallery](https://www.lostandtaken.com/gallery) (free) – textures
- [istock.com](https://www.istock.com) (pay)

# Visual Principles

Harmony & Rhythm

Balance

Contrast, White Space & Scale

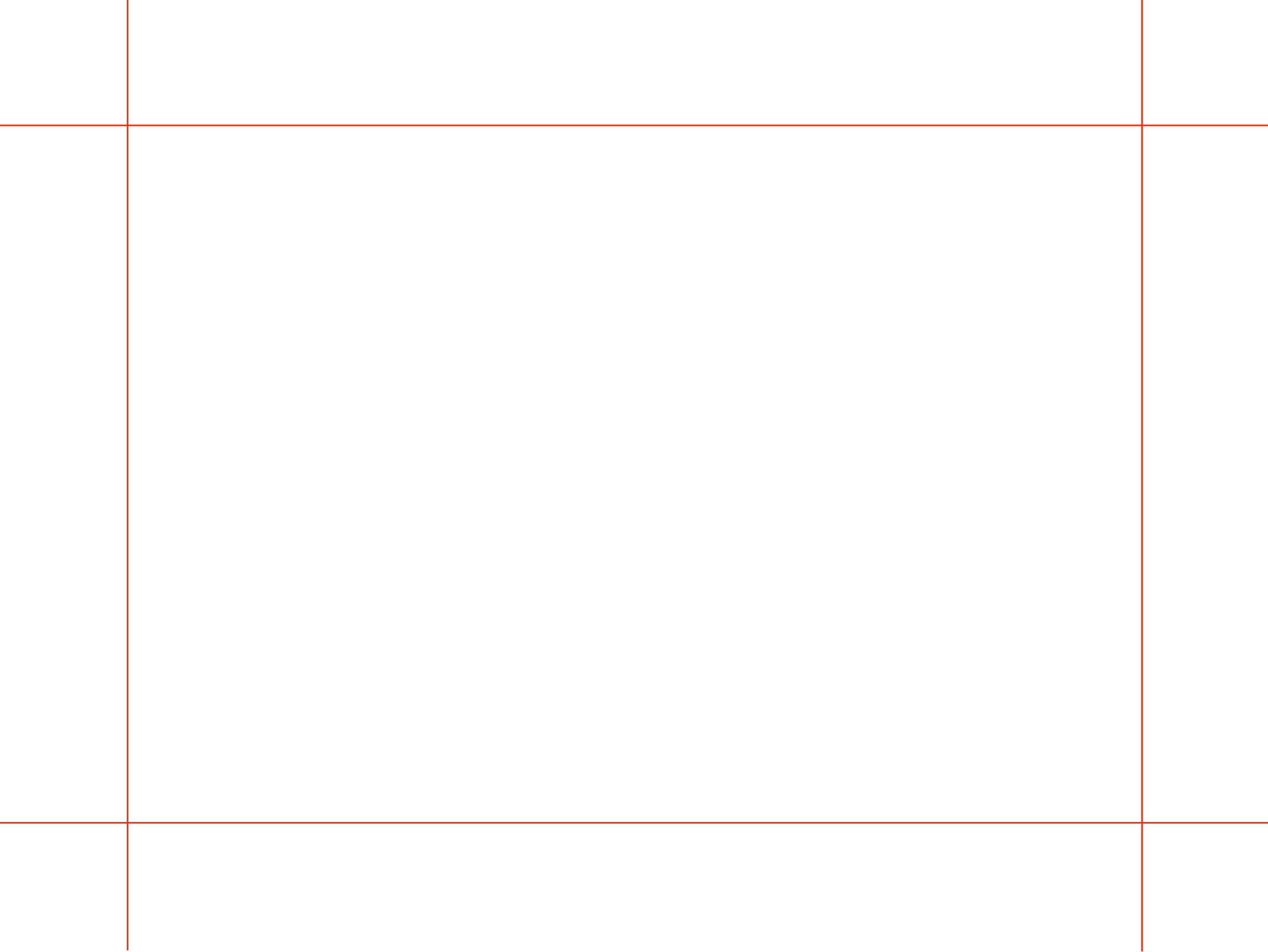
Movement

# Harmony & Rhythm

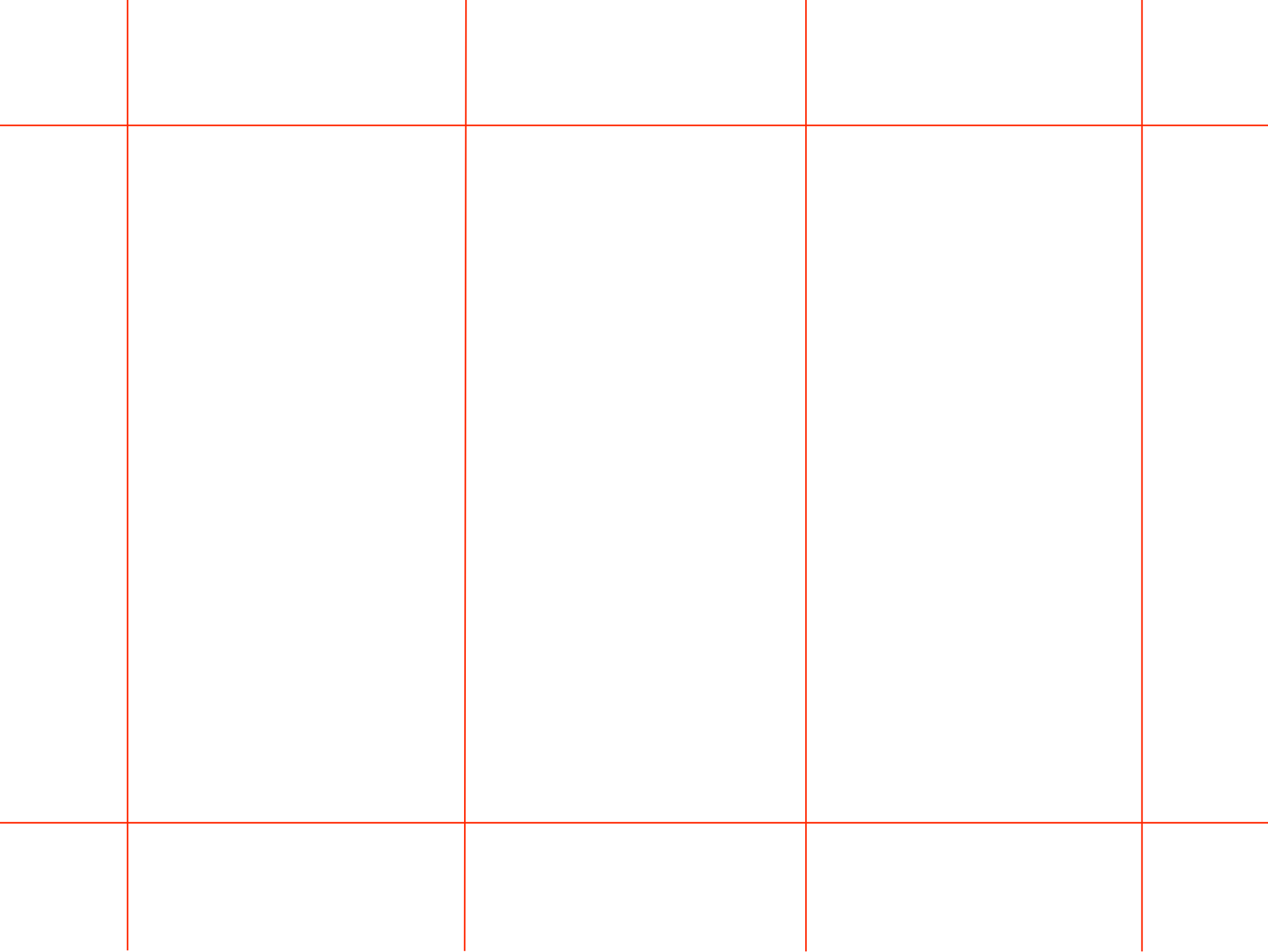
Harmony involves bringing together a piece using similar elements. (Like type! And color!)

Rhythm is the use of repeated elements to create a visual flow.

The grid system is a good way to create harmony by repeating line and shape in a layout. It is another way to create balance and symmetry or asymmetry, depending on how it breaks up a space.



Start with margins.



We'll divide the main space arbitrarily into 3 sections. (Rule of thirds.)

# Headline

## *Subheading*

Body text body text body text body text  
body text body text body text body text.  
Body text body text body text.

## *Additional Subheading*

Body text body text body text body text  
body text. Body text body text body text  
body text body text body text body text  
body text. Body text body text.

We're using 2/3 for text – it's most important and takes up the most space.

Notice we've only used one typeface (Hoefler Text), and have only changed the heading and subhead by one degree from the body text for emphasis.

The headline is the same as the body, but larger. The subheads are the same as the body, but italic.

# Headline

## *Subheading*

Body text body text body text body text  
body text body text body text body text.  
Body text body text body text.

## *Additional Subheading*

Body text body text body text body text  
body text. Body text body text body text  
body text body text body text body text  
body text. Body text body text.

We can use the text itself to support, reinforce, or add to our grid.

# Headline

## *Subheading*

Body text body text body text body text  
body text body text body text body text.  
Body text body text body text.

## *Additional Subheading*

Body text body text body text body text  
body text. Body text body text body text  
body text body text body text body text  
body text. Body text body text.



Using the grid, we can add an image (but only one that reinforces the content of the text).

# Headline

## *Subheading*

Body text body text body text body text  
body text body text body text body text.  
Body text body text body text.

## *Additional Subheading*

Body text body text body text body text  
body text. Body text body text body text  
body text body text body text body text  
body text. Body text body text.



We can add further harmony by repeating the color from the image in the subheadings.

Now suppose we want to emphasize a piece of information. We can use a pull quote.

# Headline

## *Subheading*

Body text body text body text body text  
body text body text body text body text.  
Body text body text body text.

“Pull quote.”

## *Additional Subheading*

Body text body text body text body text  
body text. Body text body text body text  
body text body text body text body text  
body text. Body text body text.



Our pull quote uses the grid to define the shape of its container. It further harmonizes with the layout by utilizing the space between the text and pull quote box.

Notice the space between the last line of the first body paragraph and the top of the box is roughly equal to the space from the top of the box to the top of the pull quote text, and the space from the bottom of the pull quote text to the bottom of the box, and the bottom of the box to the top of the subhead.

And all those spaces are roughly equal to the height of a line of text.

So there's a rhythm in the spacing.

# Headline

## *Subheading*

Body text body text body text body text  
body text body text body text body text.  
Body text body text body text.

“Pull quote.”

## *Additional Subheading*

Body text body text body text body text  
body text. Body text body text body text  
body text body text body text body text  
body text. Body text body text.



We can further harmonize by making the pull quote box the same color as our subheadings and image.

Our subheadings have quite a bit of contrast, being italic. If we made them regular, it might be too boring or static. So instead of harmonizing them with the rest of the composition, we can harmonize more of the composition with them.

# Headline

## *Subheading*

Body text body text body text body text  
body text body text body text body text.  
Body text body text body text.

*“Pull quote.”*

## *Additional Subheading*

Body text body text body text body text  
body text. Body text body text body text  
body text body text body text body text  
body text. Body text body text.



So we'll make the pull quote italic, and to give it the same sort of color as the image (which has heavy white text), we'll use a black italic.

More harmony!

Now suppose we need to add a caption to our image.

We can again use the text as reference for our grid, and align the caption to the bottom of our text.

# Headline

## *Subheading*

Body text body text body text body text  
body text body text body text body text.  
Body text body text body text.

*“Pull quote.”*

## *Additional Subheading*

Body text body text body text body text  
body text. Body text body text body text  
body text body text body text body text  
body text. Body text body text.



**Caption.**

The caption uses Hoefler Text Black, a heavier weight. This is because at this small size, the text starts to lose weight relative to the other text.

So to plump it up and make the amount of black roughly equivalent to the body text, we can use a bolder weight.

# Headline

## *Subheading*

Body text body text body text body text  
body text body text body text body text.  
Body text body text body text.

*“Pull quote.”*

## *Additional Subheading*

Body text body text body text body text  
body text. Body text body text body text  
body text body text body text body text  
body text. Body text body text.



**Caption.**

# Balance

Symmetry & Asymmetry

# LOREM IPSUM

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod tempor incididunt ut  
labore et dolore magna aliqua.

Ut enim ad minim veniam,  
quis nostrud exercitation ullamco  
laboris nisi ut aliquip ex ea  
commodo consequat.

Symmetry can convey calmness or formality. The danger is being too static.

Centered text is fine for a heading or title, or poetry, a menu, or a formal invitation – but not much else.

Centered text is harder to read, because the eye has to find a new starting point on every line of text.



Contrast,  
White Space  
& Scale

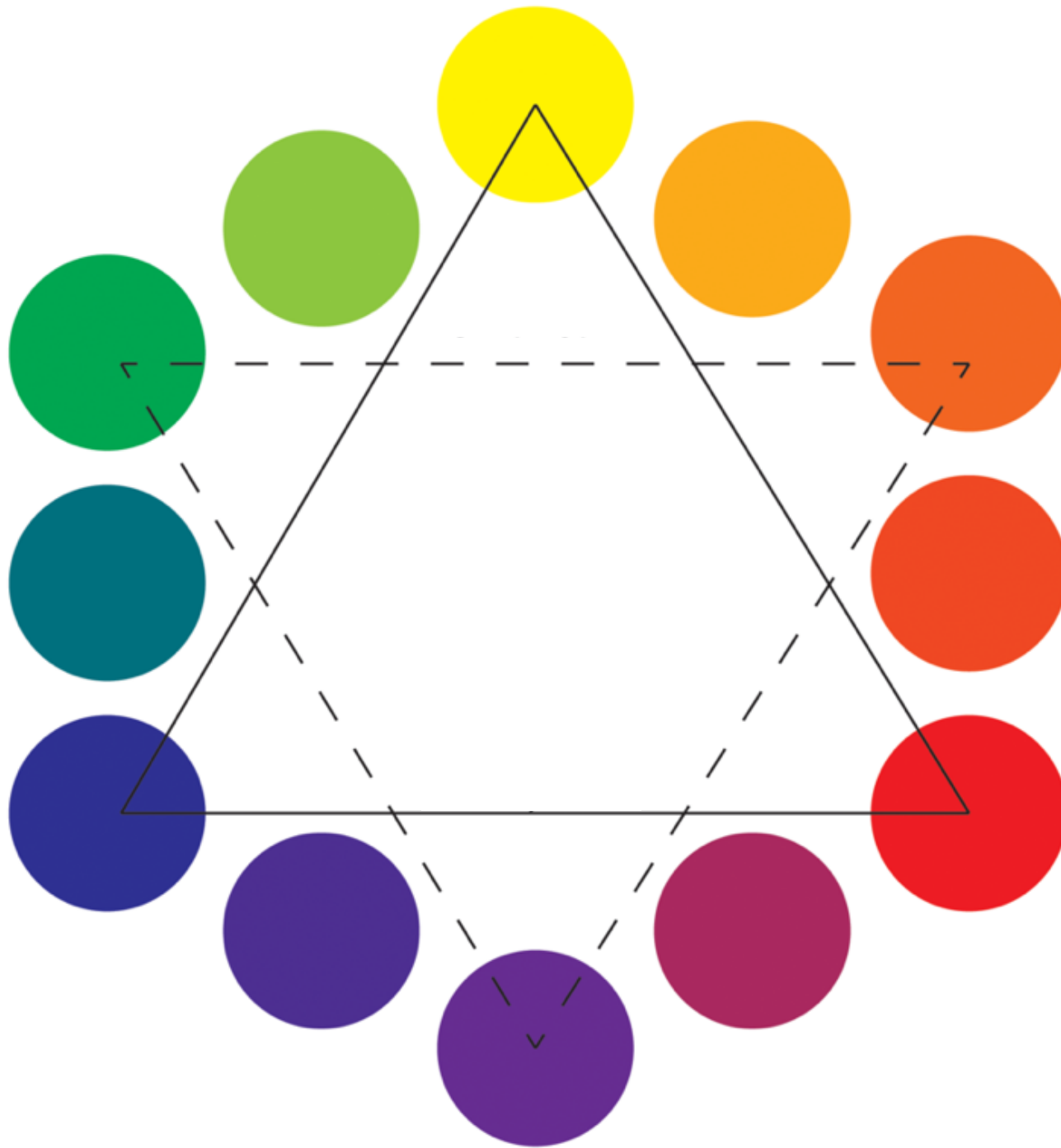
# Contrast

The elements differing from the pattern the most have the greatest contrast.

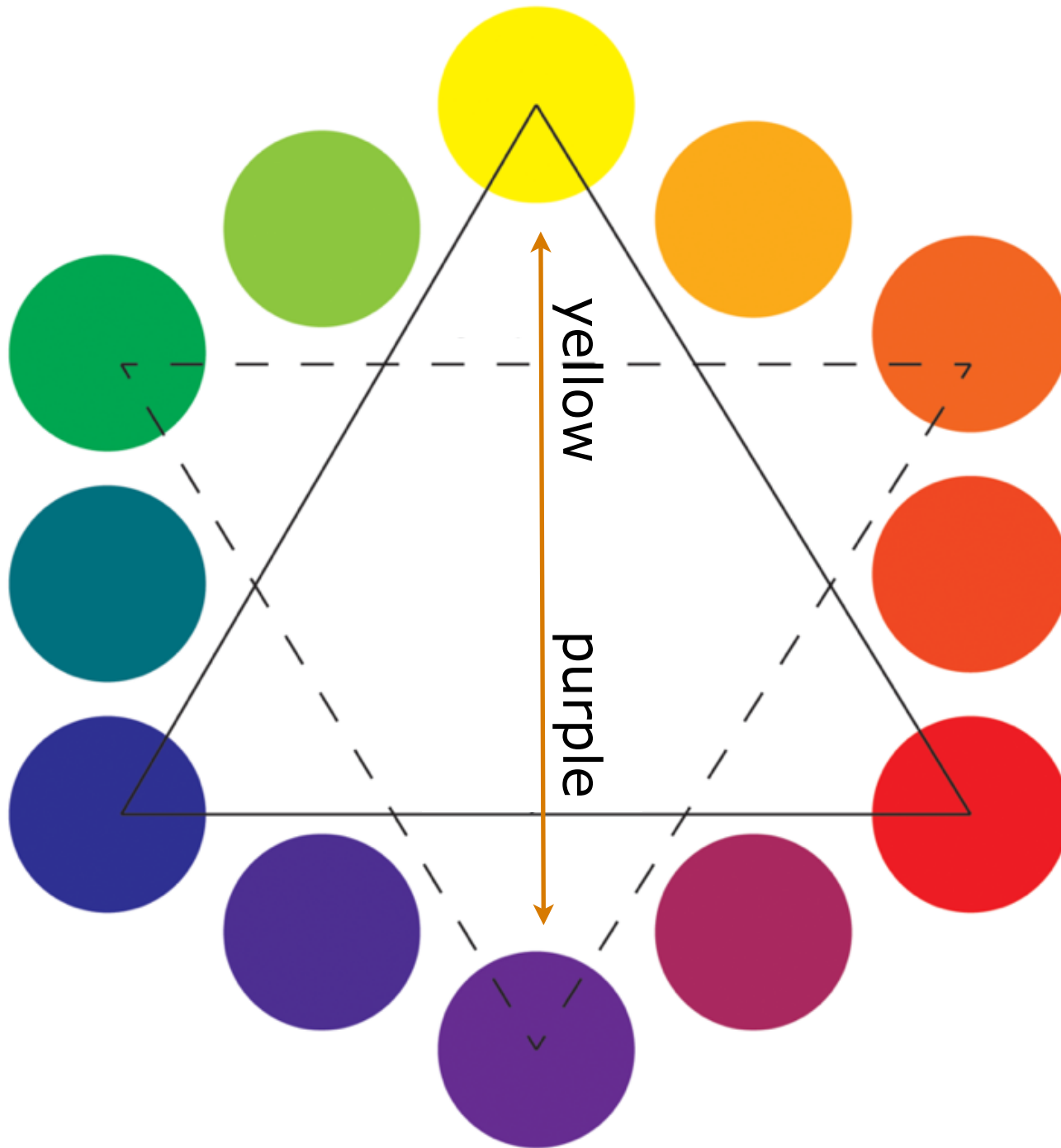
Contrast is what adds interest to a monotonous layout.

Contrasting elements would be the variant in “Repetition with variation.”

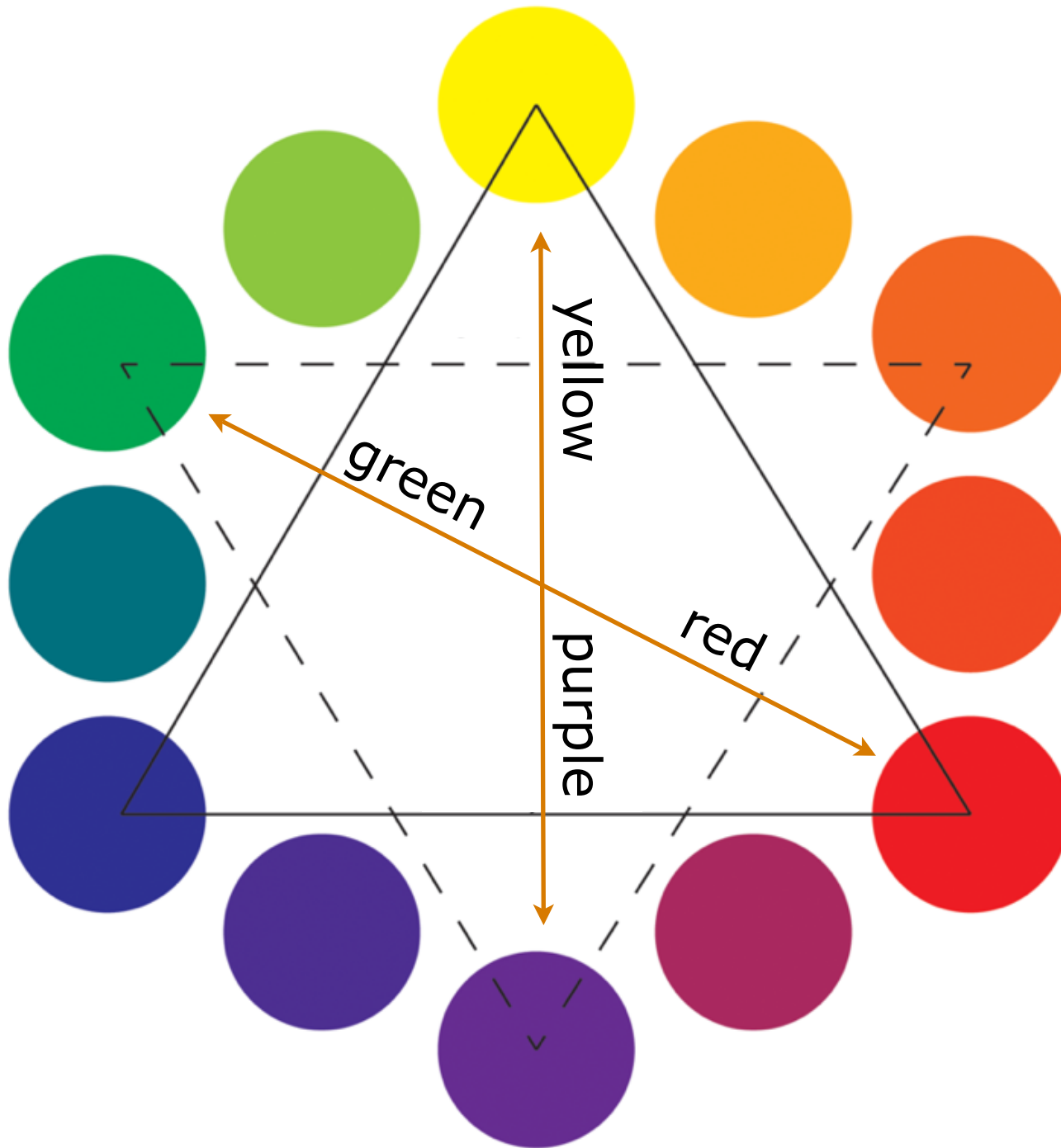
Use contrast to create visual hierarchy. Whatever stands out most gets looked at first.



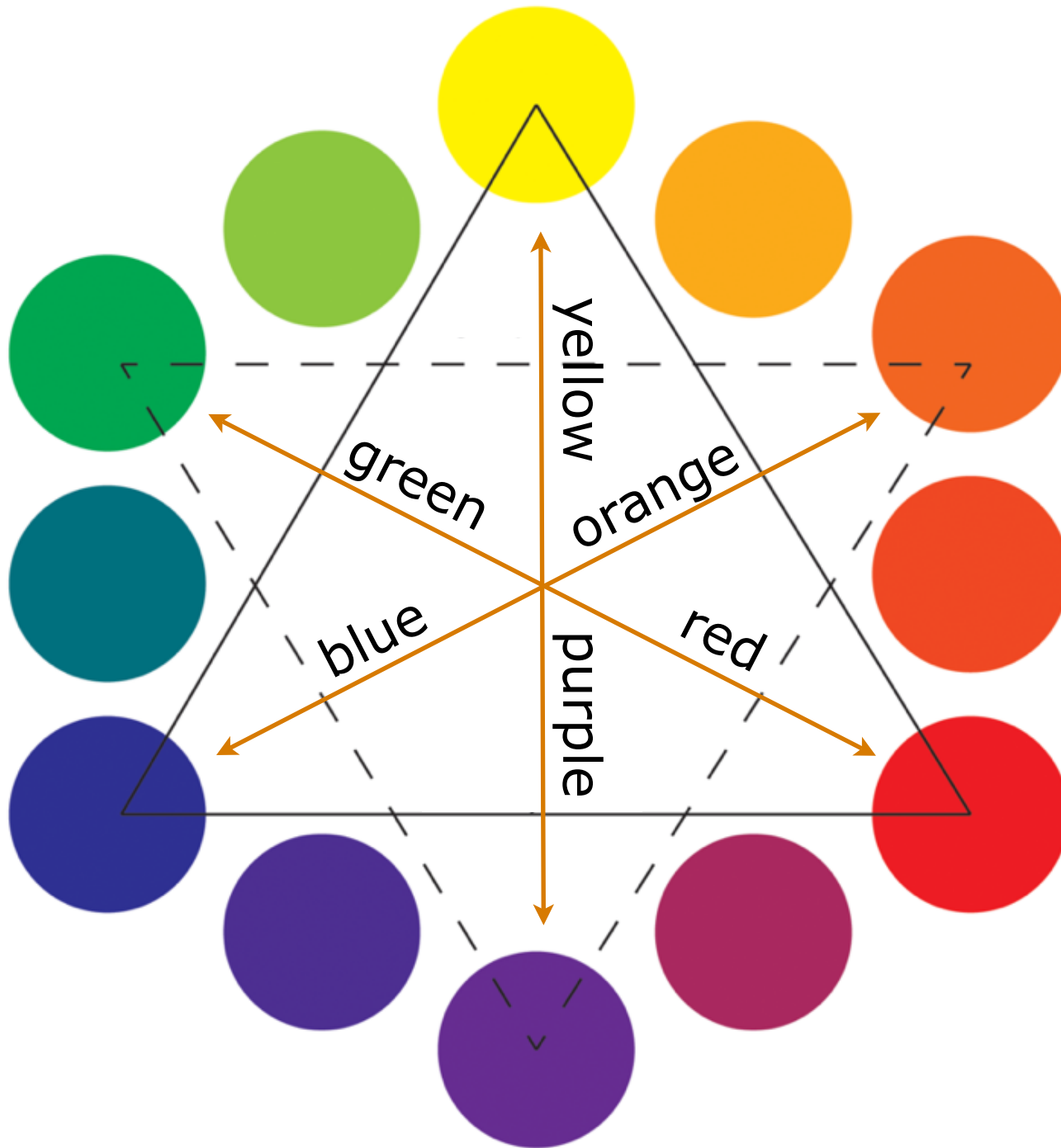
Everybody here remembers the color wheel...



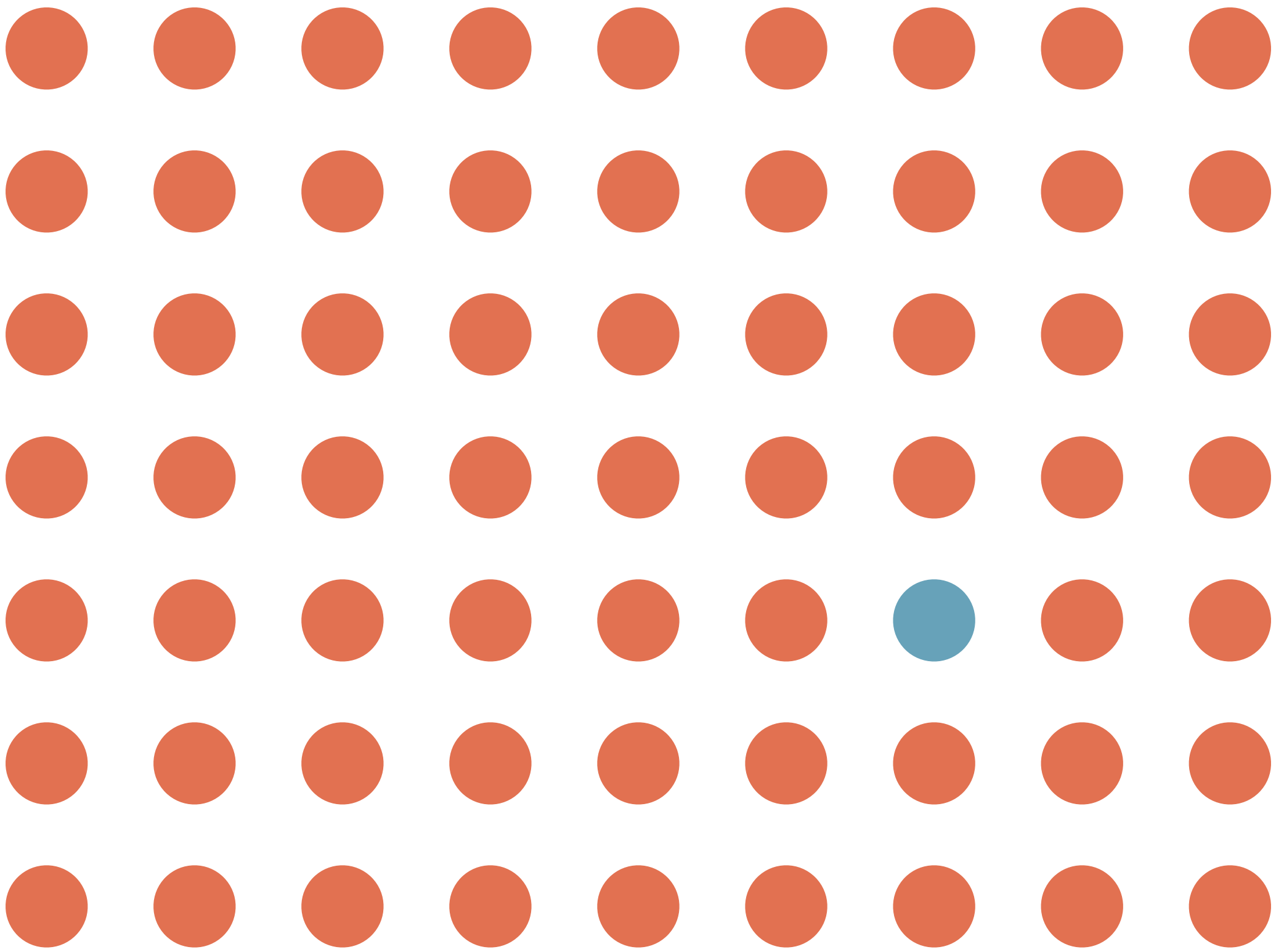
...and that opposing colors are called complements...



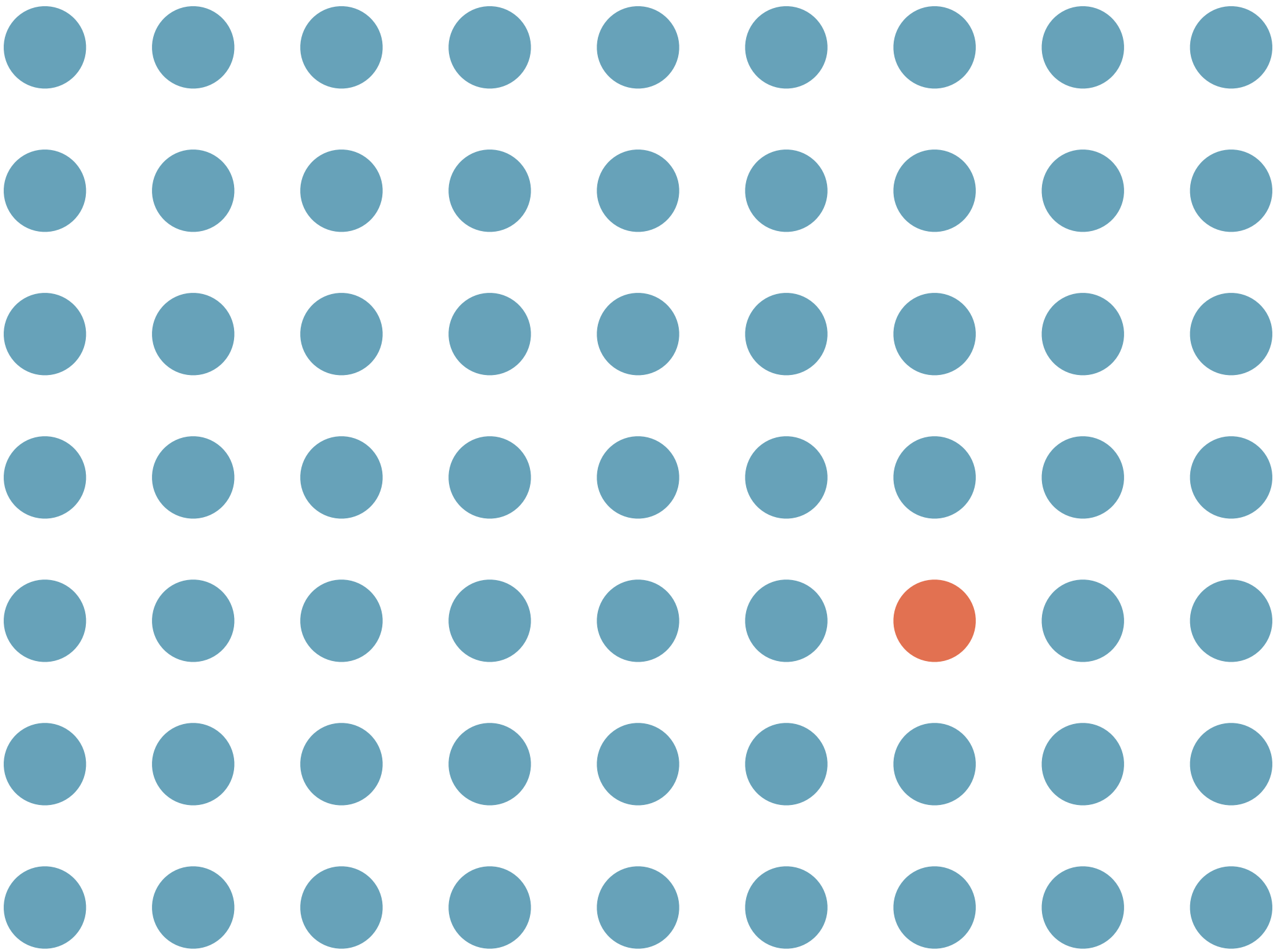
...and that complements contrast each other. Right? Right.



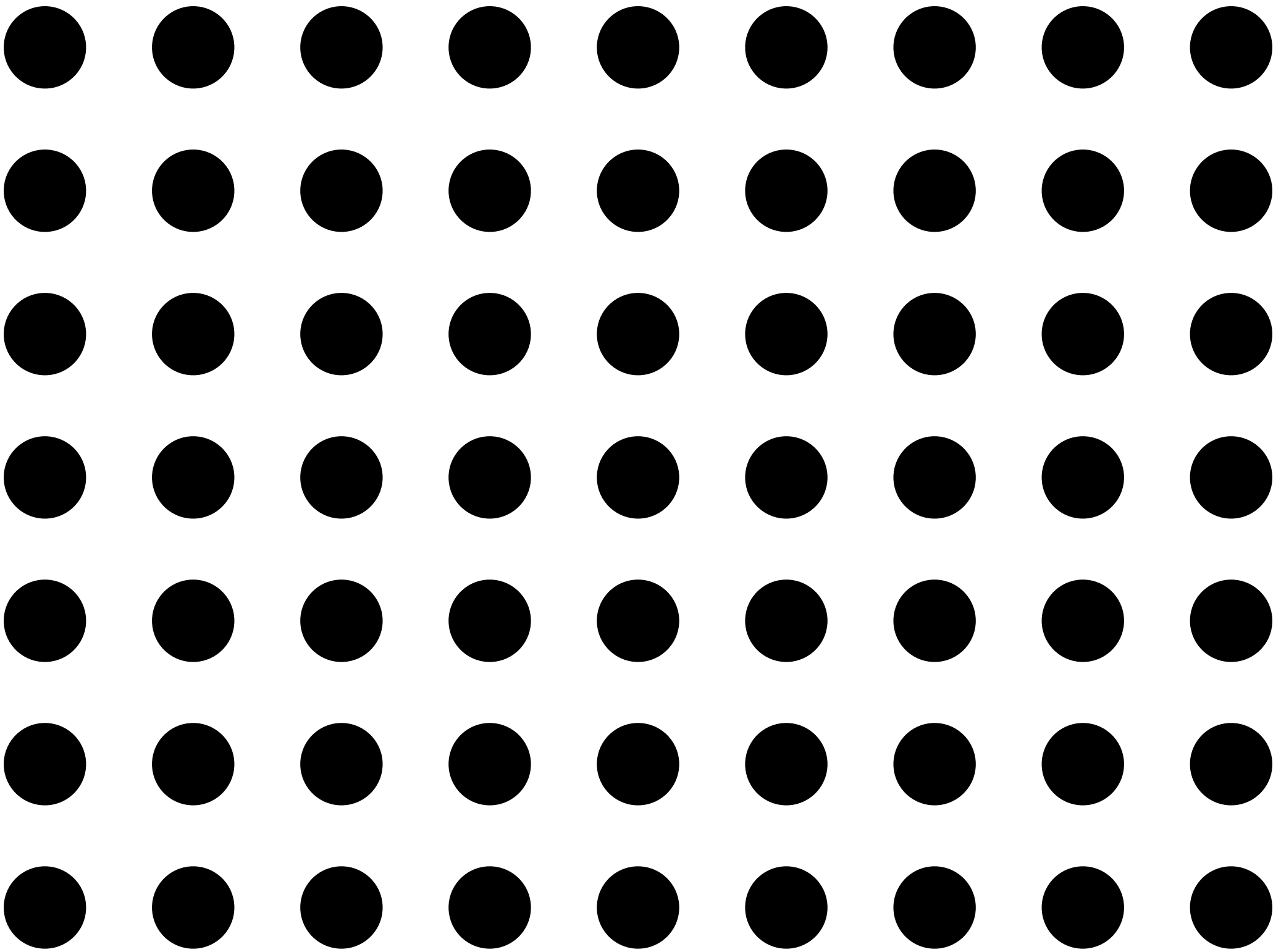
Use complements to contrast.



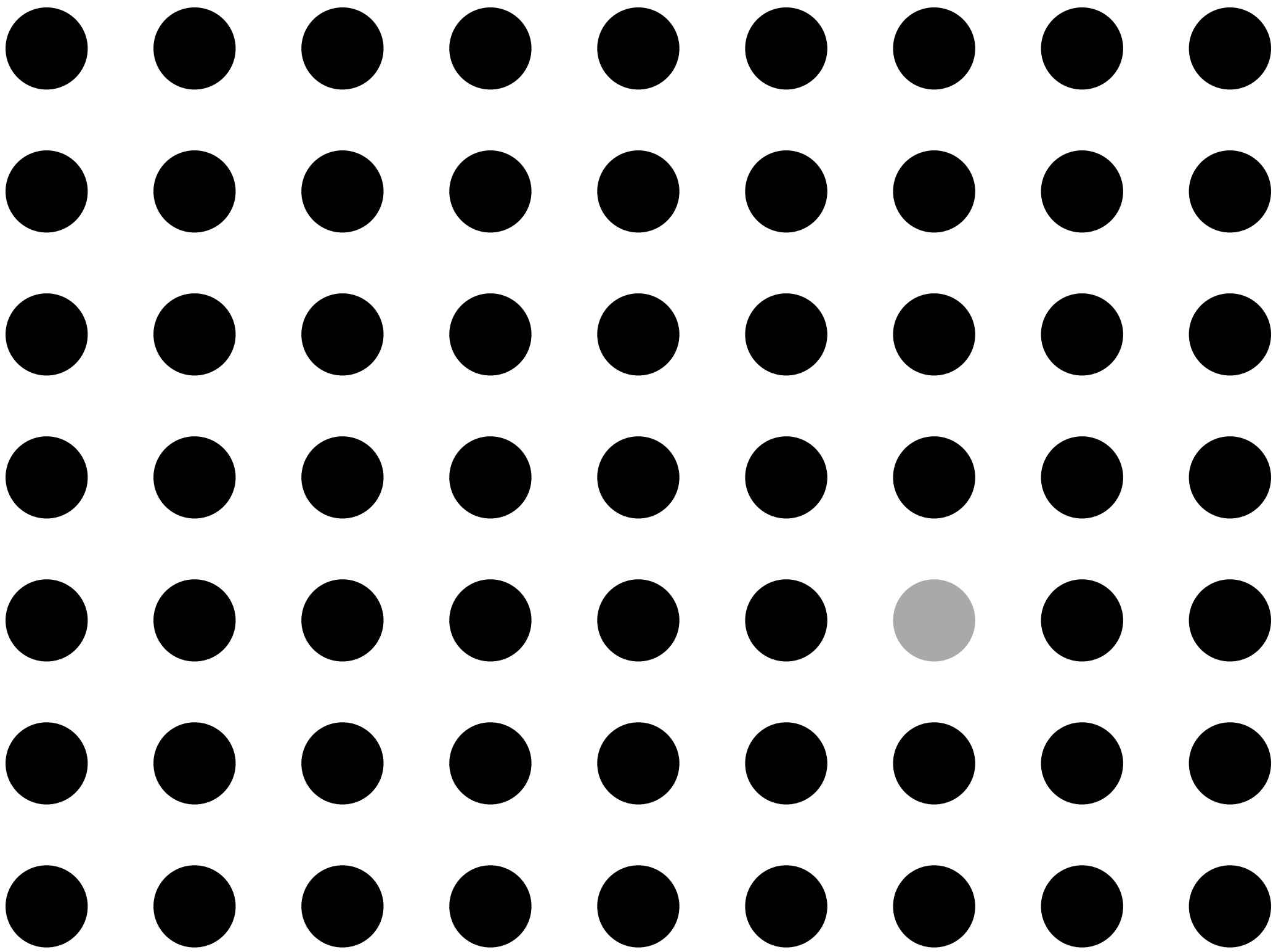
Cool colors recede...



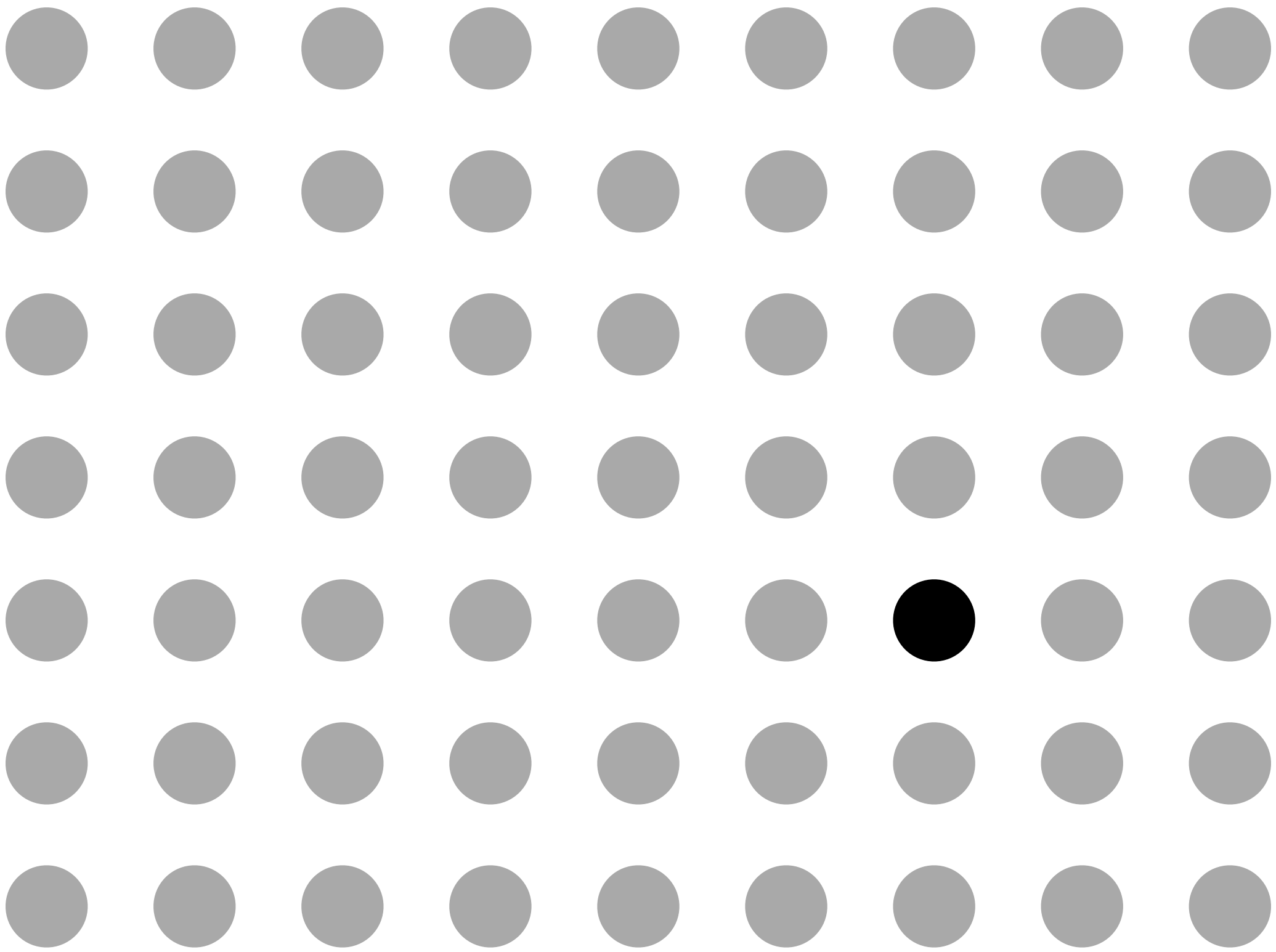
...and warm colors advance,  
so your most visible elements would be on the warm side of the color wheel.



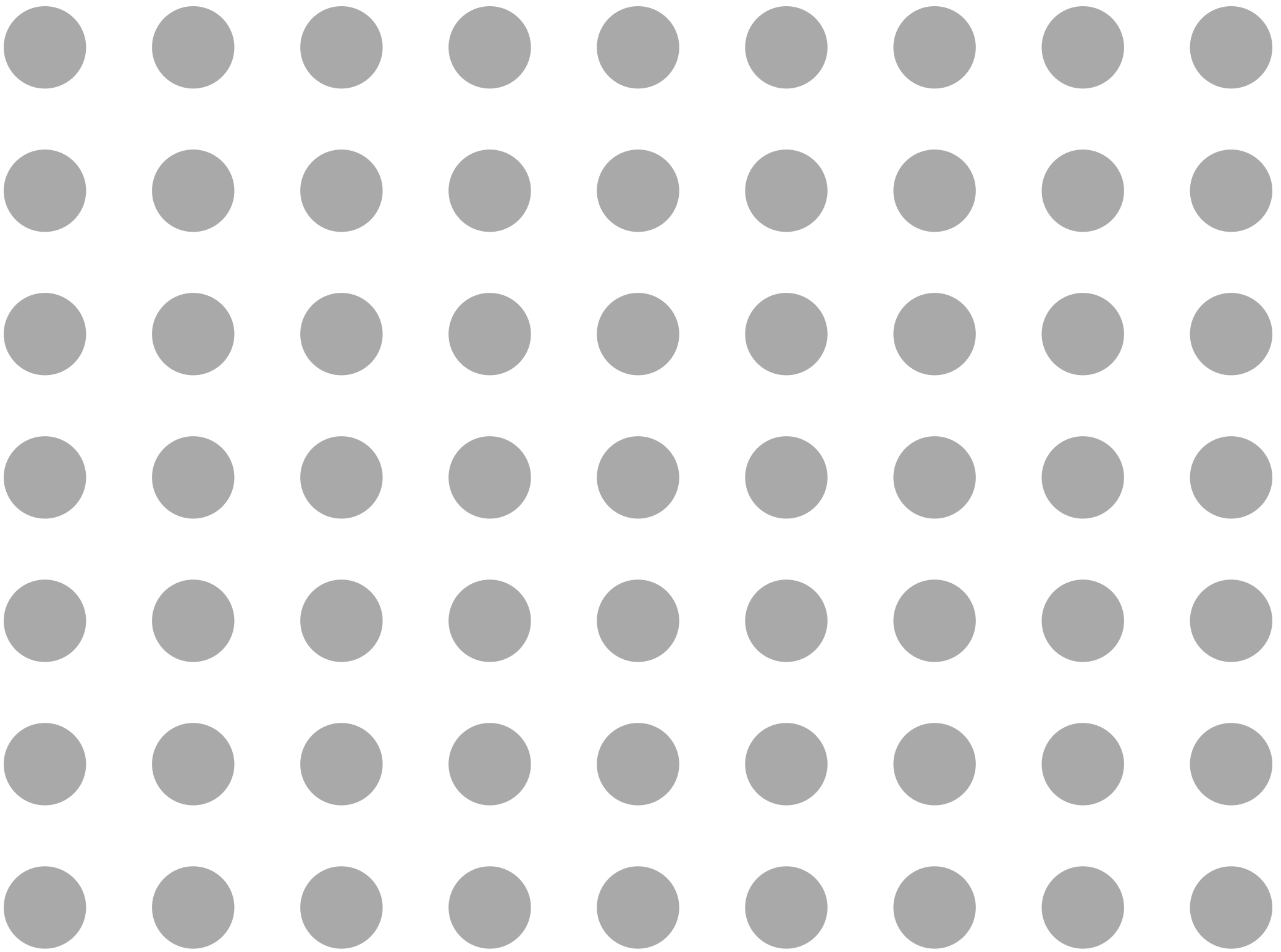
You probably don't work in color a lot of the time.  
So...



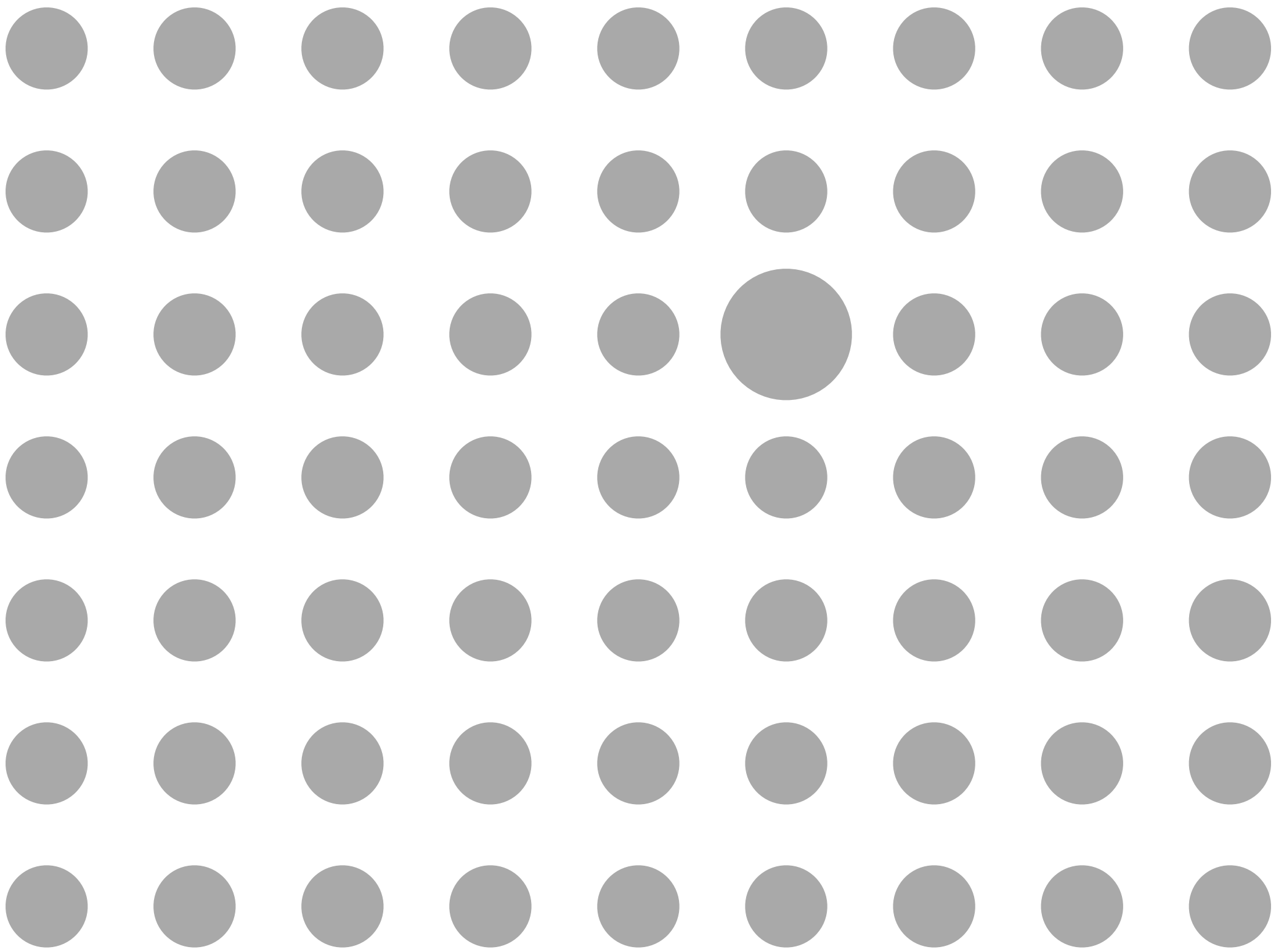
Light shades recede...



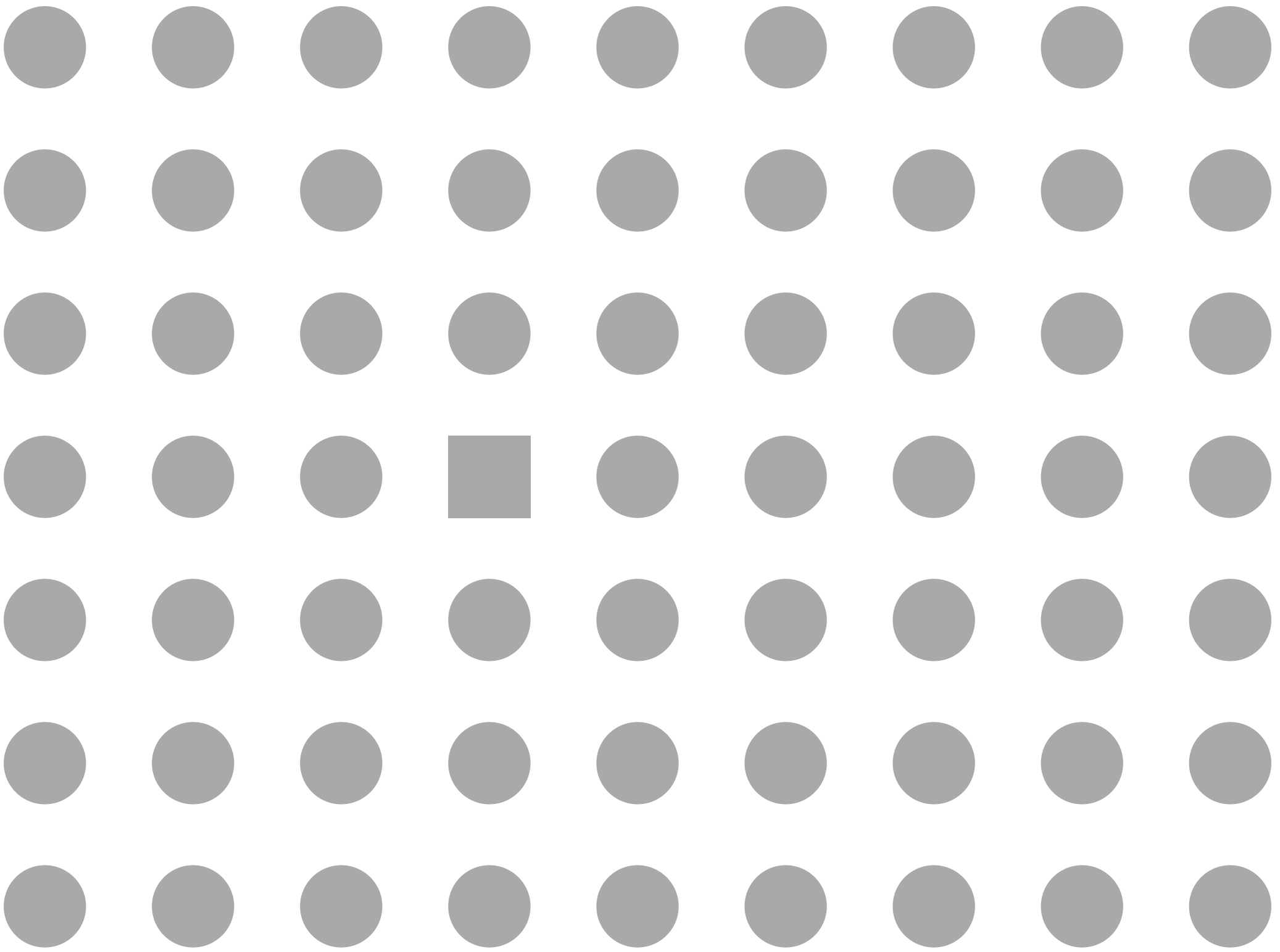
...and dark shades advance.



You can also contrast with...



... size....



... or shape...



... and type style.

Another very effective way to give emphasis to an element is with the use of...



... white space.

Don't feel compelled to fill empty space. You don't have to.

White space can add breathing room as well as create contrast.

White space can give an uncluttered look, and help the eye move where you want it to go (which is the point of contrast).

It can also aid the balance of a layout, with negative space helping to counteract positive space.

Now using aspects of contrast, you can create a sense of...

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

# Amet

... scale.

Scale can add depth and determine importance.

Okay, the last principle I'm going to touch on is...

# Movement

Movement is the way in which the elements on the page direct the eye.  
Put another way, the way everything seems to flow within the layout.

# Holistic healthcare

by Sean Patterson

When 6-year-old Amber's stomach problems couldn't be diagnosed despite medical tests and X-rays, the resident physician at an Oregon Health and Science University medicine clinic turned to George Fox's mental health consultation program.

After discussing the case with Clark Campbell, acting chair of the university's Graduate Department of Clinical Psychology, the doctor discovered the source of the discomfort: The girl was involved in a parental custody battle and her pain was related to stress associated with weekend visitation.

"I think we saved the girl from having costly and potentially painful additional tests by considering the whole life situation she was experiencing," Campbell says.

Campbell's assessment — that the girl's mental and emotional wellness was tied to physical health — illustrates the holistic approach of the department and the consultation program it runs at Providence Newberg Medical Center. The program promotes the fusion of medicine and psychology to treat the whole person, not just the illness.

"For years, medicine and psychology ascribed to the mind/body dualism articulated by Descartes, which led to the thinking that some problems are physical and some are mental or emotional," says Campbell, director of clinical training. "Unfortunately, research does not support this clear differentiation, and thus many health-related problems today are treated holistically with treatment efforts that target the body, mind, and spirit."

The principle also applies to the department's new pain clinic at Providence, which works in tandem with the health consultation program by offering individual assessment and therapy, group therapy, and collaboration with primary care and emergency department physicians.

Under the direction of Mary Peterson, the pain clinic serves as a referral option for the mental health consultants at Providence and for other health care agencies on an outpatient basis. After patients come in for consultation, those considered in need of further assistance

are referred to the pain clinic.

There, patients are advised of methods to reduce pain through non-narcotic means. "The use of narcotics is only one aspect of pain management and has limited efficacy as patients often build tolerance to pain medication," Peterson says. "So, the pain management program provides adjunctive service and care."

Most of the patients referred to the pain clinic are those who have made repeated visits to the emergency department for treatment of chronic pain. Once referred, the patient receives free pain management consultation from George Fox interns, a service made possible by a joint agreement between the department and hospital.

The result: In the last year, consultation sessions have reduced recidivism in the highest users of the emergency department — those with more than six visits in a six-month period — by 40 percent.

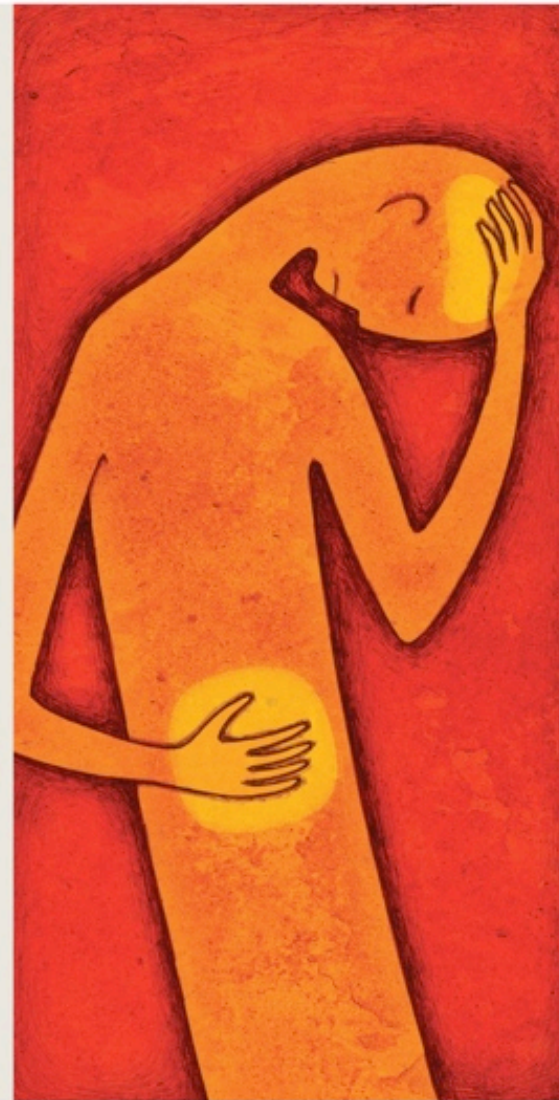
Peterson sees the partnership of psychology and medicine as more than a trend. "The future of health care will be much more integrated than the current system," she says. "We anticipate many more opportunities for psychologists to work in hospitals and other health care settings."

The department is also assisting at-risk youth in the community, partnering with Chehalis Youth & Family Services (CYFS) of Newberg to develop an internship site accredited by the Association of Psychology Postdoctoral Internship Centers. The site provides free mental health services for community members who don't have the insurance to cover them.

Wayne Adams, department chair, helped secure the \$12,000 grant that made the opening of the internship site possible. George Fox's connection to the clinic continued with Campbell providing accreditation guidance and CYFS Clinical Director Scott Ashdown joining the university's clinical faculty. Ashdown visits the clinic weekly to participate in the academic and clinical training of doctor of clinical psychology students.



Mary Peterson (left) and students like Vanessa Casillas, a behavioral health intern at Providence Newberg Medical Center, are taking a holistic approach to medical treatment, finding in many cases that emotional and mental wellness are connected to patients' physical health.



## The Graduate Department of Clinical Psychology

George Fox is the only evangelical Christian school in the Northwest with American Psychological Association accreditation of its PsyD program — and one of only seven such schools in the nation.

In addition to its work at Providence Newberg Medical Center, the PsyD program annually sends 15 students to urban, suburban, and rural health-related clinical training sites that include Oregon Health and Science University, Kaiser medical clinics in Portland and Salem, Salem Hospital, and Salem Veteran's outpatient clinic.

From there, many students earn nationally competitive internships in medical settings throughout the country. Students also are encouraged to pursue specialized training opportunities in health psychology. The curriculum includes courses related to this subspecialty, including health psychology, biological basis of behavior, neuropsychology, psychopharmacology, stress and psychophysiology, and substance abuse.

Of its eight full-time faculty, three members of the PsyD program have consulted in primary health settings in areas related to medical psychology and are formally affiliated with Providence.

In all, approximately 20 students annually participate in the department's health psychology clinical programs, which include a pain clinic, cancer support groups, sleep lab modules, and educational forums that cover everything from childbirth and diabetes to Parkinson's disease.

The Graduate Department of Clinical Psychology, begun in 1976 as part of Western Seminary in Portland, transferred to George Fox in 1990. The department secured APA accreditation in 1998.

This spread contains an article with a related side bar that was connected with the article in theme but not necessarily in content.

This first version of the layout separates the article from the side bar, but the illustration moves the eye toward the side bar, when the illustration is meant to tie in with the article.

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Mary Peterson (left) and students like Vanessa Casillas, a behavioral health intern at Providence Newberg Medical Center, are taking a holistic approach to medical treatment, finding in many cases that emotional and mental wellness are connected to patients' physical health.

Left: Brandon Phipps; Right: Cheryl Brown



## The Graduate Department of Clinical Psychology

George Fox is the only evangelical Christian school in the Northwest with American Psychological Association accreditation of its PsyD program — and one of only seven such schools in the nation.

In addition to its work at Providence Newberg Medical Center, the PsyD program annually sends 15 students to urban, suburban, and rural health-related clinical training sites that include Oregon Health and Science University, Kaiser medical clinics in Portland and Salem, Salem Hospital, and Salem Veteran's outpatient clinic.

From there, many students earn nationally competitive internships in medical settings throughout the country. Students also are encouraged to pursue specialized training opportunities in health psychology. The curriculum includes courses related to this subspecialty, including health psychology, biological basis of behavior, neuropsychology, psychopharmacology, stress and psychophysiology, and substance abuse.

Of its eight full-time faculty, three members of the PsyD program have consulted in primary health settings in areas related to medical psychology and are formally affiliated with Providence.

In all, approximately 20 students annually participate in the department's health psychology clinical programs, which include a pain clinic, cancer support groups, sleep lab modules, and educational forums that cover everything from childbirth and diabetes to Parkinson's disease.

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Flipping the illustration along a vertical axis makes the eye move back toward the article more, and creates a stronger tie.

# Holistic healthcare

by Sean Patterson

When 6-year-old Amber's stomach problems couldn't be diagnosed despite medical tests and X-rays, the resident physician at an Oregon Health and Science University medicine clinic turned to George Fox's mental health consultation program.

After discussing the case with Clark Campbell, acting chair of the university's Graduate Department of Clinical Psychology, the doctor discovered the source of the discomfort: The girl was involved in a parental custody battle and her pain was related to stress associated with weekend visitation.

"I think we saved the girl from having costly and potentially painful additional tests by considering the whole life situation she was experiencing," Campbell says.

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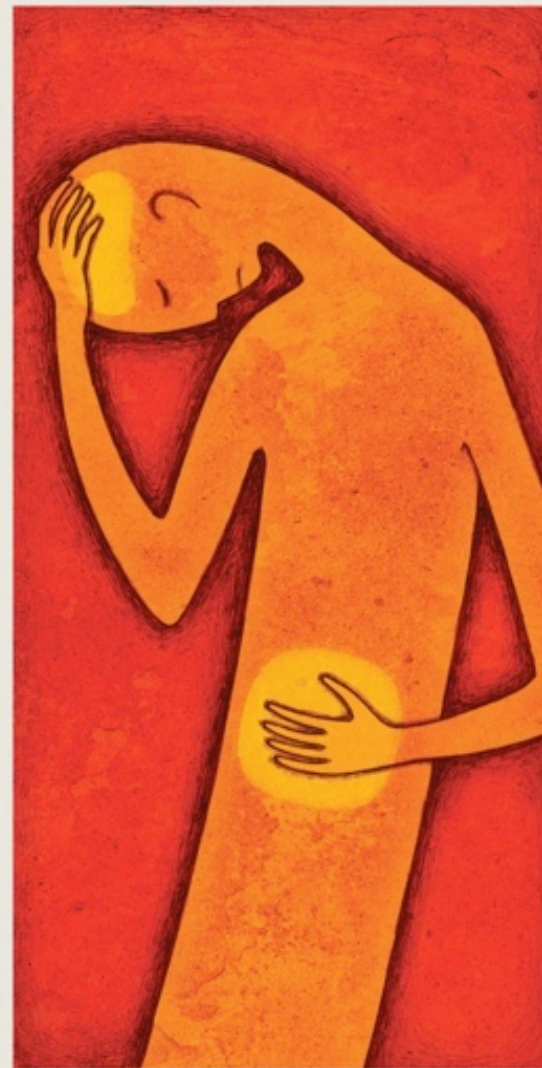
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Scaling the image down just enough to allow the grey background to cradle and envelop it gives the image an even stronger association with the article, but the image almost seems to cut off that side bar, relegating it to “no-read” status.

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Moving the image to the left and again flipping it to face the article keeps the image's strong association with the article, and moves the eye toward the text. The (Western) eye moves top to bottom and left to right when reading, so now when finishing the article there is not a heavy barrier to reading the side-bar, the eye just naturally moves toward the next piece of text.

And now the side-bar is enclosed in its own box, obviously a separate piece from the article, but not cut off from the rest by an image, and loosely associated by proximity, sharing the page.

*Remember the*

# 3 Rules

1. **Serve the Content**
2. **Consistency is Key**
3. **Simplify**