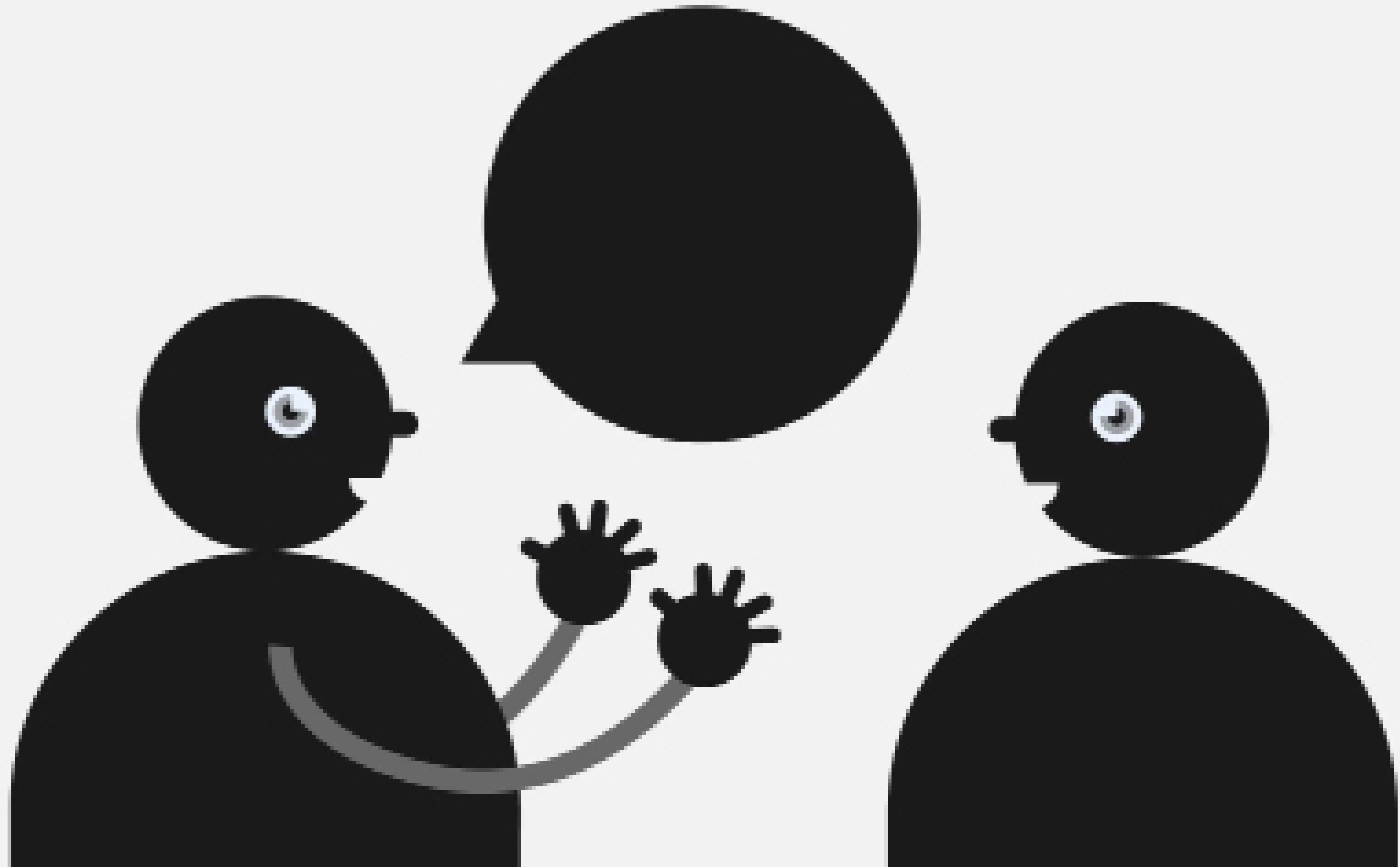
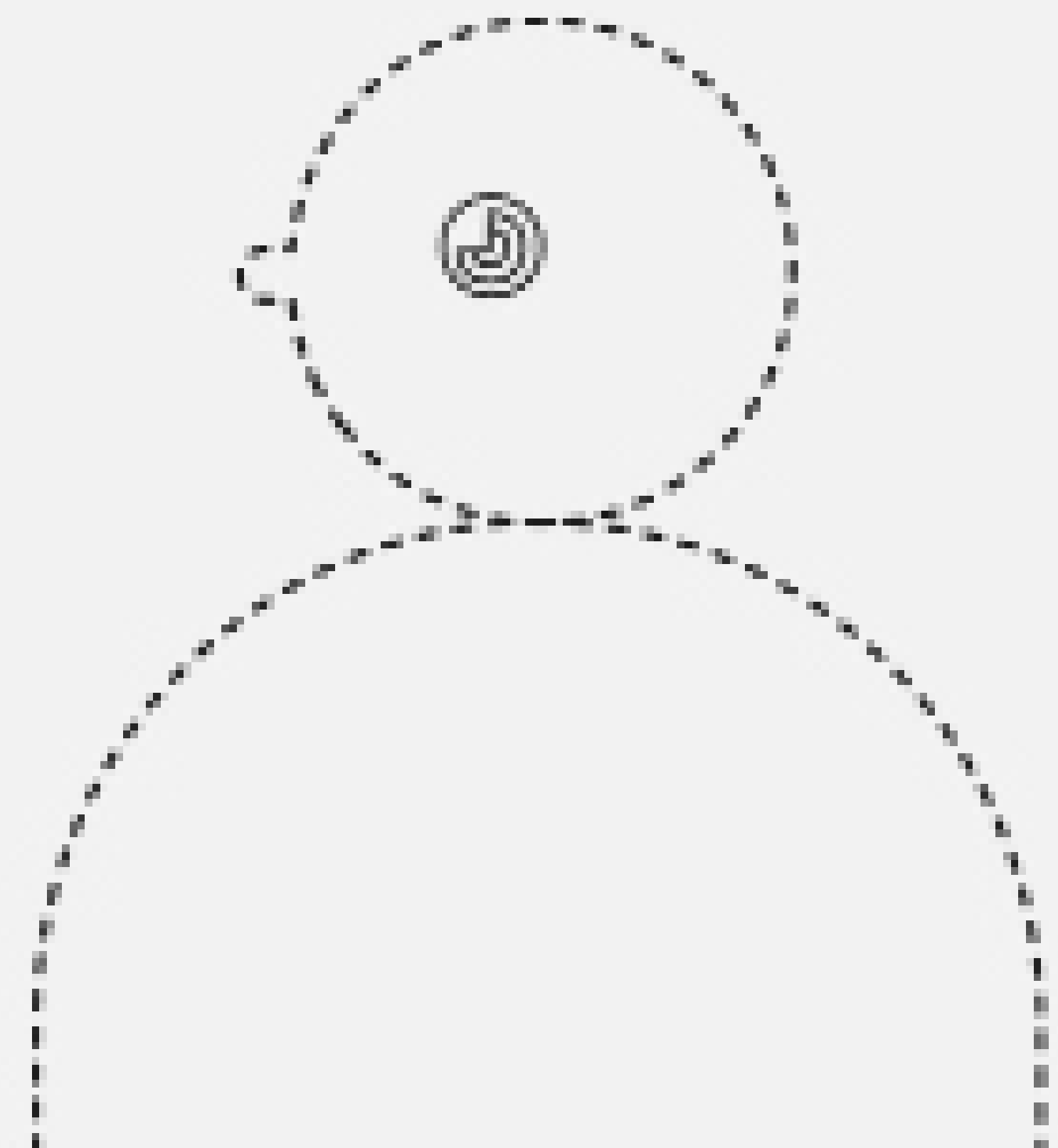

Preliminary Design Basics

SFU

TEACHING AND
LEARNING CENTRE







Content

Context
audience/
environment

Designing it is the last stretch. All your work takes its form at this point.

Appropriateness is everything.

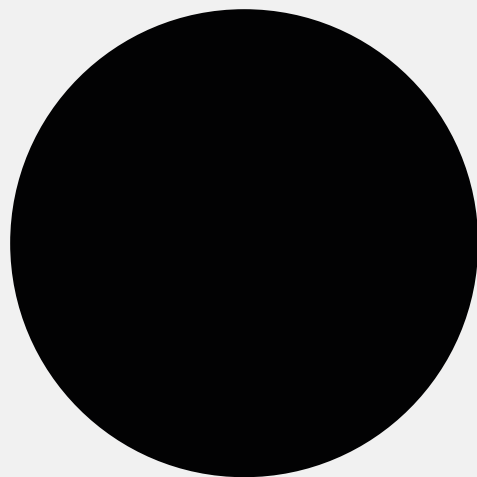
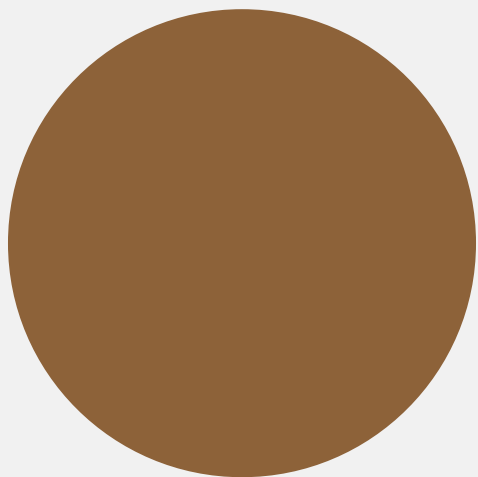
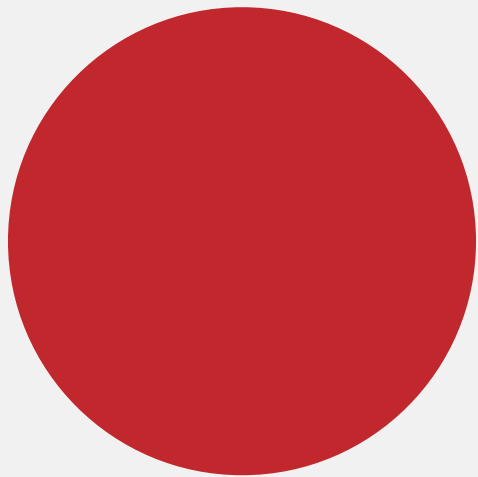
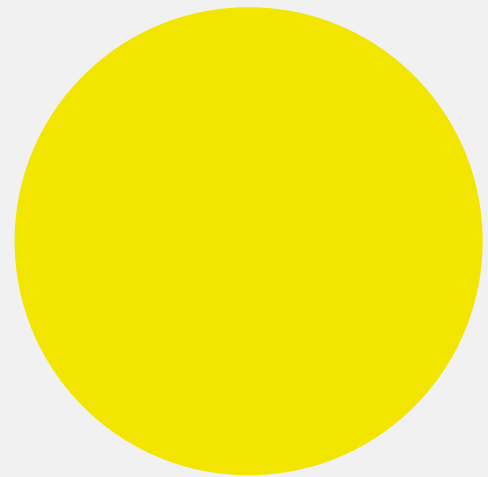
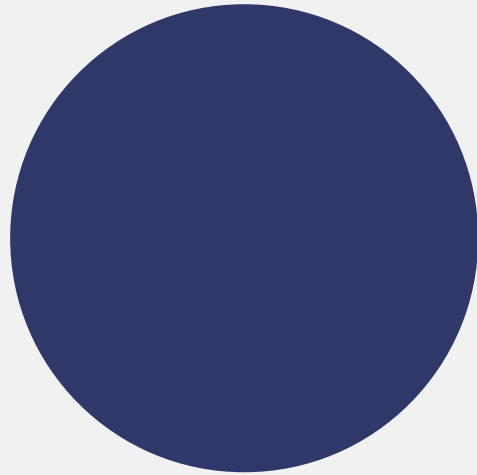
Is it appropriate to the content and context? There are limits to the solution.

Intellectual Elegance:

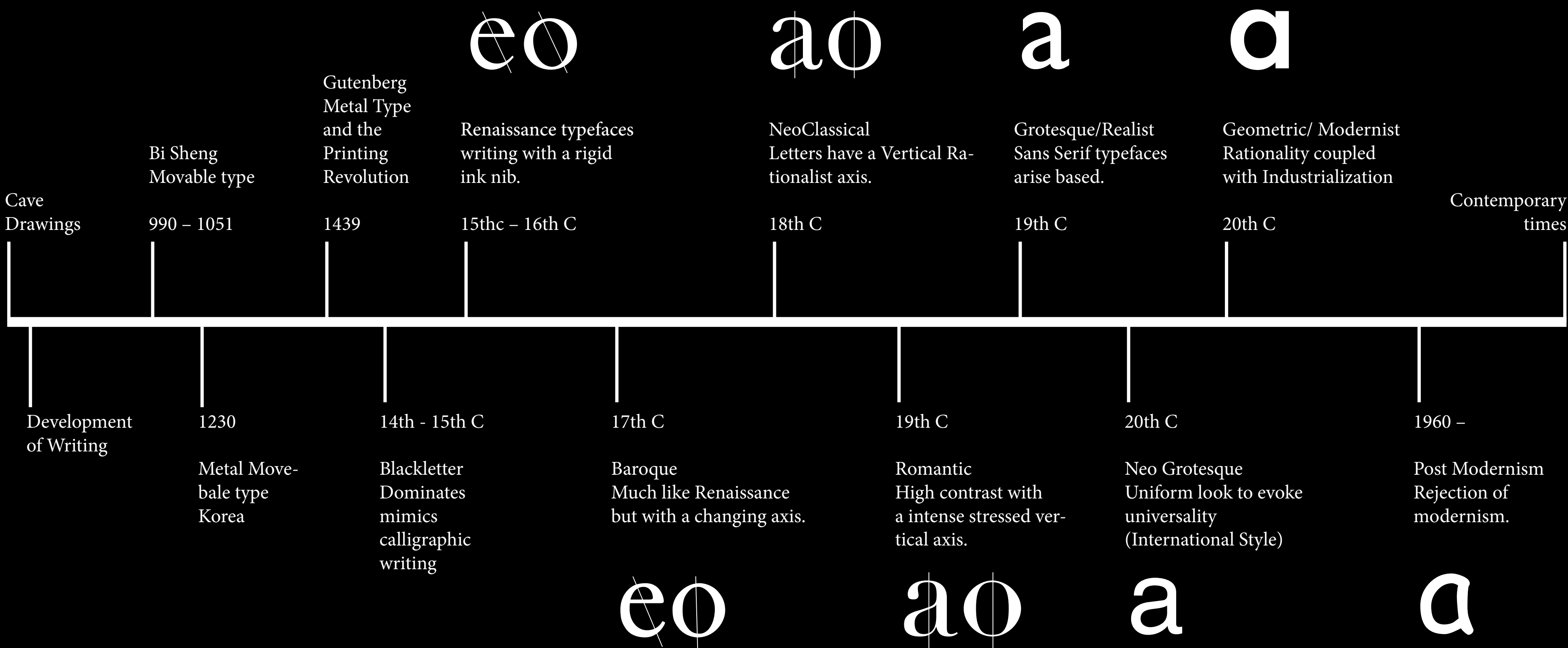
**Clarity of thought leads to clarity of
words which leads to clarity in design.**

“

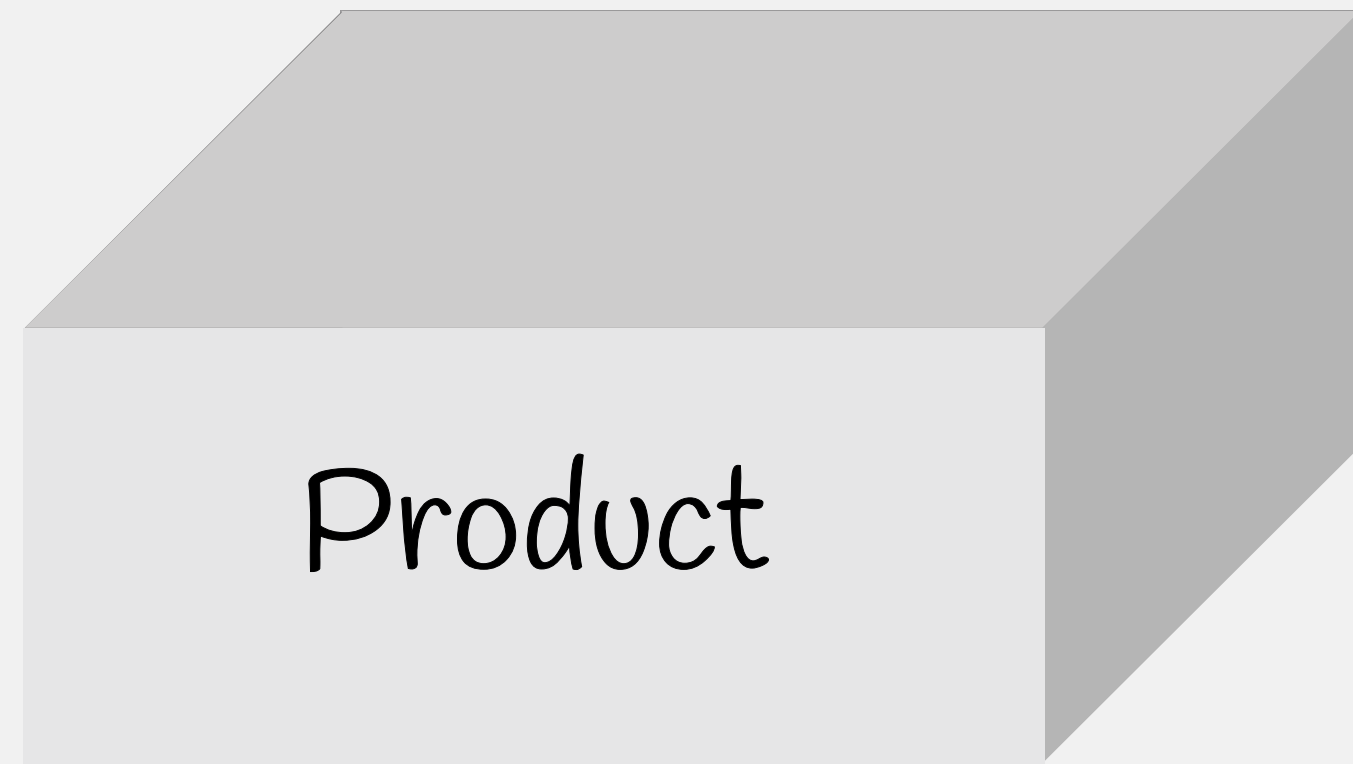
Know your audience



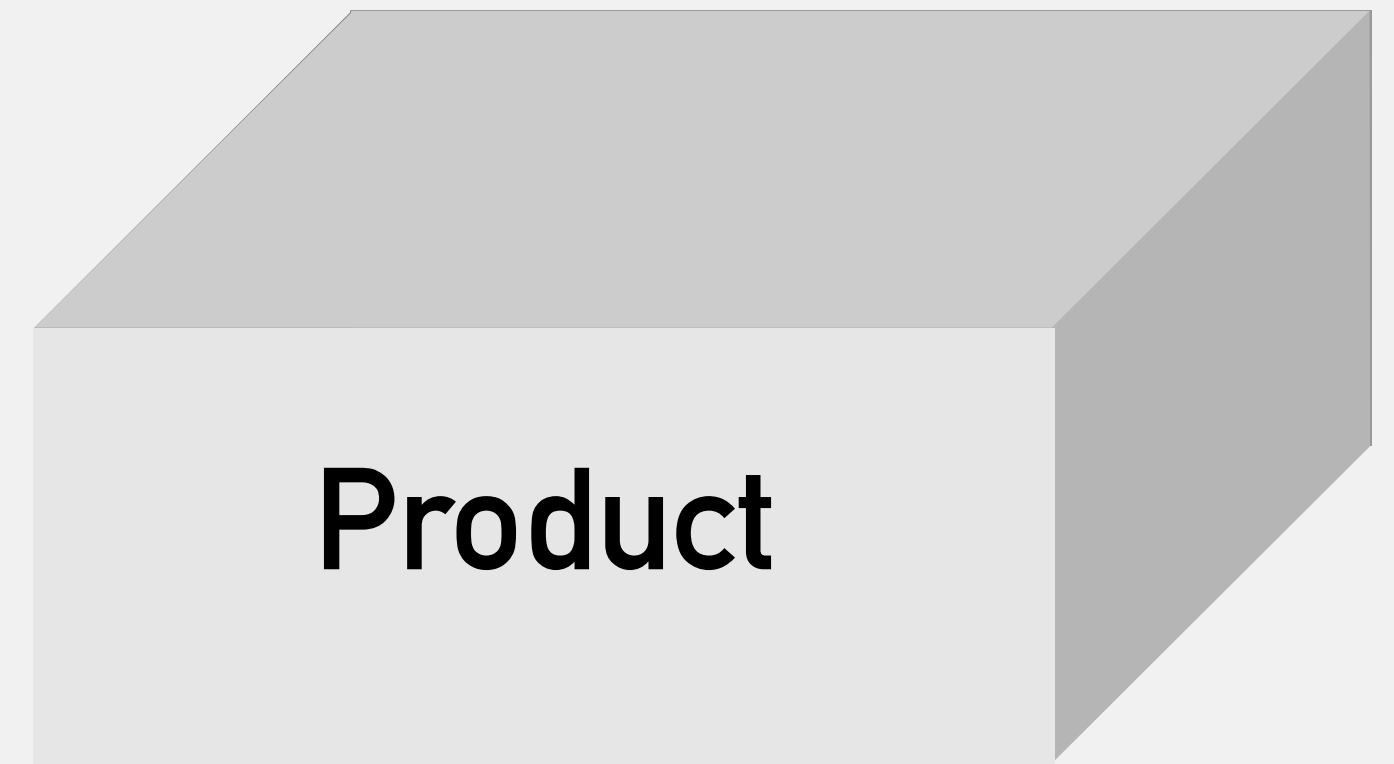
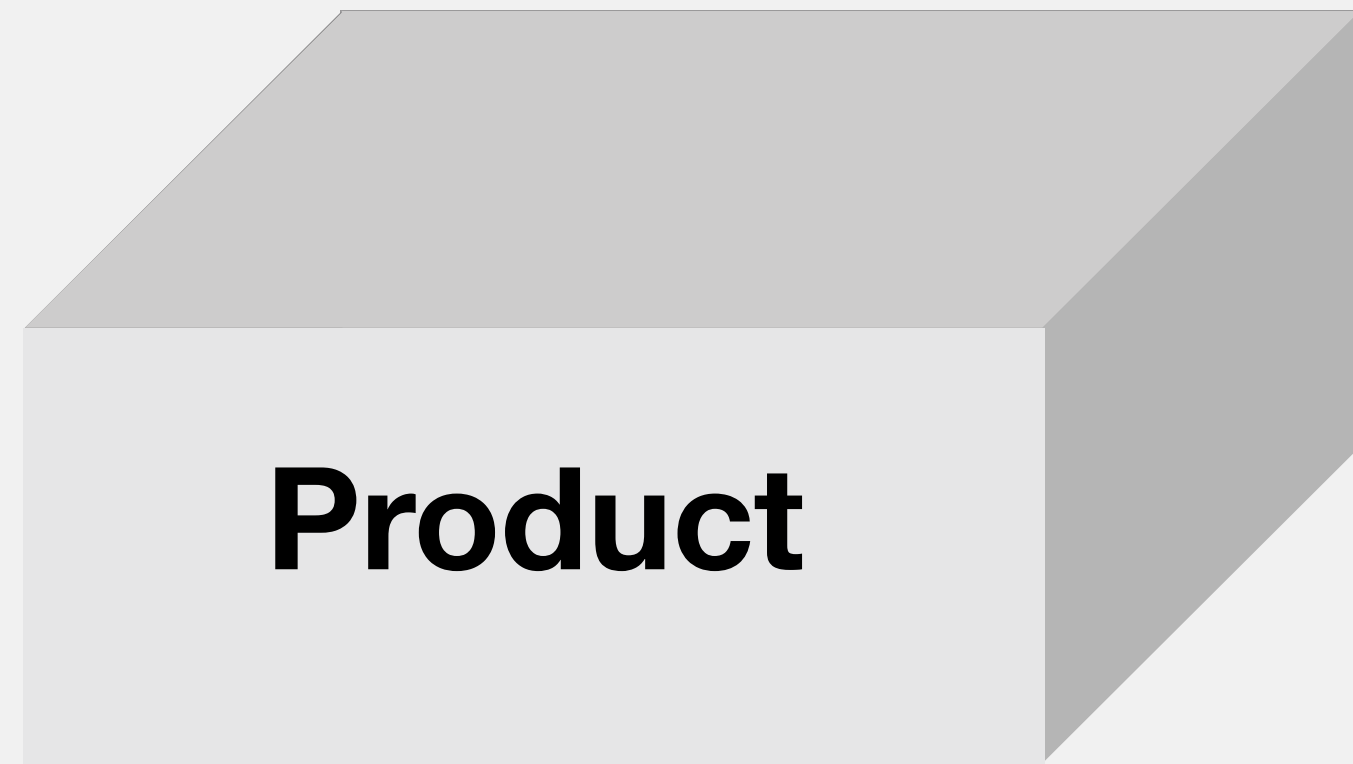
Often the history and era of a typeface can define its meaning. It is a visual representation of the culmination of values and perspectives.



What is inside? Who is it for? 1 / 3



What is inside? Who is it for? 2/3



What is inside? Who is it for? 3/3



Courier — A History of Secretaries

Didot — An Analysis of Perfume Families

Avenir — Forward Friendly Family Care Policies

Bevan - Industrial Technologies and Digital Culture

Body Font and Display

Page title

Heading 1

Pull out text, to describe something.

Heading 2

This is the body font. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris quis sollicitudin justo. Integer a bibendum dolor.

“Here is a quote”

“Also used for dialogue”

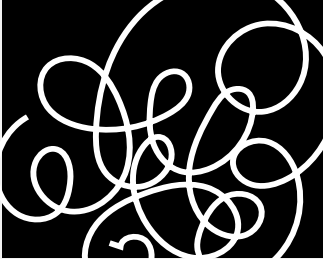
Heading 3

This is body the body font. Lorem ipsum dolor

- List Item 1
 - List Item 2

HEADING FOR TABLES

FIGURE 1.0 — An example of a caption



Main Poster Title

A Longer Subtitle to Further Explain Research and Other Things

STUDENT NAME LASTNAME, DEPT

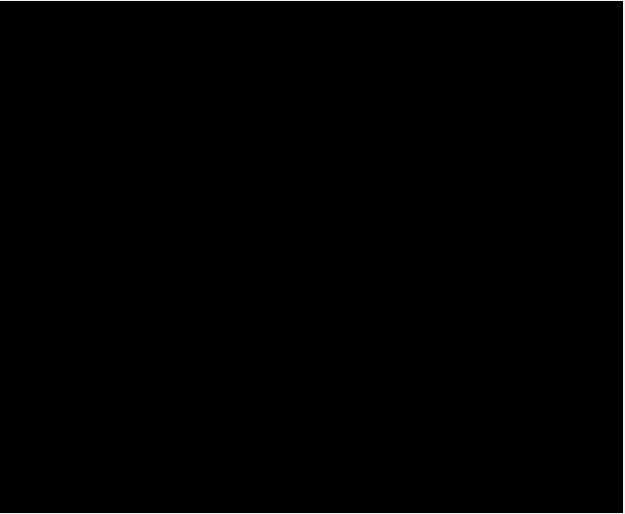
PLACE OF RESEARCH

SUPERVISOR

ABSTRACT

Mauris tristique tellus a lacinia rhoncus. Curabitur fringilla neque eu tortor euismod, eget convallis urna molestie. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nullam pharetra diam non neque pulvinar, at mollis augue aliquam. Maecenas a ullamcorper urna. Suspendisse potenti. Morbi euismod ligula sit amet erat elementum, sit amet egestas orci ultrices. Donec tempor tincidunt velit, quis rhoncus ipsum laoreet quis. Aenean finibus nunc nec nisi pellentesque, eget tincidunt ipsum cursus.

A GRAPH TITLE



Donec tempor tincidunt velit, quis rhoncus ipsum laoreet quis.

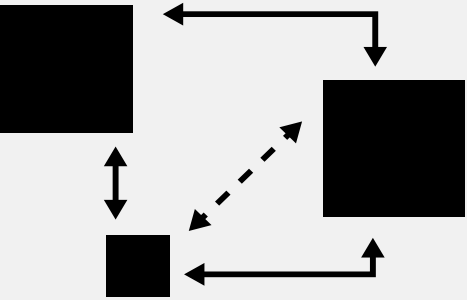
Aenean finibus nunc nec nisi pellentesque, eget tincidunt ipsum cursus.

SECTION 3

Mauris tristique tellus a lacinia rhoncus. Curabitur fringilla neque eu tortor euismod, eget convallis urna molestie. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nullam pharetra diam non neque pulvinar, at mollis augue aliquam. Maecenas a ullamcorper urna. Suspendisse potenti.

SECTION 1.1

- Mauris tristique tellus a lacinia rhoncus.
- Curabitur fringilla neque eu tortor euismod, eget convallis urna molestie.
- Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.
- Nullam pharetra diam non neque pulvinar, at mollis augue aliquam. Maecenas a ullamcorper urna.



Donec tempor tincidunt velit, quis rhoncus ipsum laoreet quis.

CONCLUSION

Mauris tristique tellus a lacinia rhoncus. Curabitur fringilla neque eu tortor euismod, eget convallis urna molestie. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nullam pharetra diam non neque pulvinar, at mollis augue aliquam. Maecenas a ullamcorper urna. Suspendisse potenti. Morbi euismod ligula sit amet erat elementum, sit amet egestas orci ultrices.

REFERENCES

Mauris tristique tellus a lacinia rhoncus. Curabitur fringilla neque eu tortor euismod, eget convallis urna molestie. Pellentesque habitant	morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nullam pharetra diam non neque pulvinar, at mollis augue aliquam.	Maecenas a ullamcorper urna. Suspendisse potenti. Morbi
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LOGOS



Sizes:

Move up and down from your body text size in a consistent manner

a a a a

Body font sizes –

Size 1 – Body text, Captions

Size 2 – Pull out Text/Quote

Size 3 – References

Size 4 – Authors

Size 5 – Main Poster Subtitle

Display font sizes –

Size 6 – Subsection Title

Size 7 – Section Title

Legibility, Body Text Size, Line Spacing and Line Length

Characters in a line should be around 45–70, shorter if text is in columns



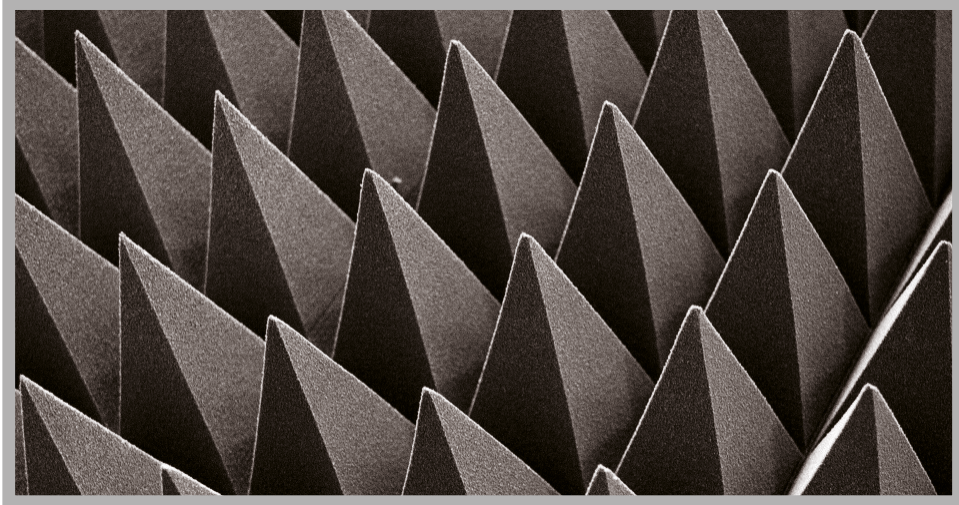
Print out a sample of your text/unfinished design to see if it is comfortable to read under similar display conditions.



Spacing of 1.03 – 1.45 for body text. You can also use a multiples of a static value

Align Everything 1

garden
the
modern
way



Nulla facilisi. Etiam viverra risus eu nisi gravida dignis-
sim. Proin faucibus facilisis nisi, vel egestas odio su-
scipit in. Lorem ipsum dolor sit amet, consectetur adi-
piscing elit. Nulla in purus gravida, sodales mauris in,
volutpat neque. Nunc lacinia. lorem at sollicitudin ma-
ximus, metus augue pharetra massa, in dapibus elit li-
gula sit amet elit. Phasellus non quam nec lectus mole-
stie feugiat sed ullamcorper quam. Aenean dui magna.
cursus sed elit non, hendrerit sollicitudin tellus. Nam eu
lacus scelerisque, hendrerit lectus nec, laoreet ligula.
Etiam vulputate eu ante at efficitur. Nunc pellentesque
dignissim felis id rutrum. Nam eget porttitor sem. Nam
eu dui condimentum, sollicitudin nisi dignissim, mole-
stie dui. Suspendisse leo tortor, posuere ac commodo
vitae, mattis et ligula. Phasellus viverra quam ipsum, ac
porttitor lorem pellentesque in.

title

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris ac dui non purus fermentum tempor eget eget mi. Aliquam ut metus sapien. Mauris volutpat, eros.

section

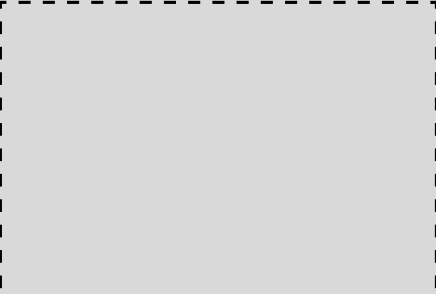


Aliquam ut metus sapien...

title

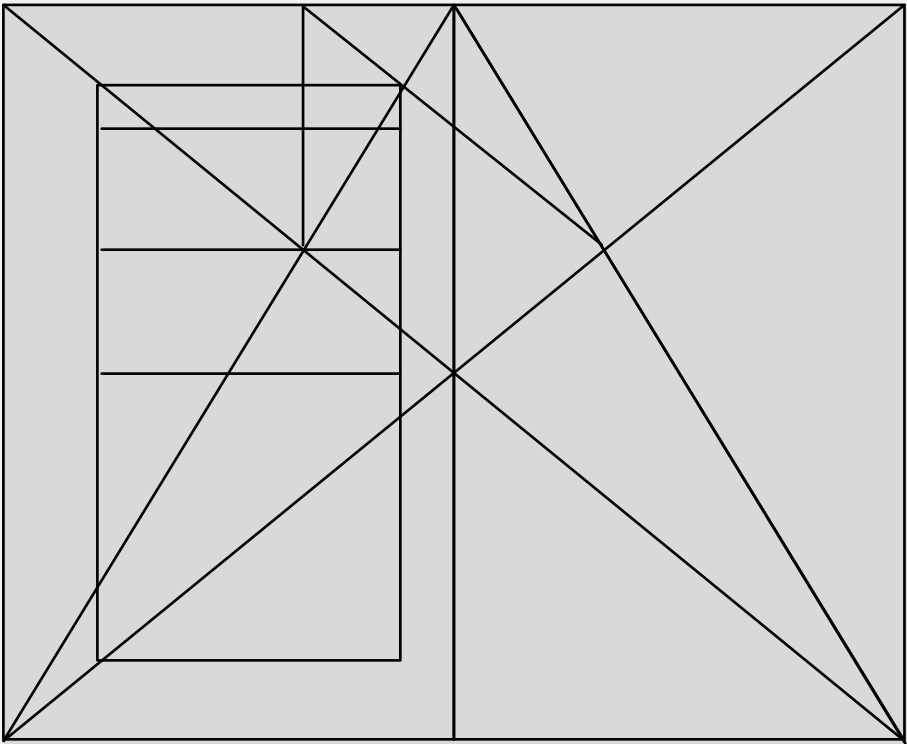
>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris ac dui non purus fermentum tempor eget eget mi. Aliquam ut metus sapien. Mauris volutpat, eros.

section



Aliquam ut metus sapien.

Mauris ac dui non purus fermentum tempor eget



Align Everything 2



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris ultricies diam in nisi hendrerit suscipit. Etiam aliquam risus quis porttitor egetas. Pellentesque sed ultrices purus. Curabitur tincidunt massa et velit molestie, tristique porttitor. Aliquam facilisis vehicula ultricies. Nam pharetra ante id neque pulvinar auctor. Aliquam non condimentum ipsum. Aenean sagittis iaculis aliquet. Etiam nec congue quam. Nulla est elit, cursus ut metus ac, porta sagittis orci.

Images (Resolution)



**200 dpi or greater up to
300dpi for print:**

For a full 4 x 6 image, greater
than 750Kb

For an 8.5 x 11 Image, greater
than 2 Mb



**72dpi for screen, and the
image should be:**

Greater than 200kb for a
smaller image

Greater than 750Kb for a large
size

Images (Contrast & Focus)



highlights too strong

too much in shadow



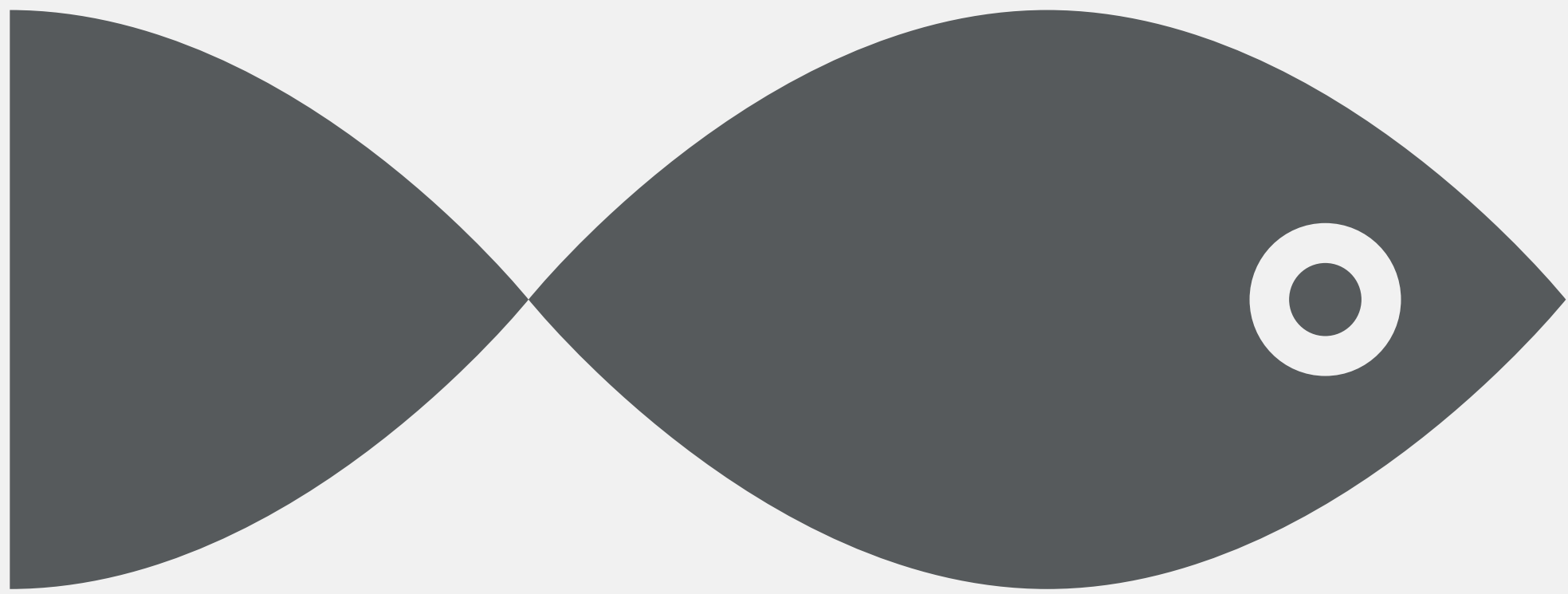
**more balanced,
simply through
cropping and a
little brightness
adjustment**



Proper Focus

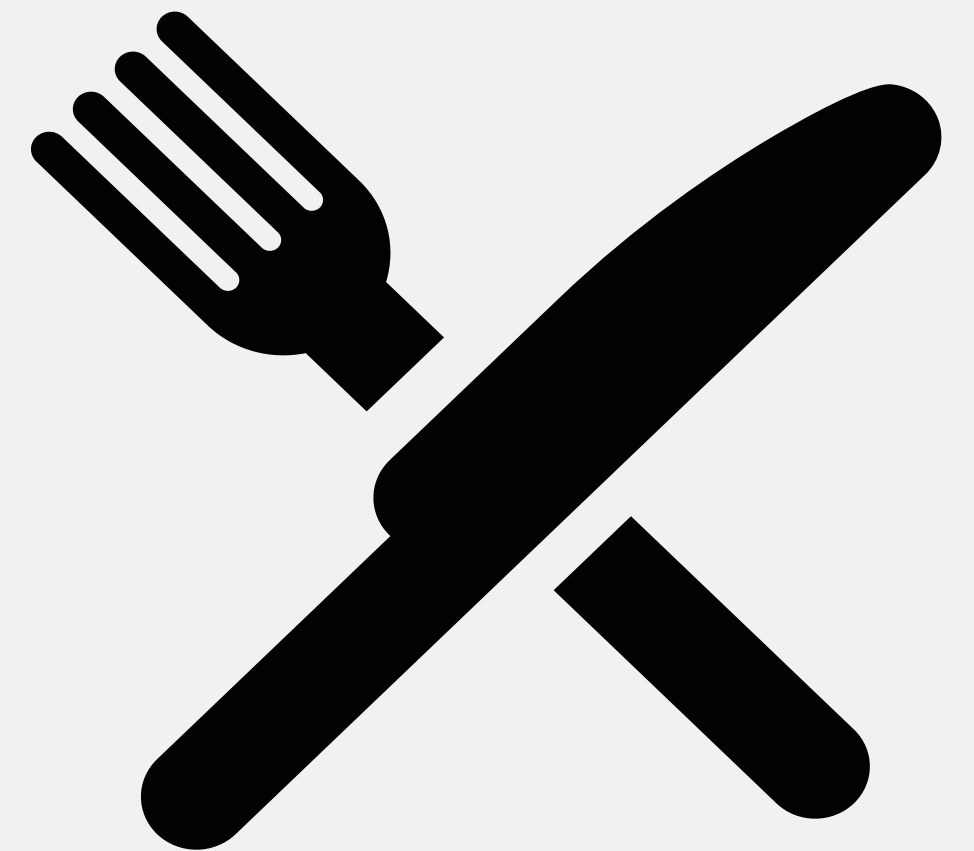
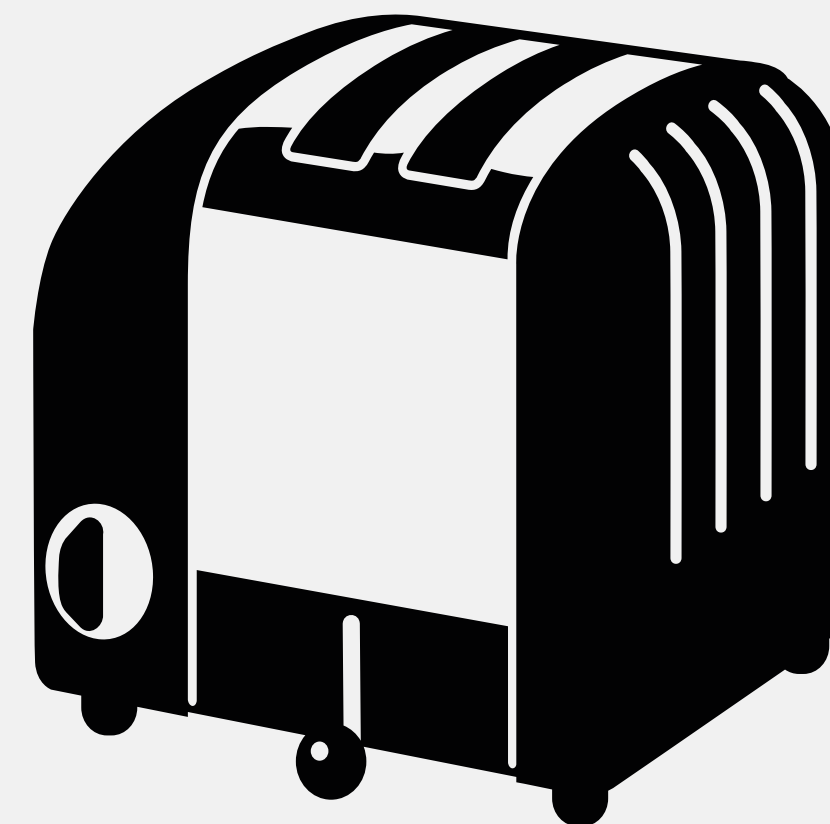


Icons



Icons can be used to create graphic and eye-catching designs and encapsulate complex ideas.

Which does not belong stylistically?



Juicer Jug by Creative Stall/Pot by Dilon Choudhury/Toaster by Simon Child/ Silverware by Andrew Was/All from the Noun Project

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pexels.com/photo-license/

flickr.com/creativecommons/

thenounproject.com

flaticon.com/

fonts.google.com/

fontquirrel.com/

Where to Start/How to work

- Throw everything on the page
- Style text based off body typeface and its linespacing
- Move elements around until it starts to portray the content well and begins to “tell the story”
- Align elements to each other
- Print a rough draft to see if type sizes and graphics work
- Take a rest and repeat until poster is appropriate to the content and context (audience/environment)

Hints and Advice

- Make everything more visual – Can the content be changed to a diagram, flowchart, map, etc. ?
- Question the content – Can it be made shorter? Can it be a list?
- Less is more, especially with type and decorative elements.
- Take a break from it and give yourself time.

When is it Finished?

- Do all the elements contribute to telling a story in the best possible way?
- Do all elements work together? Do they match?
- Are things spaced evenly and aligned?
- Are the elements consistent?
- Do you have time left?

Resources

edmedia.tlc.sfu.ca/going-graphic/