

# A DEFINITION FOR DESIGN

Design Defined: Creativity within constraints

1. Constraint: a limitation or restriction
2. Creativity: the use of the imagination or original ideas
3. Use the design tools; form, shape, color, texture, line, proportion, scale, balance, harmony, unity, rhythm, and emphasis

# LAYOUT DESIGN

Layout Defined:

1. There are measurable, accurate and consistent guides or lines along, or within which images will be placed to create form, shape, or texture. Repetition is required to show that your content has been placed deliberately and accurately.
2. There is a measurable, accurate and consistent attachment point or method on, or around images where or how they connect to guides or lines to create repetition or rhythm. Repetition is required once again to show that your content has been placed deliberately and accurately.

# USE EMPHASIS

An objective focus is one content item that has more emphasis than any other content item. Use Photoshop to provide characteristics to one single content item that will produce emphasis. If you have 3 reasons for the content items prominence over all others you have succeeded.

# PRODUCE A LAYOUT DESIGN

Process:

1. Sketch layout guide lines
2. Sketch how a single content item will be attached, or placed relative to guide lines, or resulting shapes
3. Repeat step 2 at least 4 times with the same type of attachment or placement for other content items

# EXAMPLE

Linear:

1. Sketch a single straight line
2. Sketch a content item attaching at its center, to the line
3. Repeat
4. Insure the attachment point is measurable, accurate, and consistent between each item. It can be proportional, rhythmic, balanced, etc.