# E-Content (SLM)

For
## Course – Master in Journalism and Mass Communication
(MJMC)

Department – PG Department of Hindi
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# *Principles Graphic Design*

• Basic graphic design principles can be summarized in one word:

• CRAP:
– Contrast
– Repetition
– Alignment
– Proximity

• Focus (here) is on Text

# *Contrast*

• Contrast: When two elements are not *exactly the same*, they should be *very different*
– Otherwise it just looks like a mistake

• With text, contrast can be achieved through

– Font size: small, medium, large
– Font family: serif, sans-serif, *cursive*, monospace,
– Font weight: light, normal, bold
– Font style: oblique, normal, *italic*
– Font decoration: none, underline, shadow,

• We can also use text and/or background color

## *Contrast (Cont'd)*

• Contrast can be used to separate different parts of
a document (e.g., navigation vs. content)
• Contrast can be used to aid the user in navigation
(e.g., section headings)
• In the best case, weak contrast is not noticeable
• In the worst case, it just looks bad
– User's Name: Patrick Morin
– User's Location: 5177 Herzberg Building
– User's Location: 5177 Herzberg Building

## *Repetition*

- Styles and visual elements should be repeated across a page and across a web site
- Leads to a cohesive and consistent web site
- Repetition can be achieved with

– Text (font) properties: Use these the same way throughout
– Color: Consistent use of color throughout the site/document
– Background: Background images/colors
– Page and section layout: Similar elements should should be layed out the same way
– Images: Graphics can be repeated and/or styled similarly
– Alignment: Consistent use of alignment

# Repetition (Cont'd)

- Repetition lets a user know that they are still on the same web site
- Repetition allows a visitor to learn the page (or section) layout only once
- Another form of repetition: Web design patterns

# Alignment

- Our minds like to imagine straight line grids when look at things
- We like to see things line up
- We can't stand to see things that almost – but don't quite – line up
- We also like to see equal distances

– This is a technique called symmetric spacing
- Things that are not aligned get treated differently
– Navigation bar text vs. body text

# *Proximity*

• Proximity (closeness of objects) can be used to
group related items together
– Section heading close to section text
– Figure caption close to figure
• Distance can be used to visually separate
unrelated items
– Extra space before section heading separates it from
previous
section
– Extra space before and after figures separate them from text
and other figures

# *CRAP Summary*

• Contrast
– When things are different make them very different
– Can be used to guide the reader's focus
• Repetition
– Repetition creates a sense of cohesion and consistency
• Alignment
– Alignment is critical for good looking web pages
– Small alignment problems can make a whole page look bad
• Proximity
– Closeness and distance can be used to group related items
and separate unrelated items, respectively