

Marketing Mod 6 Part 2

Basic Design Observation

Student's Name: _____

Design helps communicate the story. The chosen photos, type and graphics are arranged on the page to help the reader. Design elements are not just thrown down willy-nilly. There is a plan. Looking at great design will allow you to understand the importance of how elements communicate.

When looking at design, always remember **Good CRAP. (C + R + A + P + D + U)**

C in **CRAP** stands for **contrast**. Is there contrast in photo sizes and type sizes? The more the difference between the elements, the greater they are easy to compare and comprehend and that is when they are said to have contrasted with each other.

R represents repetition. Are there elements repeated on the spread like color or a series of photos? The principle of **repetition** simply means the reusing of the same or similar elements throughout your design.

A is for **alignment** and refers to placing text and other design elements on a page so they line up. It helps to create order, organize your elements, create visual connections, and improve the readability of your design.

P is for **proximity**. Are elements on the spread consistently spaced from each other? The principle of **proximity** is about moving things closer or farther apart to achieve a more organized look.

Finally, do not forget about two more elements in good design. They are **D** for **dominance** and **U** for **unity**.

You design one element to have more **dominance** than another by giving it more visual weight. To exert **dominance**, an element must look different from the elements it is meant to be **dominant**.

Unity is a measure of how well each element of your design works together. It describes the overall design, and whether its components work together in harmony to communicate a single idea. **Unity** is the most important principle of design because it brings your design together as one cohesive unit.

C + R + A + P + D + U

Assignment: Use the two examples provided and look for examples of good design. (Depending on your adviser, examine popular magazines, yearbooks, or Pinterest to determine what is good graphic design).



Do you see contrast on the spread? Where?

Do you see any repetition on the spread? Where?

What are your thoughts on alignment on the spread?

Why is proximity important in this spread?

What is the dominant element on the spread?

How is unity achieved in this spread?

Creativity Never Gets Old
we're never too grown up to play with toys and use our imaginations

In Susan Anderson's Spanish III class, students were divided into groups of eight and given a black and white picture which became the inspiration for an original short story in Spanish.

Describe the picture given to your group.
Christina Longenecker
It's a village setting with people doing casual tasks like shopping and shop owners sweeping around their stores. There's government services, stores, hotels, and restaurants. Everybody seems genuinely happy.

Hannah Acker
Alright so, it's everybody in a waiting room of a hospital, and they all have various injuries. Like one lady has a neck brace and another little girl has a cast on her leg.

What was the idea for your story?
Christina
A wealthy man is betrayed by his wife who's having an affair. He plans to poison his wife and her lover, the butler. It's the husband's act of revenge, but little did they know... there's a plot twist.

Michael
So the idea is that the people in the waiting room were auditioning for America's Got Talent and somehow it all went horribly wrong.

What challenges did you face with the project?
Christina
The only challenge is that I'm not fluent in Spanish so it's kind of difficult to completely write out the story in Spanish when I only partially understand it.

Michael
Honestly, just figuring out who was going to be what character when acting it out and choosing ideas for the story was probably the hardest part.

Fun to Play With, Not to Eat
Joseph "Jed" Pugh admires his Play-Doh brain model in AP Psychology. She constructed a color-coded model of the brain for the neuroanatomy unit. "It's a very intuitive way of learning instead of just reading from a textbook," Joe explained. After completing the project, students were given a small butter knife to cut open their model brains. "Cutting open the brain at the end was like cutting bangs. You think it's going to be asymmetrical; instead it's just kind of all mashed together, but not bad for my first brain," he said.

Dance the Day Away
A run-through of new choreography helps thespian **Blair Varney** get ready to audition for the winter musical, *Grease* and *Dolls*. Blair has worked with Mrs. Livette on every school musical since freshman year. "I've been doing community and professional theatre for 10 years now," Blair said. Mrs. Livette's class covers the shooting, acting, and singing aspects of musical theatre. "Theatre has really helped my confidence grow and has helped me become a better public speaker," she explained.

Eyes on the Prize
Creating time to study during lunch, **Tiffany** prepares for a homework check in Mr. Tubbins' AP US History class. Tiffany has had Mr. Tubbins' since freshman year. "I like that Mr. Tubbins offers multiple assessments throughout the week to make sure we understand the material," she said. "It keeps me disciplined every year, having to turn your homework in at 8:10 in every morning," explained Tiffany.

Front n' Center
Isabel presents her South Carolina project in Mr. Hamilton's AP US History class. Students were required to document the founding and daily life of any U.S. colony. "I visited South Carolina a few years ago and fell in love with the state," Isabel said. Groups researched and presented their projects together, but students created the brochures individually. "I really liked being able to present in groups as the focus isn't all on you," she admitted.

The truth of junior year is...
"Like a pineapple, sweet on the inside, and salty on the outside."
Isabel Chen

"Like a hard candy, once it can be hard and sweet at the same time."
Christina Chen

"It's pretty fun! I think it's fun! I am truly enjoying high school this year."
Chyan Wilson

By Kennedy Stone, Maria Perez and Breana Miller

Photo: Kristina

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