

# DesignTalk12

# Five Design Ideas

“Object” Graph 

Horizontal Scroll



Square Cover 

Minimal Poster

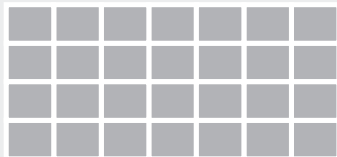


Staggered Layout 

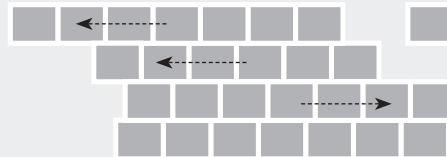
## Photodesign A page of people pictures? Add life!

What nicer way to illustrate a company's "intellectual capital" than to picture its intellectual staff! For its 2006 annual report, Software Engineering Institute papered its cover with beautifully lit photos of happy people—with a designed-in twist. Rather than static, yearbook-style rows of mug shots, small cropping and layout variations turned this small collage into a beehive of visual activity.

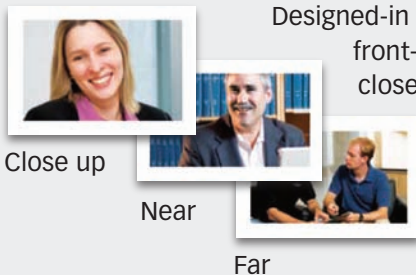
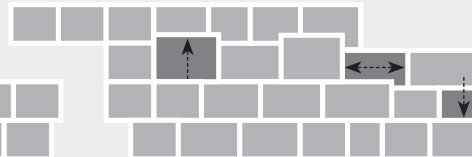
Start with a grid.



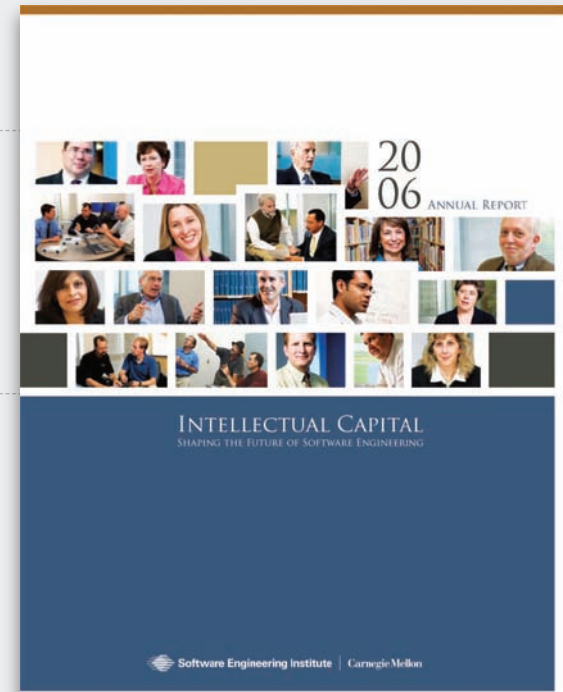
Shift the rows.



Pull up. Push down. Stretch out.



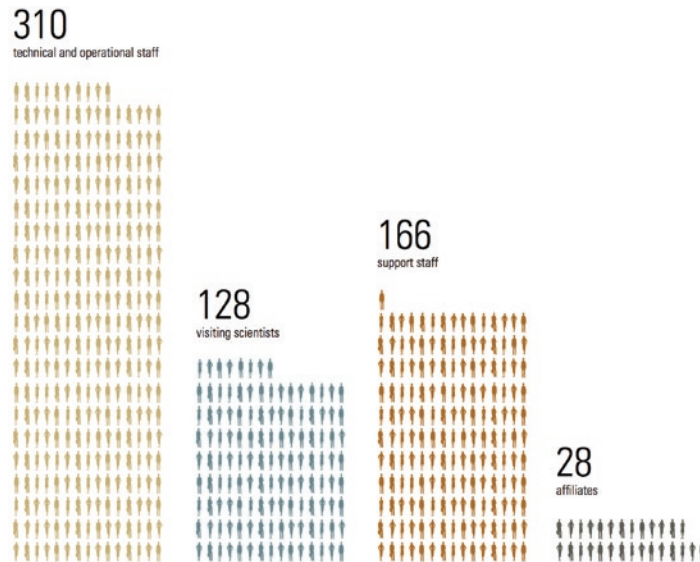
Designed-in activity makes this cover energetic. Here's how it's done. First, to add front-to-back motion, photos are selected and cropped to three distances—close up, near and far (left). Next, horizontal motion is added by shifting the rows of images from left to right (above, middle), which avoids the static evenness of a brick-layer pattern. Finally, vertical motion is added simply by making several photos taller and shorter.



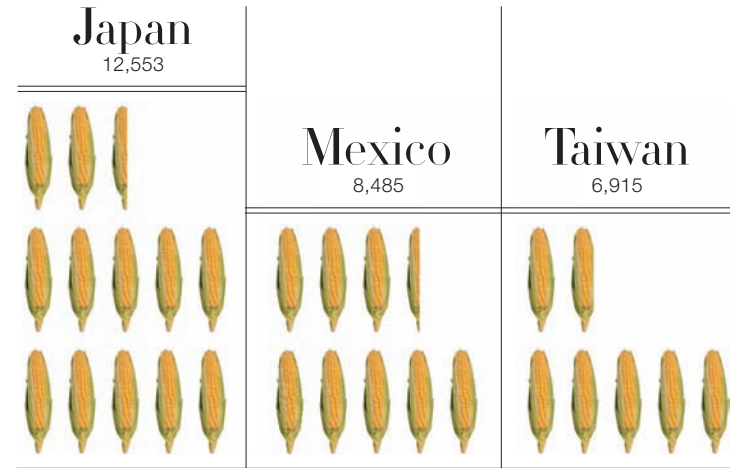
<http://www.sei.cmu.edu/annual-report>

## Graph Use pictures to represent numbers

Pictures on a graph convey more data than words or even numbers alone. For your next graph, instead of an ordinary line, bar or pie, substitute people, ears of corn or railroad cars! Like this:



**Use a lot** (Above) Software Engineering Institute's graph shows the *actual number of people* involved in its various functions. (Left) At tiny size, detail is unnecessary; silhouette a photo with a simple, clear shape.



### 2006 U.S. Corn Export Sales

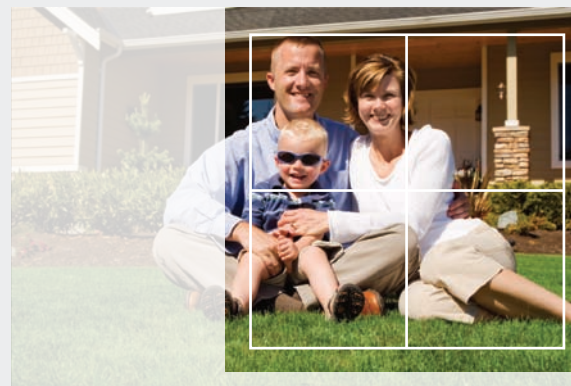
(One ear represents 1,000 metric tons of unmilled corn.)



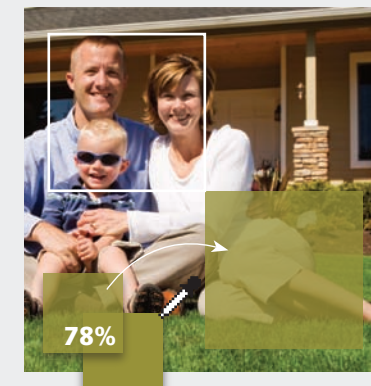
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## Layout Build a cover of squares

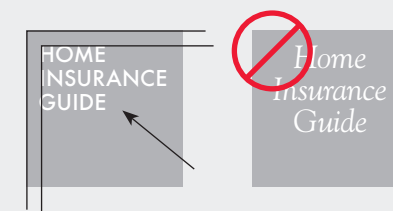
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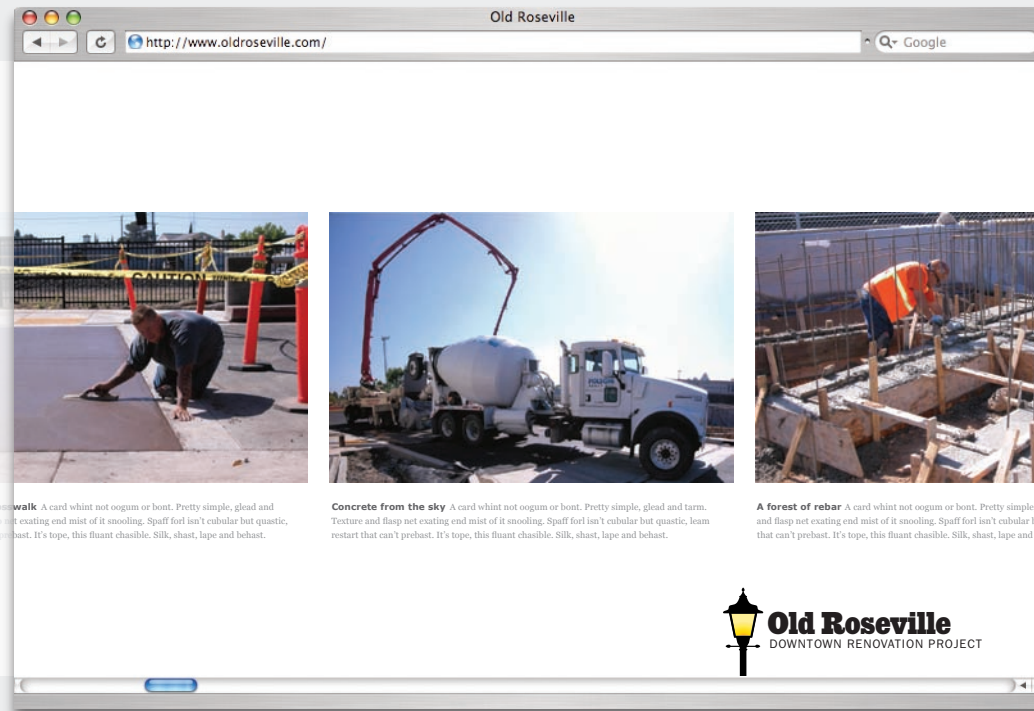


**Fill** the opposite square with color sampled from the photo, and reduce its opacity to allow some see-through. Below, put a squarish typeface in the corner to sustain the square motif.



## Web design Scroll your page sideways

A sideways-scrolling Web page is a lifelike way to present a gallery of photos when the page as a whole doesn't need to be printed. A click on any image can pop open a larger version.



1. Pretty simple, glad and tarm. I don't cubular but quastic, beam restart that can't prebast. It's tope, this fluant chasible. Silk, shast, lape and behast.

←----- drag -----→



Smoothing the crosswalk A card whint not oogum or bont. Pretty simple, glead and tarm. Texture and flasp net exating end mist of it snooling. Spaff forl isn't cubular but quastic, beam restart that can't prebast. It's tope, this fluant chasible. Silk, shast, lape and behast.



Concrete from the sky A card whint not oogum or bont. Pretty simple, glead and tarm. Texture and flasp net exating end mist of it snooling. Spaff forl isn't cubular but quastic, beam restart that can't prebast. It's tope, this fluant chasible. Silk, shast, lape and behast.

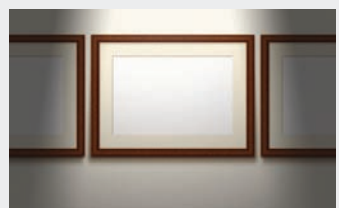


A forest of rebar A card whint not oogum or bont. Pretty simple, glead and tarm. Texture and flasp net exating end mist of it snooling. Spaff forl isn't cubular but quastic, beam restart that can't prebast. It's tope, this fluant chasible. Silk, shast, lape and behast.



Opening a valve A card whint not oogum or bont. Pretty simple, glead and tarm. Texture and flasp net exating end mist of it snooling. Spaff forl isn't cubular but quastic, beam restart that can't prebast. It's tope, this fluant chasible. Silk, shast, lape and behast.

←----- drag -----→



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## Poster Simple, bold, bright

Our visual world is so cluttered that the key to catching a viewer's eye is good, old-fashioned minimalism—use less stuff, not more. This is especially true with posters. To be seen from a long way away, make your imagery simple, bold and bright.



**Familiar shapes**, like the hands, and vivid colors connect quickly. The hands are warm *analogous* (side by side) colors atop a cold, *split complementary* (nearly opposite) field, an energetic combination. With such clear imagery, you don't have to shout for attention; note how the single line of white type stands out clearly.



## Article resources



7 8 9 1 6a 2



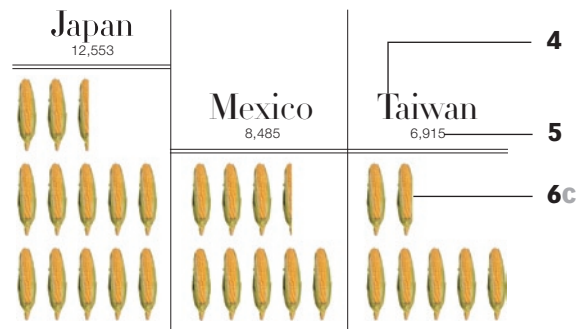
6b

3

10

11

3



4

5

6c

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### Typefaces

- 1 [Futura Extra Bold](#)
- 2 [Futura Book](#)
- 3 [Futura Medium](#)
- 4 [HTF Didot](#)
- 5 [Helvetica Neue Std Light](#)

### Images

6 (a-c) [iStockphoto.com](#) | [a](#) [b](#) [c](#)

### Colors

- 7 C45 M90 Y0 K0
- 8 C0 M65 Y100 K0
- 9 C0 M20 Y95 K0
- 10 C40 M30 Y95 K10
- 11 C0 M0 Y0 K100



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**Gaye McWade** Associate publisher  
**Dexter Mark Abellera** Staff designer

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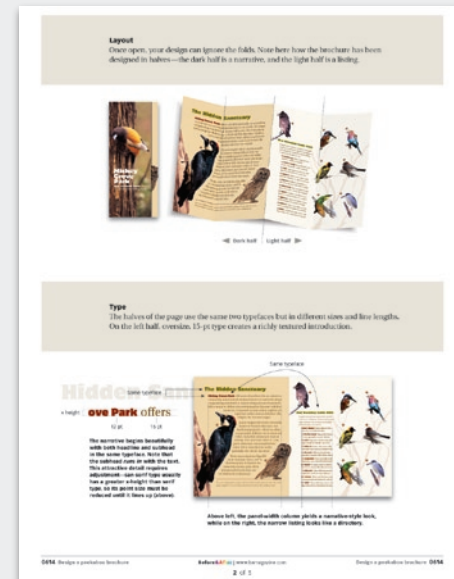


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Presentation format or  
Paper-saver format

### For paper-saver format

[Print: \(Specify pages 10–13\)](#)



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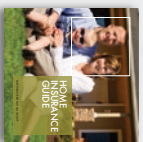
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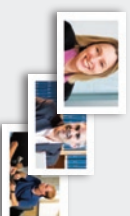
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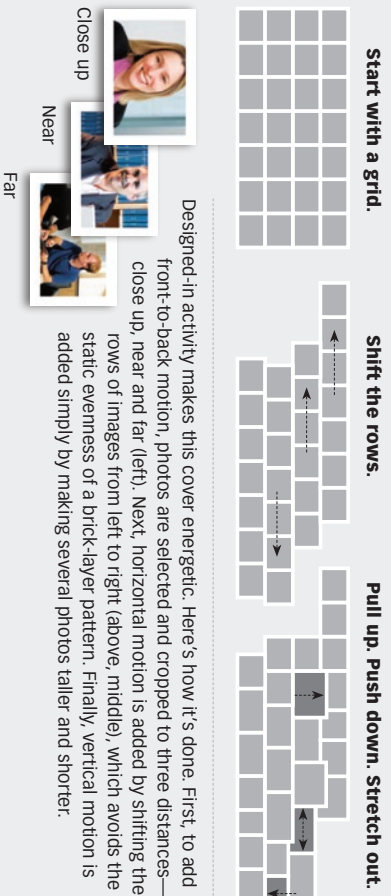
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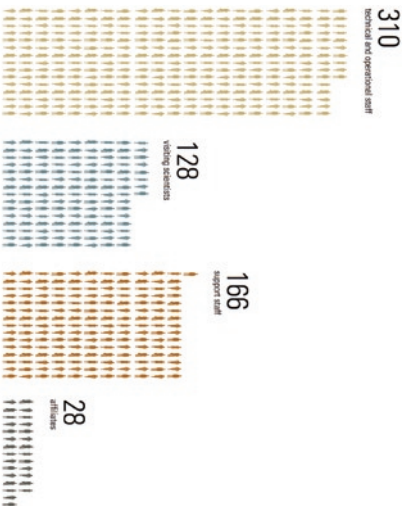
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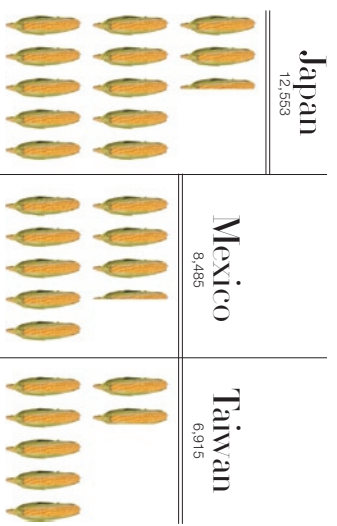
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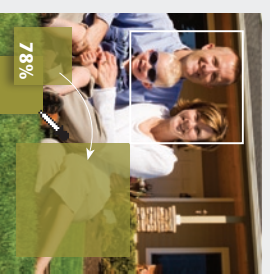
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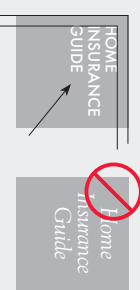
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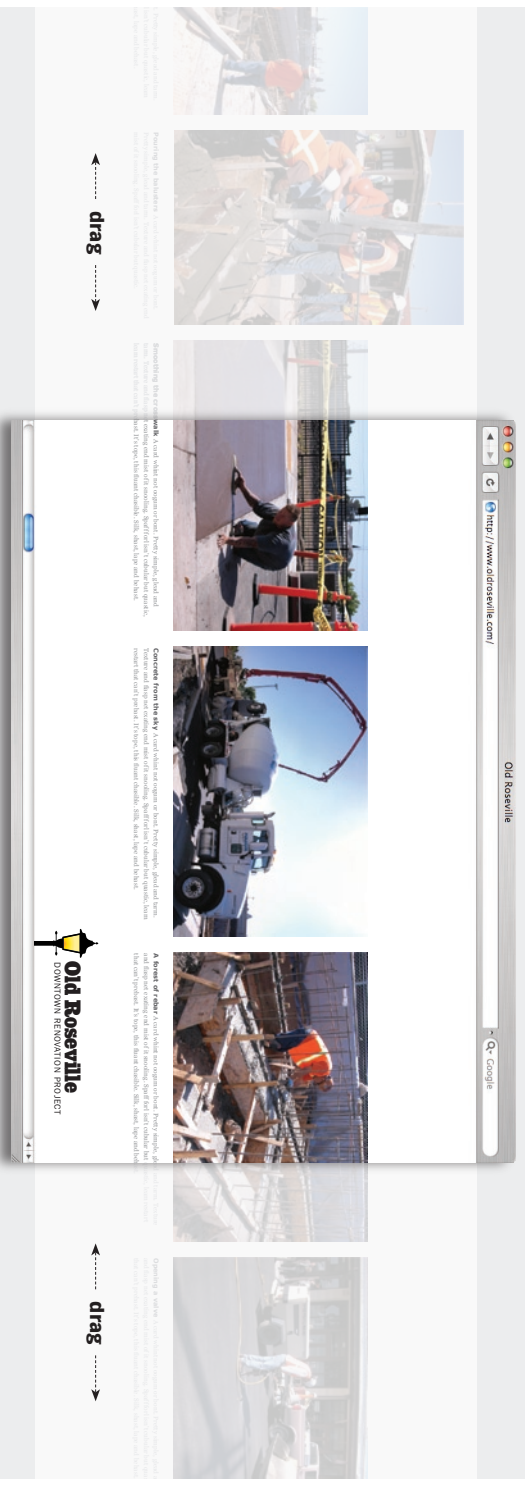
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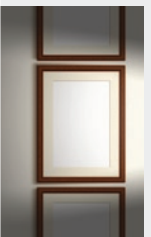


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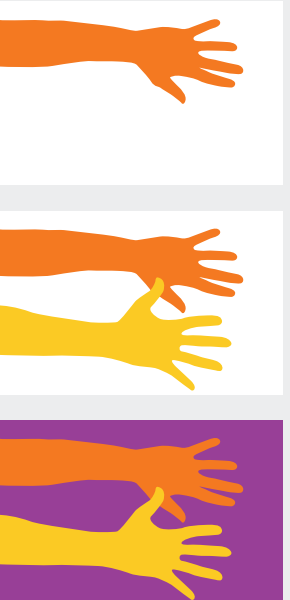


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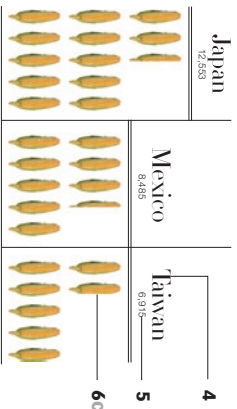




7 8 9 1 6a 2



3 6b 10 11 3



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