Design
easycover
patterns

Using this step-and-repeat technique, you can make artistic covers in no time! *Continued* ▶

Design easy cover patterns

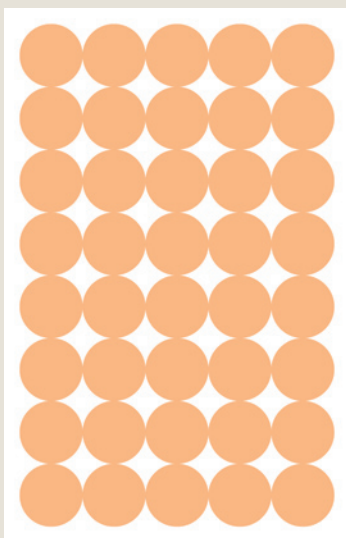Using this step-and-repeat technique, you can make artistic covers in no time

The look of a cover sets the tone, conveys the character and clues the reader to the value (or not) of what's behind it. Here's a way to make cover designs out of nothing except a pen and rectangle (or ellipse) tool and some type. The technique is called step and repeat; you create one object such as a circle, repeat it across your page until it becomes a pattern, then add your words. The variations? Endless. You'll see.
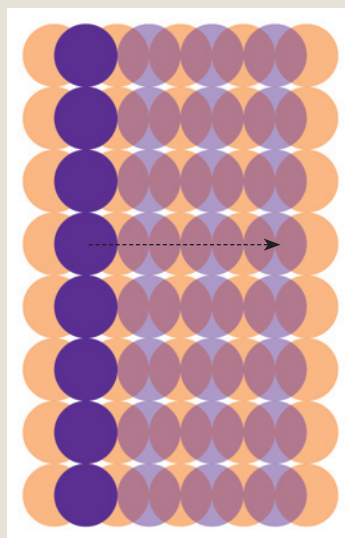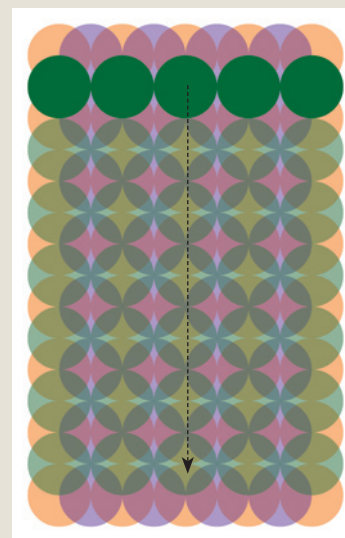
Fun with circles

Create a decorative pattern by overlapping translucent circles. Circles make especially good patterns because of their smooth curves and seamless interaction.
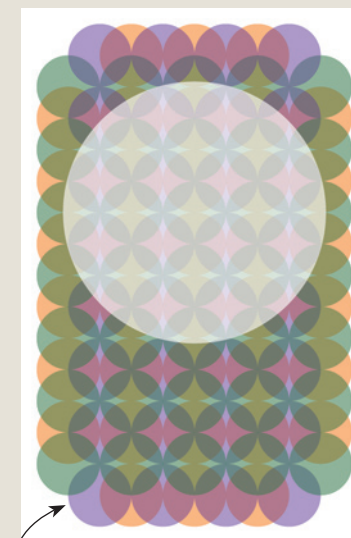
Fill a field with circles that just touch. *Group.*

Copy the left column, and move the copy a half-column to the right. Recolor. Set the opacity to, say, 50%, then step and repeat across the field. *Group.*

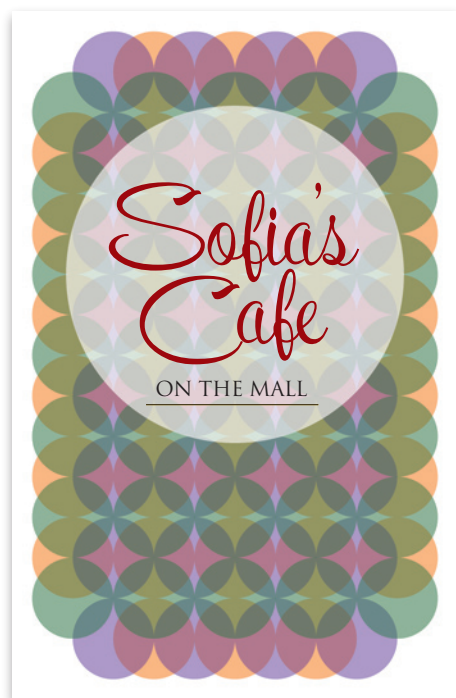Repeat from the top down, different color, 50% opacity. *Group.*

Remove the corner circles. Draw a white, translucent circle for the title pane, and *just like that,* you have a harmonious pattern made entirely of circles.
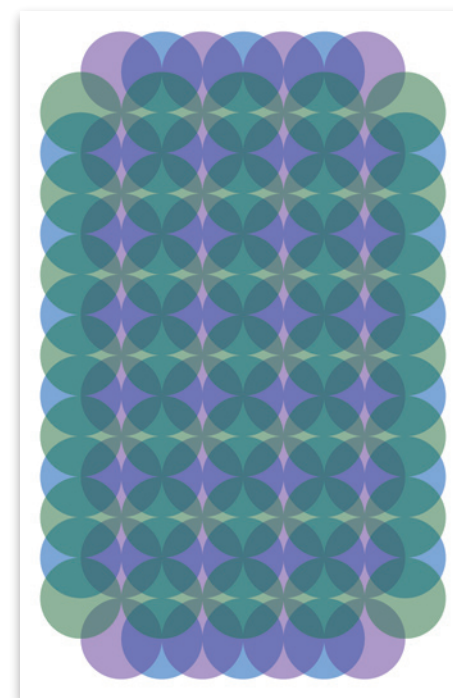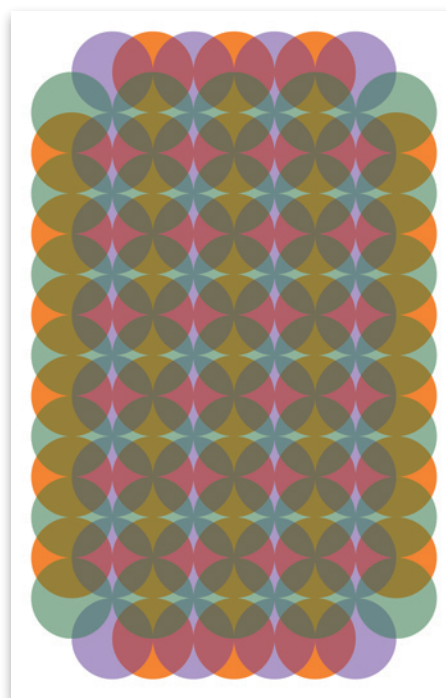
Color

Opposite colors create striking patterns, while similar colors harmonize softly.
The amount of opacity, or translucency, determines how much the colors mingle.

Sofia's Cafe
ON THE MALL

Translucency creates the interaction between circles. By modifying even one setting, you can get very different looks from the same shapes.

50% opacity

40% opacity

40% opacity

Same color, more opacity — 50% → 90%

Different color, same opacity — 50%

Same circles, different look

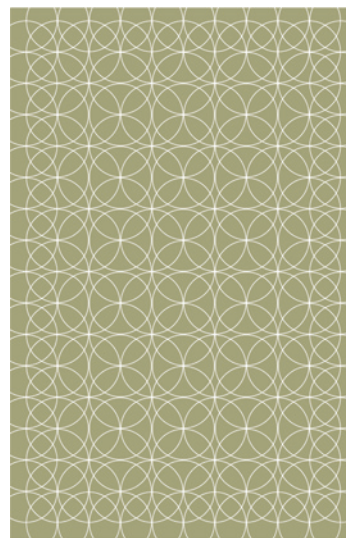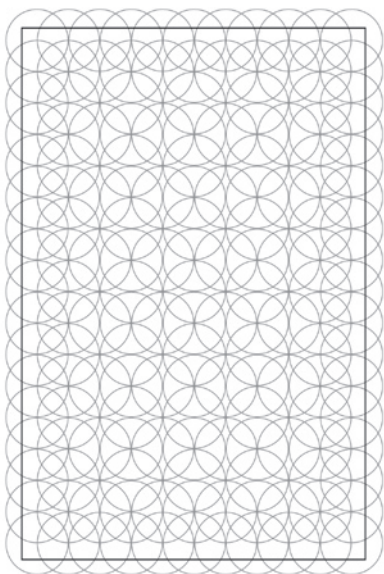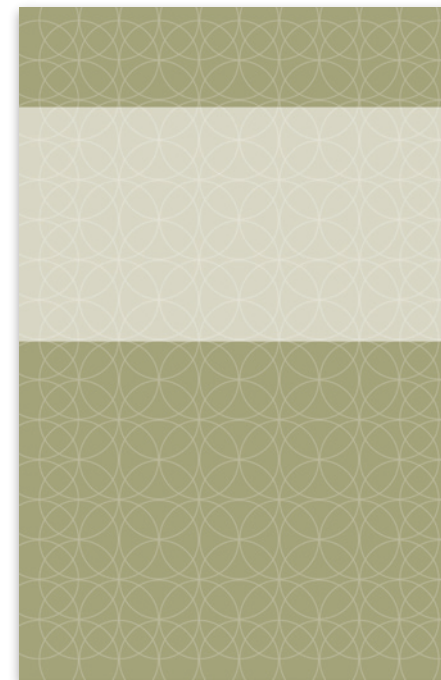Turn those flowery, see-through circles into a conservative, low-key *texture.* Delete the color fill, add a white stroke, then fill the background with a muted hue.

Start with your circle pattern, add a perimeter of circles that bleeds beyond the page edge, *Select All,* and delete the color fills. To the circles apply a white stroke, opacity 30%. Finish with a muted background color.

While a circular title pane harmonizes with the circles, here, the rectangular pane harmonizes with the *page.* Together, their large, squarish shapes dominate the small, busy circles and push them into the background where we want them. Set the rectangle at 70% opacity, which allows a hint of pattern to show through and glues the title pane to the page.

Focal point

Add your text, then embellish the result with a photographic object. Its depth and realism make an arresting focal point atop the flat, artificial field.

NATURAL HISTORY
David Klinckner, Ph.D., Lecturer
T Th • 7 p.m. – 9 p.m.

1
2

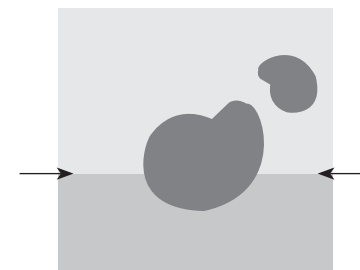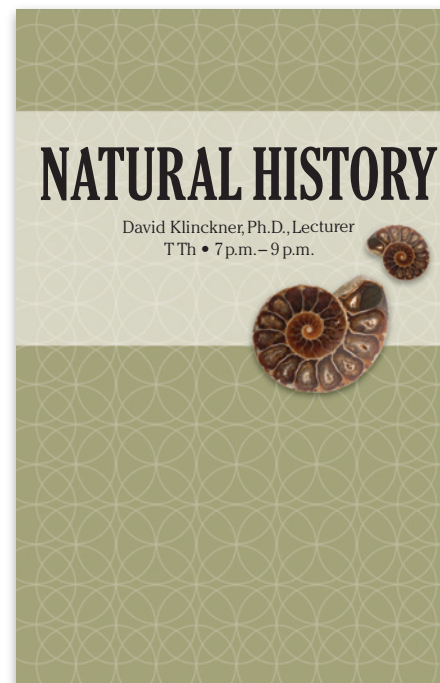**Low-key and conservative means *no motion,* which you will achieve by centering your type. Set the title in a bold, condensed face— nothing decorative—above small, supporting copy. Note the UPPER-CASE title block forms a rectangle atop a rectangle; its centered position is symmetrical and static, which gives the cover a feeling of permanence and importance.**

NATURAL HISTORY
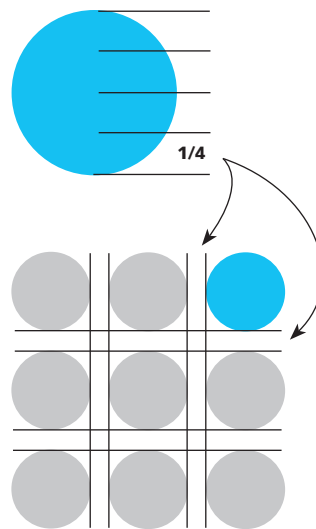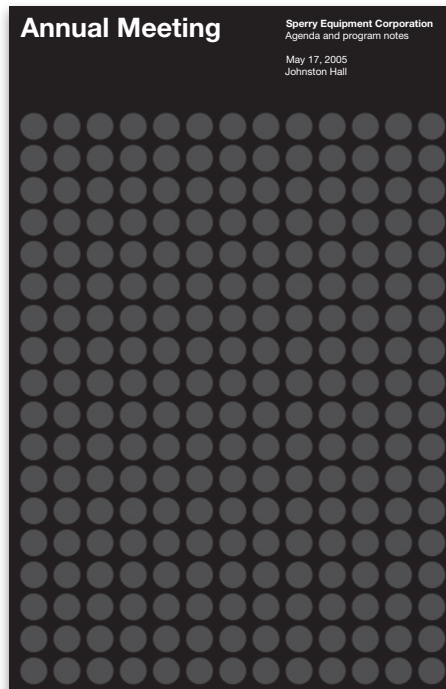David Klinckner, Ph.D., Lecturer
T Th • 7 p.m. – 9 p.m.

Now add the zing with a photographic *interrupter*. Different from the field in every way, the photo is realistic, dimensional, organic and off center. Its one similarity is its shape. By straddling the title pane, the photo interrupts the line and links the fields together. Cool stuff.

High-tech circles

A field of small, low-contrast circles creates a geometric pattern with cold, high-tech overtones. Minimalist type in high-contrast white draws the eye immediately.

Annual Meeting

Sperry Equipment Corporation
Agenda and program notes

May 17, 2005
Johnston Hall

1/4

Spacing is key to a good pattern—too little and the circles clump; too much and they drift apart. A ratio of 1:4 is just about right.

(A) **Annual Meeting** (A) **Sperry Equipment Corporation** (B)
Agenda and program notes

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(A) (C) (A)

Extreme, top-of-the-page headline puts tension onto an otherwise placid page. Common spacing and points of alignment make this design work. (**A**) Page margins are defined by the x-height of the headline. (**B**) Small type fits within large. (**C**) Vertical alignment ties text to the pattern beneath.

Pinstripes divide the page

Vertical pinstripes convey quiet dignity, and they're very easy to make. This simple pattern *shrinks the field* from a full page to a half, which is easier to design.
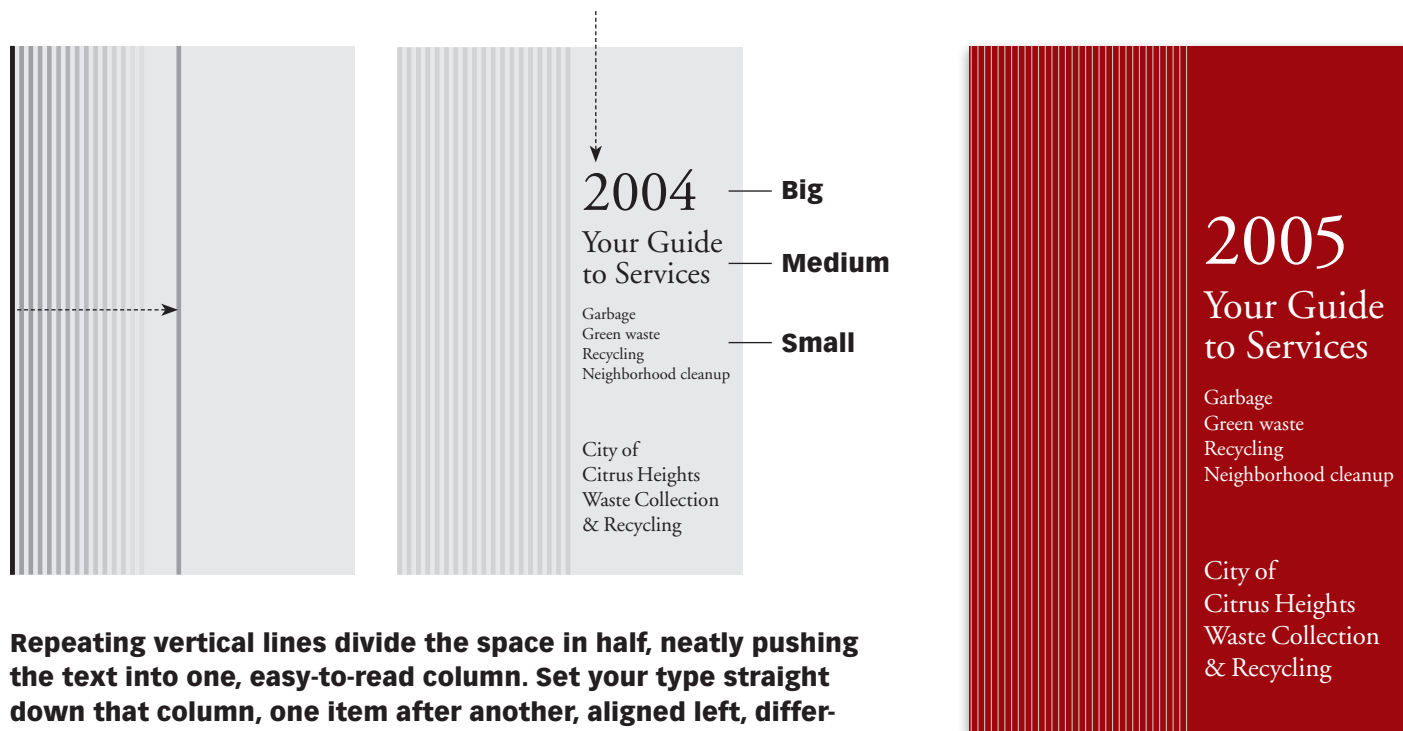
2004 — **Big**

Your Guide
to Services — **Medium**

Garbage
Green waste
Recycling — **Small**
Neighborhood cleanup

City of
Citrus Heights
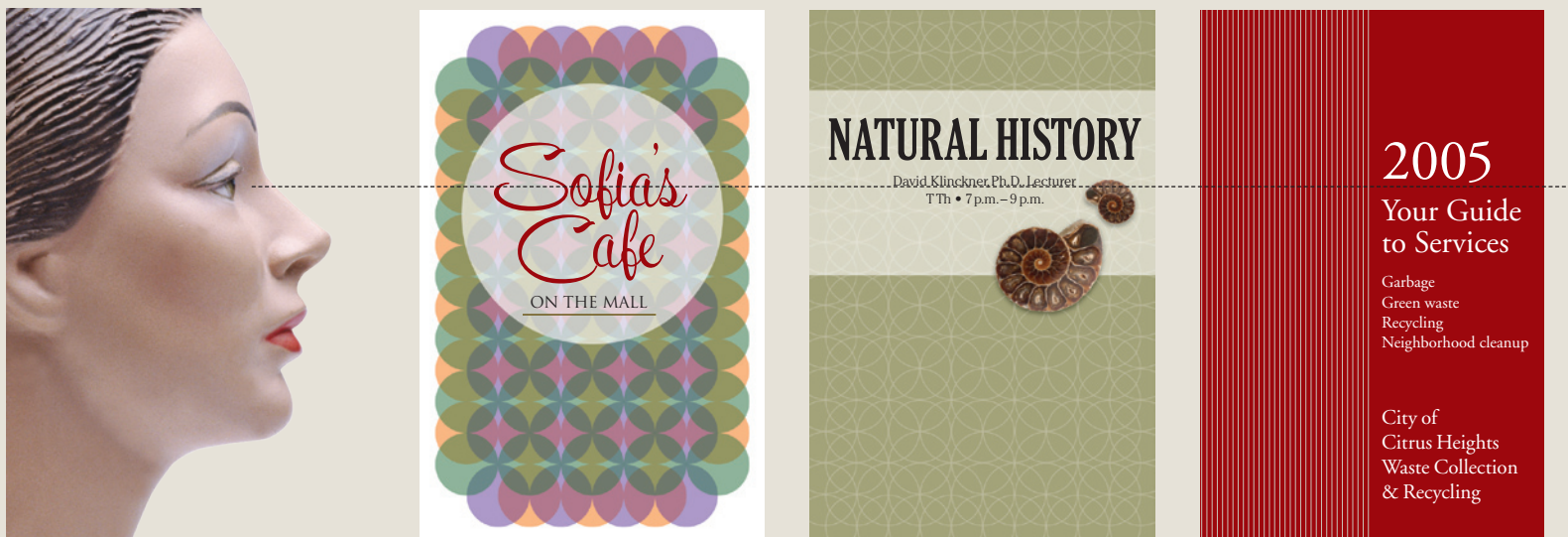Waste Collection
& Recycling

Repeating vertical lines divide the space in half, neatly pushing the text into one, easy-to-read column. Set your type straight down that column, one item after another, aligned left, differentiating elements only by size and color.

2005

Your Guide
to Services

Garbage
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Neighborhood cleanup

City of
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Layout

We relate to a page the same way we relate to a face; our eyes rest at eye level, which is a natural place for a headline or title plate.

Sofia's Café
ON THE MALL

NATURAL HISTORY
David Klinckner, Ph.D, Lecturer
T Th • 7 p.m.–9 p.m.

2005
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Did you ever notice that the human head is the same size* and proportions as a letter-size page? It's why on a printed page we're more comfortable with portrait orientation than with landscape and why we look first at eye level.

*No, not *everyone's* head, but they're close enough that it governs everyone's perception.

Article resources

Typefaces

1 Kon Tiki Enchanted | 90/70 pt

2 Trajan Regular | 18 pt

3 Cheltenham FB Bold Condensed | 65 pt

4 ITC Cheltenham Light | 17/22 pt

5 Helvetica Neue Bold | 24 pt

6 Helvetica Neue Roman | 9/13 pt

7 (a-d) Adobe Garamond Regular
a) 66 pt, b) 36/36 pt, c)19/23 pt,
d) 24/28 pt

Images

8 Photos.com

Colors

9 C0 M65 Y100 K0

10 C80 M100 Y0 K0

11 C90 M10 Y90 K40

12 C100 M50 Y0 K0

13 C30 M25 Y55 K10

14 C0 M100 Y100 K40

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For paper-saver format
Print: (Specify pages 13–18)

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Format: Landscape
Page Size: Fit to Page

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Presentation format or
Paper-saver format
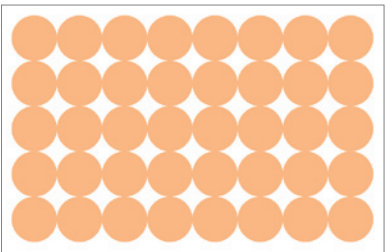
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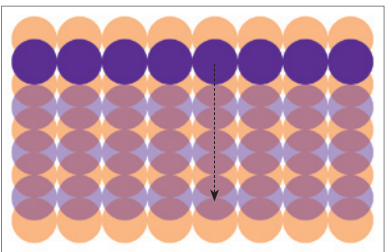
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Sofia's Cafe
ON THE MALL

Annual Meeting
Sperry Equipment Corporation
April 19, next program index
May 17, 2005
Johnston hall

NATURAL HISTORY
David Klinckner, Ph.D. Lecturer
TTh • 7 p.m.–9 p.m.

2005
Your Guide
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Garbage
Green waste
Recycling
Neighborhood cleanup

City of
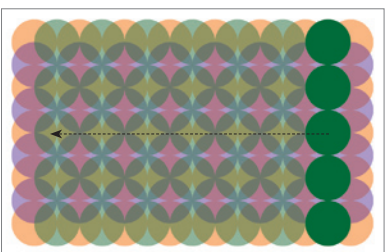Citrus Heights
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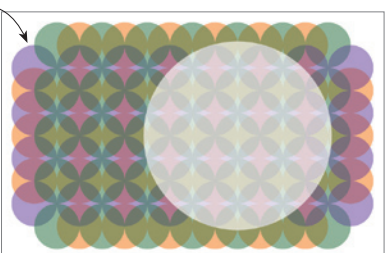

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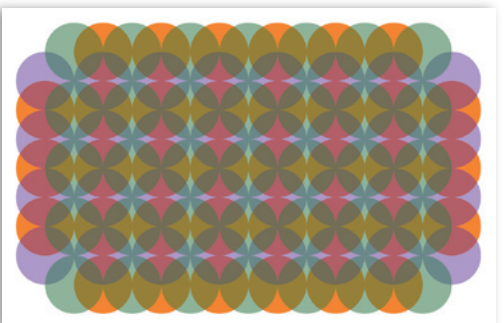

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ON THE MALL

Sofia's Cafe

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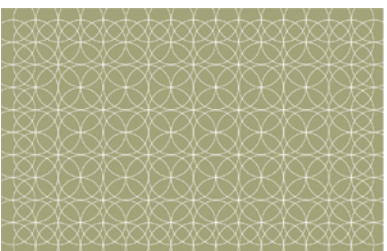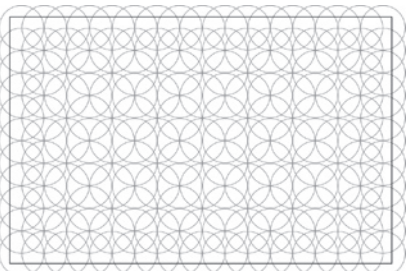
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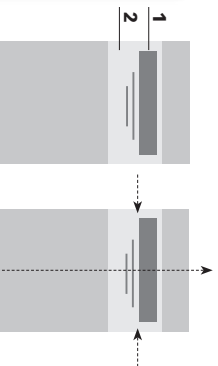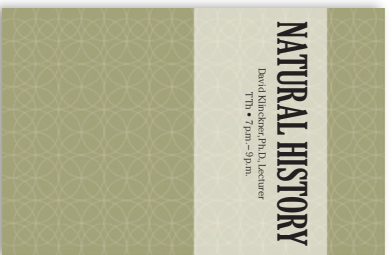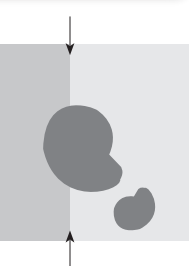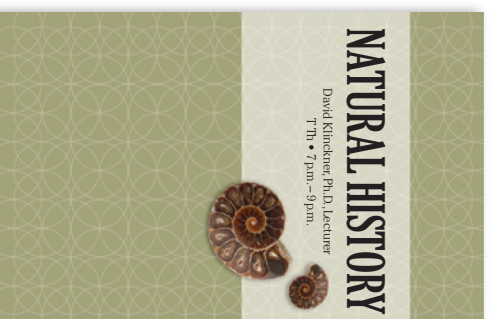
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NATURAL HISTORY

David Klinckner, Ph.D, Lecturer
TTh • 7 p.m.–9 p.m.

1
2

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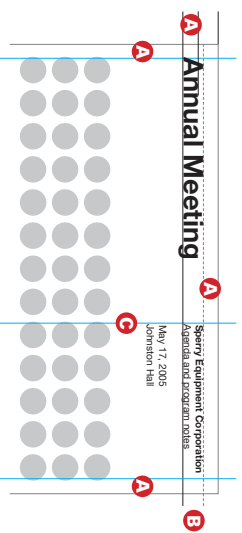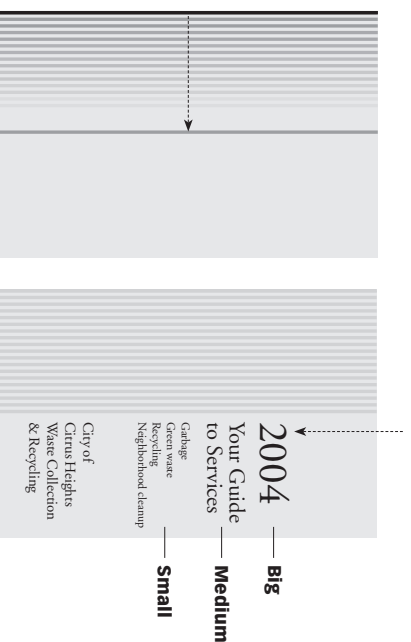
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2004
Your Guide to Services

— Big
— Medium
— Small

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Green waste
Recycling
Neighborhood cleanup

City of
Citrus Heights
Waste Collection
& Recycling

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Waste Collection
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NATURAL HISTORY

David Rhinehart Ph.D., Lecturer
Tm • 7 p.m.–9 p.m.

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City of
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Waste Collection
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Images
8 Photos.com

Colors
9 C0 M65 Y100 K0
10 C80 M100 Y0 K0
11 C90 M10 Y90 K40
12 C100 M50 Y0 K0
13 C30 M25 Y55 K10
14 C0 M100 Y100 K40

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Annual Meeting

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