

BALANCE

Places the parts of a visual in an aesthetically pleasing arrangement.

INFORMAL BALANCE

- Also known as asymmetrical balance.
- Both sides of the design are not equal, but are still balanced.

FORMAL BALANCE

- Also known as symmetrical balance.
- Design is exactly equal on both sides.

DESIGN USING FORMAL BALANCE



Aunque busques, sería difícil encontrar una supermodelo más green que Angela Lindvall. Hace casi una década, cuando ningún diseñador —y mucho menos una modelo— pensaba en la nube de contaminación que creaba una cadena de fabricación de telas o tejidos en Asia o en los desechos que podía provocar en los ríos un tejido mal practicado, ella ya alegaba al respecto. Nadie, claro, escuchaba. "Desde hace un tiempo, sin embargo, siento que mi trabajo y mi pasión por el medioambiente están finalmente en sintonía", asegura. Su conciencia ecológica no es lo único sorprendente en esta mujer que a los 32 años ya es una veterana del modelaje. Aunque por fuera su imagen es la de una perfecta *ap model* —la pierna eterna, la piel impecable, una melena larga y rubia— y es fácil entender por qué su rostro ha ocupado tantas portadas y ha aparecido en campañas para DKNY, Victoria Secret, Tommy Hilf, H&M, Christian Dior y Versace entre otras marcas, por dentro la historia es otra.

Angela nació en Oklaahoma y creció en Missouri, en un pueblo que por entonces tenía apenas dos calles. "Esa may ritise", dice, "porque ahora cuando visito esa zona lo único que veo es desarrollo urbano con carreteras y centros comerciales. Es un progreso sin ninguna integridad, ningún cuidado. Es terrible". Las cosas son muy distintas en Topical, California, una comunidad escondida en los cafetines entre Malibu y Santa Mónica, a solo siete minutos de la playa, donde Angela y su hijo viven en siete acres de terreno, cultivando sus propias hortalizas y fabricando su propio queso. "Muchas veces la gente me conoce y se sorprende de lo normal que soy", dice. "Esa may ritise que las modelos tengan esa imagen de mujeres inalcanzables, de diosas. También se presupone que adoro la moda, y la verdad es que no es un tema que me interese demasiado. Soy una persona que generalmente se mira hacia adentro, no hacia afuera, y es así como juego mi carácter. Estoy pensando todo el tiempo en qué me voy a poner, cómo me voy a sentir, si uso tal o cual accesorio me produce ansiedad y no me gusta. Como modelo, tengo que estar constantemente buscando mi centro, recordándome a mí misma quién soy. Si voy a un evento o una fiesta, me arreglo, pero no me gusta que la gente me juzgue por esa imagen". Eso no significa que no disfrute su trabajo. Todo lo contrario. "Una de las lecciones más importantes que he aprendido en esta profesión es a saber trabajar en equipo y comunicarme con los demás. La moda, a fin de cuentas, es un proceso creativo donde todos tienen algo que aportar". ■ *Por Manuel Santoluc*

Forum

COMMENTARY, EDITORIALS, LETTERS, BOOKS, PUZZLES • Pittsburgh Post-Gazette • BIRMGHAM Post-Gazette • KENNESAW Post-Gazette • BIRMINGHAM Post-Gazette

Womanize the military

Sex abuse will decline only when more women are recruited and promoted, writes former Marine ARNOLD BRADY

As a former active-duty Marine, I know the military's reputation for sexual harassment and abuse is well earned. But I also know that the military is a unique institution, one that has the potential to be a model for other organizations in how to handle such issues.

During my time in the military, I saw firsthand the impact of sexual harassment and abuse on the morale and effectiveness of our troops. It was a constant reminder that we were not just fighting for our country, but also for the well-being of our fellow service members.

One of the most significant challenges we faced was the lack of reporting mechanisms. Many service members were afraid to report incidents for fear of retaliation or being labeled as a troublemaker. This created a culture of silence that allowed the problem to persist.

It was not until we implemented a "zero tolerance" policy that we began to see a change in the culture. This policy stated that any incident of sexual harassment or abuse would result in immediate disciplinary action, regardless of the rank or position of the perpetrator.

While this policy was not perfect, it did send a strong message that the military was committed to the well-being of all its members. It also encouraged more service members to report incidents, which allowed us to address the problem more effectively.

Today, the military continues to work on improving its reporting mechanisms and ensuring that all service members are treated with respect and dignity. It is a ongoing process, but the progress we have made is a testament to the strength and resilience of our institution.

ARNOLD BRADY is a former active-duty Marine and currently serves as a consultant to the Department of Defense.



The way forward on shale

Western Pennsylvania should embrace the responsible production of shale gas, writes CHRIS JAMES, COO

In the wake of the recent natural gas price spike, many are looking for ways to increase production. One option is shale gas, which is abundant in Western Pennsylvania.

While there are concerns about the environmental impact of shale gas production, it is a clean-burning fuel that can help reduce our dependence on foreign oil. We need to embrace responsible production and ensure that the benefits of shale gas are realized.

One of the key challenges is the need for more infrastructure to transport the gas. We need to invest in pipelines and other infrastructure to ensure that the gas can be delivered to market efficiently.

Another challenge is the need for more regulatory oversight. We need to ensure that the production of shale gas is done in a safe and responsible manner, with adequate safeguards in place to protect the environment and public health.

By embracing responsible production and investing in the infrastructure we need, we can ensure that shale gas is a viable and sustainable energy source for Western Pennsylvania.

CHRIS JAMES is the COO of a major energy company in Western Pennsylvania.

They stole my identity

And now I'm looking for a job. I'm looking for a job, writes JOHN THOMPSON

On a rainy day in the city of Pittsburgh, I was sitting at a desk in a small office. I was looking at a computer screen that displayed a list of names. I was looking for a name that I recognized. I was looking for a name that I had heard of before.



DESIGN USING FORMAL BALANCE

Radial Balance:
Symmetry or balance in multiple directions and has a clear central focal point that extends outwards toward other elements.



DESIGN USING INFORMAL BALANCE

Editor's MESSAGE



FEMININE

omanticism is back in a big way this season. Labo. Et faccullab is sit il iniliquatur? Voluptatis cum vohum sedgenahiti quo dolupta scipita enbustis ut maxinalis repemariam, ut que perla dolorumquas doluptas es molorit rem nim abori te comni dolorehenim ea volut volendes eicaect ectota volupta extruse essum voleri doluptatio. Ilatenquia placcupum doluptatiam ipis non nobitem quam, sunquam sedi sinveni caruri est et fuga. Noque prem ea porcer novitas natia pelicip santosa tu reper feriore efernatate perum volut in resciemet vitate nust, site et alique et verepra trocerum endantiu, tem que sit impor rem aut paucipi cimasa volupta tempenem qui acitatem ipsuamquassi quat assequunt liquis moot, to quiam quos rest, voluptis es dolupti adigenda aue odiate volendit di alit que volupta nonseque paritionesd quid magnatur etur? idenimincti cus andipit ullas moluptas ad eum cus samus et veliquam facpellenis et inillaccus oluptas ad eum cus samo.

Josephine x

JOSEPHINE DUPONT
Editor-in-Chief

yum.

GLUTEN FREE

FEATURE DUDE
DAN CHURCHILL

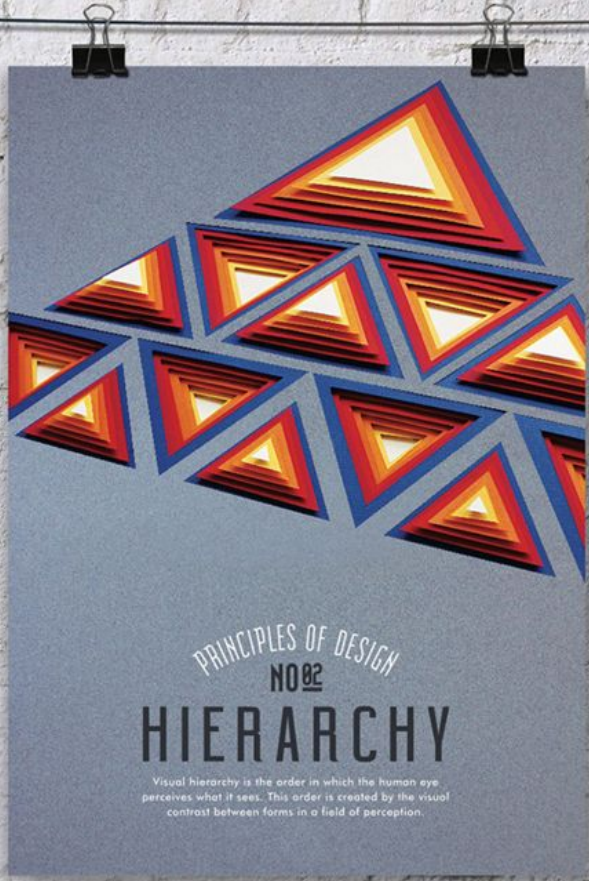
WELLNESS
GWINGANNA
HEALTH RETREAT

PRODUCTS
LATEST GLUTEN-FREE
E-BOOKS

GIVEAWAYS
BIRTHDAY BASH!



SEPT
2014



VISUAL HIERARCHY

Visual Hierarchy is the control of visual information in an arrangement or presentation to imply importance. Hierarchy influences the order in which the human eye perceives what it sees.

IN DESIGN, HIERARCHY IS USED TO:

- Add structure
- Create visual organisation
- Create direction
- Add emphasis
- Help a viewer navigate and digest information easily

Hierarchy is typically created by contrast between visual elements in a composition. Typically visual elements with highest contrast are noticed first. Using hierarchy we can control how a viewer engages with information to ensure that information is navigated and digested in the way it is intended. For example: Where do we want the eye to look first, second, third and so on.

VISUAL HIERARCHY IN GRAPHIC DESIGN

The image shows the Wix website homepage with four red circles and lines highlighting key visual elements to illustrate hierarchy:

- 1**: Points to the main image of a smiling woman in a pink shirt and white apron holding a tray of bread.
- 2**: Points to the main headline: "CREATE YOUR FREE STUNNING WEBSITE".
- 3**: Points to the purple "START NOW" button.
- 4**: Points to a grid of eight website templates below the main content.

At the top of the page, the Wix logo is on the left, and navigation links "Create", "Explore", "Features", "My Account", "Premium", "Support", "English", and "Login/Sign up" are on the right.

Below the main headline, there is a sub-headline: "30,796,188 sites created. Make yours! Easy to customize. No coding. Google friendly."

VISUAL HIERARCHY IN TYPOGRAPHY

Label

Font-weight: Bold
Font-size: Label
Letter spacing: 200 pt
Case: All caps

ARTICLE

Headline

Font-weight: Bold
Font-size: L or XL
Letter spacing: -30pt
Case: Sentence case

Helping smallholder farmers face challenges on many fronts

Subheadline

Font-weight: Regular
Font-size: Paragraph or M
Letter spacing: 0pt
Case: Sentence case

72-year-old grandmother gives East African fintech startup Apollo Agriculture a try.

Body Copy

Font-weight: Regular
Font-size: Body
Letter spacing: 0pt
Case: Sentence case

When Virginia first met Apollo agents in her area, she was a little wary. “I told [them] I didn’t want to risk losing my farm! But we talked some more until I understood the product,” she says. Soon convinced, she enrolled. “I paid for the registration and like a boss, waited for the fertilizer delivery,” she says. Apollo provided both fertilizer and guidance on how to use it. Planting was delayed due to drought, but once the rains came, Virginia reaped an exceptional harvest.

Small Label

Font-weight: Bold
Font-size: Label-S
Letter spacing: 200 pt
Case: All caps

DATE

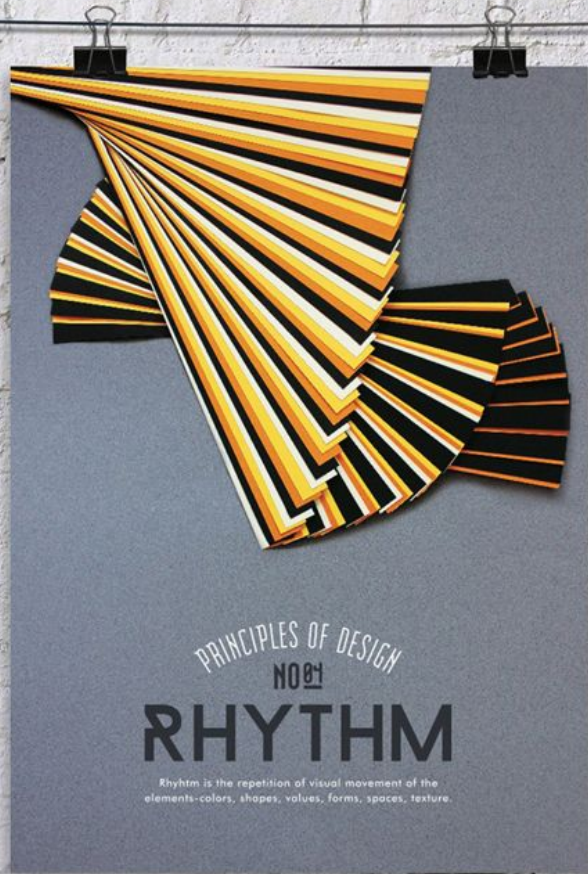
March 20, 2019

Metadata

Font-weight: Bold
Font-size: XS
Letter spacing: 0pt
Case: Sentence case

GEOGRAPHY

Kenya



RHYTHM

REPETITION

This standard rhythm involves the same or similar elements repeating at regular intervals — think of equally spaced light posts extending from left to right across the frame, the slats of a crib, or a series of windows on the side of a city apartment building. In music, this might be the same key played once every $1/4$ second on the piano.

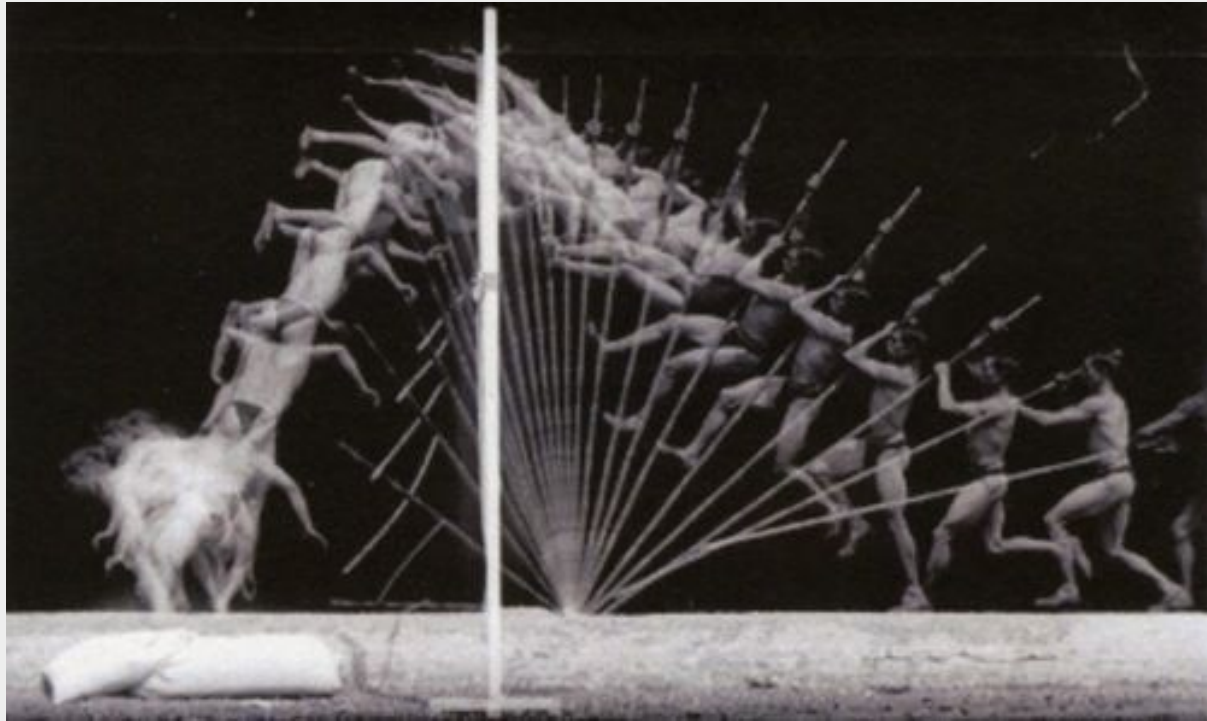
ALTERNATION

occurs when positive and **negative** shapes change design at regular intervals.

PROGRESSION

Like musical scales, progressive rhythm can be perceived as a series of elements that change slightly and predictably with each iteration. This may involve the same elements we might see in standard repetition, but if we change perspective, the repeated elements appear to change gradually — so rather than standing in front of an equidistant series of light posts extending from left to right, we might position ourselves so that one light post is closest and the others appear gradually smaller and smaller as they progress towards a vanishing point. Ripples on water also exhibit progressive rhythm, with their concentric circles appearing larger and larger as they extend outward.

RHYTHM IN PHOTOGRAPHY



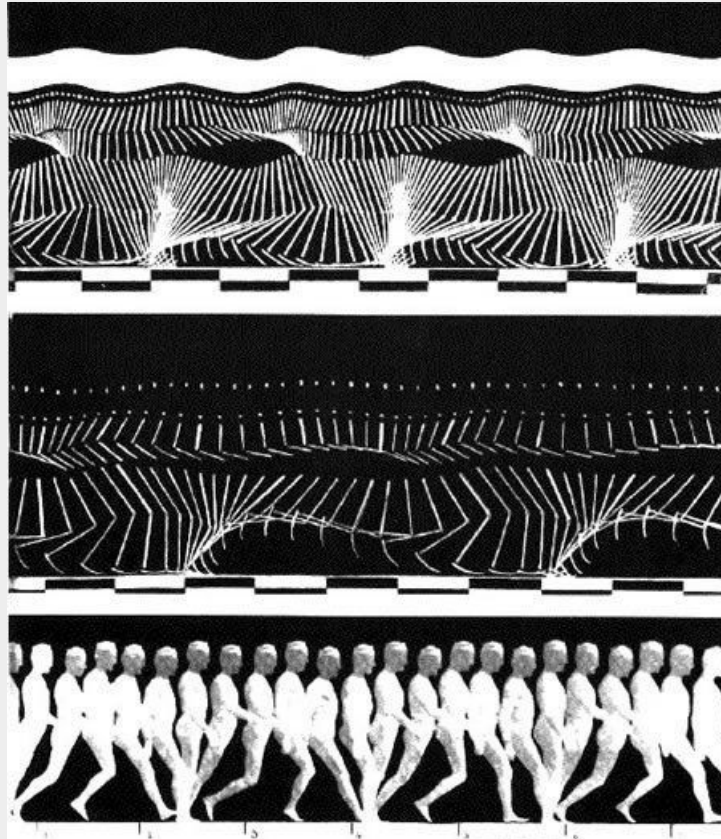
MAN POLEVAULTING. ETIENNE JULES MAREY.

RHYTHM IN PHOTOGRAPHY



MOVEMENT OF AIR. ETIENNE JULES MAREY. 1901

RHYTHM IN PHOTOGRAPHY



CAPTURE OF MOVEMENT
ETIENNE JULES MAREY.

PROPORTION/SCALE

SCALE:

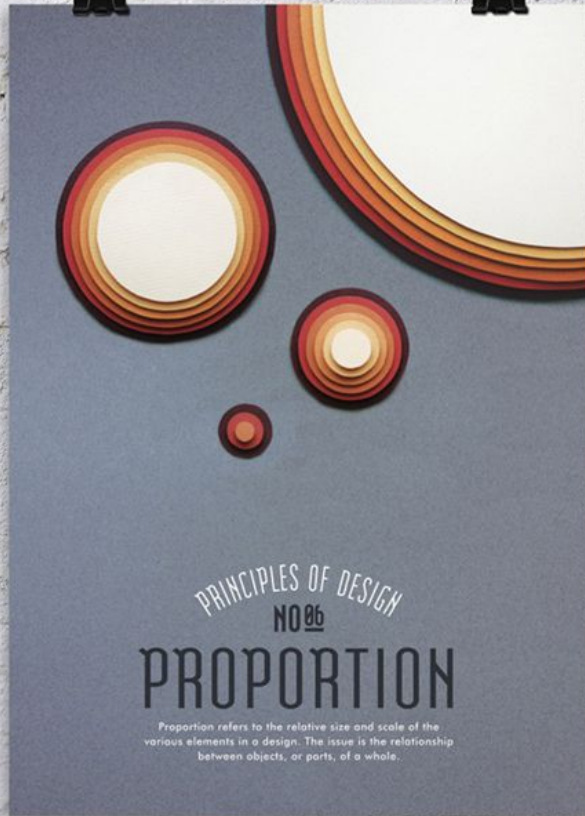
Scale is the size of an object in relation to another. A single object, no matter how large or small, has no scale until it is compared to another. It allows us to create balance in a design and focus on dominant elements. The greater the scale, the greater the emphasis.

PROPORTION:

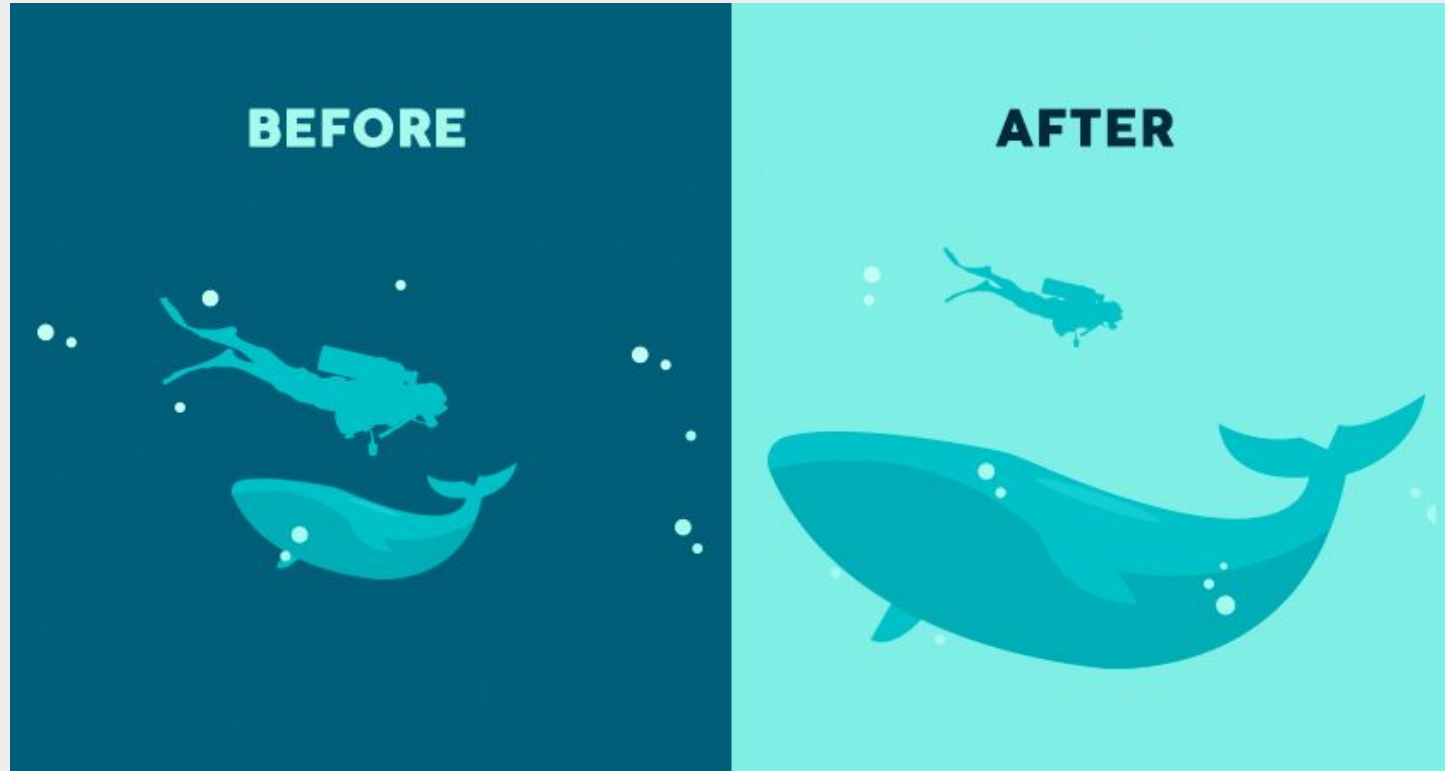
A size relationship between components of a design. Good proportion adds harmony, symmetry, or balance among the parts of a design.

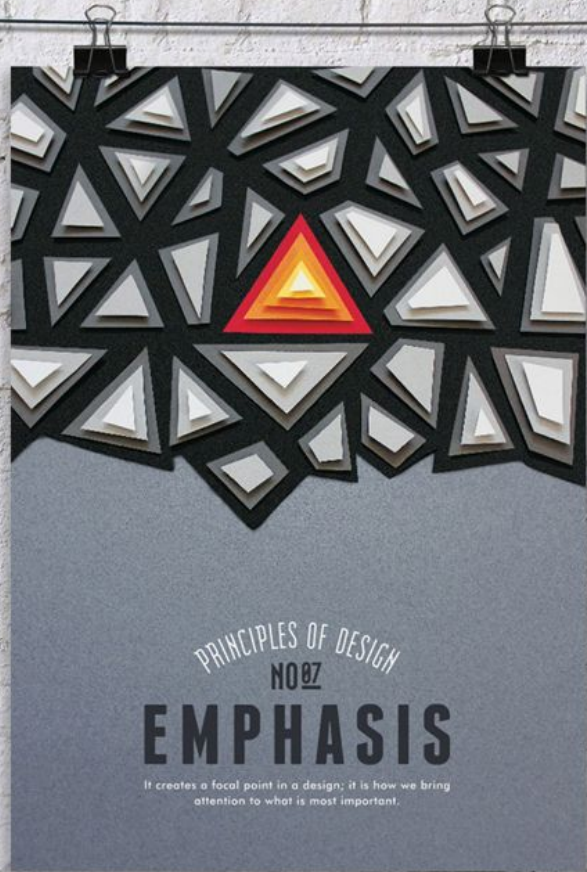
PROPORTION CAN BE:

- Between one component of a design and another component .
- Between a component and the design as a whole.



PROPORTION (BEFORE & AFTER)





EMPHASIS

A good design contains elements that lead the reader through each element in order of its significance. The type and images should be expressed starting from most important to the least important. Dominance is created by contrasting size, positioning, color, style, or shape. The focal point should dominate the design with scale and contrast without sacrificing the unity of the whole.

- Center of interest in a design.
- Noticed first by the audience.
- Creates visual flow or hierarchy which carries the viewer's eye through the design.
- Use differences in size, color, and type.

EMPHASIS IN GRAPHIC DESIGN

SCOUT

BUY THIS NOW

BELLS AND WHISTLES

When the app goes home in favor, turn to these best-i accessories to take your tech to the next level. —MARINA LANANNA

Modern updates. You can still type in peace with your tablet connected via USB, allowing you to electronically save your work while typing old school.

Contemporary keyboard. Includes advanced function keys such as Ctrl, Alt, Esc and more.

THE PERFECT USB typewriter

Bring back the days of carbon copies with this innovative twist on a carbon copywriter by Philly engineer/master jack Zylkin. \$75 at usbtypewriter.com.



THE SCOUT

Duo Pinball

Play the arcade classic—complete with a spring-loaded plunger and flipper buttons—on your iPad, iPhone or iPod Touch. Download the free! Pinball HD Collection app, connect your device to Duo Pinball, and launch the app. (Spoiler: There are five free table options, all of which are great...and seriously addictive.) \$59.99 at amazon.com.

THE NEW PRODUCTS

Withings Smart Baby Monitor

The baby monitor of the future. It has a three-megapixel video sensor and pan/tilt/zoom technology, so you can virtually move around the baby's room with an iPhone, iPad or iPod Touch—from literally anywhere. Top: The free Withings app lets you set up alerts to warn you of noise or motion. \$299 at [THE DISCOVERY](http://THEAPPLESTORE.COM/MULTIPLE-LOCATIONS.</p>
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Iron iLP Digital Conversion Turntable

Sure, it's got a sleek design, but what sets this turntable apart is its built-in dock, which allows you to transfer all your vinyl music directly to your iPad, iPhone or iPod using the free iLP and Tape Converter app. Plus, the iLP comes with converter software, so you can archive your LPs to your Mac or PC with the included USB. \$199.99 at [**Compatibility.** Tablets that support USB OTG or "USB Host" mode will work \(Kindle, Galaxy, Kindle\). Set your device on the carriage, plug in the USB, and it's on as normal paper.](http://BESTBUY.COM/MULTIPLE-LOCATIONS.</p>
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Conversion kits. Bring your own sheet of 8 1/2" x 11" paper to speed with Iron's OTG kit, starting at \$54. Choose between professional-grade, extra-rye install. Head, non-inked or roller-is optional (read company's manual).

Reclaimed materials. Zylkin makes vintage typewriters to work as keypads for USB-capable devices. Bonus: The tactile click of the keys, and the bell as you hit and add a message touch.

RADAR

3 ITEMS WE'RE WATCHING FOR THIS WINTER

United By Blue bags. The Philly company has launched not less sturdy messenger bags, but a pledge campaign. With each purchase, it'll donate one pound of coffee. From our wares at k11.com.



The Supreme exhibit. Go to night the year-end, from January 22 to the Museum of American Art, Philadelphia.

Post-holiday sales. Save up everything you didn't get at prices that'll make December shoppers look like suckers.

Make for some jewelry. We're checking out jewelry boxes with these holiday-themed, some at TheKnot.com, \$100-150.

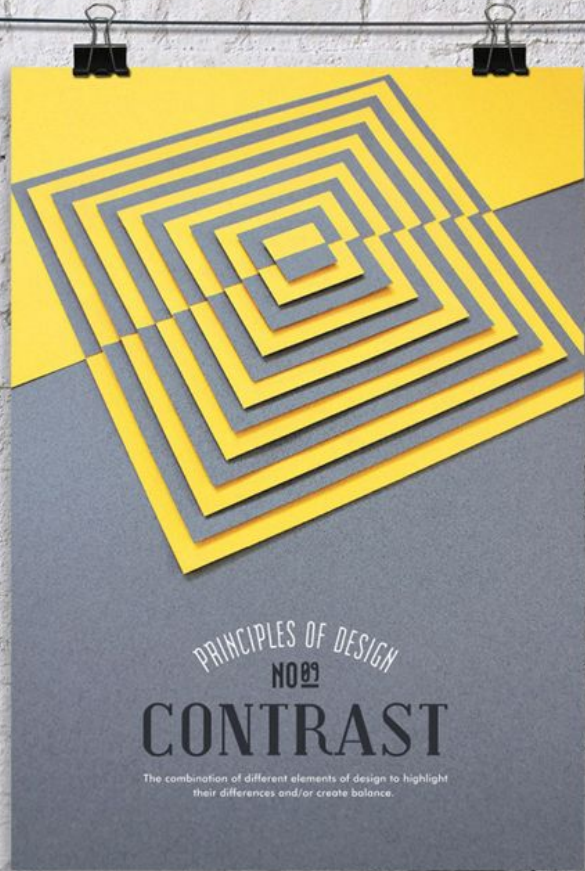


An Anne glow. Anne's new 30-piece collection of free shades and leaves in a variety of colors. Starting at \$15. Philly.com. Make your own and select colors. \$10-20.

CHIC WISH

SHOP THE DRESS





CONTRAST

The combination of different elements to highlight their differences and/or create balance. Planning a consistent and similar design is an important aspect of a designer's work to make their focal point visible. Too much similarity is boring but without similarity important elements will not exist and an image without contrast is uneventful so the key is to find the balance between similarity and contrast

CONTRAST



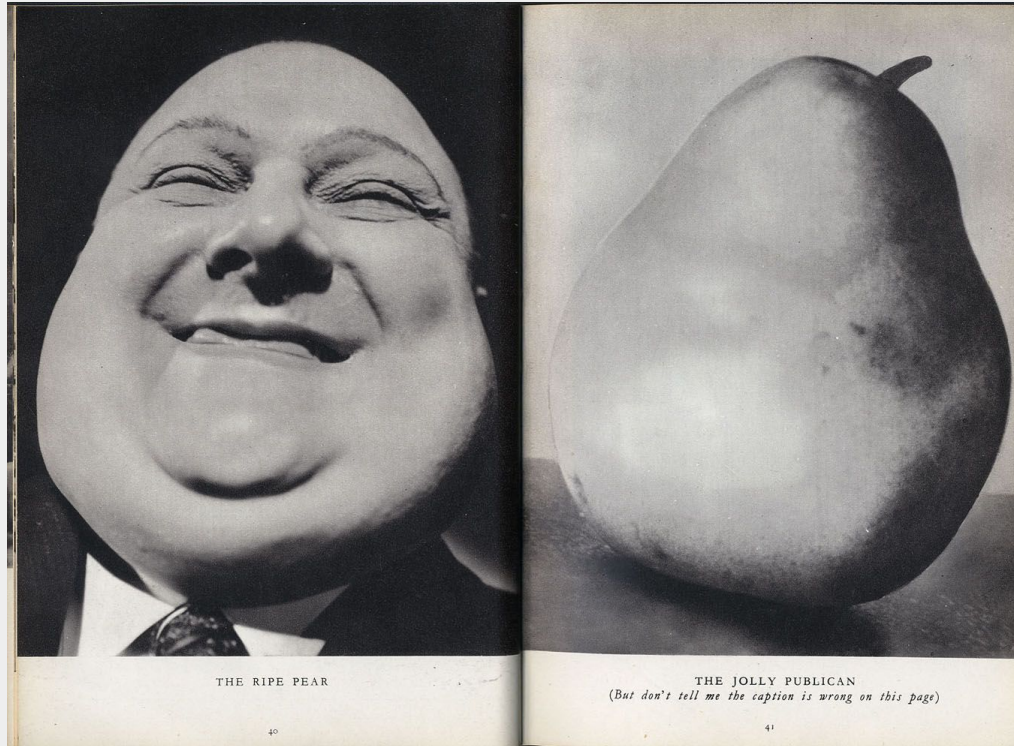
the state of being strikingly different from something else in juxtaposition or close association.

-Oxford Dictionary

Differences between:

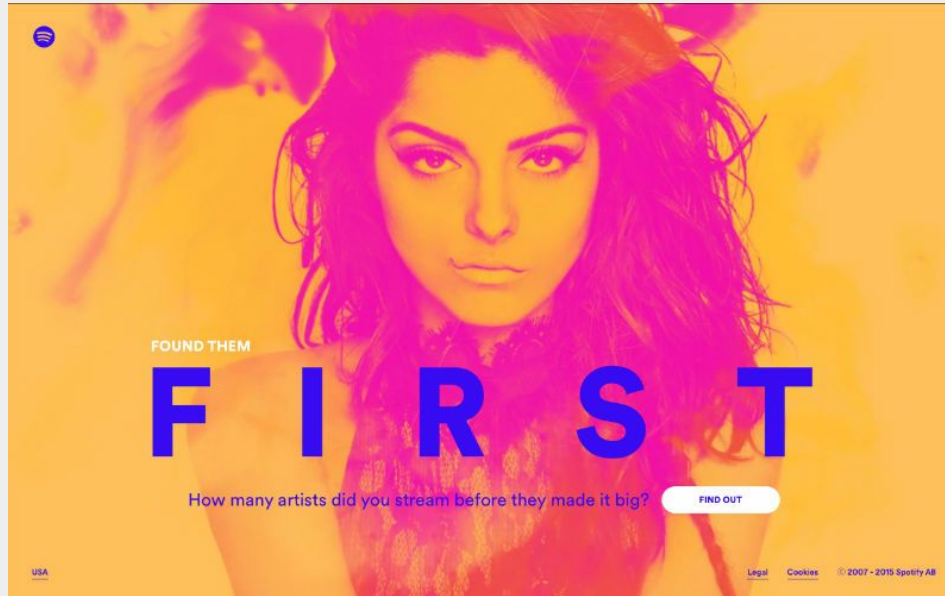
- Tones/Values/Brightness
- Color
- Saturation
- Texture
- Size
- Etc.

COMPARE & CONTRAST IN ART (a.k.a. JUXTAPOSITION)



Stephan Lorant, "The Ripe Pear" and "The Jolly Publican", *Chamberlain & The Beautiful Llama*. 1940

COLOR CONTRAST



Just as larger elements are perceived as more important than smaller elements, bright **colors** usually draw greater attention than duller hues. For example, if a single sentence in a block of text is highlighted with a bright color, it immediately grabs readers' attention. Dramatically contrasting colors can also emphasize specific elements than a spectrum on a more gentle scale. Placing a red object against a green or black background will draw more attention than the same red object on an orange or purple background. The color combinations used in a design, and how they relate to one another, are known as its color scheme. A designer's choice of color scheme can create unity, harmony, rhythm and balance within a creation, but it can also create **contrast and emphasis**.

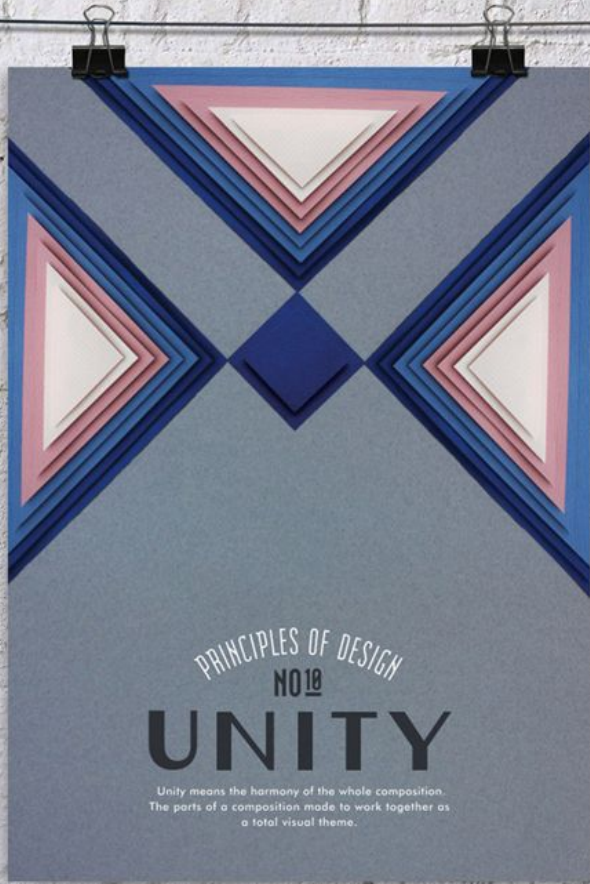
CONTRAST



Why does the contrast in the image change as the objects get further away?

Thomas Struth

Le Lignon (Horizontal), Geneva. 1989



UNITY

Unity means the harmony of the whole composition. The parts of a composition made to work together as a total visual theme. This is done mainly through techniques such as: *repetition, proximity, alignment and contrast.*

REPETITION

By using repetition with design elements such as components or symbolic colors, the user becomes better at identifying what they mean each time they see them, thus reducing cognitive load. Consider creating visually consistent design elements when said elements are related to one another; this applies regardless of whether or not the elements are in close proximity.

PROXIMITY

Proximity, which often goes hand-in-hand with repetition, also helps to create unity. Users understand that objects that are close together are related or similar.

ALIGNMENT

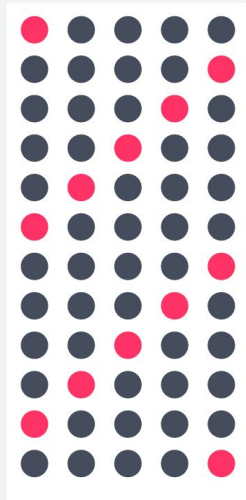
Alignment refers to aligning design elements on a common axis. Elements that are "lined up" are said to "follow on" from one another. For example, alignment (or the lack of it) can be used to illustrate the relation between different blocks of text.

CONTRAST

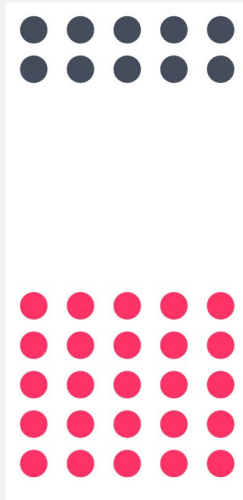
Singleness doesn't always mean equality; in fact, design principles such as repetition are often meant to suggest choice amongst a group of options, each of which may have wildly different outcomes. Contrast, whether implied using color, typography, alignment, or some other slight variation, is what differentiates a variety of options.

UNITY IN GRAPHIC DESIGN

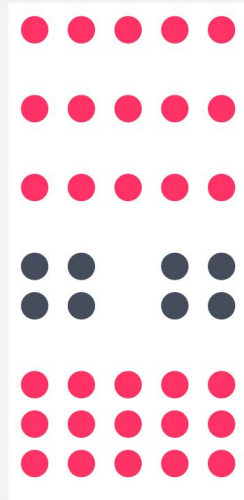
Unity Principle of Design Best Practices



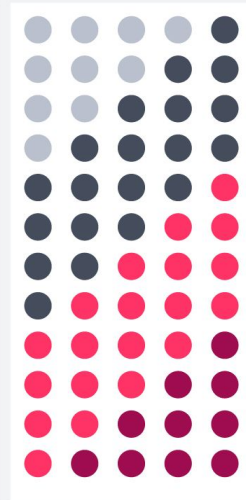
Repetition



Proximity



Alignment



Contrast