

Principles of Design



Harmony & Unity

Unity in a composition is achieved when all of the design principles have been correctly applied. When everything works together within each element (Harmony) and all elements in the entire work (unity). When things look right together, you have created unity or harmony.

Assignment:

This ad is a terrible piece of design work. You will have to redesign it to achieve Harmony & Unity.



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Here are some clues to what is wrong:

1. Is there one main focal point? Why not, and how could you create one?
2. WHY IS SO MUCH OF THE TEXT IN ALL CAPS?
3. Do you need the heavy border and the inner boxes?
4. How many different typefaces are in this ad?
5. How many different alignments?
6. Are the logical elements grouped together into close proximity?
7. What could you use as repetitive elements?

Here is where to start:

- Knowing where to begin can sometimes seem overwhelming. So first of all, let's clean it up.
- First get rid of everything superfluous so you know what you're working with:
- For instance, you don't need "http:///" (or even "www") in a web address.
- You don't need the words "phone;" "call;" or "email" because the format of the text and numbers tells you what the item is.
- You don't need FOUR logos.
- You don't need the inner boxes.
- You don't need all caps.
- You don't need CALIF. (it's messy); use CA or spell it out.
- You don't need parentheses around the area code.
- The rounded edges of the border make this ad look wimpy; it also conflicts with the sharp edges of the logo. So make the border thinner and sharp (if your ad is in color, perhaps you could use a pale tint shape instead of any border at all).
- Choose one or two typefaces.

Source: <http://www.nhsdesigns.com/graphic/projects/flyer-redesign.php>

Why is harmony and unity important?

When you look at an element of a design, most people will recognize if the component work well together. When they do, this is called Unity. When they don't, the design will not achieve what it is trying to achieve. It will look like an amateur did it, rather than a professional. If all the elements go together well, then we say that it is in harmony. In other words, it achieves exactly what the customer wanted it to achieve.

Assignment:

Redevelop this advertisement based on the clues and recommendations to create a harmony in the overall design. Use the Snipping Tool to get a copy of the logo/artwork used in the original design.