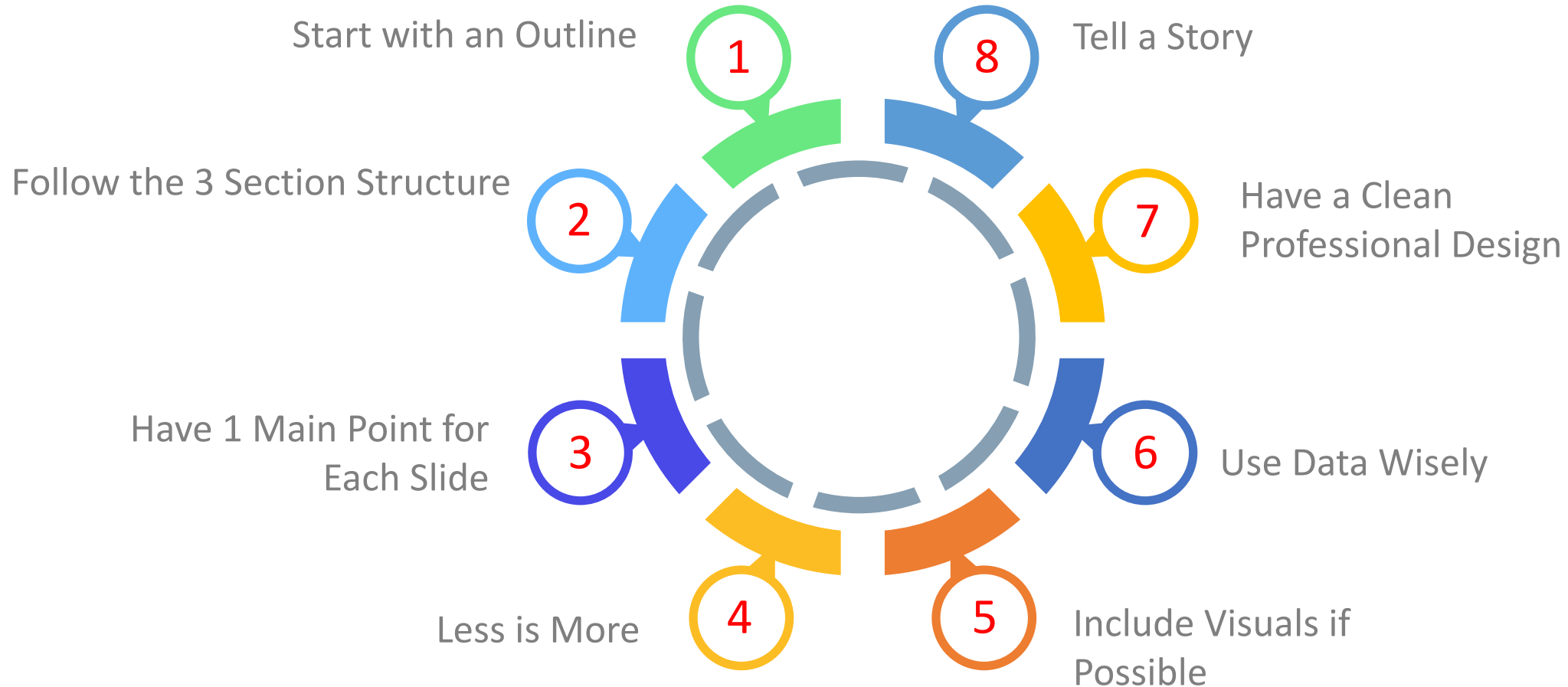


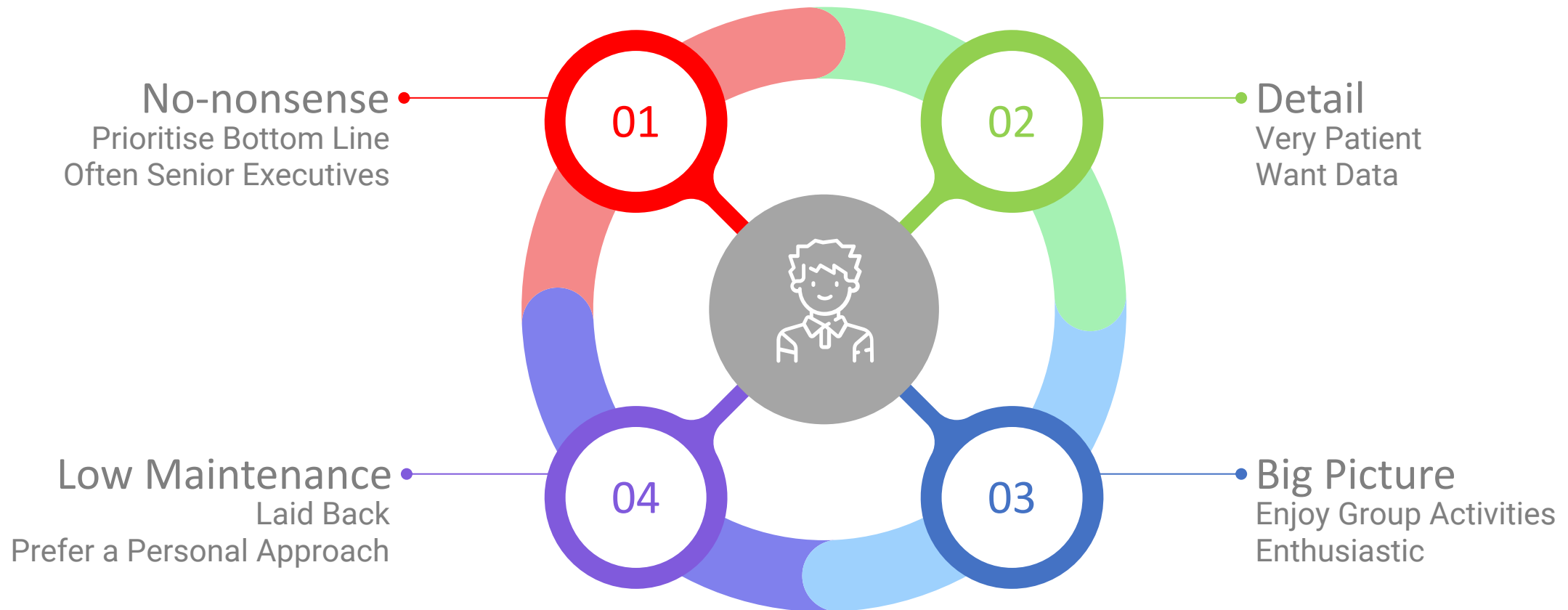
P r e s e n t a t i o n

C o n s i d e r a t i o n s

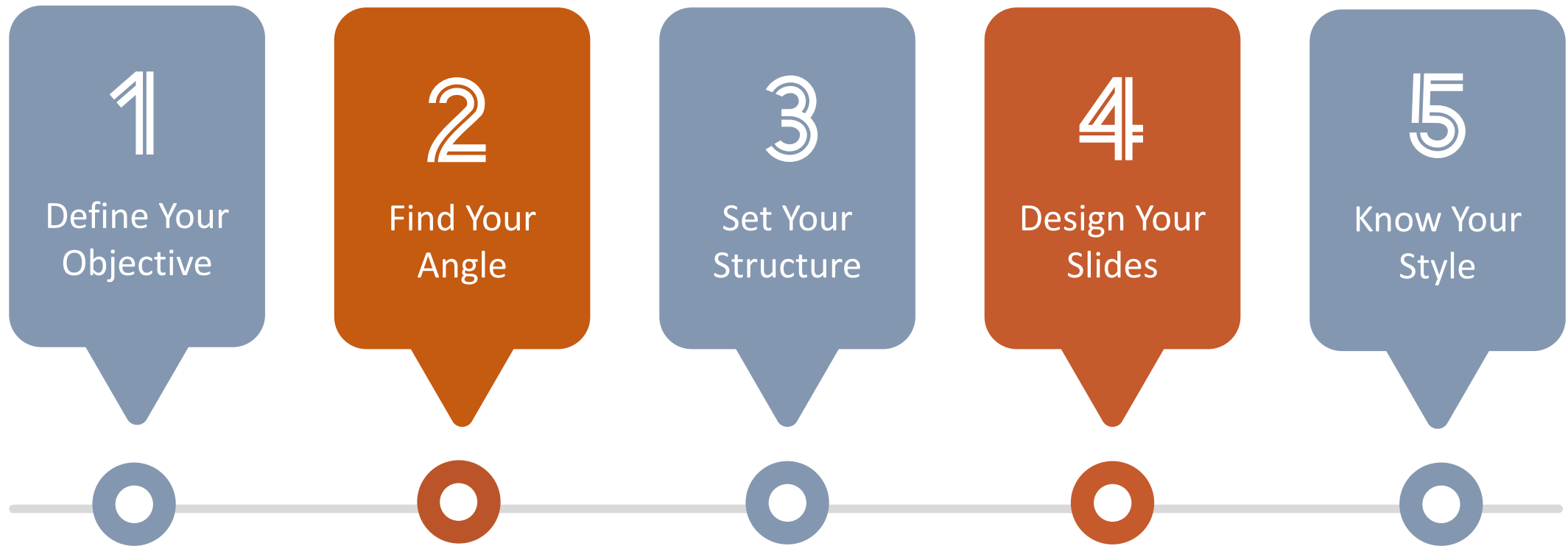
Guiding Principles



Identify Your Audience



Plan Your Presentation



Design Principles

- Alignment
- Hierarchy and Emphasis
- Contrast
- Repetition and Consistency
- Proximity
- Balance
- Colour
- Space
- Proportion

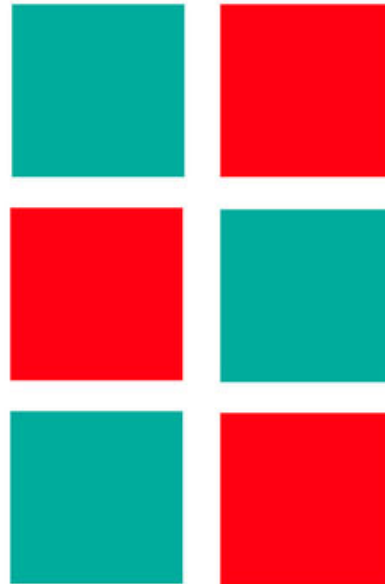
ARE YOU READY?



BLACK FRIDAY SALE

Up to 75% storewide	Limited Amount Available	All-Day on 27th November, 2015
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- Creates an ordered professional appearance

[illegible]

2 Hierarchy and Emphasis

- Give extra weight to most important message
- Variety of ways to achieve including:
 - Larger or bolder fonts
 - Placing important elements more prominently
 - Using shapes to draw attention and frame a focal point

An Exhibition Celebrating the Heroes of the RNLI

SAVING LIVES *at* SEA

National Maritime Museum Cornwall
September 28th 2012 – April 10th 2013

Launch Event:
7.30pm on 28th September 2012
Event Square, Falmouth
Tickets £25

Keynote Lectures:

One Extraordinary Week in October James Inance <i>Manager of the Falmouth Coastguard Rescue Centre</i> 6.30pm on 1 st October 2012 In the Learning Centre Lecture £10 (Members £8)	Search & Rescue in Pictures, Words & Deeds Andy Watts <i>Lieutenant Commander in the Royal Air Force</i> 8.30pm on 6 th November 2012 In the Lecture Theatre Lecture £12 (Members £10)	Pulling & Sailing Lifeboats in Cornwall Tony Rawlyn <i>Vice Chairman of the SW Maritime & History Society</i> 6.30pm on 3 rd December 2012 In the Lecture Theatre Lecture £8 (Members £7)
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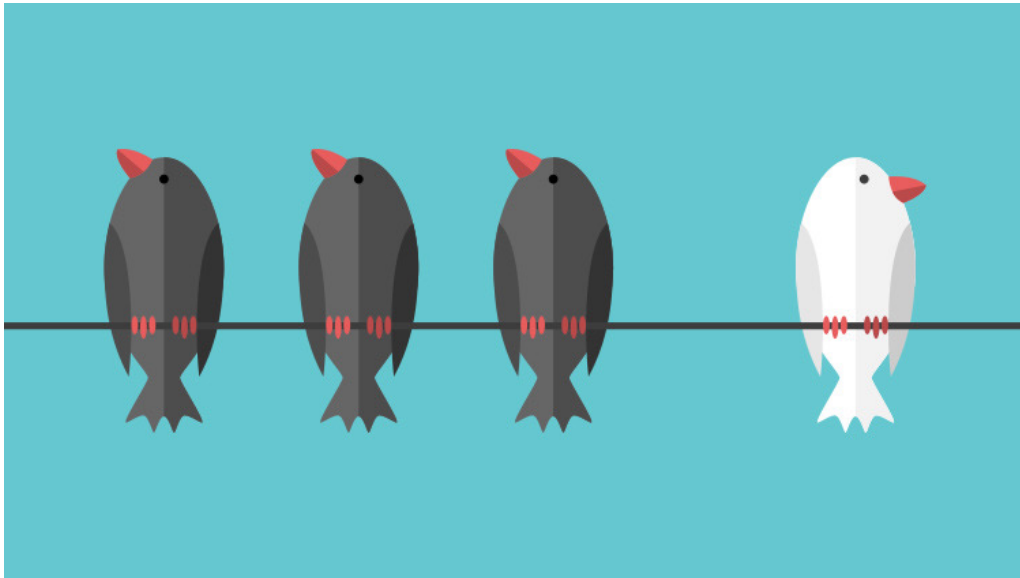
National Maritime Museum
Discovery Quay
Falmouth, Cornwall
TR11 9QY
Normal entry times & prices apply

Director: Jonathan Griffin
Email: Enquiries@nmmc.co.uk
Telephone: 01326 313365
Fax: 01326 317878

Open daily 10am – 5pm
Except Christmas & Boxing Day
NMMC is a registered charity
Charity number 1067594

3 Contrast

- An important design principle which adds emphasis
- Happens when 2 elements are in opposition to each other:
 - Black/white
 - Thick/thin
 - Modern/traditional



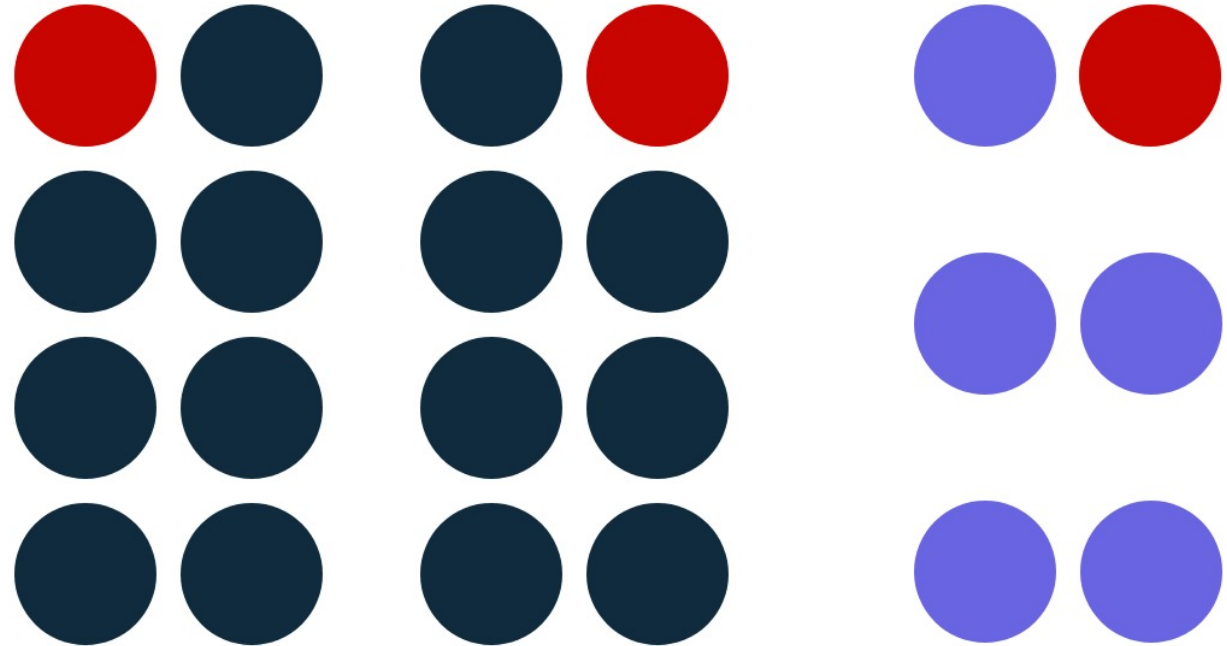
4 Repetition

- The process of repeating elements throughout a design
- Strengthens the overall look
- Ties together design elements
- Especially important in branding (logos, colours, fonts etc)



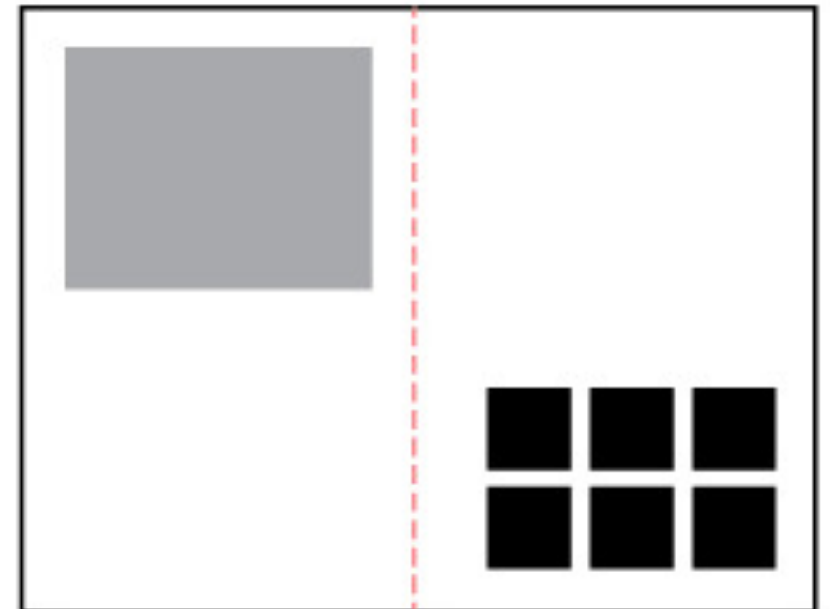
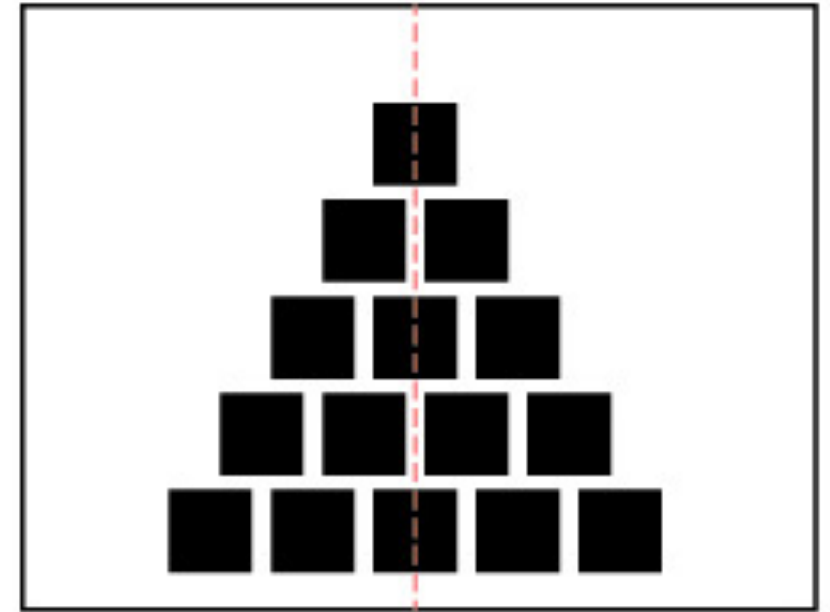
5 Proximity

- Creates organisation on a layout
- Group together related items
- Can tie together visually by:
 - Clustering
 - Use of Colour
 - Font
 - Type size



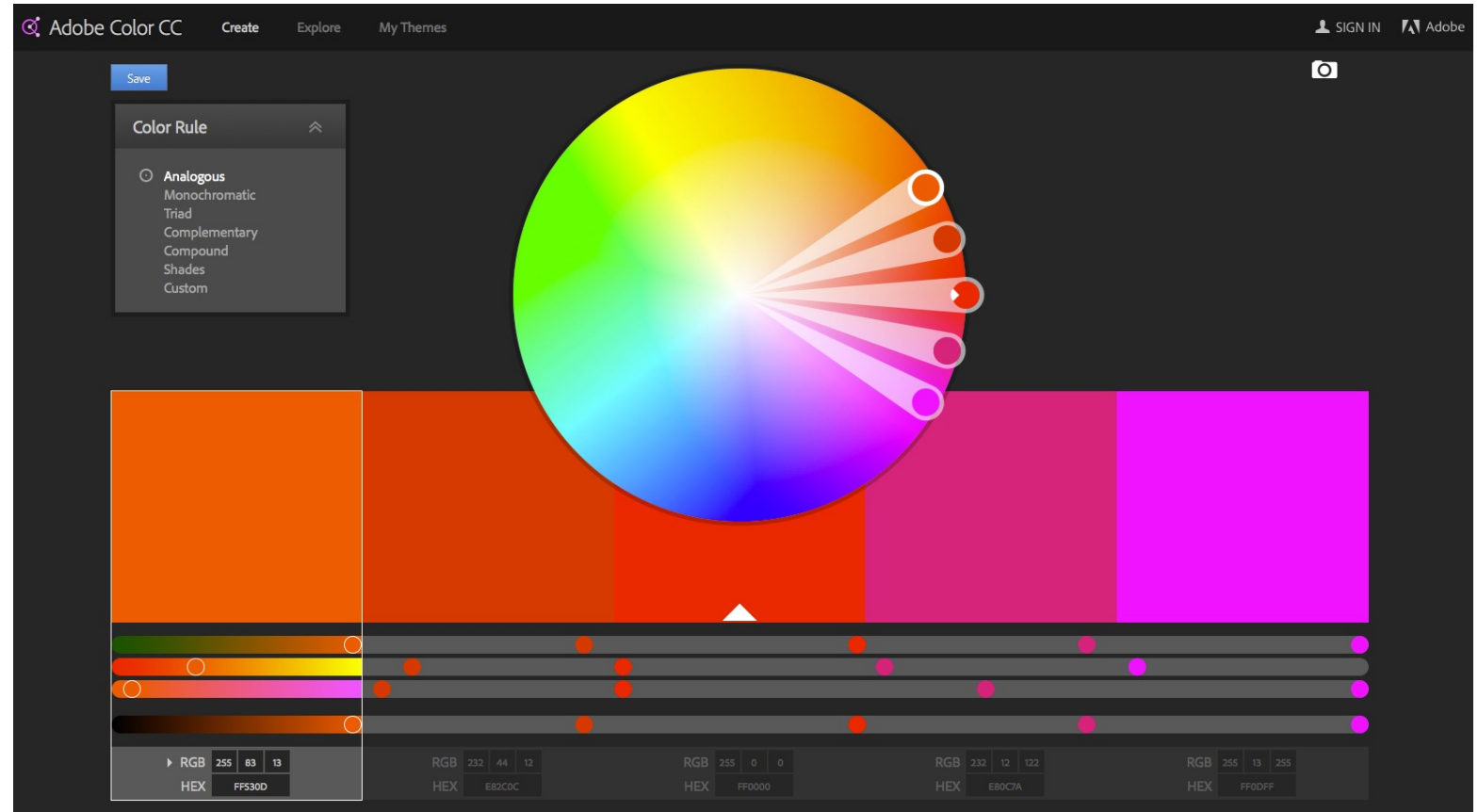
6 Balance

- Gives a design it's form and stability
- Creates a professional attractive appearance
- Can be symmetrical or asymmetrical
 - A symmetrical design is evenly divided
 - An asymmetrical design has unequal elements according to visual weight



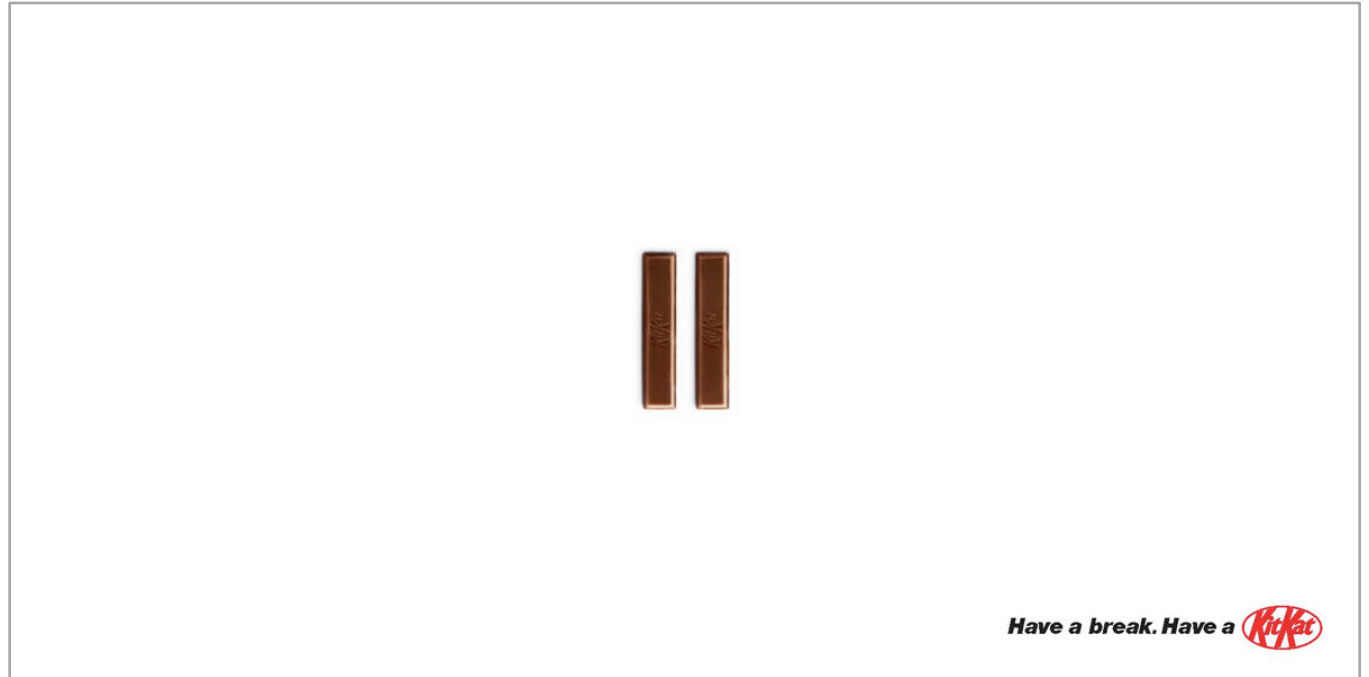
7 Colour

- Dictates the mood of a design
 - Red = Exciting
 - Blue = Calm and passive
 - Yellow = happiness and well being
 - Green = non-profits/environment



8 Space

- Negative space creates shape
- Blank parts of design are very important
- Makes a page less confusing and overwhelming



9 Proportion

- Proportion is the relationship of two or more elements in a design.
- Good proportion adds harmony, symmetry, or balance among the parts of a design.
- If one element is made to look larger compared to other elements it is said to be out of proportion and is given greater importance.

