

DTP Elements & Principles

In order to produce effective DTP publications you must understand the application of techniques used in the production of promotional documents.

Colour: Warm colours (are also advancing colours)

Red/Orange/Yellow

As the name suggests they evoke feelings of warmth.

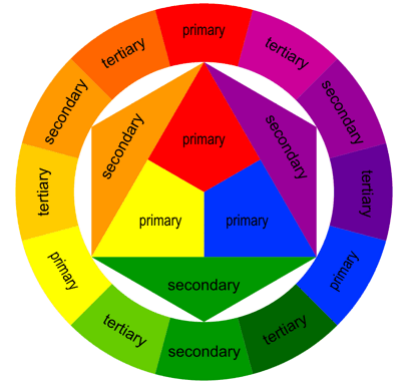
These colours are also known as Advancing colours because they appear to be closer to the viewer than other colours.

Cool Colours (are also receding colours)

Green/Blue/Violet

As the name suggests they evoke feelings of being cold.

These colours are also known as receding colours because they appear to be further away from the viewer than other colours.



DTP Elements & Principles

Colour: Contrasting:

Colours that are contrasting are far apart on the colour wheel. When used together they help to make objects stand out. Examples of contrasting colours

Red/Green.

Blue/Yellow

Harmonising:

Colours that are harmonising are close together on the colour wheel.

Harmonising colours are easy on the eye and help to create a relaxing image.

Red/Orange

Blue/Green

Accent Colours:

Accent colours are used to tie text and graphics together as you can see from the example Red has been used to tie the brochure together helping to create unity within the document



DTP Elements & Principles

Line:

Lines can be used for many things within a DTP document.

- Lines can be used to connect different areas of a document creating unity within the document.
- Lines can be used to separate areas of the document e.g. web addresses/ headings from the main body text.
- Lines can be used to underline text to help create emphasis.

Other Uses for Pure Polyurea

- Encapsulating asbestos
- Roof gardens
- Planter waterproofing
- Sound deadening
- Parking garage floors
- Flat roof systems
- Sub-grade waterproofing

Vector CONSTRUCTION INC.

Polyurea Deck Coatings

Decks can be restored in 30 minutes with no mess. Great for areas where you want to keep it looking like new.

Vector CONSTRUCTION INC.

Tel: 318.379.0862
Fax: 318.379.0873
Email: info@vector.net

Tel: 318.379.0862

Other uses for lawn care services include:

- Lawn care services include:
- Lawn care services include:
- Lawn care services include:

GET THE LAWN YOU'VE ALWAYS WANTED

Let us take care of your lawn so you can enjoy it all year long. We'll mow, fertilize, and water your lawn so it stays healthy and green.

WE MAKE IT POSSIBLE!

FREE ESTIMATE. CALL TODAY!

Tips for a green home

- Schedule a local home energy assessment through National Grid's Green Home Loan program.
- Turn off and unplug appliances when they're not in use.
- Upgrade your computer's power management (sleep) feature to save up to \$35 per year.
- Replace old incandescent light bulbs with energy-efficient Light Emitting Diode (LED) or Compact Fluorescent Light (CFL) bulbs.
- Look for the ENERGY STAR label when purchasing new appliances, lighting and electronics to ensure these products are meeting strict energy efficiency guidelines.
- Replace your air conditioning system with a high-efficiency unit.

Want to learn more?

HERE ARE A FEW RESOURCES TO GET YOU STARTED:

- **ENERGY STAR** (www.energystar.gov)
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- **ENERGY STAR** (www.energystar.gov)

NATIONAL GRID IS CELEBRATING THE 20th Anniversary

Join the celebration!

DTP Elements & Principles

Shape:

Shapes are used within a document to help Highlight Information Organize or Separate Information Make the Design More Interesting.

- Similar shapes used within a document help to create unity
- Shapes which are not similar help to create contrast within a document.



Texture:

Texture is used within a document to help create emphasis and make the document more interesting looking.

- Texture can be added to a document by removing a block colour from a background and adding photographs, images, textured fill etc.
- Texture can also be added inside other images and inside fonts also.

More often than not the texture that is added ties in with the theme of the document.



DTP Elements & Principles

Value:

The lightness or darkness of an object or portion of a design, regardless of colour, is its **value**

Value can be used with other principles and elements of design to create emphasis or a focal point in a page layout or image, leading the eye to what the designer deems is most important.

Value can also be used to increase contrast and create movement. The greater the difference in the value of an object and its background and other objects, the greater the contrast. Objects with differing values lead the eye from most prominent to least and give the illusion that parts of the design are moving.



Alignment:

Alignment is an effective method to improve the structure of a layout. Good alignment makes a page easy to follow and organised and helps make it neat and sharp.

- Alignment is between **two or more objects** on a page.
- Alignment can be horizontal or vertical
- Alignment can be central, left or right

When you talk about alignment within a document you **MUST** explain exactly what elements are aligned.

The Heading/Sub heading and main Body text are aligned centrally

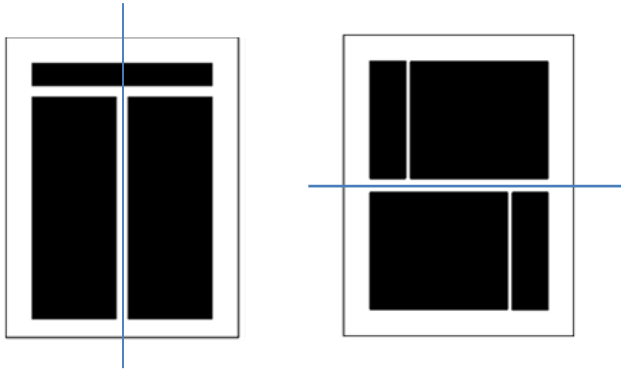


The Heading/Main body text and images are left aligned



Balance:

Symmetrical balance - is easiest to see in perfectly centered compositions or those with mirror images. In a design with only two elements they would be almost identical or have nearly the same visual mass. When a design can be centred or evenly divided both vertically and horizontally it has the most complete symmetry possible.

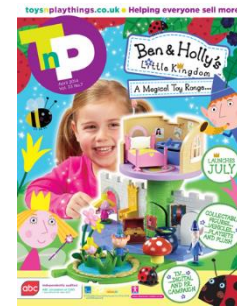
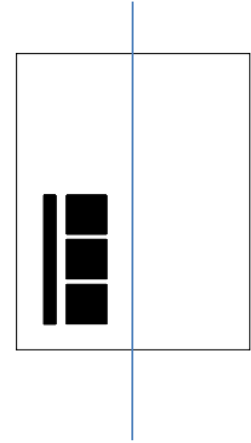
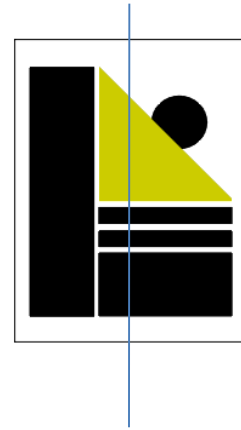


Why Is It Used?

Symmetrical balance generally lends itself to more formal, orderly layouts. They often convey a sense of tranquillity or familiarity or elegance or serious contemplation.

Balance:

Asymmetrical Balance is typically off-centre or created with an odd or mismatched number of disparate elements. However, you can still have an interesting design without perfect symmetry.



Why Is It Used?

Asymmetrical Balance is generally more dynamic and by intentionally ignoring balance the designer can create tension, express movement, or convey a mood such as anger, excitement, joy, or casual amusement.