

PRINCIPLES OF DESIGN

PRIMER ON BASICS + STANDARDS OF GOOD DESIGN



FIERCE MUSTANG MEDIA



SAN JOAQUIN
DELTA
COLLEGE

LET'S ESCALATE QUICKLY

Not all design is good design. It is likely that you have seen something out in public that you have done a double take on, either because the design is really good, or it's really bad.

Often times design goes bad because people don't have a sense of what good design is. Instead, they think about what appeals to them.

Let's consider this comic from [The Oatmeal](#) about **How Web Design Goes Straight to Hell.**



GUIDING PRINCIPLES

We'll hit on seven general principles today that we engage when we design:

- Contrast
- Repetition
- Balance
- Emphasis
- Space
- Unity
- Proportion

Note: There are many, many more principles to design. These are just the ones we will focus on.

CONTRAST

Apple's iPod (remember those?) campaign is perhaps one of the best examples of this. With its vibrant colors and silhouettes, it has gone down as one of the most recognizable marketing campaigns in history.

Contrast also considers:

- Font colors + sizes
- Texture
- Color wheel (using opposite sides to complement)



REPETITION

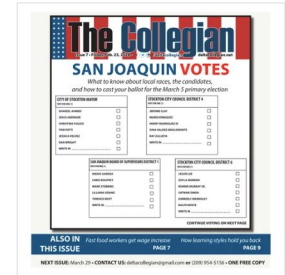
Same or similar images should be used throughout your design. This works to create a cohesive styling. Let's consider *The Collegian*. The paper is designed by a different person every issue, but the style repeats. This provides familiarity.

Repetition also considers:

- Font (three is typically too many)
- Color
- Patterns (usage, selection)
- Images (same general feeling, usually not same image)



The Collegian - Published March 28, 2024



The Collegian - Published February 22, 2024



The Collegian - Published February 1, 2024



The Collegian - Published December 1, 2023

BALANCE

Balance considers how the elements on a page are weighted against each other, specifically in a way that creates harmony within the design. Consider this design from this week's Collegian newspaper. One story has art and a bigger headline. It is meant to pull you into the page first, with hope that if you read it, you will read the story next to it as well.

Balance also considers:

- Objects within design (not too crowded, not too sparse)
- Colors (depth, opacity)
- Font sizes

11 Opinion

EMBRACING BENEFITS OF NATURAL HAIR

BY CHRISTINA GOODMAN
Photo Editor

When it comes to your hair, you can decide on how exactly you want to wear it. Perm, braids, weave or going natural — all are valid options. From years of wear and tear, your hair can get damaged resulting in hair breaking off, going bald or chemical burns. I actually decided in 2013 that I wanted to go natural after I had a bald in my head due to perming my hair. I had three bolts in my hair within six years and each time I had a bald patch due to it. And it took me a minute to think about going natural. I was 27 and getting perms was something I was used to. Growing up spending hours in the salon to get my hair fixed, dyed and laid to the side is something my culture is used to doing.

To be honest I feel that it's stages to this from thinking about it and just going natural with your hair. But I wanted to be able to embrace this rather than worry about what others are going to say when they see me. It's also wondering am I going to like wearing my hair natural? It wasn't something that I won't need to see on myself.

After the big chop I stood in the mirror and thought "this is the new me. Embracing it and I don't care how others feel about it."

Sitting in the chair while the lady cut my hair I felt so good because so much was taken from it. I felt free, liberated and so much weight was lifted.

Seeing myself with just my normal and shorter hair was so different than how I was wearing my hair.

I also felt free from being in the norm that others think that I'm supposed to have my hair look like.

There are also so many benefits that I got from going natural. For example my hair was healthier from not getting perms anymore. Also with natural hair you can pick from a selection of ways that you can give your hair done from wash and go to braids to locs to haircuts (dads) to afros and even wearing weaves/extensions.

Wearing weaves/extensions and braids — also known as protective hairstyles — can also help your hair to grow.

Shoplifting: Never-ending tragedy of retailers

BY ESHMAN GINER
Staff Writer

As a retail employee I have noticed crimes in Stockton have gone up increasingly over the years I have been working, especially when it comes to shoplifting and theft.

Cases for shoplifting theft have gone up by nearly 25 percent in just a span of two years. The number of recorded cases was 1,250 in 2021, then shot up to 1,600 in 2023 according to Stockton Police Department.

Officer David Scott, one of the Public Information Officers with the Stockton Police provided information about these ongoing incidents.

"Stockton Police has continued to build relationships with businesses to support and address their needs," said Scott.

Scott noted examples of how the department has built relationships with businesses around the city to help prevent owners from being targeted.

"Some examples are organized retail theft missions, special checks that are set up to provide extra patrols, or area checks to provide high visibility. This task is usually handled by our Strategic Community Officers in the Strategic Operations Section. They also participate in the Business Watch program along with members of our Crime Prevention Team who lead the Business Watch Program," said Scott.

Scott also recommends business owners to learn more about Stockton PD's business watch program.

"A Business Watch reestablishes communication links among various businesses within a specific geographic area such as a plaza, mall, complex, or city block. Each business works with the other businesses in the PD Department informed of any activity that could be considered criminal in nature," said Scott.

Juan Zarrate who is one of my co-workers and also a second-year Delta student said that shoplifters have affected his shopping experience negatively.

"As shoplifters have, because shoppers like me and others work for things we need and some people come in and steal it from us when we're certain that we're not," said Zarrate.

"There should also be more laws created or rules to either scare or eliminate the amount of theft that happens, especially in Stockton," said Zarrate.

"Thieves around the city impact me and many employees at retail stores like Eterday's Corralles who works at the Stockton Target near campus.

"Shoplifters have affected me because it shows that people do not care and it also throws off the count at work which leads to other customers complaining to us and making our jobs more stressful," said Corralles.

Many cases of shoplifting occur everyday.

"Thieves come in and steal probably about 4-5 times per day from what I know of but there could be a bit more," said Corralles.

Not only does it affect employees of retail stores, it also affects the everyday lives of customers, thieves can make shopping feel less safe and more difficult to find the goods that they may need.

Even though I won't be working at a retail store for much longer since I'm going to school for a better career, it does concern me about the safety of other customers and employees around Stockton quite often.

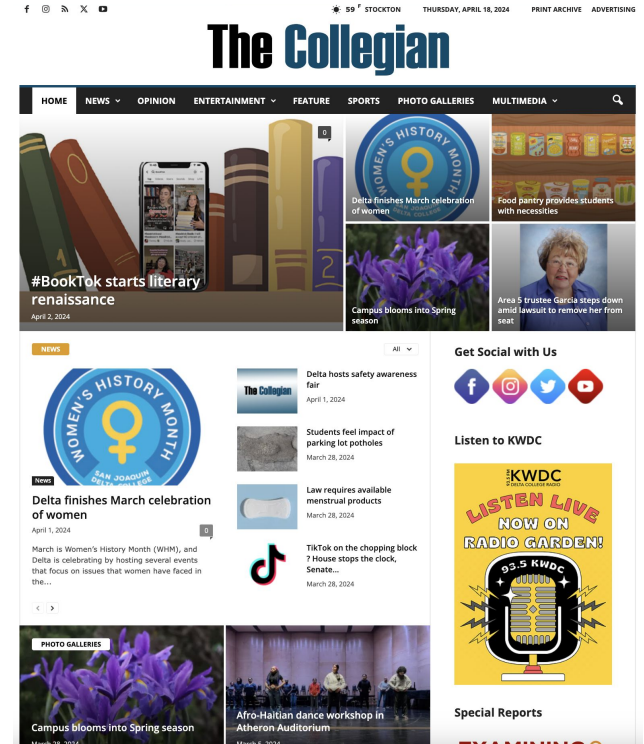


EMPHASIS

Having a central focal point in your work is important as it is where your viewer's eye will go and what, essentially, determines whether your design is effective. Consider the top stories listed here. They are listed elsewhere on the website, but placement at the top of the page shows us that these these are the most important elements to look at. Photo, words, and graphics can be emphasized on a page.

Emphasis also considers:

- Alignment of elements (centering, askew)
- Colors (pop of color)
- Size of elements



SPACE

Not every inch of a design board needs to be filled. In fact, **negative space** can amplify your design. The newspaper page here was designed with intent to amplify the space in a way that better showcases the story and the art. Consider, too, **emphasis** on the headline. **Space** is the composition of your content. You can allow for **float**.

Space also considers:

- Positive and negative usage
- Background
- Measurement between elements
- Less content is sometimes more

8 Entertainment March 28, 2024
delta.collegejournal.net/entertainment

#BOOKTOK STARTS LITERARY RENAISSANCE

Once niche crowd grows into large community where people watch, share, and interact

BY GRACE LAWSON
Staff Writer

The once niche crowd on TikTok where people posted quotes and showcased lists of their favorite books, has now grown into a large online community where people watch, share and interact with accounts dedicated to books and reading.

The community calls itself "BookTok," and if you've been in a bookstore in the last four years, you've probably seen titles labeled something like "BookTok Favorites", where books from all genres are grouped together by what is currently trending in the social media sphere.

On TikTok, #BookTok currently links more than 30.1 million posts. And if you've received a recommendation recently from a friend, it's most likely because it made its rounds in the BookTok community.

"I think it's a great way to get fast feedback and raw reactions to books and literature in general and also help promote authors that are really trying to start up their careers," said student Ella Frey, who had first discovered the series, "A Court of Thorns and Roses" through BookTok. "Reading the ACOTAR series, literally changed my life, it's a series that got me out of my slump that I had been on for a while and helped me delve into the world of fantasy in general."

The community itself provides users with recommendations for books, reactions to scenes, context, aesthetics, fanart, opinions and author promotions. Books that have come out in the last couple years have been popular amongst users and even

resurgences of books that are much older have had time in the limelight.

BookTok has been an outlet in which fans can be introduced to reading, rediscover their love for it or find books suited to their interests and tropes they favor.

BookTok offers alternative ways to approach reading that isn't only the summary on the back of a book cover. Its ability to cater to all audiences and their genre preferences allows for books to gain popularity and reach even outside of the TikTok sphere, recommendations passing from those on BookTok spill over to friends and family.

The community does have its fair share of cons, especially since it has grown to cater to so many people across the platform.

"I'm all for knowledge being able to be more accessible in the terms of being on social media, especially TikTok. But I am a bit wary of too much information, especially "wrong" information or negative information being spread as well," said student, Iheo Chin.

BookTok has created such a large community that has made it so many people search for tropes in books instead of plots, or glorify authors whose books may perpetuate negative stereotypes.

"While BookTok has

rekindled a love for reading amongst many people, it focuses too much on tropes and aesthetics rather than quality writing and powerful prose. BookTok perpetuates a culture where tropes and books rapidly gain popu-

larity like microtrends, each month pushing out a new hyper popular trope," said student, Sofya Ollamora, president of the Book Club on campus.

BookTok's has both its pros and cons that customarily come with such a large Online community but it's universally agreed upon that since its birth mid-pandemic, it's created a space where many are able to enter the reading community and find a place for themselves.



OTHER EXAMPLES OF SPACE

10 Opinion

Headlights brighter than your future

That's not heaven you see, it's just a Jeep; brighter vehicle headlights create unsafe night driving conditions

BY ZACKARY RUIK-NEWTON
Opinion

And God said, let there be light: and there was light." So the often quoted bible verse goes, but what is rarely mentioned is the possibly aspherical continuation that has come about in the intervening years. "and God wept. For the light paled in comparison to the Jeep Wrangler on the other side of the road at 4 a.m."

Since the introduction of LED headlights in 2007 with the Lexus LS 600h sedan, they have continued to replace the previously standard halogen bulbs and while they offer improved visibility and clarity they aren't without their detractors.

r/P#yourheadlights is a subreddit with around 30,000 members that is entirely dedicated to the seething hatred of LED headlights, posts range from well researched deep dives to general bemoaning about the retinal distress caused by whoever happens to be tailgating them on their commute. The Reddit community includes the profanity without reduction. Colloquial standards prevent running of the word in its original form.

As someone who routinely drives home from work at 1 a.m., I have often been blinded by oncoming headlights that may as well rival the glare from the sun I get on my way to work. So sympathizing with the plight of the denizens of r/P#yourheadlights seems quite natural.

Even when it's not a direct danger — a car behind you being the one with the headlights is much less risky — the annoyance generated by a beam of bright blue photons is certainly enough to make you grimace.

"The light emitted by LEDs has become bluer, brighter, sharper, and more focused," says an article by John Bullough and Mark Rea for I.D.E.S. magazine in June of 2023. "A bluer LED light in fact is brighter to the human eye than the same measured level of yellow light."

The human eye's sensitivity to blue lights means that even when the intensity is tech-

nically the same. An LED light will often produce more glare for an oncoming driver, which can be a factor in collisions and accidents.

"Half of the fatal accidents on U.S. roads occur at night, and the number of traffic accidents caused by glare from the high-beam headlights of oncoming traffic at night accounts for 12 [percent] to 15 [percent] of all traffic accidents" according to a study titled "Study on the Influence of Opposing Glare from Vehicle High-Beam Headlights Based on Drivers' Visual Requirements" conducted by Jianguo Hu, Yunpeng Guo, Ronghua Wang, Sen Ma and Aolin Yu for the Beijing University of Technology from Feb. 27, 2023.

While this study specifically refers to high-beam headlights to increase safety. Exacerbating issues of glare are the positions of headlights with many cars like trucks and SUVs being lifted raising the headlights into clear view of any poor vehicle in front of them.

"Contemporary headlight beams are more focused than previous technologies, a significant increase in glare from misaimed headlights is more likely" say Bullough and Rea. "This in turn made worse by the fact that only 10 states in the U.S. check headlight alignment when doing annual inspections. California is not one of them."

While the scourge of LED headlights is currently omnipresent, there may be solutions on the horizon. ADB (Adaptive Driving Beam) headlights are the best of both worlds, the brightness of LEDs but without the adverse effects of increasing glare for other drivers.

However ADB's were not allowed under US auto safety regulations until 2022.

"But, according to automakers and safety advocates, the new rules make it difficult for automakers to add the feature" says an article by CNN which indicates that even with the changes it might be a while before we get relief.

March 28, 2024
deltacollegian.net/opinion

PERFORMANCES HIGHLIGHT END OF SEMESTER

A calendar of Delta-connected events run through beginning of winter break

A MIDSUMMER NIGHT'S DREAM

Performance by Delta Drama

7 p.m. Dec. 1, Dec. 2, Dec. 8, Dec. 9
2 p.m. Dec. 2, Dec. 3, Dec. 10
Tillie Lewis Theatre, Locke Center
Tickets: \$5 (Student/Child), \$7 (Adult/Seniors)

bit.ly/dcaboxoffice

LET THE BELLS RING

Performance by Lodi Community Band, with Millswood Middle School Concert Band

2 p.m. Dec. 3
Hutchins Street Square
Free admission

lodicomunityband.com



A WINTER CONCERT

Performance by Delta Symphonic Band with Edison HS Concert Band

7 p.m. Dec. 7
2 p.m. Dec. 2, Dec. 3, Dec. 10
Atherton Auditorium
Free Admission



LIGHT, PEACE & JOY

Performance by Stockton Choral

3:30 p.m. Dec. 10
Atherton Auditorium
Tickets: \$25

bit.ly/dcaboxoffice



SNOW DAY CELEBRATION!

Performance by Stockton Concert Band with guest bands from Lincoln High School

7 p.m. Dec. 5
Atherton Auditorium
Free admission

stocktonconcertband.com



DELTA CHOIRS

Performance by Weston Ranch High School Choir

7 p.m. Dec. 6
Atherton Auditorium
Free Admission



STRINGS AND MORE

Performance by Delta Drama

7 p.m. Dec. 12
Tillie Lewis Theatre
Free Admission



FIERCE MOUNTAIN MEDIA



SAN JOAQUIN
DELTA
COLLEGE

UNITY

Let's touch on branding again, as it applies to larger companies. Nearly every company has a [Brand Standards](#) guide, which describes company standards. **Unity** looks to how well design elements play together and whether they work in the larger design aesthetic.

Unity also considers:

- Standardized font usage
- Set design (repetition)
- Alignment + proximity of content



PROPORTION

Elements should be balanced, but also need to be relative in size to one another. Larger elements will draw the eye quicker than smaller ones. Consider the poster here. The font size at the top is larger than the sizes moving down the page. One image is highlighted above others. The point is to draw the eye down.

Proportion also considers:

- Font choices + sizes
- Hierarchy ([consider newspaper design](#))
- Shapes in the design (and repetition)

Top 4 reasons to #jointhecollegian

Enroll in MCOM 11 at San Joaquin Delta College to become part of the award-winning student newspaper and website staff.

Get professional experience

Learn reporting in an environment that mirrors professional journalism. The student newspaper is produced up to six times a semester on deadline. The student newspaper website is regularly updated with news you write.

Build a portfolio

Walk away from your experience in MCOM 11 and MCOM 12 classes with published work that you can use in your portfolio to move on to a four-year college newspaper, internship, or professional setting. All students create digital portfolios as part of their final requirements for the classes.

Dig into your Delta experience

There's no better way to learn about the campus than reporting on campus issues, events, and happenings. Reporters get to dig deeper into their campus experience through interviews, investigation, and examining of public records.

Be part of an award-winning team

The Collegian has earned accolades from the Journalism Association of Community Colleges, Associated Collegiate Press, California College Media Association, and the California Newspaper Publishers Association. In 2022, the newspaper earned a No. 1 General Excellence recognition from CNPA.

For more information visit deltacollegian.net or email tara.cusidgo-staiano@deltacollege.edu



EXERCISE (IN ENTRY HALL)

Let's evaluate design! In the entry hallway, there are a variety of designs from posters throughout campus. Use the sticker dots to note what part of design is being used and where. Remember that good design often takes into account many of the principles (and more) we discussed today.

Please place the stickers on the poster (not the white board surface).

