GDLA
Graphic Design
League of America
HALL OF DESIGN
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Billy
vs.
The Principles
of Design
DIRECT EDITION
$1.95 US $2.95 CAN

Graphic Design League of America

Special Issue #1

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Mike Smith

Written by:

Mike Smith

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Mike Smith

Concept developed for:

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Featuring:

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Night and the city sleeps...
But wait... what light through yonder window breaks?
Someone is still awake.
CAPTAIN EMPHASIS!?
Man, I'm never gonna finish this project... I wish I understood what makes a good design. If only I someone could clue me in...
Maybe we could help....
WHO are you?!?
We are... The Graphic Design League of America and we have the answers you need...
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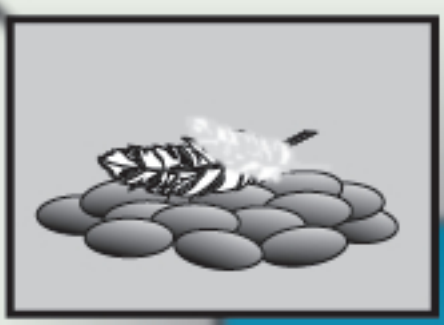

Balance can be symetrical or asymetrical.

It can also be achieved with color.

He's floating!

Next, Rhythm...

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Dr. Rhythm
Rhythm is created to give the illusion of movement. It is in my cape in the form of lines and in the air around me in the shapes that I have created.
More importantly than the illusion of movement, it gives the eye a path to follow, leading the viewer where you want him to go.
Next, Emphasis.
Did someone call...
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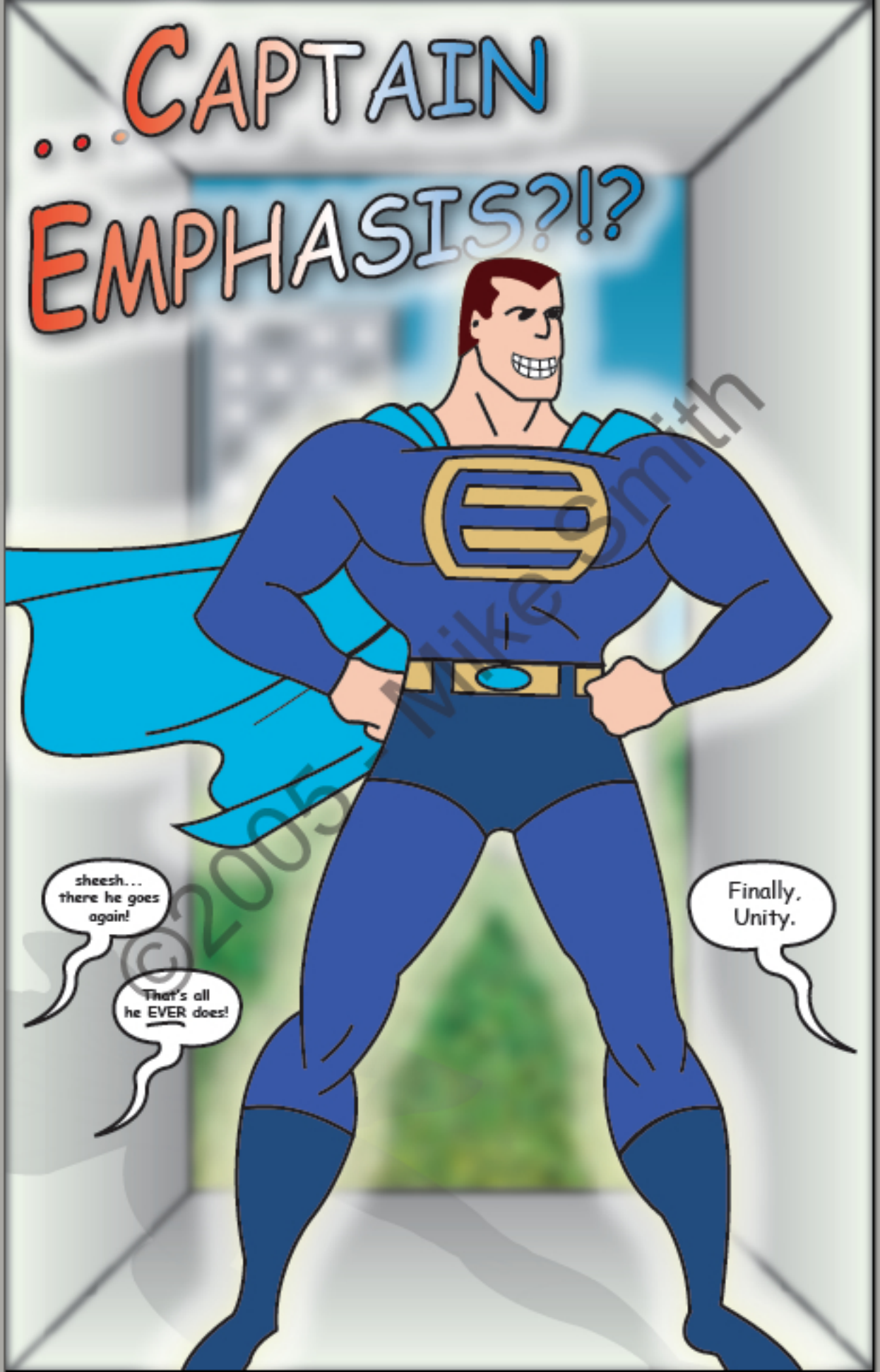
...CAPTAIN EMPHASIS?!?
sheesh... there he goes again!
That's all he EVER does!
Finally. Unity.
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I AM THE UNDERLYING PRINCIPLE THAT ENCOMPASSES ALL OF THE ELEMENTS AND PRINCIPLES OF DESIGN. I AM ALL OF THEM WORKING IN UNISON TO BRING COHERENCE TO THE PIECE AS A WHOLE. WITHOUT THE OTHERS I CANNOT BE. WITHOUT ME, THE OTHERS MAY ERUPT INTO CHAOS. CHAOS IN ITSELF MAY BE EFFECTIVE, BUT
IT IS NOT SOMETHING TO BE USED LIGHTLY. LIKE THE FORCE, I, AND I ALONE, BRING HARMONY BETWEEN THE PARTS THAT MAKE THE WHOLE. IN THE BOOK YOU NOW HOLD, I AM IN THE LAYOUT, THE PALLETTE, AND THE OVERALL IDEA. I PERMEATE THE ESSENCE OF THIS PROJECT. I AM THE ESSENCE OF THIS CREATION. I AM..
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UNITY

WOW! I sure learned a lot! I just hope that I was able to capture the essence of what I learned and convert it into this nifty comic book. Well, only thing left to do is to turn it in to my professor. Gee, I hope he likes it!
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Did Billy learn his lessons? Will his professor like the outcome? The world may never know, but at least Billy can now get some sleep and study for his Biology final.

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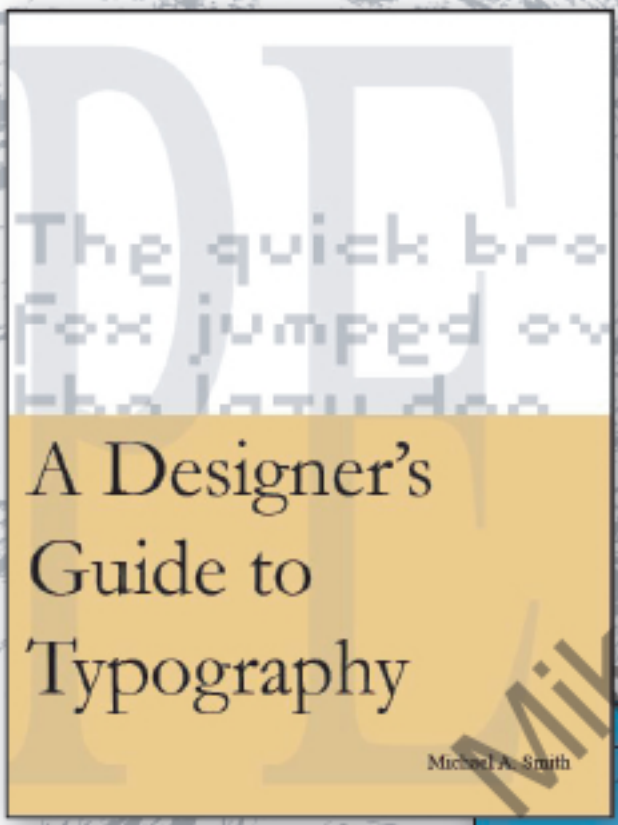
ON SALE NOW!



The organization of letters on a blank sheet -- or screen -- is the most basic challenge facing anyone who practices design. What type of font to use? How big? How should those letters, words, and paragraphs be aligned, spaced, ordered, shaped, and otherwise manipulated? Typographical expert Michael A. Smith has the answers. In this book you will find answers to all your questions regarding typography, numerous examples and typographical art, as well as a comprehensive list of the major mistakes often made by beginners.

Trained by the best in the graphic design industry, Michael A. Smith has worked in all of the major areas of graphic design, from print media to the internet. Sought after for his typographical skills, the author has finally taken all his knowledge on the subject and compiled it in this easy-to-read book, giving you a concise yet limitless look into the typographical toolbox of his mind.

This is your one-stop-shop for all things typographical.

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