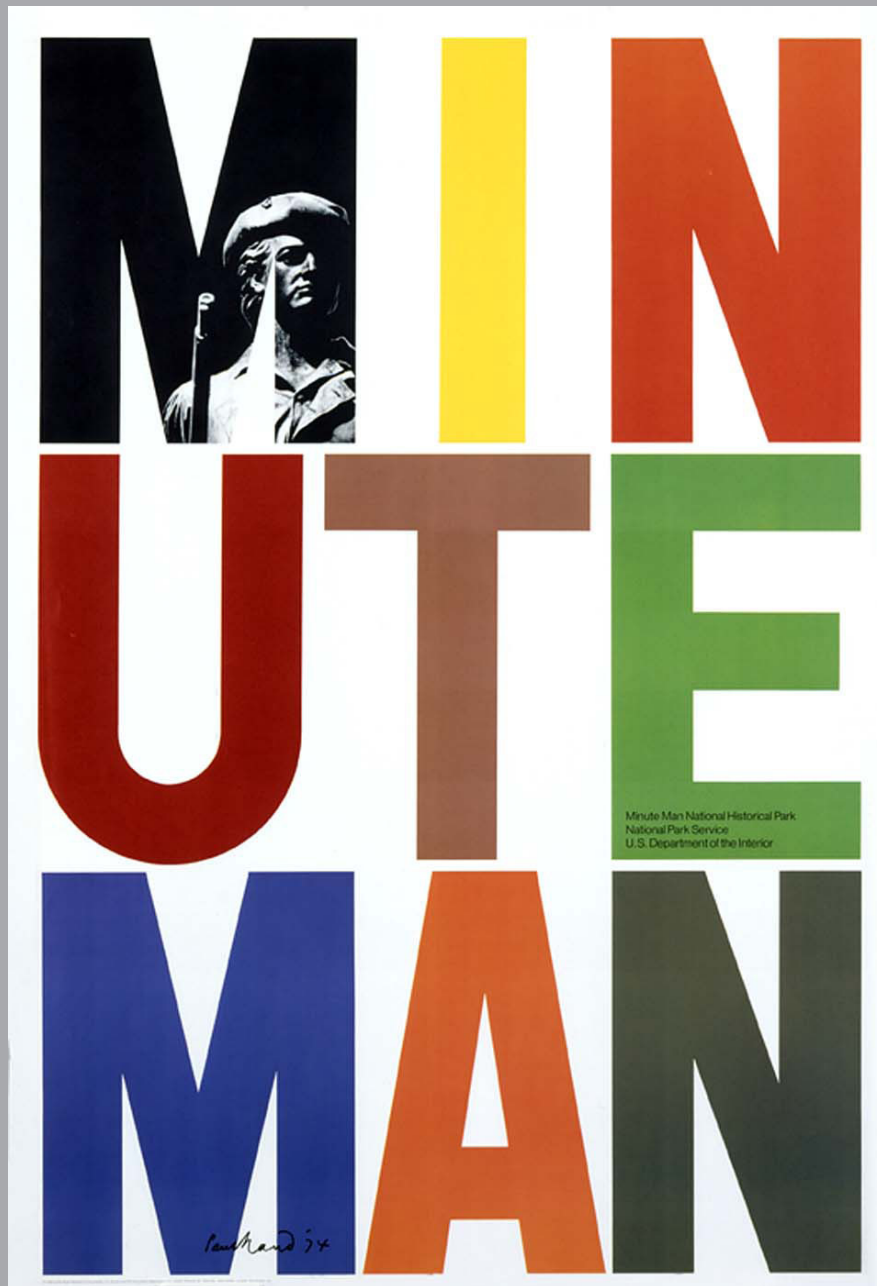


Principles of Design

* Source: <http://www.design-lib.com/>

Balance

- **Symmetrical, radial, formal, and informal ways of arranging elements on a page to achieve visual balance.**
- **What makes a balanced piece, and when to break the rules.**



Proximity

- **Arranging elements on the page through proximity -- keeping like items together and creating unity by how close or far apart elements are from each other.**
- **How close together or far apart elements are placed suggests a relationship (or lack of) between otherwise disparate parts.**
- **Unity is also achieved by using a third element to connect distant parts.**



**JAN
TSCHICHOLD**

DATE **NOVEMBER 17**
TIME 6:00 to 9:00
WHERE **KRAUSS HALL**

**HOSTED
BY S&P** SPC.ORG

Alignment

- **While centered text has its place it is often the mark of a novice designer.**
- **Align text and graphics to create more interesting, dynamic, or appropriate layouts.**
- **Lack of alignment creates a sloppy, unorganized look. Mixing too many alignments can have a similar effect.**

Mittwoch, 29. Mai 18.00 Uhr
 Donnerstag, 5. Juni 18.00 Uhr
 Eröffnungsvorstellung
 Tristan und Isolde
 Oper von Richard Wagner
 am 150. Geburtstag
 Richard Wagners

Samstag, 8. Juni 18.00 Uhr
 Die Meistersinger von Nürnberg
 Oper von Richard Wagner
 Zum 150. Geburtstag
 Richard Wagners
 Sonntag, 9. Juni 20.00 Uhr
 Die Zauberflöte
 Oper von
 Wolfgang Amadeus Mozart
 Dienstag, 11. Juni 20.00 Uhr
 Fidelio
 Oper von
 Ludwig van Beethoven
 Freitag, 14. Juni 20.00 Uhr
 Otello
 Oper von Giuseppe Verdi

Samstag, 15. Juni 18.00 Uhr
 Parsifal
 Bühnenweihfestspiel von
 Richard Wagner
 Zum 150. Geburtstag
 Richard Wagners
 Mittwoch, 19. Juni 20.00 Uhr
 Il Trovatore
 Oper von Giuseppe Verdi
 Freitag, 21. Juni 20.00 Uhr
 Rigoletto
 Oper von Giuseppe Verdi

Sonntag, 23. Juni 20.00 Uhr
 Mittwoch, 26. Juni 20.00 Uhr
 Welturaufführung
 Die Errettung Thebens
 Oper von
 Rudolf Kallert
 Freitag, 28. Juni 20.00 Uhr
 Sonntag, 30. Juni 20.00 Uhr
 London's Festival Ballet
 1. Programm
 Samstag, 29. Juni 20.00 Uhr
 Sonntag, 30. Juni 14.30 Uhr
 London's Festival Ballet
 2. Programm

Internationale

Juni-Festwochen

Stadttheater

Zürich
 1963

Juni-
 Festwochen
 Zürich 1959

Stadttheater

Schweizerische
 Erstaufführung
 Mittwoch, 3. Juni
 20.00 Uhr

Der Sturm

Oper von Frank Martin
 Leitung:
 Christian Vöchling
 Hans Zimmermann
 Max Rößlerberger

In den Hauptrollen:
 Ingeborg Friedrich
 Heinz Borsit
 Jean Pierre Genet
 Hermann Winkler

Gastspiel
 Städtische Oper Berlin

Freitag, 5. Juni
 Sonntag, 7. Juni
 20.00 Uhr

Così fan tutte

Komische Oper
 von W.A. Mozart
 Leitung:
 Arthur Kötter
 Carl Oberst
 Jean Pierre Fomella

Elisabeth Grümmer
 Lisa Otto
 Siegfried Wagner
 Herbert Brauer
 Josef Greindl
 Ernst Hältiger

Samstag, 6. Juni
 Mittwoch, 17. Juni
 20.00 Uhr

Lucia
 di
 Lammermoor

Oper von G. Donizetti
 Leitung:
 Nella Serdi
 Ettore Cella
 Max Rößlerberger

In den Hauptrollen:
 Amelia Benvenuti
 Lorenza Sabatucci
 Lorenza Gastiani
 Wera Zenzel

I. Programm
 11. Juni, 20.00 Uhr
 14. Juni, 20.00 Uhr

II. Programm
 12. Juni, 20.00 Uhr
 14. Juni, 15.00 Uhr

III. Programm
 13. Juni, 20.00 Uhr

London's
 Festival Ballet

I. Programm
 Valour, Op. 18
 Chopin
 Petruschka
 Etudes
 II. Programm
 Concerto
 Grosse
 III. Programm
 Schwanensee, 1. Akt
 Le Pas de Quatre
 Variations for Four
 Don Quixote
 Polowitzer Tänze

Leitung:
 Julian Braunweg
 Anton Dolin
 Geoffrey Corbett
 mit:
 Tamara Tsumanova
 Nadia Krassovska
 Toni Linder
 Marilyn Burn
 Anton Dolin
 John Gilpin
 Corps de Ballet

21. Juni, 20.00 Uhr
 Das Rheingold

23. Juni, 19.00 Uhr
 Die Walküre

24. Juni, 18.00 Uhr
 Siegfried

28. Juni, 18.00 Uhr
 Götterdämmerung

Der Ring
 des
 Nibelungen

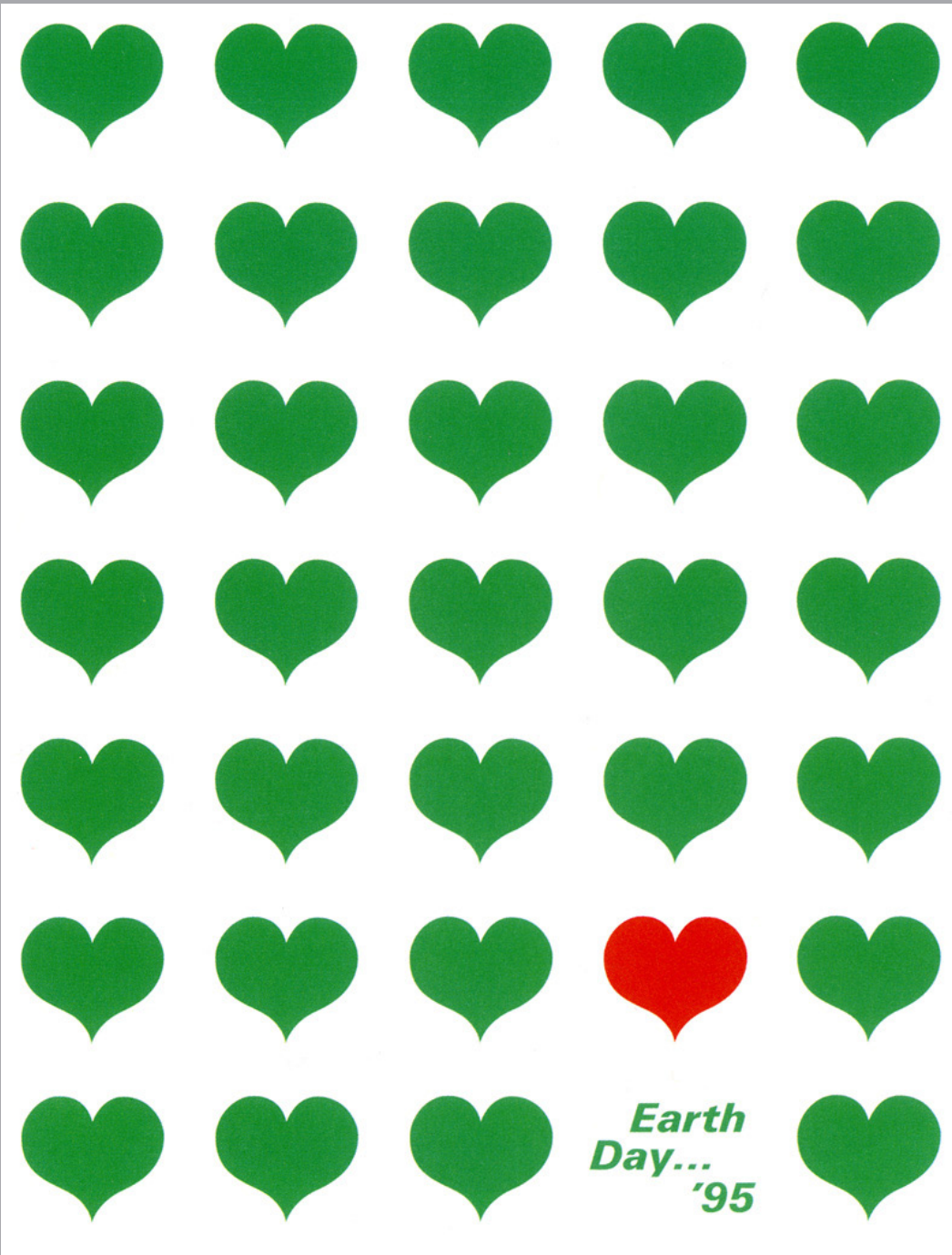
Bühnenfestspiel
 von Richard Wagner
 Leitung:
 Robert F. Denker
 Karl Heinz Kohst
 Philipp Blessing

In den Hauptrollen:
 Erald Cavall
 Birgit Nilsson
 Astrid Varnay

Mary Devonport
 Hilde Koch
 Berndt Aldenhoff
 Kurt Böhm
 Tomislav Neradic
 Alois Pfenninger
 Heinz Borsit
 Erwin Deßler
 Hans-Bert Dick
 Charles Gillet
 Franz Lechthner

Repetition / Consistency

- Importance of consistency for the reader and ways to create a consistent and balanced look through different types of repetition.



*Earth
Day...
'95*

Contrast

- **Big vs. small, black vs. white. These are some ways to create contrast and visual interest.**
- **Contrast occurs when two elements are different. The greater the difference the greater the contrast. The key to working with contrast is to make sure the differences are obvious.**
- **Four common methods of creating contrast are by using differences in size, value, color, and type.**

Basler
Freilichtspiele
1959
19.-31. August
im
Rosenfeldpark

GISELLE



White Space

- **The art of nothing.**
- **White space is an important principle of design missing from the page layouts of many novices.**
- **It breaks up text and graphics. It provides visual breathing room for the eye.**
- **Add white space to make a page less cramped, confusing, or overwhelming.**



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Think small.

Our little car isn't so much of a novelty any more.

A couple of dozen college kids don't try to squeeze inside it.

The guy at the gas station doesn't ask where the gas goes.

Nobody even stares at our shape.

In fact, some people who drive our little

flivver don't even think 32 miles to the gallon is going any great guns.

Or using five pints of oil instead of five quarts.

Or never needing anti-freeze.

Or racking up 40,000 miles on a set of tires.

That's because once you get used to

some of our economies, you don't even think about them any more.

Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill.

Or trade in your old VW for a new one.

Think it over.

