Commercial Design and Photography

A way of thinking

What is Commercial Design?

Graphic Designers

- Billboards
- Logos
- Magazines
- App Designers
- Illustrators
- Basically creators

Everything MAN MADE was Designed

Design RULES- Some of them

Keep it simple- Silly

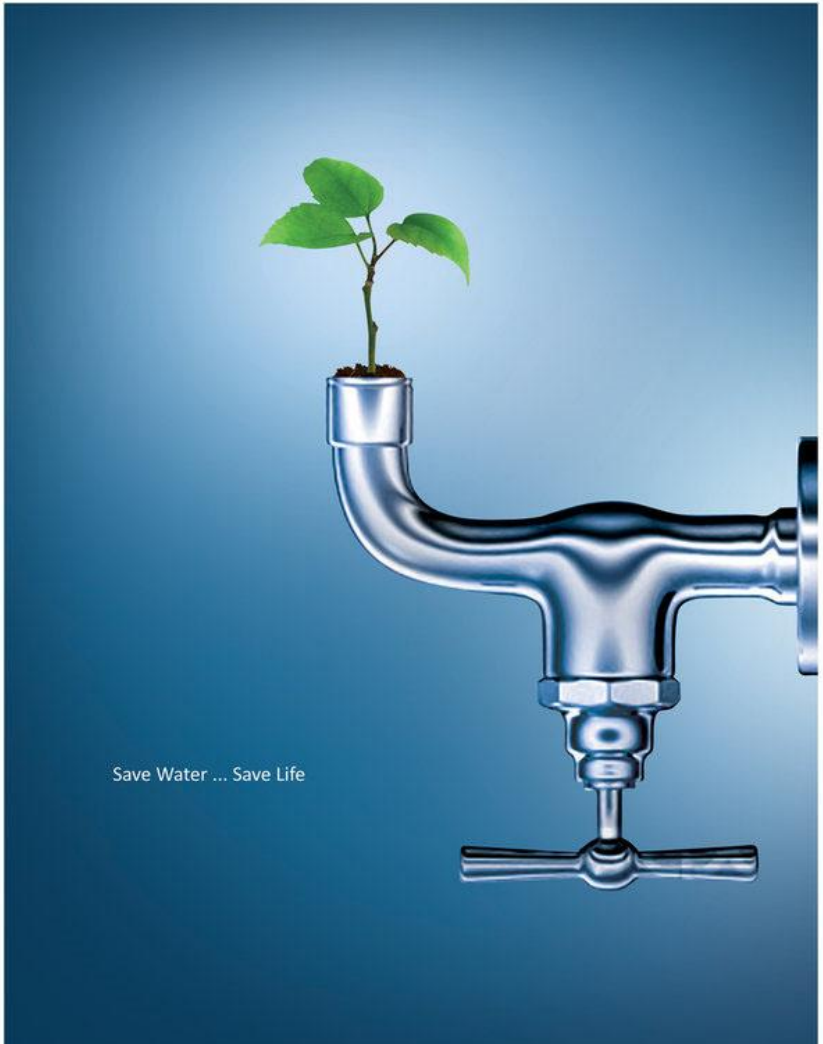
Type Rule:

Serif Rule

Space is ok! It makes things “clean”

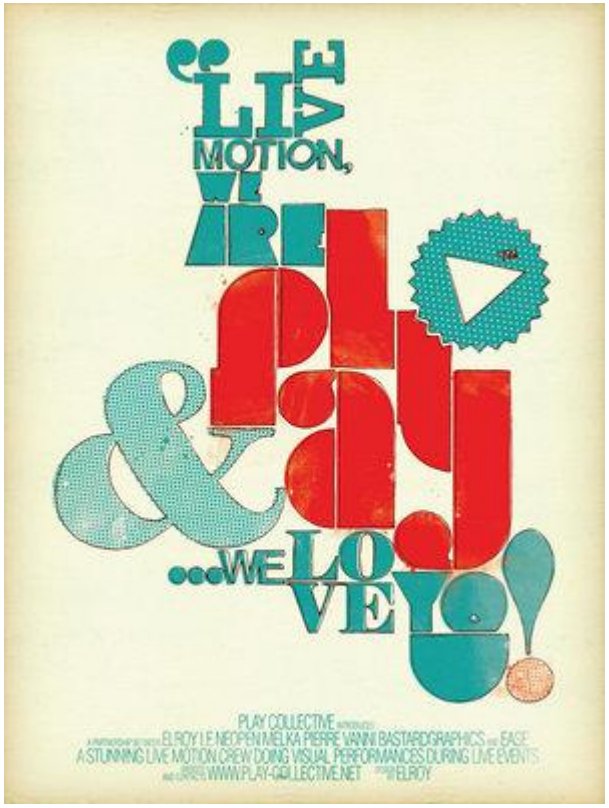
KISS

Keep it simple silly


Save Water ... Save Life

THE HELIO SEQUENCE

CAFE ELEVEN • ST. AUGUSTINE • JUNE 1, 2008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Photography

Art changed in 1900’s with Photography

Schools of art… not for this!

Still lifes of photography

Rule of Thirds

Rule of Odds

Fill the Frame

Balance