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Irvine Royal Academy—Technical Department Graphic Communication—Advanced Higher Pace—Dynamic Effects

These three design principles are related, but are not exactly the same. Designers use them as they create 'pleasing' layouts, and seem to appeal to the eye. By using them, your designs will appear more professional in appearance. Note, however, that some designers prefer not to use them, as it makes their design look different.

Pace

Although graphic design output is usually static (ie printed) the speed at which a reader or browser looks at it is called Pace. Some things are looked at very quickly, whereas other layouts make you want to stop and look longer at it. Advertisers want you to slow down and take all of their advert in, so will often use devices in their layout to slow down the pace. Large blocks of colour act like full stops on a design. If the pages of a book or magazine are all very similar, the reader will speed up and skim a lot of the content, thereby increasing pace. White space can also be used in designs to slow the pace of reading down, giving the reader a break.



No matter the
tool or device,
communication
fundamentals
still apply

Working in California's Silicon Valley—ground zero for technology and social media innovation—often provides communicators at Stanford University a prime view of new developments. But this proximity to the vanguard also means that Stanford's stakeholders have high expectations for how the university communicates and engages with them.

"We're right next door to the latest revolution," says Lisa Lapin, assistant vice president of university communications. "Because of the kind of institution Stanford is, our faculty, students, and alumni are often involved in a number of [new developments]."

For example, some Stanford faculty members were involved in the brainstorming process for Google+ Hangouts, a feature that allows live video conversations with up to 10 people. Lapin sees tremendous potential for faculty in this capability. "We can get 10 experts on any topic ... and give media from all over the world the opportunity to listen in," she says. "Technological capability is evolving so that we can do more than we ever have before."

Smartphones, for example, have helped make video easy and inexpensive to produce, and websites such as YouTube have made it possible for anyone to distribute video widely and quickly. That can be a blessing or a curse, depending on your vantage point. When an institution is trying to tell its story, for instance, it can present unwanted competition. As a member of Stanford's seven-person video unit was editing and preparing to post video of the university's 2012 commencement speaker, several awful-sounding amateur versions of the event began appearing online and drawing thousands of hits before the official, high-quality version was uploaded.

"That's the reality we face," Lapin says. "Do you post the less beautiful version faster because other people will beat you? These are the things you have to grapple with."

MANAGING THE FIRE HOSE

So many communications channels, so little time and, usually, so few resources is the situation today's communicators face.

Educational institutions, places steeped in history and tradition, "have been slow to react," says Charlie Melichar, associate vice chancellor for communications at Vanderbilt University in Tennessee. "The shift has been monumental, and institutions don't do monumental shifts well or quickly."

Fast-moving technology at slow-moving institutions: Aye, there's the rub.

Keeping Pace

By MAURA KING SCULLY

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Dynamic Effects

Dynamic effects are used to try to create some indication of **Movement** on a page. There are different ways of doing this—adding a shadow so that the image appears as if it is off the page, using wavy lines or angular lines to direct the viewer through the page to the item they want you to see, or focus on. The image above has **Fast Paced Movement**, directing you towards the text (**Dynamic Effect**), where the white space slows you down, ready to read the text.

Note when doing Web design or images for screen, dynamic effect refers to moving images, eg a logo that moves or changes form, changes size or colour, etc.