

Design Principle: Unity

Why worry about “unity”?

- Unity helps all the elements look like they belong together.
- Readers need visual cues to let them know the piece is one unit-the text, headline, photographs, graphic images, and captions all go together.

How to add unity

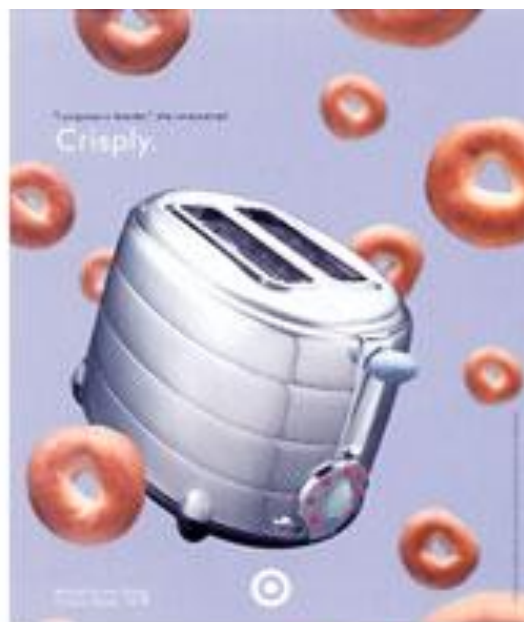
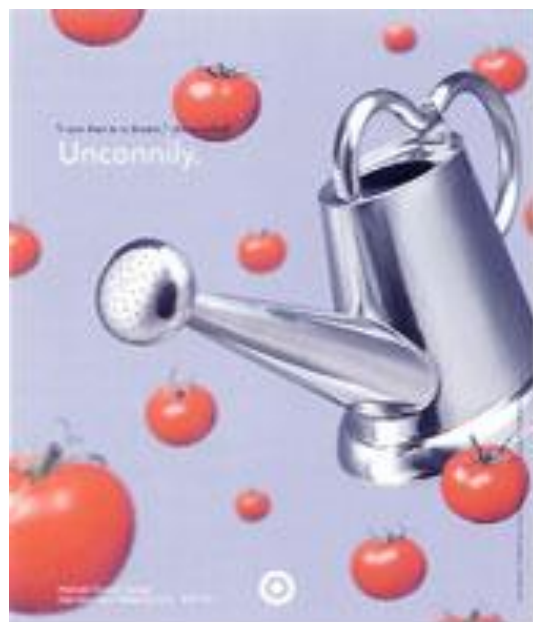
- Unify elements by grouping elements that are close together so that they look like they belong together.
- Repeat **color, shape, and texture.**
- Use a grid (the underlying structure of a page) to establish a framework for margins, columns, spacing, and proportions.

To create unity (with type)

- Use only one or two typestyles and vary size or weight for contrast throughout the layout
- Be consistent with the type font, sizes, and styles for headings, subheads, captions, headers, footers, etc. throughout the publication, presentation, or web site.

To create unity (with color and image)

- Use the same color palette throughout.
- Repeat a color, shape, or texture in different areas throughout.
- Choose visuals that share a similar color, theme, or shape.
- Line up photographs and text with the same grid lines.



“I saw that in a dream,” she recalled

Uncannily.

“I propose a toaster,” she announced

Crisply.

“Just look what I bring to the table,” she boasted

Saucily.

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At Catalano's Construction we believe that
programmer is a full complement to every project we
do. When working with us to build a new custom home,
we'll be working with you on every step of the way,
from the initial design phase to the final construction
phase. Our company will provide you with honest
advice and quality customer service. We will
work with you to make your dream home a reality.



**CATALANO'S
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the national
CUA credit union awards

Thursday 17 February 2011
 4:00pm - 6:00pm
 The Council Chamber
 Congress House

Guest of honour:
 The Right Honourable Lord Howard of Lympne, QC

Welcome to the National Credit Union Awards for Excellence 2010

Today's award celebrates the achievements of credit unions in 2010 and the valuable role they play in building local communities.

Our staff worked hard to make 2010 a successful year for the Credit Union Development Fund grants programme, which helped over 200 credit unions to flourish in 2010. The fund has also provided over £20,000 of grants to help credit unions to provide their members with better services.

Last year, we introduced the AEO (Member-Centric) award, which recognises credit unions for an excellent level of customer service. We will be awarding this to the best credit union in 2010.

The AEO award was designed to help credit unions to improve their services to their members and to help them to become more successful. We will be awarding this to the best credit union in 2010. We will also be awarding this to the best credit union in 2010.

I am delighted to be able to attend this award. It is a great opportunity to meet the people who are making a difference in their communities and to hear about their achievements.

I hope that you all have an enjoyable evening and I look forward to your achievements.

www.creditunionawards.co.uk



Kevin Torsion,
 Managing Director,
 City Trust Bank

Programme

Time	Event
4:00pm	Drinks and drinks
4:05pm	Welcome address and introduction Lord Howard, Lord Mayor
4:10pm	Address by John Howard, Derby Trust Bank
4:15pm	A word from our sponsor Action Network, Action Systems
4:20pm	Presentation of credit union awards
4:25pm	Keynote speech Barry Wright, Credit Union Development Fund
4:30pm	Presentation of the awards
4:35pm	Presentation of the award The Right Honourable Lord Howard of Lympne, QC
4:40pm	Closing address Lord Howard, Lord Mayor
4:45pm	Networking opportunity
4:50pm	Close

The Right Honourable Lord Howard of Lympne, QC

Our guest of honour, Lord Howard of Lympne, QC, is a member of the Conservative Party from 2005 to 2010. He is a member of the Government, the Lord Mayor of London and the Secretary of State for the Department of Health. He is also a member of the House of Lords.

Dobby McVeigh

Our keynote speaker, Dobby McVeigh, is a member of the House of Lords and the Secretary of State for the Department of Health.

In 2007, the World Council of Credit Unions presented him with the highest award, the Dobby McVeigh Award. This is a recognition of his work in the credit union movement, locally, nationally and internationally and he was delighted to be invited to speak at today's event.

WE TIGHTENED BELTS FOR **WORLD WAR**
NOW WE DO IT FOR THE **WORLD**

Bike to work!
Patch those jeans!
Grow your own vegetables!



SEE WHAT YOU CAN
USE A LITTLE MORE
SO WE ALL
USE A LOT LESS

2000	2005	2010
2025	2030	2035
2040	2045	2050
2055	2060	2065
2070	2075	2080
2085	2090	2095

**THE WATER'S RISING.
RISE UP TO STOP IT.**



**IN 100 YEARS SEA LEVELS COULD RISE 3 INCHES OR MORE.
TAKE ACTION TODAY TO STOP THE CLIMATE CRISIS OR
VISIT CANARY-PROJECT.ORG AND LEARN HOW TO HELP.**

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So what's next?

- Many of you feel as though you are “finished” with your designs.
- Take a look at your two designs. You created a skyscraper vector and a grid layout.
- Do the two designs truly look like they belong together?

- Look back at your notes about unity.
- Pay close attention to the steps you wrote down about how to add unity
- Try these steps.
- When you truly feel that unity was achieved, then you **are finished**

- Then, print both documents.
- Complete self reflection
- If you have time left in class, I want you to practice using the pen tool. Choose an image.
- Trace it with the pen tool. **Make sure your image has curves and isn't all straight lines.**