



# 排版设计四原则

罗蒙

2018.5.7

# 排版四原则

## 亲密性

### 实现组织性

彼此相关的项靠近，归组在一起。如果多个项相互之间存在很近的亲密性，它们就会成为一个视觉单元，而不是多个孤立的元素。有助于组织信息，减少混乱，提供清晰的结构。

## 对齐

### 使页面统一 有条理

任何元素都不能在页面上随意安放。每一项都应当与页面上的某个内容存在某种视觉联系。建立一种清晰、精巧而且清爽的外观。

## 对比

### 增强页面效果 有助于信息组织

避免页面上的元素太过相似。如果元素（字体、颜色、大小、线宽、形状、空间等）不相同，那就干脆让它们截然不同。让页面引人注目，对比通常是最重要的一个因素。

## 重复

### 保持一致性 增强视觉效果

用于多页文档。让设计中的视觉要素在整个作品中重复出现。颜色、形状、材质、空间关系、线宽、字体、大小和图片等。增加条理性，加强统一性。

# 四原则-亲密性

亲密性（即紧密性）意味着存在关联，物理位置的接近意味着存在某种关联。  
页面上的项尽量不要超过3 ~ 5 个。

Ralph Roister Doister (717) 555-1212

## Mermaid Tavern

916 Bread Street London, NM



## Mermaid Tavern

Ralph Roister Doister

916 Bread Street  
London, NM  
(717) 555-1212

从哪里开始读名片？  
接下来看什么？  
什么时候结束？  
理解上、视觉上有条理。  
表达信息更清楚。

对不同活动分类

## First Friday Club Summer Reading Schedule

### 1 Henry IV

Still trying to get to the Holy Land to atone for Richard's death, Henry is beset by many troubles, including the willing disavowal of his son, Hal. Because these Henry plays are closely connected, we're going to read them both in one day.

June 4 • Friday • 1 p.m.

### 2 Henry IV

We carry on with the tales of Falstaff and Hal. Hal grows to his father he is a decent son and heartbreakingly rejects his good round friend Falstaff.

June 4 • Friday • 6 p.m.

### Henry V

Does Hal really have to be so cruel to his friends? Is that what being a king is all about? Hal, now Henry V, marches into France to win Agincourt.

July 8 • Friday • 5 p.m.

### The Mermaid Tavern

All readings are held at The Mermaid Tavern in the Grand Hall  
Sponsored by the Community Education Program  
Tickets \$10 and \$15, each table  
For ticket information please call 202-202

## First Friday Club Winter Reading Schedule

### Cymbeline

In this action-packed drama, our strong and true heroine, Imogen, dresses as a boy and runs off to a cave in Wales to avoid marrying a man she hates.

November 1 • Friday • 5 p.m.

### The Winter's Tale

The glorious Imogen and the obstinate Hermione keep a secret together for sixteen years, until the Delphic Oracle is proven true and the long-lost daughter found.

December 6 • Friday • 5 p.m.

### Twelfth Night

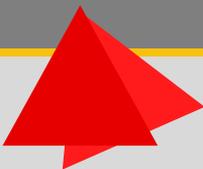
Join us as Olivia sunbathes in shipwreck, dresses as a man, gets a job, and finds both a man and a woman in love with her.

January 6 • Friday • 5 p.m.

### The Mermaid Tavern

All readings are held at The Mermaid Tavern in the Grand Hall  
Sponsored by the Community Education Program  
Tickets \$10 and \$15  
For ticket information please call 202-202

### 要注意些什么？



避免过多孤立的元素。页面内容过多，显得杂乱无章，无法快速读取信息。如果页面上的项超过3 ~ 5 个，应进一步划分，使之成为一个视觉单元。

- 利用亲密性，可以产生空白，使页面更美观、有条理。不可因为有空白就把元素放在角落或中央（留白）。

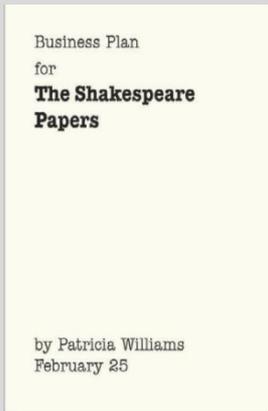
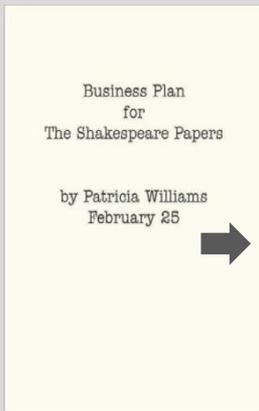
- 不同组的元素间不要建立关系！

# 四原则-对齐

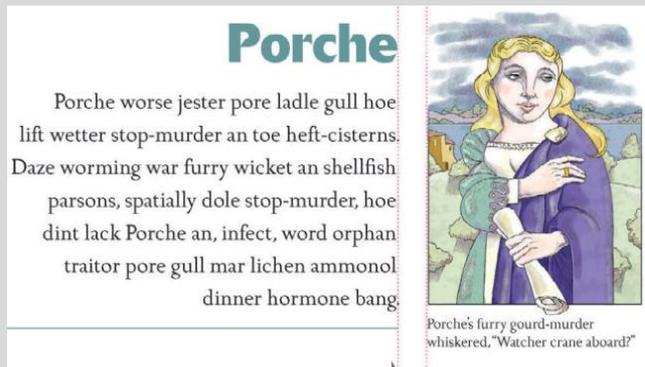
任何东西都不能在页面上随意安放。

每个元素都应当与页面上的另一个元素有某种视觉联系。

利用明确的左对齐，可以使报告封面更精美。尽管作者的名字离题目很远，但看不见的线提供了强有力的对齐基准，将两个文本块连在一起。



找一条明确的线，并用它来对齐。文本右侧的线与照片左边的线相互挨着，使得这两条对齐线更为明确。



## 要注意些什么？

要特别注意元素放在哪里，应当总能在页面上找出与之对齐的元素。尽管这两个对象的物理位置可能相距很远。

- 避免居中对齐，除非有意识地创建一种比较正式、稳重的表示（通常也更乏味）。左/右对齐，对齐线明显，增强布局力度。文本更清晰，效果更分明。

- 不论创建精美的、正式的、有趣的还是严肃的外观，通常都可以利用一种明确的对齐（要结合适当的字体）来达到目的。

- 整体上，页面尽量只使用一种对齐方式。

# 四原则-对比

如果两项不完全相同，应当使之截然不同。  
—字体、颜色、大小、线宽、形状、空间等。

线的另外一种用法。  
运用对比，更鲜明，  
更精美。  
开始到结束清晰明确。

## The Rules of Life

*Your attitude is your life.*

*Maximize your options.*

*Don't let the seeds stop you  
from enjoyin' the watermelon.*

*Be nice.*

## The Rules of Life

*Your attitude is your life.*

*Maximize your options.*

*Don't let the seeds stop you  
from enjoyin' the watermelon.*

*Be nice.*

## The Rules of Life

*Your attitude is your life.*

*Maximize your options.*

*Don't let the seeds stop you  
from enjoyin' the watermelon.*

*Be nice.*

这个新闻简报简洁明快，没有什么能吸引眼球。  
如果无法吸引视线，就没有人会去读它。

## ANOTHER NEWSLETTER!

January First 2005

### Exciting Headline

Wanta gawn terns dare worsted lade  
gull hoe hat search party ywaler colic  
jabs people colder Gully Looks. Gully  
Looks IPT inner lade coulage saturated  
akiler shrit absalidance firmer bag  
flortis, any lade gull orphan aster  
munder toe ictter gure entily florist oil  
huger shelt

### Thrilling Subhead

"Gully Looks!" crater munder angulity.  
"florny terms area gamer astlima  
ature stopped quic-chik! Gitter abor  
flornit? Sordaly wail!"

"Wee nut, munder!" wined Gully Looks,  
hoe jilnt peony Sension tose munder's  
scalding.

"Cause dorsal lodge an wicket beer  
inner florist hoe orphan moladene  
pimple. Lade gulle shrit kipper ware firm  
jabs canker ammond, an stare otter  
jabs florist Dier florist's wash toe  
dentures furry lade gull!"

"Arch!" craker gull, "Dett soya toe  
hars—barns mar mouset!"

Dingy traitor sog inner mukle-aash  
bol, witch worse toe colted. Dutter sog  
inner sawy lade bol some pest rat, an  
Gully Looks asked oil top. Dingy mudd  
tree cheere—nan anomalous cheer,  
wan mukle-aash cheer, an wan tawny

Wan moaning, Gully Looks akeagater  
munder, an win entily florist. Fur lung,  
akik awengress gull watter party  
ywaler colic cam tose morisodal lade  
coulage inhibited huger hull firmy off  
leera—Fukler Beer (home pimple,  
fur oblikous rakim, colted "Bimang"),  
Munder Beer, an Lade Bore Beer. Dik  
moaning, otter stars hat post ither  
coulage, sickle lade bakings, an  
hat gun entily florist toe peek  
kock-barbers an rash-barbers. Gully Looks  
waker Assup hat brought, off some,  
non-beady worse hum, oaks gully lade  
gull wan kalily nat entily beer's horrel!

"Wee nut, munder!" wined Gully Looks,  
hoe jilnt peony Sension tose munder's  
scalding.

"Cause dorsal lodge an wicket beer  
inner florist hoe orphan moladene  
pimple. Lade gulle shrit kipper ware  
firm jabs canker ammond, an stare  
otter jabs florist Dier florist's wash  
toe dentures furry lade gull!"

Dingy traitor sog inner mukle-aash  
bol, witch worse toe colted. Dutter sog  
inner sawy lade bol some pest rat, an  
Gully Looks asked oil top. Dingy mudd  
tree cheere—nan anomalous cheer,  
wan mukle-aash cheer, an wan tawny

## Another Newsletter!

January First 2005

### Exciting Headline

Wanta gawn terns dare worsted lade  
gull hoe hat search party ywaler colic  
jabs people colder Gully Looks. Gully  
Looks IPT inner lade coulage saturated  
akiler shrit absalidance firmer bag  
flortis, any lade gull orphan aster  
munder toe ictter gure entily florist  
at huger shelt

### Thrilling Subhead

"Gully Looks!" crater munder angulity.  
"florny terms area gamer astlima  
ature stopped quic-chik! Gitter abor  
flornit? Sordaly wail!"

"Wee nut, munder!" wined Gully Looks,  
hoe jilnt peony Sension tose munder's  
scalding.

"Cause dorsal lodge an wicket beer  
inner florist hoe orphan moladene  
pimple. Lade gulle shrit kipper ware  
firm jabs canker ammond, an stare  
otter jabs florist Dier florist's wash  
toe dentures furry lade gull!"

"Arch!" craker gull, "Dett soya toe  
hars—barns mar mouset!"

Dingy traitor sog inner mukle-aash  
bol, witch worse toe colted. Dutter sog  
inner sawy lade bol some pest rat, an  
Gully Looks asked oil top. Dingy mudd  
tree cheere—nan anomalous cheer,  
wan mukle-aash cheer, an wan tawny

### Another Exciting Headline

Wan moaning, Gully Looks akeagater  
munder, an win entily florist. Fur lung,  
akik awengress gull watter party  
ywaler colic cam tose morisodal lade  
coulage inhibited huger hull firmy off  
leera—Fukler Beer (home pimple,  
fur oblikous rakim, colted "Bimang"),  
Munder Beer, an Lade Bore Beer. Dik  
moaning, otter stars hat post ither  
coulage, sickle lade bakings, an  
hat gun entily florist toe peek  
kock-barbers an rash-barbers. Gully Looks  
waker Assup hat brought, off some,  
non-beady worse hum, oaks gully lade  
gull wan kalily nat entily beer's horrel!

"Wee nut, munder!" wined Gully Looks,  
hoe jilnt peony Sension tose munder's  
scalding.

"Cause dorsal lodge an wicket beer  
inner florist hoe orphan moladene  
pimple. Lade gulle shrit kipper ware  
firm jabs canker ammond, an stare  
otter jabs florist Dier florist's wash  
toe dentures furry lade gull!"

Dingy traitor sog inner mukle-aash  
bol, witch worse toe colted. Dutter sog  
inner sawy lade bol some pest rat, an  
Gully Looks asked oil top. Dingy mudd  
tree cheere—nan anomalous cheer,  
wan mukle-aash cheer, an wan tawny

强烈的对比  
吸引眼球

# 四原则-对比

## 要注意些什么？

强烈

想形成对比，就加大力度。

只要能吸引眼球，字小也会去阅读。

避免相似！如果各个项不完全一样，干脆让它们截然不同！

不要将一种粗线与一种更粗的线进行对比。

不要将棕色文本与黑色标题建立对比。

要避免使用两种或多种类似的字体。（衬线字体、非衬线字体）

# 四原则-重复

让视觉要素重复出现。

颜色、形状、材质、空间关系、线宽、字体、大小和图片等。



读到信息的末尾时，现在你的视线会向哪里移？  
它会在粗体元素之间来回跳吗？

**Mermaid Tavern**

Ralph Roister Doister

1027 Bread Street  
London, NM  
**717.555.1212**

**Mermaid Tavern**

Ralph Roister Doister

1027 Bread Street  
London, NM  
717.555.1212

## 四原则-重复

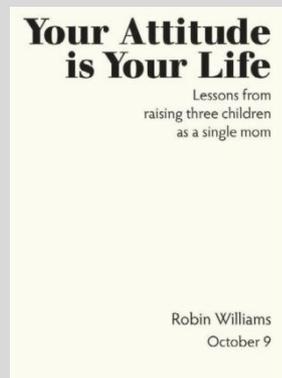
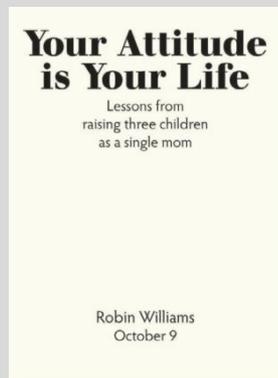
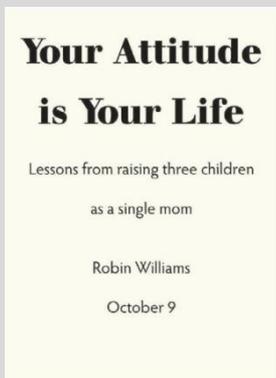
### 要注意些什么？

避免太多地重复一个元素，重复太多让人讨厌。

对多页文档更为重要，保持一致性。

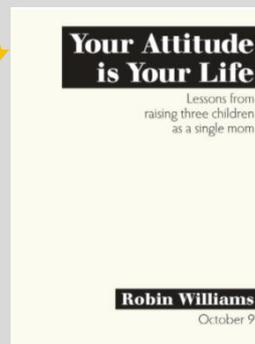
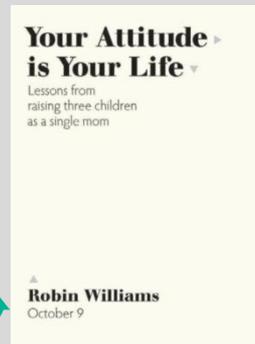


# 案例说明



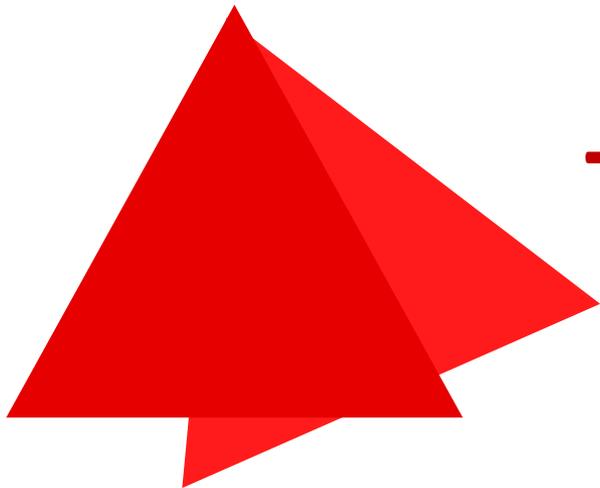
重复

对比



亲密性

对齐



THANK  
YOU!

