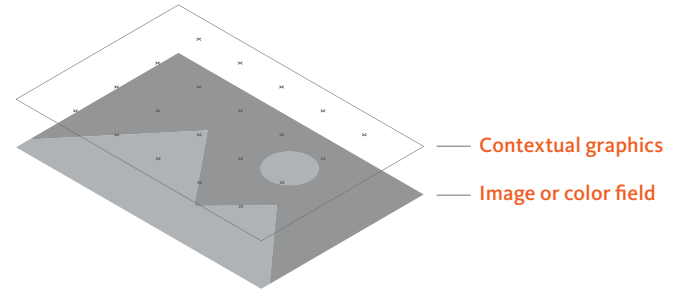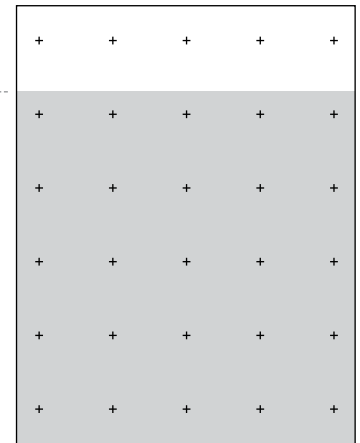# OUR GRAPHIC ELEMENTS

CONTEXTUAL GRAPHICS: BASIC

In their most basic form, contextual graphics are simple, subtle patterns that overlay other elements in a composition to create depth and texture.
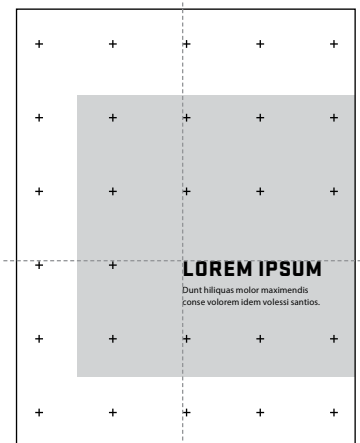
Note:

It's important that this graphic element be used subtly as a complement to the image, with its stroke weight never dominating the overall content of the photograph or the other elements in the composition.

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Contextual graphics

Image or color field

Although contextual graphics often follow a strict grid structure, they do not necessarily need to align with other elements in the layout. In fact, the composition is often better balanced by elements that do not align.

EXAMPLE

Pencils up for global good.

CE STUDENTS GO BASIC TO MEET THE DEMANDS OF DEVELOPING NATIONS.

Lesson one: a firm grasp on pre-digital design.

"Pen and paper might seem old school. Guess I'm old school."
—Robert Mumkin '11

Contextual graphics must never interfere with the legibility of type. A simple solution is to remove sections of the graphics to create an open space for copy.

LOREM IPSUM
Dunt hiliquas molor maximendis conse volorem idem volessi santios.

CONTEXTUAL GRAPHICS: CUSTOM

Contextual graphics can also be complex, both in content and meaning. They can relate directly to the subject matter, providing an additional layer of meaning. These custom graphics can also interweave with layers of type and images, creating compelling and dynamic designs.

Note:

It's important that this graphic element be used subtly as a complement to the image, with its stroke weight never dominating the overall content of the photograph or the other elements in the composition.

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Contextual graphics

Image or color field

Here, a chart-based contextual graphic is placed over the photo and the text, providing additional meaning and context to the image and copy.

EXAMPLE

THERE ARE NO HYPOTHETICALS

Only solutions that haven't been explored yet by an OSU Engineer.

$y = -x^2 - 2x + 3$

- **Si re as rae** necullabo eurt dolupis esti nosame
- **Minum voluptio optatesto ex** esed ut arciur audan doloriscim asitatu sapides
- **Tiasse voloribus unt ut** aut que porum ex etferum
- **Fugitiisse es dolles es** nett il maximusci bearias

CONTEXTUAL GRAPHICS: OBJECTS

When an image contains an object or piece of equipment, that serves as a great opportunity to create an object-based contextual graphic. This approach highlights the object within the image, and can add a fun, dynamic quality to the layout overall. When tracing the object to create the graphic, always use a color with enough contrast to pop. Additionally, movement can be illustrated in these graphics, to demonstrate how the object actually works to enhance a layout even further.

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Contextual graphics

Image or color field
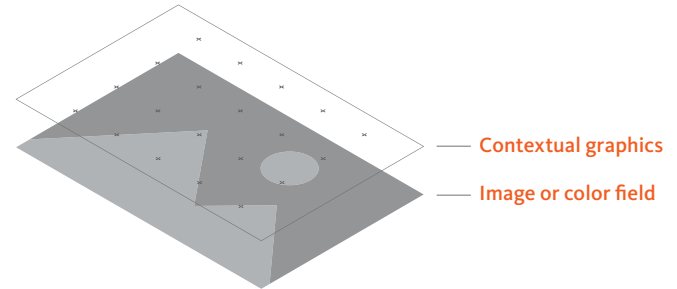
Note:

Once these object-based contextual graphics are created, they do not always need to be tied to their source photo. For example, this windmill graphic could be used independently of the image to help enhance the content in a layout.

Here, an image including a windmill is overlaid with a graphic of that windmill. Given the more delicate nature of the windmill illustration, adding movement lines can make it more prominent on the cover.

EXAMPLE

College of Engineering
MOMENTUM
SPRING 2017

Staking a claim in wind energy research
PAGE 12

Coastal engineers help harness waves without harming shore
PAGE 3

The fine art of trapping carbon emissions
PAGE 6

Oregon State University

STATIC

MOVEMENT

CONTEXTUAL GRAPHICS: EXPLODED VIEW

In some instances, it may be desirable to show the pieces and parts that make up a complex object or piece of equipment. In these scenarios, using an "exploded view" treatment can produce a powerful graphic. These sorts of visual elements can also be helpful with concepts like assembly or building.
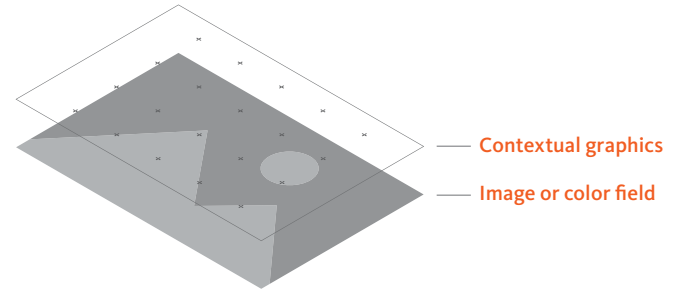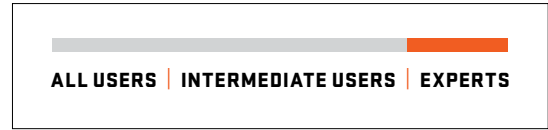
ALL USERS | INTERMEDIATE USERS | EXPERTS

Contextual graphics

Image or color field

Note:

It's important that this graphic element be used subtly as a complement to the image, with its stroke weight never dominating the overall content of the photograph or the other elements in the composition.

Below, an exploded view microscope is used with the headline "Assembly Inspired." The graphic reinforces that message while also pairing nicely with the images included in this spread.

EXAMPLE

ASSEMBLY INSPIRED
Team takes new scope for test drive.