

Learn IT at Lunch

Design for Non-Designers

Michael Faber

Hi.

I'm Michael Faber

Full-time IT Innovation Program Manager,

Part-time Graphic Design Instructor,

Sometimes ranter against ugly things.

JOIN URBAN DURHAM REALTY TO HELP THE DURHAM PUBLIC SCHOOLS BOOKMARK PROJECT AT THE

DURHAM BOOK RALLY



WITHOUT BOOKS,
CHILDREN LOSE UP TO THREE MONTHS OF WHAT THEY LEARNED THE PREVIOUS YEAR
AND READING LEVELS CAN DECREASE UP TO 25 PERCENT IN JUST ONE SUMMER.

FOOD, COFFEE, LIVE MUSIC AND A COMMUNITY EFFORT FOR THE DURHAM PUBLIC SCHOOLS

URBAN DURHAM REALTY
401A FOSTER STREET

SATURDAY, MAY 1
10 AM - 12 NOON

ADMISSION:
2 NEW OR GENTLY USED BOOKS

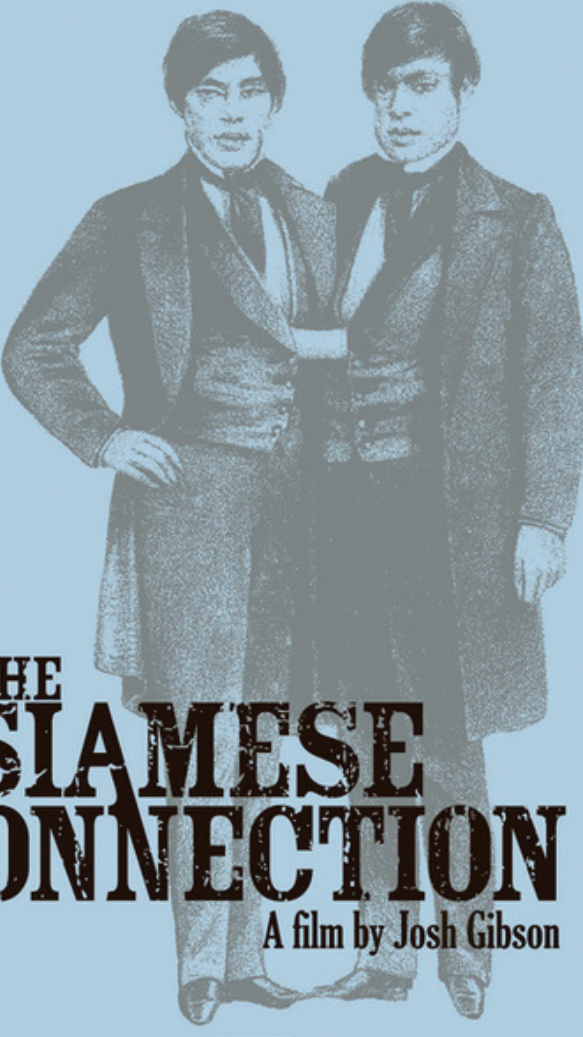


bound

CUSTOM JOURNALS



ON EXHIBITION AT
The Full Frame Documentary Film Festival

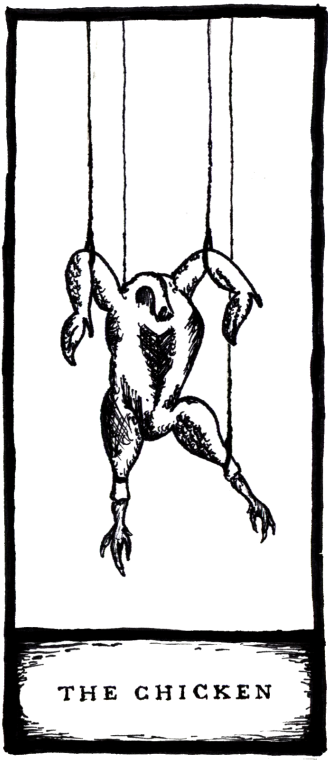
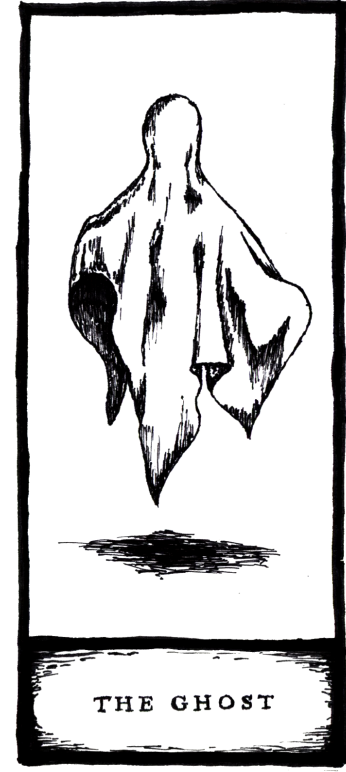


THE SIAMESE CONNECTION

A film by Josh Gibson


THE SIAMESE CONNECTION explores the lives and legacy of the 19th-century conjoined twins
CHANG and ENG BUNKER and the EXTRAORDINARY connections that unite all of us.

Director: Josh Gibson
Editor: Shambhavi Kaul
Cinematographer: Josh Gibson & Steve Milligan
Sound Design: Michael Filmowicz & Alex Markowski



Manbites Dog Theater
PO Box 402
Durham, NC 27702
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DURHAM, NC
PERMIT NO. 178



Manbites Dog Theater's 2002-2003 season is made possible by gifts to the Durham Arts Council's Annual Arts Fund, and support from the North Carolina Arts Council, a division of the Department of Cultural Resources by funding from an anonymous foundation, and by production support from the Duke University Department of Theater Studies.

COURT NEVER LIES

2ND BIENNIAL ... AUGUST 8, 2009
LO-LAI HERITAGE FESTIVAL
& TOURNAMENT



KEEPING IT NATURAL

In its inaugural run two years ago, this unprecedented competition featured 20 teams with total members ranging from 1200 to 1600. A record-breaking turnout, a total purse of over \$1000, and some genuinely awe-inspiring intergenerational spirit taking the field have now come. Coming this year, we bring the tournament to a different venue, but the spirit of the event remains the same. The second year of the tournament is more and more exciting. After all, it's an effort.

Design for Non-Designers

- or -

**Just Put Down that Drop Shadow,
and Walk Away Slowly**

- or -

A Few Tips for Reducing Visual Pollution

- or -

**I Like Alternate Titles and Look at this Great Visual Typographic
Hierarchy I Just Created Isn't it Swell?**

- or -

Shh, don't tell but 99% of design is just lining things up neatly.

One - Purpose

Have one.

You do have one, right?

One - Purpose

Who is the audience?

What is the point?

What are the essential pieces?

What is the look and feel?

One - Purpose

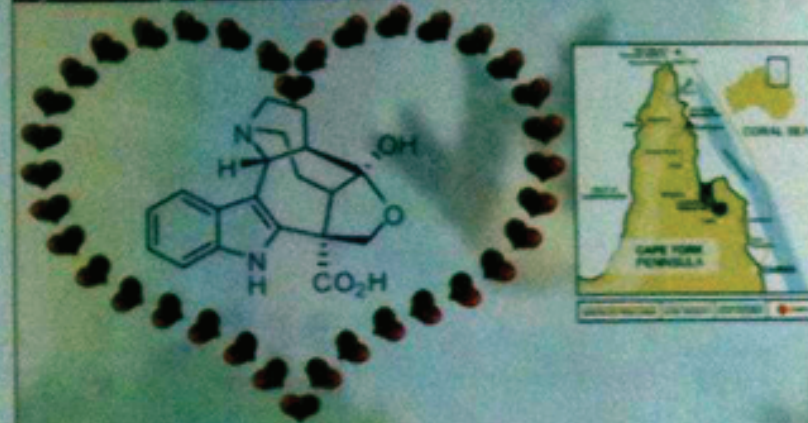
Communicate.

Don't decorate.

Early Progress Towards Actinophyllic Acid

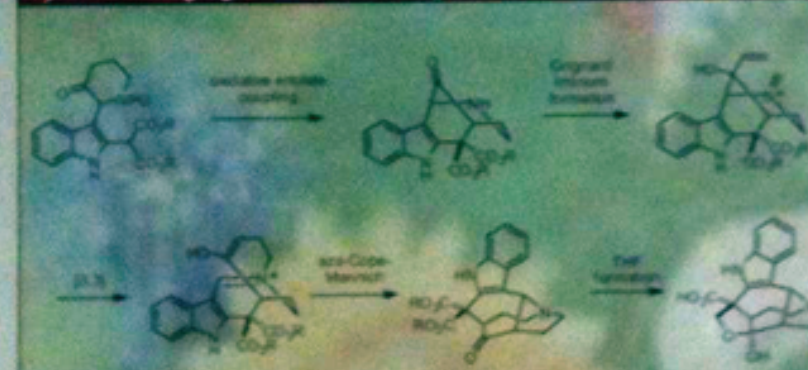
Michael R. Emmett and Michael A. Kerr (makerr@uwo.ca)
Department of Chemistry, Western University

1) Actinophyllic Acid

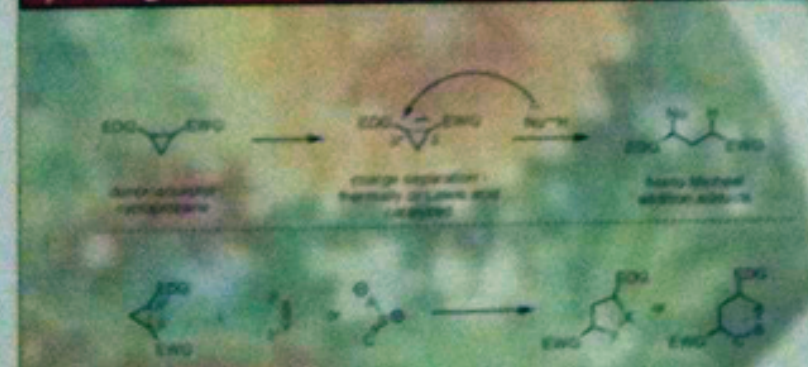


- Isolated in Cape York Peninsula, Far North Queensland, Australia from the leaves of *Alstonia actinophylla* in 2005¹
- Displays potent inhibition of the coupling enzyme carboxypeptidase U (CPU)
- Only one total synthesis to date by Overman et al.²

2) Summary of Overman's Synthesis

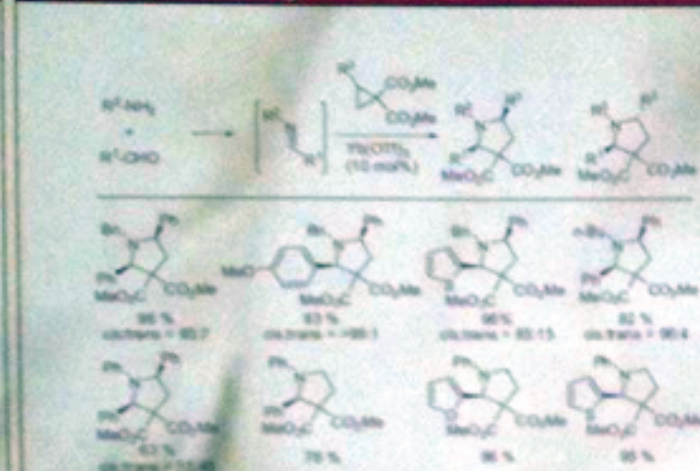


3) Background: Donor-acceptor Cyclopropanes

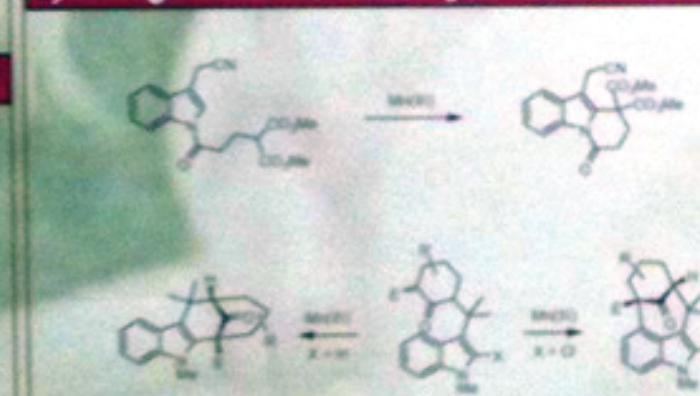


- Vicinally substituted donor-acceptor cyclopropanes can act in a push-pull type activation to generate a 1,3-dipole
- Cyclopropanes activated either thermally or by Lewis acid
- Activated cyclopropanes can be opened by nucleophiles to generate homo Michael addition adducts
- If the nucleophile is a dipole, the cyclopropane can undergo a cycloaddition reaction

4) Background: Pyrrolidine Formation³

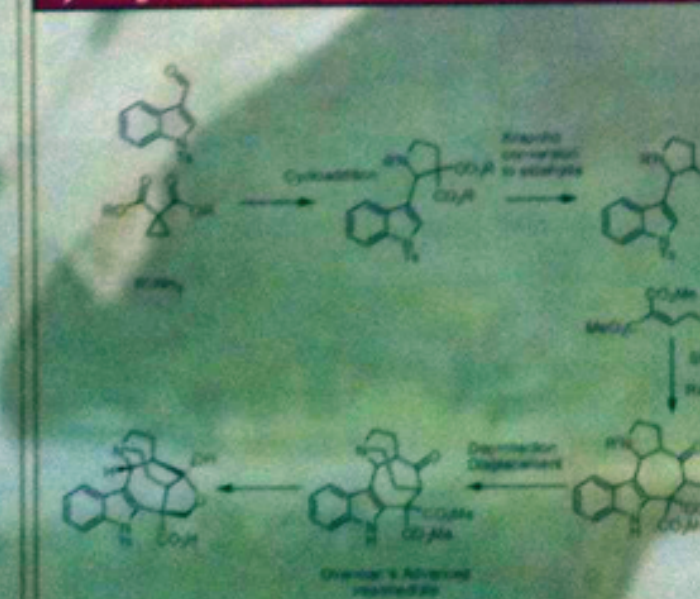


5) Background: Oxidative Cyclization

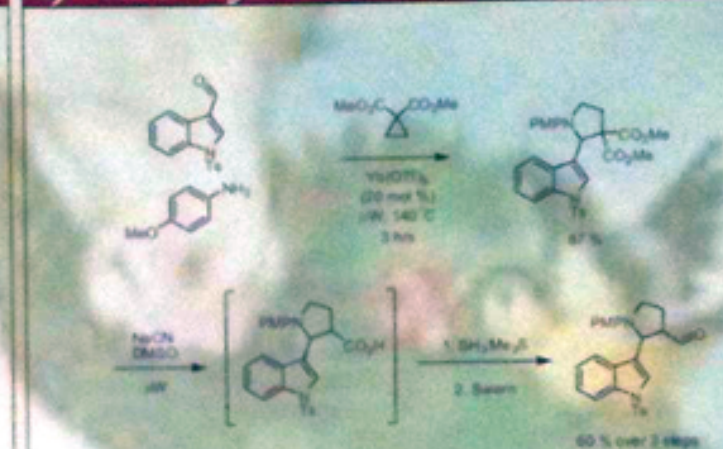


- Manganese mediated radical malonate cyclization
- Methodology developed by the Kerr group in 2006⁴
- Recently used in synthesis of the core of the Weinindolones by Rawal⁵

6) Proposed Route

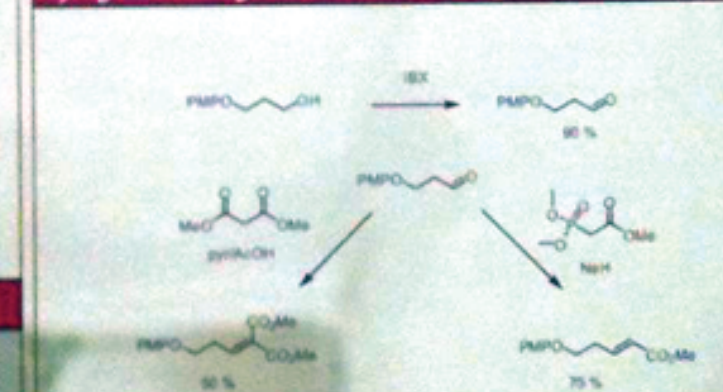


6) Forward Synthesis

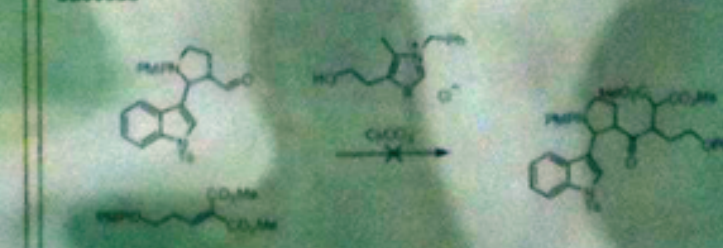


- After optimization of catalyst loading, equivalents and reaction media the pyrrolidine was formed in 87 % yield
- Using an aniline derived imine was required for the cycloaddition, as well as an electron-deficient indole
- Pyrrolidine was then subjected to Krapcho conditions to generate a carboxylic acid
- Acid was taken crude, reduced using borane, followed by a Swern oxidation to generate the aldehyde in 60 % yield over the three steps

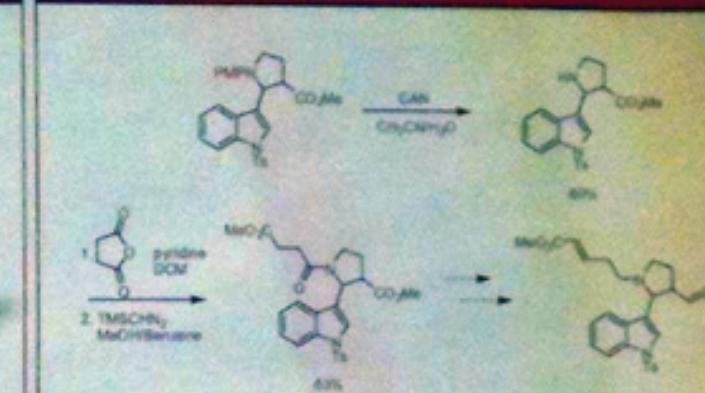
7) Synthesis of the Stetter Acceptor



- Optimization of the Stetter acceptor began with a mono-protected diol which was oxidized to an aldehyde using IBX
- Two Stetter acceptors were synthesized, one using a Knoevenagel condensation and the other a Horner-Wadsworth-Emmons olefination
- Only one Stetter reaction has been attempted with the diester without success

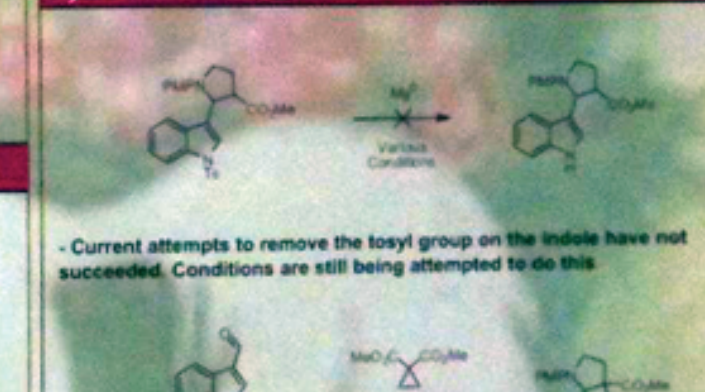


8) Intramolecular Stetter Substrate

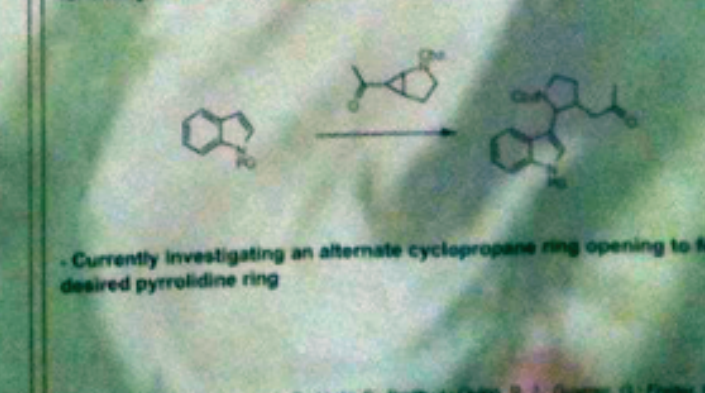


- Pyrrolidine was deprotected using CAN
- Pyrrolidine was acylated using succinic anhydride and re-esterified to isolate the amide in 83 % yield
- Future steps needed to convert to the Stetter substrate

9) Future Work



- Current attempts to remove the tosyl group on the indole have not succeeded. Conditions are still being attempted to do this
- Other withdrawing protecting groups on the indole are being attempted for the cyclization (eg. Boc)

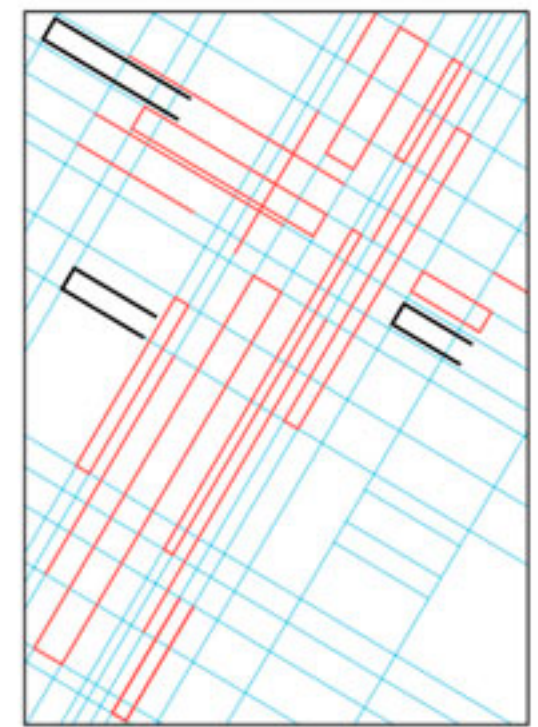
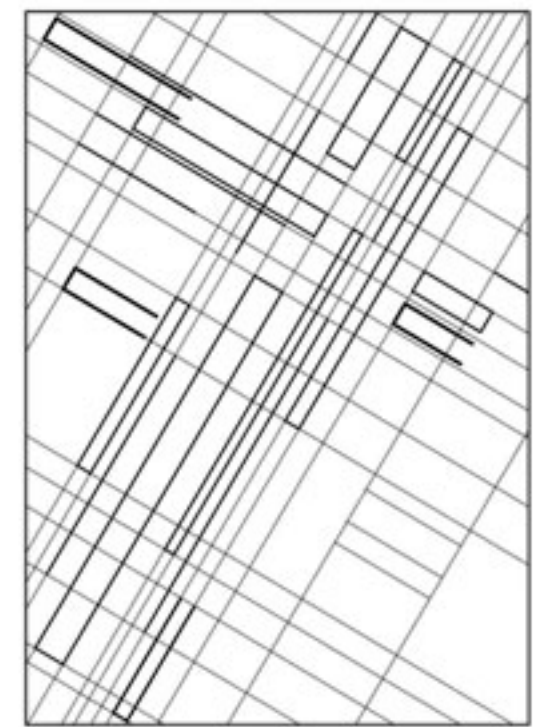


- Currently investigating an alternate cyclopropane ring opening to form desired pyrrolidine ring

Two - Layout

The skeleton.

The grid is your friend.

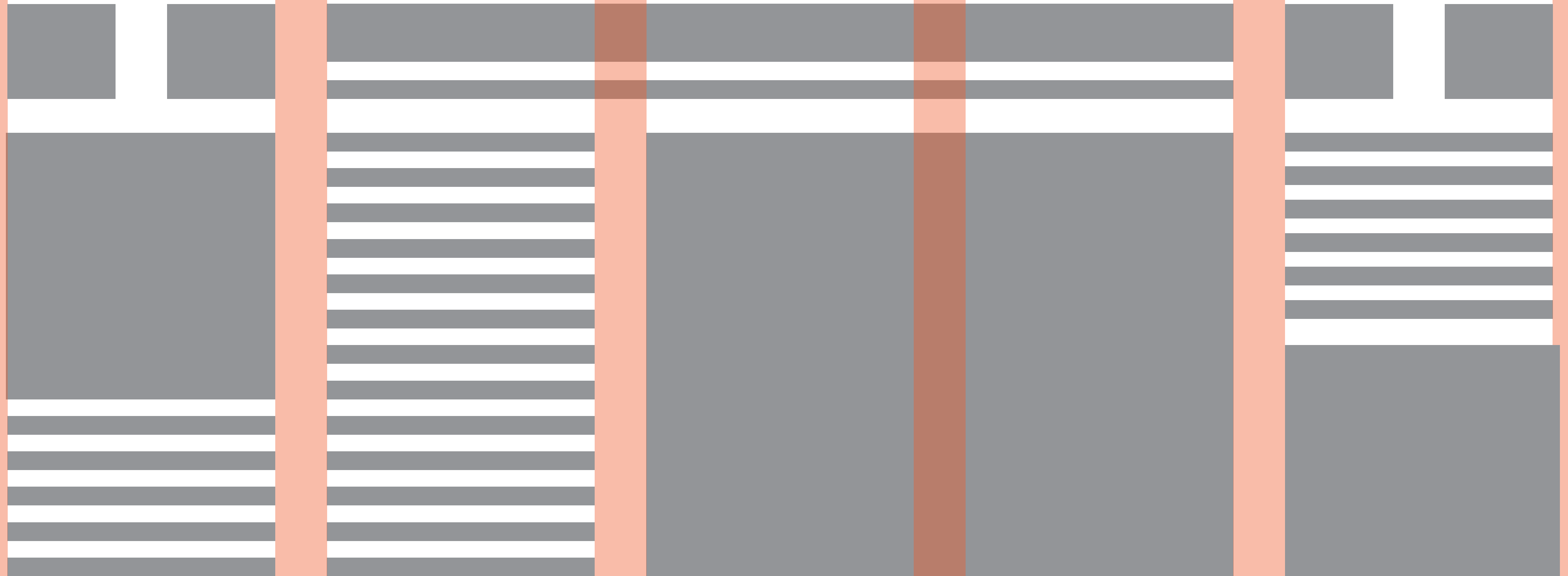


Two - Layout



Embrace the Grid.

Two - Layout



Embrace the Grid.

Two - Layout

Show, don't tell.
Put the b in subtle.

Figure 1 – Science!

	Data 1	Data 2	Data 3	Data 4	Data 5
Science thing 1	5432	42	392	43i	--
Science thing 2	524±12	--	212	276	22.34
Science thing 3		22.5		27	2
Science thing 4		22.5	22.5	56	76574
Science thing 5	4213	3231		756	75

Figure 1 – Observable Phenomena of Sets in Quantized Data Formats

	<i>Data 1</i>	<i>Data 2</i>	<i>Data 3</i>	<i>Data 4</i>	<i>Data 5</i>
1	5432	42	392	43	--
2	524±12	--	212	276	22.34
3		22.5		27	2
4		22.5	22.5	56	76574
5	4213	3231		756	75

Two - Layout

Don't fear the white space.
It has magic powers.







Three - Typography

This is the hardest part.

It's also hardest to realize that it's the hardest.

Three - Typography

This is the hardest part.

It's also hardest to realize that it's the hardest.

Three - Typography

Legibility is King.

Three - Typography

THIS IS A GOOD ONE, TRUST ME

Build a Hierarchy

It will really help things out.

Here's how. Blah blah blah, blaaaah. Are you actually reading this? That's impressive. I have terrible eye-sight, so unless I was sitting in the front row, there would be no chance for me. Ok, enough of me making up stuff. Here's a bunch of Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam non tellus orci, ut molestie magna. Fusce vestibulum pellentesque felis, aliquam mollis massa pellentesque eget. Pellentesque sem velit, suscipit at vehicula in, lacinia in lorem. Sed consectetur tempus pharetra. Fusce pharetra turpis in justo molestie imperdiet faucibus odio vulputate. Nullam dui arcu, blandit eget ultricies non, mattis vitae justo. Fusce ut semper nulla. Fusce ullamcorper orci ut quam tincidunt varius pharetra. Maecenas feugiat, sapien non consectetur dignissim, lacus ante mattis justo, non accumsan elit neque non enim. Sed vehicula laoreet enim, ac feugiat tellus imperdiet non.

 Low Importance

 High Importance

 Medium Importance

 Readable Measure

Three - Typography

Two Typefaces.

That's it.

Serifs

Caslon Chaparral

Sabon Minion

Bembo Georgia WEB

Sans-serifs

Helvetica Avenir

Univers Trade Gothic

FUTURA Verdana WEB

Three - Typography

Use Contrast.



Whitney Bold

Like this.



Adobe Caslon Bold Italic

Unlike This



Times New Roman

Too similar.



Adobe Caslon Semibold

Or this.



Helvetica Bold

Really just never use Arial. It's ugly.



Arial

Three - Typography

Appropriateness

Comic Sans is for comics.

Papyrus is for Hair Salons.

Courier is for code.

TRAJAN IS THE MOVIE POSTER FONT.

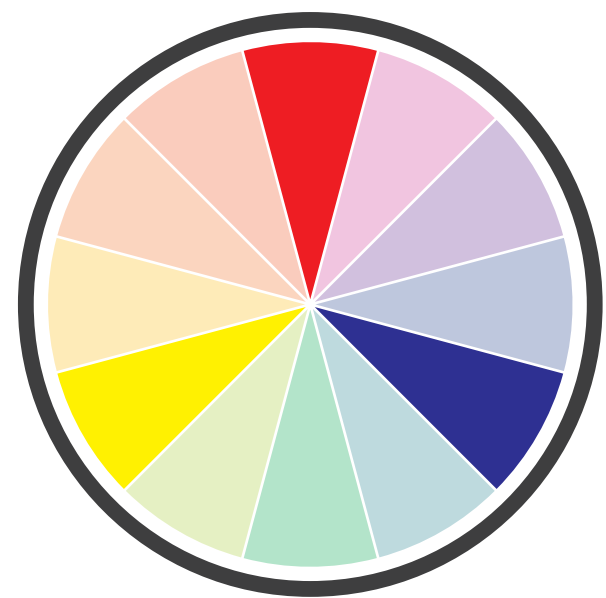
Four - Color



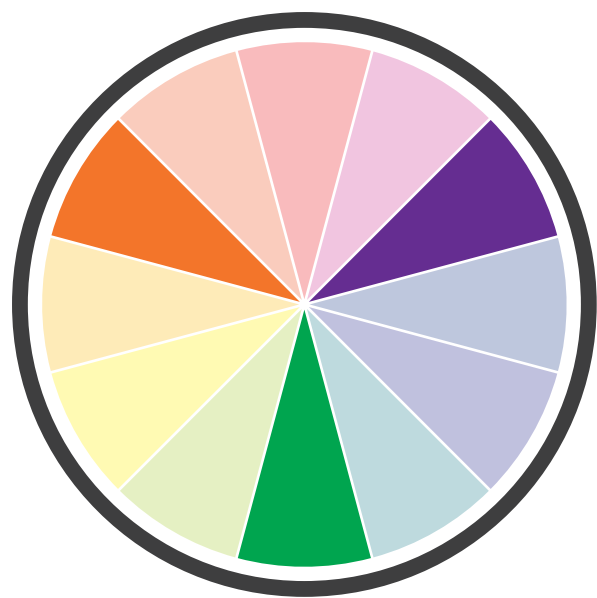
Four - Color

Restrain your Palette

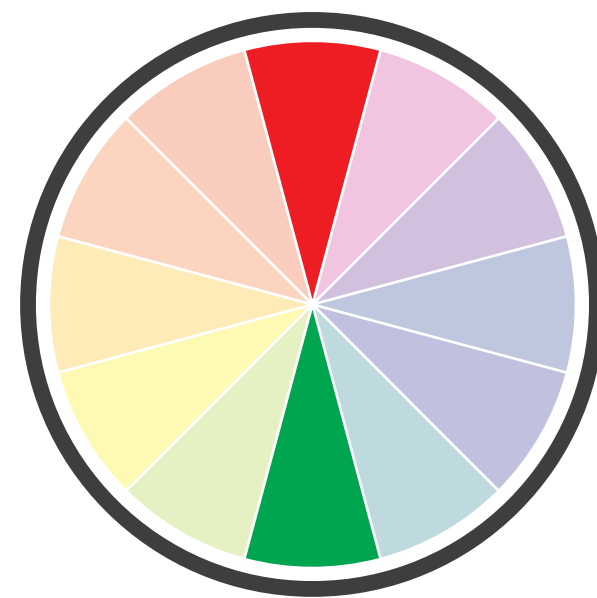
You don't need the full rainbow - just a few will do.



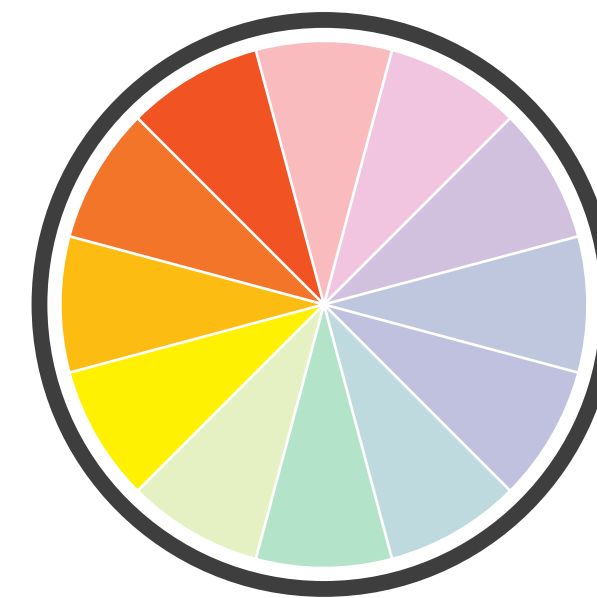
Primary
(TRIAD)



Secondary
(TRIAD)



Complementary



Analogous



Split Complements

Four - Color

Colors mean something.



anger

vibrance

happiness

healthy

sadness

royalty

hot

brightness

down to earth

cool

strength

creativity

warmth

calming

changes

sunshine

wealth

stability

luxury

danger

autumn

Five - Have Fun

Rules are made to be broken.

But only if you understand them first.

Five - Have Fun

Figure out what you like.

And then try to understand why you like it.

Five - Have Fun

Join the Community

We are a friendly bunch.

@designatduke