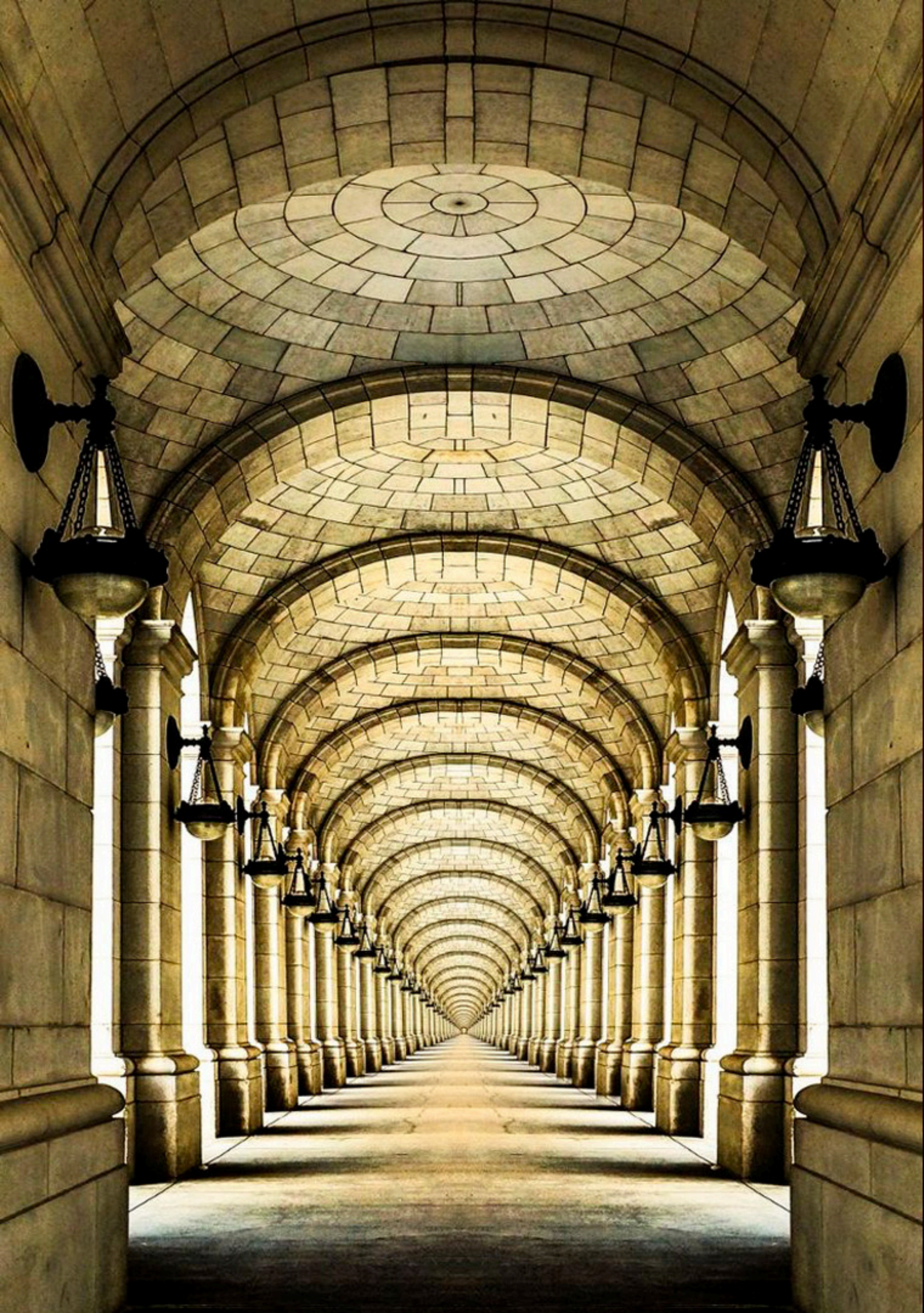


Repetition

In Graphic Design



rep·e·ti·tion

/,repə'tiʃ(ə)n/

noun

the action of repeating something that has already been said or written.

"her comments are worthy of repetition"

synonyms: reiteration, **repeating**, restatement, retelling

"the facts bear repetition"

- **repeating**, echoing, parroting
"endless repetition of passages of poetry"
- the recurrence of an action or event.
"there was to be no repetition of the interwar years"
synonyms: recurrence, reoccurrence, **rerun**, **repeat**; *informal déjà vu*, **instant replay**
"a repetition of the scene in the kitchen"
- a thing repeated.
"the geometric repetitions of Islamic art"

Repetition provides unity in design. It provides consistency. It can provide visual organization if used correctly. By repeating elements such as line, colors, font faces, alignment of objects, bullet points, rules, shapes - almost anything, you provide a visual consistency.

Designers and artists **consciously** implement repetition in their designs to organize and unify documents, books, fliers, designs, posters, works of art, etc.

If **contrast** deals with strikingly different opposites - **repetition** is almost its opposite, and focuses on unifying with repeating the same elements in a design. **Repetition is a planned, deliberate effort.**

Have a look at the images to the right. What elements are repeated? Look carefully - there is more than you think. Colors, shapes, fonts, font size, margins, positions of elements, division of space, typographical hierarchy, and more.

Answer these questions: How does repetition unify and organize in these images? What would repetition have to do with an organization's branding and identity documents? How does the repetition make you feel? How does repetition give the feeling of belonging to the same "family" visually?



ON NE CROIT PAS AUX RECETTES TOUTES FAITES



418 523.8555

QUESTIONNAIRE POUR ACHETEURS POTENTIELS

Déterminez chez Acolytes, en prévision de votre mandat, les critères de sélection de vos entreprises. Chaque transaction est donc choisie avec soin.

ACHAT ET VENTE D'ENTREPRISES

Acolytes privilégie aussi les vendeurs qui apprécient un style d'intervention non traditionnel. Par expérience, une belle chance de travail est indispensable.

ON NE CROIT PAS AUX RECETTES TOUTES FAITES

Principaux services offerts :

- Valeur d'entreprise d'une valeur de 1 à 25 millions de dollars
- Accompagnement personnalisé à une transaction
- Conseils stratégiques, financiers et juridiques dans un contexte transactionnel

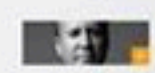
Acolytes intervient à toutes les étapes du processus de transaction : estimation de la valeur de l'entreprise; analyse financière et stratégique; rédaction d'un mémoire d'information confidentiel et d'un prospectus; recherche d'acquéreurs; négociation des conditions de la transaction; encadrement de la transaction; coordination des différents intervenants financiers des acheteurs; appel aux conseillers juridiques.

CONNAISSANCE APPROFONDISSE DÉTERMINÉ



ON SE COMPLÈTE BIEN

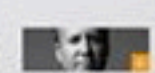
Acolytes, c'est l'expérience de plus de 20 ans de transactions d'entreprises. Richard et Dominic, cofondateurs, ont multiplié les collaborations pendant 7 ans avant d'ouvrir leur propre boutique spécialisée en ventes d'entreprises. Ils ont mis au point une nouvelle façon de transiger. Énergique, efficace et proche de leurs clients, ils qu'ils soient en présence.



Richard Cantin est associé en chef des affaires depuis 15 ans.



Dominic Chouinard est associé depuis 11 ans et a participé à des transactions d'entreprises pour PricewaterhouseCoopers, Groupe Lapointe & Tremblay et Raymond, Chabot, Ouellet & Thériault. Il effectue des transactions locales, nationales et internationales.



Sylvain Lavoie est CA, CMA et possède une vaste expérience en ventes d'entreprises.

The sweet flying marsupial

Sugar gliders measure 140 mm from nose to base of tail. The tail is as long again. They only weigh 130 gm (4.5 oz). *The membranous flap that stretches from their forefeet to their hindfeet is called a patagium.* They have been known to glide up to 100 m (330 ft) from tree to tree, and rarely go to ground. As the name suggests they have a sweet tooth and eat flower nectar as "dessert" to the usual eucalypt sap and small invertebrates. Sugar Gliders are highly vocal with a range of sounds for different needs.



More enchanting marsupials

There are over 200 types of the wonderful marsupial family, some you have already read about here. In addition there are possums, wombats, numbats, quolls, marsupial moles, native marsupial cats and many more. Here are a few more!

The Australian possums have **scent glands** like the koala to mark the trees in their territory. The smallest birth weight of any known animal is the honey possum whose newborn weighs less than 5 milligrams! What size piece of paper weighs 5 milligrams?

▲ Just 6.5 cm (2.5 in) long, the Pygmy Possum is the smallest member of the possum family. It is a great climber and lives on insects and pollen.

► The wombat is a strong solid customer, weighing up to 35 kg (77 lb). It digs burrows like a mammoth mole. It is related to the koala, because its pouch opens from the back. This makes a lot of sense for the wombat babies. Otherwise after a good dig by mum, they would share the pouch with oodles of dirt!



The mountain pygmy possum can hibernate for up to seven months and is the **longest hibernating mammal**. The opossum is the only marsupial in North America. The female can have up to 50 babies at a time but, because she has on average 13 teats in her pouch, first in first served – those without a teat to latch onto don't survive. Mothers can be seen carrying their young on their backs.

Wombats are not cuddly creatures! The wombat may be aggressive when upset, and it can move at a good speed – but when it is outnumbered, it quickly retreats down the burrow, blocking it off, with its tough thick rump.



What are monotremes?

The monotreme is **yet another kind of mammal** – one that suckles its young, and yet lays eggs like birds and reptiles. What a mixture! It is perhaps the most primitive of the mammals.

Australia has the only **monotremes in the world** – the platypus and the echidna.

The really unbelievable platypus

When the specimen of a platypus was first sent to England, the scientists thought it was a hoax – had someone sewn a duck's bill on a rat's body?

Who can blame them? There is nothing else like the platypus anywhere.

A platypus can consume its own body weight in food in just one 24 hour period.

The platypus swims with its eyes, ears and nostrils tight shut and propels itself with webbed forefeet using its hind feet for steering and braking. When on land it turns back the webbing on its front feet, to reveal long sharp digging claws. For protection the male platypus has a venomous spur on his hind legs.



The platypuses mate in the water. On land, the female digs a breeding burrow that can be up to 20 m (65 ft) long. She lays two soft eggs which she incubates between her tail and abdomen for up to two weeks. When born, the young suck milk from special patches on her abdomen.

Australia was isolated for 100,000 years. This probably helped these rare mammals survive!



And the absolutely unique echidna

If you think the platypus is strange ... the echidna not only lays eggs, it has a pouch as well!

Echidnas don't have teats – the baby echidnas, called "puggles", latch onto hairs inside the pouch and from these, the mother gives milk. The puggles stay in the pouch for around 2 months until their spines begin to grow. Then mother echidna digs a burrow for her babes to shelter in. The puggle is still nursed by its mum for another 3 months.

The echidna protects itself from predators by rolling up into a spiny ball. Not many animals relish a mouthful of sharp prickles! The main predators are dingoes and goannas. It is also very good at burrowing as protective defence. It uses strong claws for digging into ant mounds. You guessed – echidnas are fond of ants!

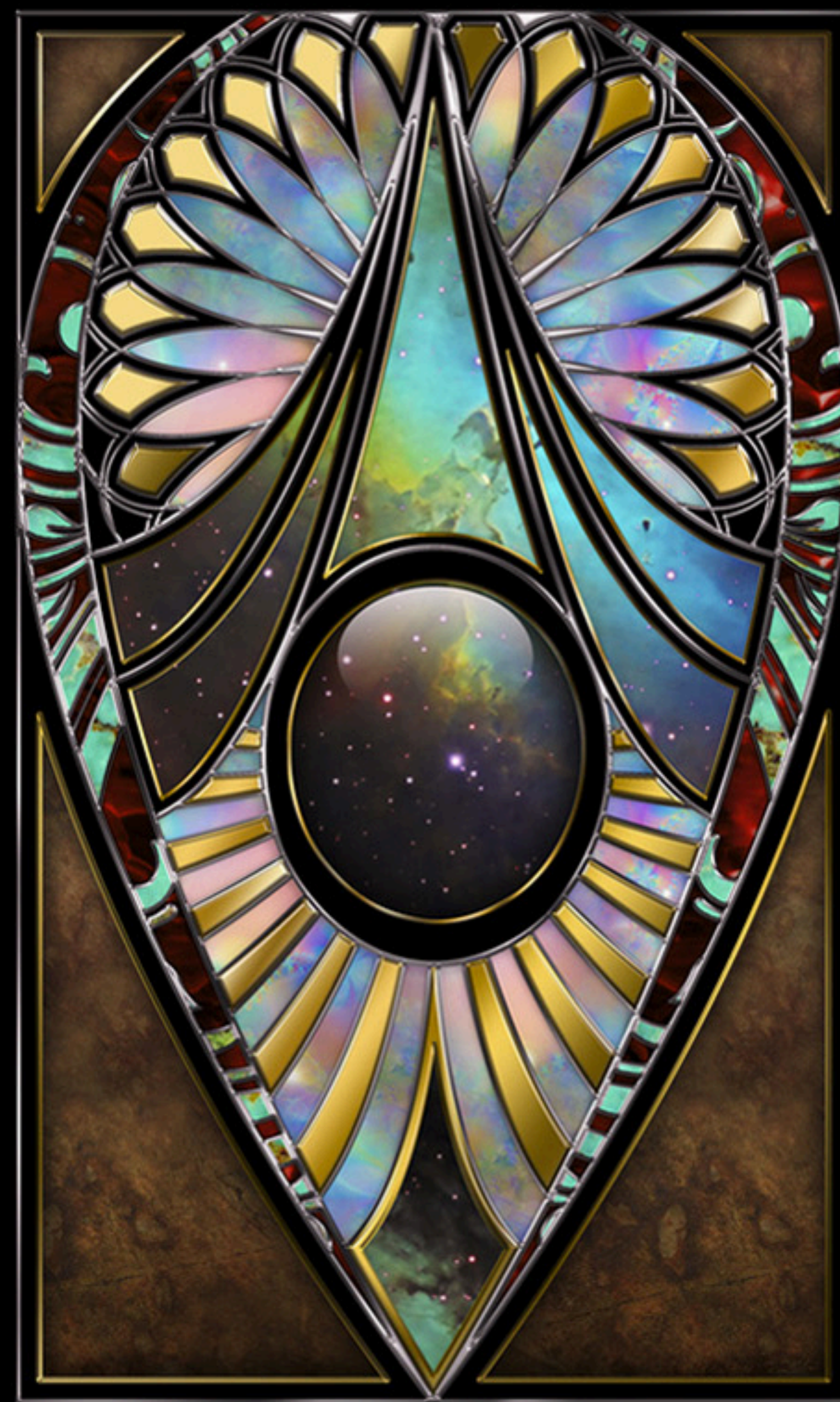
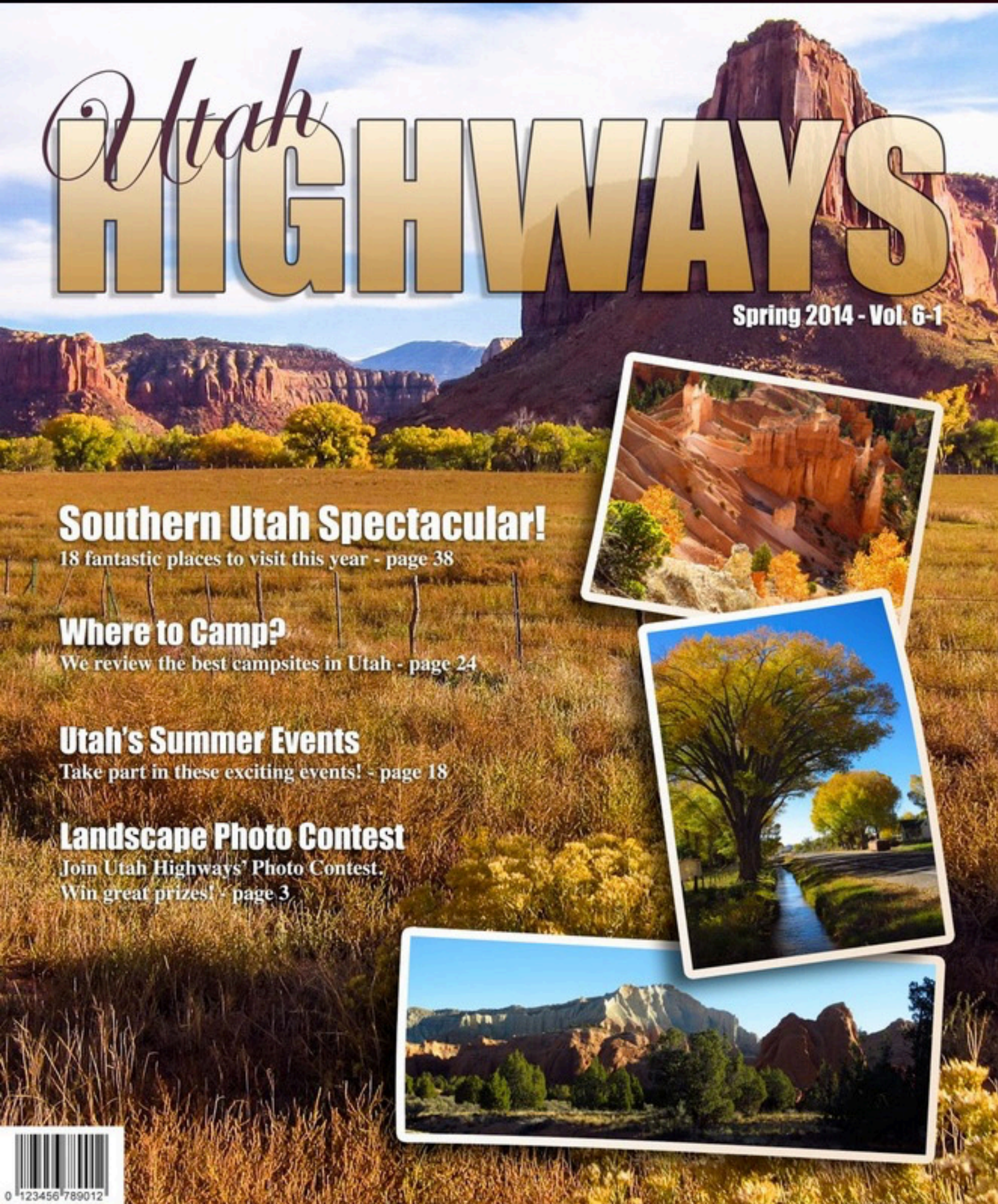


How many repetitions can you find in the webpage design at left, and the children's book layout above? How do these unify and organize the information in the designs?

Repetition...

- unifies by tying together otherwise separate pieces of a design
- is especially critical in multipage documents, to visually organize information
- adds visual interest, and unifies a design
- needs to be a conscious effort in designing just about anything





Thank you! This presentation was put together by Nathan Smith. It may be freely used for educational purposes. Designs on this slide – Nathan Smith. All other images are by various artists – and were found on Pinterest.com