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FUNDAMENTAL OF THE GRAPHIC DESIGN

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- Elements of Design
- Principles of Graphic Design

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Elements of Design

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Elements of Design

- It is the **process of creating or using and balancing, elements** of art.
- The goal is usually to attract the viewers' attention and sometimes to motivate them to take a specific action.




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Lines

- Sometimes a designer uses a line alone to divide or unite elements on a page.
- Lines can **denote direction of movement** (as in diagonal lines and arrows) or provide an anchor to hold elements on a page (such as lines at the top, bottom, or sides of a page).

Line		Horizontal, vertical, diagonal, straight, curved, dotted, broken, thick, thin.
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Lines




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Shapes

- The basic **geometric** shapes are **squares, circles, and triangles** and others are called **Organic** shapes.
- They are used as boxes or borders on a design or as solid shapes for decorative purposes.
- Icons and symbols are also considered shapes, and they add interest to a design.

Shape		2D (two dimensional)/ flat Geometric (square, circle, oval, triangle) Organic (all other shapes)
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Shape



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Shape

Typography can take shape, too.




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Form

- Form adds **another dimension to shape**. A circle is a flat, two-dimensional shape. When you add the **shading that transforms the circle into a sphere**, it takes on three-dimensional (3D) form
- If an object has height, width and depth then it is a **form**.

Form		3D (three dimensional), Geometric (cube, sphere, cone), Organic (all other forms such as people, animals, tables, chairs, etc).
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Form




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Space

- A vital part of any good graphic design, **Space is the area around the elements in a design**.
- It can be used to separate or group information.
- Use it effectively to give the eye a rest, define importance and lead the eye to where you want it to travel.

Space		The area around, within, or between images or parts of an image (relates to perspective). Positive and negative space.
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Space



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Texture

- **Texture** is the **visual description of a surface, or the tangible sensation something presents**. In an image, texture would represent the surface qualities of a shape, such as dull or shiny, while in a physical item it would be how the object feels to the touch, such as rough or smooth.

Texture		The feel, appearance, thickness, or stickiness of a surface (for example: smooth, rough, silky, furry).
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Texture



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Value

- Value is **how light or dark an area looks** in a design. It is everything from the darkest of blacks through to the brightest of whites.
- This **used to create depth, contrast and emphasis** of the objects in the picture.

Value		The lightness or darkness of an image (or part of an image).
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Value



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Value




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Color or Colour




- It is a **property of light** as seen by people which is caused by **differing qualities of light being reflected or emitted** by them.
- Color is used to **generate emotions, define importance, create visual interest and unify branding.**
- **Example:-**
Red presents strength, anger, or passion, while blue invokes peace, professionalism, and security.

Colour		Refers to the wavelengths of light. Refers to hue (name), value (lightness/darkness), intensity (saturation, or amount of pigment), and temperature (warm and cool). Relates to tint, tone and shade.
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Color



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Principle of Design

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Principle of Design


- The principles of design suggest how a designer can arrange the various components of a page layout to connect to the overall design and to one another.
- All the principles of design, also known as principles of composition, apply to any piece you create.
 - Pattern
 - Contrast
 - Emphasis
 - Balance
 - Scale
 - Harmony
 - Rhythm / Movement
 - Unity
 - Variety

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Pattern

- It is defined as **regular arrangement of repeated same elements** i.e. line, shape, colors over and over again.
- Pattern usually increases the visual excitement by supplementing surface interest.
- The use of such patterns can enhance the user experience, as well as the design and look of the final product.

Pattern		A regular arrangement of alternated or repeated elements (shapes, lines, colours) or motifs.
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Pattern

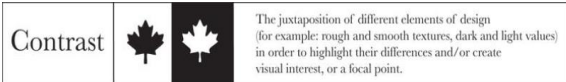


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Contrast

- It **lets to draw out the most important elements of a design and add importance**. It happens when two design elements are in opposition to each other, like black and white, thick and thin, modern and traditional, etc.
- It helps to guide the viewer's eyes to the most important parts of the design and organize the information in an easy manner.



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Contrast

CONTRAST

CONTRAST



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Contrast

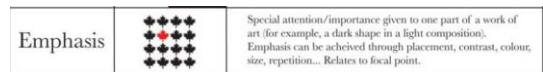


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Emphasis

- Emphasis literally means to give importance which refers to **giving special importance to one or certain part of the design**.
- The goal is to grab the attention of the audience. It can be achieved through contrast, placement, size, color, repetition, focal point / dominance etc.



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Emphasis



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Balance

- Balance is the **distribution of the visual weight** of objects, colors, texture, and space. If the design was a scale, these elements should be balanced to make a design feel stable.
- Types
 - **Symmetrical balance** - the elements used on one side of the design are similar to those on the other side.
 - **Asymmetrical balance** - the sides are different but still look balanced.
 - **Radial balance** - the elements are arranged around a central point and may be similar.

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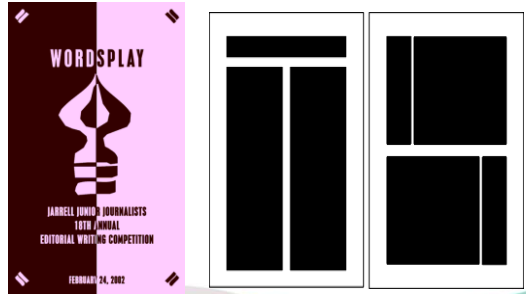
Symmetrical Balance



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Symmetrical Balance



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Asymmetrical Balance



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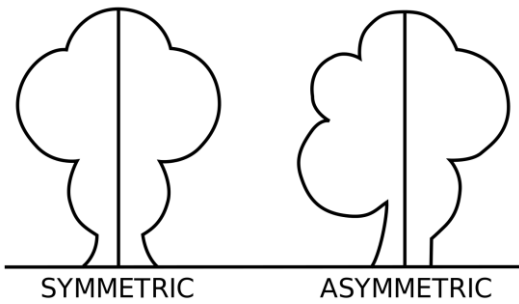
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Asymmetrical Balance



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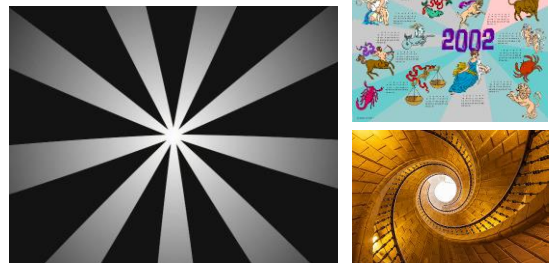
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Radial Balance



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Radial Balance



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Scale and Proportion

- Scale is the **size of one object in relation to the other objects** in a design or artwork.
- Proportion refers to the **size of the parts of an object in relationship to other parts** of the same object.

Scale

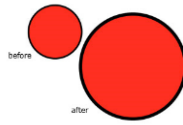


The relationship between objects with respect to size, number, and so on, including the relation between parts of a whole.

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Scale and Proportion



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Scale and Proportion



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Harmony

- Harmony can be **described as sameness, the belonging of one thing with another**.
- The repetition of design elements like color, texture, shape, and form is one of the easiest ways to achieve harmony to create a composition.

Harmony



The arrangement of elements to give the viewer the feeling that all the parts of the piece form a coherent whole.

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Harmony




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Unity

- Unity is when the **elements in a space combine to make a balanced, harmonious** complete whole.
- The space feels right and everything works together. The result is a pleasing feeling, that everything is right with the space.

Unity		All parts of an image work together to be seen as a whole.
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Unity




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Rhythm / Movement

- It suggests **movement or action**. Rhythm is usually achieved through repetition of lines, shapes, colors, and more.
- It creates a visual tempo in artworks and provides a path for the viewer's eye to follow.

Rhythm/ Movement		The use of recurring elements to direct the eye through the image; the way the elements are organized to lead the eye to the focal area. The eye can be directed, for example, along edges and by means of shape and colour.
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Rhythm / Movement



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Rhythm / Movement




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Variety

- Variety refers to the **elements of a composition that differ from one another**. Variety creates visual interest and energy.
- A lot of variety can make an artwork look busy or overwhelming. When paired with unity, variety offers the viewer points of interest.

Variety		Using different elements in an image to create visual interest.
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Variety



variety of color



variety of shapes



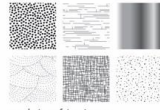
variety of lines



variety of size



variety of perspective



variety of textures

What's Your Graphic Design IQ?

- Can you recognize the differences between 'good' and 'bad' graphic design?

Questions?

