INTRODUCTION TO GRAPHIC DESIGN
LINE, SHAPE, COLOR, SPACE, TEXTURE-
MOVEMENT, BALANCE, EMPHASIS & UNITY

Graphic design elements

- Graphic design elements are the foundation of graphics.
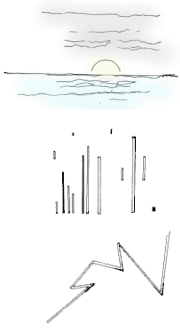 - Line
  - Shape
  - Space
  - Color & Value
  - Texture

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Lines

LINE

- Horizontal lines are calm and quiet

- Vertical lines suggest more of a potential for movement.

- Diagonal lines strongly suggest movement and give more of a feeling of vitality to a picture.
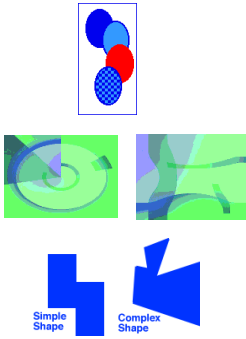
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Shapes

SHAPE

- A shape is defined as an area that stands out from the space next to it or around.

- A shape is formed when a line encloses an area.

- Shapes can vary endlessly and can suggest physical form and direct eye movement.

- Simple shapes are remembered and understood more easily than complex shapes.

Simple
Shape

Complex
Shape

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Space

SPACE

- Size & vertical location

- Overlapping

Space

SPACE – 2D or 3D

- Detail (aerial or atmospheric perspectives)

- Linear perspective (converging lines)

Color & Value

COLOR & VALUE

- Value is the relative degree of lightness and darkness in a design element.

- Line, color, texture, and shape all need value contrast in order to be seen.

- Value is used to describe objects, shapes, and space.

- Dark areas tend to denote: gloom, mystery, drama, and menace
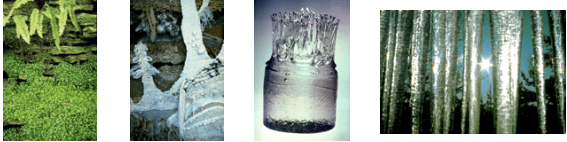
Color and value

- Using color can enhance or detract from a composition.

- Color wheels help determine which colors are in greatest contrast.

Use Adobe Color Wheel to try out new color schemes:

https://color.adobe.com/create/color-wheel/
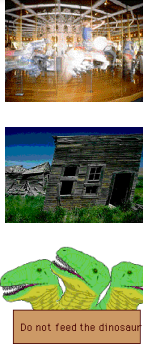
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Texture

TEXTURE

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Graphic design principles

- Graphic design principles are ways in which elements are used together.
  - Movement
  - Balance
  - Emphasis
  - Unity

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Movement

MOVEMENT

- Motion or movement in a visual image occurs when objects seem to be moving in a visual image.

- Diagonal lines tend to create the illusion of movement or motion.

- Similar shapes connected with each other or overlapping each other can imply movement or restlessness.
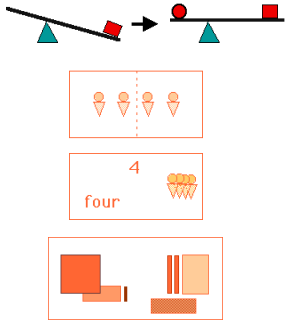
Do not feed the dinosaur

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Balance

BALANCE

- Balance is a psychological sense of equilibrium.

- Balance places the parts of a visual in an aesthetically pleasing arrangement.

- Balance can be formal when both sides are symmetrical

- Balance can be informal when sides are not exactly symmetrical

- Informal balance is more dynamic than formal balance and normally keeps the learner's attention focused on the visual message.
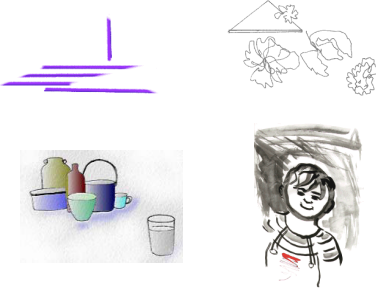
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Emphasis

EMPHASIS

- Emphasis by contrast
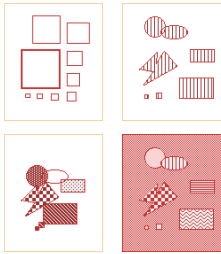- Emphasis on isolation
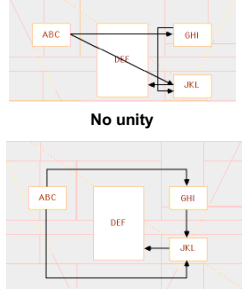
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Unity

UNITY

- Unity is the relationship among the elements of a visual

- Unity helps organize a visual image to facilitate understanding.

No unity

Unified

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Unity (cont)

- Unity can be achieved through the use of similar shapes.

- Unity can be achieved through the use of a common pattern.

- Unity can be achieved through the use of space.

- Unity can be achieved through the use of a common background.

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Unity

- What is the focus of the message?

IN GEAR: CLOCKS

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Emphasis

- What message is stressed here?

S LAR
MAPPING

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Summary

- The basis of good graphic design is use of design elements and their thoughtful application in the form of design principles.
- Clearly identify what you are trying to accomplish — use design to convey your message.
- Brainstorm alternatives.

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