Graphic Design
The basic elements

- Line
- Shape
- Texture
- Space
- Size
- Value
- Colour
Lines

- Mark connecting 2 points
  - Straight, curved, fat, thin, squiggly, dashed, patterned
- Used to
  - Organise information
  - Highlight
  - Connect
  - Outline
  - Create grid, chart or graph
  - Create pattern or rhythm through many lines
  - Direct reader’s eye
  - Create sense of motion
  - Suggest emotion
Shape

• Has height and width
• Geometric
  – Circles, triangles, squares: regular, structured
  – Good building blocks for graphic design
• Natural
  – Animals, plants, humans
  – Irregular, fluid
• Abstract
  – Icons, stylized figures, graphic illustrations
Shape

• Used to
  – Symbolize an idea
  – Highlight information
  – Make text or photo more interesting through masking

• Angular - masculine
• Curved - feminine
Texture

• Look or feel of a surface
• Gives overall ‘feel’ to something
• Provokes emotions
• Adds richness and depth
Space

- Distance around or between things
- Separates or unifies, highlights, provides rest for eye
- Especially white space
  - Used to add emphasis and focus
  - Adds legibility
  - Stylistic
  - White space is in
    - Margins, paragraph spacing, line spacing, gutters (space between columns), around text, graphics
Size

• How large or small something is
• Larger items more important
• Attracts attention
• Adds contrast between elements
• Creates consistent theme
• Can be used to give impression of 3-d, distance
Value

• How light or dark an area is
• Value used to
  – Lead eye
  – Create pattern
  – Give illusion of volume or depth
  – Add drama
  – Emphasis
  – Arrange objects in front or behind each other
Colour

• Combination of red, green, blue
• Used to
  – Highlight
  – Attract the eye
  – Signal importance
  – Create mood
  – Tie elements together
  – Organize, group
  – Provoke emotion
Colour wheel

- Visual representation of colours based on their chromatic relationship
• Primary colours
  – Cannot be created by mixing others

• Secondary colours
  – Mix of 2 primaries

• Tertiary
  – Mix of primary and secondary
More useful.....

• Complementary
  – Colours opposite
    • Work well in contrast to each other

• Analogous colours
  – Close colours
    • Variants on a theme
Active/passive colours

- Advancing hues are have less visual weight than the receding hues
- Most often warm, saturated, light value hues are "active" and visually advance
- Cool, low saturated, dark value hues are "passive" and visually recede
- Tints or hues with a low saturation appear lighter than shades or highly saturated colors
- Some colors remain visually neutral or indifferent
Colour and emotion