GRAPHIC DESIGN ELEMENTS AND PRINCIPLES

Technology Education
Introduction to Graphic Design

Graphic Design is the transformation of an idea into a visual experience.
GRAPHIC DESIGN ELEMENTS

- ARE THE BUILDING BLOCKS OF GRAPHICS

- Line
- Color
- Shape
- Texture
LINES

- Can be straight or curved
- Can be used for composition
COLOR

- Can enhance or detract from a composition
- Very powerful, but dangerous
- Use color to label or show hierarchy.
- Use color to unify, separate, or emphasize.
- Use color to decorate.
- Use color consistently.
WARM COLORS

- generally energizing, passionate, and positive
COOL COLORS

- colors of night, of water, of nature, and are usually calming, relaxing, and somewhat reserved.
NEUTRAL COLORS

- serve as the backdrop in design
- impressions of neutral colors are much more affected by the colors that surround them than are warm and cool colors
COLOR MEANINGS

- **Red**: Passion, Love, Anger
- **Orange**: Energy, Happiness, Vitality
- **Yellow**: Happiness, Hope, Deceit
- **Green**: New Beginnings, Abundance, Nature
- **Blue**: Calm, Responsible, Sadness
- **Purple**: Creativity, Royalty, Wealth
- **Black**: Mystery, Elegance, Evil
- **Gray**: Moody, Conservative, Formality
- **White**: Purity, Cleanliness, Virtue
- **Brown**: Nature, Wholesomeness, Dependability
- **Tan or Beige**: Conservative, Piety, Dull
- **Cream or Ivory**: Calm, Elegant, Purity
SHAPE

- Shapes are enclosed objects that can be created by line or created by color and value changes that define their edges.
TEXTURE

- Texture is the surface look of an object created by varying dark and light areas.
- Roughness
- Smoothness
- Depth
GRAPHIC DESIGN PRINCIPLES

- The way in which elements are used together
- Movement
- Balance
- Emphasis
- Unity
MOVEMENT

- is the use of lines, color, and repetition to create the illusion of motion.
- Curved forms or lines
- Repetition of geometric forms
- Fuzzy lines or outlines
BALANCE

- is the act of comparing or estimating two things, one against the other, and the contrast between:
  - Empty space (white space) and filled space
  - Text and images
  - Color and no colors and different colors
  - Textures against flat colors
- Symmetrical
- Asymmetrical
- Radial
UNITY

- The correct balance of composition or color that produces a harmonious effect.
- What is the focus of the message?

Happy Birthday!
EMPHASIS

- To express with particular stress or force.
- What message is stressed here?
CONCLUSION

- 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!!!!