THE BASIC ELEMENTS & PRINCIPLES OF VISUAL DESIGN

THE ULTIMATE WEB DESIGNER • BRAD HUSSEY

SIX ELEMENTS OF VISUAL DESIGN

Although visual design on the web can be incredibly complex, all web designs boil down to 6 basic elements:

- 1. LINES
- 2. SHAPES
- 3. COLOUR PALETTE
- 4. TEXTURE
- 5. TYPOGRAPHY
- 6. FORM

LINES

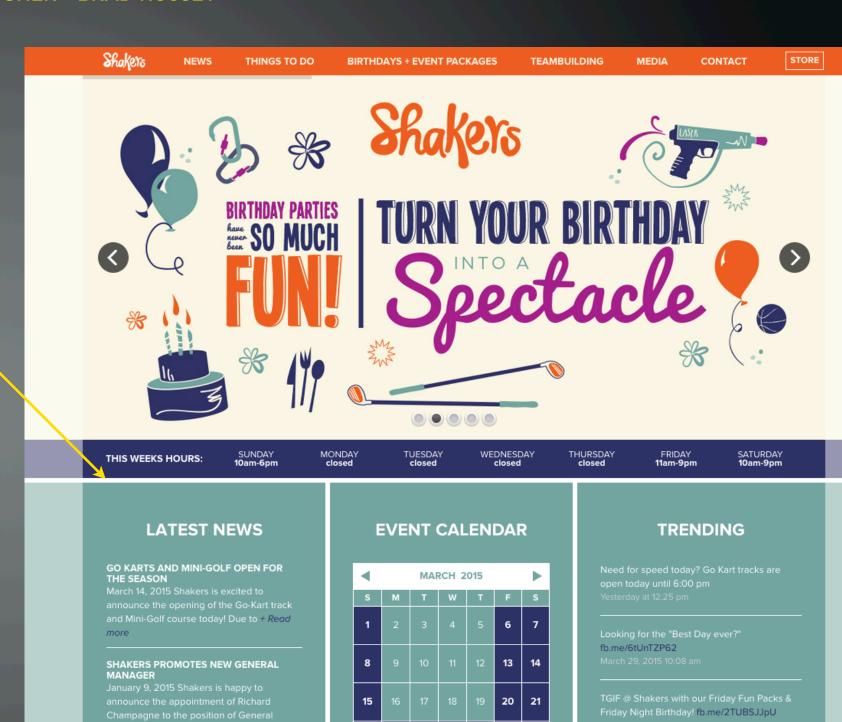
Line

Help define shapes

Divide sections

Create separation

Typically have length, width & direction



22 | 23 | 24 | 25 | 26 | 27 | 28

Manager. Richard + Read more

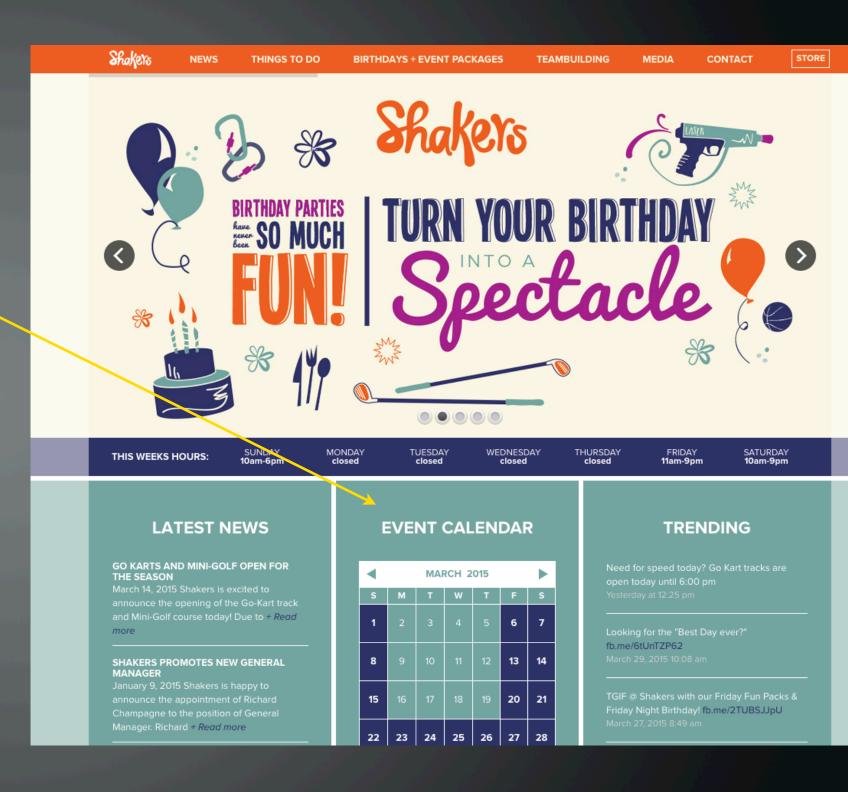
SHAPES

Shap

Self contained areas

Composed of lines, values, colour and texture

All objects are composed of shapes



Three main colours used in this scheme

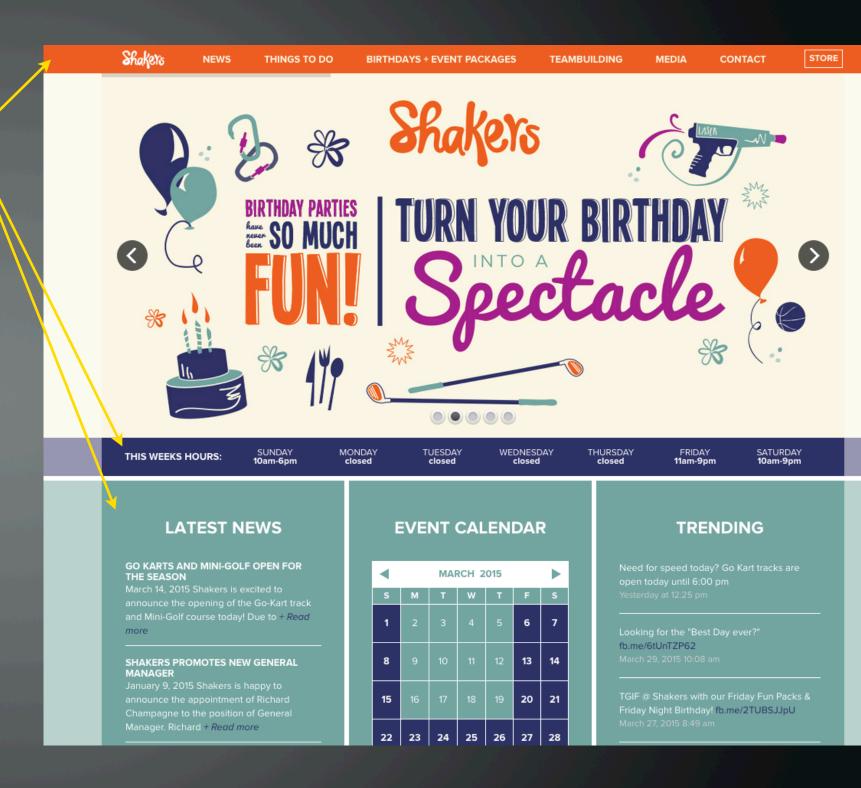
COLOUR

Differentiate shapes & items

Add depth & emphasis

Organize information

Evoke emotion & feeling



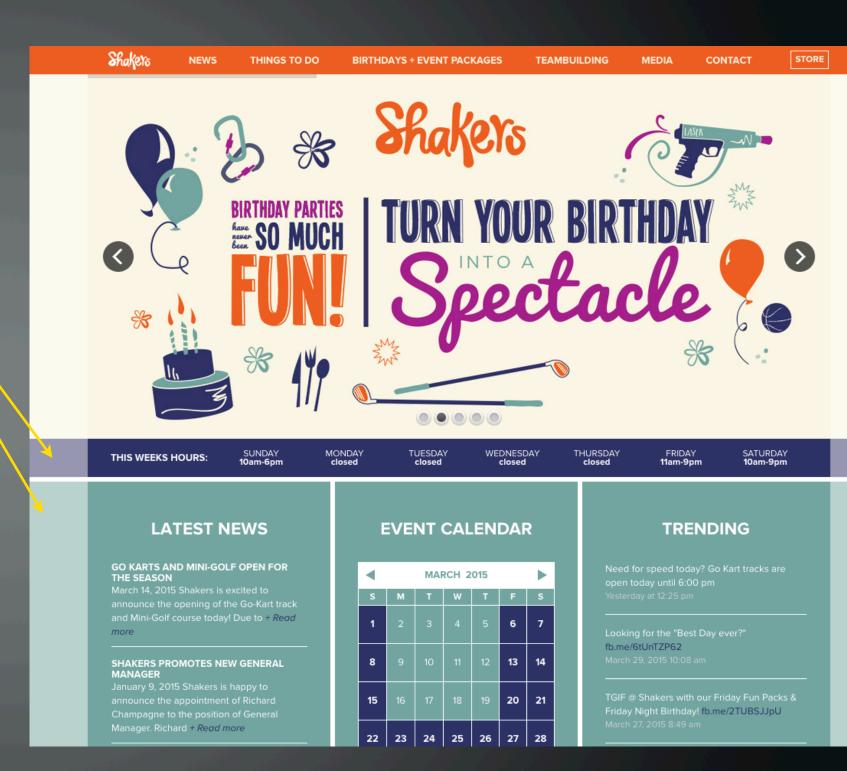
Muted texture to create focus on main content

TEXTURE

Gives illusion of how a surface feels

Doesn't have to be a real texture, like dirt, or paper

Used to either attract or divert attention



Heading

Sub heading

TYPOGRAPHY

Fonts

Size

Colour

Spacing

Alignment

START SO MUCH

STORE

START SO MUCH

STORE

LATEST NEWS

GO KARTS AND MINI-GOLF OPEN FOR THE SEASON

March 14, 2015 Shakers is excited to announce the opening of the Go-Kart track and Mini-Golf course today! Due to + Read more

SHAKERS PROMOTES NEW GENERAL

January 9, 2015 Shakers is happy to announce the appointment of Richard Champagne to the position of General Manager. Richard + Read more

EVENT CALENDAR

	■ MARCH 2015						\blacktriangleright
	S	М	Т	w	T	F	S
	1	2		4	5	6	7
	8	9	10	11	12	13	14
	15	16	17	18	19	20	21
	22	23	24	25	26	27	28

TRENDING

Need for speed today? Go Kart tracks ar open today until 6:00 pm

Yesterday at 12:25 p

Looking for the "Best Day ever? fb.me/6tUnTZP62

March 29, 2015 10:08

TGIF @ Shakers with our Friday Fun Packs & Friday Night Birthday! fb.me/2TUBSJJpU March 27, 2015 8:49 am

FORM

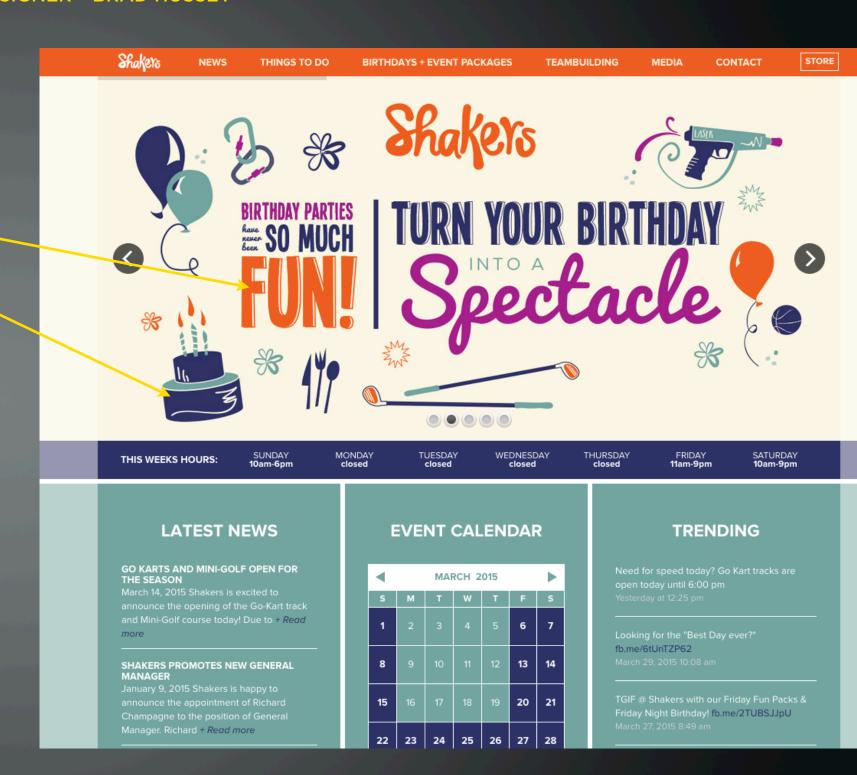
3D text

3D graphic

Illusion of 3D objects

Add depth & texture to create 3D object

Used to accentuate a message, or provide visual appeal



SEVEN PRINCIPLES OF VISUAL DESIGN

While there are no official "industry standard" rules for visual design — as the beauty of a design purely depends on the audience — there are a set of widely accepted guidelines, or "principles", when it comes to visual communication. The basic principles boil down to the following:

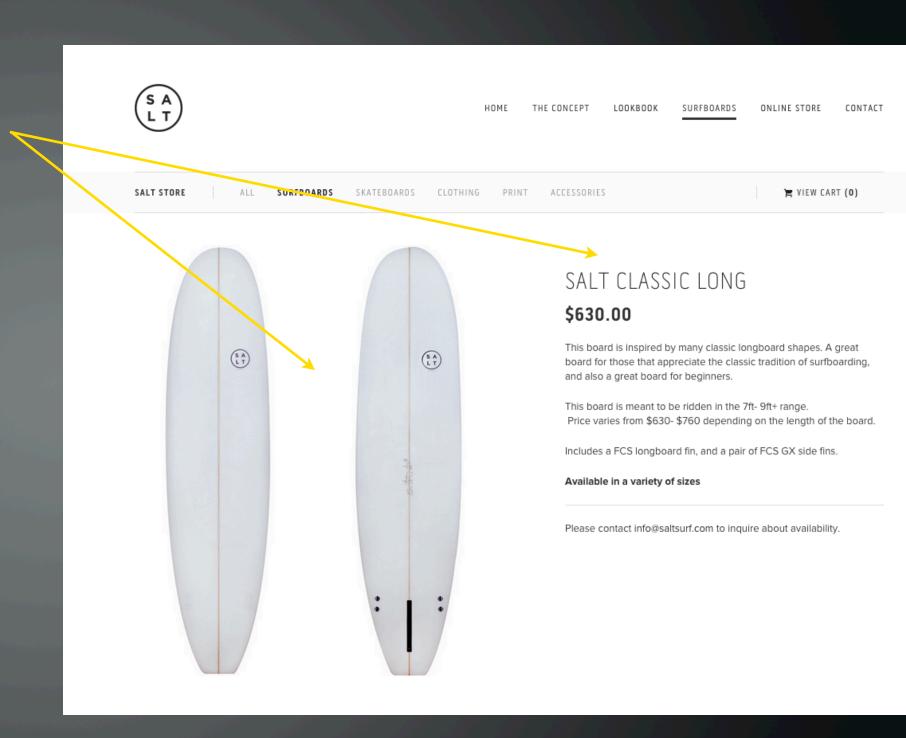
- 1. BALANCE
- 2. RHYTHM
- 3. PROPORTION
- 4. SPACE
- 5. DOMINANCE
- 6. HIERARCHY
- 7. UNITY



Arrangement & distribution of objects to create meaning

Symmetric

Asymmetric



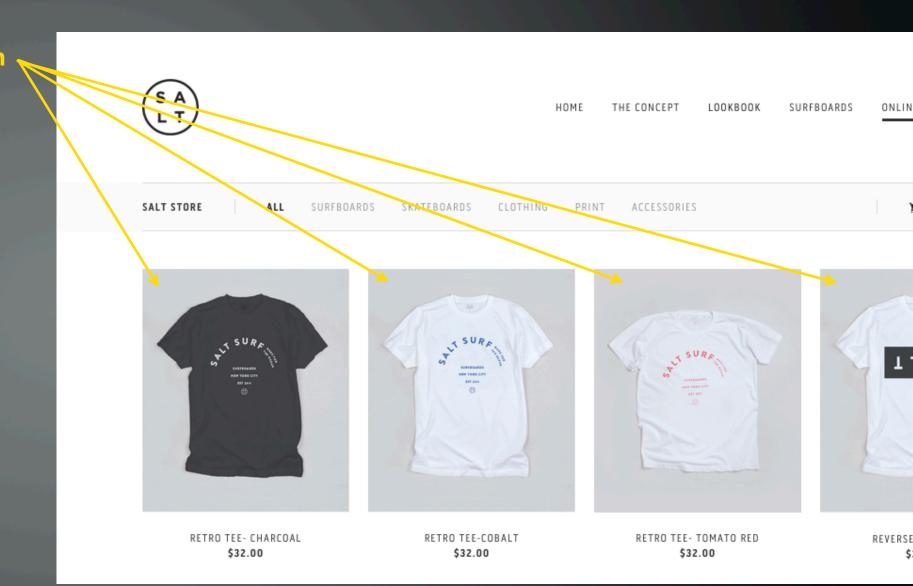
Rhythm

RHYTHM

Repetition of elements

Creates movement

Can establish pattern and texture



Proportion

iPhone 6 Plus

iPhone 6

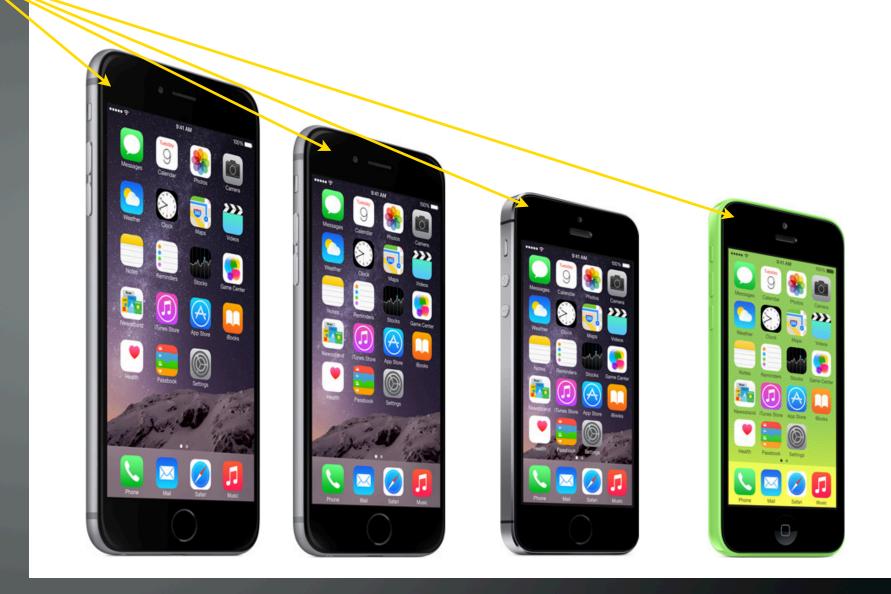
iPhone 5 S

iPhone 5 ©

PROPORTION

Also known as "scale"

Demonstrates how each item relates in size

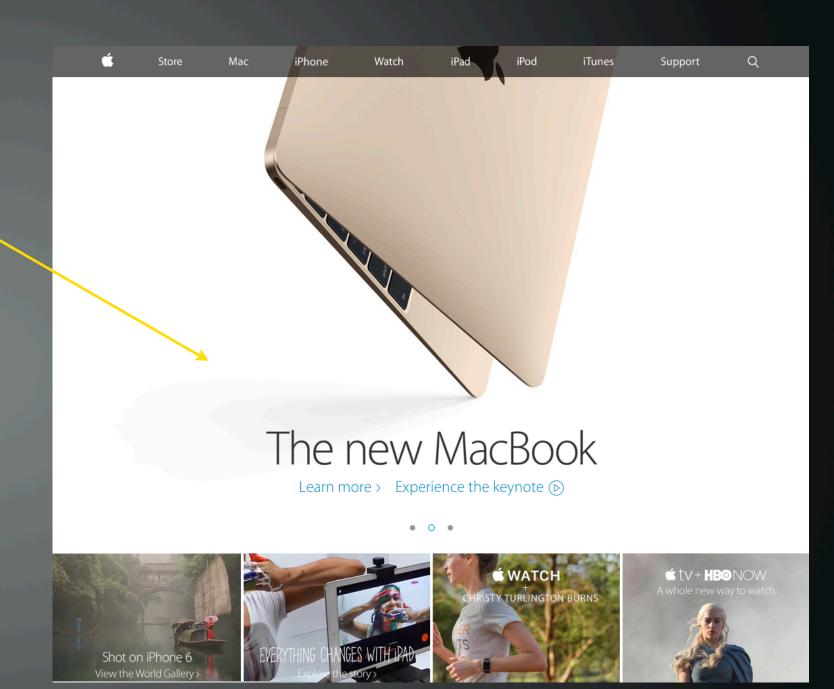


Space

SPACE

Also known as "white space"

Used to reduce noise, clutter, and increase readability



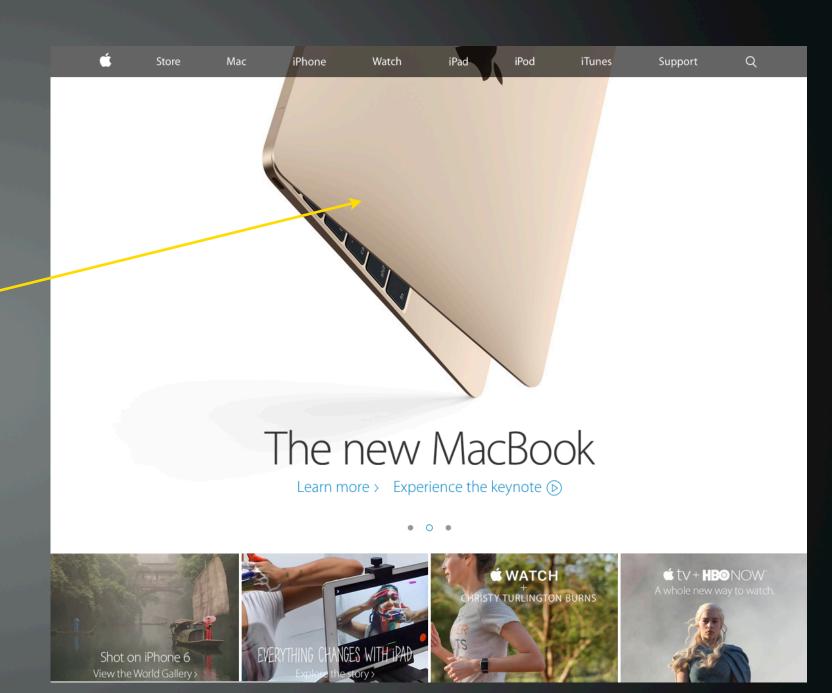
DOMINANCE

Dominance

The focal point

Achieved through size, colour, shape, etc.

Used to communicate the primary message



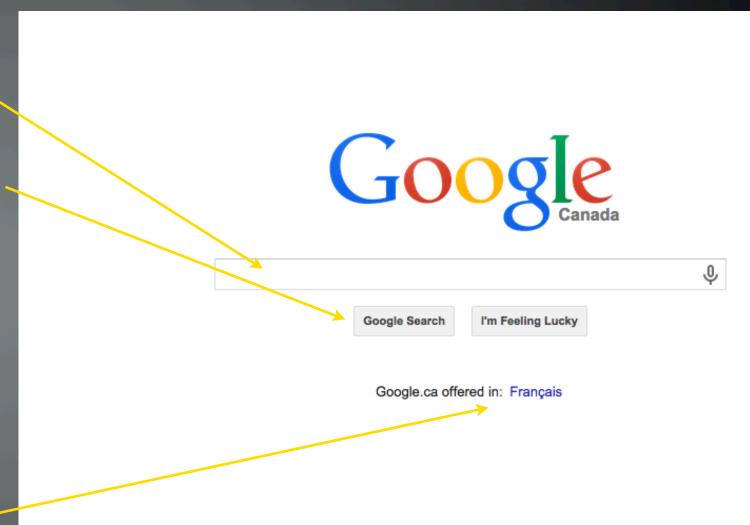
HIERARCHY

Secondary focus

Primary focus

Differentiates primary and secondary focus

Achieved through size, colour, & placement



Tertiary focus

Space

Dominance

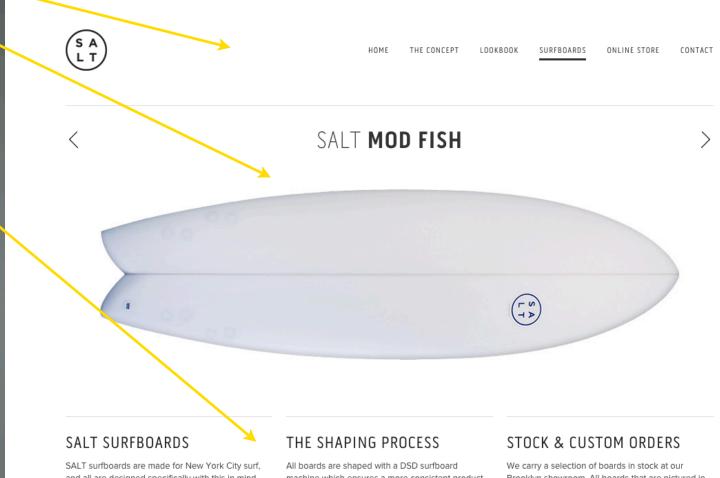
UNITY

Secondary info, all related

The "big picture" of a design

How all elements are related, or unrelated

The grouping of similar elements



SALT surfboards are made for New York City surf, and all are designed specifically with this in mind. We believe that a well crafted surfboard can make all the difference, and that buying a surfboard shouldn't break the bank.

We have an appreciation for classic surfboard design and you will see that in all of the boards we make. However, we are also influenced by modern surfboard design. We believe the mixture of the two makes for quality, progressively shaped boards, perfect for New York City surf.

All boards are shaped with a DSD surfboard machine which ensures a more consistent product, leaving very little room for error. This process sets a solid and uniform foundation shape for the surfboard. The shaper is then able to fine-tune and finesse the intricacies of the board by hand.

The end product is a surfboard that has all the technical benefits of being machine shaped, as well as the knowledge and meticulous attention to detail of a seasoned hand shaper.

We carry a selection of boards in stock at our Brooklyn showroom. All boards that are pictured in the *store* section of the site, are currently available for sale, and local pickup. At any given time, there are a variety of different shapes and sizes in stock. We have new boards arriving regularly and specific orders can be placed at any time.

Custom boards and special orders are available upon request. If you are interested in learning more about ordering a custom surfboard, please send an email to info@saltsurf.com.

GOT IT? LET'S MOVE ON.

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