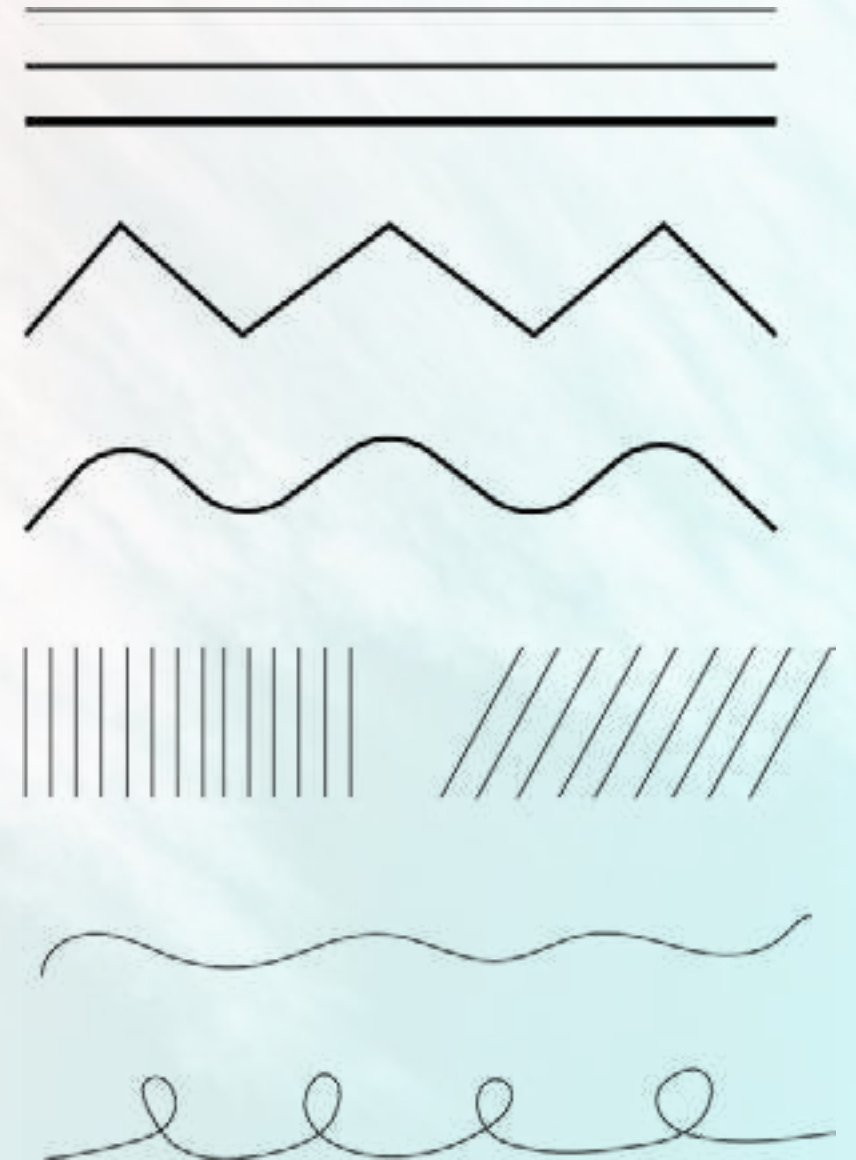


The background features a soft, abstract design with broad, diagonal brushstrokes. The top half is a light pink color, while the bottom half is a light teal color. The strokes are layered, creating a sense of depth and movement.

Design Fundamentals

LINE

The first and most basic element of a design is a line, that are any two connected points. Lines are useful and can divide space and or drawing the viewers eye to a specific area. A line can vary in weight, thinness, thickness, direction and length. Lines can create structure or create messy, depending on how you use them.



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It is important to understand the principles of design and how they impact a good design.

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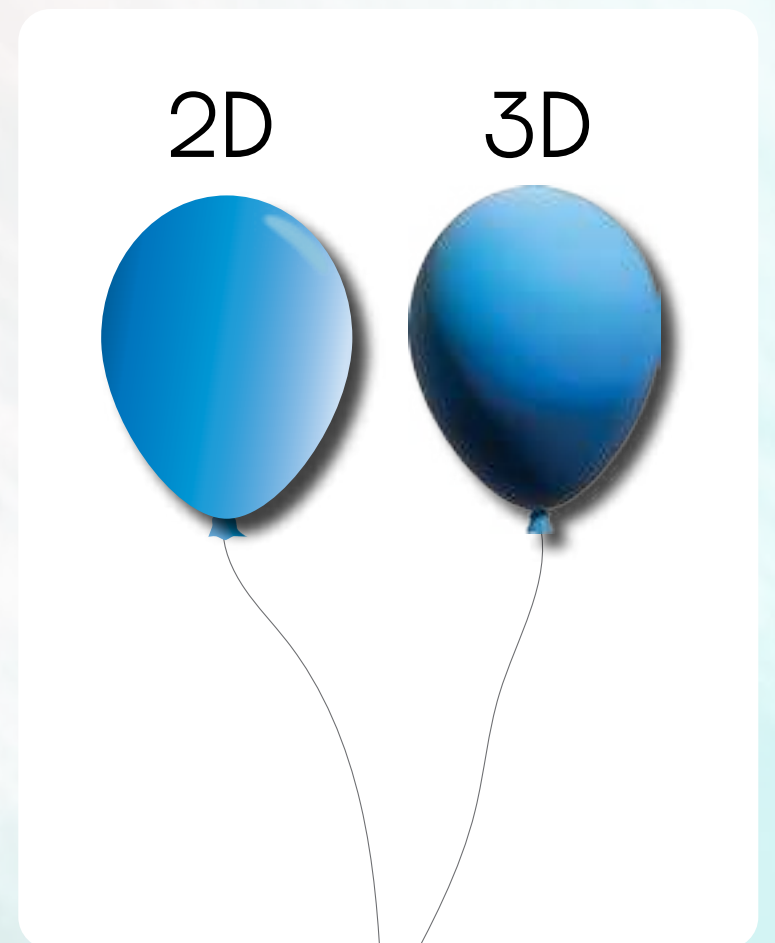
TEXTURE

Texture is the physical quality of a surface and can be a powerful technique for creating lifelike design projects. Texture adds depth to flat images, objects can appear smooth, rough, hard, or soft, depending on your design. A textured background can add a lot of interest as well and too much texture can become overwhelming.



FORM

Form is a two-dimensional (2D) or three-dimensional (3D) shape that exhibits height, width, and depth. It can be geometric or organic. A basic form can bring a touch of realism to your design, which can be a great tool when also used in moderation.



SHAPE

Shapes are one of the most basic elements of graphic design. A shape is closed form that consists of straight, curved or angled lines. Shapes help to add interest or organize elements of a design. If you think about it, everything is ultimately a shape. The basic type of shapes are: Geometric and Organic.



Geometric shapes are most common, square, diamond, circle, triangle.



Organic shapes are flowing lines, they are natural shapes.

BALANCE

Balance is the distribution of objects, colors, texture, and shape, how the weight of components balance with each other on either side of a design. Your composition should achieve visual balance.

SYMMETRICAL BALANCE



Symmetrical balance – the elements used on one side of the design are similar to those on the other side.

ASYMMETRICAL BALANCE



Asymmetrical balance – the sides are different but still looked balanced.

HIERARCHY

Visual hierarchy is the principle of arranging elements to show their order of importance, most important to least important. A good design uses visual hierarchy logically to attract the viewers to the whole composition and leads them through its parts by creating different levels of priority. By using principles like contrast, scale, balance and more. You can help establish each element in its rightful place and help the most important elements stand out.

DIRECTION



Elements that are aligned differently from the majority of it will stand out visually.

POSITION



position on the page creates an automatic hierarchy. The most important position when reading is the upper left, the next most important is the lower right, then upper right and least is lower left.

CONTRAST



The more difference there is between light and dark colors, the more it will stand out visually.

SCALE



The most important information should be the largest element in a design, lesser information is scaled down.



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