# **Form in Graphic Design**

## **Understanding Graphic Design**

A picture is worth a thousand words, and none know this better than graphic designers. [**Graphic design**](https://study.com/learn/lesson/what-is-graphic-design.html) is defined as a craft where creators create and use visual content to communicate messages, ideas, and information. Graphic designers use a series of methodologies to display textual and visual information to align with the desires of stakeholders.

Graphic designers choose colors, fonts, sizes, designs, and layouts to create an aesthetic that has a purpose, which can be for website design, print media, or user experience (UX) design. The general purpose of graphic design, however, is to convey a message.



***This logo is an example of what a graphic designer might make****.*

## **Form in Graphic Design.**

**Shape** refers to a two-dimensional space defined by borders, such as lines, color, or [negative space](https://study.com/learn/lesson/positive-negative-space-art.html).

Shape include:  
geometric shapes, such as circles, squares, and triangles.

Shape can also be a unique 2D design or shape can be abstract. Any enclosed space with defined borders can be described as a shape.

**Form** in graphic design is simply a 2-dimensional shape that becomes 3-dimensional. (Outside of graphic design, any shape that becomes 3D can be considered a form); for example, a circle becomes a sphere. In the world of graphic design, however, since the designs are still technically 2D in a digital space or print media, form references when shapes take on design elements that make them appear 3D.

**Examples of Form in Graphic Design**

An example of form in graphic design includes many geographic shapes being drawn or arranged in a way so they look like their 3D counterparts.

For example, a square can be transformed into a cube by adding additional lines and shapes to show the cube's multiple sides.

A triangle is converted into a pyramid by adding and adjusting the lines of the shape to show multiple sides as well, or it may be converted into a cone by adding shading and highlights.

Unique shapes can also be converted into forms by adding shading and highlights to make the shapes appear as if they are popping out of the 2-dimensional space. For example, graphic designers may add a shadow underneath design shapes to make the shape appear 3D. Shadows show that a shape has depth, which is one of the ways the human eye perceives 3-dimensional objects.

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***Diecs Adventure logo is an example of how shadows are added to letters to make them appear three dimensional.***

## **Types of Forms in Graphic Design**

The two main form principles of design are **geometric form** and **organic form**. The type of form that is used in a graphic designer's work largely depends on the desired effect or purpose of the design. Additionally, the type of form that is used in a designer's work also takes into account the many other design principles of **graphic design**, **such as balance**, **contrast, emphasis**, **movement**, **proportion**, and **rhythm**. Often, a graphic design is made of component geometric **forms** or **organic forms**, or a **mixture of both geometric and organic forms**.

### **Geometric Forms**

**Geometric form** refers to the illusionary appearance of simple geometric shapes such as circles, squares, rectangles, and triangles.

* Geometric forms are the 3-dimensional versions of these shapes and include spheres, cubes, pyramids, and cones.
* Geometric forms can be represented mathematically as well as visually, and usually have measurable angles or circumstances that graphic designers use to position the form in their design.
* Words used to describe geometric forms include rigid, angled, sharp, and human-made.
* Geometric forms tend to be simple and are used as text borders or as elements in larger designs.

### **Organic Forms**

An **organic form** in graphic design references any 3-dimensional shape that is irregular, curved, and occurs in the natural world.

* Organic forms are also known as biomorphic forms.
* Organic forms are often free-form, and as such includes a wide range of forms that are used in a wide range of aesthetic visions. Simple graphic representations of leaves, rocks, and clouds represent a few examples of organic forms.
* Many organic forms appear similar to how objects appear in nature. Words used to describe organic forms include flowing, curved, natural, and relaxed. Organic forms can also include abstract forms, depending on the purpose of the design.

## **Importance of Form**

It is very important to use form in graphic design. Because humans live in a 3D world, objects that have multiple dimensions tend to catch the eye better. Knowing what type of content will draw in a certain audience is paramount in the world of graphic design. To catch the eye, a graphic designer may include stylized images of food that appear 3D, as a more detailed image usually draws people's attention more so than a [2D shape](https://study.com/learn/lesson/2d-shapes-overview-examples-what-are-two-dimensional-shapes.html).

Using form in graphic design allows graphic designers to produce more eye-catching and detailed work. It also is an important part of displaying texture in graphic design.

**Texture** is the physical quality of a surface of an object or image. Because graphic design is entirely 2-dimensional, using elements of form such as shadows, shading, and highlights allows a designer to manipulate the appearance of the surface of a shape. By doing this, graphic designers further engage an audience by adding to an image's tactility and depth. Additionally, adding texture to an image increases the illusion of reality that the elements of form provide for an image.