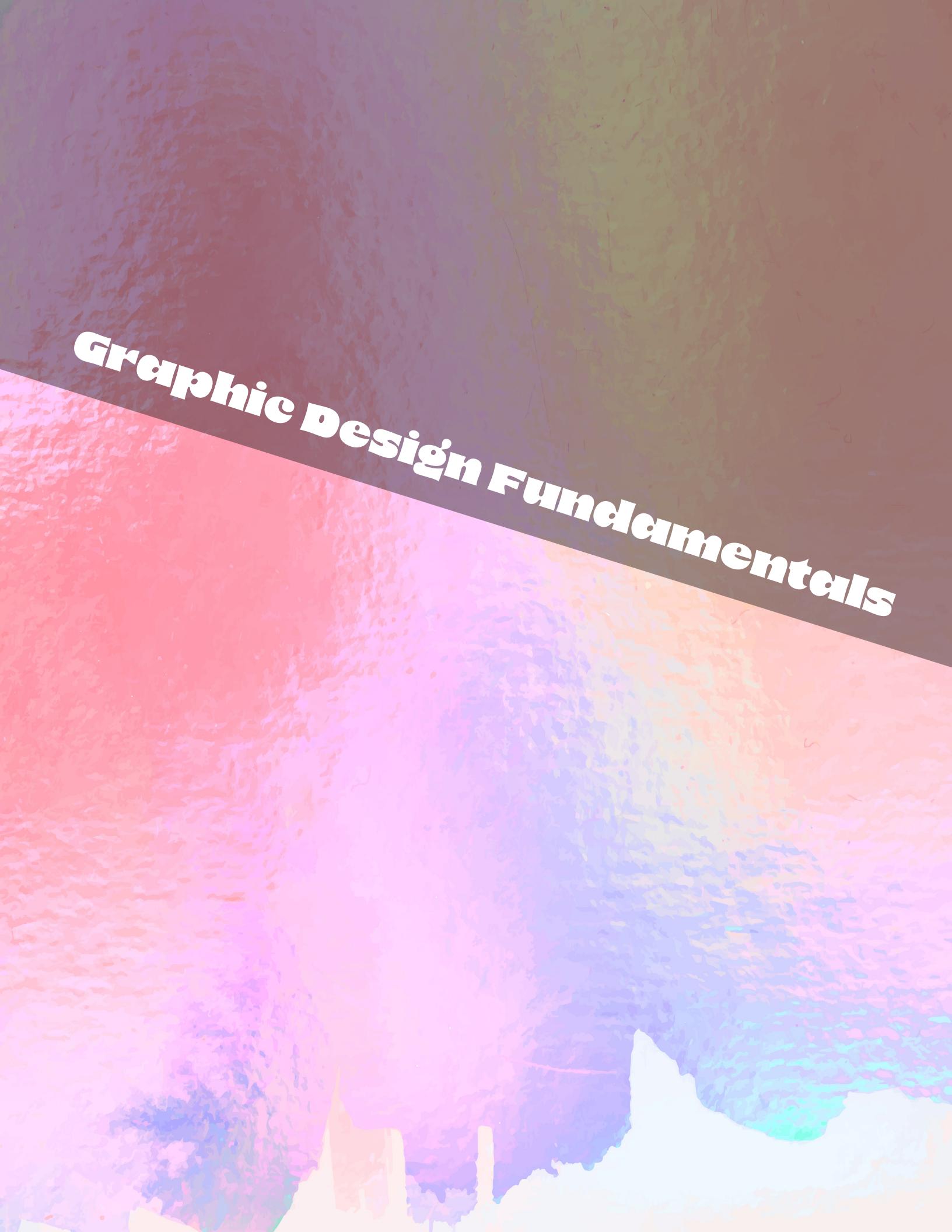


# Graphic Design Fundamentals



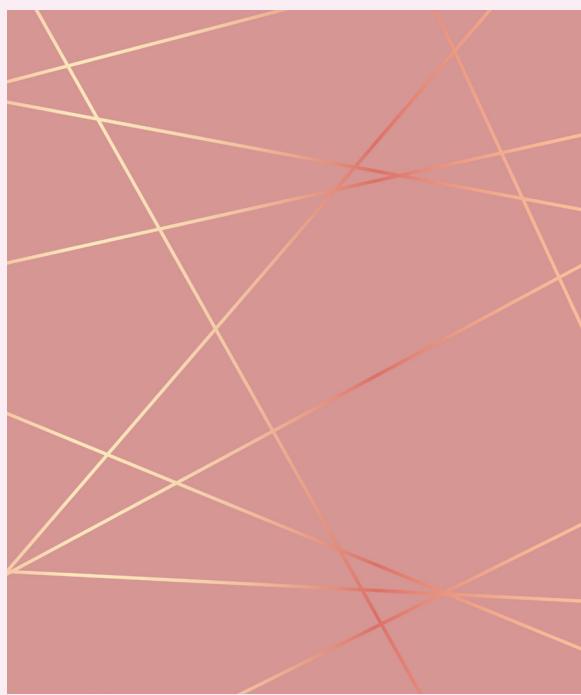
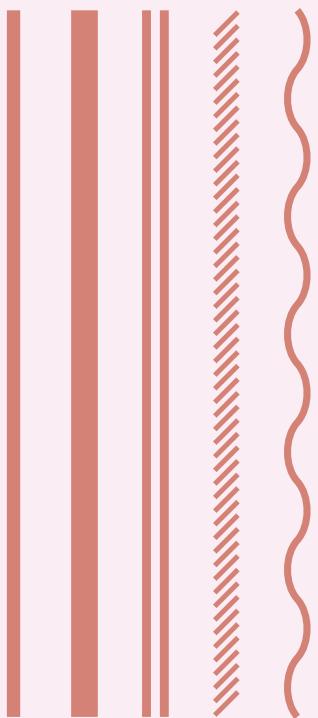
# Table of Contents

Discover the core elements that form the backbone of graphic design. Learn about lines, shapes, and forms, and how they come together to create meaningful compositions. Unravel the power of negative space and understand how it can elevate your designs to new heights.

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# Lines

Lines are a fundamental element in graphic design that plays a significant role in shaping the visual language of a composition. Whether subtle or bold, straight or curved, lines serve multiple purposes and contribute to the overall effectiveness of a design.



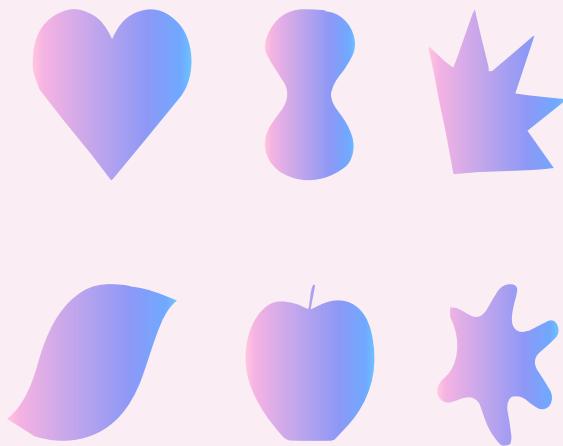
# Shape

Shapes are the building blocks of visual communication, playing a crucial role in conveying messages and creating visually appealing compositions. Whether simple or complex, geometric or organic, shapes are fundamental elements that designers leverage to create impactful designs.

**Geometric**



**Organic**

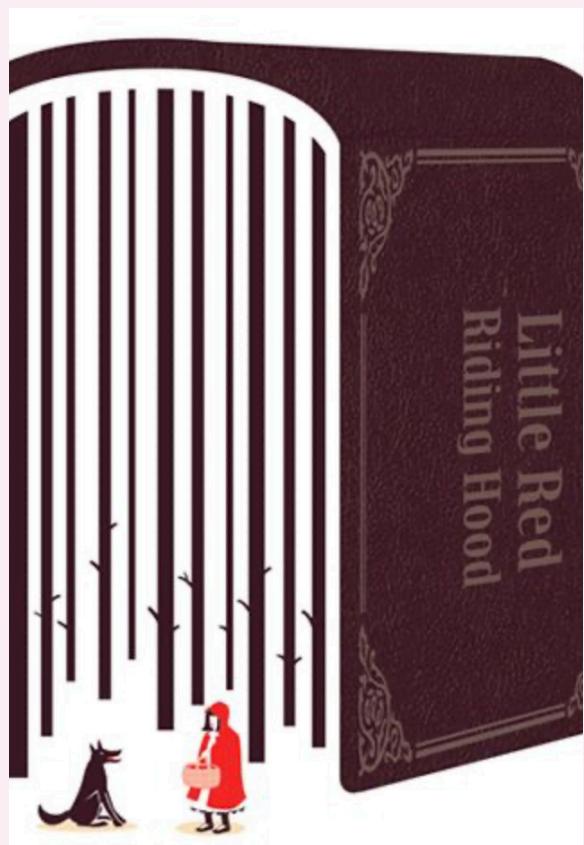


# Negative Space

Negative space, often referred to as white space. It refers to the empty or unmarked areas surrounding and between design elements, such as text, images, and illustrations. While it might seem like “empty” space, negative space plays a crucial role in shaping the overall design and enhancing its visual impact.



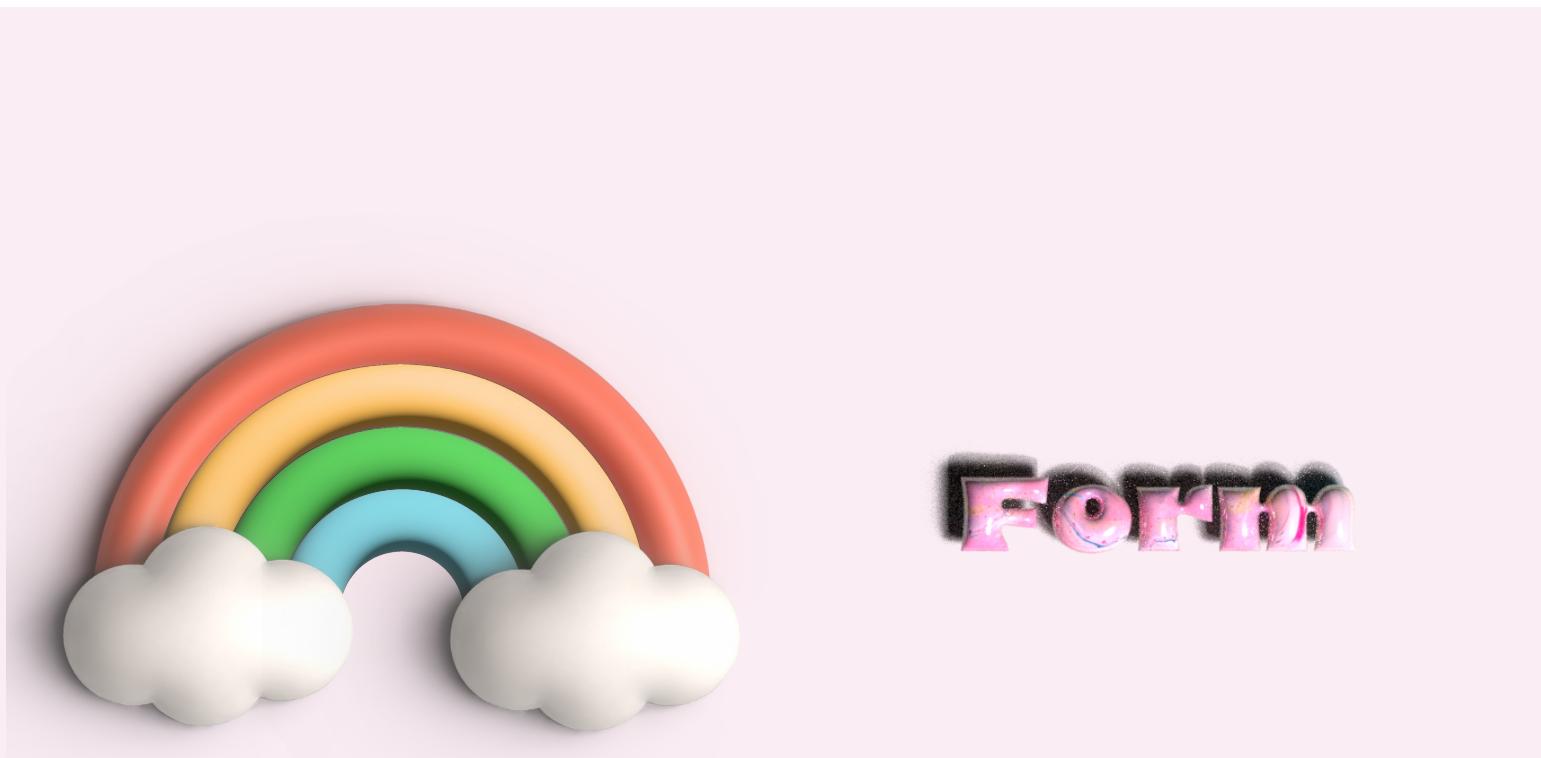
Shigeo Fukuda



Anything by Tang Yau Hoong

# Form

In graphic design, form refers to the three-dimensional quality of an object or design element. It adds depth and volume to otherwise flat and two-dimensional compositions, making the artwork visually compelling and engaging. While form is a concept commonly associated with sculpture and physical objects, it plays a crucial role in digital and print designs as well.



# Texture

Texture is a powerful and versatile design element in graphic design that adds depth, visual interest, and a tactile quality to digital artwork. Though typically associated with physical surfaces, such as fabric or paper, texture can be simulated in digital designs to evoke emotions, create a sense of realism, and enhance the overall aesthetics of a composition.



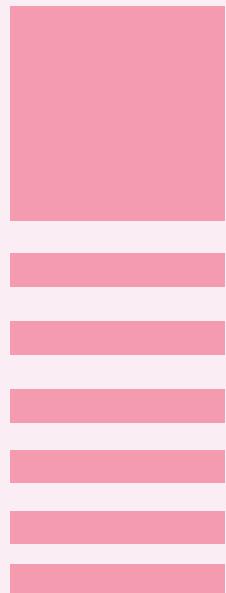
# **Balance**

Balance is a principle in graphic design that plays a large role in creating visually pleasing designs. It refers to the distribution of visual elements within a design to achieve stability and equilibrium. When applied effectively, balance can enhance the overall impact of a design, guiding the viewer's eye and conveying the intended message with clarity and coherence. There are two primary types of balance in graphic design: symmetrical and asymmetrical.

**Symmetrical**



**Asymmetrical**



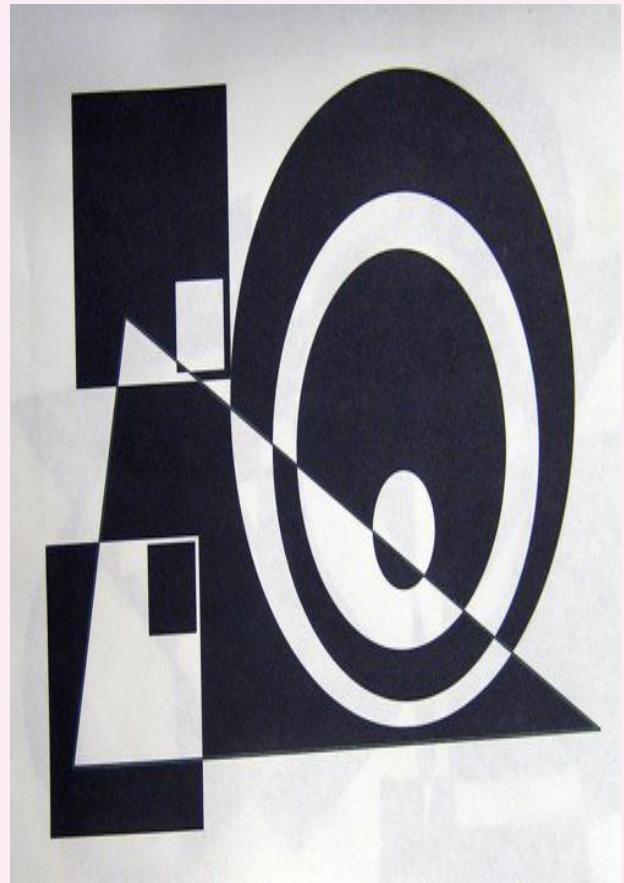
# Symmetrical

Symmetrical design, also known as formal or bilateral design, is a fundamental principle in graphic design that involves creating balance and harmony through the use of equal visual weight on both sides of an axis. This classic approach can be applied to various design elements, such as layouts, typography, illustrations, and logos.



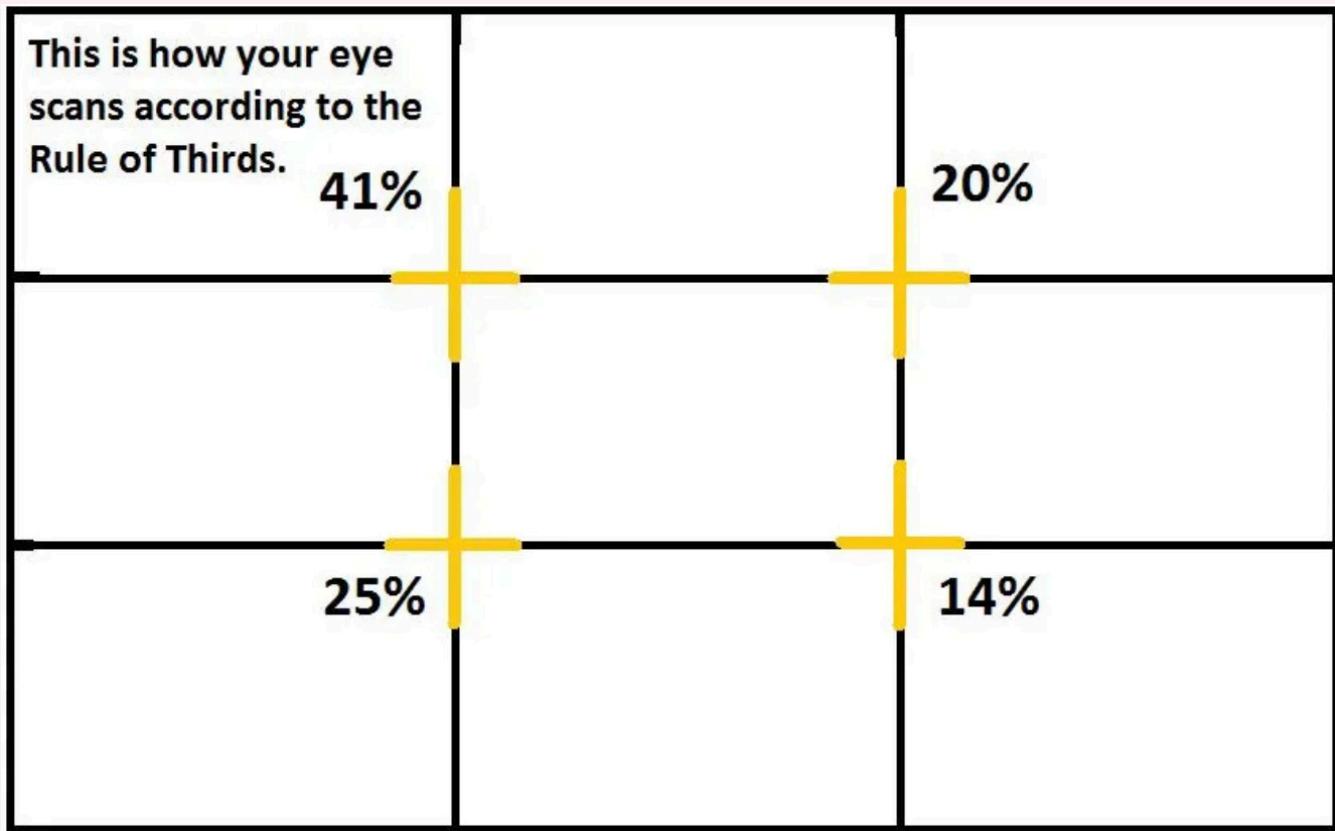
# Asymmetrical

Asymmetrical design, a fundamental principle in graphic design, refers to the arrangement of visual elements in a way that creates a dynamic and visually engaging composition. Unlike symmetrical design, where elements are evenly balanced around a central axis, asymmetry embraces an intentional imbalance to evoke a sense of movement, energy, and uniqueness.



# Rule of Thirds

The basic idea behind the rule of thirds is that the most important elements of a design should be placed along these imaginary grid lines or their intersections. By doing so, the composition becomes more dynamic and engaging, drawing the viewer's eye to specific points of interest and creating a sense of harmony.





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