

Graphic Design Basics

Updated Study Material

Course Overview

Graphic design is the art of visual communication using typography, images, colors, and layout to convey messages effectively.

Chapter 1: Introduction to Graphic Design

Graphic design combines creativity and technology to communicate ideas visually.

Example: Designing a poster using text and images.

Chapter 2: Elements of Design

Key elements include line, shape, color, texture, and space.

Example: Using color contrast in a banner design.

Chapter 3: Design Principles

Principles include balance, alignment, repetition, and contrast.

Practice Questions

1. What is graphic design?
2. Name any two elements of design.