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PROFESSIONAL DIPLOMA IN GRAPHIC DESIGN

LESSON 2:

THE ELEMENTS AND PRINCIPLES OF DESIGN

MODULE 1

The building blocks of your design

FOUNDATION OF GOOD DESIGN

How to apply these building blocks

BUILDING PROJECT

MATERIAL = ELEMENTS
TEAM = PRINCIPLES

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EFFECTIVE VISUAL HIERARCY

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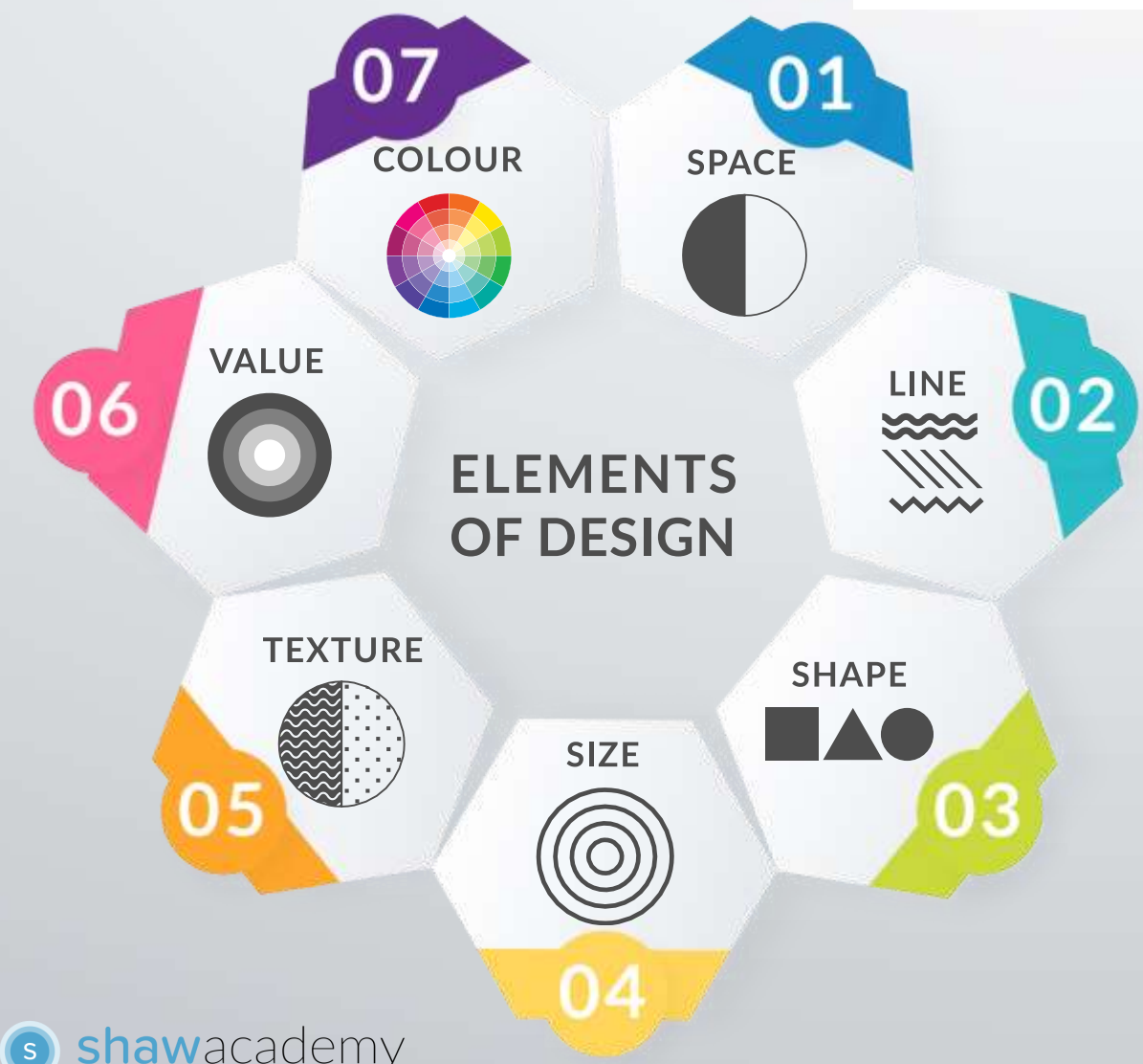
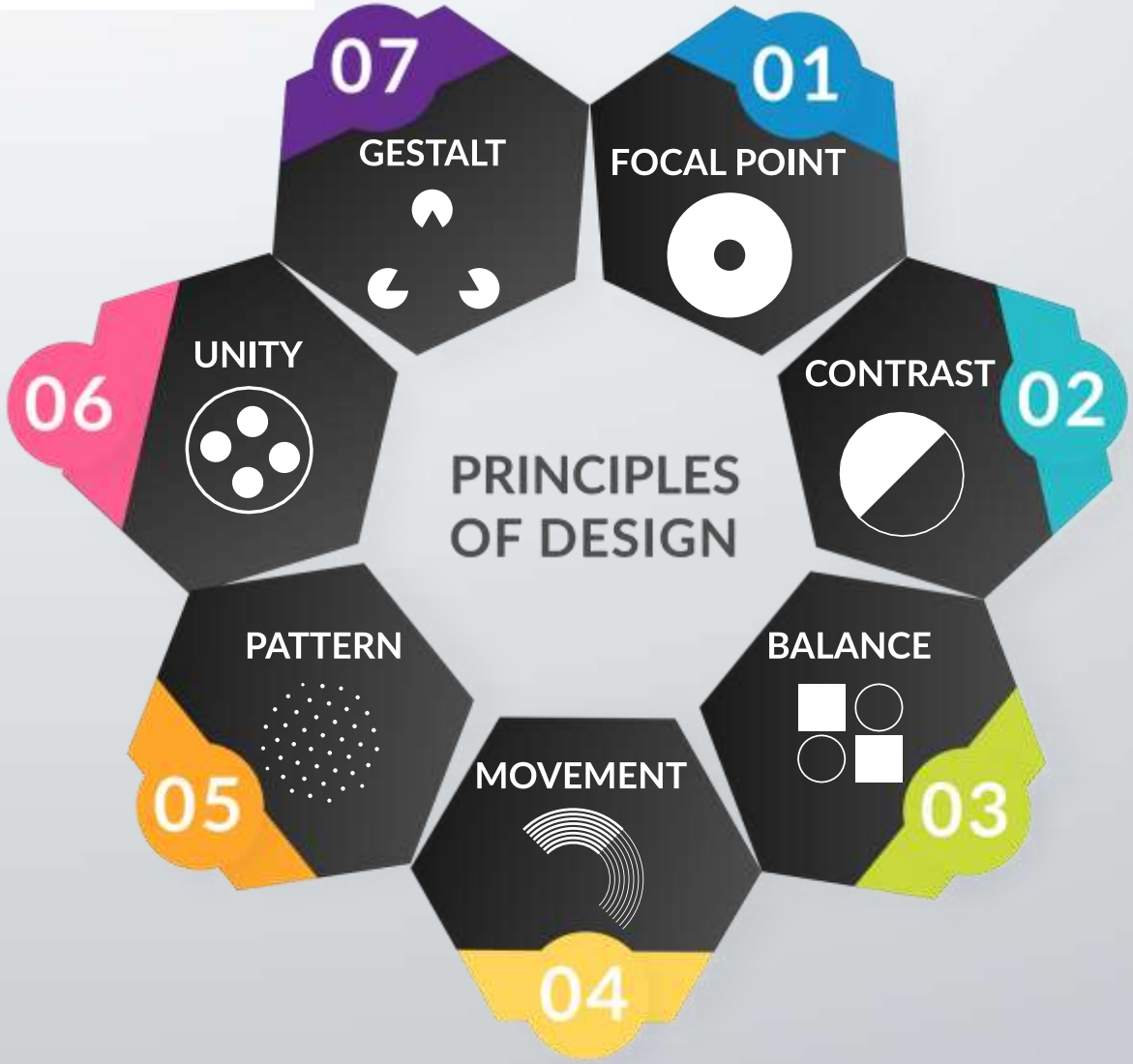
VISUAL HIERARCHY





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LESSON 2

THE ELEMENTS & PRINCIPLES OF DESIGN

BREAK THE RULES (IF YOU KNOW THEM)

THE ELEMENTS OF DESIGN

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ELEMENTS OF DESIGN

SPACE

It’s the empty areas on your design

Negative space – empty spaces

Positive space – filled spaces

Essential for legibility

Provides a visual rest

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ELEMENTS OF DESIGN

SPACE

It’s the empty areas on your design

Negative space – empty spaces

Positive space – filled spaces

Essential for legibility

Provides a visual rest

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ELEMENTS OF DESIGN

LINE

Line is the primal element

Straight, curved or broken up

Thick or thin

Vertical, horizontal or diagonal

Line can also be implied

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ELEMENTS OF DESIGN

LINE

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ELEMENTS OF DESIGN

LINE

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ELEMENTS OF DESIGN

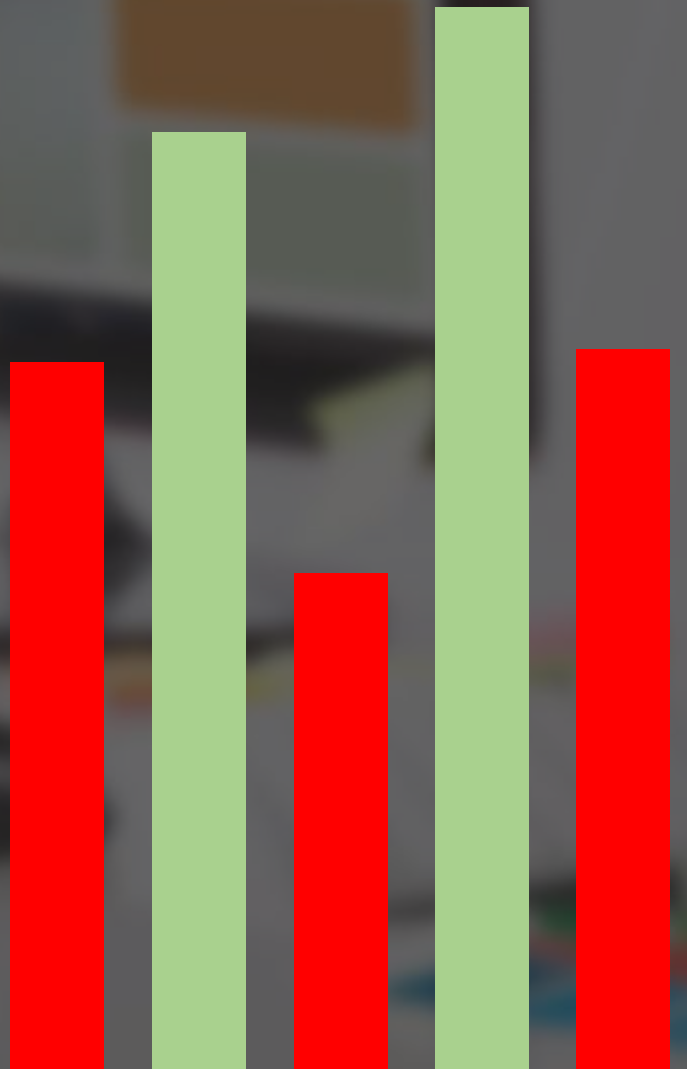
LINE

ELEMENTS OF DESIGN

LINE

ELEMENTS OF DESIGN

LINE



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ELEMENTS OF DESIGN

SHAPE

Also known as form

Organic shapes – found in nature

Inorganic shapes – manmade

Abstract shapes – simplified forms

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ELEMENTS OF DESIGN

SHAPE

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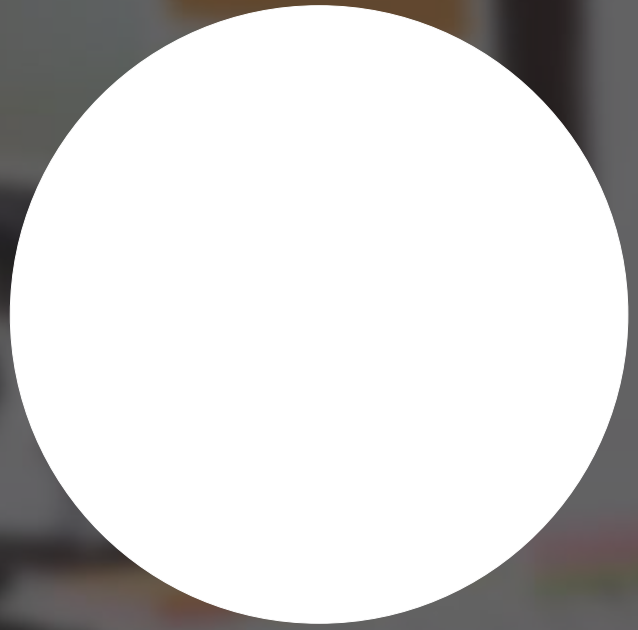
ELEMENTS OF DESIGN

SHAPE



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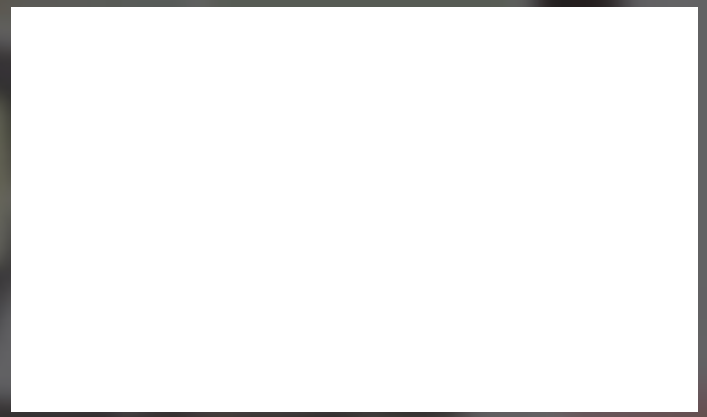
ELEMENTS OF DESIGN

SHAPE



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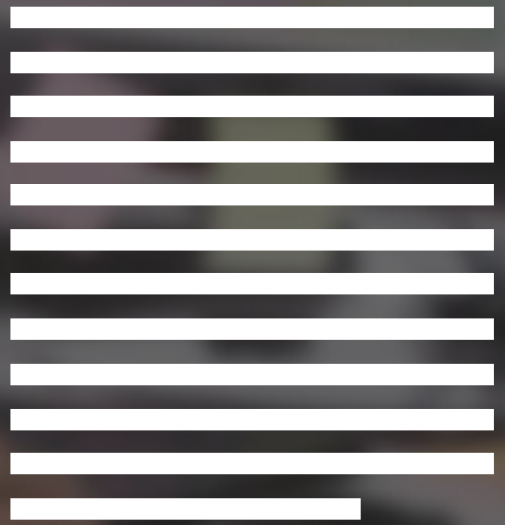
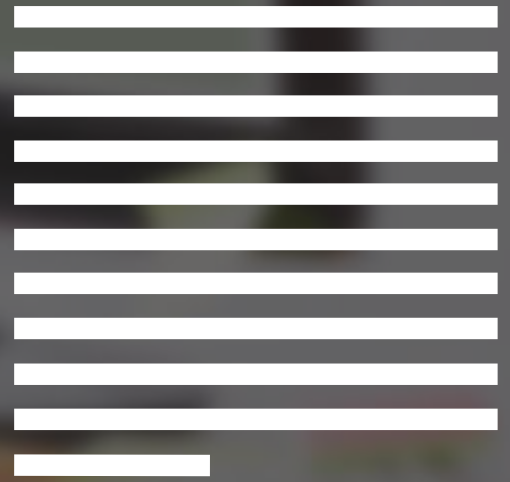
ELEMENTS OF DESIGN

SHAPE





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ELEMENTS OF DESIGN

SHAPE

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ELEMENTS OF DESIGN

SHAPE

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WHICH

TYPEFACE IS MOST HATED BY DESIGNERS?

Q&A

A Curlz MT

B Comic Sans

C Times New Roman

D Papyrus

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Comic Papyrus

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ELEMENTS OF DESIGN

SIZE

Also known as scale or mass

Size is relative to other elements

It draws attention to larger elements

And makes less important elements not be emphasised

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ELEMENTS OF DESIGN

SIZE

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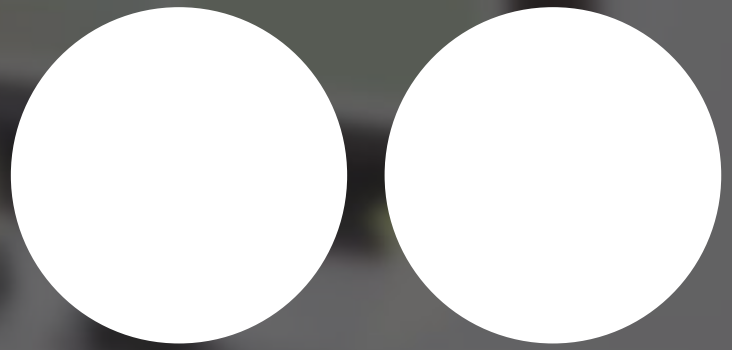
ELEMENTS OF DESIGN

SIZE



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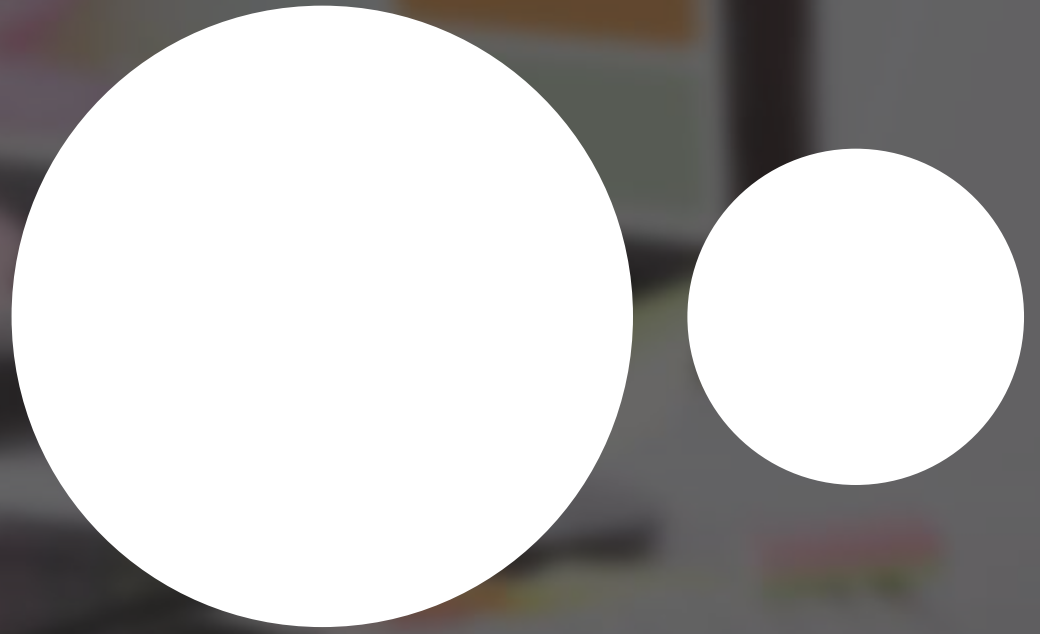
ELEMENTS OF DESIGN

SIZE



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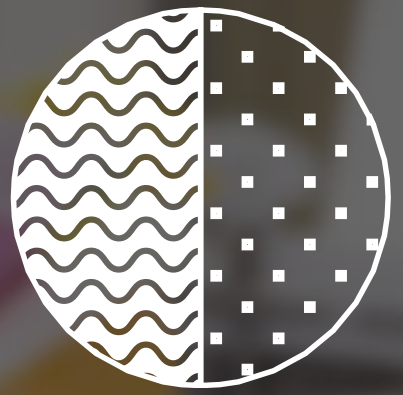
ELEMENTS OF DESIGN



TEXTURE

Texture is physical or tactile

Repeating shapes continuously

Aids in keeping objects relative

Creates a sense of depth

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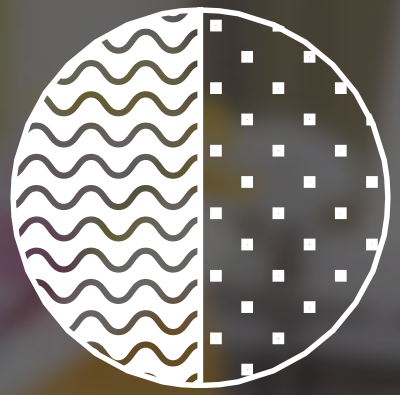
ELEMENTS OF DESIGN



TEXTURE

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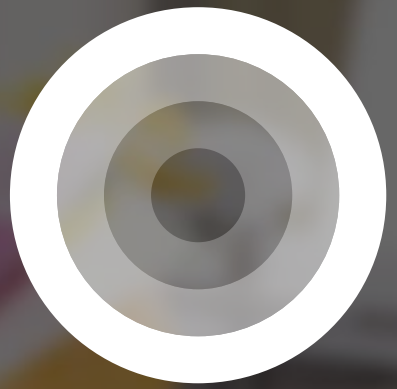
ELEMENTS OF DESIGN



VALUE

Tones of light and dark

Emphasise certain aspects

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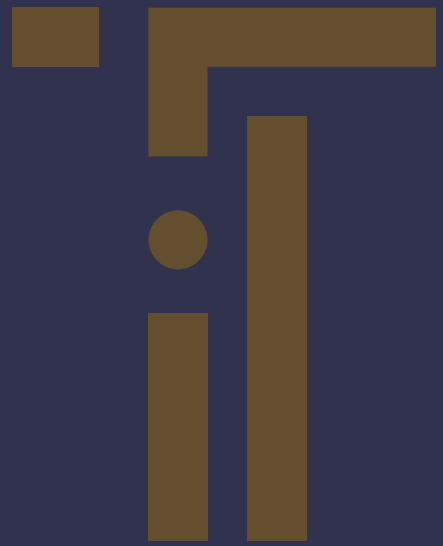

LUXURY

COMPANY

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LUXURY
COMPANY

LUXURY

COMPANY

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LUXURY

COMPANY

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WHICH

ELEMENT CAN ALSO BE REFERRED TO

AS FORM?

Q&A

A VALUE

B SHAPE

C SPACE

D SIZE

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COLOUR
AS A DESIGN ELEMENT

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ELEMENTS OF DESIGN

COLOUR

Understand colour theory & psychology first before designing

Good design works in the absence of colour but enhances your design

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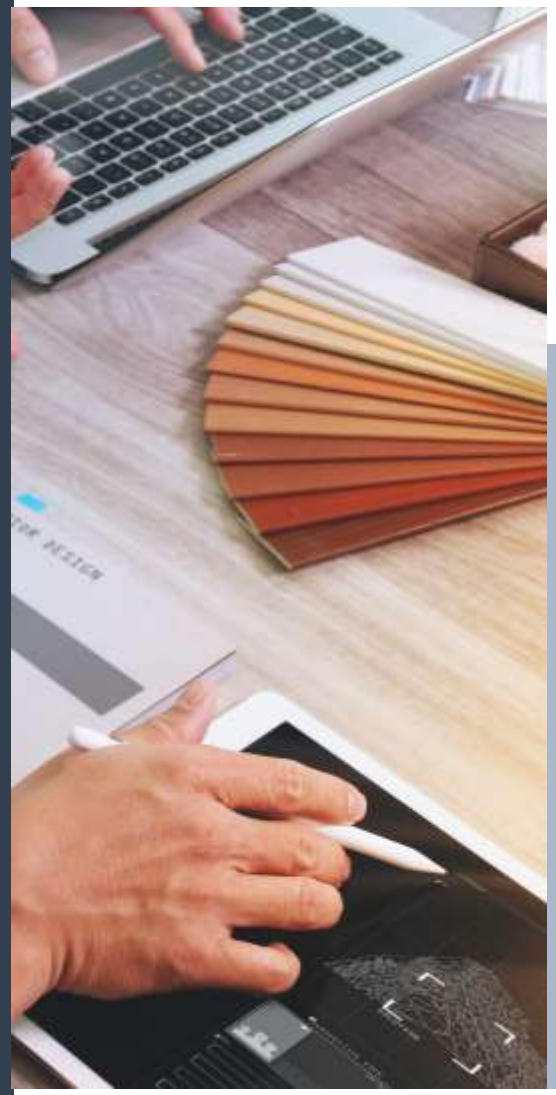
DID YOU KNOW?



What does the colour white symbolise in your culture?

Purity, innocence, goodness & light

Chinese culture, white is associated with death

ELEMENTS OF DESIGN

COLOUR

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Good Contrast

Bad Contrast

Good Contrast

Bad Contrast

Good Contrast

Bad Contrast

Good Contrast

Bad Contrast

Good Contrast

ELEMENTS OF DESIGN

COLOUR

Groups elements together

Evokes emotion

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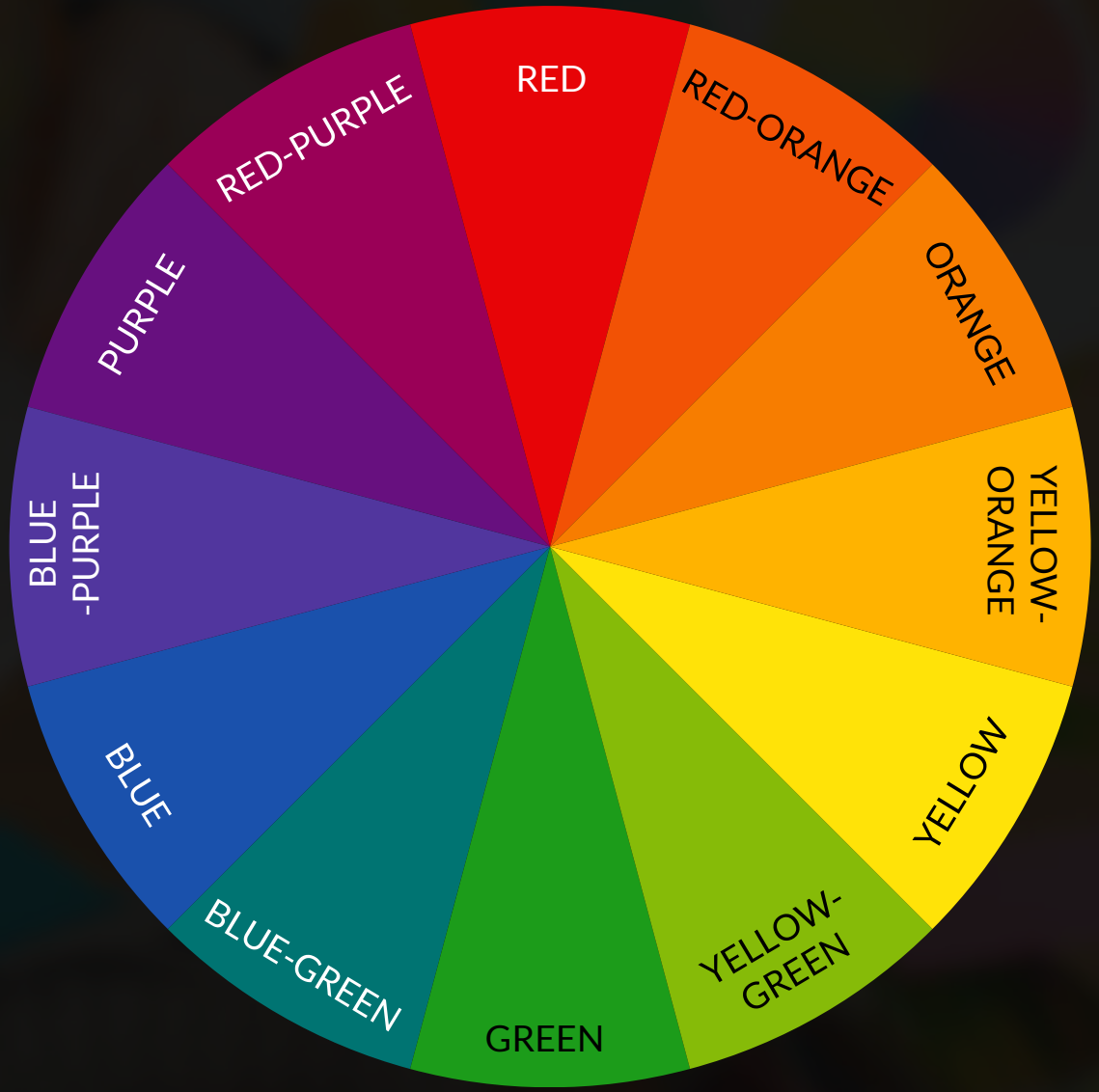
COLOUR



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COLOUR SCHEMES

COMPLEMENTARY

RECTANGLE (TETRATIC)

ANALOGOUS

TRIADIC

SQUARE

SPLIT COMPLEMENTARY

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ELEMENTS OF DESIGN

COLOUR

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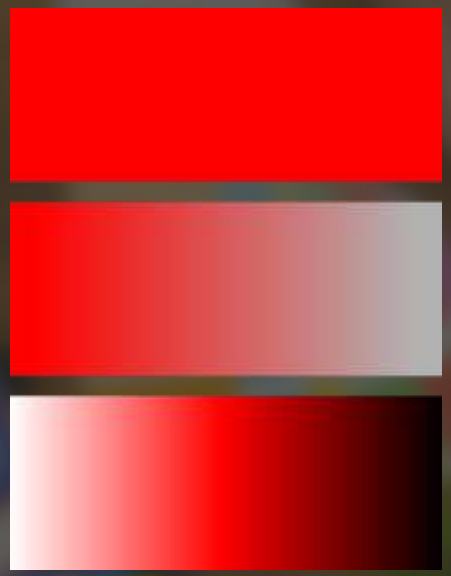
ELEMENTS OF DESIGN
COLOUR PROPERTIES



HUE

SATURATION

VALUE

Hue - colour

Saturation – intensity of hue

Value – lightness or darkness

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Rectangle (Tetradic)

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THE PRINCIPLES OF DESIGN

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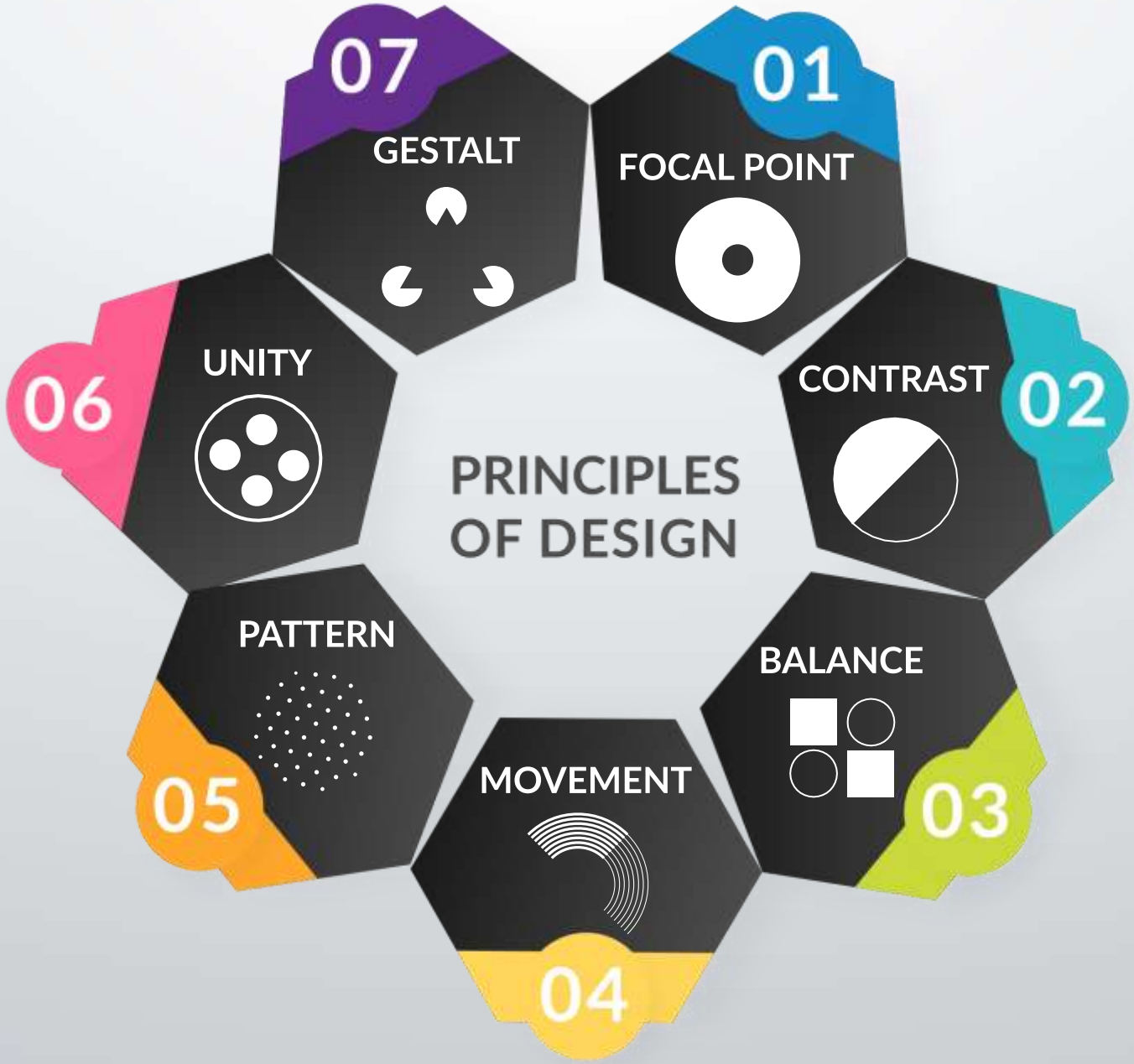

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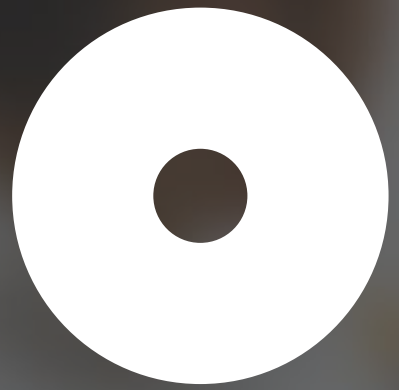

FOCAL POINT

Emphasis

Most important visual

Have only one focal point

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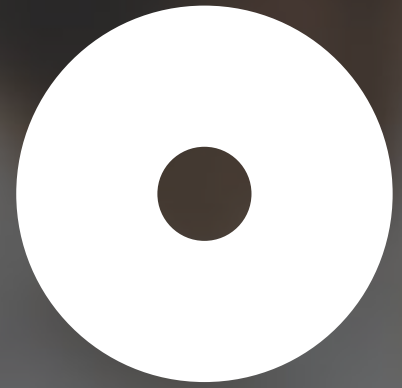
PRINCIPLES OF DESIGN



FOCAL POINT

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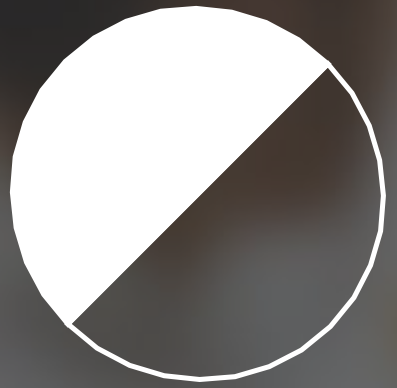
PRINCIPLES OF DESIGN



CONTRAST

Texture vs smooth

Small vs Large

Dark vs Light

Positive space vs negative space

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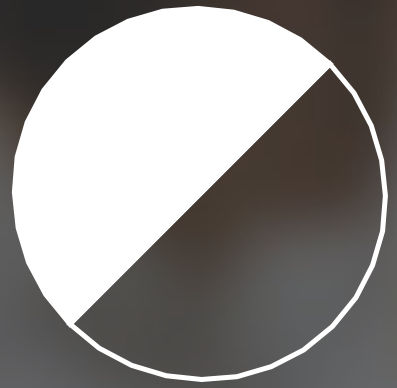
PRINCIPLES OF DESIGN



CONTRAST

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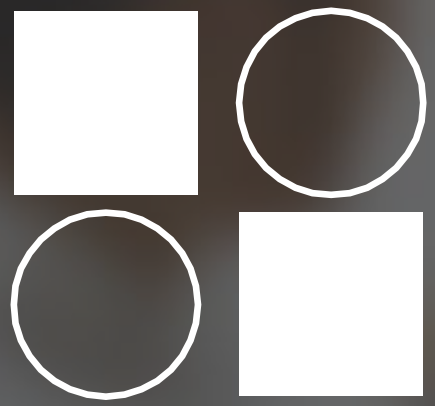
PRINCIPLES OF DESIGN



BALANCE

Symmetrical balance

Asymmetrical balance

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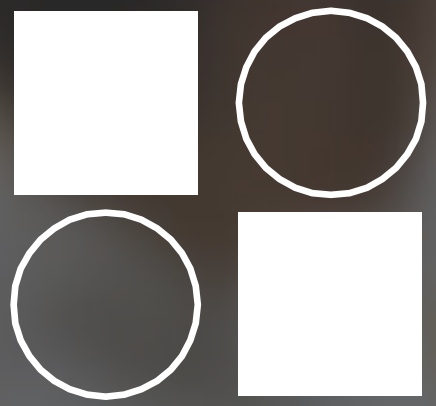
PRINCIPLES OF DESIGN



BALANCE

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PRINCIPLES OF DESIGN

MOVEMENT

Controls the flow of the eye

Too much movement is exhausting

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PRINCIPLES OF DESIGN

MOVEMENT

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PRINCIPLES OF DESIGN

PATTERN

Also known as rhythm or repetition

Continuous pattern creates movement

Repetition of elements forms a rhythm/pattern

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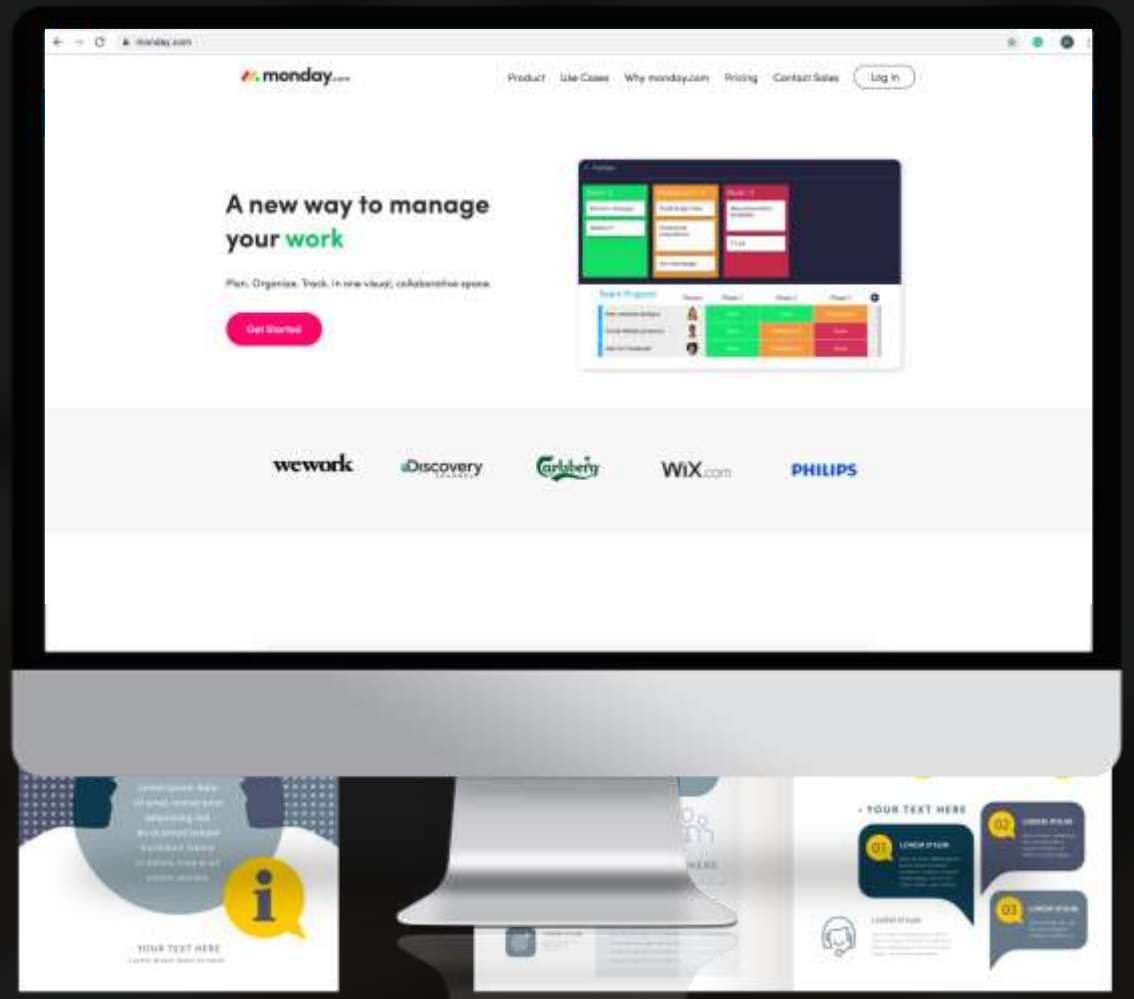
PRINCIPLES OF DESIGN

PATTERN



PRINCIPLES OF DESIGN

UNITY

Harmony

One voice

Design consistency

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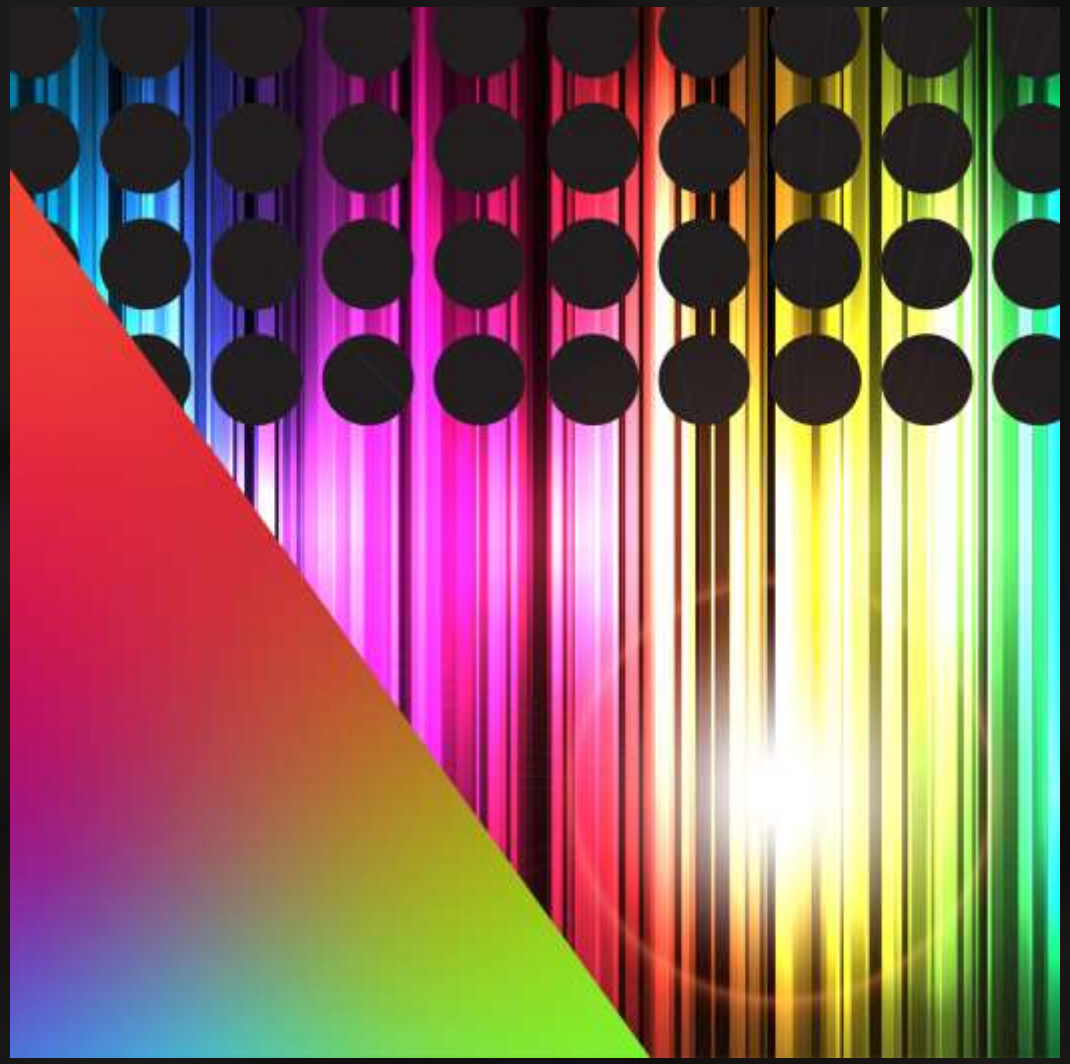
PRINCIPLES OF DESIGN



UNITY

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GESTALT

PRINCIPLES OF DESIGN

Proximity

Similarity

Continuity

Closure

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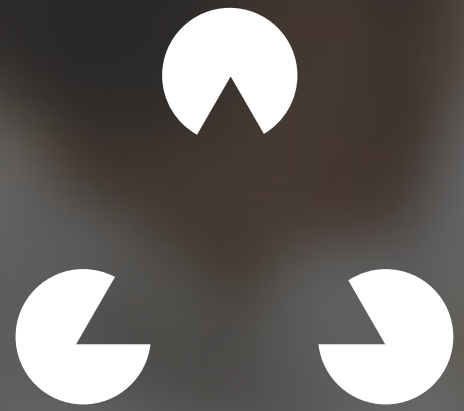
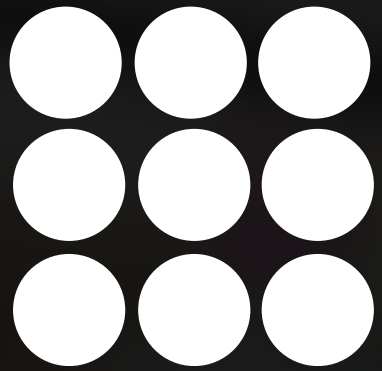


PROXIMITY

PRINCIPLES OF DESIGN

Proximity

- Distance between elements



PRINCIPLES OF DESIGN

PROXIMITY

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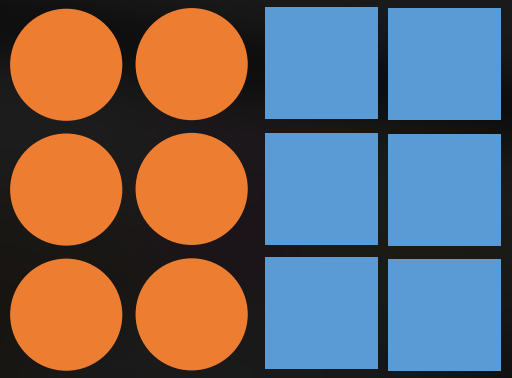
SIMILARITY

PRINCIPLES OF DESIGN

Similarity

Items that look alike belong together



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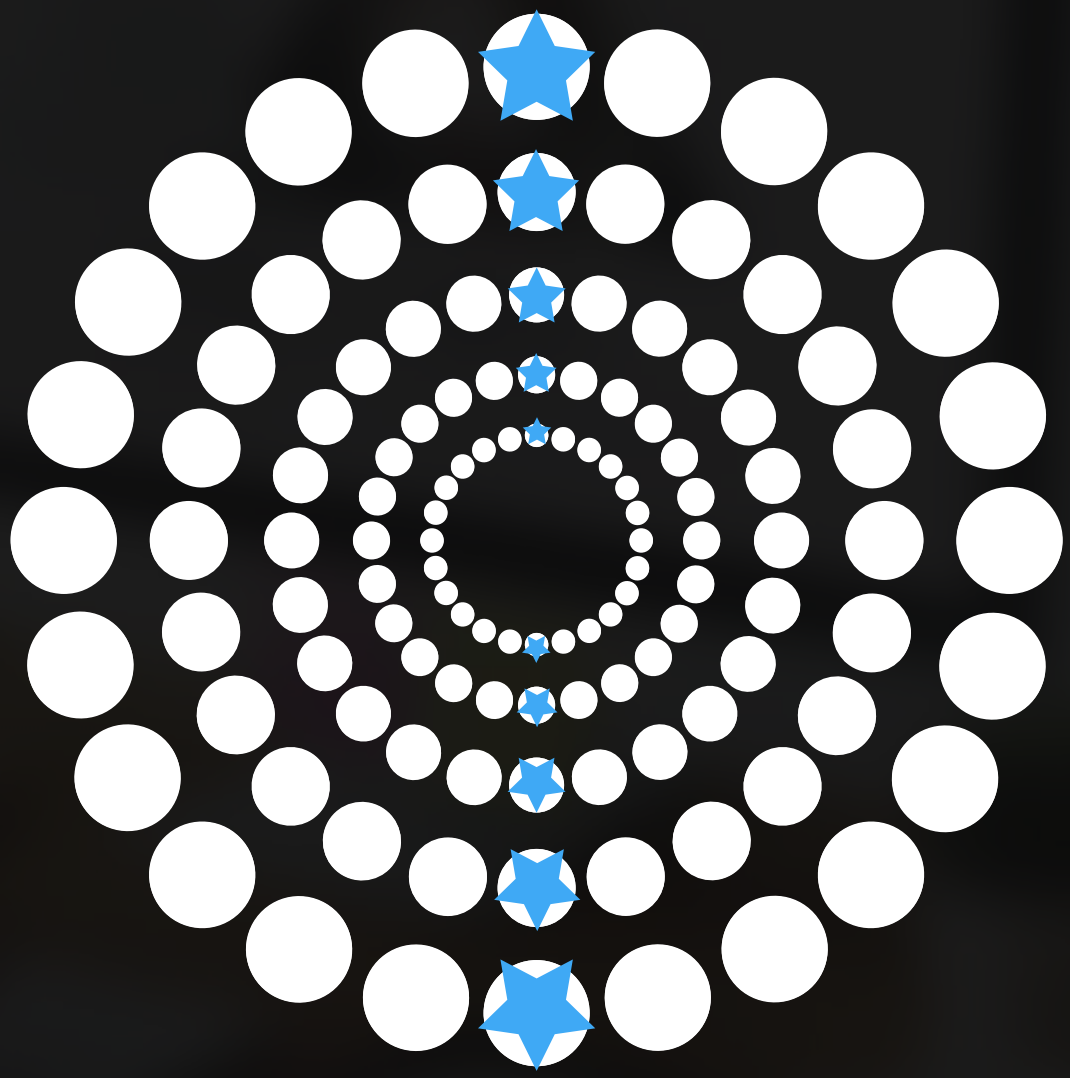
PRINCIPLES OF DESIGN



SIMILARITY

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PRINCIPLES OF DESIGN

CONTINUITY

Continuity

Links to movement

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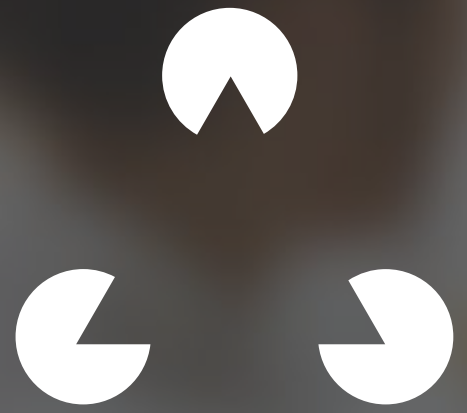
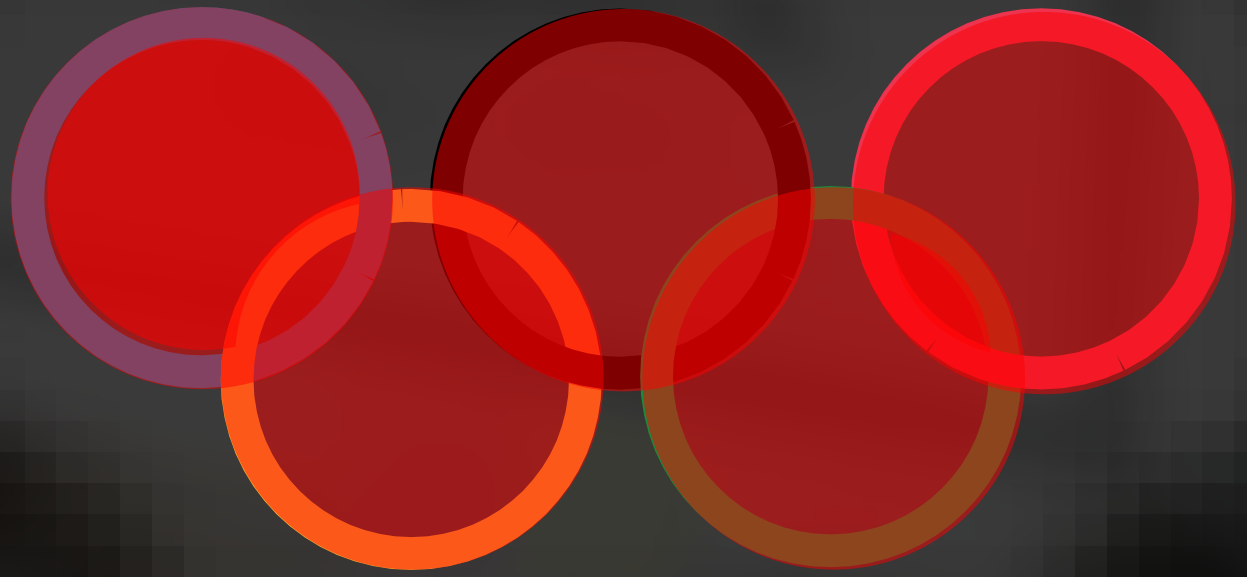
PRINCIPLES OF DESIGN



CONTINUITY



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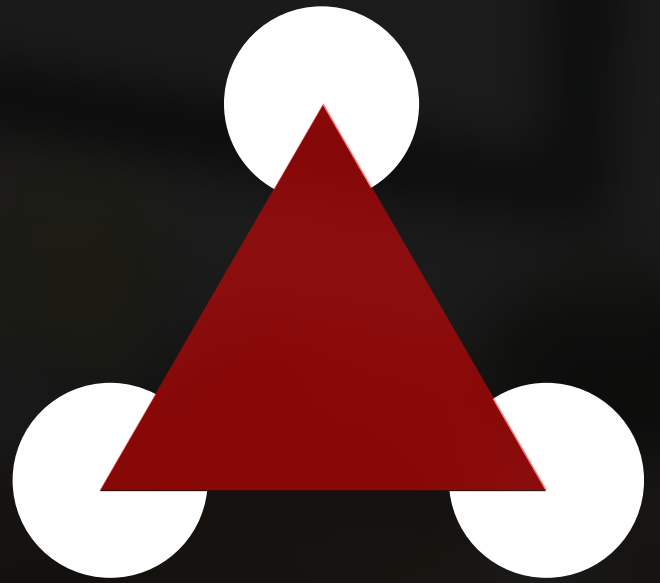
CLOSURE

PRINCIPLES OF DESIGN

Closure

Fills in the gaps and sees things that doesn’t exist



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PRINCIPLES OF DESIGN

CLOSURE

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PRINCIPLES OF DESIGN

CLOSURE

TOBLERONE

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CLOSURE

IS THE GESTALT PRINCIPLE THAT REFERS TO:

Q&A

A. THE PRINCIPLE OF MOVEMENT

B. THE DISTANCE BETWEEN CERTAIN ELEMENTS

C. ELEMENTS THAT ARE SIMILAR IN SIZE, SHAPE AND COLOUR

D. FILLING IN THE GAPS AND CREATE THE ILLUSION OF AN IMAGE

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BONUS PRINCIPLE

VISUAL HIERARCHY

Visual order of elements on a composition

What is the most important element and is it seen first?

VISUAL HIERARCHY

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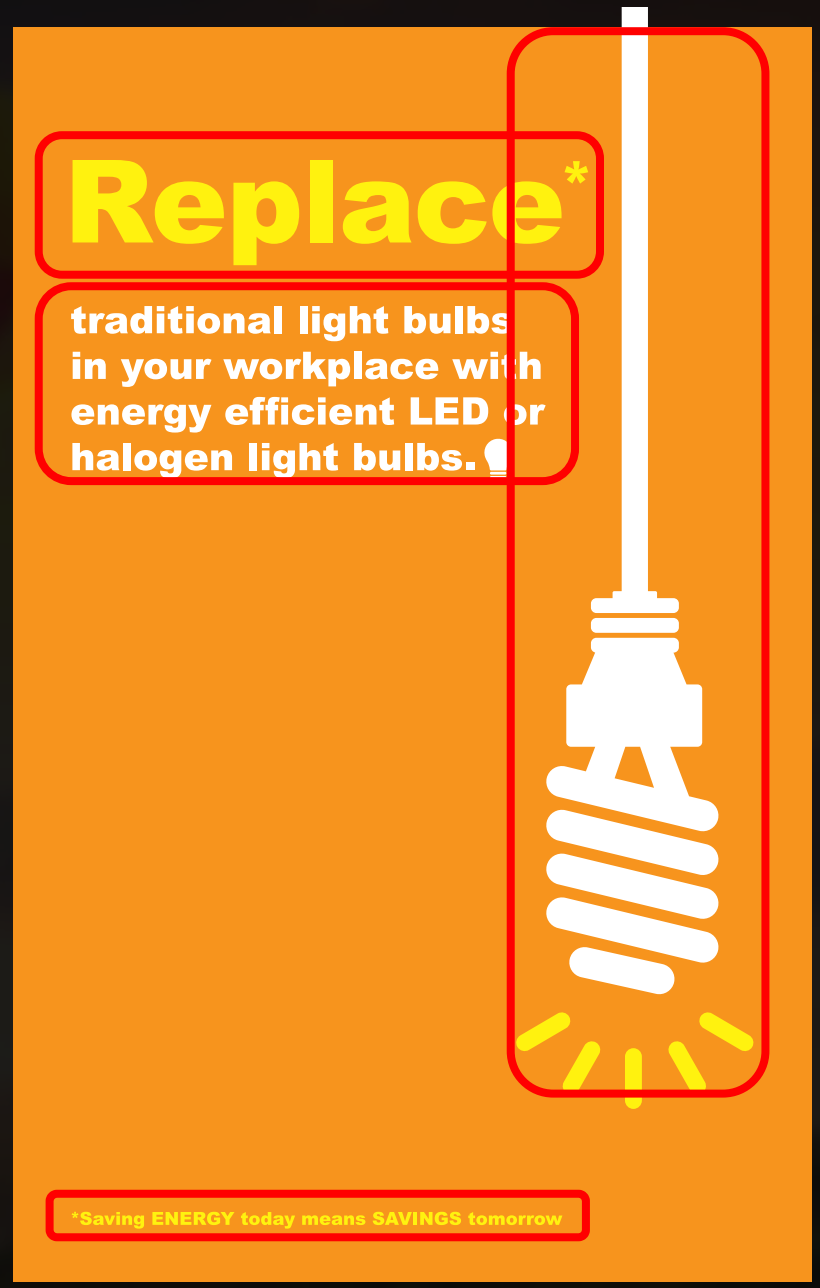
1

2 3

VISUAL HIERARCHY



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THE DESIGN CYCLE

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DESIGN CYCLE

- Briefing
- Research & Brainstorming
- Thumbnails
- Production
- Present

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DESIGN CYCLE CHALLENGE

DESIGN CYCLE CHALLENGE

Create a rough logo concept

Write down words that resembles a coffee shop

Identify possible icons

Identify possible colours

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