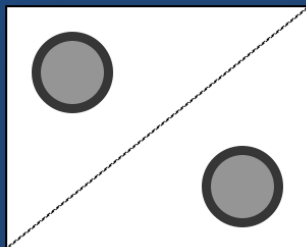
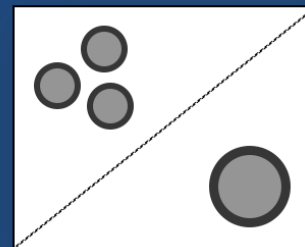


# Graphic Design Principles:

- Balance
  - Balance is the visual equilibrium in a composition. Opposing forces cancel one another out and give the image stability.
  - Symmetrical balance is where objects of equal weight are placed on either side of a central point or fulcrum.
  - Asymmetrical balance is where objects of non equal weight are balanced around a point or fulcrum.



Symmetrical



Asymmetrical

# Graphic Design Principles:

- Contrast
  - The arrangement of opposite elements in a composition to create visual interest.
  - Contrast can be achieved using elements like color, value, size, direction and etc.



Color



Value/Tone



Size/Shape



Direction

# Graphic Design Principles:

- Rhythm
  - Rhythm is the pattern created by repeating various elements within a design.
  - It produces order and predictability.
  - Gives movement to a composition.



# Graphic Design Principles:

- Emphasis
  - Emphasis is created when the pattern of movement is interrupted. The rhythm is broken and forms a focal point, usually drawing the eye to it first.
  - Emphasis can also be created through repetition and contrasts in elements such as color, size, shape, or texture.



# Graphic Design Principles:

- Movement
  - How the eye moves through the composition.
  - Leading the attention of the viewer from one aspect of the work to another.
  - Can create the illusion of action.



# Graphic Design Principles:

- Unity
  - Unity is the harmony of all parts. It forms a cohesive whole within a design.
  - Elements that are in unity look like they all belong together.



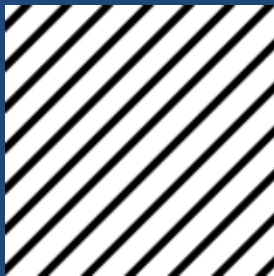
# Elements of Graphic Design:

Elements are the parts of a design that can be isolated and defined. The principles are applied to these elements to form a cohesive design.

- Line
- Shape
- Form
- Space
- Size
- Texture
- Value
- Color

# Elements of Graphic Design:

- Line
  - Line is any mark that connects two points.
  - It can be curved or straight, have weight, and emphasize direction.
  - Lines can be used for a wide range of purposes: stressing a word or phrase, connecting content to one another, creating textures and patterns...





# Elements of Graphic Design:

- Shape (2D)
  - Shape refers to anything that has height and width.
  - Basic shapes: rectangles, circles, and triangles.
  - Basic type of shapes:
    - Geometric (triangles, squares, circles...)
    - Natural (leaves, animals, trees, people...)
    - Abstracted (icons, stylizations, graphic representations...)



# Elements of Graphic Design:

- Form (3D)
  - Objects that are three-dimensional having length, width and height.
  - Can be viewed from many sides.
  - Take up space and volume.



# Elements of Graphic Design:

- Space
  - Space is the area around or between elements in a design and can be thought of as positive or negative.
  - It can be used to separate or group information.
  - Use it effectively to give the eye a rest; define importance; lead the eye through a design.



# Elements of Graphic Design:

- Size
  - Size is how large or small something is. It is the comparative relationship between things.
  - It can be used to create a sense of importance, visual interest, depth, or perspective in a design.



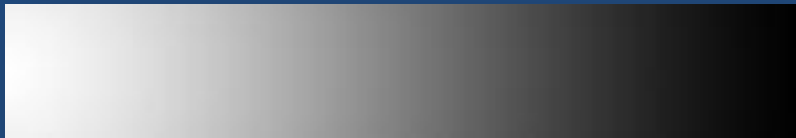
# Elements of Graphic Design:

- Texture
  - Texture is the look and feel of a surface.
  - It can be real (printed material) or implied (screen material).
  - Using texture in design is a great way to add depth and visual interest.



# Elements of Graphic Design:

- Value
  - Value is how light or dark an area looks.
  - The difference between values is called value contrast.
  - It can be used to create depth and light, pattern, to lead the eye, or to emphasize.



# Elements of Graphic Design:

- Color
  - One of the most dominant elements.
  - It is used to generate emotions, define importance, create visual interest, and etc.

