

Elements of Graphic Design

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Elements of Graphic Design

- line
- shape
- size
- colour
- space
- texture
- value

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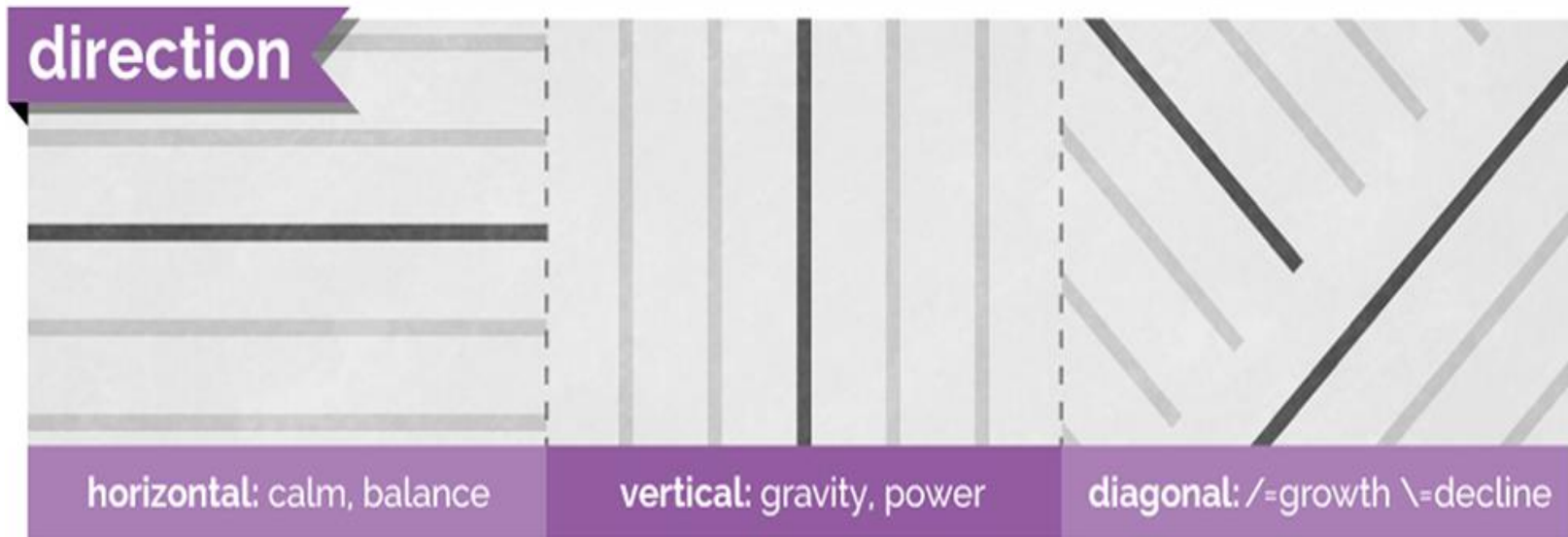
Lines - Weight



- weight refers to the line's thickness
- thin represents delicacy, elegance, femininity
- thick represents importance, strength, masculinity

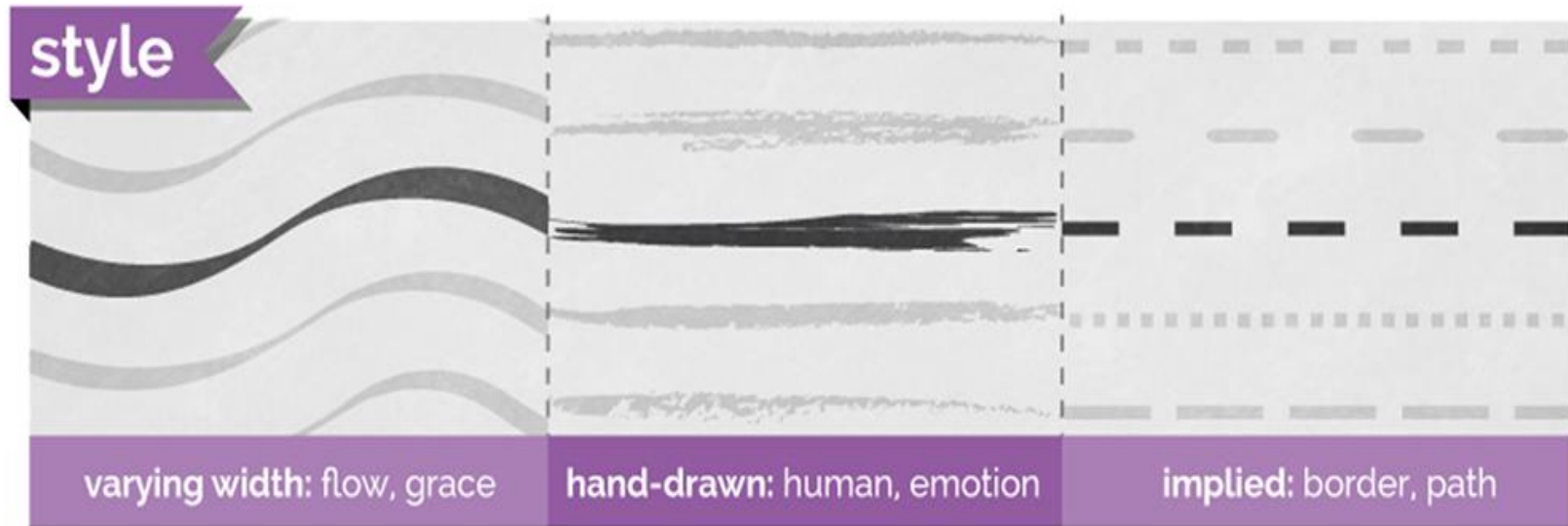
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Lines - Direction



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Lines - Style



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Lines - Flow

flow

geometric: energy, power

curved: fluidity, beauty, grace

organic: nature, complexity



Element of Graphic Design

- Lines



Exercise: experiment with lines. See how many different ways you can think about the concept of a line:

Level I: Short, long, straight, wavy, zigzag, geometric

Level II: Angry, lonely, worried, excited, overjoyed

Try to create as many different kinds of lines as you can, and find a word to describe each one. There are no wrong answers here.

Remember that you're just drawing lines, not *pictures*. It's a little challenging as you move away from descriptions and closer to abstract ideas, but that's the point.

The best artists learn to “hint” at feelings and concepts in their art. Explore.



Element of Graphic Design

- Shape



- Circle, square, and triangle are the three basic shapes used in graphic design.
- Perhaps the most familiar shape to desktop publishing is the square/rectangle.
- Paper is rectangular. Most text blocks are square or rectangular.

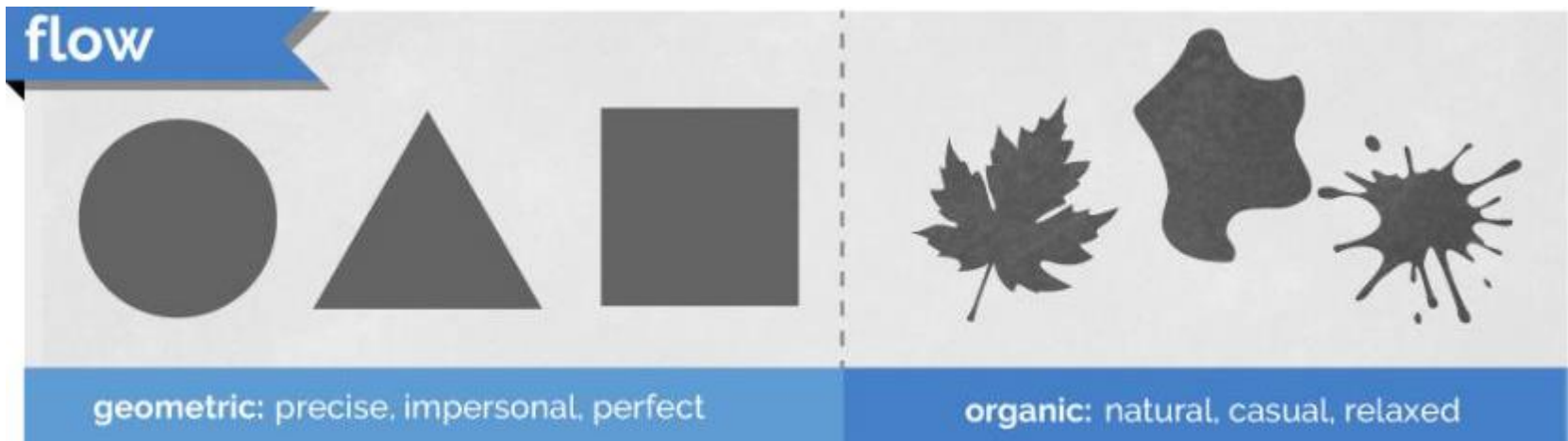


Element of Graphic Design

- Shape



- Shapes can depict different feelings in your design. It is important to be aware of the emotions portrayed.
- Geometric – standard, more structured. More mechanical and manufactured impressions and feelings.
- Organic – Like those created in nature. They are random and more relaxed.





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- Shape



The logo uses implied shape and lines to create the letter E and the body of the bee.

This practice of implied shape is often referred to as Gestalt theory, which basically states that you can deduce a whole shape by only seeing its parts.



Element of Graphic Design

- Shape



Exercise: experiment with shapes. See how many different ways you can think about the concept of a shape, using the same words used in the previous exercise:

Level II: Angry, lonely, worried, excited

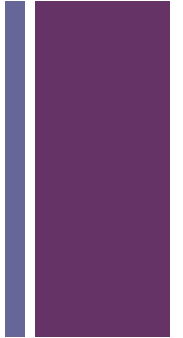
Part 1: Draw shapes that represent these words. Create shapes that seem to represent these emotions.

Part 2: Work with a colleague. Have your colleague pick a word for you to draw or draw something (a shape) and see the words your colleague uses to describes it.



Element of Graphic Design

- Texture



- Texture relates to the surface of an object.
- Using texture in graphic design adds depth and visual interest.
- This can be applied graphically in the form of pattern or through the choice of printable surface.





Element of Graphic Design

- Space



- Space in page layout is known as white space. This does not mean it is white in colour! It is simply blank (empty) space.
- White space is the area around or inbetween elements. (underpins the concept of proximity)
- It helps to group elements.
- White space can let your design 'breathe' and not be too cluttered.





Element of Graphic Design

- Space - Positive and Negative Space



- Positive space refers to the subject or areas of interest in the art work or graphic while the space surrounding it is negative.
- Negative space can be developed as an active space in its own right giving the composition an interesting visual bonus. If the viewer doesn't see this, it's ok too.





Positive and Negative Space

- logo example





Positive and Negative Space Logos

- examples



A logo for the word "pencil" in a bold, lowercase, sans-serif font. The letter 'i' is replaced by a small, solid black downward-pointing triangle, which serves as the dot for the letter.



Positive and Negative Space Logos - examples





Element of Graphic Design

- Size



- Size is used to
 - convey importance (create hierarchy)
 - attract attention, it can make an element shout or whisper
 - create contrast.



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- Size



You will read this
before you read this.



Element of Graphic Design

- Value (Weight)



- The value/weight of a graphic element is related to both its size and its density.
To a lesser extent, weight is determined by colour, with darker colours adding more weight than lighter ones or sometimes visa versa.

Which is the most obvious W?

The biggest element doesn't always have to be the most obvious. Drawing an element in a lower tone can send it to the background, making it less obvious.

This is useful to know if you want to be more subtle with your tone of voice or if you do not want to scream at the viewer.

