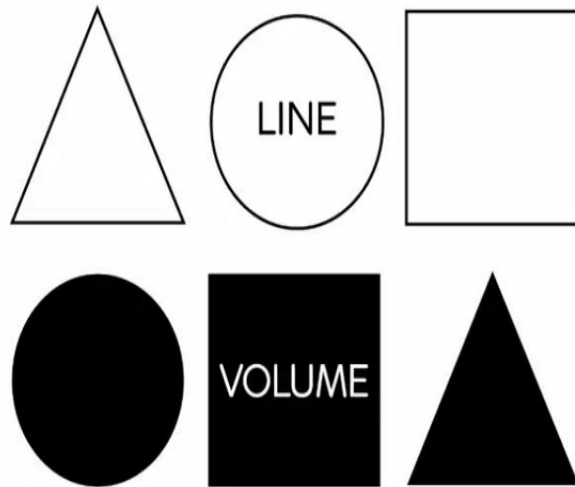


Date:	15 July 2020	Name:	Safiya Banu
Course:	Coursera - Fundamental of graphic design	USN:	4AL16EC061
Topic:	<ol style="list-style-type: none"> 1. Intro and Overview 2. Shape and Color 3. Rhythm and Pattern 	Semester & Section:	8th sem “B” section
Github Repository:	Safiya-Courses		

The screenshot shows a web browser window displaying a Coursera lecture page. The browser's address bar shows the URL: coursera.org/learn/fundamentals-of-graphic-design/lecture/IED7H/graphic-shapes. The page header includes the Coursera logo and the user's name, Safiya Banu. The main content area is titled "Graphic Shapes" and features a large red circle with a white face, resembling a sad or neutral emoji. Below the image, there is a "Save Note" button and a "Discuss" button. A language dropdown menu is set to "English", and a "Help Us Translate" link is visible. The transcript area shows the following text: "0:01 In this segment we're going to look at graphic shapes, how designers use shapes and form and simple shapes can be used by designers to help with contrast, add visual interest. They can be an element that sits aside typography or imagery. And they can really be a unifying element that works together in a larger system. So we're gonna start out by really looking at these three basic shapes. And these shapes typify the kind of directional qualities that other shapes might have. So you can see the". On the right side, there is a sidebar with a warning message about the computer's timezone and a "Save Note" button. The Windows taskbar at the bottom shows the time as 9:11 PM on 7/15/2020.



Shapes and Design

In this segment we're going to look at graphic shapes,

how designers use shapes and form and

simple shapes can be used by designers to help with contrast, add visual interest.

They can be an element that sits aside typography or imagery.

And they can really be a unifying element that works together in a larger system.

So we're gonna start out by really looking at these three basic shapes.

And these shapes typify the kind of directional

qualities that other shapes might have.

So you can see the circle is represented as the shape is circular.

The triangle, the direction of it is more diagonal.

And the square, the direction of it is horizontal and vertical.

Visual contrast

Some of the ideas that we're going to look at concerning shape and form and color are based on the principles from Johannes Itten who was a teacher at the Bauhaus in the early 1920's.

And he developed a basic course or a foundation there that looked at shape and form and color and composition in a way that hadn't really been done before.

It was a very modern way of looking at these ideas.

And he did it in a way that these basic principles applied to fine art, and to industrial design, to graphic design, to a lot of different practices.

The screenshot shows a web browser window with the Coursera website. The page title is "Marks, Icons, and Symbols". The video player displays four symbols: a black cross, a red cross, a green cross, and a black X. Below each symbol is a label: "CHRISTIANITY", "HOSPITAL", "PHARMACY", and "WRONG". The video player has a "Save Note" button and a "Discuss" button. The sidebar on the left lists various video topics, including "Intro and Overview", "Shape and Color", "Video: Graphic Shapes", "Video: Visual Contrast", "Video: Marks, Icons, and Symbols", "Video: Negative/Positive, Figure/Ground", "Video: Working with Color", "Video: The Color Wheel", "Practice Peer-graded Assignment: Brief 3.1: Negative/Positive, Complimentary/Contrasting (Optional)", and "Video: Mixing Color: Paint, Print and Screen". The "Notes" panel on the right contains a "Save Note" button and a "Discuss" button. The Windows taskbar at the bottom shows the time as 9:19 PM on 7/15/2020.

So for instance if we look at these four symbols and think about how they might be read what they're associated meaning might be, certainly within a US culture, they would read quite differently. They'd have quite different concepts attached to them, even though they're actually quite similar forms. So if we read from left to right, they would read as being about Christianity, the red cross perhaps representing the hospital, the green cross a pharmacy and the black X, representing something being wrong.

Welcome to Fundamentals of G... Negative/Positive, Figure/Ground

coursera.org/learn/fundamentals-of-graphic-design/lecture/VNj5d/negative-positive-figure...


Fundamentals of Graphic Design > Week 3 > Negative/Positive, Figure/Ground

Intro and Overview

Shape and Color

- Video: Graphic Shapes 2 min
- Video: Visual Contrast 5 min
- Video: Marks, Icons, and Symbols 3 min
- Video: Negative/Positive, Figure/Ground 8 min
- Video: Working with Color 5 min
- Video: The Color Wheel 4 min
- Practice Peer-graded Assignment: Brief 3.1: Negative/Positive, Complimentary/Contrasting (Optional) 1h
- Video: Mixing Color: Paint, Print and Screen 6 min

Negative/Positive, Figure/Ground



Save Note Discuss

English Help Us Translate

0:01 In this video, we're gonna take a quick look at what happens when we take our shapes and we put them into an environment.

0:08 The shapes then have a relationship with that environment. And we call this a figure ground relationship. And what this really means is an object and background relationship.

0:21 So if we look here we can see three familiar shapes of the square, triangle

Notes

All notes

Click the "Save Note" button when you want to capture a screen. You can also highlight and save lines from the transcript below. Add your own notes to anything you've captured.

9:22 PM 7/15/2020

Welcome to Fundamentals of G... Negative/Positive, Figure/Ground

coursera.org/learn/fundamentals-of-graphic-design/lecture/VNj5d/negative-positive-figure...

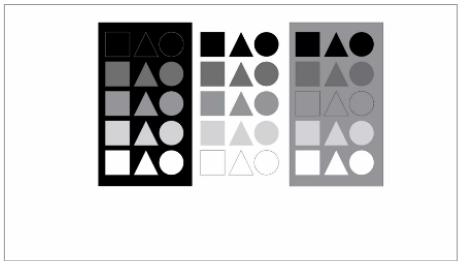
Fundamentals of Graphic Design > Week 3 > Negative/Positive, Figure/Ground

Intro and Overview

Shape and Color

- Video: Graphic Shapes 2 min
- Video: Visual Contrast 5 min
- Video: Marks, Icons, and Symbols 3 min
- Video: Negative/Positive, Figure/Ground 8 min
- Video: Working with Color 5 min
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9:23 PM 7/15/2020

If we add some other black shapes here on top of the white shapes,

What they appear to be now are holes in the other shapes.

And sometimes these are gonna push to the foreground,

and sometimes they're gonna recede to the background.

