

The background of the entire page is a solid blue color. Scattered across this background are numerous orange rectangles of various sizes and orientations. Some are horizontal, some are vertical, and some are rotated. They are distributed across the entire page, with some appearing in clusters and others in isolation. The rectangles vary in size, with some being quite large and others being small squares.

Graphic Design Fundamentals

Fundamentals

7 Fundamental principles of design

Emphasis



- Emphasis- putting a dark-colored element into a brightly colored page is an example to emphasize a dark-colored object towards the subject it can be seen in the headline and title text at nearly every website.

Balance



Symmetrical



Asymmetrical

- Balance and Alignment- both are used to organize elements and to equalize the connections between elements to make a design feel stable.

Contrast



Color Contrast



Size Contrast

- Contrast- in graphic design it happens when a visual object is settle close together obviously depart from each other like; red vs. blue or warm vs. cool.

Proportion



- Proportion- it's when an element's size and scale of the item that scales the object

Movement



- Movement- it means to mention the way of a person's eyes transmitted to a design.

Lines

5 Lines in Graphic Design

- **Straight lines**



They are mostly used to give neat look to a graphic design and to give out a clean and detailed look. They are also used to divide space in design and have control of the audience's attention toward important stuff in the design.

- **Curved lines**



They are a cycle of dots with each dot equally far apart. These lines are used by designers in maps diagrams and instructional information. Graphic Designers also use these lines to give out a notice of texture and to make style in a design.

- **Dotted lines**



They appear for support and nollify when the curves are soft. When they are deep curves, they represent tranquility and motion. Curve lines represent the flowing movement of water. They also relate human body

- **Zigzag lines**



They appear for support and nollify when the curves are soft. When they are deep curves, they represent tranquility and motion. Curve lines represent the flowing movement of water.

- **Parallel lines**



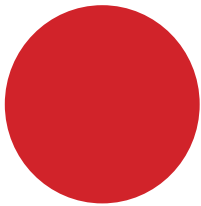
Shapes

Two distinctive shapes: Geometric and Organic

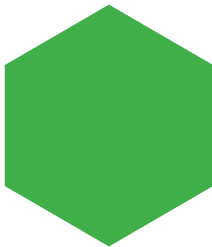


Geometric Shapes

Geometric shapes are created by mathematical calculation. So it includes, Square, Circle, and Hexagon.



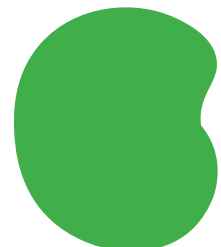
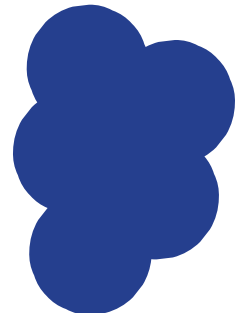
Artists can use geometry to generate a theme, if you choose Cubism it uses cubes and Fractal Art uses numerical unchanging factor to create a design.



Organic Shapes

Organic shapes are Clouds and any natural shapes like water drop, stains, and marks

Shapes, many times arciform in aspect, that are similar to those found in objects in the public



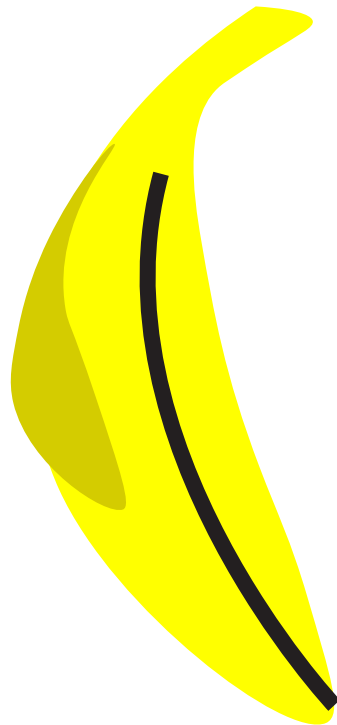
Form

Two distinctive shapes: Geometric and Organic

Geometric Shapes

Form is one of the objects of visual art which are connected to the way that a shape or physical setting utilize space.

For a three-dimensional structure like a sculpture or architecture to order a part like length, width, and depth of a shape.



Texture

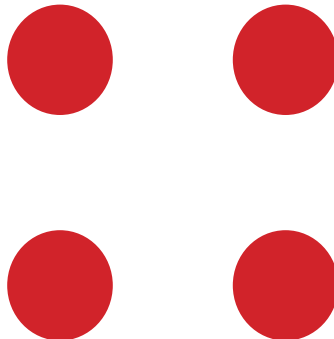
The judge surface quality of a work of art, through the sense of touch, or visually involvement in texture in visual art relies on our experience with the physical world.



Balance

It is the passing around of the visual value of objects, colors, texture, and space on both sides of its vertical center.

A balanced design feels complete and comfortable where a lack of balance feels imperfect and upsetting.



The Rule of Thirds

It's a creation guideline that places your object in the left or right third of an image, leaving the other two thirds more open. While there are other types of composition, the rule of thirds regularly leads to interesting and well-organized shots.

