

Layout 101

Elements & Principles of Design

Tools & References

Photoshop Tutorial

Design

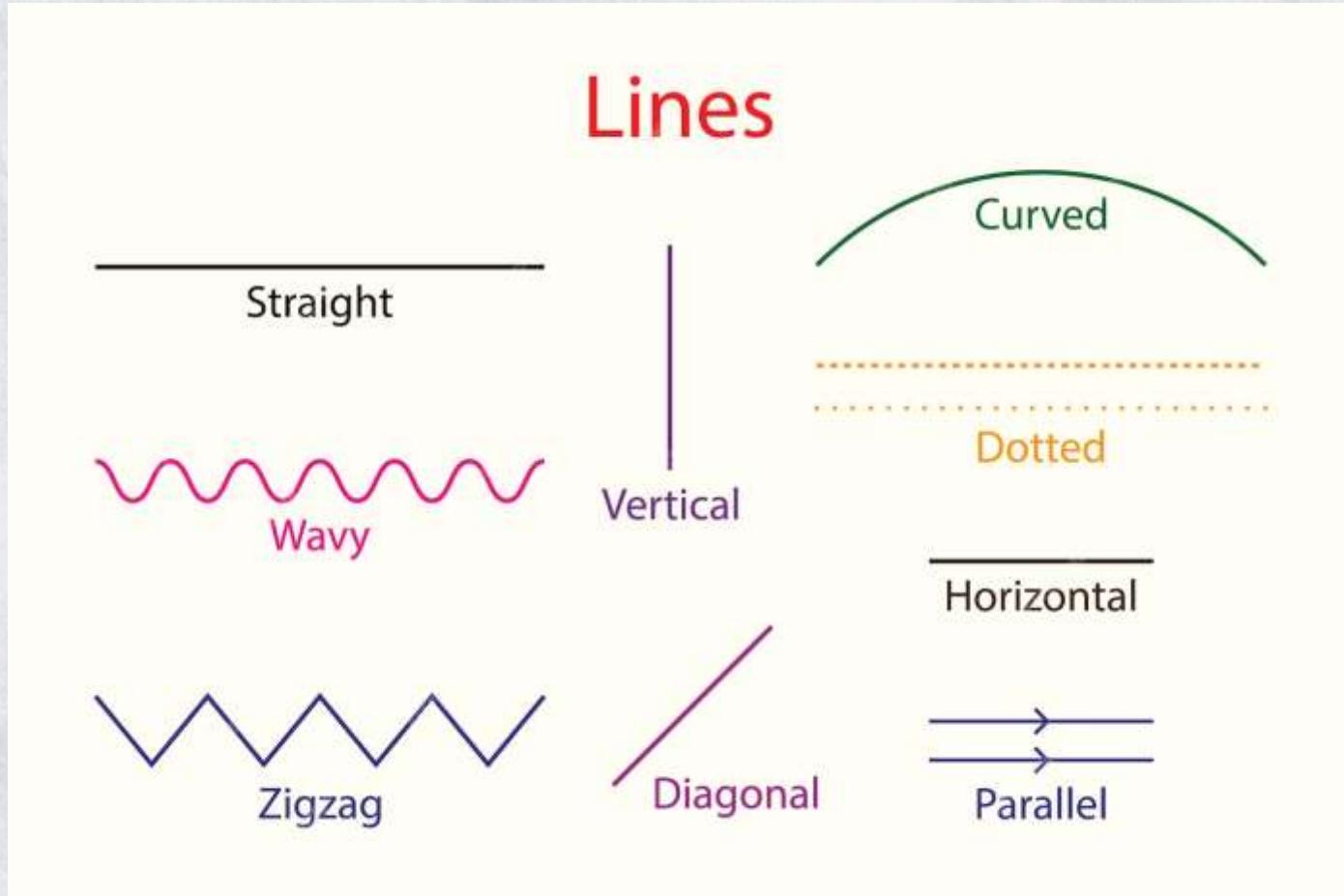
Elements of Design

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

Elements of Design: Line

- A mark between two points. There are various types of lines, from straight to squiggly to curved and more. Lines can be used for a wide range of purposes: stressing a word or phrase, connecting content to one another, creating patterns and much more.

Elements of Design: Line

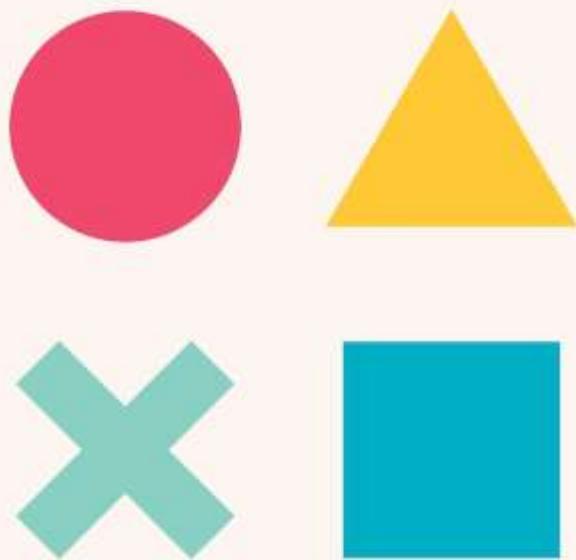


References: https://img.freepik.com/premium-vector/line-art-vertical-horizontal-definition_833685-2119.jpg?w=1380

Elements of Design: Shape

- Height + Width = Shape
- Three basic types of shape:
 - Geometric (triangles, squares, circles etc.)
 - Natural (leaves, animals, trees, people)
 - Abstracted (icons, stylizations, graphic representations etc.)

Elements of Design: Shape



Geometric Shapes



Natural Shapes

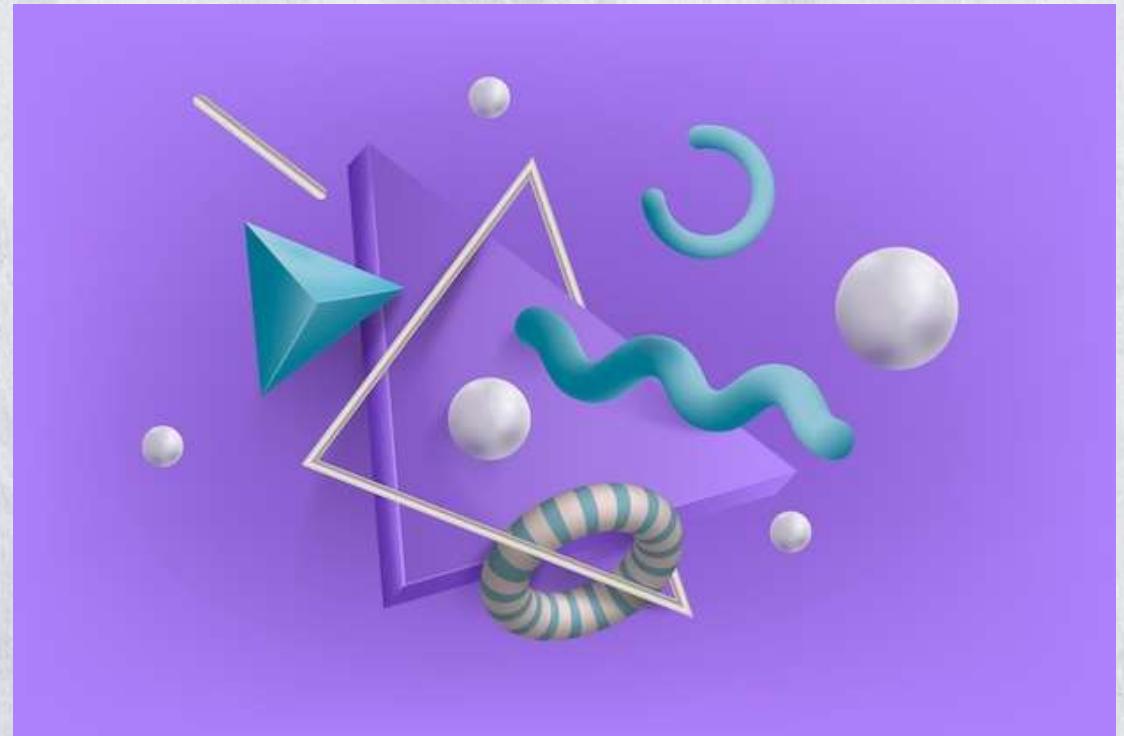
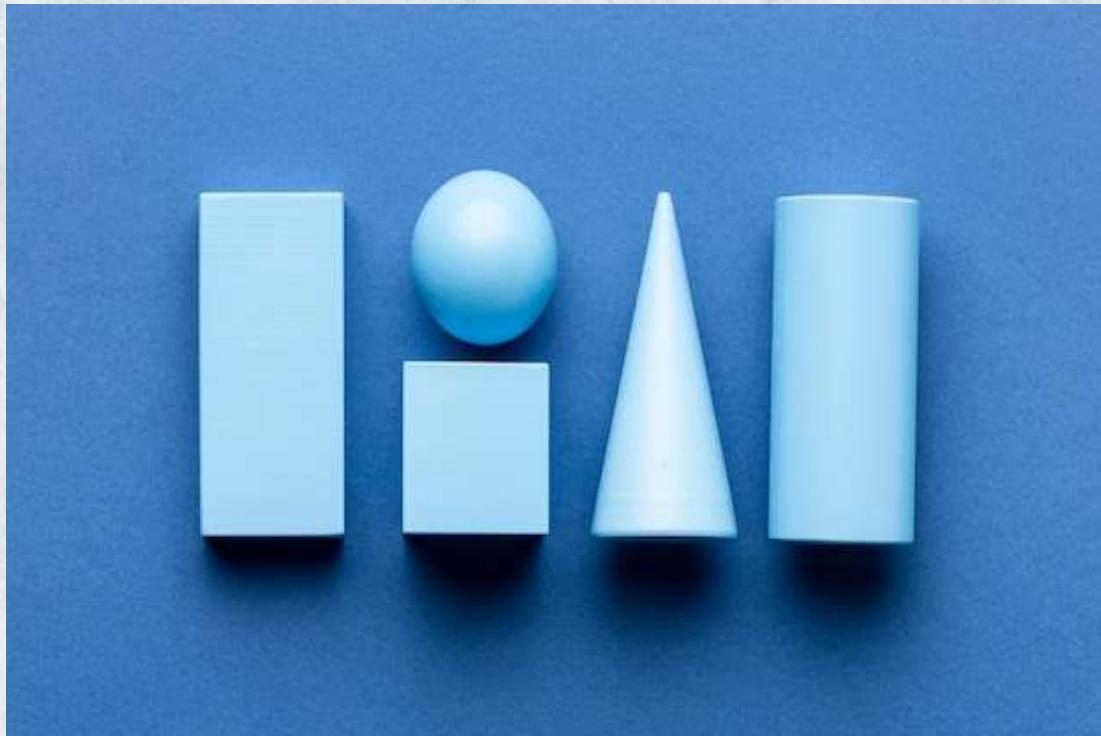


Abstracted Shapes

Elements of Design: Form

- Height + Width + Depth = Form
- An element of art that is three-dimensional and encloses volume; includes height, width, and depth (as in a cube, a sphere, a pyramid, or a cylinder). Form may also be free flowing.

Elements of Design: Form

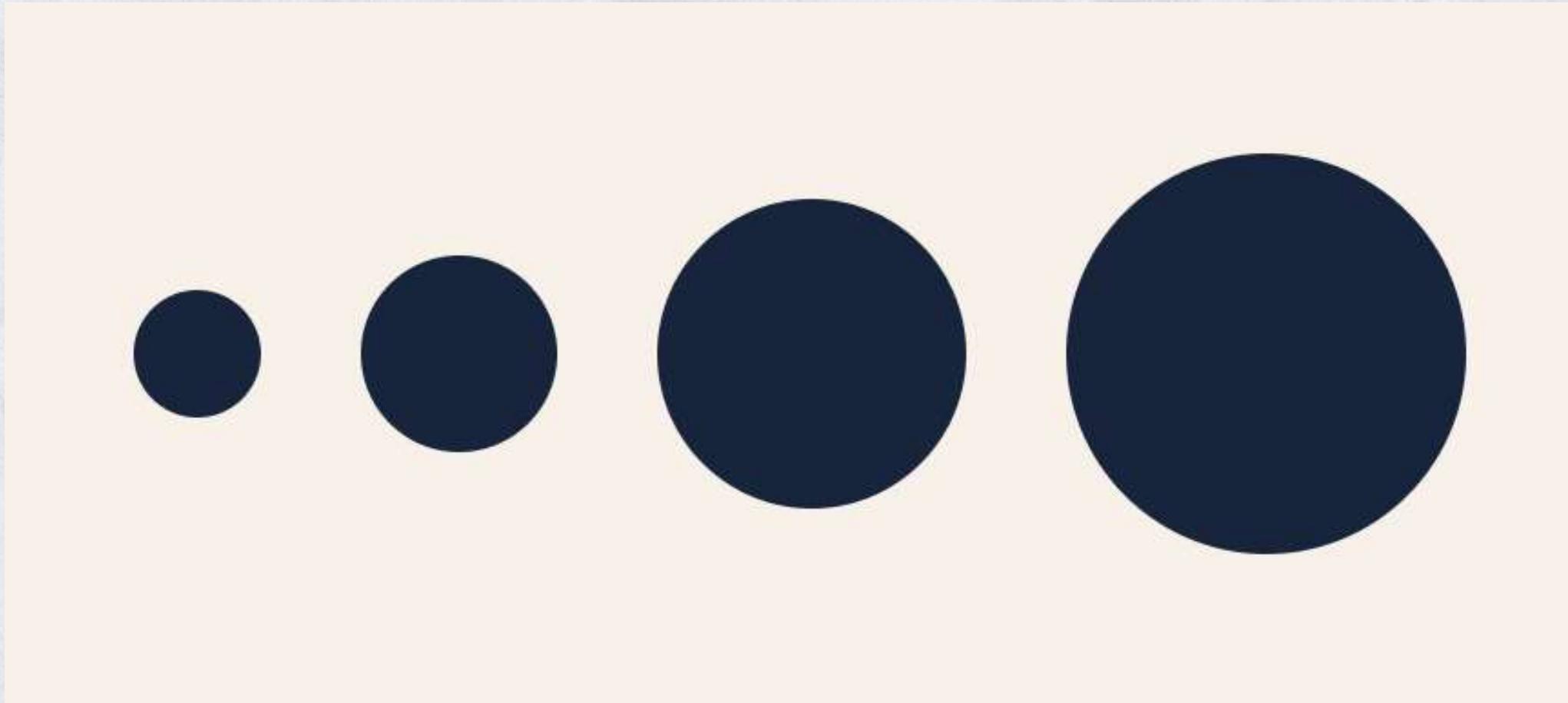


References: Images from Freepik.com

Elements of Design: Size

- Is how small or large something is: a small shirt vs. an extra-large shirt, for example.
- Use size to define importance, create visual interest in a design (via contrasting sizes), attract attention and more.

Elements of Design: Size

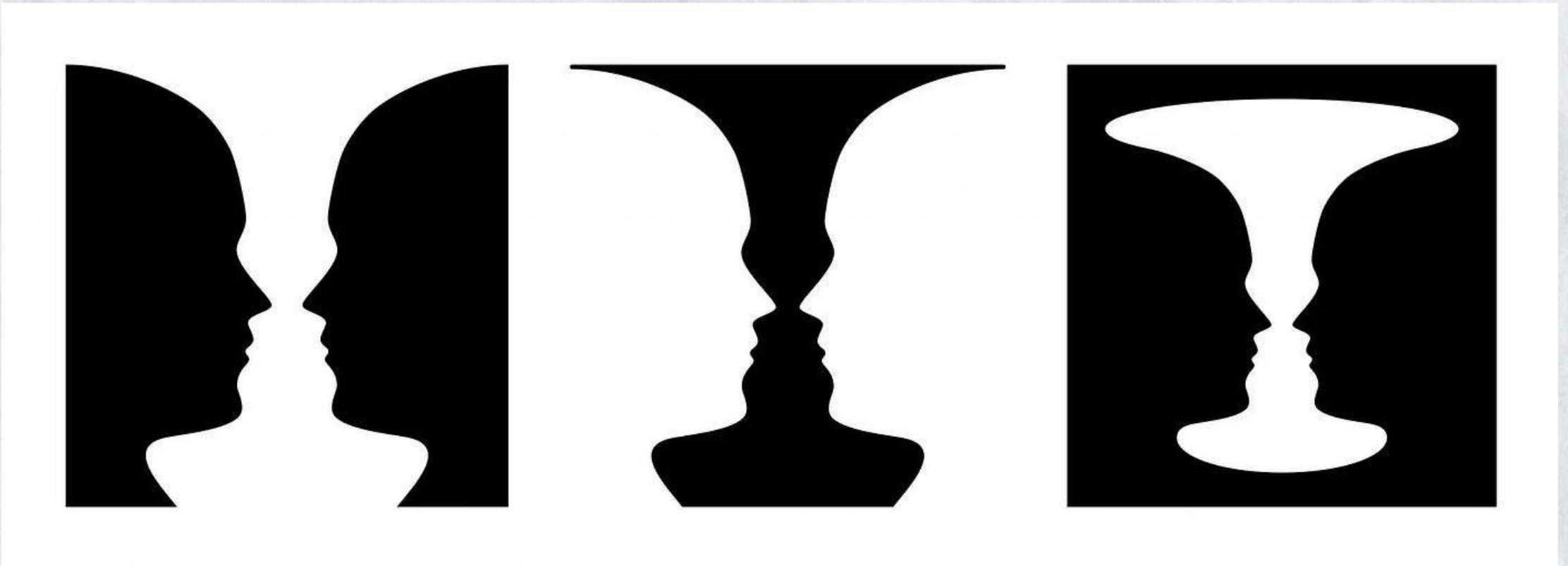


References: <https://upqode.com/wp-content/uploads/size.jpg>

Elements of Design: Space

- Is the area around or between elements in a design.
- 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 and more.

Elements of Design: Space

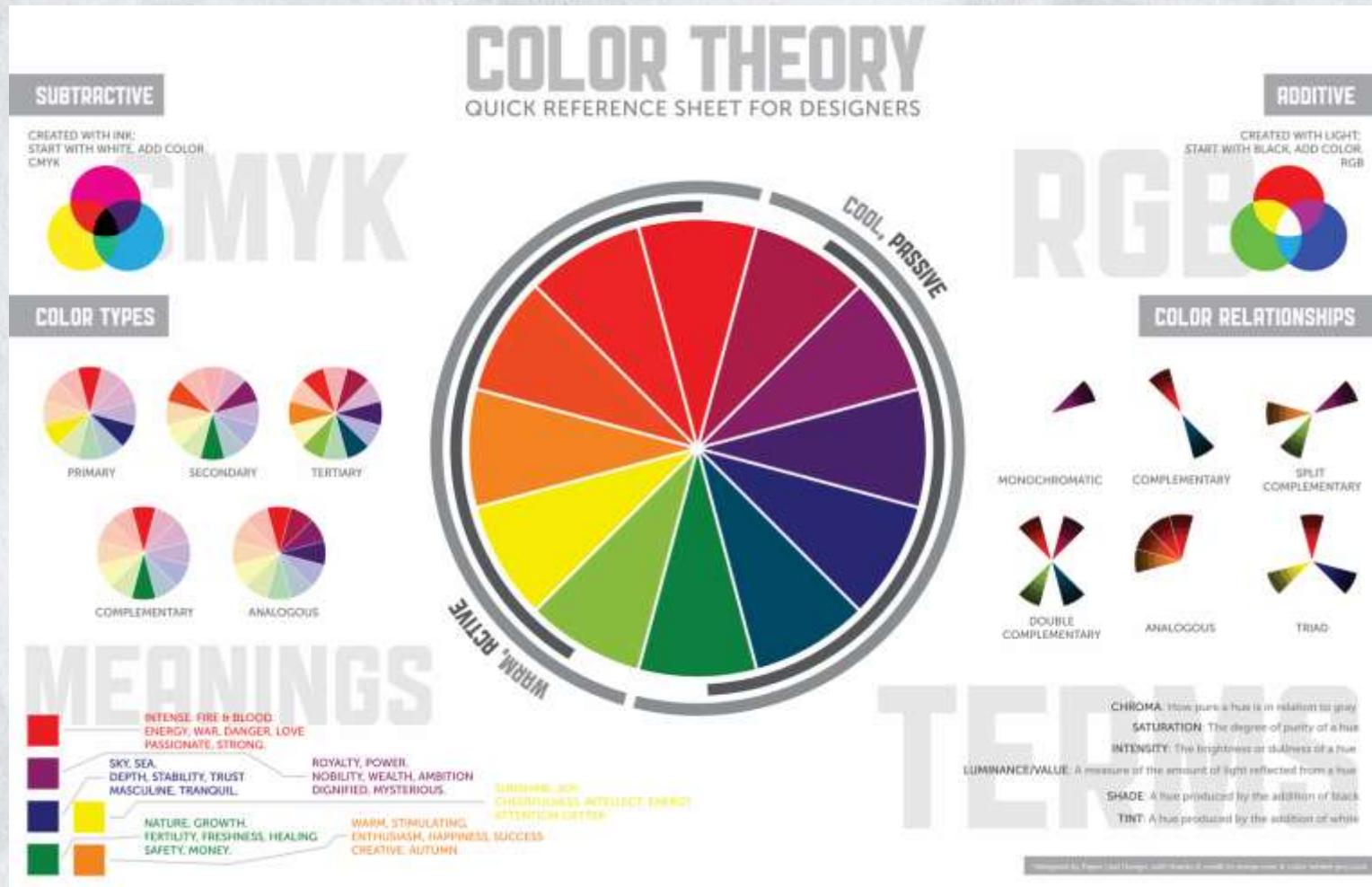


References: https://miro.medium.com/v2/resize:fit:1400/1*_LahdvWPbT8R--rCKARL7A.jpeg

Elements of Design: Color

- Is used to generate emotions, define importance, create visual interest and more.

Elements of Design: Color

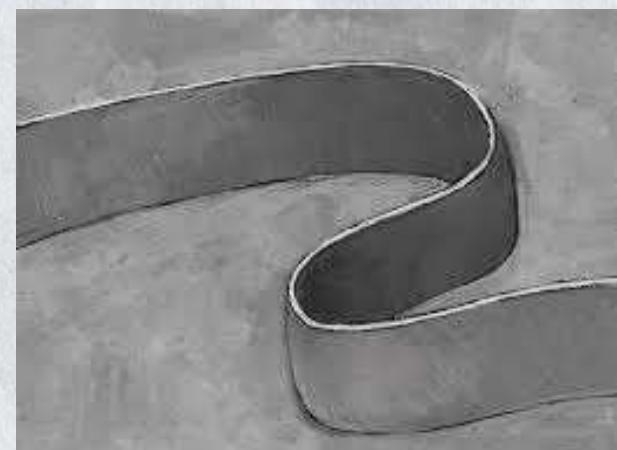
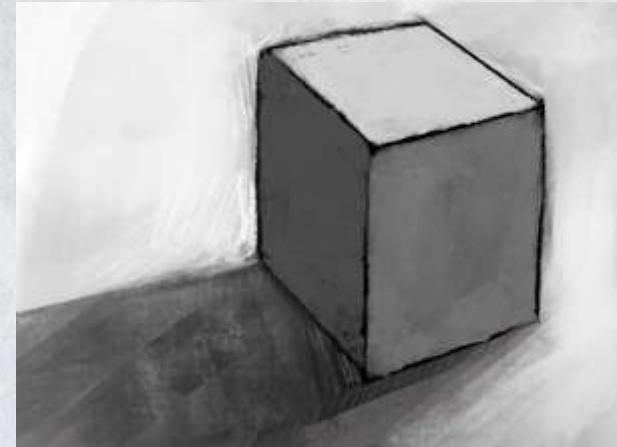


References: https://metalab.uniten.edu.my/~ridha/PrinCiplesOf_Design/references/Elements-and-Principles-of-Design.pdf

Elements of Design: Value

- Is how light or how dark an area looks.
- Use value to create depth and light; to create a pattern; to lead the eye; or to emphasize.

Elements of Design: Value

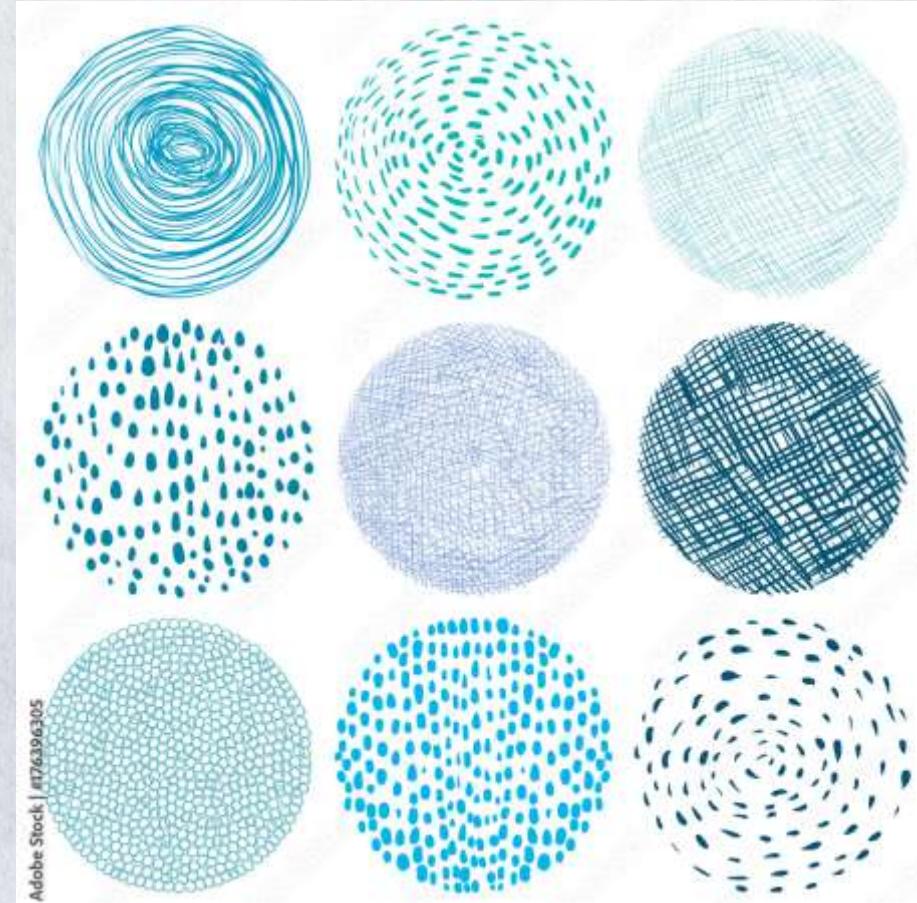


References: <https://www.digitalartteacher.com/sites/default/files/inline-images/scale.png>

Elements of Design: Texture

- Relates to the surface of an object; the look or feel of it.
- Using texture in design is a great way to add depth and visual interest.

Elements of Design: Texture



Adobe Stock | #176396305

References: Images from AdobeStock.com

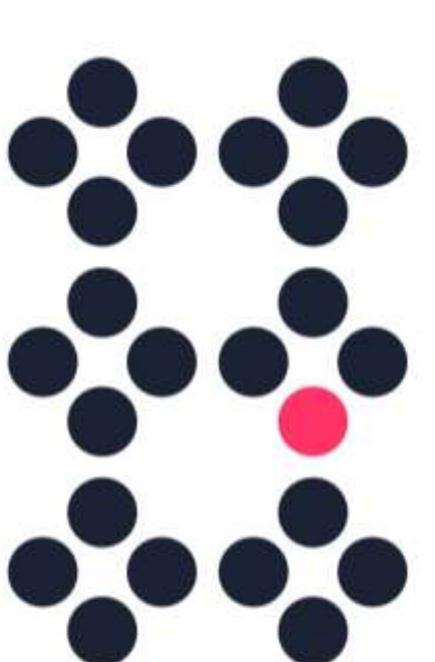
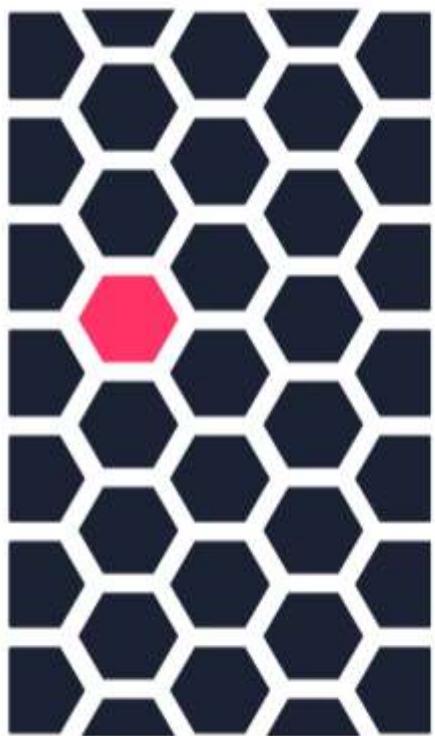
Principles of Design

- Emphasis
- Balance
- Contrast
- Repetition
- Movement
- Harmony
- Unity

Principles of Design: Emphasis

- Is created by visually reinforcing something we want the viewer to pay attention to. This is often used to train the viewer's eyes on the center of interest, or a focal point – the area of interest the viewer's eye naturally, instinctively skips to.
- Some of the strategies employed to create degrees of importance are contrast of values, use of color, placement, variation, alignment, isolation, convergence, anomaly, proximity, size, and contrast

Principles of Design: Emphasis

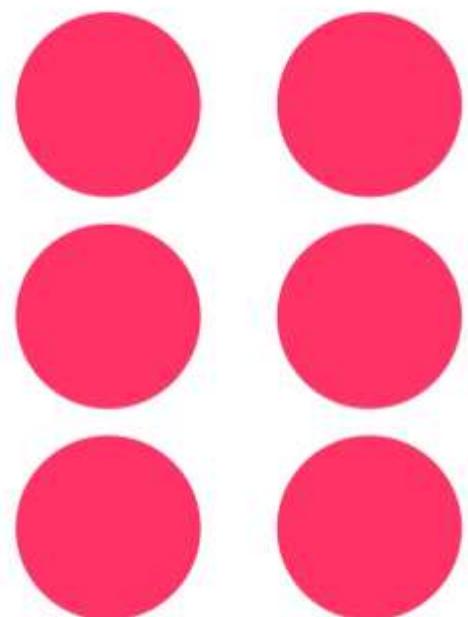


Creating a Focal Point

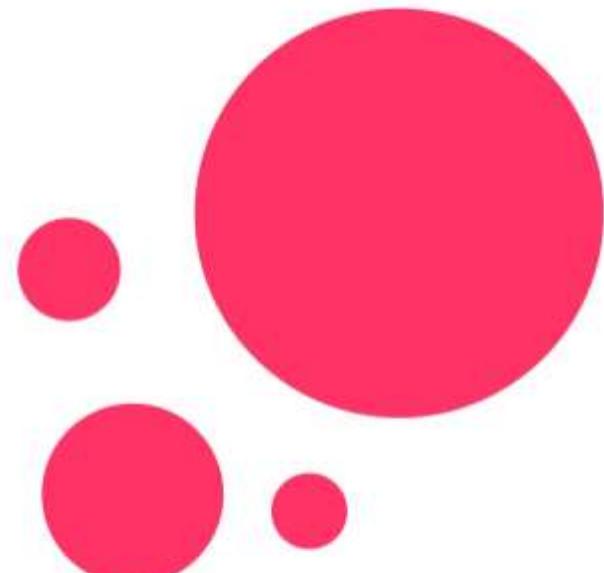
Principles of Design: Balance

- Is the distribution of interest or visual weight in a work. A balanced work will have all the elements arranged such that the work will have a sense of visual equilibrium or stability.
- Balance can be symmetrical, asymmetrical, or radial. Objects, values, colors, textures, shapes, etc. can be used in creating balance in a composition.

Principles of Design: Balance



Balance: Symmetrical

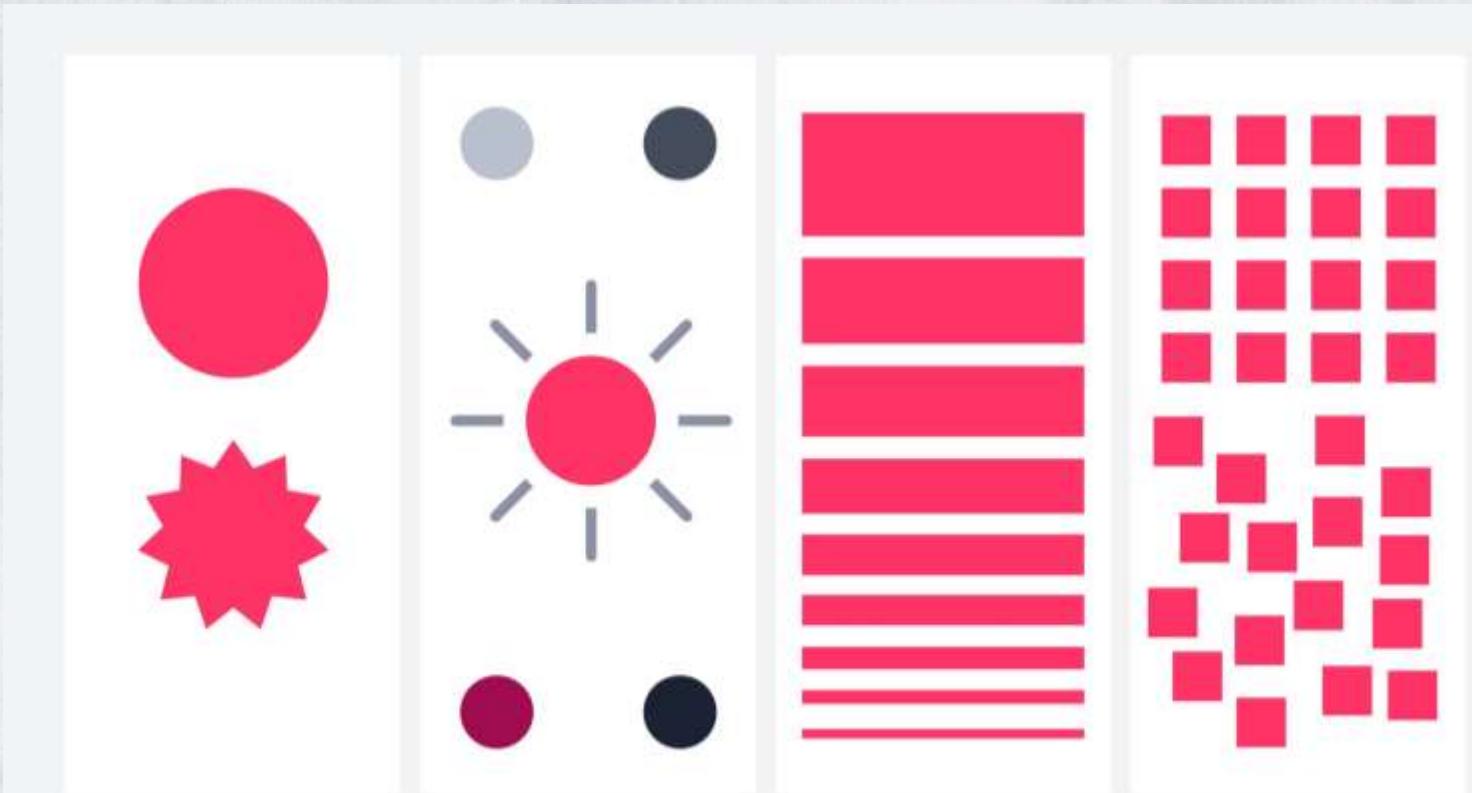


Balance Asymmetrical

Principles of Design: Contrast

- Is the juxtaposition of opposing elements (opposite colors, value light / dark, direction horizontal / vertical). The greater the contrast, the more something will stand out and call attention to itself.

Principles of Design: Contrast



Contrast
in shape

Contrast
in color

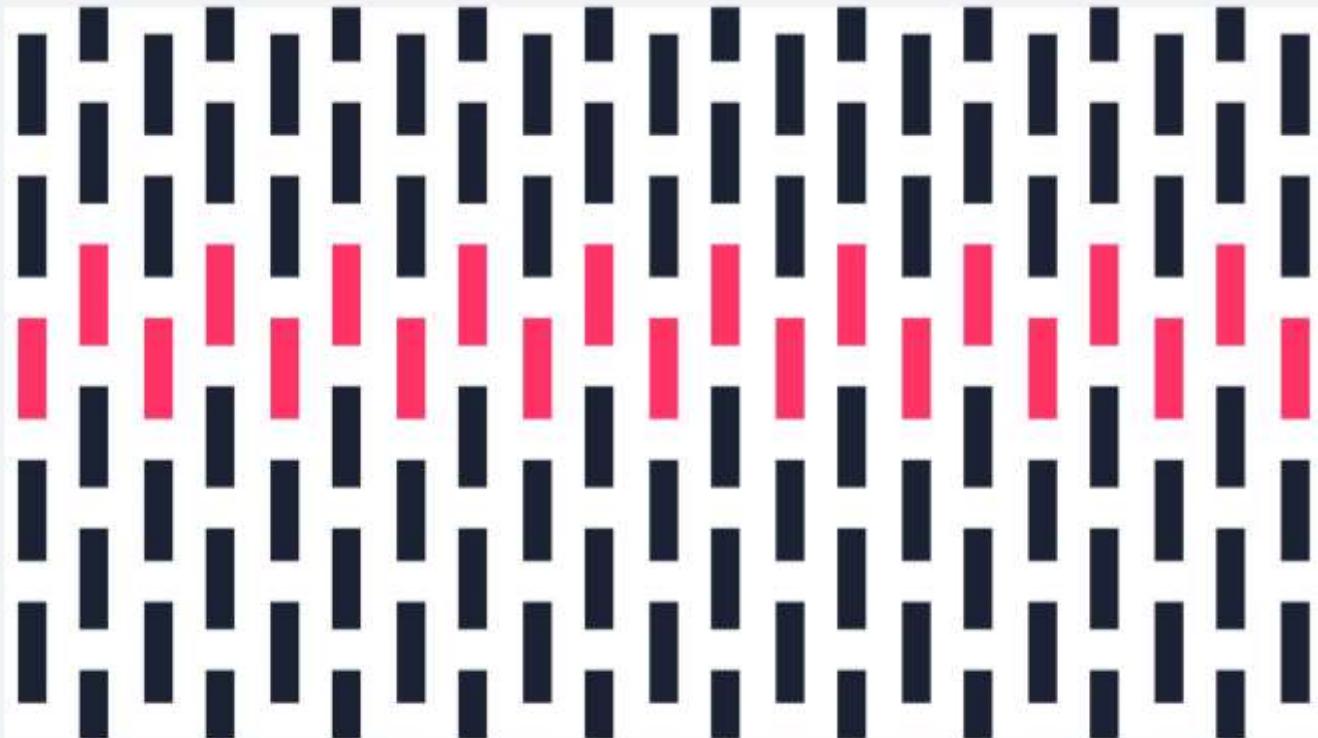
Contrast
in scale

Contrast
in layout

Principles of Design: Repetition

- Repetition of elements in regular or cyclic fashion creates interest. Repetition strengthens a design by tying together individual elements and bringing a sense of consistency.
- It can create rhythm (regular, alternating, flowing, random, progressive) and patterns. Variation introduced to repetition increases the level of interest.

Principles of Design: Repetition

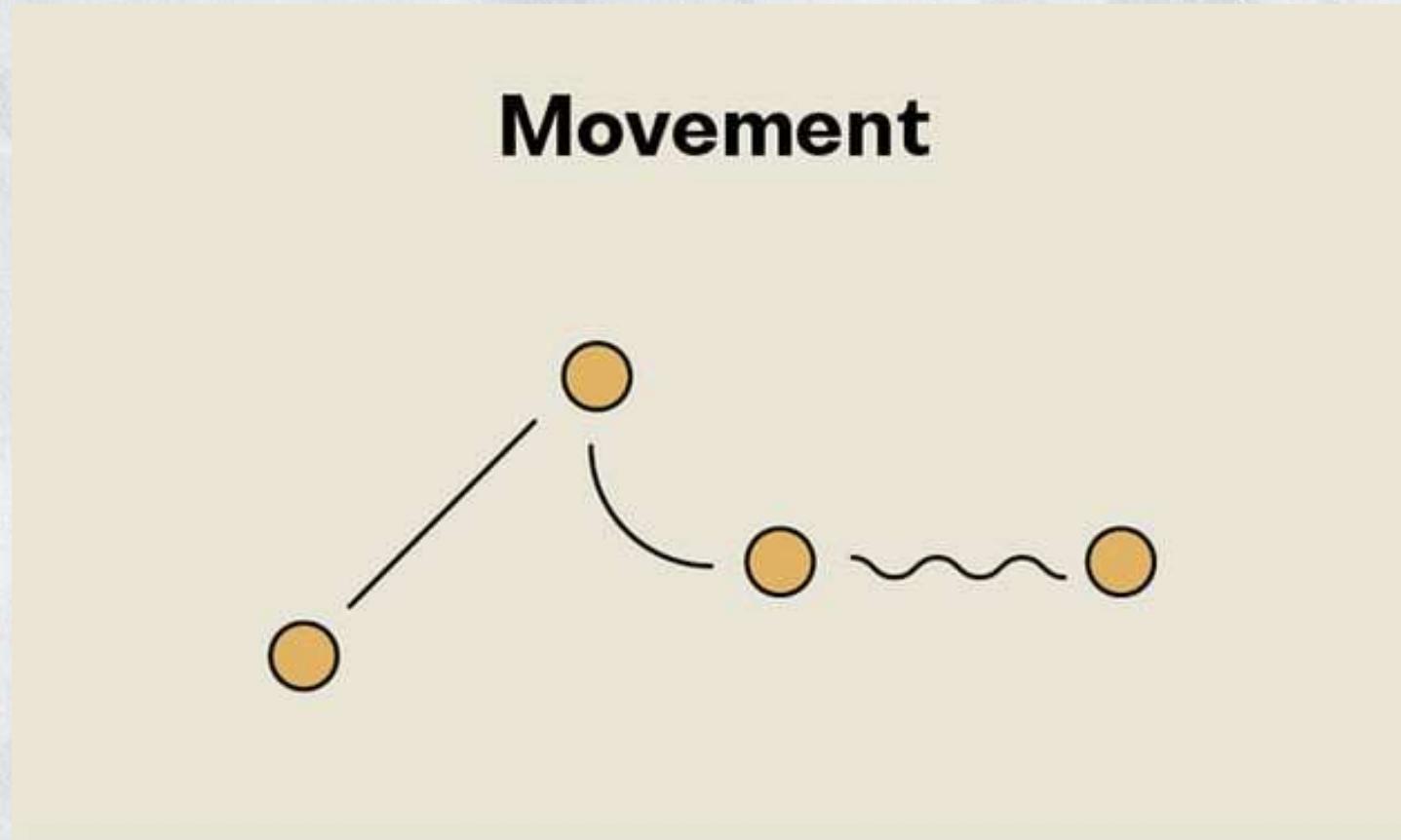


Repetition changes Perspective

Principles of Design: Movement

- It is a visual flow through the composition. In some works, movement is implied by the use of static elements to suggest motion and direct a viewer's eye along a path through the work.
- In a still image, aspects such as lines, diagonals, unbalanced elements, placement, and orientation can play the role of active elements. In others, movement can be real, giving some elements the ability to be moved or move on their own.

Principles of Design: Movement



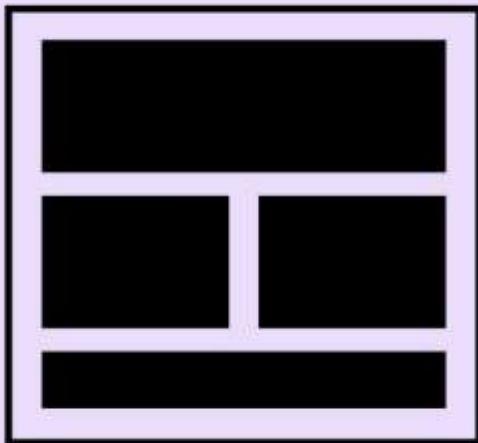
References: https://cdn.rentechdigital.com/common_files/blogs/movement-what-are-the-principles-of-design-8-swipecart-blog-27-11-22.png

Principles of Design: Harmony

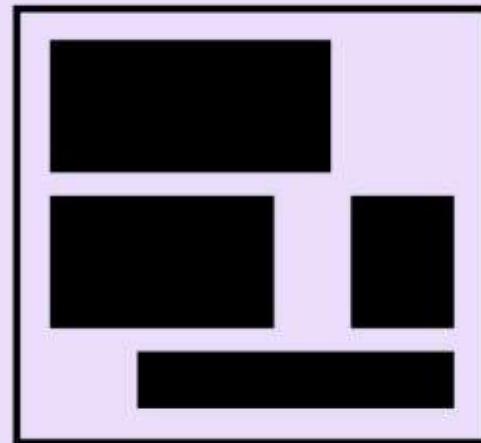
- Brings together a composition with similar, related elements (adjacent colors, similar shapes, etc.). Harmonious elements have a logical relationship, connection, alignment, or progression. They work together and complement each other.

Principles of Design: Harmony

HARMONY



Good Harmony



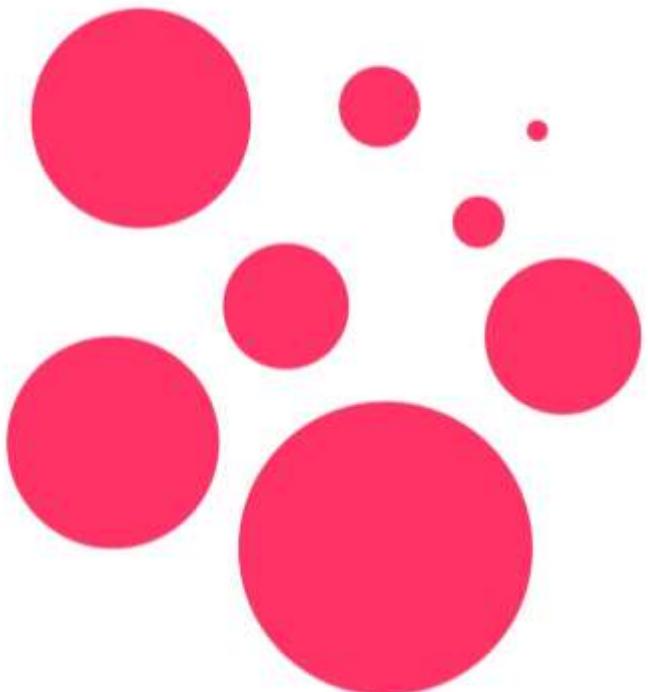
Bad Harmony

References: https://cdn.prod.website-files.com/64fa82cbdeed167ebaefef84/64fa86a2cfa26252c5de83ce_60777c6b9a9a20ac16a16c19_4oTO2ssL0CSZ11Lq25dL1WpVpKH B73_uDv6FaEUgfZ1v2ziXeC5MJ4-_JUsPn9Hy9zTUjePvdzKhPvlvM8FgLRqsHGVCMDPySwc-dBD7eYYVim5SYtvwOu22SUZcvkvcA.jpeg

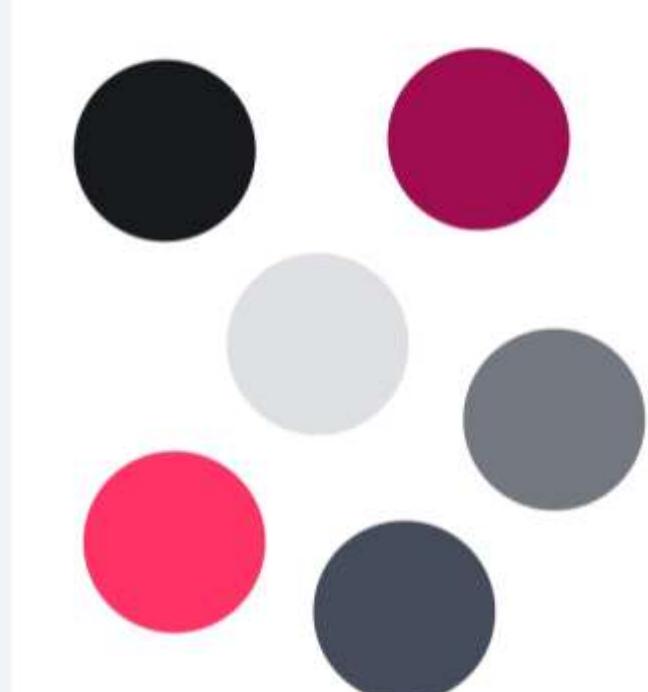
Principles of Design: Unity

- Is created by using harmonious similarity and repetition, continuance, proximity, and alignment. It is the visual linking of various elements of the work. This allows the disparate elements and principles to create a unified whole that can be greater than the sum of its parts.

Principles of Design: Unity



Unity = Same Color
Variety = Different Sizes



Unity = Same Size
Variety = Different Colors

Technical Aspects

Graphics: Raster vs Vector

- Raster - are made up of a grid of individual pixels, each containing color and brightness information. The image is defined by the number of pixels it contains.
- Vector - are created using mathematical equations and geometric shapes such as lines, curves, and polygons. These graphics are resolution-independent, meaning they can be scaled infinitely without losing quality.

Raster File Types

File Type	Best For	Printing	Saving	File Size
PSD	Editing and non-destructive work	Excellent (preserves all elements)	Ideal for work-in-progress	Large
TIFF	High-quality print images	Best for professional print	Final print-ready images	Very Large
JPG	Photographs and web images	Good for general printing, but lossy	Web use, email, photo storage	Small to Medium
PNG	Web and graphics with transparency	Good for graphics, not ideal for photos	Web use, graphics, transparency	Medium to Large

Raster File Types: Summary

- PSD - is perfect for working files with layers and editing.
- TIFF - is best for print, offering the highest quality.
- JPG - is used for smaller file sizes and web photos, but can lose quality.
- PNG - is great for graphics with transparency and web use but can be large.

Vector File Types: SVG

- SVG - stands for Scalable Vector Graphics. A web-friendly vector format commonly used for images on websites. It's XML-based, lightweight, and scalable without loss of quality.

Vector File Types: PDF

- PDF - stands for Portable Document Format. A versatile file format that can contain both vector and raster elements. It's widely used for document sharing and printing, preserving fonts, images, and layouts.

Vector File Types: EPS

- EPS stands for Encapsulated PostScript. A vector format used for high-quality graphics, especially in print. It supports both vector and raster data and is commonly used by professional design software.

Resolution: Pixel

- Is the smallest unit of a digital image or display and stands for “picture element.” It is a very small, isolated dot that stands for one color and plays the most basic part in digital images.

Resolution: Dots per Inch (DPI)

- Refers to the number of ink droplets a printer will produce per inch while printing an image. The more dots of ink per inch the picture has, the more detail you will see when printed.

References: [https://www.adobe.com/uk/creativecloud/photography/discover/dots-per-inch-dpi-resolution.html#:~:text=PPI%20\(Pixels%20per%20Inch\)%20refers,generally%20used%20for%20print%20purposes.](https://www.adobe.com/uk/creativecloud/photography/discover/dots-per-inch-dpi-resolution.html#:~:text=PPI%20(Pixels%20per%20Inch)%20refers,generally%20used%20for%20print%20purposes.)

Colors: RGB vs CMYK

Feature	RGB (Red, Green, Blue)	CMYK (Cyan, Magenta, Yellow, Black)
Color Model	Additive (mixing light)	Subtractive (mixing inks)
Best Use	Digital media (screens, web design)	Print media (brochures, posters, magazines)
Gamut	Larger, more vibrant colors	Smaller, more accurate for print
Use Cases	Websites, apps, digital images	Printed materials, packaging, business cards

Colors: Summary

- RGB (Red, Green, Blue) - Ideal for digital work (screens), vibrant colors.
- CMYK (Cyan, Magenta, Yellow, Black) - Best for print materials, accurate color reproduction.

Designs: Summary

- Minimalism – encompasses all of the contemporary design patterns which emphasizes the beauty of clean, minimal and straight-to-the-point focus on the subject.
- Anti-Design – design pattern that aims to create revolution on the usual principles and elements of design. It is usually characterized as chaotic in design.
- Retro Design – design pattern that takes a look back on design movements of the past

Typography: Font vs Typeface

- Font – the file you install to access certain letter shapes
- Typeface – the letters you see on the screen or page

Typography: Serif-ness

- Serif – are typefaces with little embellishments at the end of each stroke
- Sans Serif – are typefaces with no embellishments as opposed with the Serif. “Sans” means “Without”
- Script – are typefaces that simulate the cursive writing.

Typography: Serif-ness



References: <https://kettlefirecreative.com/typography-explained-font-terminology/>

Typography: Spacing

- Leading – vertical line spacing between the texts.
- Tracking – uniform horizontal space between characters.
- Kerning – custom horizontal letter spacing

Typography: Spacing



References: <https://kettlefirecreative.com/typography-explained-font-terminology/>

Typography: Size

- Font Size – the size of font
- Font Weight – the thickness of the font (Bold, Thin etc.)

Tools & References

Tools: Software

Work	Tools	Alternative (Free or Freemium)
Image Manipulation / Raster Editing Software	Adobe Photoshop	Photopea.com Canva.com GIMP
Vector Editing Software	Adobe Illustrator	Inkscape
Layout Designing Software	Adobe InDesign	Scribus

References: trust me bro ^_^\n

Tools: References

- Freepik.com – for image resources
- Whatfontis.com – for font lookup
- Dafont.com – for font resources
- Pinterest – for design ideas

Photoshop Tutorial

Tutorials

- Creating New Canvas
- Inserting Pictures
- Cropping Canvas/Pictures
- Exporting/Saving Project
- Replace Background
- Removing Object on Image
- Masking

Thank you for listening

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