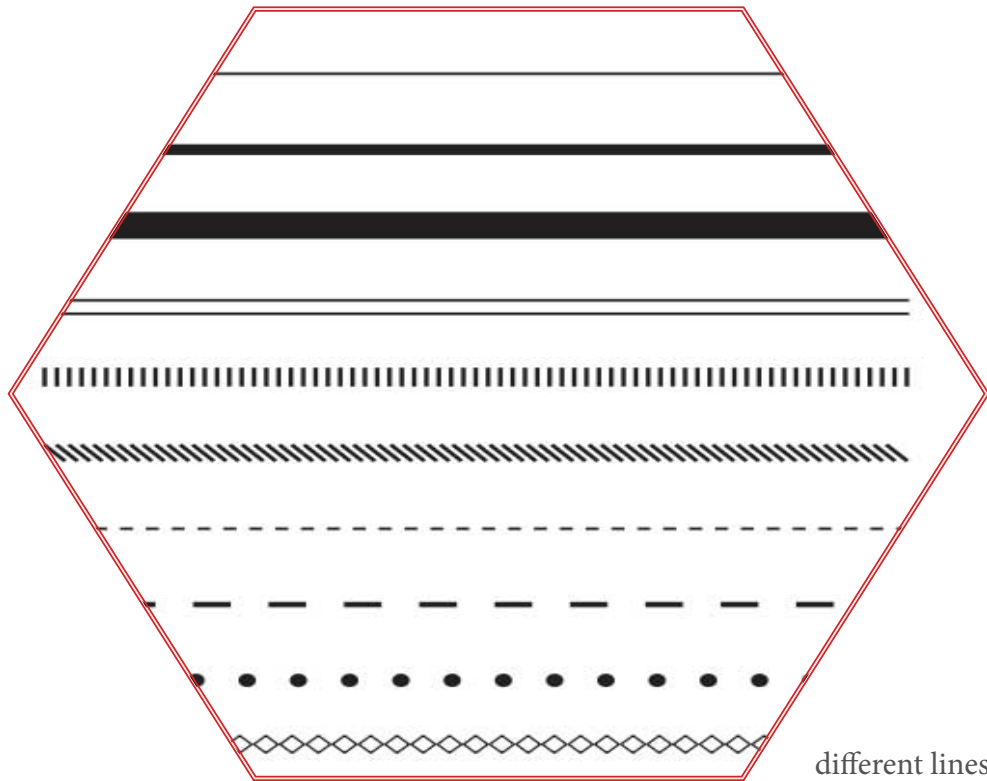# *FUNDAMENTAL DESIGN*

Fundamentals

What you will learn Implement the fundamentals of color: visual, rhythm, and pattern in design Use scale, weight, direction, texture, and space in a composition Typeset text and experiment with letter forms Create your own series of images using different image making techniques...
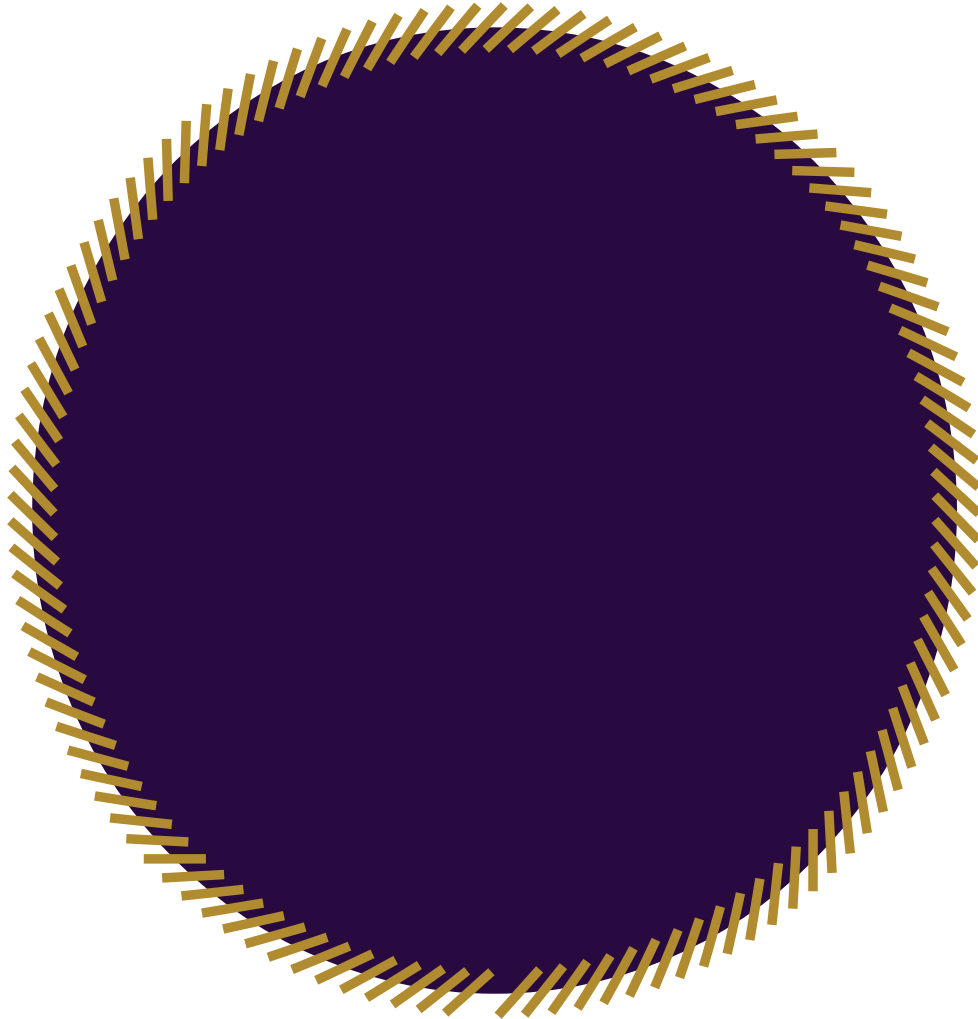
LINES

different lines

L ines are an essential building block in our visual vocabulary. Combined with shapes, color, value, texture, space, and form they give us a visual grammar which we can use to communicate.

T hey seem simple. You didn't need me to tell you what a line is when you started reading this post and yet here we are some 2,000 or so words later and we've barely scratched the surface of what lines can do. If we wanted them to, lines could create the surface and represent the scratch.
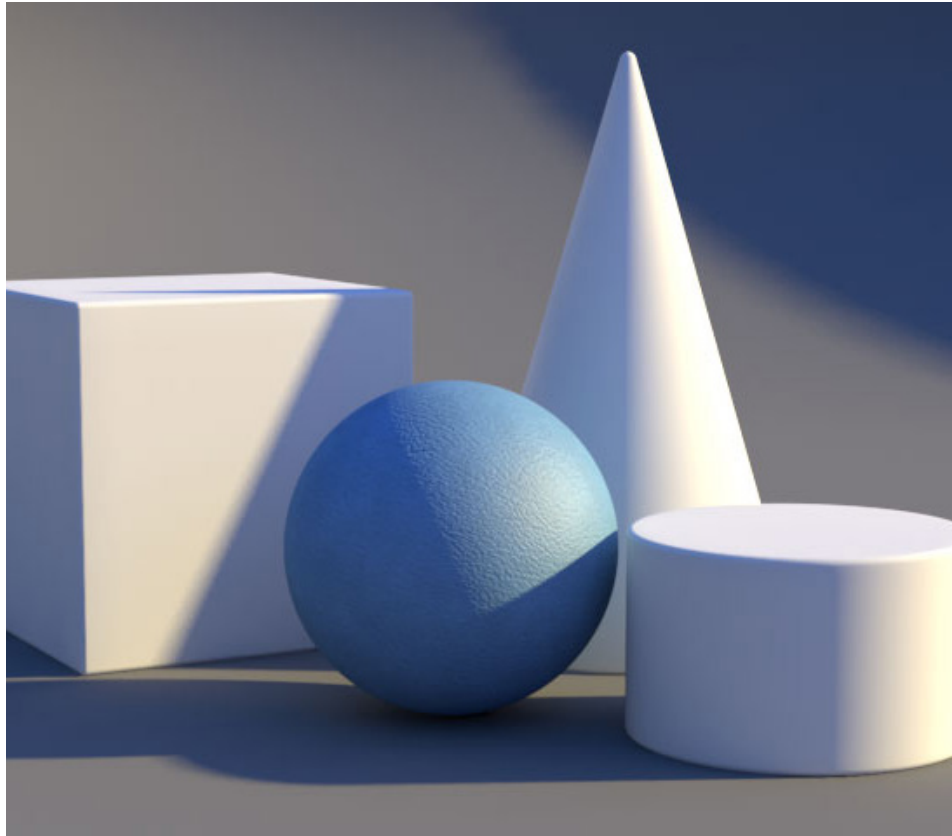
Shapes

designed by Aisha Ali

U sing shapes deliberately in website design can generate emotion and influence the viewer. Designers are taking advantage of this and using shapes to frame headings, images, products, and CTA(Call To Action)s to make them bolder and more visually appealing.
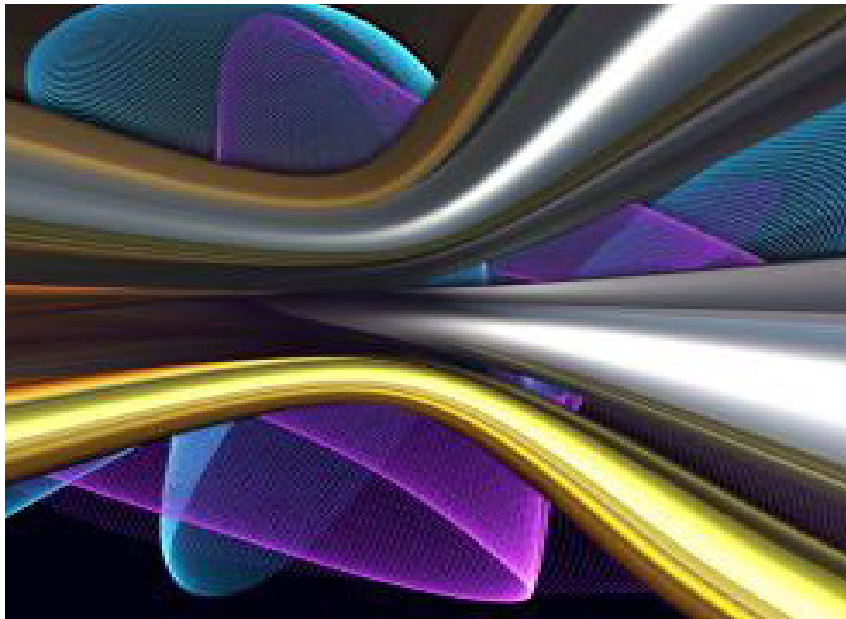
Forms

Sphere, cone, cylinder, cube

When used properly, shapes can successfully create an outstanding and effective graphic design. The mood and message of the design may be enhanced by altering its shape in terms of form, colour and size. Shapes may be soft, curved, rounded, angled or sharp, and each conveys a different type of mood or emotion.

TEXTURE

picture from an unknown source

Graphic designers use texture in their work to create the same feelings. Texture adds depth and interest. It can induce feelings of nostalgia, create sensations of movement or action, and generate impact through designs that feel alive.

COLOUR

colour picture from NYC

Color is one of the most powerful tools in website design. It can be used to attract attention, express meaning, create desire, drive conversions, and even earn a customer's loyalty

SPACES

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a view of space from unknown source

Real space is the two-dimensional space on your paper or canvas. These are the real areas where you add your different objects and elements.