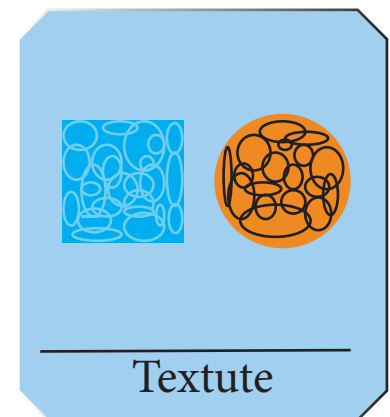
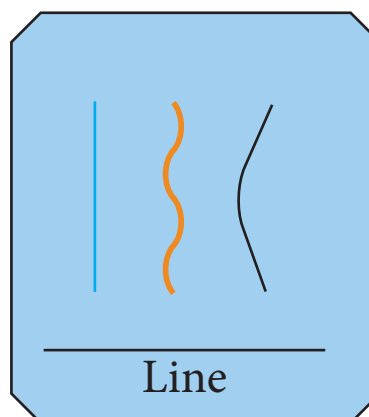
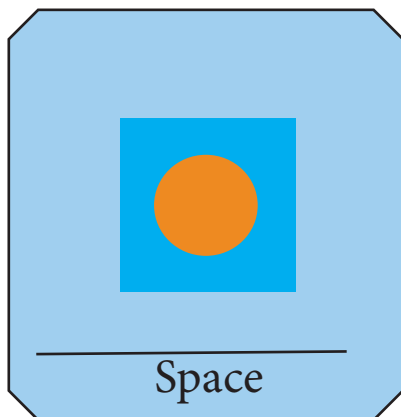
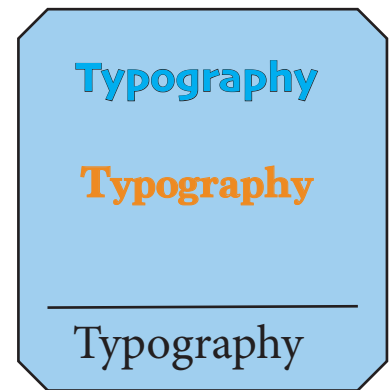
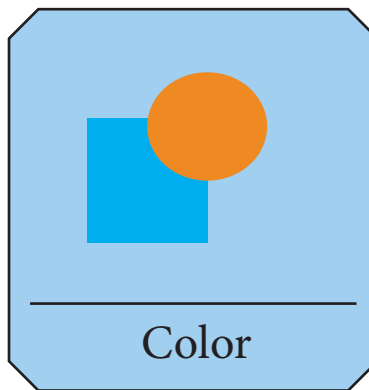
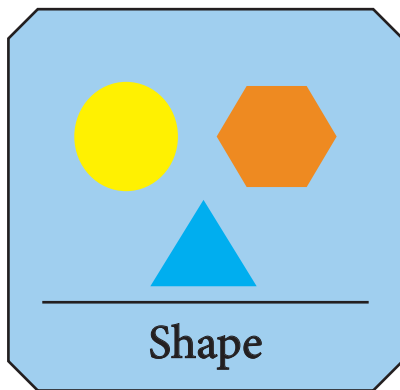


Design Fundamentals



LINE

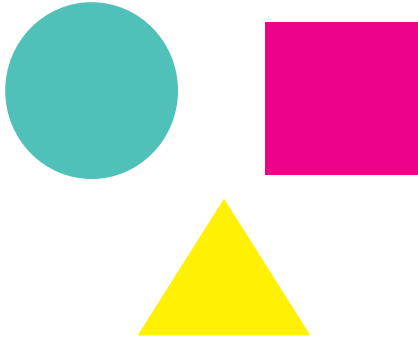


The line is one of the basic elements of **Graphic Design**, a line is used to connect two or more points, but Graphic design is usually used to divide the space and to focus the eye on a specific location. There can be different types of Lines, fat, thin, wavy, and any form you can imagine to connect two points, and every type of line has a different feeling.

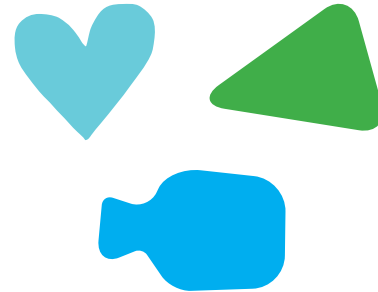
You can easily see lines in every graphic **design project** or **illustration** as they are used as graphic elements, textures, patterns, and backgrounds. When working with lines it's also important to pay attention to weight, texture, style, and color because the variety of these qualities can produce different emotions or the visual effect on the eye.

SHAPE

Geometric



Organic



The shape is also one of the most basic elements in Graphic Design. Shapes in design have two dimensions and are measured by their height and width, and they are defined by boundaries such as lines, color, or negative space, and in some way, we can say that all visual elements are shapes.

In graphic design, there are two main types of shapes, Geometric and Organic shapes.

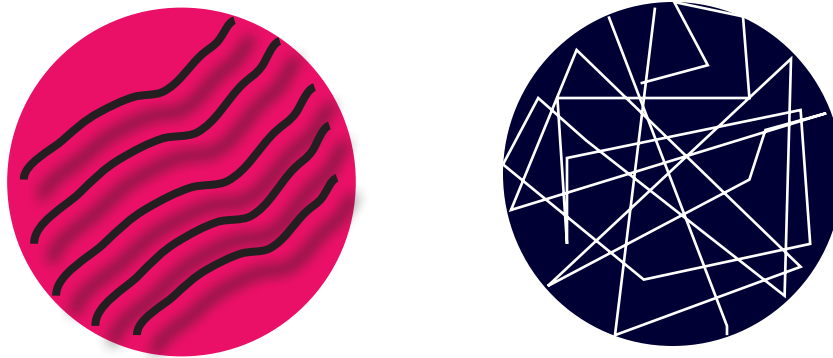
Geometric shapes in graphic design are the ones that can be drawn by using a ruler or compass, and geometric shapes produce a feeling of control or order whether they are simple or complex.

SHAPE

On the other hand, organic shapes in graphic design are the opposite, these shapes can be drawn freehand, and also you can find these shapes in nature that is where his name comes from, and these shapes produce a natural feel to the eye.

Shapes in design are very important to communicate ideas in a visual way due to the interaction of these shapes between them. You can easily see an example of this by looking at street signs and symbols.

It's also well to know that shapes in graphic design are many times used as the foundation of every project and they help you to organize and separate the content from your design work.



Graphic design projects are visually based and you can't touch them physically (unless you have designed packaging) it's important to transmit the look and feel of the elements through the eye, and that is why we use textures in Graphic Design. The texture is a physical quality of a surface, and we can mimic the texture feeling in design in illustrations or by images representing the surface we want to transmit.

People have memorized the texture of certain things and by looking at them they already know-how will be the touch them, that is why texture images work well in graphic design, as the viewer can feel the touch of the visual object because he already knows how it feels in real life. A quick piece of advice is that you don't go overboard with the use of texture in your design because it can be overwhelming to the eye of the viewer.

Typography

Typography

Typography

Last but not least, the last Basic Graphic Design element is typography, and the Typography definition is the style or appearance of text. It's very important to choose the right font to your Design project because at it happens with colors, every typography style has their own feeling and they transmit different emotions.

You can find playful, serious, elegant, minimalistic, and many more typography styles, and when you create a graphic design project you need to choose a font that goes well with the message you want to transmit with your design. Also, it's important to know that there are many decorative fonts that are called display fonts, and these fonts are created to be used as titles or in small amounts of text by their decorative nature.