

Graphic Design Course Notes

Introduction to Graphic Design

What is graphic design?



Graphic design is the art of creating visual content, which includes using typography, images, colors, and shapes to communicate a message or idea. Its ultimate goal is to make information easy to comprehend.

THEORY

TYPOGRAPHY, IMAGES, COLORS, AND SHAPES

- COLOR THEORY & COLOR PHILOSOPHY
- TYPOGRAPHY
- COMPUTER GRAPHICS

COLOR THEORY

Color theory is the historical body of knowledge describing the behavior of colors, namely in color mixing, color contrast effects, color harmony, color schemes and color symbolism

COLOR MIXING

Two type medias

Visual Medias



LIGHT BASED



RGB COLOR MODEL



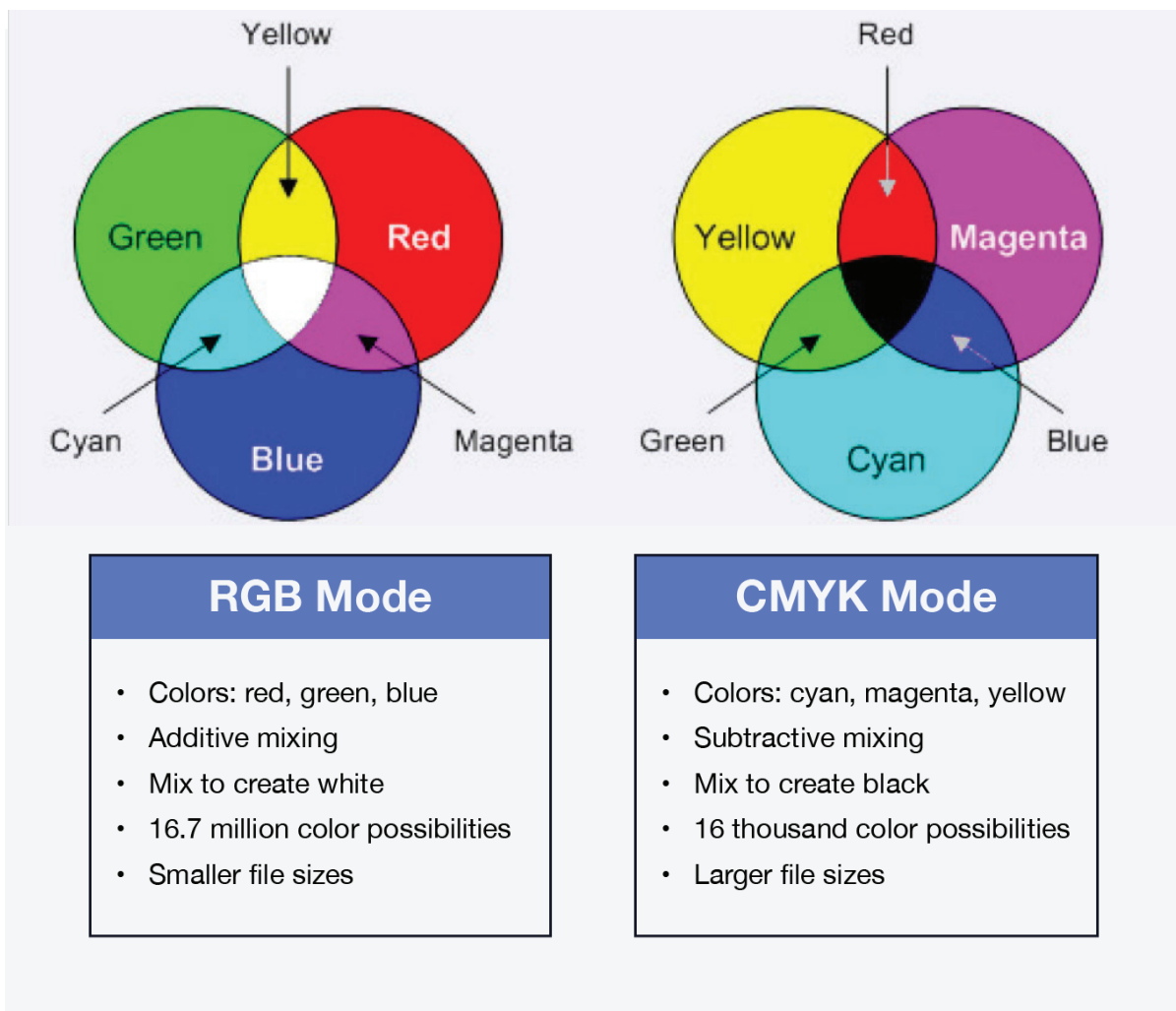
Printing medias



INK BASED



CMYK COLOR MODEL



COLOR CODE

A SYSTEM OF MARKING THINGS WITH DIFFERENT COLOURS AS A MEANS OF IDENTIFICATION.

Example : Red : #FF0000



COLOR PHILOSOPHY

The philosophy of color is a subset of the philosophy of perception that is concerned with the nature of the perceptual experience of color

PURPLE Association: Wisdom, wealth, royalty, power, luxury, magic Mood: Powerful, calming, strength	BLUE Association: Depth, stability, wisdom, trust, confidence Mood: Calming	GREEN Association: Growth, health, harmony, safety nature. Mood: Calm, refreshed	YELLOW Association: Energy, happy, warming, attention Mood: Aggravation, joy	ORANGE Association: Enthusiasm, heat, success creativity Mood: Warmth, excitement	RED Association: Passion, energy, strength, love, power, determination Mood: Intensity, angry, excitement	WHITE Association: Purity, light, clean, sterile, innocent, spacious Mood: Cold, unfriendly	BLACK Association: Power, mystery, elegance, evil, mourning, death Mood: Confident, calm, stable, mysterious
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Color Temperature Scale

Red	Orang	Yallow	White	Green	Aqua	Blue
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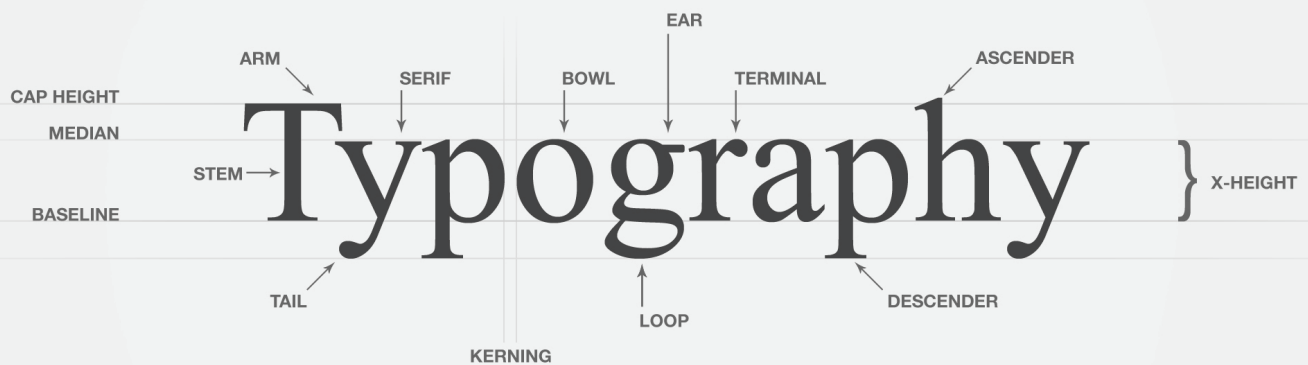
Warm Colors

Cool Colors



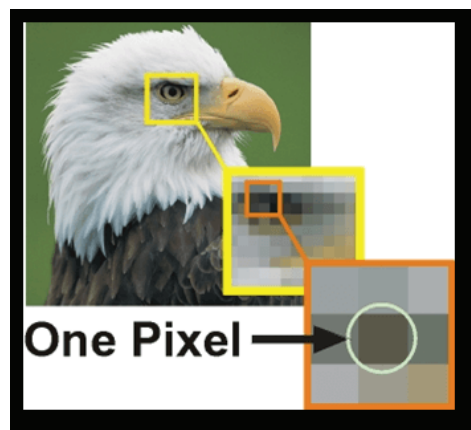
TYPOGRAPHY

Typography is the art and technique of arranging type to make written language legible, readable and appealing when displayed. The arrangement of type involves selecting typefaces, point sizes, line lengths, line spacing, letter spacing, and spaces between pairs of letters.



computer graphics is a system of creating or drawing a visual content in graphical display screen with the help of programming and hardware of the computer

What Is Pixel



- ❑ Pixel is a single colored cube to creating an image in a graphical display based on specific color intending program lines.
- ❑ Pixel is Basic Unit of Graphics
- ❑ Pixel is Smallest Visual Content in Graphics

Two Type Graphics Based on Pixel Quality

Raster Graphics	Vector Graphics
They are composed of pixels.	They are composed of paths.
In Raster Graphics, refresh process is independent of the complexity of the image.	Vector displays flicker when the number of primitives in the image become too large.
Graphic primitives are specified in terms of end points and must be scan converted into corresponding pixels.	Scan conversion is not required.
Raster graphics can draw mathematical curves, polygons and boundaries of curved primitives only by pixel approximation.	Vector graphics draw continuous and smooth lines.
Raster graphics cost less.	Vector graphics cost more as compared to raster graphics.
They occupy more space which depends on image quality.	They occupy less space.
File extensions: .BMP, .TIF, .GIF, .JPG	File Extensions: .SVG, .EPS, .PDF, .AI, .DXF

