

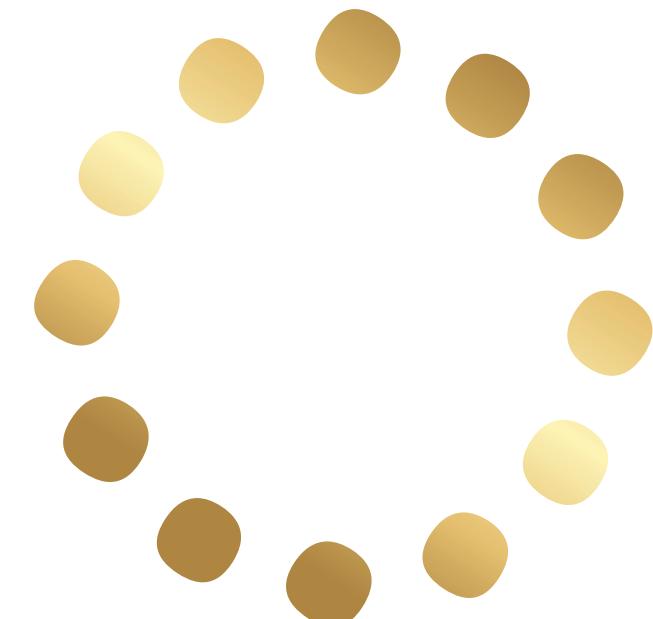
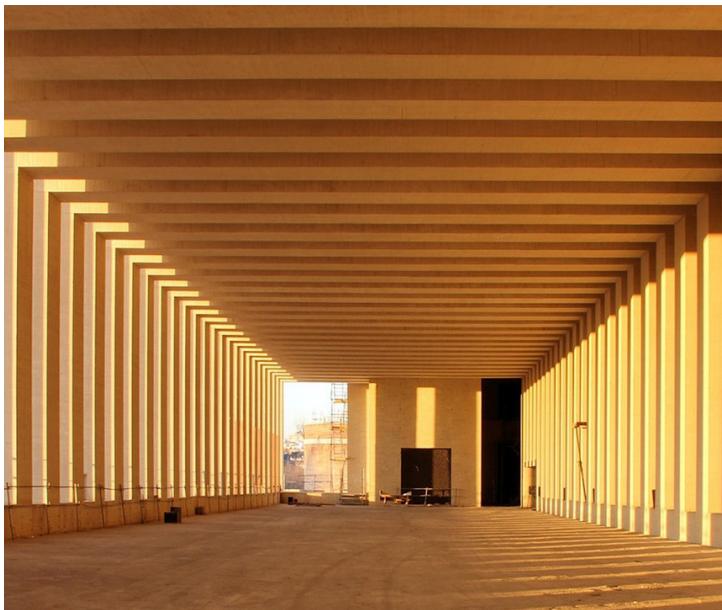
# **GRAPHIC DESIGN**

# **FUNDAMENTALS**



# Fundamentals

Graphic design fundamentals refer to the essential principles and elements that form the basis of effective visual communication. These principles and elements help designers create visually appealing and impactful designs.



# Composition

Composition refers to the arrangement of visual elements within a design. A well-composed design has a balanced, harmonious, and visually pleasing arrangement of elements such as images, text, and shapes.

# Color Theory

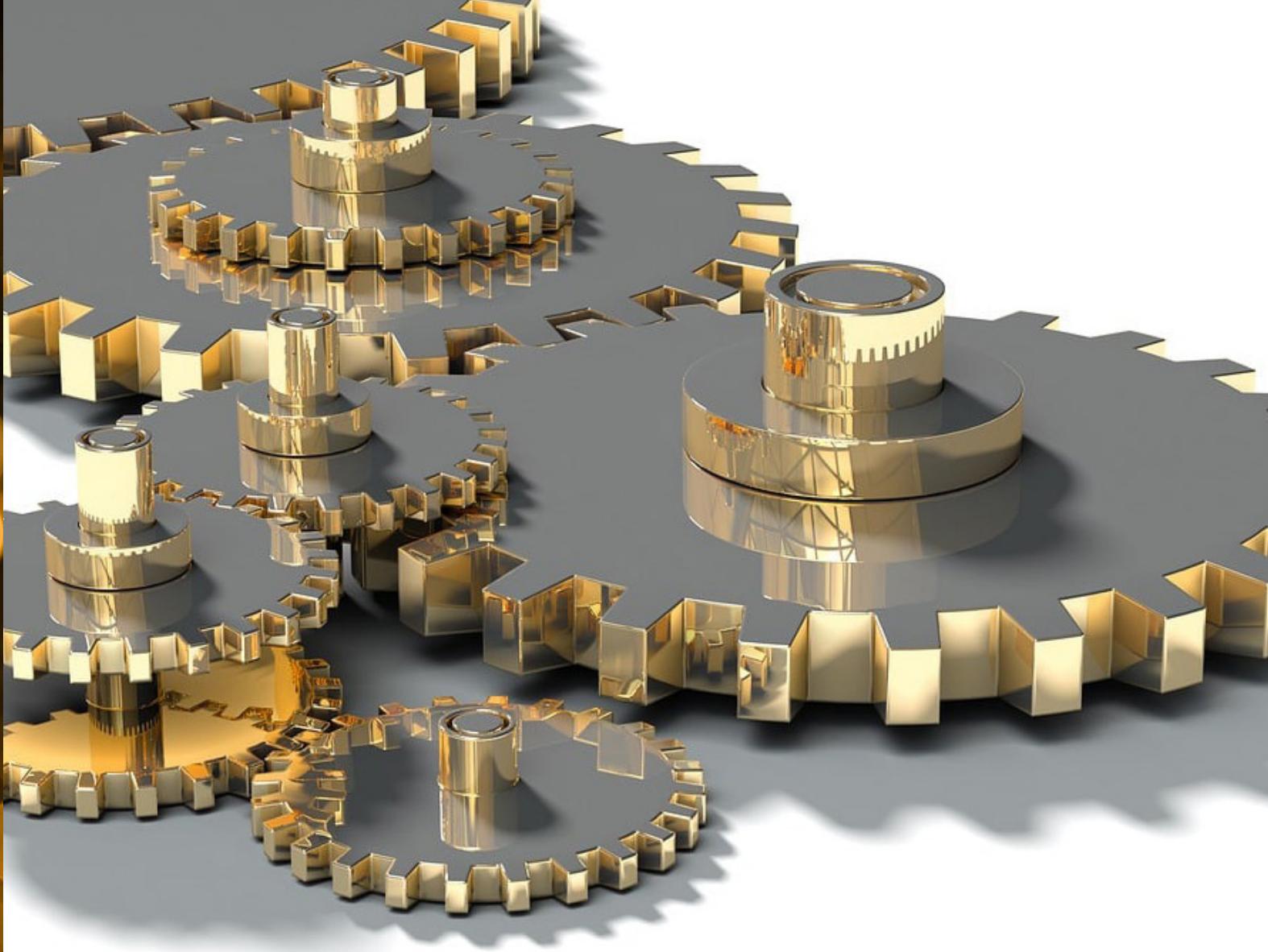
Understanding color theory is crucial for effective graphic design. It involves the study of how colors interact, blend, and evoke emotions. Designers use color palettes, color harmony, contrast, and color psychology to create visually engaging designs.



# Typography



Typography is the art of arranging and designing typefaces. It involves selecting appropriate fonts, sizes, spacing, and hierarchy to enhance readability, convey the intended message, and evoke certain emotions.



## Hierarchy

Hierarchy refers to the organization and arrangement of elements to establish a visual order of importance. By using varying sizes, colors, contrast, and placement, designers can guide the viewer's attention and ensure key elements are emphasized.

## Contrast

Contrast involves using differences in colors, sizes, shapes, or textures to create visual interest and separation between elements. Contrast helps to highlight important information, improve legibility, and create a dynamic visual experience.



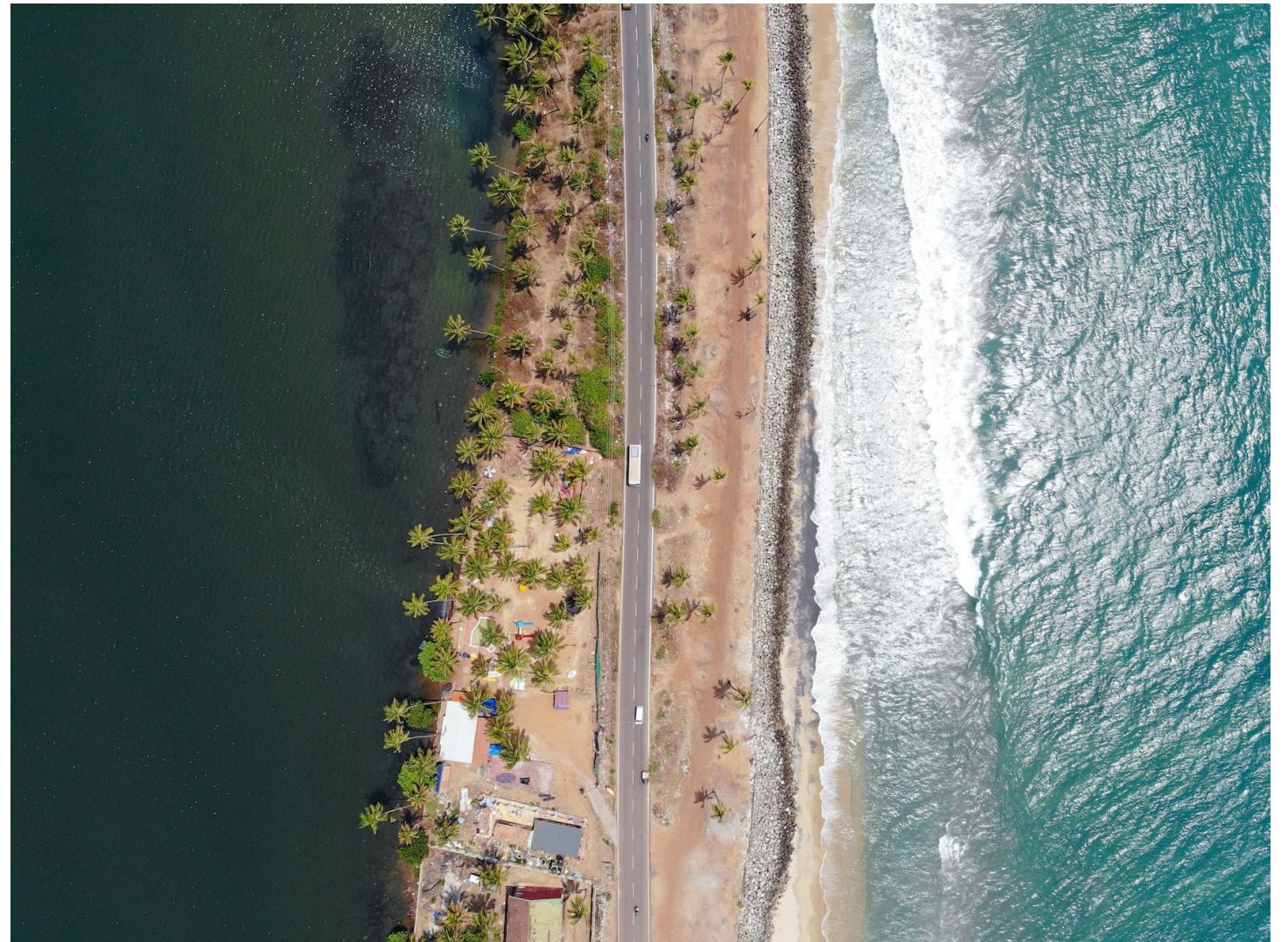
# Balance

Balance is the distribution of visual weight within a design. It can be symmetrical (equal weight on both sides) or asymmetrical (unequal weight). Achieving balance ensures that elements are harmoniously arranged and the design feels stable and visually appealing.



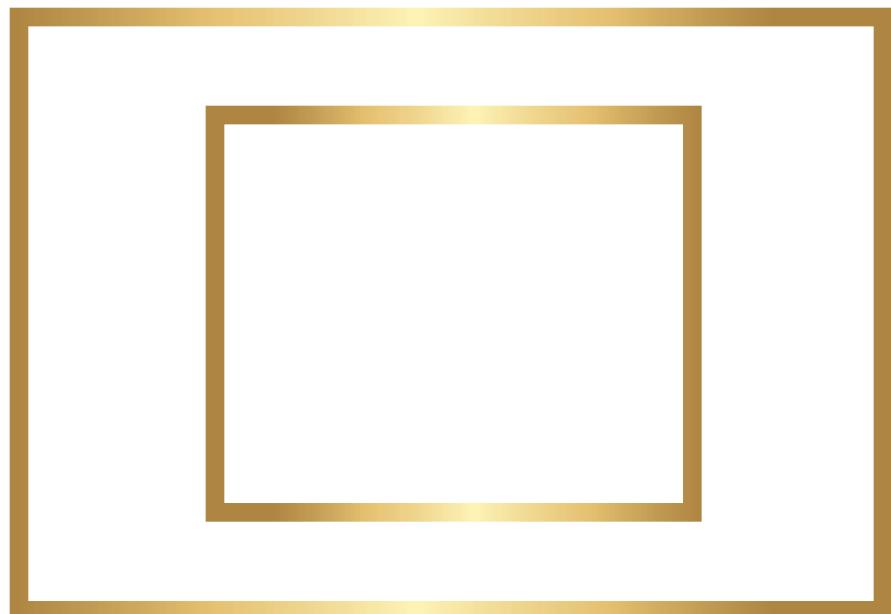
# Alignment

Alignment refers to the positioning of elements relative to each other. Proper alignment creates a sense of order, clarity, and visual connection between different elements. It helps to organize information and improve readability.



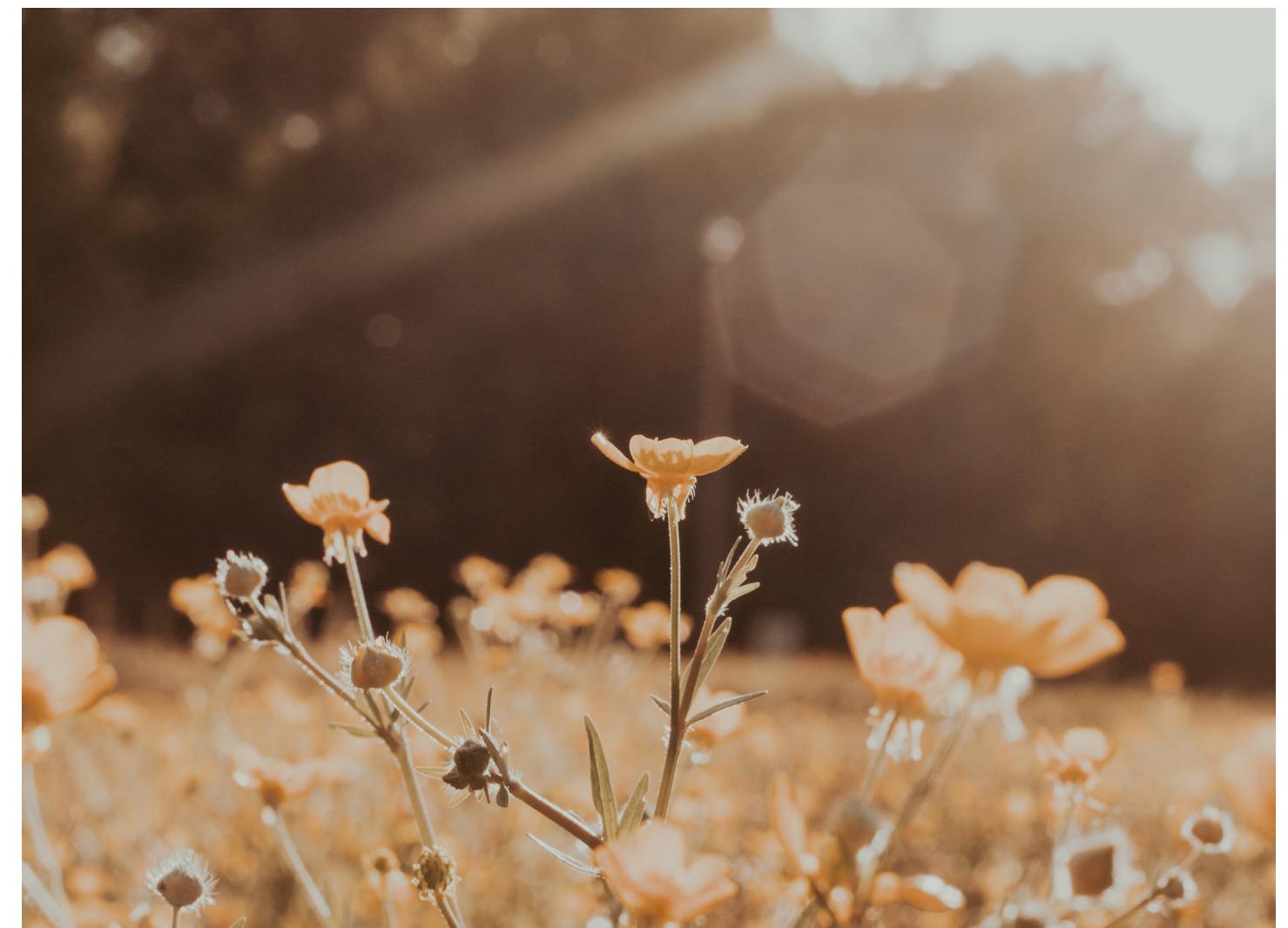
# Space

Effective use of space, both positive (occupied by elements) and negative (empty), is crucial in graphic design. Proper spacing improves readability, allows elements to breathe, and creates a sense of visual balance.



# Proximity

Proximity involves grouping related elements together to establish visual relationships and organization. Elements that are close to each other are perceived as related, while elements that are distant appear disconnected. Proximity helps to organize information and improve clarity.



# Repetition

Repetition involves the consistent use of visual elements such as colors, shapes, patterns, or fonts throughout a design. Repetition creates unity, reinforces branding, and improves visual coherence.

