

Graphic Design & Fundamentals

Fundamentals

The fundamentals of design are the foundation of every visual medium, from fine art to modern web design. They're even present in seemingly unimportant details, like the fonts that make up most compositions.

Some very basic elements, including line, shape, form, texture, and balance. They might not seem like much on their own, but together, they're part of almost everything we see and create.

The fundamentals can be intimidating at first, especially if you don't consider yourself an artist. But keep an open mind there's a lot that you can learn about working with different assets and creating simple visuals from scratch.

Lines

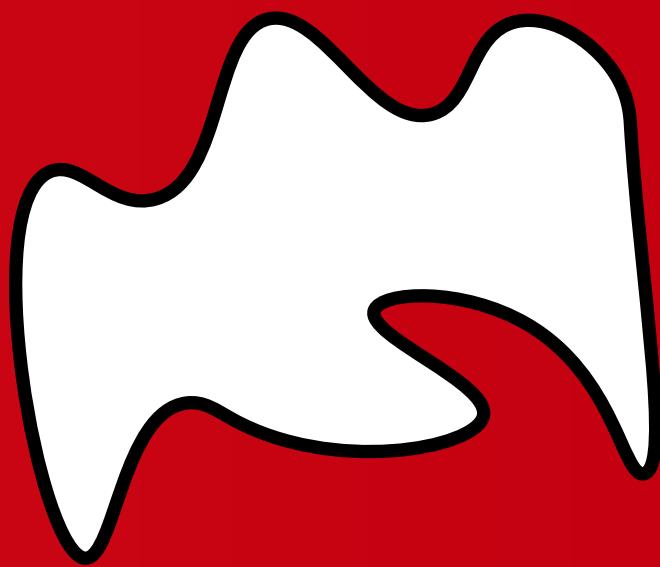
Even the most complex graphic design portfolio can be broken down into fundamental elements like lines, shapes and fonts. Lines can be horizontal, vertical or diagonal. They can also be curved or freeform. As well as zigzags or create other pattern like be solid and broken or implied.



Vertical line



Curved line



freeform line



Horizontal line



Diagonal line

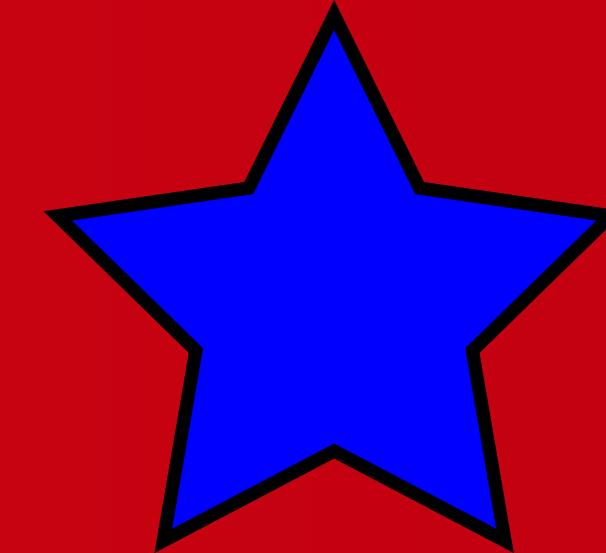
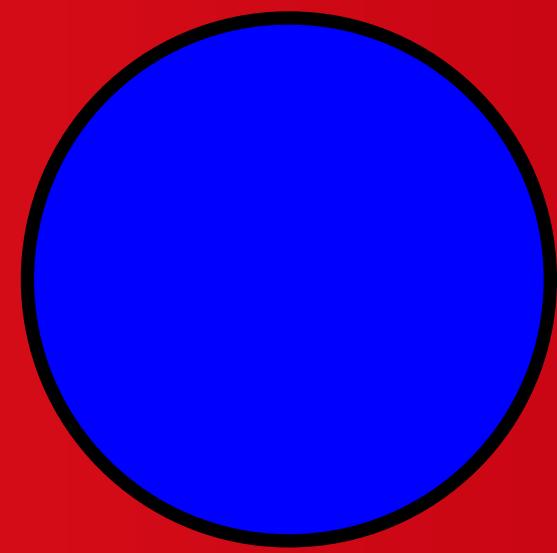
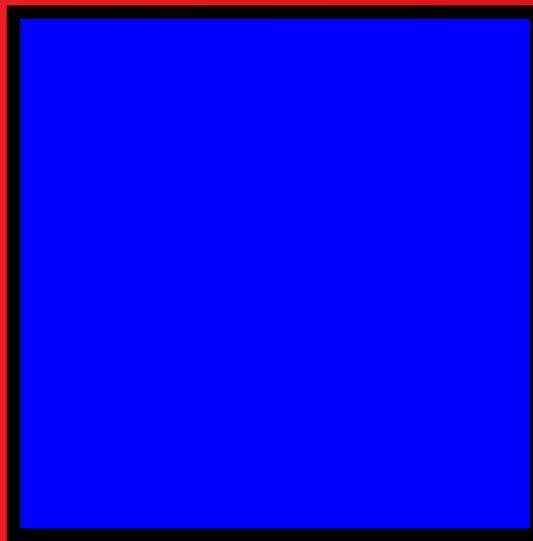


Zig Zag line

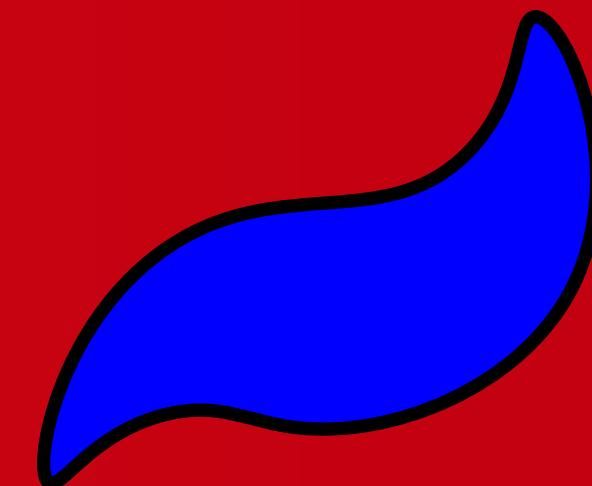
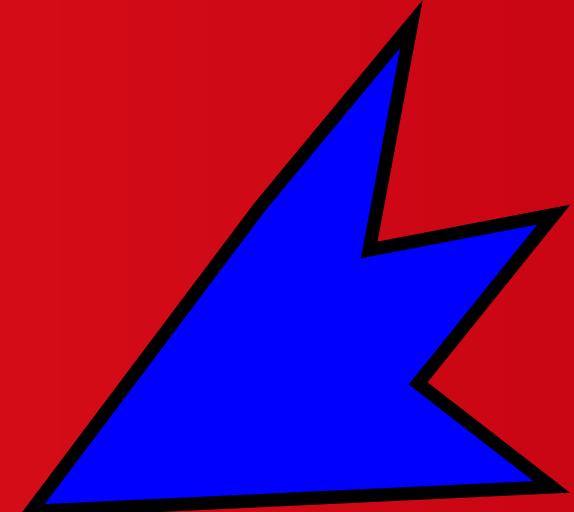
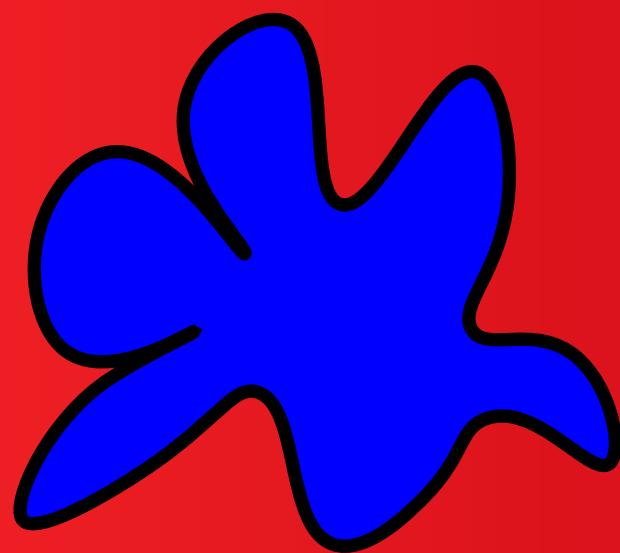
Shape

Shapes fall into two distinct categories geometric and organic.
Shapes are a vital part of communicating ideas visually.
They give images heft and make them recognizable.

Geometric shapes



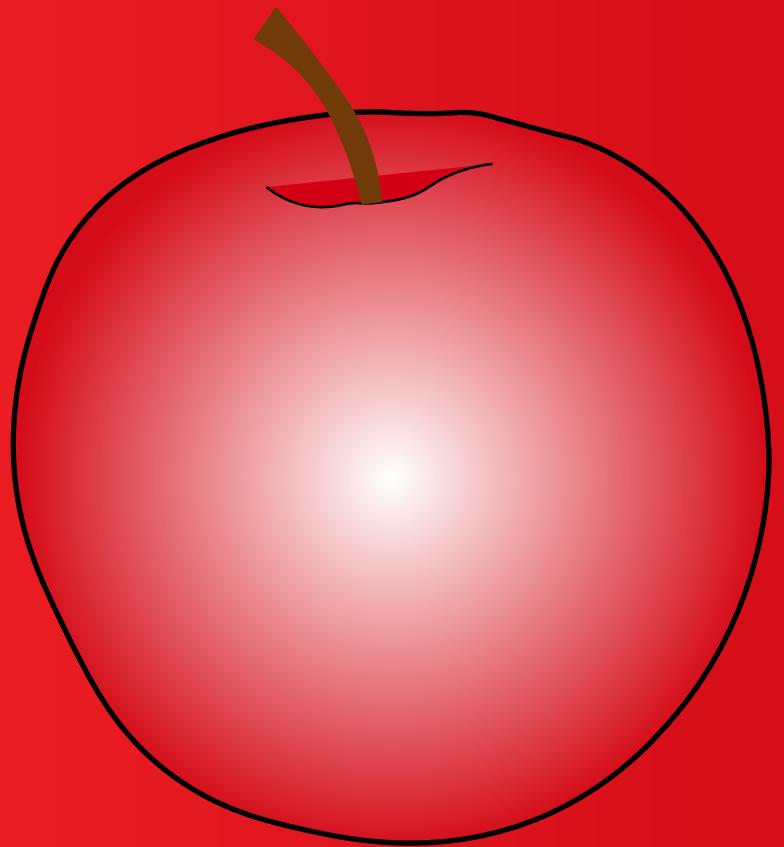
Organic shapes



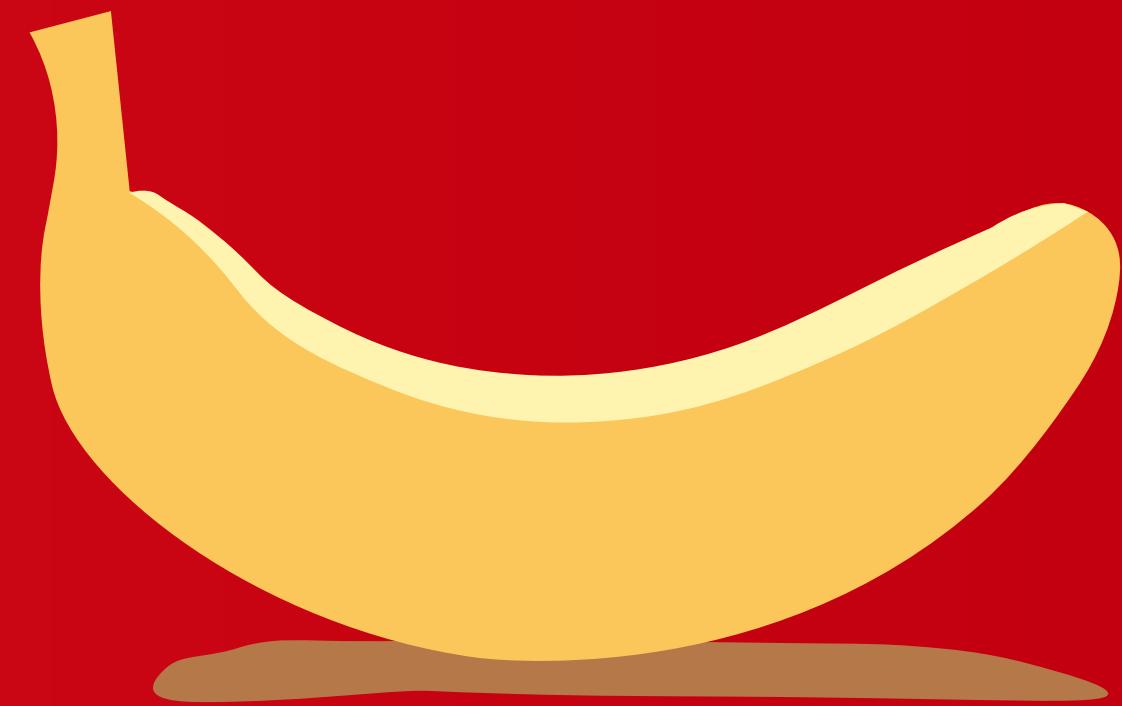
Form

Form in graphic design is the 3-dimensional qualities of a 2D shape. Because graphic design uses digital and print media, any form in graphic design is an illusion and graphic designers use elements such as shadows, shading, and highlights to make shapes appear 3D.

Apple shading



Banana shadow



Texture

The general definition of texture in graphic design is the surface quality in a work of art. In simpler terms, the texture is the visual tone of a design. It influences how graphic designs feel and look. Texture can apply to physical surfaces as well.

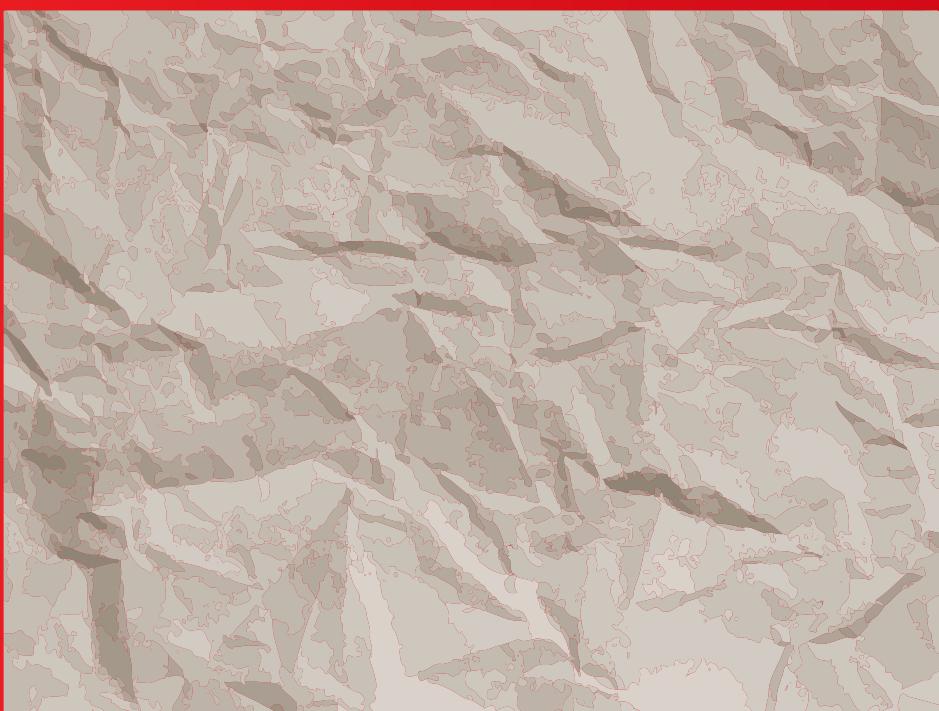
Wood texture



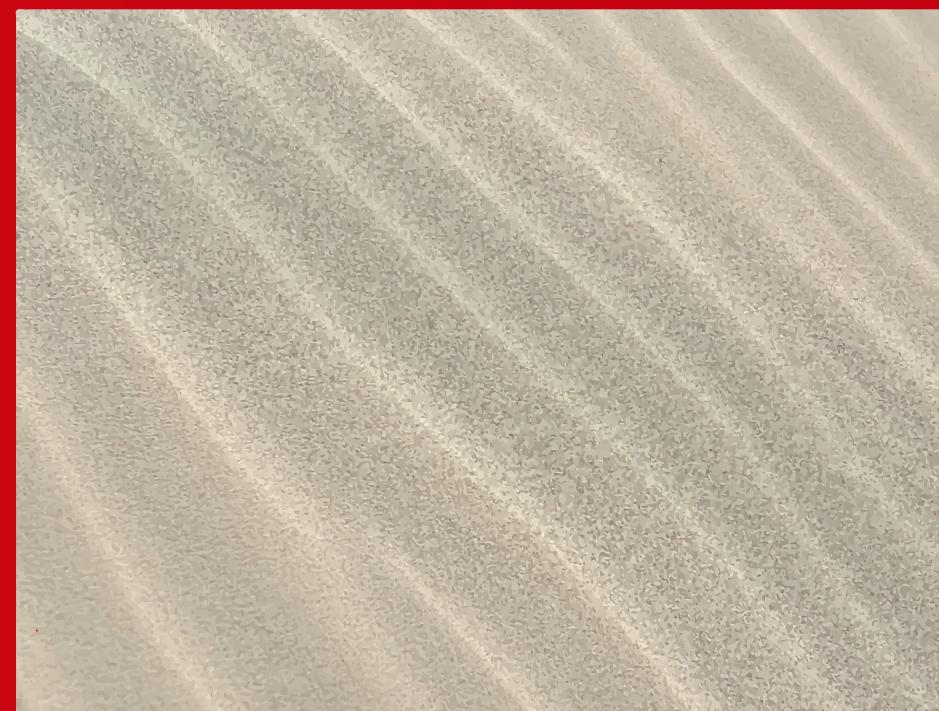
Brick texture



Paper texture



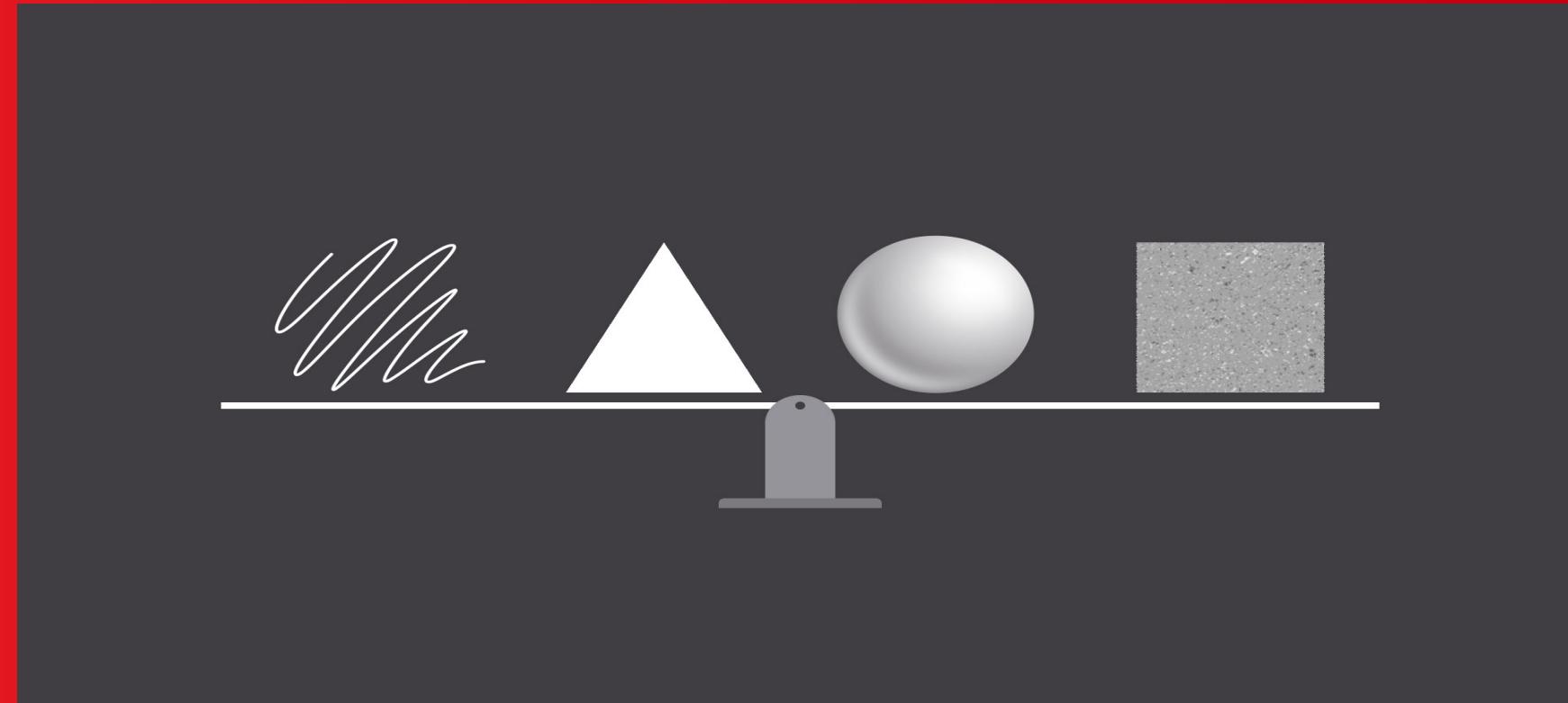
Sand texture



Balance

Balance is the distribution of the visual weight of objects, colors, texture, and space. If the design was a scale, these elements should be balanced to make a design feel stable.

A weight of objects



Shapes that are balanced



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