

# Graphic Design

# The basic elements

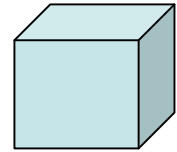
- Line
- Shape
- Texture
- Space
- Size
- Value
- Colour

# Lines

- Mark connecting 2 points
  - Straight, curved, fat, thin, squiggly, dashed, patterned
- Used to
  - Organise information
  - Highlight
  - Connect
  - Outline
  - Create grid, chart or graph
  - Create pattern or rhythm through many lines
  - Direct reader's eye
  - Create sense of motion
  - Suggest emotion

# Shape

- Has height and width
- Geometric
  - Circles, triangles, squares: regular, structured
  - Good building blocks for graphic design
- Natural
  - Animals, plants, humans
  - Irregular, fluid
- Abstract
  - Icons, stylized figures, graphic illustrations



# Shape

- Used to
  - Symbolize an idea
  - Highlight information
  - Make text or photo more interesting through masking
- Angular - masculine
- Curved - feminine



# Texture

- Look or feel of a surface
- Gives overall 'feel' to something
- Provokes emotions
- Adds richness and depth



# Space

- Distance around or between things
- Separates or unifies, highlights, provides rest for eye
- Especially white space
  - Used to add emphasis and focus
  - Adds legibility
  - Stylistic
  - White space is in
    - Margins, paragraph spacing, line spacing, gutters (space between columns), around text, graphics

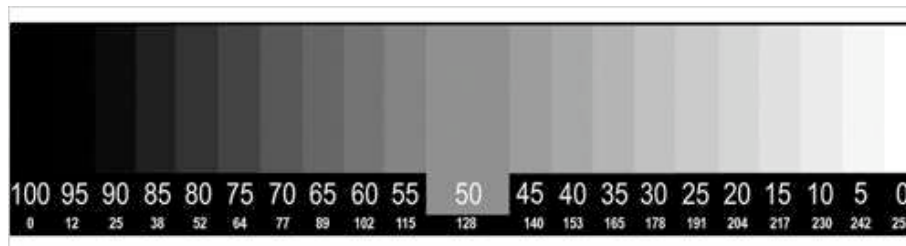
# Size

- How large or small something is
- Larger items more important
- Attracts attention
- Adds contrast between elements
- Creates consistent theme
- Can be used to give impression of 3-d, distance



# Value

- How light or dark an area is
- Value used to
  - Lead eye
  - Create pattern
  - Give illusion of volume or depth
  - Add drama
  - Emphasis
  - Arrange objects in front or behind each other



# Colour

- Combination of red, green, blue
- Used to
  - Highlight
  - Attract the eye
  - Signal importance
  - Create mood
  - Tie elements together
  - Organize, group
  - Provoke emotion

# Colour wheel



- Visual representation of colours based on their chromatic relationship



- Primary colours
  - Cannot be created by mixing others



- Secondary colours
  - Mix of 2 primaries



- Tertiary
  - Mix of primary and secondary

# More useful.....



- Complementary
  - Colours opposite
    - Work well in contrast to each other



- Analogous colours
  - Close colours
    - Variants on a theme

# Active/passive colours



- Advancing hues are have less visual weight than the receding hues
- Most often warm, saturated, light value hues are "active" and visually advance
- Cool, low saturated, dark value hues are "passive" and visually recede
- Tints or hues with a low saturation appear lighter than shades or highly saturated colors
- Some colors remain visually neutral or indifferent

# Colour and emotion

<b>BLACK</b> sophistication power mystery formality evil death	<b>GRAY</b> stability security strength of character authority maturity	<b>PURPLE</b> royalty luxury dignity wisdom spirituality passion vision magic
<b>YELLOW</b> joy cheerfulness friendliness intellect energy warmth caution cowardice	<b>WHITE</b> freshness hope goodness light purity cleanliness simplicity coolness	<b>PINK</b> romance compassion faithfulness beauty love friendship sensitivity
<b>RED</b> danger passion daring romance style excitement urgency energetic	<b>BLUE</b> peace stability calmness confidence tranquility sincerity affection integrity	<b>GREEN</b> life growth environment healing money safety relaxation freshness