



THE FUNDAMENTALS

OF DESIGN



1. INTRO
2. LINE
3. SHAPE
4. FORM
5. TEXTURE
6. BALANCE



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Graphic design is the art of visual communication and problem-solving. It is the process of creating visual content to convey a message or idea to an audience. Graphic designers use typography, imagery, and other visual elements to create designs that are both visually appealing and effective

in communicating their message. The fundamentals of graphic design are essential for anyone who wants to create effective and visually appealing designs. By understanding the fundamentals, graphic designers can create designs that are both visually appealing and effective in communicating their message.

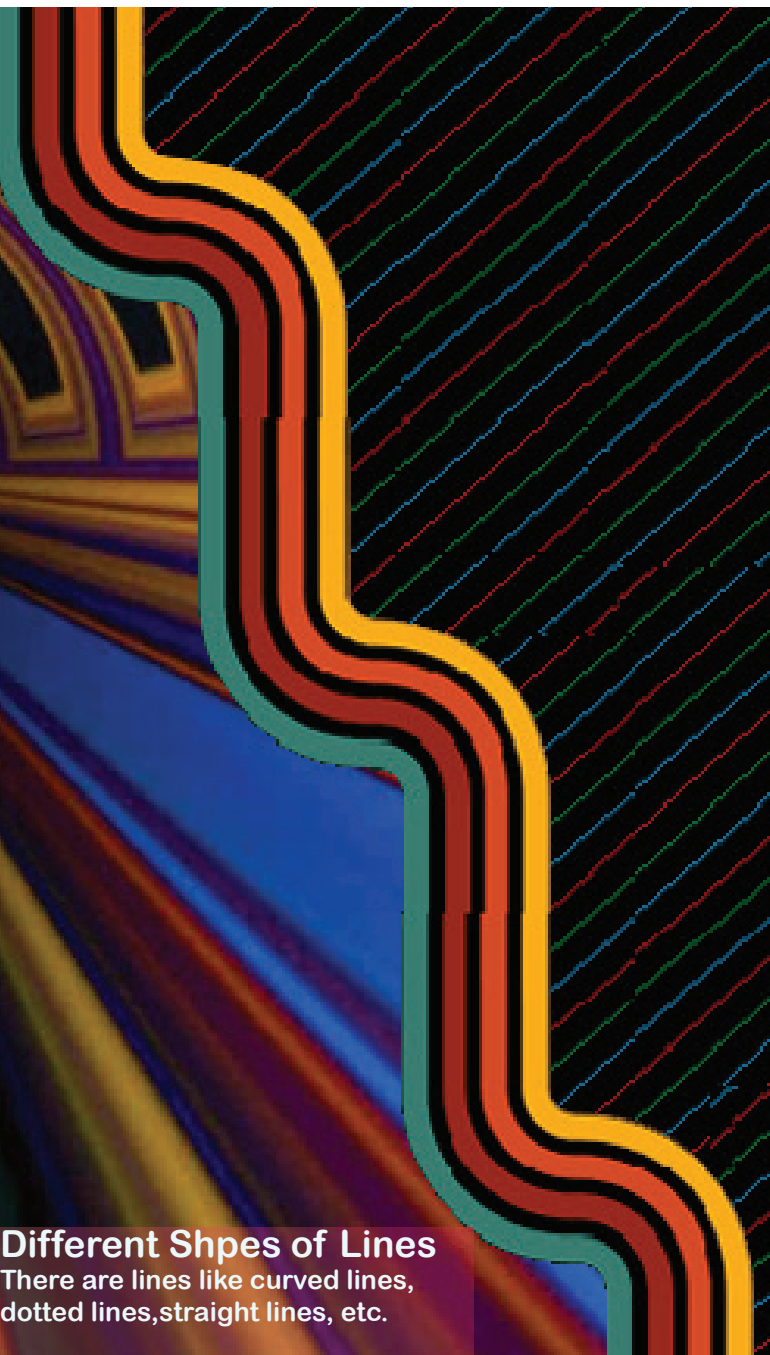
LINE

Lines are one of the most basic elements of design, but they can be used in a variety of ways to create powerful and effective compositions. By carefully manipulating the length, angle, and density of lines, designers can communicate depth, create visual hierarchy, and guide the viewer's attention.

When used effectively, lines can be a powerful tool for communicating ideas and emotions. By carefully manipulating the characteristics of lines, designers can create compositions that are both visually appealing and effective in communicating their message.

Here are some examples of how lines can be used in design:

- To create a sense of depth
- To create movement
- To create emphasis
- To create contrast
- To create patterns

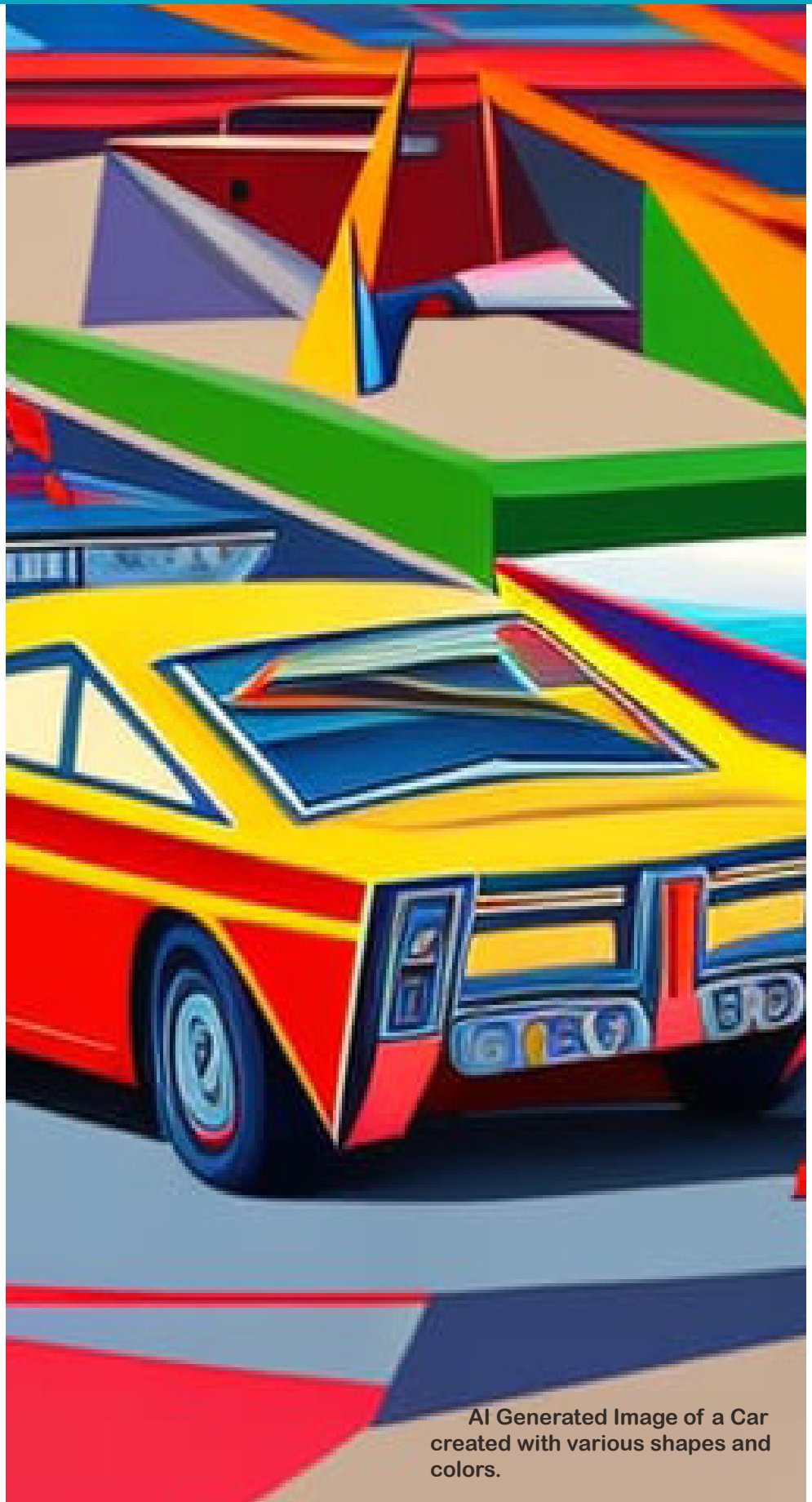


Different Shpes of Lines

There are lines like curved lines, dotted lines, straight lines, etc.

SHAPE

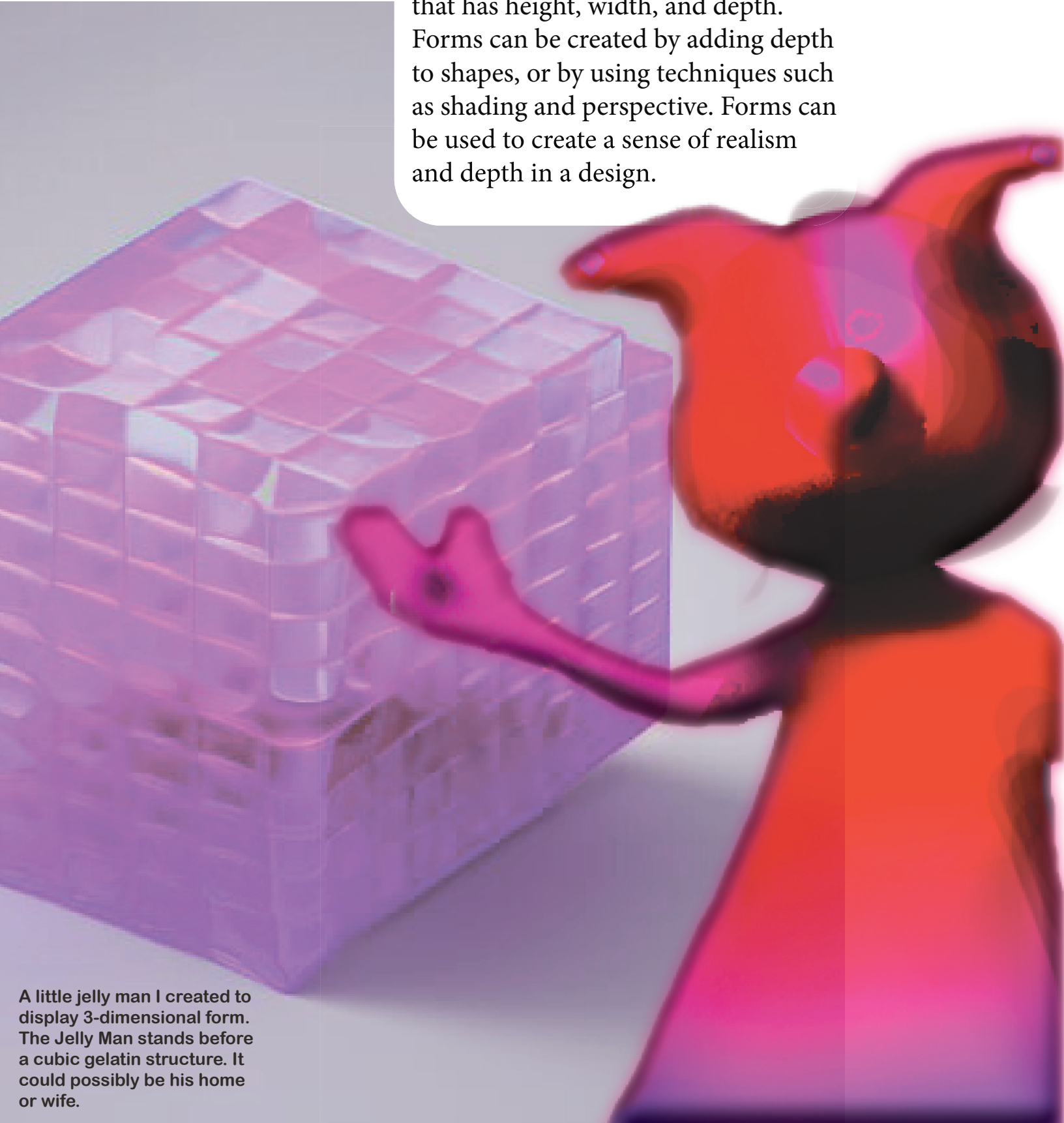
A shape is a two-dimensional area with distinct boundaries. Shapes can be geometric (such as squares, circles, and triangles) or organic (such as leaves, flowers, and clouds). Shapes can be used to create a sense of order, balance, and rhythm in a design.



AI Generated Image of a Car created with various shapes and colors.

FORM

A form is a three-dimensional object that has height, width, and depth. Forms can be created by adding depth to shapes, or by using techniques such as shading and perspective. Forms can be used to create a sense of realism and depth in a design.



A little jelly man I created to display 3-dimensional form. The Jelly Man stands before a cubic gelatin structure. It could possibly be his home or wife.

TEXTURE

Texture is the visual or tactile quality of surfaces. Texture can be used to create a sense of realism, depth, and interest in a design. Texture can be created using a variety of techniques, such as:



Crumpled paper



Some type of goo

BALANCE

The Sun and Moon in the sky at the same time.

Balance is the distribution of visual weight in a design. A balanced design will feel stable and harmonious. There are three types of balance:

Symmetrical balance: Symmetrical balance is created when the visual weight of the elements on either side of a central axis is equal.

Asymmetrical balance: Asymmetrical balance is created when the visual weight of the elements on either side of a central axis is unequal, but the overall design feels stable and harmonious.



The Sun and Moon in the sky at the same time again.



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