

# Fundamentals of Graphic Design

## 1. What is Graphic Design?

Graphic design is the art and practice of planning and projecting ideas and experiences with visual and textual content. It involves creating visual content for communication and problem-solving across various media, including print and digital.

## 2. Elements of Design:

The basic building blocks of visual design include:

- Line
- Shape
- Color
- Texture
- Space
- Form
- Value

## 3. Principles of Design:

These guide how the elements are combined:

- Balance
- Contrast
- Emphasis
- Movement
- Repetition
- Proportion
- Unity

## 4. Color Theory:

- Primary, Secondary, Tertiary Colors
- Color Harmonies (Complementary, Analogous, Triadic)
- Warm vs Cool Colors
- Emotional & Cultural Impact of Color

## 5. Typography:

- Serif vs Sans-serif fonts
- Type hierarchy
- Readability and legibility
- Spacing: Kerning, Leading, Tracking

## 6. Common Design Tools:

- Adobe Photoshop: Raster editing and manipulation
- Adobe Illustrator: Vector graphics and logos
- Canva: Drag-and-drop layout design
- Figma: UI/UX and collaborative design

## 7. Layout and Composition:

- Rule of Thirds
- White Space
- Grid Systems
- Visual Hierarchy

## 8. Summary:

A strong grasp of the elements and principles of design, along with understanding color and typography, is essential for creating visually compelling work. Mastering design tools enables designers to bring ideas to life effectively.