

Elemen & Prinsip Desain

Further Reading: <https://designschool.canva.com/design-elements-principles/>
<https://webdesign.tutsplus.com/articles/a-comprehensive-introduction-to-visual-design--cms-26224>

LINE



A line is a mark between two points. There are various types of lines, from straight to squiggly to curved and more. Lines can be used for a wide range of purposes: stressing a word or phrase, connecting content to one another, creating patterns and much more.

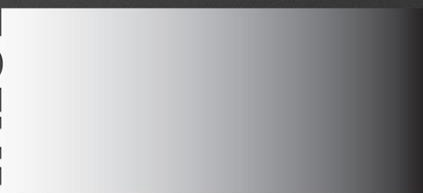
SHAPE



Height + width = shape. We all learned basic shapes in grade school - triangles, squares, circles and rectangles. Odd or lesser seen shapes can be used to attract attention.

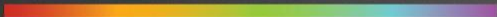
There are three basic types of shape: **geometric** (triangles, squares, circles etc), **natural** (leaves, animals, trees, people), and **abstracted** (icons, stylizations, graphic representations etc).

VALUE



Value is how light or how dark an area looks. A gradient, shown above, is a great way to visualize value - everything from dark to white, all the shades in-between, has a value. Use value to create depth and light; to create a pattern; to lead the eye; or to emphasize.

COLOR



Color is used to generate emotions, define importance, create visual interest and more. CMYK (cyan/magenta/yellow/black) is **subtractive**; RGB (red/green/blue) is **additive**.

Some colors are **warm** and **active** (orange, red); some are **cool** and **passive** (blue, purple).

There are various **color types** (primary to analogous) and **relationships** (monochromatic to triad) worth learning more about as well.

TEXTURE



Texture relates to the surface of an object; the look or feel of it. Concrete has a rough texture; drywall has a smooth and subtle texture. Using texture in design is a great way to add depth and visual interest. Printed material has actual, textile texture while screen material has implied texture.



SIZE



Size is how small or large something is: a small shirt vs. an extra large shirt, for example. Use size to define importance, create visual interest in a design (via contrasting sizes), attract attention and more.



Space is the area around or between elements in a design. It can be used to separate or group information. Use it effectively to: give the eye a rest; define importance; lead the eye through a design and more.

SPACE

paper leaf

created by Paper Leaf Design. www.paper-leaf.com

Watch this!

Elemen Desain:

https://www.youtube.com/watch?v=BDePyEFT1gQ&list=PLiOil1qP-cMURN_8baOr3QWfySmljqKlj

1. LINE



.....

Lines help to enhance,
direct and create movement

Canva

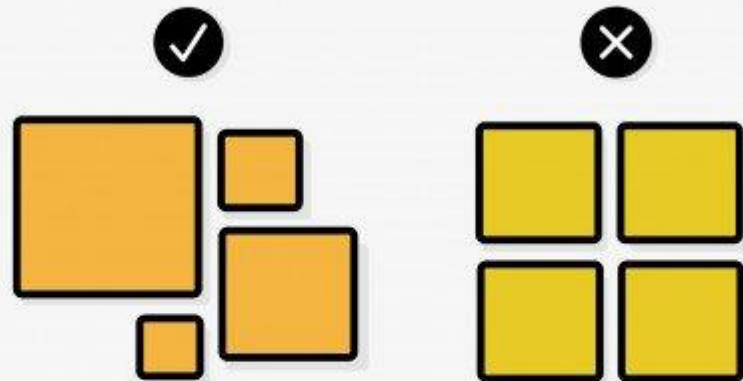








2. SCALE



Scale creates emphasis,
drama and aids hierarchy

Canva

READ THIS FIRST
and then read this.

THAT'S VISUAL HIERARCHY.

YOU READ THIS FIRST

You will read this when skimming

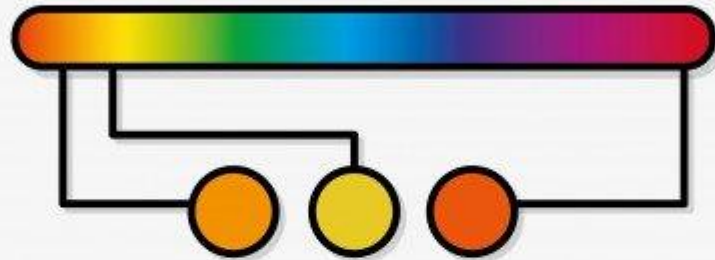
You will probably not read this on a skim

You will not read this. **Unless a phrase is bolded**



*Psst... This is using "anomaly"
to break the flow of the hierarchy. Cool huh?*

3. COLOUR



.....

A strong colour palette
makes for a strong design

Canva



> YELLOW

- > OPTIMISTIC AND YOUTHFUL
OFTEN USED TO GRAB
ATTENTION OF WINDOW
SHOPPERS



> RED

- > ENERGY
INCREASES HEART RATE
CREATES URGENCY
OFTEN SEEN IN CLEARANCE
SALES



> BLUE

- > CREATES THE SENSATIONAL OF
TRUST AND SECURITY
OFTEN SEEN WITH BANKS AND
BUSINESSES



> GREEN

- > ASSOCIATED WITH WEALTHY
THE EASIEST COLOR FOR THE
EYES TO PROCESS
USED TO RELAX IN STORES



> ORANGE

- > AGGRESSIVE
CREATES A CALL TO ACTION:
SUBSCRIBE, BUY, OR SELL



> PINK

- > ROMANTIC AND FEMININE
USED TO MARKET PRODUCTS
TO WOMAN AND YOUNG GIRLS



> BLACK

- > POWERFUL AND SLEEK
USED TO MARKET LUXURY
PRODUCTS

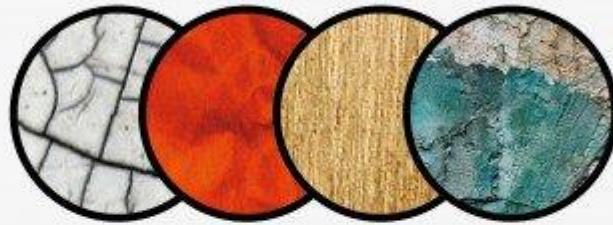


> PURPLE

- > IS USED TO SOOTHE & CALM
OFTEN SEEN IN BEAUTY OR
ANTI-AGING PRODUCTS



8. TEXTURE



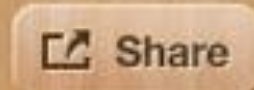
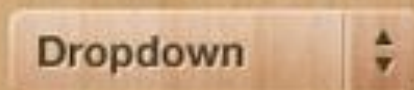
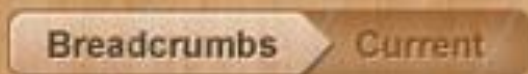
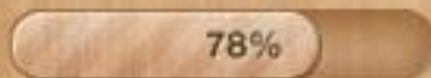
.....

Texture gives tactility and
depth to otherwise flat designs

Canva

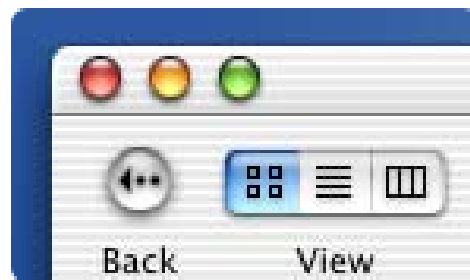
Got Wood?

100+ Modern UI Design Elements

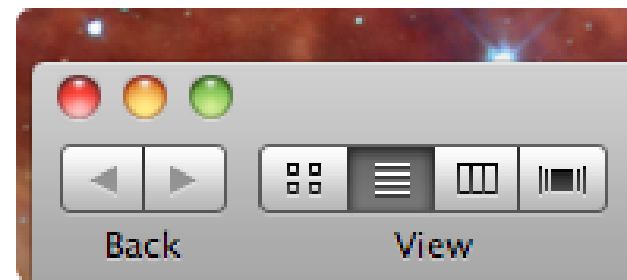


MediaLoft

Old Mac OS X buttons vs. New Mac OS X Buttons



Shiny, glossy buttons with pronounced drop shadows.



Matte buttons, subtle gradients, slight inset highlight on bottom.

White space

Whitespace / negative space → ruang kosong pada halaman web yang bermanfaat untuk:

- Meningkatkan keterbacaan & pemahaman konten
- Mengarahkan user untuk melakukan aksi tertentu
- Memunculkan kesan pertama yg baik
- Menciptakan kesan seimbang
- Berfungsi sebagai pemisah antar elemen
- Mengurangi kelelahan pada mata (*visual relief*)

Ponting defends England hierarchy

Triumphant Australia captain Ricky Ponting believes the level of criticism aimed at England coach Duncan Fletcher and captain Andrew Flintoff is unfair.

Australia won the first three Tests to regain the Ashes, and have won 14 out of 15 overall since their loss in 2005.

"There are 11 guys in the team, or 13 in the squad, and it's very harsh to blame the coach and captain," he said.

"They haven't played anywhere near as well as they'd liked but we haven't given them the opportunity to."

Ponting is only too well aware of the emotions that Fletcher and Flintoff are experiencing, as it is only 15 months since he became the first Australia captain for 19 years to lose an Ashes series.

Ponting, who celebrated his 32nd birthday on Tuesday, has responded magnificently with the bat in the current series, making over 500 runs in his first six innings, including two big centuries.

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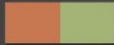
Whitespace meningkatkan
keterbacaan dan
pemahaman konten



Whitespace dapat menghilangkan kesan penuh dan sumpek
dan menciptakan kesan elegan

CONTRAST

COLOR



TONE/VALUE



SIZE/SHAPE



DIRECTION

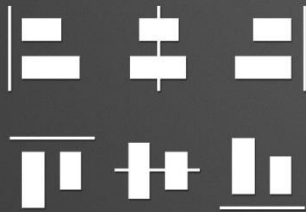


Unique elements in a design should stand apart from one another. One way to do this is to use contrast. Good contrast in a design – which can be achieved using elements like color, tone, size, and more – allows the viewer's eye to flow naturally.

To the left, you can see 4 ways to create contrast in your design.

ALIGNMENT

Proper alignment in a design means that every element in it is visually connected to another element. Alignment allows for cohesiveness; nothing feels out of place or disconnected when alignment has been handled well.

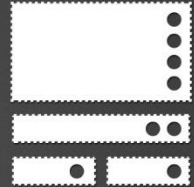


REPETITION

Repetition breeds cohesiveness in a design. Once a design pattern has been established – for example, a dotted border or a specific typographic styling – repeat this pattern to establish consistency.

The short version?

Establish a style for each element in a design and use it on similar elements.



PROXIMITY

Proximity allows for visual unity in a design. If two elements are related to each other, they should be placed in close proximity to one another. Doing so minimizes visual clutter, emphasizes organization, and increases viewer comprehension.

Imagine how ridiculous it would be if the proximity icons on this graphic were located on the other side of this document.



unity



balance



repetition



variation



hierarchy



Principles = contrast

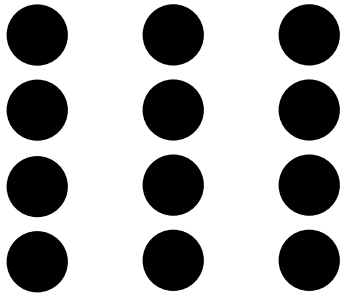


Watch this!

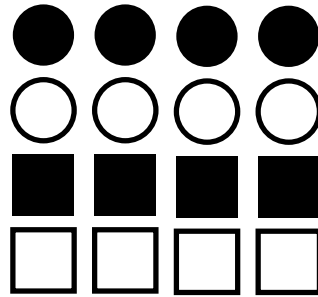
Prinsip Desain:

https://www.youtube.com/watch?v=rG9gx6kjDzI&list=PL0I_RcwLcAnYA7PtaQec83SAc0Jdr77iH

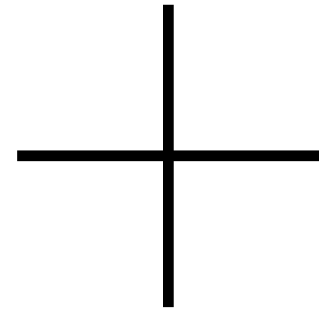
Prinsip Desain 1: Kesatuan (*unity*)



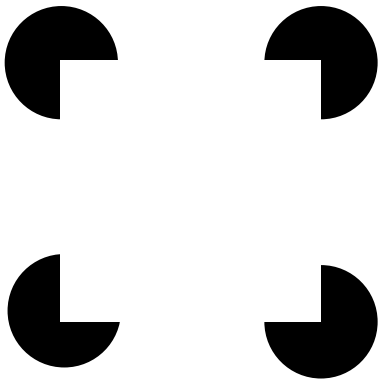
Proximity



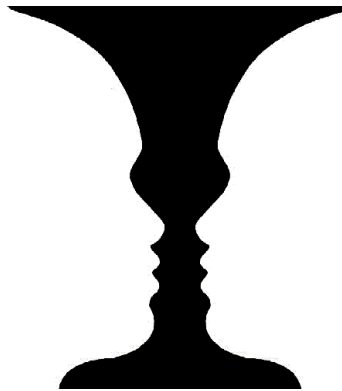
Similarity



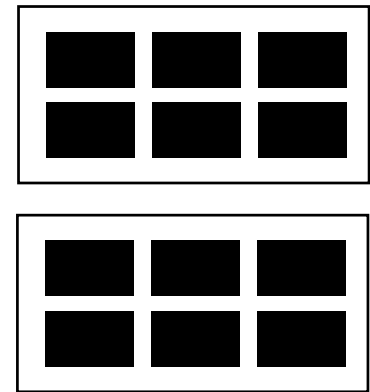
Continuity



Closure



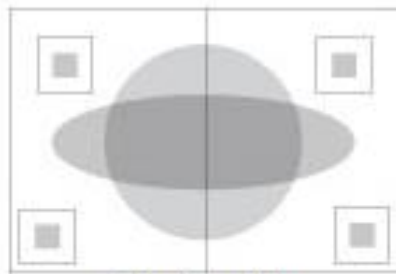
Negative Space



Uniformity



Prinsip Desain 2: Keseimbangan (*balance*)



Horizontal
symmetry



Approximate
horizontal symmetry



Radial
symmetry



Asymmetry



New work coming soon at hulsedurrell.com. Follow along on [Twitter](#).



Creativity On-Demand

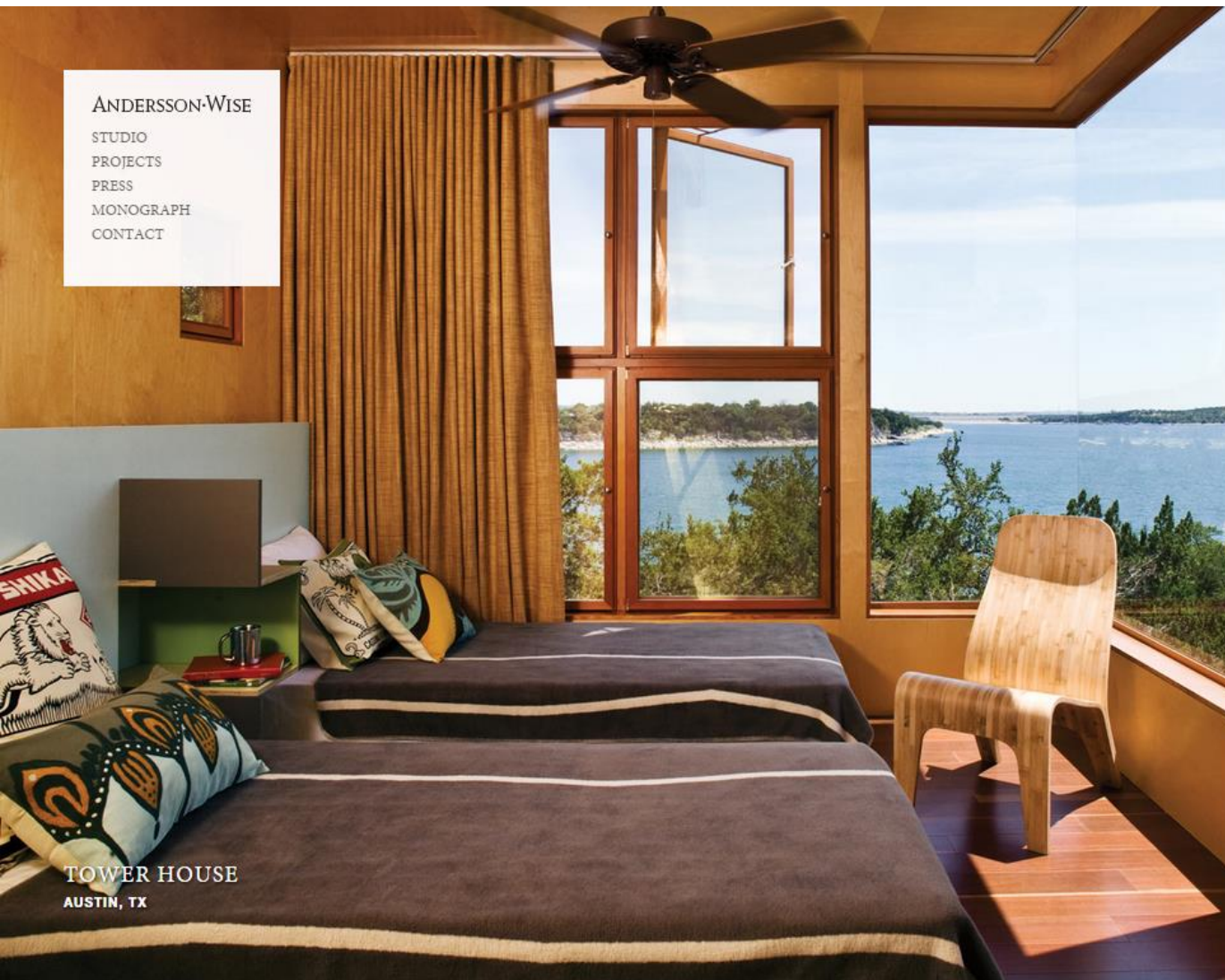
AT A TIME, PLACE, AND BUDGET THAT MAKES SENSE

WHAT DO YOU NEED?

Mobile App

START YOUR PROJECT

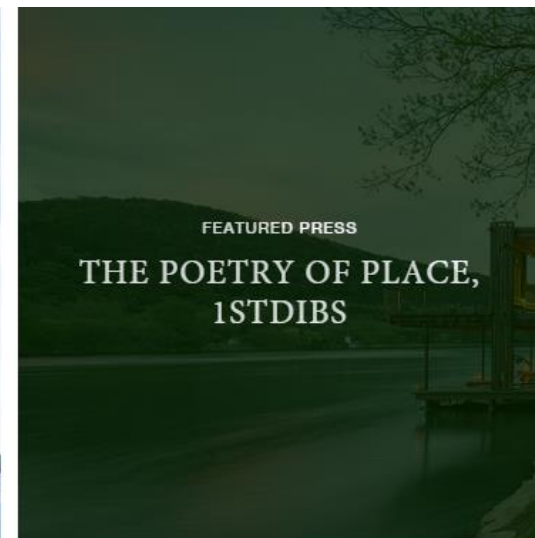
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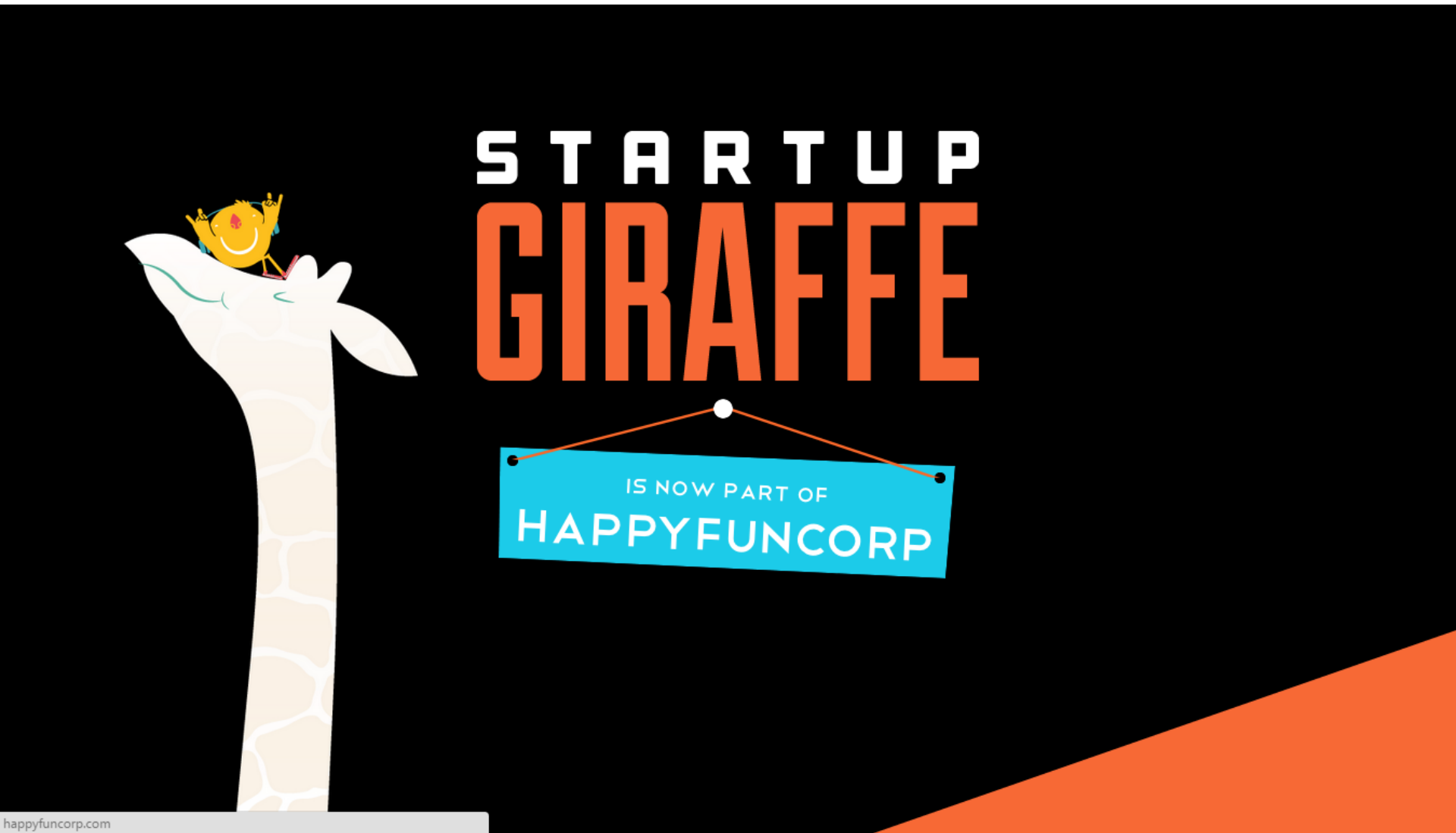
FEATURED PRESS

THE POETRY OF PLACE,
1STDIBS

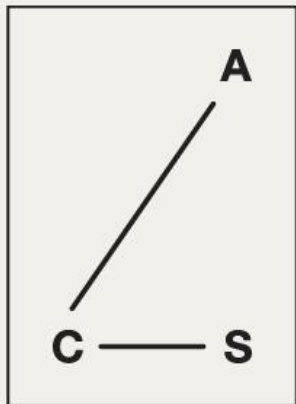


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Halaman web dengan kesan keseimbangan asimetris



happyfuncorp.com



A



Prinsip Desain 3: Kontras, *emphasis* & *domination*

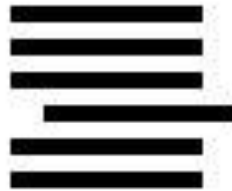
size



texture



position



shape



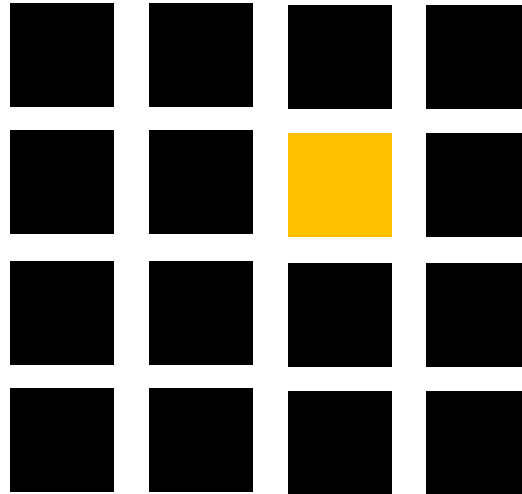
color



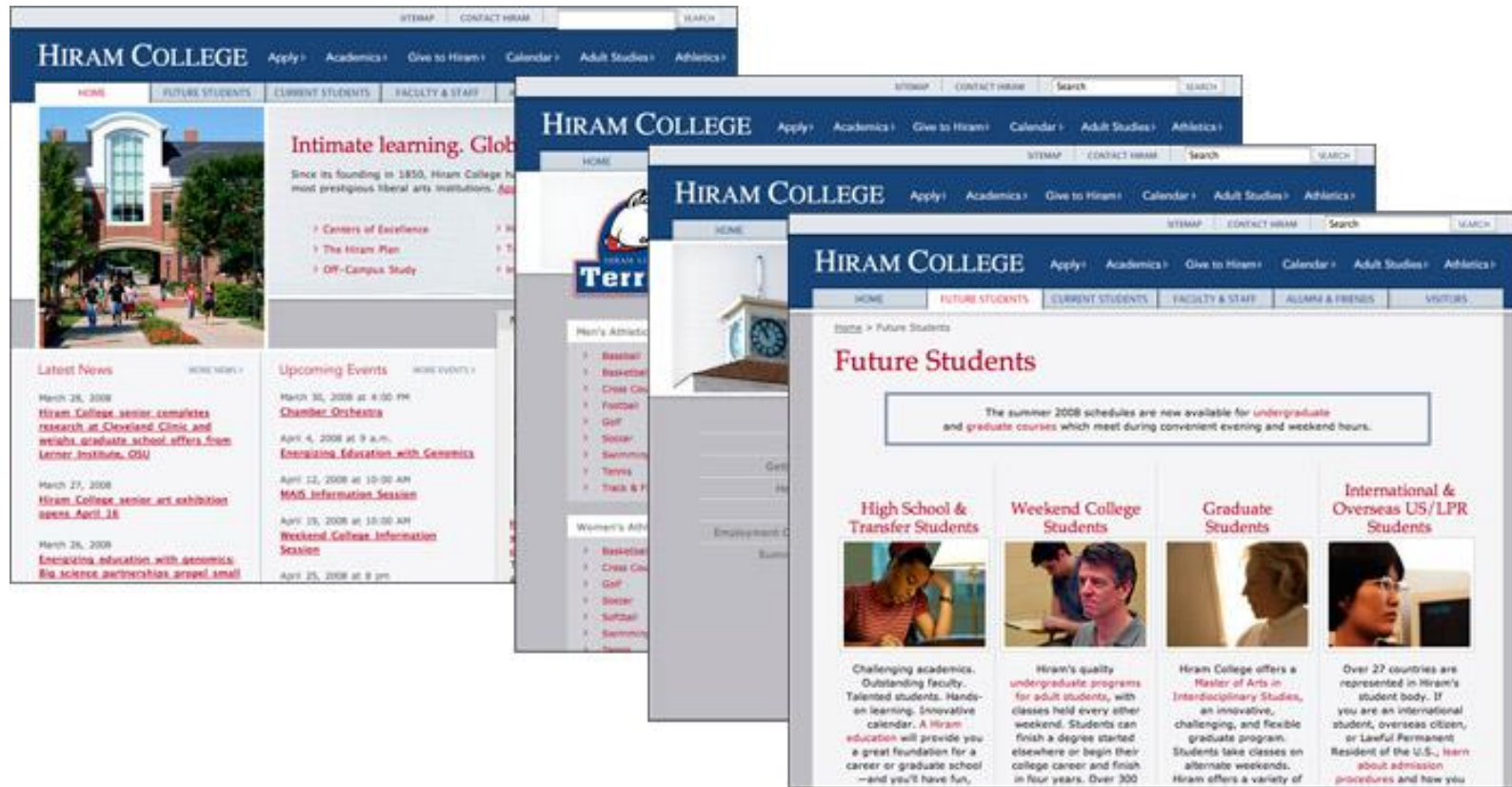
orientation



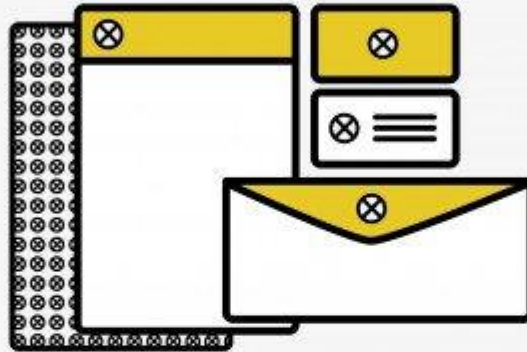
Prinsip Desain 3: Kontras, *emphasis* & *domination*



Prinsip Desain 4: Konsistensi



4. REPETITION



.....

Repetition helps to tie
individual elements together

Canva



MENU BOX

Messages 24

Invites 3

Events 5

Account Settings

Statistics



Anne Hathaway

Lorem ipsum dolor sit amet
consectetuer adipiscing

23 841 49

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Password

SIGN IN

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OS AUDIENCE STATS



CLUJ-NAPOCA / RO

FRI 29/06

24°



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Beginning Graphic Design: Fundamentals

<https://www.youtube.com/watch?v=YqQx75OPRa0&t=16s>