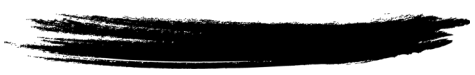# DESIGN FUNDAMENTALS

Align-ments

All of these elements can all be found as we explore our surroundings and we live our day to day lives.

They can all work hand in hand with each other to create compelling designs and even communicate message to others.

SHAPES

The two types of shapes are geometric and organic shapes. They can give out different meaning and evoke specific emotions.

As an example, designers use shapes and typography to create signs as a way to communicate with others.

Organic shapes on the otherhand, are irregular, free-flowing and often found in nature. By understanding the principles of shapes usage, designers can create effective and visually engaging designs.

LINES

Lines are crucial in defining shapes, creating structure, and conveying movement and direction in a design.

It could also establish visual hierarchy, divide space, provide a sense of rhythm, and guide the viewer's eye.

It is an essential element of design to get you started on an idea.

SPACE

Proper spacing is needed for achieving readability, clarity, and visual balance in a design.

It could also enhance legibility, create breathing room, and establish a harmonious rhythm within the layout.

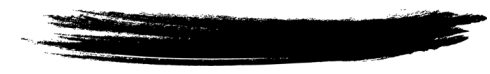Consider spacing in designs as it creates an aesthetic appeal in the eye.

TEXTURE

Texture adds depth, interest, and a sensory dimension to a design. They can be smooth, rough, soft, or gritty, depending on the desired effect.

By adding textures, designers can create a sense of realism, authenticity, or create unique visual experiences.

Whether if it's subtle or bold, texture plays a vital role in adding richness and visual impact to graphic designs, making them more engaging and memorable to the audience.

FORM

This element can be achieved through the use of various techniques such as shading, perspective, and the manipulation of light and shadow.

It adds a sense of solidity and realism to a design, allowing viewers to perceive the objects or elements as tangible and existing in space.

It creates a visually appealing composition and shows the actual concept of the object.