

Introduction to Graphic Design

Graphic Design Elements



- **Graphic design elements** are the building blocks of graphics.
 - Line
 - Color
 - Shape
 - Texture

Line



- **Lines** can be straight or curved.
- How are lines used in the composition on this slide?



Color Definitions



- **Hue** is another word for color.
- **Chroma** is the intensity or purity of color.
- **Tint** is a color mixed with white.
- **Tone** is a color mixed with gray.
- **Shade** is a color mixed with black.

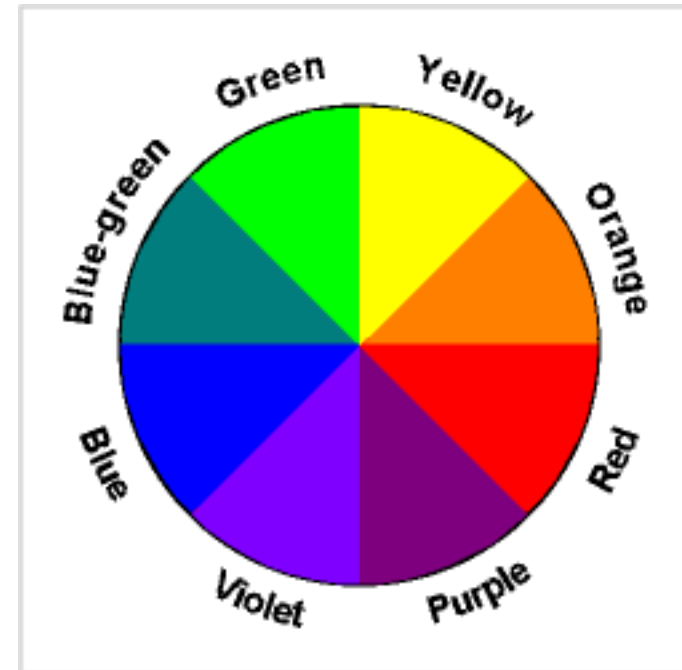
Color and Contrast



- Using color can enhance or detract from a composition.

www.lighthouse.org/color_contrast.htm

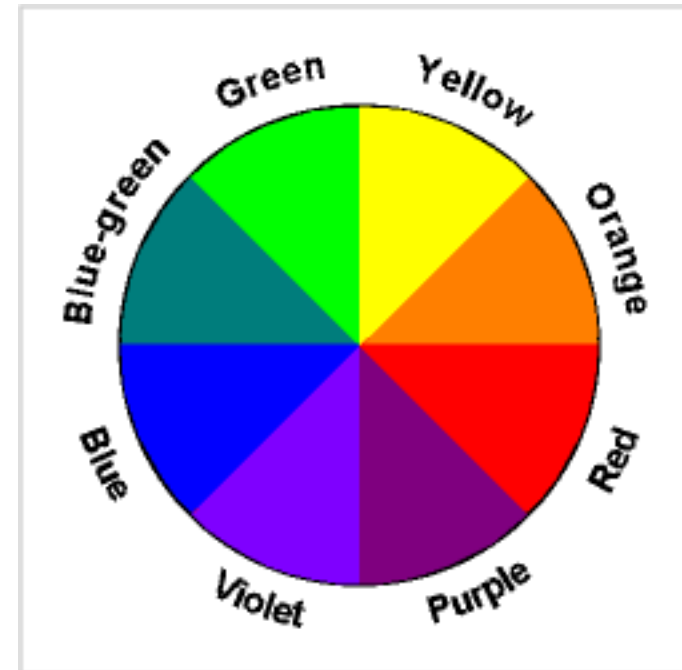
- Color wheels help determine which colors are in greatest contrast.



Color Wheels



- **Analogous colors** are adjacent to each other on the color wheel.
- **Complementary colors** are opposite each other on the color wheel.



Color in Design

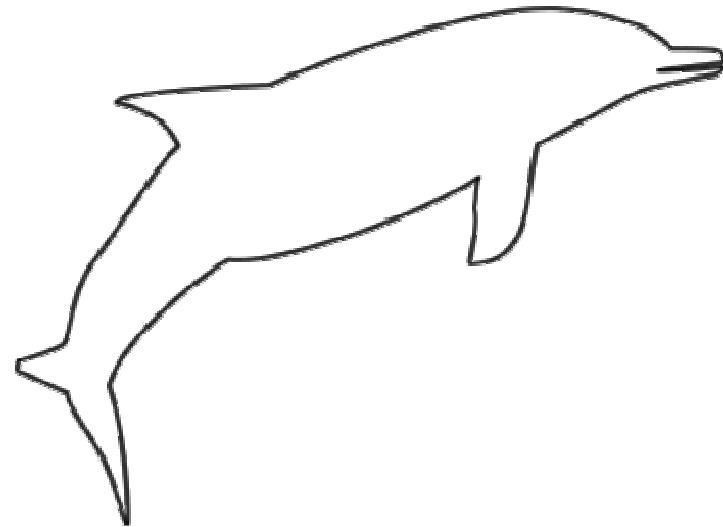


- **Use color to label or show hierarchy.**
- **Use color to unify, separate, or emphasize.**
- **Use color to decorate.**
- **Use color consistently.**

Shapes



- **Shapes** are enclosed objects that can be created by line or created by color and value changes that define their edges.



Texture



- **Texture** is the surface look of an object created by varying dark and light areas.
 - Roughness
 - Smoothness
 - Depth

Graphic Design Principles



- **Graphic design principles** are ways in which elements are used together.
 - Movement
 - Balance
 - Emphasis
 - Unity

Movement



- **Movement** is the use of lines, color, and repetition to create the illusion of motion.
 - Curved forms or lines
 - Repetition of geometric forms
 - Fuzzy lines or outlines

An Example of Movement



- **Lines** can indicate motion or direction.
- How are lines used in the composition on this slide?



Balance



- **Balance** is the act of comparing two things, one against the other, and the contrast between:
 - Empty space (white space) and filled space
 - Text and images
 - Color and no colors and different colors
 - Textures against flat colors

Balance in Composition



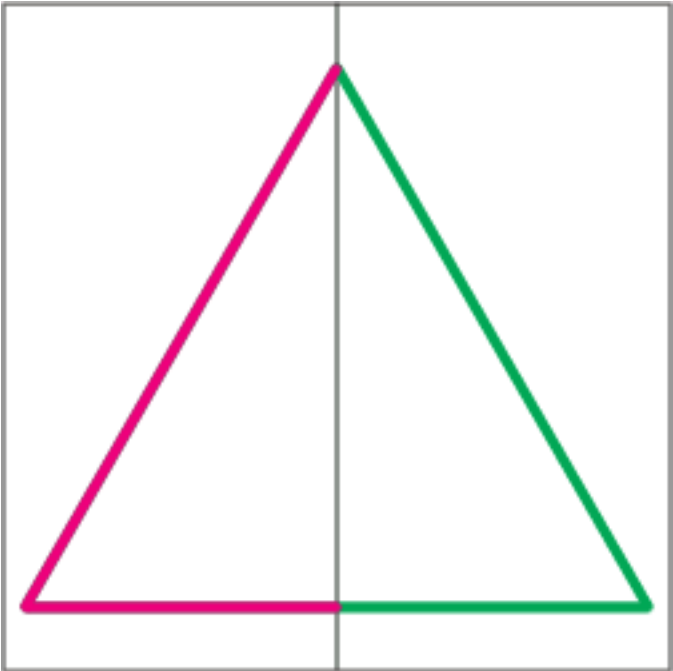
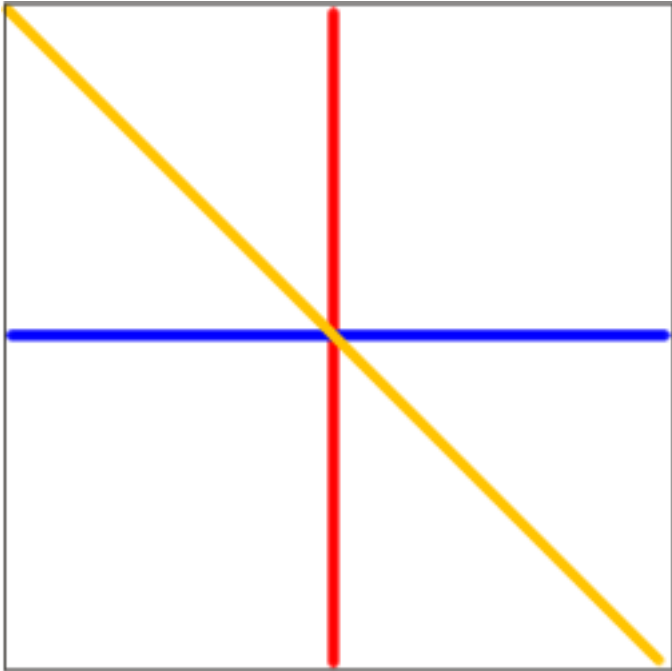
- **There are three different types of balance when using color, shape, and position:**
 - Symmetry
 - Asymmetry
 - Radial symmetry

Symmetry or Formal Balance



- You can usually identify at least one of three **lines of symmetry**.
 - Horizontal
 - Vertical
 - Diagonal

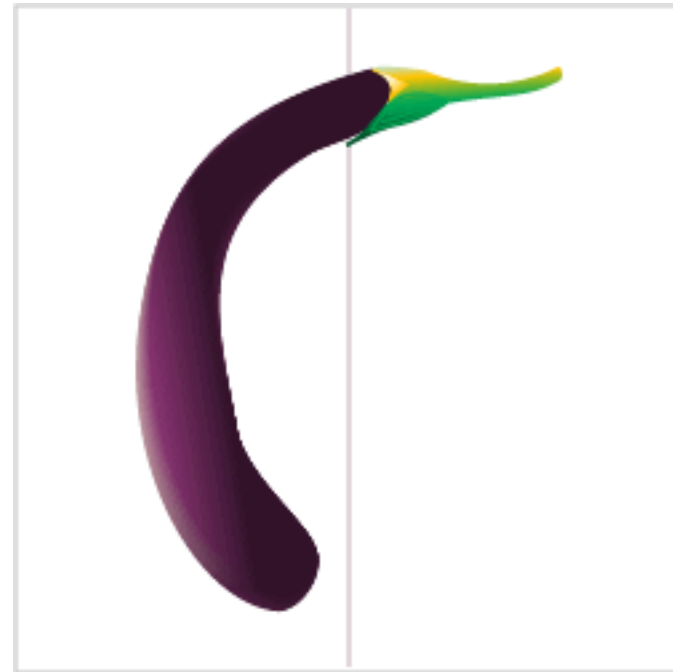
Symmetrical Balance



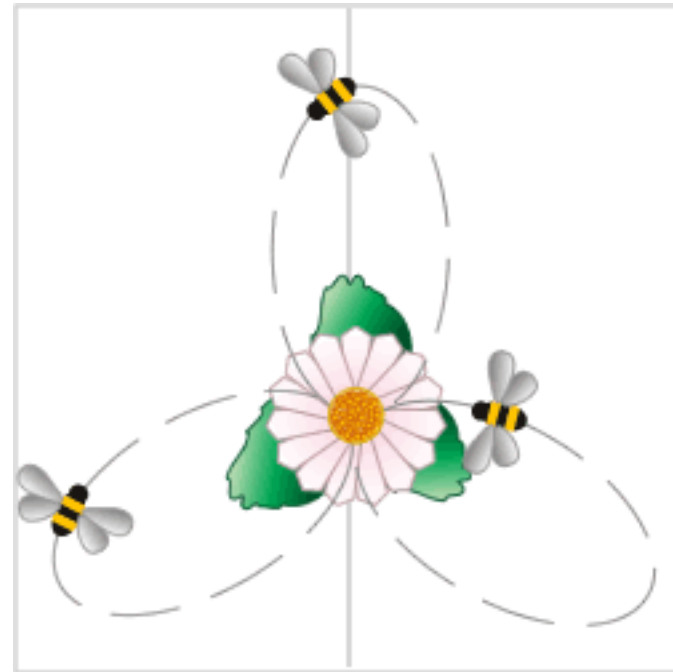
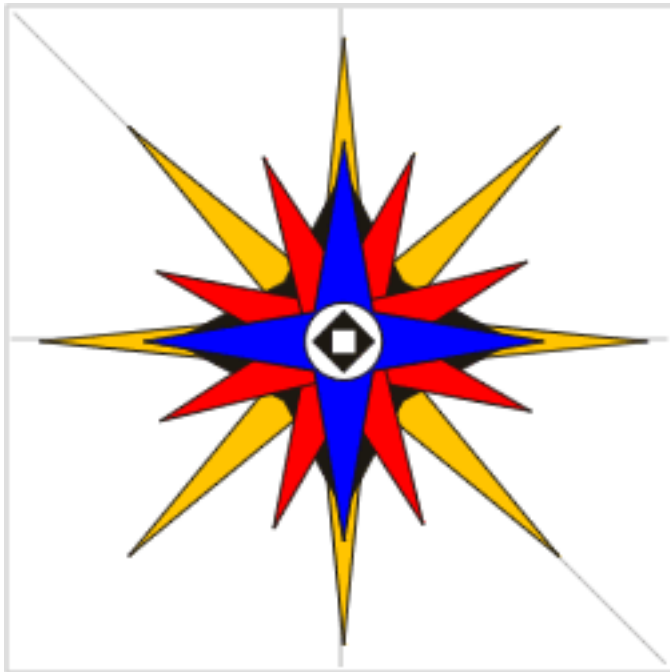
Examples of Symmetrical Balance



Examples of Asymmetrical Balance



Examples of Radial Balance



Emphasis



- **Emphasis:** To express with particular stress or force.
- What message is stressed here?



Unity



- **Unity**: The correct balance of composition or color that produces a harmonious effect.
- What is the focus of the message?



Summary



- **The basis of good graphic design is effective use of design elements as you apply design principles.**
- **Clearly identify what you are trying to accomplish and then use design to convey your message.**
- **Brainstorm alternatives.**