

Chapter 3 Outline:

Chapter 3: Fundamentals of Graphic Design

– Formal elements of design:

Line – Value – Shape – Texture – Color

Line: A line is a mark made by a tool as it is drawn across a surface. Also, a line is defined as a moving dot or point, or can be called an open path.

Shape: The general outline of something is a shape...a closed form or closed path.

Value: The lightness or darkness of a visual element.

Color: The hue is the name of the color, e.g. red, green or blue.

PMS: Pantone Matching System

Texture: The tactile quality of a surface or the representation of such a surface quality.

Pattern: The repetitive arrangement of elements, like wall paper.

– Principles of design:

Balance: Equal distribution of weight. The composition can be symmetric or asymmetric

Emphasis: The arrangement of visual elements giving stress or importance to some visual elements
– Allows information to be gleaned easily

Focal Point: The part of the design that is most accentuated

Visual Hierarchy: Arranging elements according to emphasis. It is related to establishing a point of focus. It goes beyond a focal point to establish a priority order of all the information in a work.

Rhythm: Pattern created by repeating or varying elements, with consideration given to the space between them, and by establishing a sense of movement from one element to another

Unity: Established when the elements in a design look as though they belong together. This is one of the primary goals of composition – establishing an integrated whole, rather than unrelated parts

Unity – Correspondence: When you repeat an element like color, shape, direction – you establish a visual connection or correspondence among the elements.

Unity – Grid: A guide of vertical and horizontal lines that divide the page into columns and margins. The grid is used for alignment of visual elements.

Unity – Alignment: Visual connections can be made between and among elements, shapes and objects when their edges or axes line up with one another.

Unity – Flow: Elements are arranged so that the audience is led from one element to another through the design. Flow is movement and is connected to the principle of rhythm.

Positive and Negative Space: Positive and negative space are interdependent.

Illusion of Space: You can create the illusion of three-dimensional space or spatial depth. The spatial depth can be shallow or deep, recessive or projected.