

## 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.