INTRODUCTION TO GRAPHIC DESIGN
MOVEMENT, BALANCE, UNITY, CONTRAST, EMPHASIS, LINE, AND COLOR

Wednesday, March 23, 2011

Graphic design elements

- **Graphic design elements** are the building blocks of graphics.

  - Line

  - Color

  - Shape

  - Texture

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Lines

- Lines can be straight or curved.

- How are lines used in the composition on this slide?

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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.

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Color and contrast

- Using color can enhance or detract from a composition.
  www.lighthouse.org/color_contrast.htm

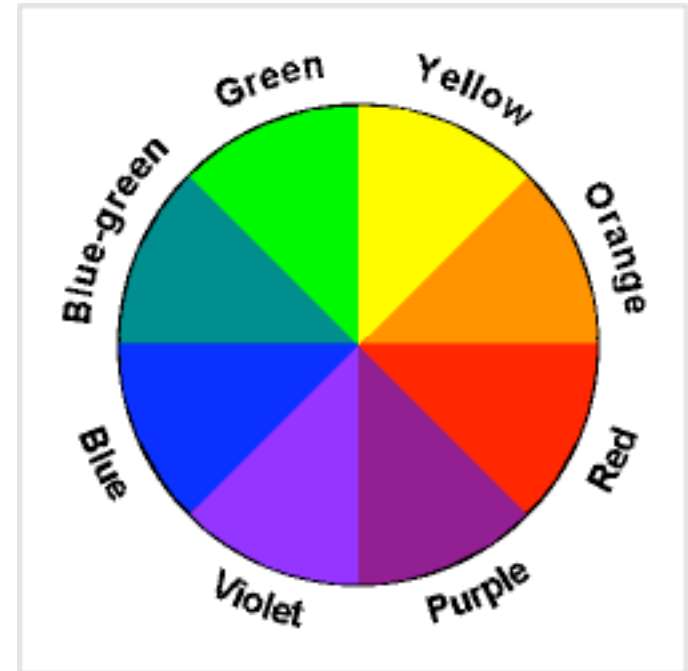- Color wheels help determine which colors are in greatest contrast.

Use Kuler from Adobe Labs to try out new color schemes:

http://kuler.adobe.com/

Adobe

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Color wheels

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

- Complementary colors are opposite each other on the color wheel.

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Color in design

- Use color to label or show hierarchy.

- Use color to represent or imitate reality.

- Use color to unify, separate, or emphasize.

- Use color to decorate.

- Use color consistently.

Adobe

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Shapes

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

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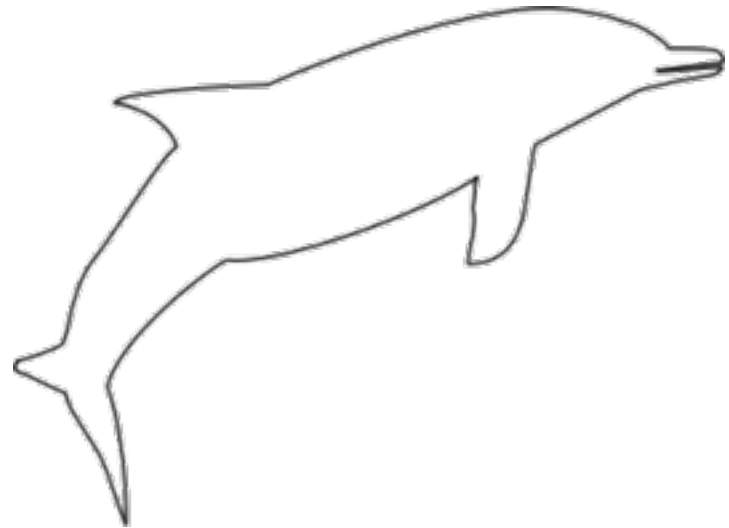
Texture

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

  - Roughness

  - Smoothness

  - Depth

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Graphic design principles

- **Graphic design principles** are ways in which elements are used together.

    - Movement

    - Balance

    - Emphasis

    - Unity

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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

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Lines

- **Lines** can indicate motion or direction.

- How are lines used in the composition on this slide?

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Balance

- **Balance** is the act of comparing or estimating 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
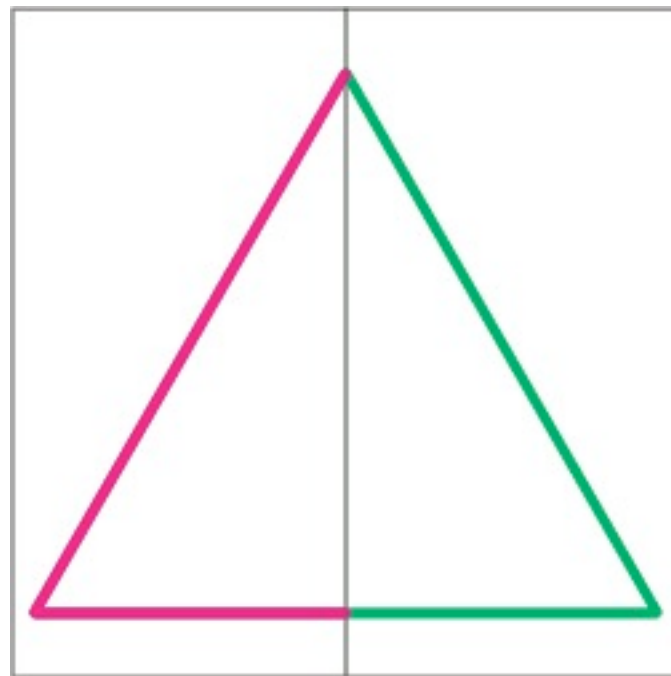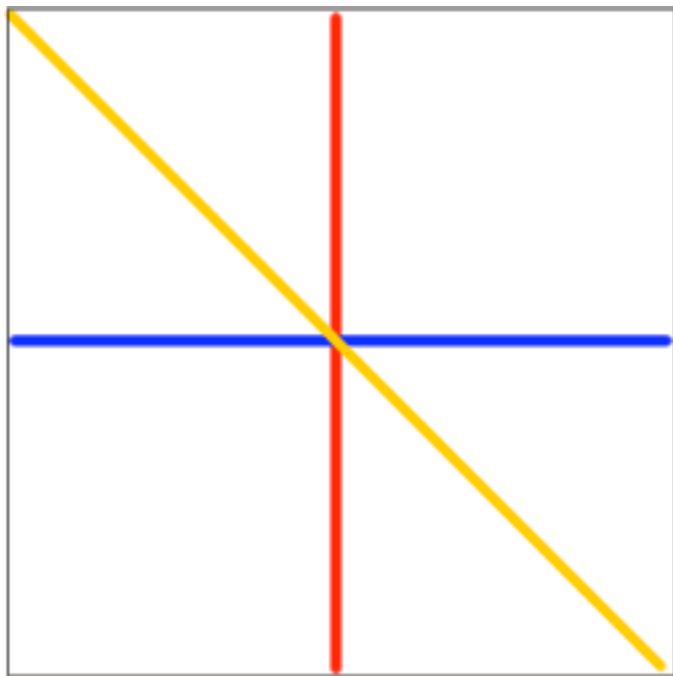
    - Textures against flat colors

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Balance in composition

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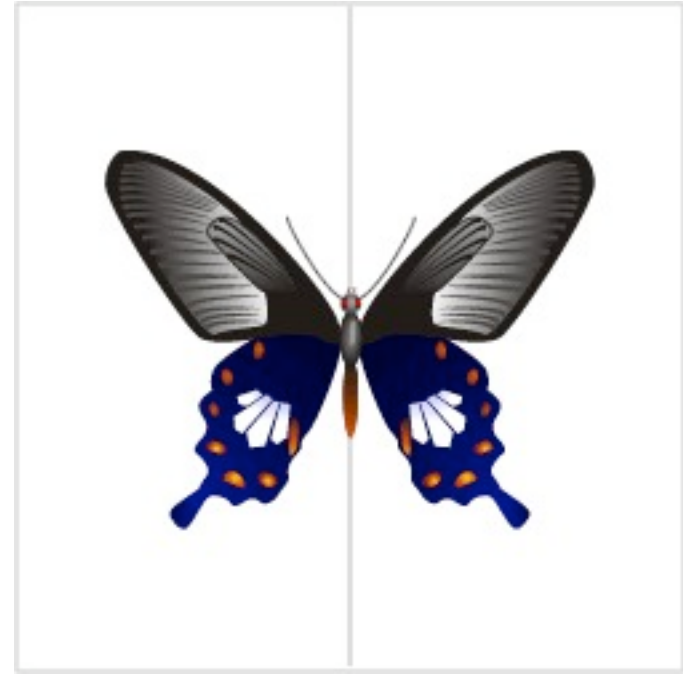
    - Symmetry

    - Asymmetry

    - Radial symmetry

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Symmetrical or formal balance

- You can usually identify at least one of three lines of symmetry.

    - Horizontal

    - Vertical

    - Diagonal

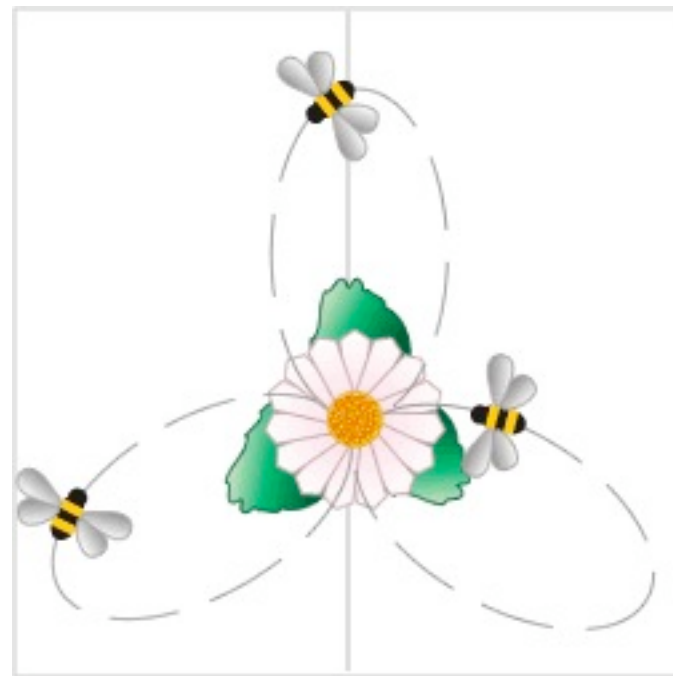Wednesday, March 23, 2011

Symmetrical balance

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Examples of symmetrical balance

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Examples of asymmetrical balance

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Examples of radial balance

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Unity

- Unity: The correct balance of composition or color that produces a harmonious effect.

- What is the focus of the message?

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- **Emphasis**: To express with particular stress or force.

- What message is stressed here?

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Summary

- The basis of good graphic design is use of design elements and their thoughtful application in the form of design principles.

- Clearly identify what you are trying to accomplish — use design to convey your message.

- Brainstorm alternatives.

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