

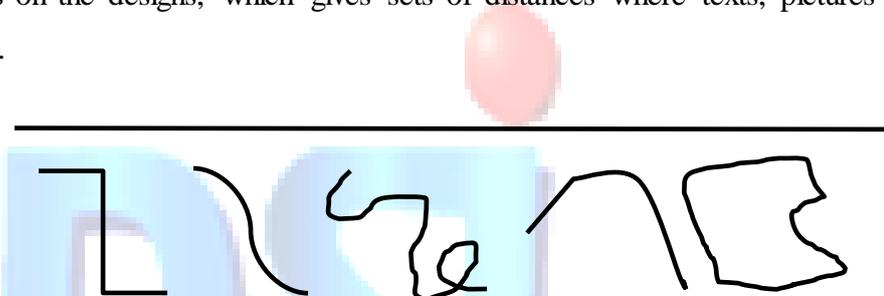
# COURSE: ESSENTIALS OF GRAPHICS DESIGN

## MODULE 2: ELEMENTS OF GRAPHICS DESIGN

The basic visual elements that combine to create a graphic design are line, colour, shape, value, texture, form and topography.

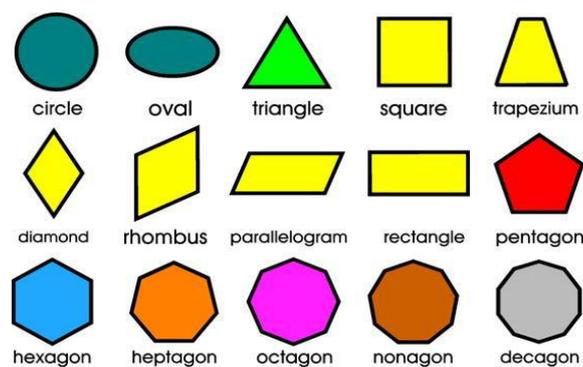
**Line:** The first and most basic element of design is that of the line. In drawing, a line is the stroke of the pen or pencil. But, in graphics design, it is any two connected points. Lines are useful for dividing space and drawing the eye to a specific location. For example, think about how a magazine uses lines to separate content, headlines and side panels.

Line is a straight line between two points. It can also serve as an edge and how we place our borders on the designs, which gives sets of distances where texts, pictures are placed on our designs.



**Shapes:** Shapes, either geometric or organic, add interest. Shapes are defined by boundaries, such as a line or colour, and they are often used to emphasize a portion of the page. Everything is ultimately a shape, so you must always think in terms of how the various elements of your design are creating shapes, and how those shapes are interacting.

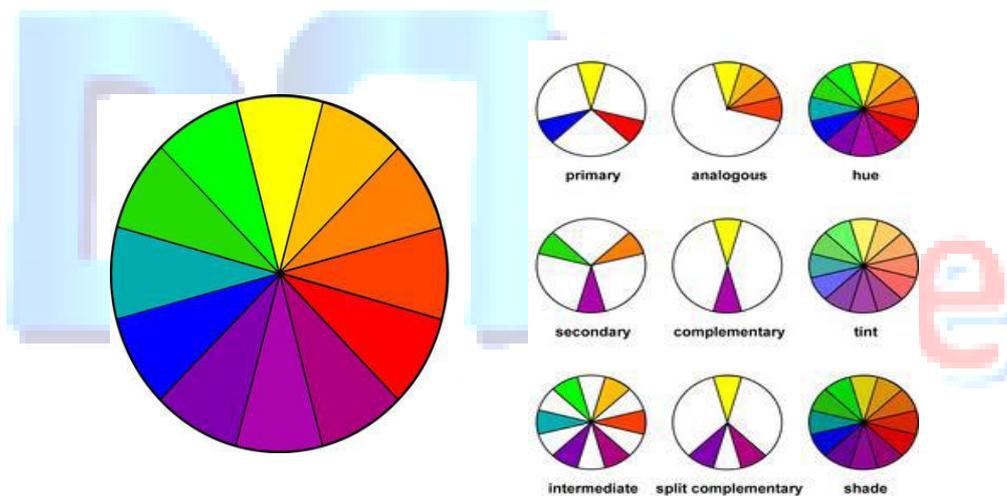
Graphic design can serve as a personality of stories that we are trying to tell. For instance, given a particular shape, say a design that has sharp edges gives a personality for things that are strong and very sharp, while shapes that have curve or soft edges stand for something flexible in nature, sharing experiences and lifestyles.



**Form:** When a shape becomes three-dimension or 3-D, we call it a form. Forms make up a variety of things in the real world, including sculptures, architectures and other 3-D objects. However, forms do not have to be 3-D shapes. They can also be 2-D shapes that are implied through illustrations, using techniques like light, shadow, and perspective to create the illusion of depth. 2-D designs make realism possible. In other words, basic forms can bring a touch of realism to your work, which is a powerful tool when used in moderation.

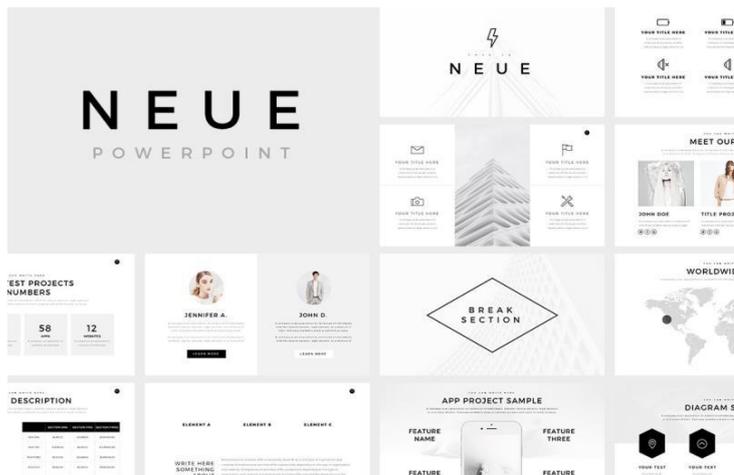
**Colour:** Colour is one of the most obvious elements of design, for both the user and the designer. It can stand alone, as a background, or be applied to other elements, like lines, shapes, textures or typography. Colour creates a mood within the piece and tells a story about the brand. Every colour says something different, and combinations can alter that impression further.

Colour is very important in graphic design. It tells a different personality and story that could share in our graphic designs. For instance, green colour tells about life and agriculture, white depicts cleanliness and purity, red depicts danger or blood, and yellow depicts happiness, etc.



**Space:** Negative space is one of the most commonly underutilized and misunderstood aspects of designing for the page. The parts of the site that are left blank, whether that is white or some other colour, help to create an overall image. Use negative space to create shapes as you would in any other element.

Space in our design must be well arranged. For instance, the spaces between a shape, text and picture must be well arranged, because if the spaces are not regular or inconsistent, it will tell negatively on the design. But, if the spaces on our design are regular, it tells something good about a company and its consistency in doing good things. (See the image below)



**Value:** Value talks about the proportion of colours to each other, the proportion of picture to each other, making sure that the proportions of these properties to one another, are invariably balance. For example, using two colours black and white, their proportion is important and must be equal, because the colour tells about two different sides and stories, probably positive and negative stories, respectively.

Value can also serve smooth transition between two colours, for example, blue and purple colours, as they look alike and similar could be describing transition between life and things.

**Texture:** It is counter-intuitive to think about texture when the piece is not ever going to be touched. However, websites and graphics design do rely on the look and impression of texture on the screen. Textures can create a more three-dimensional appearance on this two-dimensional surface. It also helps build an immersive world.



**Scale (size):** Playing with the scale and size of your objects, shapes, type and other elements add interest and emphasis. How boring would a symmetrical website with all similarly sized ingredients be? Very. But, the amount of variation will depend heavily on the content within. Subtle differences suit professional content, while bold ones prefer creative enterprises.

