

GRAPHIC DESIGN ELEMENTS AND PRINCIPLES

Technology Education

GRAPHIC DESIGN ELEMENTS

- ARE THE BUILDING BLOCKS OF GRAPHICS

- ▶ Line
- ▶ Color
- ▶ Shape
- ▶ Texture

LINES

- ▶ Can be straight or curved
- ▶ Can be used for composition



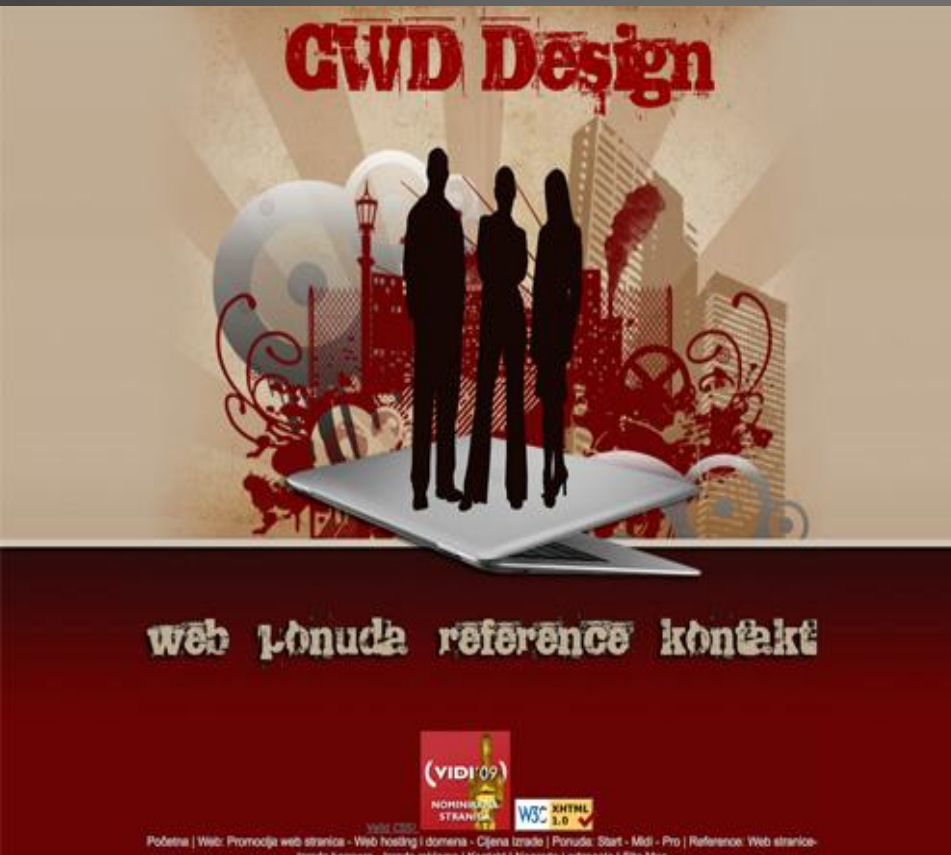
COLOR

- ▶ Can enhance or detract from a composition
- ▶ Very powerful, but dangerous
- ▶ Use color to label or show hierarchy.
- ▶ Use color to unify, separate, or emphasize.
- ▶ Use color to decorate.
- ▶ Use color consistently.



WARM COLORS

-generally energizing, passionate, and positive



COOL COLORS

- ▶ colors of night, of water, of nature, and are usually calming, relaxing, and somewhat reserved.

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4903 Morena Blvd. Suite 1215 San Diego, CA 92117 - T: 858.200.0004 - F: 858.274.3728 - E: info@plantwithpurpose.org

personal webpage of KELVIN CARLO BALUYUT

HOME ABOUT WORKS CONTACT BLOG

Web Design - Gnostam, LLC

GNOSTAM, LLC

GNOSTAM International Equity and Direct Investment Asset Managers, LLC

HOME ABOUT INVEST

I design websites and other stuff. Oh and I shoot photos as well.

Oy! Mabuhay and welcome to my webpage. The name's Kelvin. I'm a web designer and photo enthusiast from Philippines who is always fascinated by awesome websites and stunning photographs. I also love the always sold-out hopia mungo of Michell's Bakeshop. :)

Feel free to look around. And if you find something interesting, please don't hesitate to get in touch. You can send me some love at vin@kjsman96.com or just visit my contact page. Cheers!

ELSEWHERE

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FLICKR

Some photos from my flickr page. For the latest ones, view my deviantart instead.

TWITTER

Browser Sandbox - Run any browser from the web - <http://jspon.net/Browsers/> 5T days ago

"Twitter is a bunch of friends sitting around a table, all shouting at the same time..." He is right! haha! (complete: <http://tiny.cc/DKQjn>) 125 days ago

NEUTRAL COLORS

- ▶ serve as the backdrop in design
- ▶ impressions of neutral colors are much more affected by the colors that surround them than are warm and cool colors

MEDIASOLDIER

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Hello, my name is **Trevor Henry**.

I am a Toronto-based illustrator, photographer and designer. I love visual media and I am always on the lookout for new projects.



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MINT

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The best free way to manage your money

We download and categorize your balances and transactions automatically every day — making it effortless to see graphs of your spending, income,



MINT REDESIGN

Mint.com is a popular free web-based financial management service. This is a concept for a redesign of the mint website created to explore the relationship between colour, typography and brand.

Responsibilities: Graphic design, user interface design

[VIEW WORK](#)

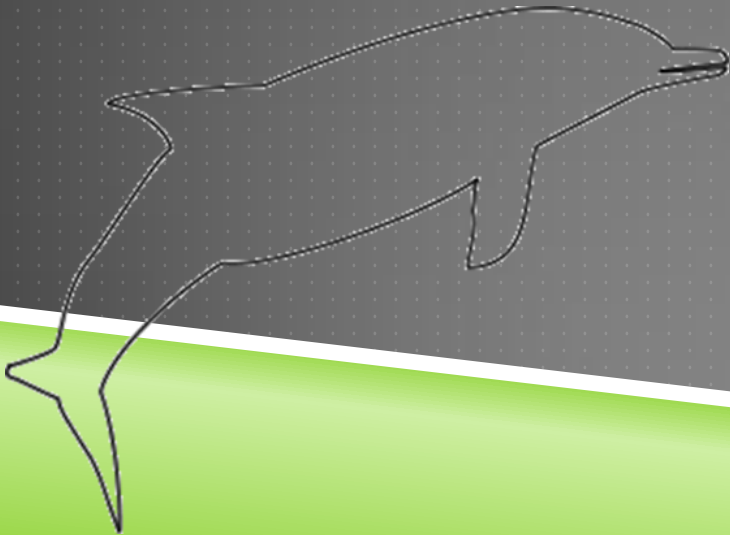
ETHOS ENGINEERING

COLOR MEANINGS

- ▶ ■ **Red:** Passion, Love, Anger
- ▶ ■ **Orange:** Energy, Happiness, Vitality
- ▶ ■ **Yellow:** Happiness, Hope, Deceit
- ▶ ■ **Green:** New Beginnings, Abundance, Nature
- ▶ ■ **Blue:** Calm, Responsible, Sadness
- ▶ ■ **Purple:** Creativity, Royalty, Wealth
- ▶ ■ **Black:** Mystery, Elegance, Evil
- ▶ ■ **Gray:** Moody, Conservative, Formality
- ▶ ■ **White:** Purity, Cleanliness, Virtue
- ▶ ■ **Brown:** Nature, Wholesomeness, Dependability
- ▶ ■ **Tan or Beige:** Conservative, Piety, Dull
- ▶ ■ **Cream or Ivory:** Calm, Elegant, Purity

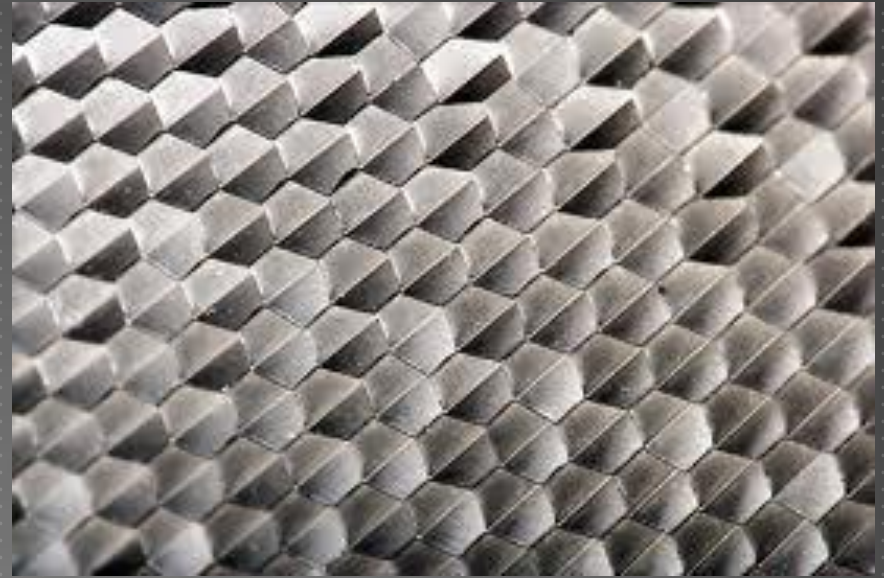
SHAPE

- ▶ 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

- ▶ The way in which elements are used together
- ▶ Movement
- ▶ Balance
- ▶ Emphasis
- ▶ Unity

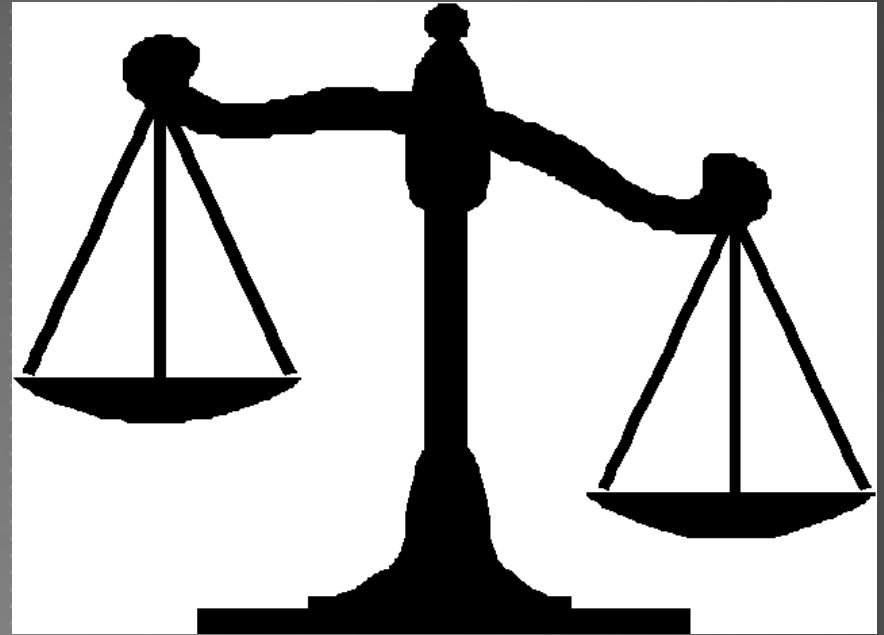
MOVEMENT

- ▶ 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

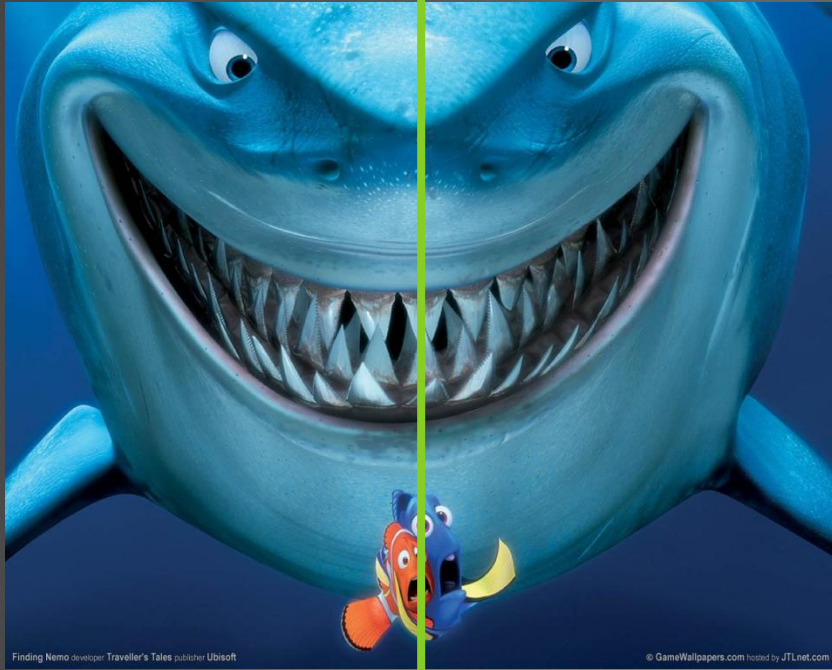


BALANCE

- ▶ 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



- ▶ Symmetrical
- ▶ Asymmetrical
- ▶ Radial



Symmetrical

Radial



Asymmetrical

UNITY

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



Anru
Expressions

RAJITA
rajita@anruhandicrafts.com
Cell: 0211735198

ANRU EXPRESSIONS
West City Mall, Opposite Telecom
Level1, Henderson ,West Auckland
Ph: 096234191 Fax: 095297547
in@anruhandicrafts.com

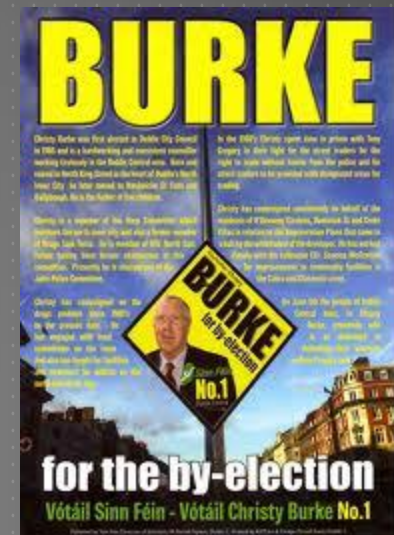
Overseas Office
1227 Sector 9
Faridabad, Haryana-121006 INDIA
Ph: 91-129-4007776,4087776
in@anruhandicrafts.com

www.anruhandicrafts.com



EMPHASIS

- ▶ To express with particular stress or force.
- ▶ What message is stressed here?



CONCLUSION

- ▶ 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!!!!