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

Graphic design elements
- Graphic design elements are the building blocks of graphics.
  - Line
  - Color
  - Shape
  - Texture

Lines
- Lines can be straight or curved.
- How are lines used in the composition on this slide?

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.

Color and contrast
- Using color can enhance or detract from a composition.
- 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/

Color wheels
- Analogous colors are adjacent to each other on the color wheel.
- Complementary colors are opposite each other on the color wheel.
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.

Shapes

- 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

- Graphic design principles are ways in which elements are used together.
  - Movement
  - Balance
  - Emphasis
  - Unity

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

Lines

- Lines can indicate motion or direction.
- How are lines used in the composition on this slide?
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

Balance in composition

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

Symmetrical or formal balance

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

Examples of symmetrical balance

Examples of asymmetrical balance
Examples of radial balance

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

Emphasis
- **Emphasis**: To express with particular stress or force.
- What message is stressed here?

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.