

# Elements

## Of Graphic Design

Anu Cherian  
Faculty of Design  
SHSC

Graphic design is the **art** of arranging **pictographic** and **typographic** elements to create **effective communication**.

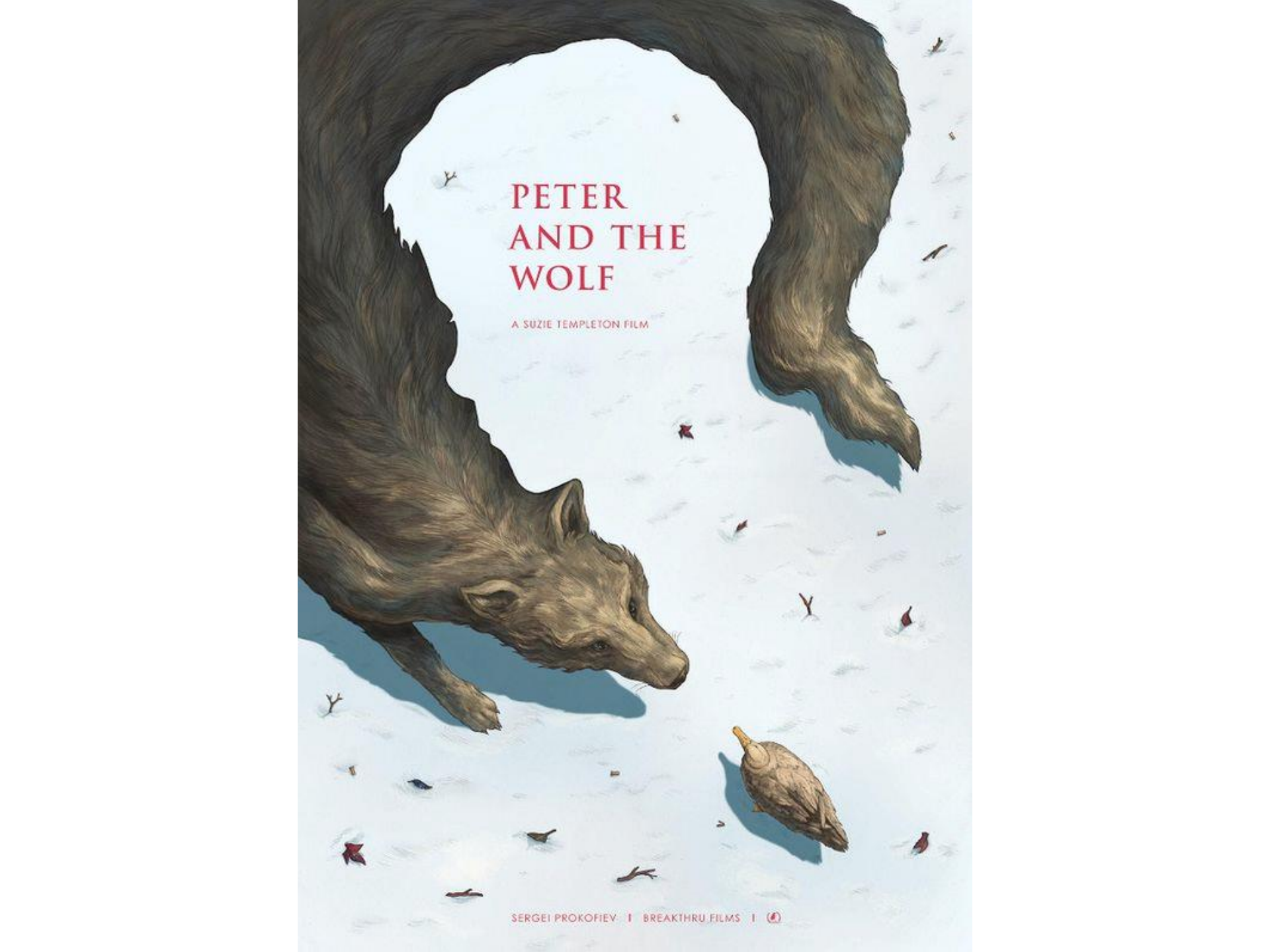
Designing is an act of **visual organization**

Design is a fluid process, guided by designers sense of **intuition, reason, and aesthetic judgement**.





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# PETER AND THE WOLF

A SUZIE TEMPLETON FILM

SERGEI PROKOFIEV | BREAKTHRU FILMS | 

“It’s not what you look at that matters,  
it’s what you **see.**”

**Henry David Thoreau**

American Author, Naturalist, Poet

“The **challenge** is for the graphic designer to **turn data** into **information** and information into **messages of meaning.**”

**Katherine Mc Coy**

American, Educator, Graphic designers.

POINT

LINE

SHAPE

FORM

VALUE

COLOUR

SPACE

TEXTURE



# LINE

- Represents a "path" between two points.
- It can be straight, curved, vertical, horizontal, diagonal, or zigzag.
- Lines imply motion and suggest direction or orientation.

## Lines invoke specific feelings:

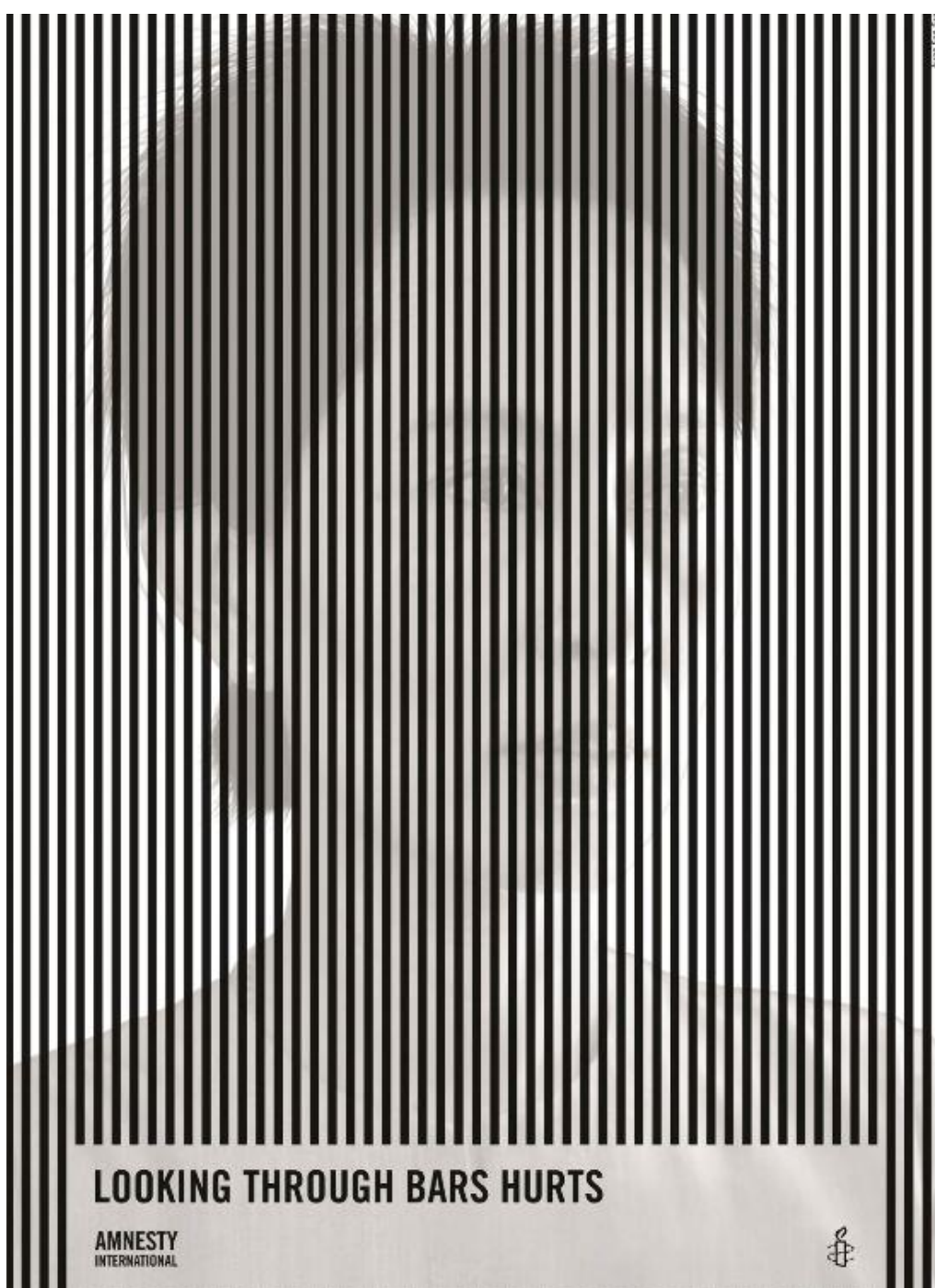
- Horizontal lines - tranquility and rest.
- Oblique lines - movement, action and change.
- Vertical lines - power and strength.
- Curved lines or S shaped lines - quiet, calm and sensual feelings.

## Diagonal line composition



ENTERIES BY SNOW-MANDE REAL, 35111111111111111111

JOHN BUCK  
INTERNATIONAL



Vertical lines



Horizontal line composition



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the United Kingdom,  
Melville to Melbourne,  
Long Island  
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Lines that converge imply depth, scale and distance.

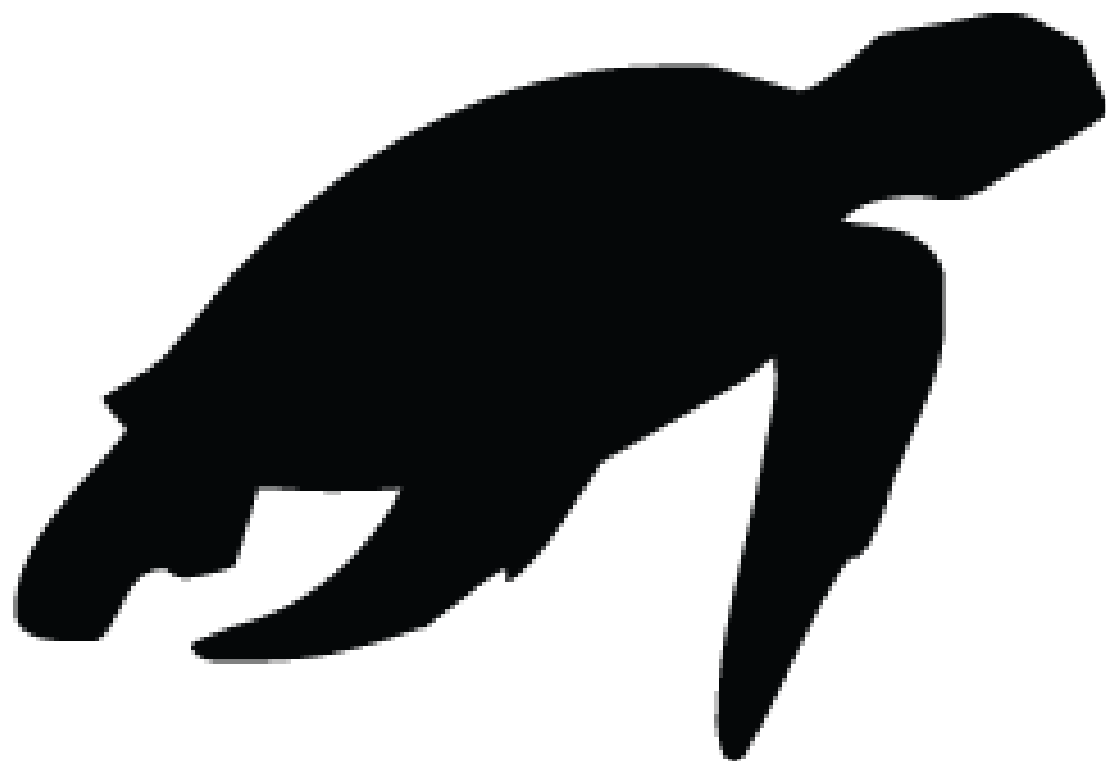


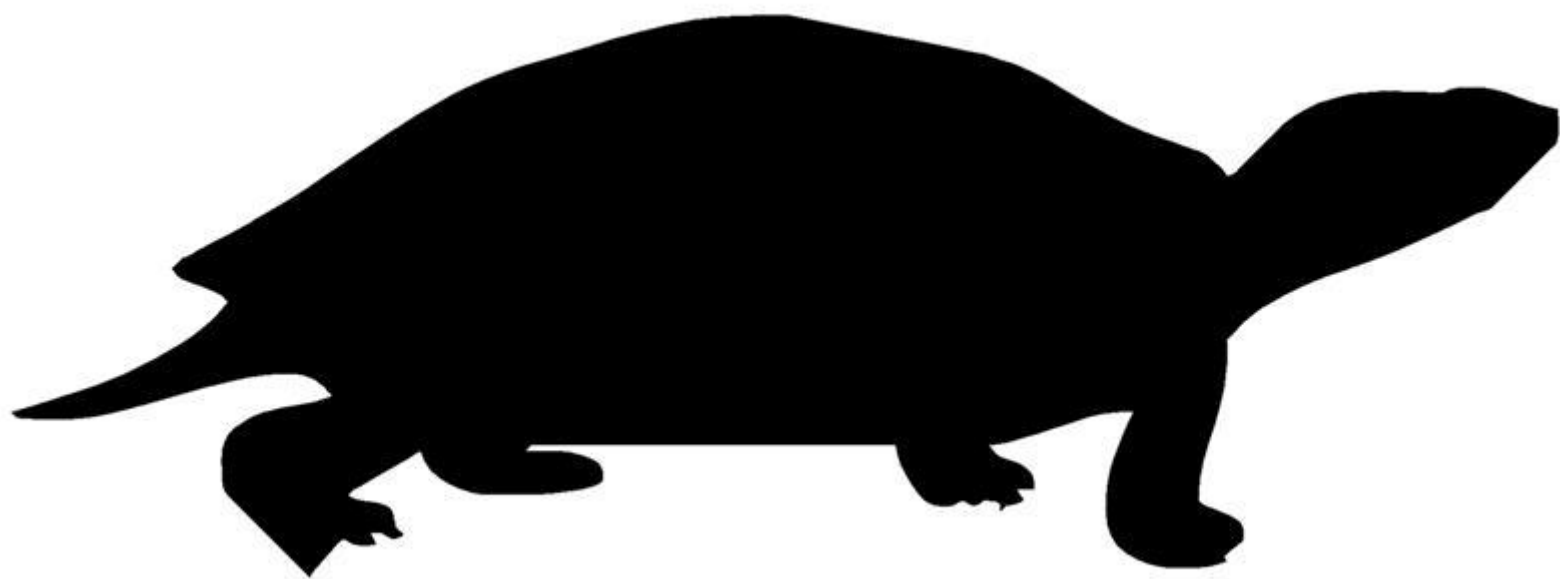
# SHAPE

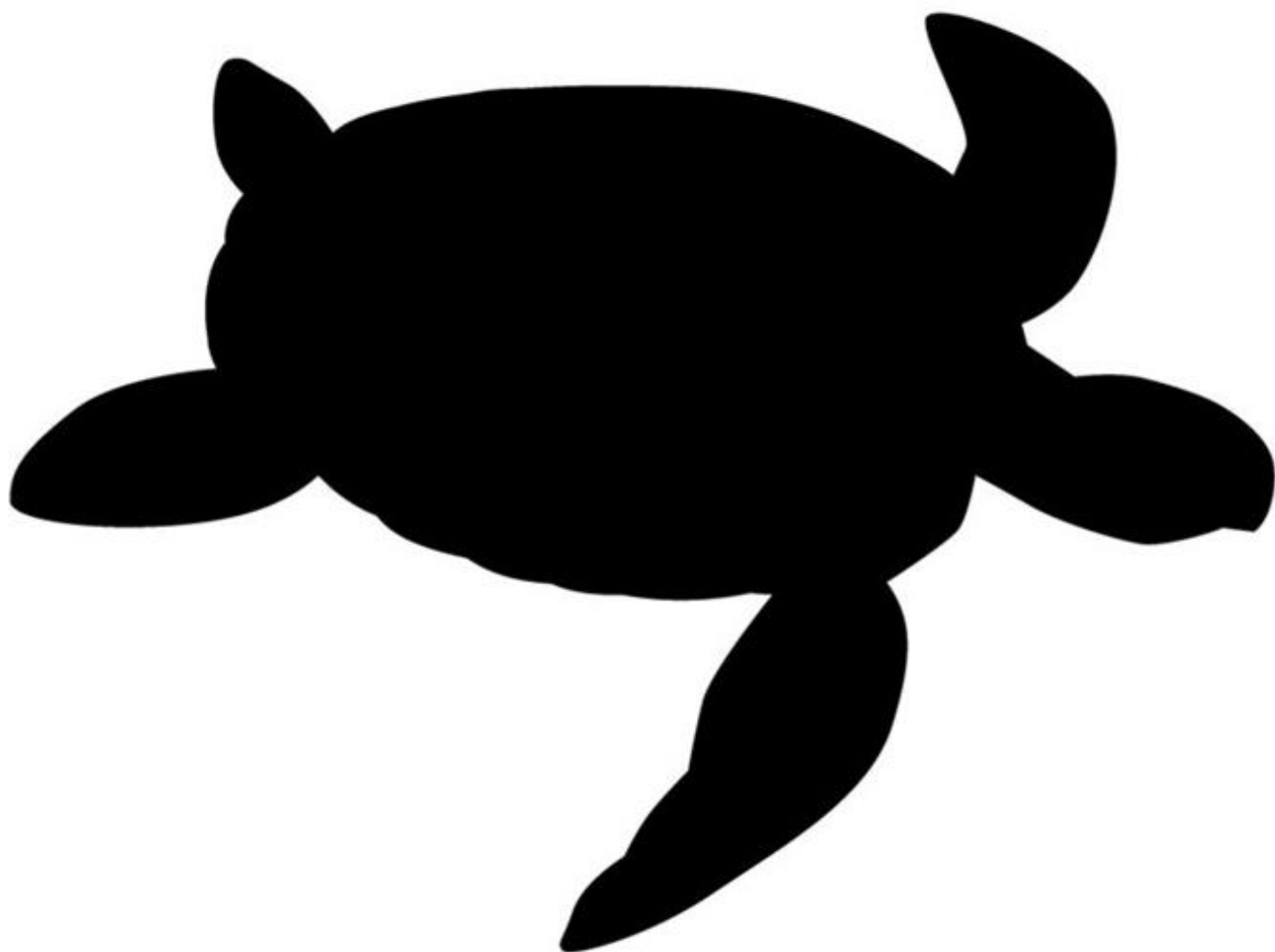
- Shapes are the result of closed lines.
- Shape can be thought of as the outline of an object, or that which gives it its two-dimensional appearance.
- Some primary shapes:  
Circles, squares, triangles and hexagons all of which appear in nature in some form or another.

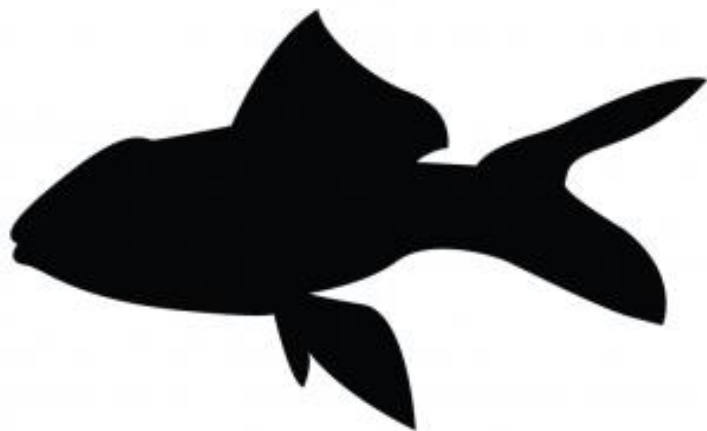
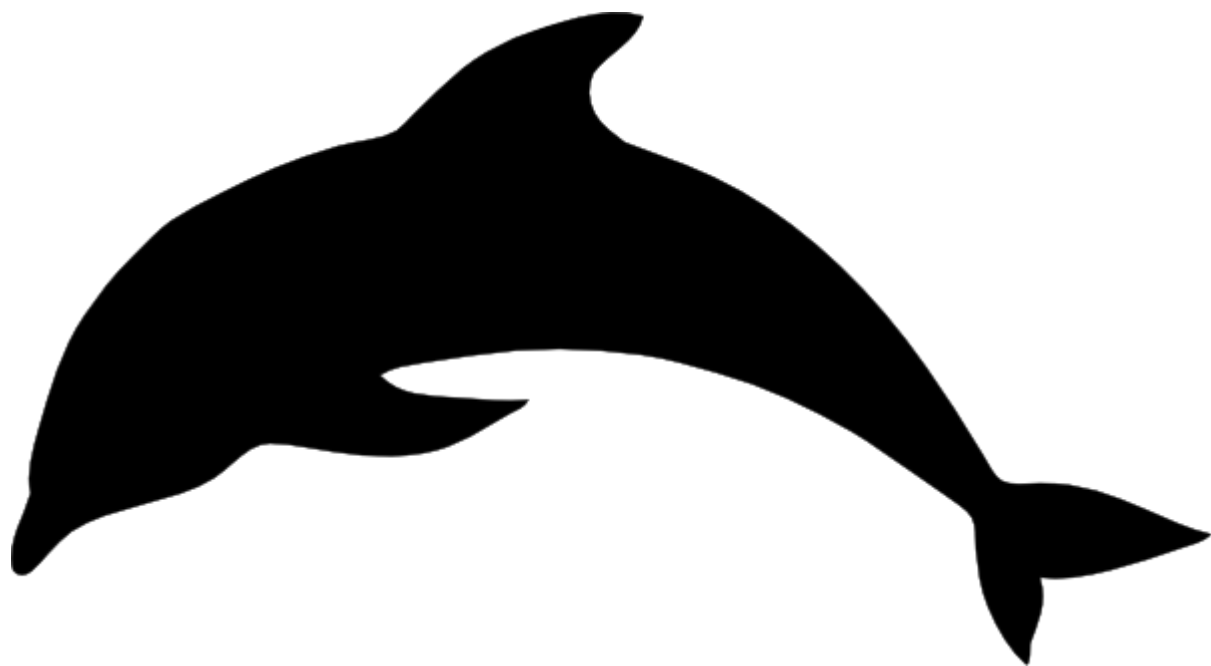


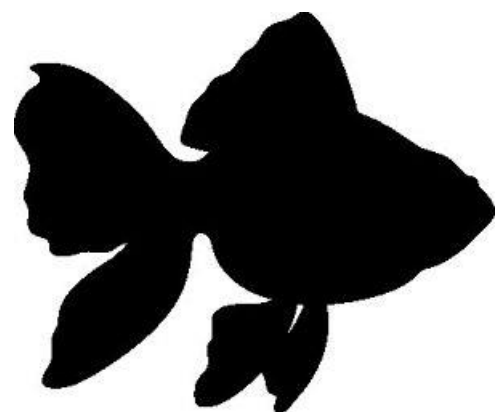








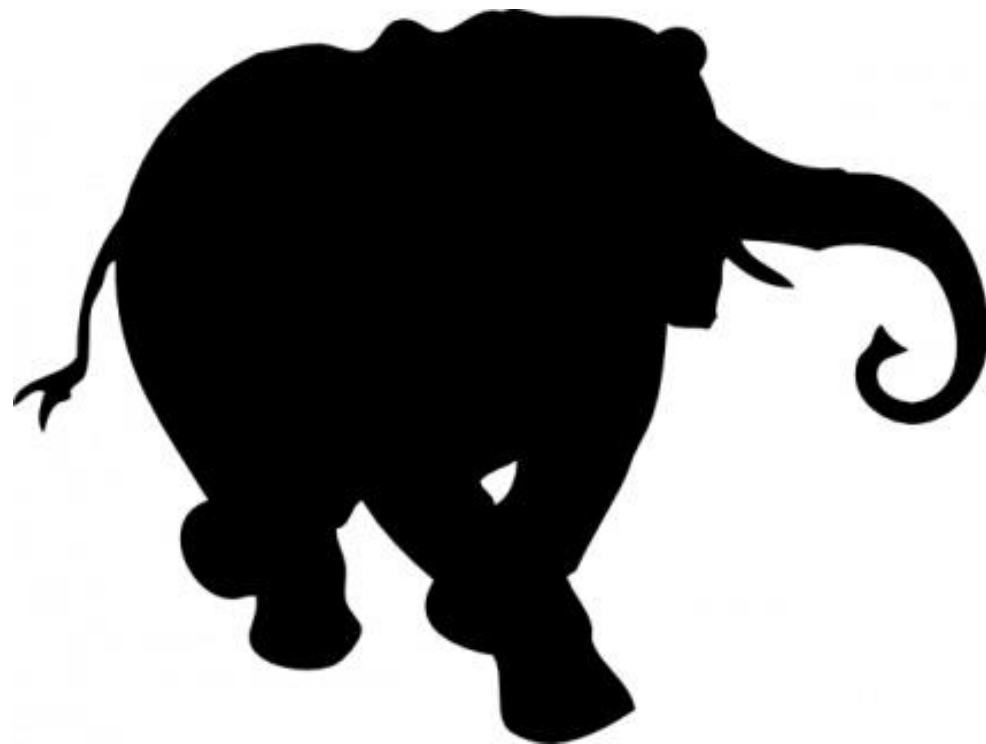












Shapes and symbols have subliminal effects and are used with great effect by designers to ensure that the right message is portrayed.

Shapes, boxes and borders are used in design to draw the eye, to add value to design and content, and to partition elements and enhance flow.

Highlight of moods that are associated with different forms:

- **Circular shapes** – Curved shapes are perceived as feminine and evoke such feelings as tenderness, warmth, love, friendship, care, support, protection, affection, comfort, compassion
- **Squares & Rectangles** – psychological emotions that are conveyed by these shapes are reliability, familiarity, strength, stability, power, balance and dependability. Hence the expression ‘think outside the box’ meaning to think differently, unconventionally or from a new perspective.
- **Triangles** – triangles are perceived as masculine and are seen to refer to energy, power, balance, law, science and religion.
- **Vertical shapes & lines** – these shapes and lines convey masculinity, strength, power, aggression, courage, brutality and dominance.



# FORM

- Shape with dimension or volume is form
- Form is the three-dimensional counterpart to shape
- Form has height, width and depth
- Created by other fundamental elements of design
- Basic geometric forms:  
cube, sphere, ellipse pyramid, cylinder and cones.



**Three dimensional form** has depth as well as width and height.

Form is achieved by integrating depth or volume to the equation of shape

# Types of Forms

- **Geometric Forms**
  - Forms based on mathematical equations
  - Derived from geometric shapes
  - Cube, pyramid, cylinder
- **Organic Forms**
  - Formed in nature
  - trees, leaves

# Bauhaus School



The most basic tenet of the Bauhaus was **form follows function**.

- Paul Klee
- Josef Albers
- Wassily Kandinsky
- Herbert Bayer

Bauhaus School 'building house' - founded in 1919 by Walter Gropius, Weimar, Germany.

The movement sought to embrace 20th century machine culture in a way that allowed basic necessities like buildings, furniture and design to be completed in a **utilitarian** but affective manner.



# ZAHA HADID

"There are 360 degrees. Why stick to one?"

To add diversity to her architectural projects, in 2002 Zahid completed the building of the ski jump at Innsbruck, Austria. Zahid describes the ski jump as "a concise piece of functional design, an instrument for high performance sport, shaped with mathematical precision." She created this to "develop a seamless hybrid. The assemblage of elements was resolved in the manner of nature, developing a seamless hybrid, where parts are smoothly articulated and fused into an organic unity."

Her ideas on her designed are organic and possess the ability to grow and expand just like a living being.



# VALUE

Value is the lightness or darkness of a colour.



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# COLOUR

- Powerful expression of mood and emotion.
- Warm colors - feel happy and optimistic/ angry and irritated.
- Cool colors - create feelings of tranquility and peace.
- Color wheel

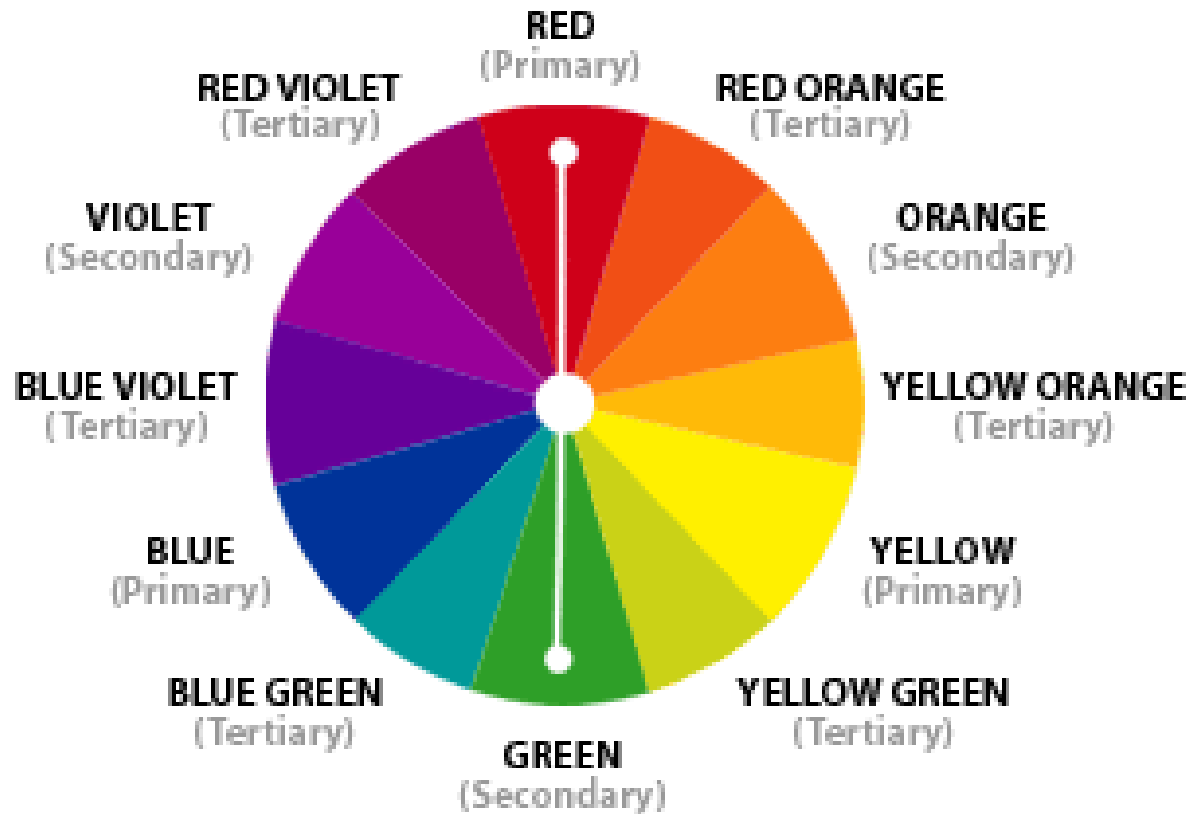
Colours are segregated into:

- Primary colours
- Secondary colours
- Tertiary colours

Schemes

- Analogous colours
- Monochromatic colours
- Complementary colours
- Triadic colours
- Quadratic colours

# Colour Wheel



**Red**

**Pink**

**Brown**

**Orange**

**Yellow**

**Green**

**Blue**

**White**



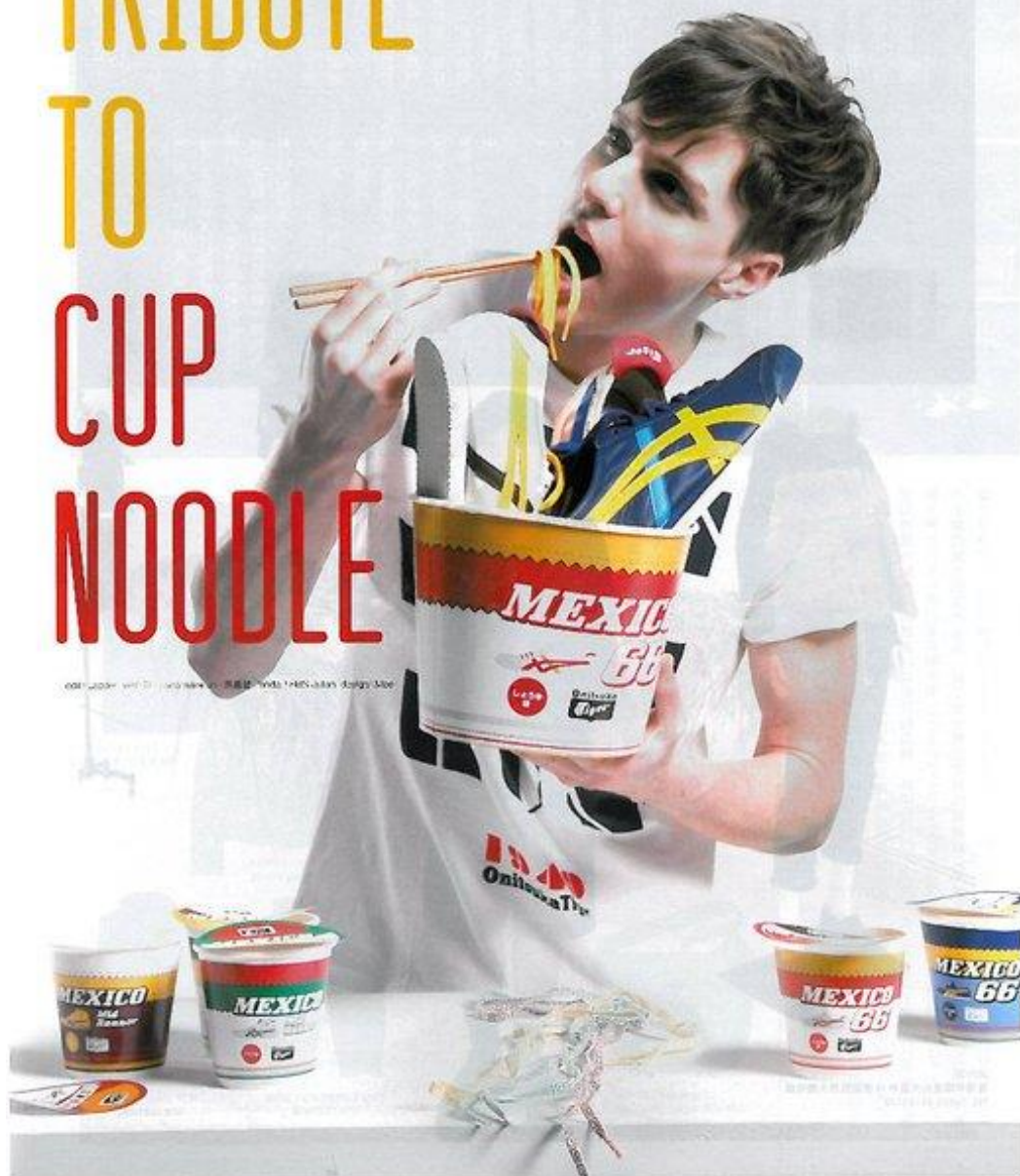
## Colours

- **Red symbolizes: action, confidence, courage, vitality.**
- **Pink symbolizes: love, beauty.**
- **Brown symbolizes: earth, order, convention.**
- **Orange symbolizes: vitality with endurance earth, order, convention**
- **Yellow symbolizes: wisdom, joy, happiness, intellectual energy.**
- **Green symbolizes: life, nature, fertility, well being.**
- **Blue symbolizes: youth, spirituality, truth, peace.**
- **White : Purity, kindness, openness, truth.**



# TRIBUTE TO CUP NOODLE

edit: walter virdi | photo: mark co. | design: walter virdi | design: walter virdi







# HOW TO DESTROY THE BOREAL, NORTH AMERICA'S LARGEST ANCIENT FOREST, IN 3 EASY STEPS:

STEP 1: PULL OUT A KLEENEX FACIAL TISSUE

STEP 2: PUT IT TO YOUR NOSE

STEP 3: BLOW



To make its tissue products including Kleenex, the Kimberly-Clark Corporation contributes to the destruction of North America's ancient Boreal.

The Boreal forest, essential in the fight against global warming pollution and home to woodland caribou and billions of migratory birds, is being clearcut to supply Kimberly-Clark with hundreds of thousands of tons of trees to make their disposable tissue products. Every day these forests are being flushed down the toilet or thrown away by unsuspecting consumers across the USA and Canada.

By choosing more recycled fiber and less trees for its disposable tissue products, and by committing to environmentally sound logging operations, Kimberly-Clark could end its part in the destruction of ancient forests like the Boreal.

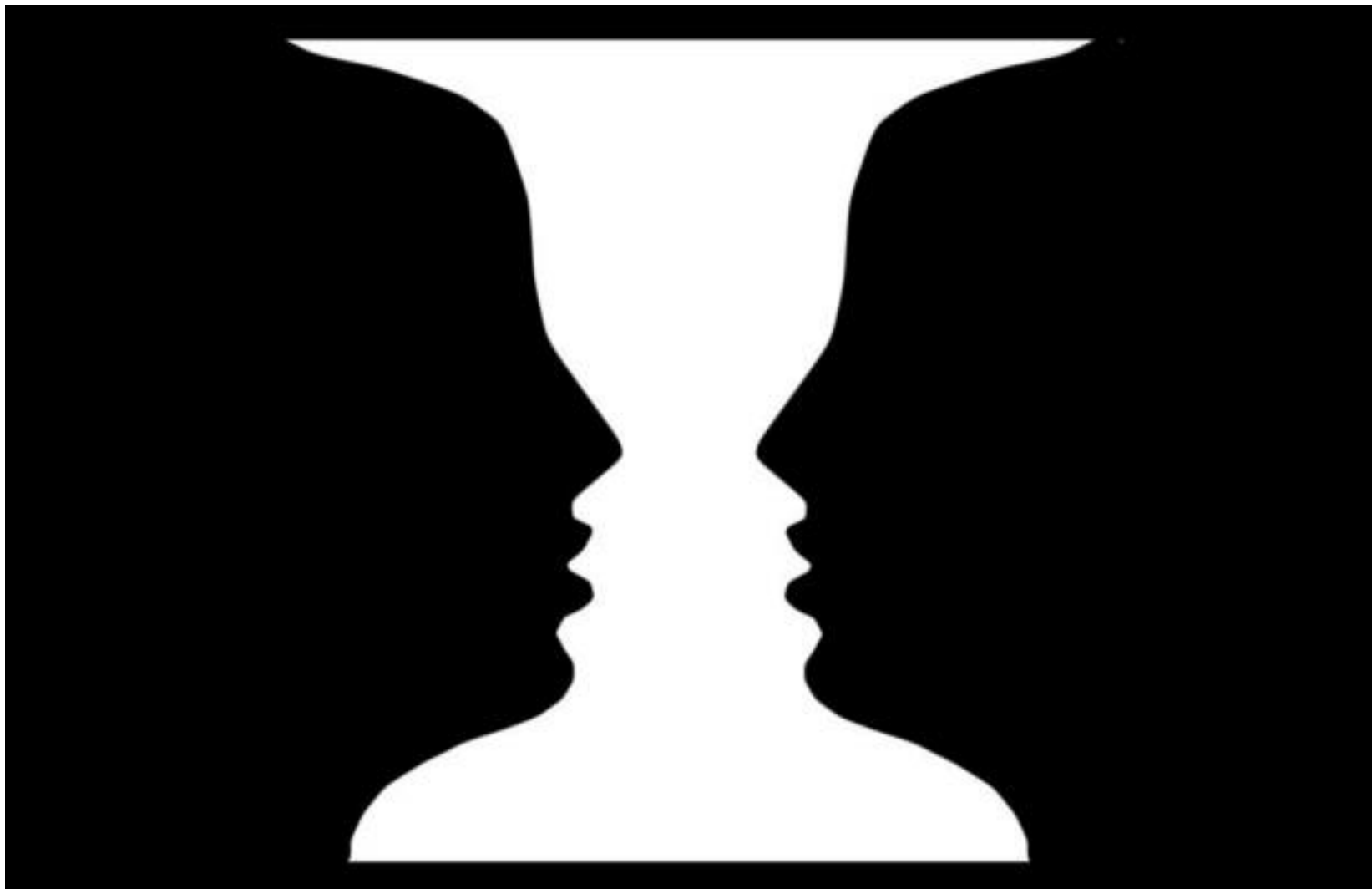
Tell Kimberly-Clark that you want it to stop destroying the Boreal, a part of our natural heritage. Visit [www.kleercut.net/takeaction](http://www.kleercut.net/takeaction) and [www.nrdc.org/paper](http://www.nrdc.org/paper) or call 1-800-219-9260.



**GREENPEACE**

# SPACE

- **Space** is defined and determined by shapes and forms.
- Positive space is where shapes and forms exist; negative space is the empty space around shapes and forms.
- For images to have a sense of balance positive and negative space can be used to counter balance each other.
- It allows the human eye to read easier.





Space is also important because it adds drama.





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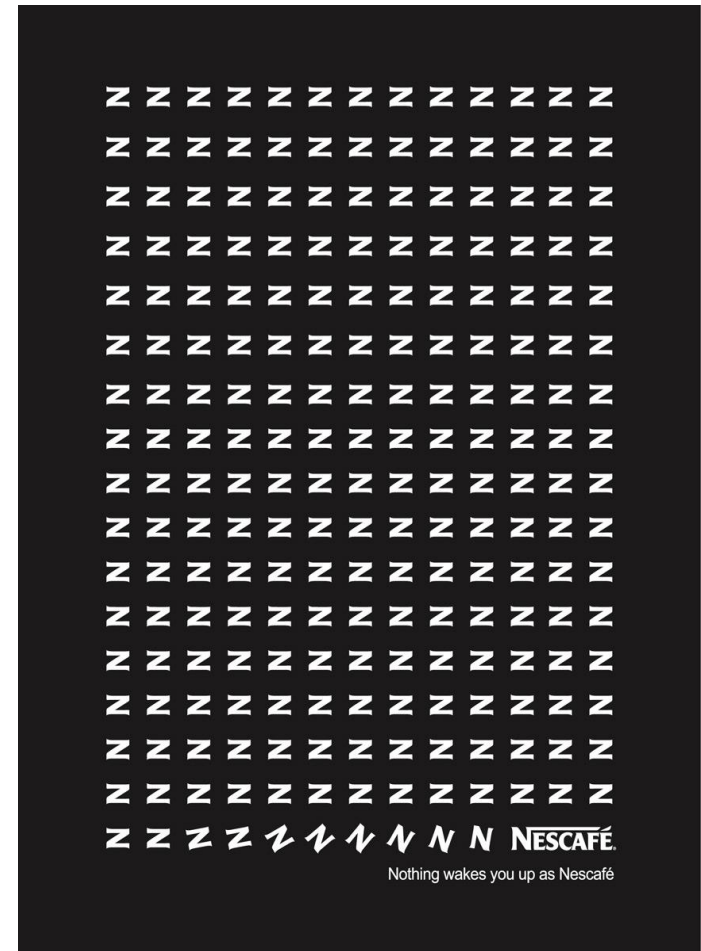
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# Negative and Positive space



# TEXTURE

- Texture is the surface quality of a shape - rough, smooth, soft hard glossy etc.
- Texture can be physical (tactile) or visual.
- Texture styles - paper, stone, concrete, brick, fabric and natural elements.

Texture makes two  
dimensional image  
look three  
dimensional.



# JASON JULIEN

Digital Creative Director / Web Designer

[My Work](#) [About Me](#) [Contact Me](#)

## MY WORK



Western Slopes Contest Site ★  
Creative Direction, Design



ImSaturn.com Social Network ★  
Creative Direction, Design, Content



Carrabba's Proposed Redesign ★  
Creative Direction, Design



Moody Bible Institute ★  
IA, Creative Direction, Design



IB, Safetyathome.com Microsite ★  
Creative Direction, Content, Design



Nestle Vitao Launch Microsite ★  
Creative Direction, Content

## HELLO

Welcome to the online home of Jason Julien, an award winning web designer + interactive creative director who has worked for small businesses and big businesses and the middlemen in between. [Here about Jason.](#)

## LET'S TALK

Contact Me to discuss your next project. I'd love to partner with you to deliver something great.

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"I just tasted Ricotta B. as the mayor of Zou Zou's on @FoodNetwork! [FoodNetwork.com](#) Oct 18, 2011"

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Chupa  
Chups  
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# Good Visual Design?

- Communicate intended/ core idea.
- attract, inspire, create desire and motivate the people to respond to the message.



Why do we elements of  
Visual Design?

# Identify



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VIOLENCE, TORTURE AND EXECUTIONS.

50 YEARS  
**AMNESTY**  
INTERNATIONAL







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Thank You