

The Fundamentals of Graphic Design

ELEMENTS OF GRAPHIC DESIGN

The elements of graphic design are the materials from which all designs are built.



POINT

A single dot with a precise location on a surface.



LINE

A shape that connects two or more points.



PLANE

A flat, two-dimensional object with defined borders.



FORM

A three-dimensional object that is real or implied.



COLOR

The three main properties of color are hue, value, and saturation.



SPACE

The area within, around, above, or below an object.



TEXTURE

The physical qualities of a surface that can be real or implied.

PRINCIPLES OF GRAPHIC DESIGN

The principles of graphic design are used to bring elements into one cohesive design.



CONTRAST

Elements with opposite appearances placed next to one another.



EMPHASIS

One area of interest given more attention than others.



VARIETY

Changes in size, color, or shape between design elements.



HARMONY

Design elements working together to create a visually appealing outcome.



BALANCE

The distribution of visual weight between design elements.



REPETITION

Implied movement through multiple uses of the same design element.