The Fundamentals of Graphic Design

**Elements of Graphic Design**

- **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**

- **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.