

# What is Graphic design ?

“it is no exaggeration to say that designers are engaged in nothing less than the manufacture of contemporary reality. Today, we live and breath design. Few experiences we value at home, at leisure , in the city or the mall are free of its alchemical touch. We have absorbed design so deeply into ourselves that we no longer recognize the myriad ways in which it prompts, cajoles, disturbs and excites us. Its completely natural. Its just the way things are ”

- Rick Poynor

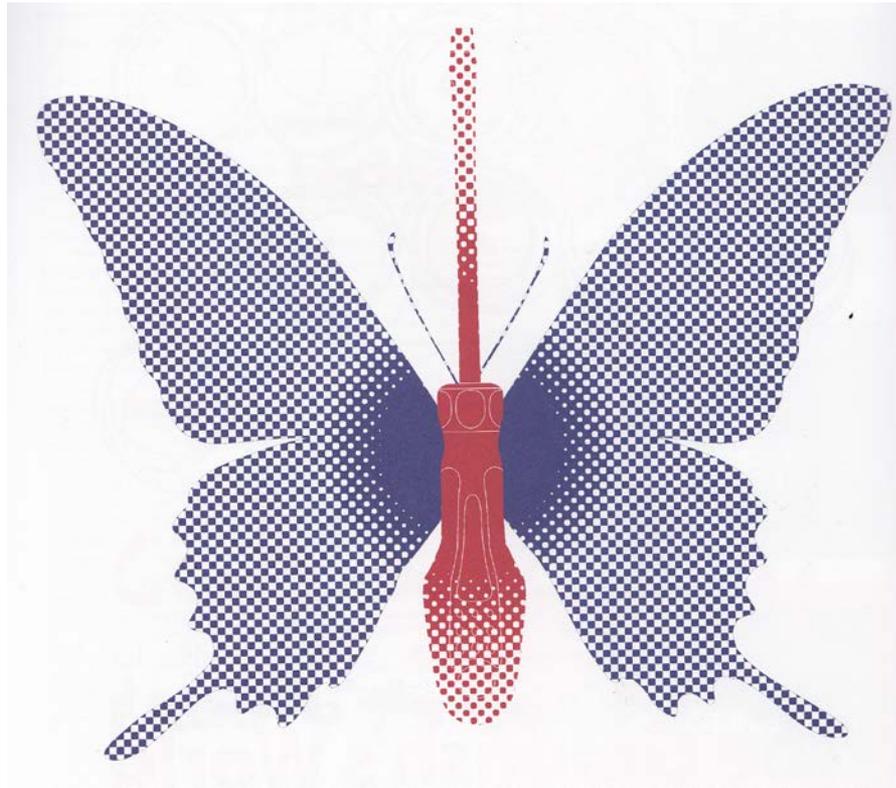
# What is a graphic designer ?

- A graphic designer is a creative problem solver who is trained to conceive, plan, and execute a design that communicates a direct message in an imaginative and visually arresting manner to an intended audience regardless of the medium. Effective visual communication requires a graphic designer to inform and motivate a viewer.

Graphic design is the most omnipresent of all the art forms since it can be found everywhere and anywhere-in our homes , in the restaurants , on the streets we walk, the roads we drive and in every shop we entre.

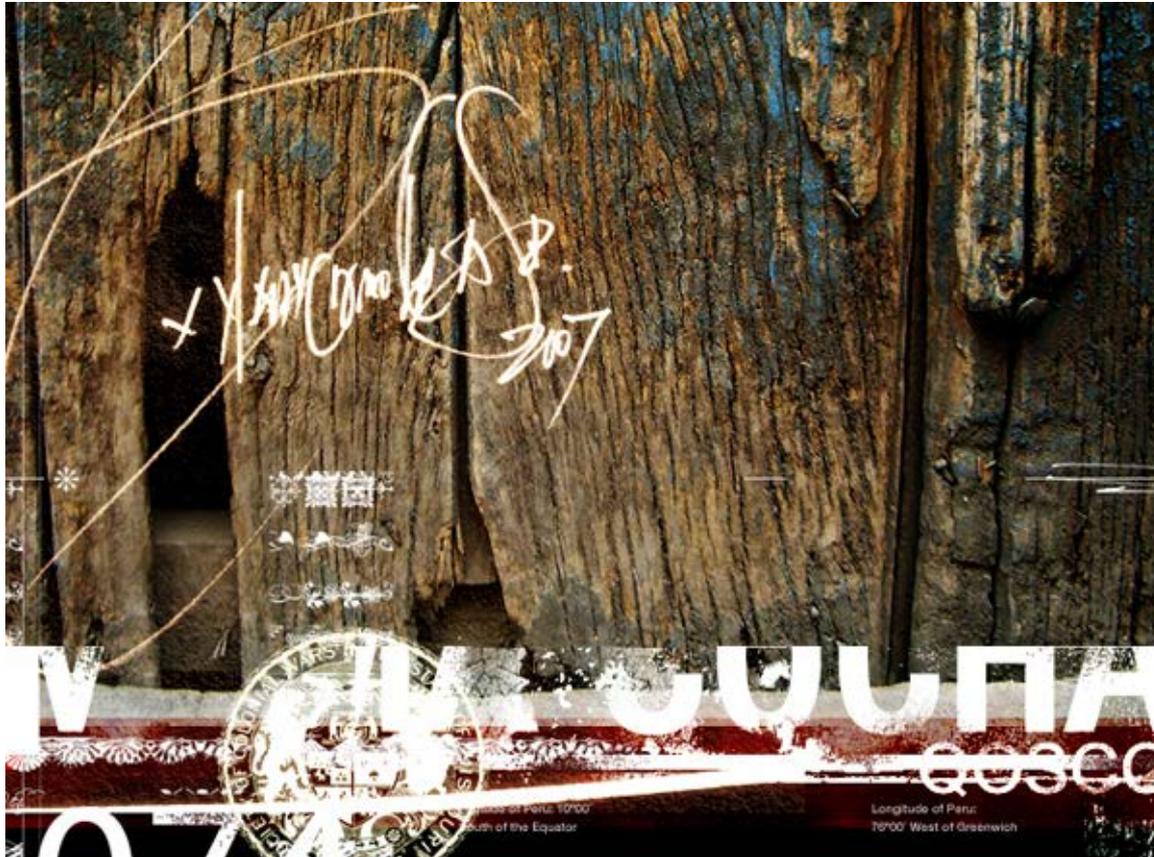
As a group I would like you create a mind map based on free association of graphic design.

# Elements of design



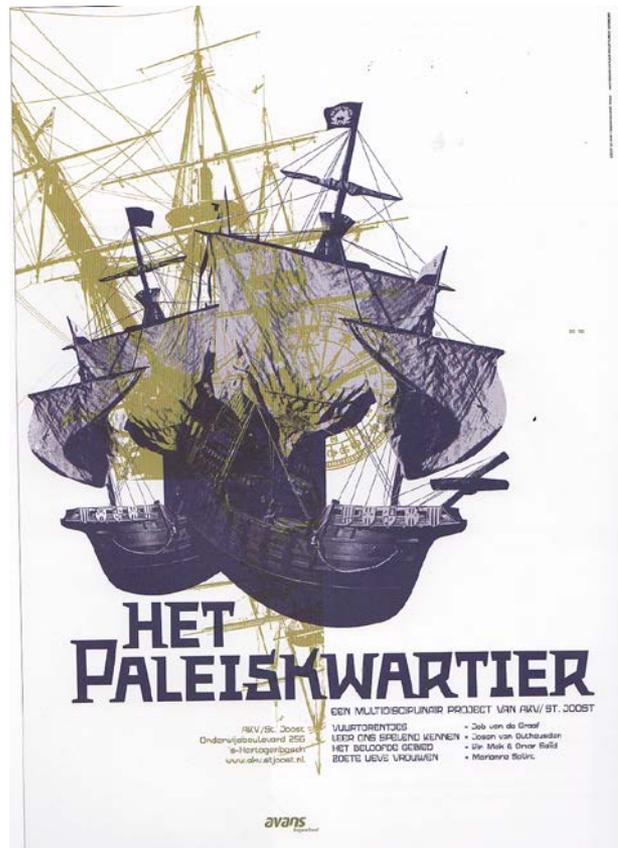
## Shape

Shape refers to the external outline of a form or anything that has height and width. An example would be the basic three shapes: the circle, the square, and the triangle, considered to be the fundamental shapes found in all design.



## Texture

Texture is the look and feel of a surface. In two dimensional form, texture is essentially visual and adds richness and dimension to work.



## Space

Space refers to the distance between shapes and forms, but it is best understood in design as white space or negative space terms used to refer to the empty but often active areas that are void of visual elements.

I WaNNA  
STEAL HOME I  
W a N N a  
BREAK THE  
BACKBOARD  
I W A N N A  
DOWNSHIFT TO  
PASS I WANNA BE  
IN THE PAINT I WANNA  
PLAY TO WIN I WANNA FAT  
CONTRACT I WANNA SHOOT  
FROM THREE I WANNA REDLINE I  
WANNA **BE YOUNG** I WANNA  
STOP A SLAP SHOT I WANNA DANCE IN  
THE END ZONE I WANNA SINK ONE  
AT THE BUZZER I WANNA JOG THE BASES  
I WANNA RETIRE IN COOPERSTOWN  
I WANNA DROP IN AT WAIMEA I WANNA  
BE IN THE POLE POSITION I WANNA

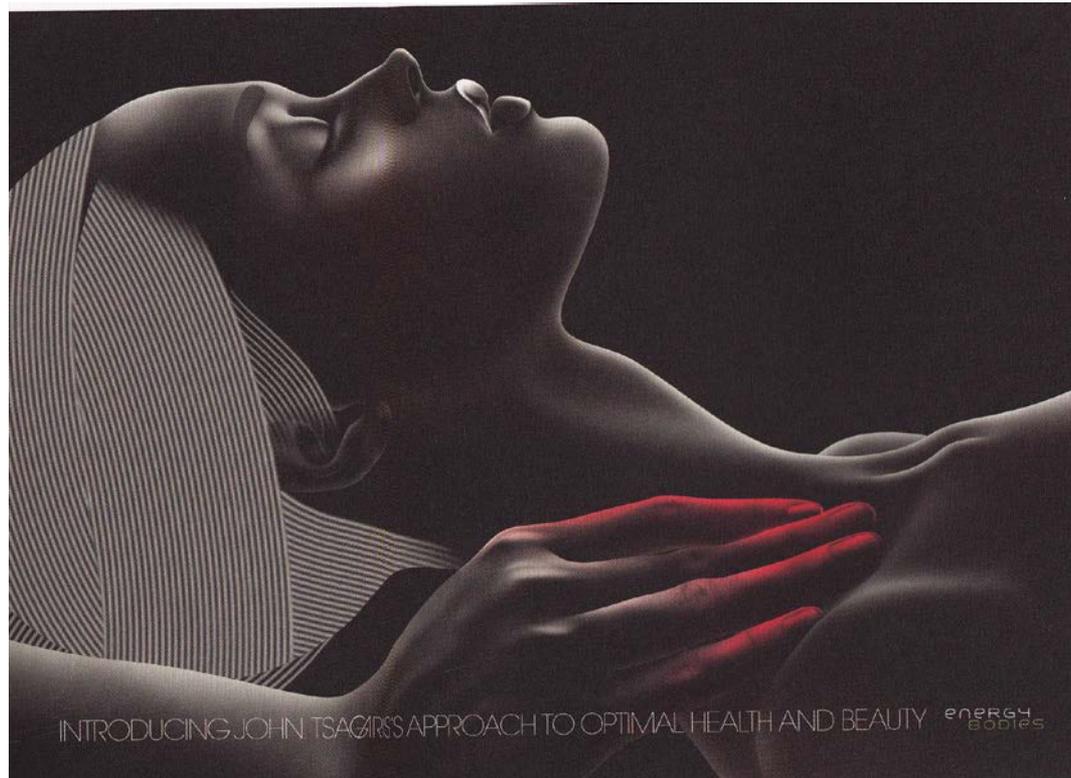


DIG IN MY CLEATS I WANNA BEND THE  
RIM I WANNA INTERCEPT THE BOMB I  
WANNA **HAVE FUN** I WANNA POP  
THE CLUTCH I WANNA GO THE DISTANCE  
I WANNA TRUCK FULL OF TROPHIES  
I WANNA WEAR THE RING I WANNA  
BE THE MVP I WANNA TKO I  
WANNA CRACK AN ALUMINUM BAT I  
WANNA BE A SHOWSTOPPER I WANNA  
BE A CROWD PLEASER I WANNA  
**DRINK PEPSI**

PEPSI, PEPSI-COLA and BE YOUNG HAVE FUN DRINK PEPSI are trademarks of PepsiCo, Inc.

## Size

Size is how big or small something is in scale to other objects. Scale refers to the process of making size relationship

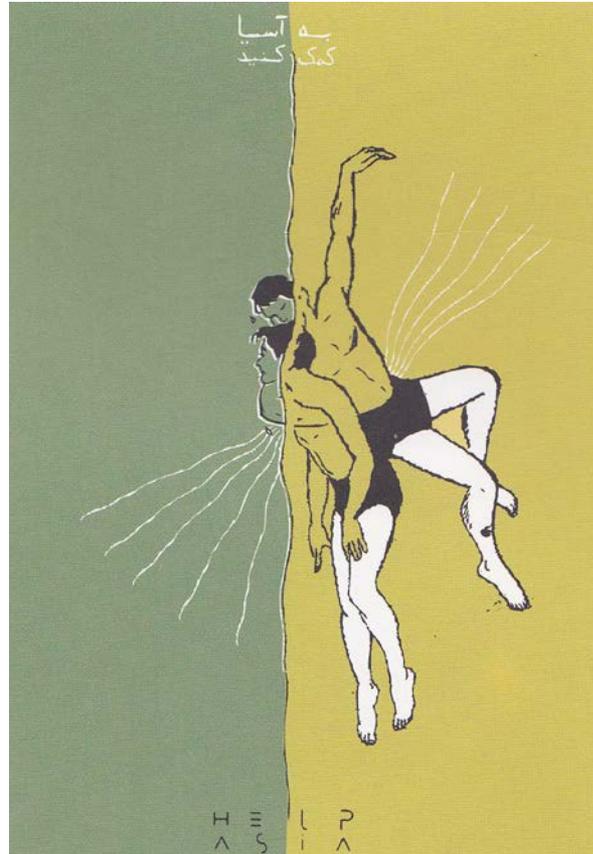


## Value

Value is the relative lightness or darkness of an area or object. Value adds dimension by creating the illusion of depth in a design. With the addition of colour , you can create and convey a mood to enhance a strong concept.

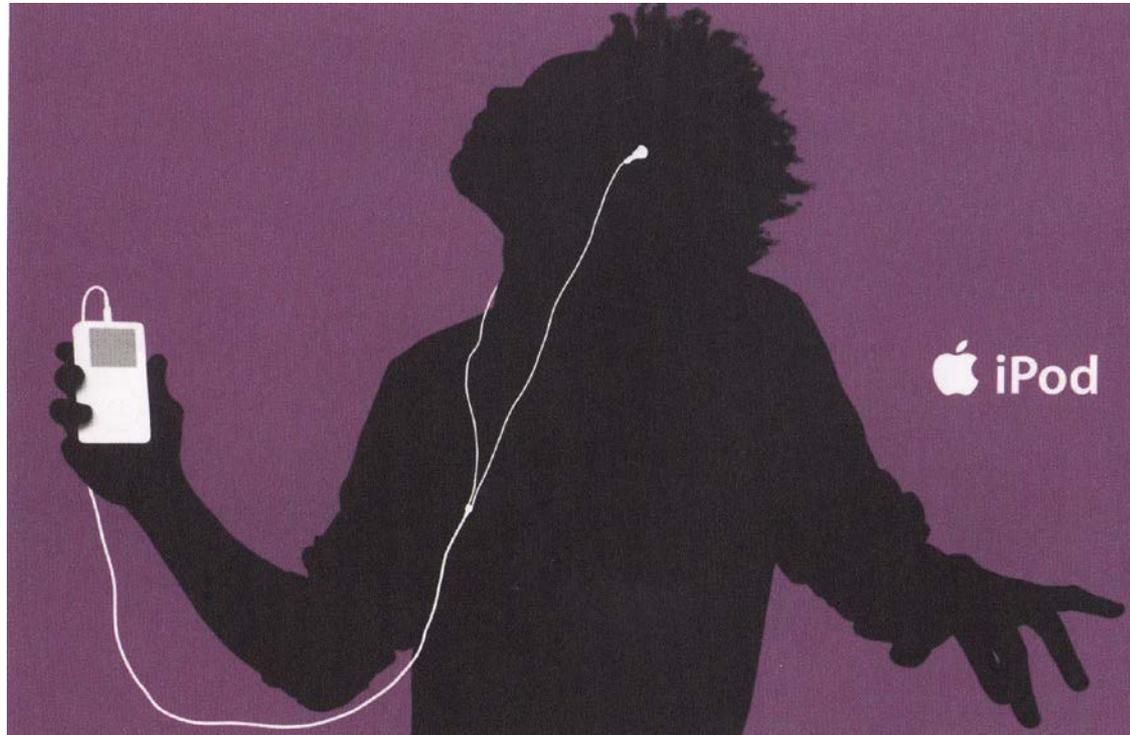
# Principles of design

# Balance



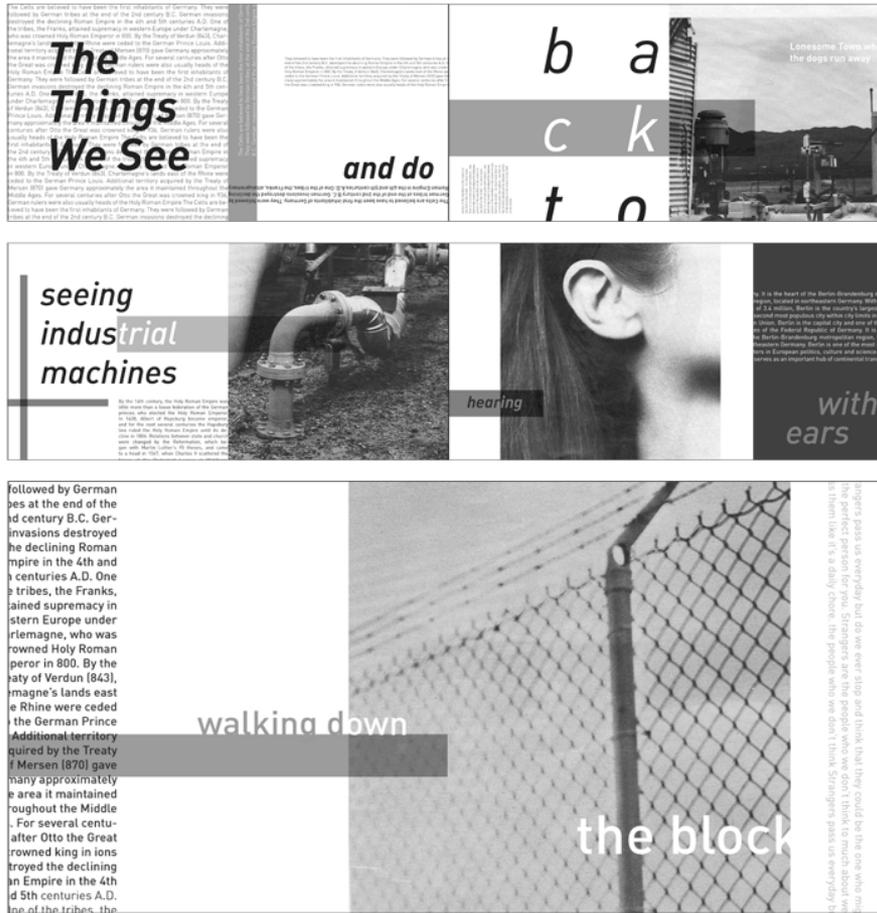
Balance occurs when all the design elements are equally distributed through the design. There are essentially two types of balance : symmetrical and asymmetrical. Symmetrical elements are arranged equally on both sides of a composition to suggest a stable or static motion. Asymmetrical elements create a deliberate imbalance to suggest variety or dynamic movement.

# Emphasis



Emphasis indicates the most important element on the page based on the message. It's the element that stands out and gets noticed first. The most emphasized visual element in a design is called a focal point because it attracts the viewer's attention first. How can you create emphasis in a design? By taking an element and making it bigger, bolder or brighter, by putting it in a contrasting colour, or by surrounding it with white space.

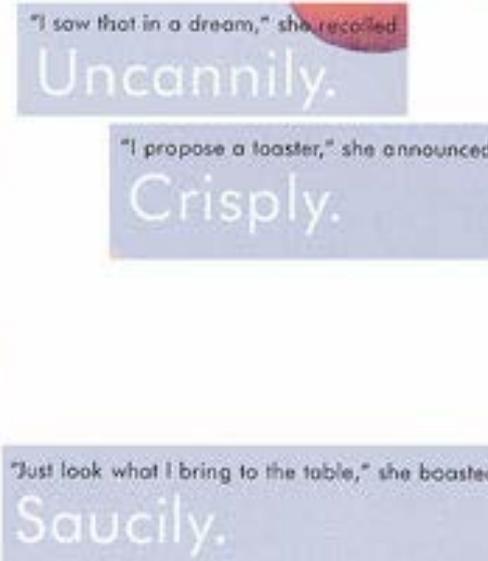
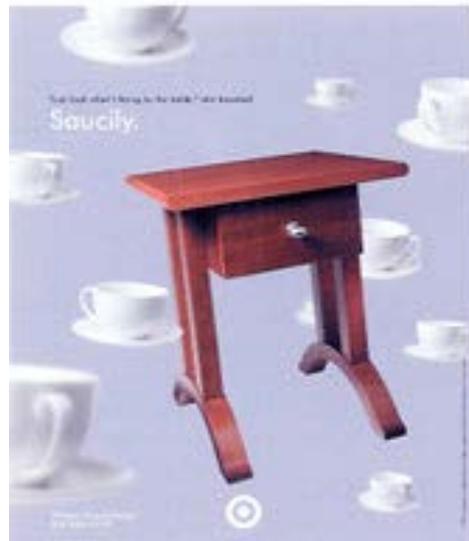
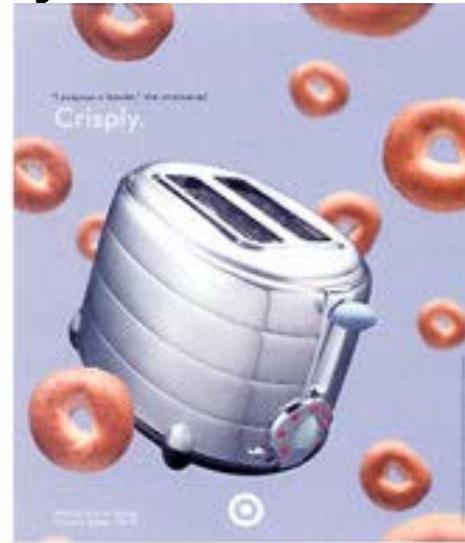
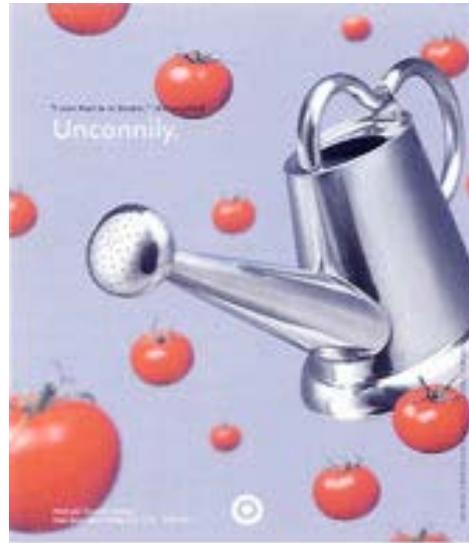
# Rhythm



Molly Hausmann

Rhythm is a *pattern* created by repeating elements. Rhythm denotes the movement in the way that elements direct our gaze to scan the message for understanding or information. The term *sequence* is used to refer to the viewing order of the elements and to determine the *flow* of a multipage publication such as a magazine or book.

# Unity



Unity is achieved when all the design elements relate to one another and project a sense of completeness. A viewer will always seek unity in a message. Without it the viewer will lose interest.