

Design Elements

Advanced Higher Graphic Presentation

Design Element:- Line

Lines can

Convey a mood or an emotion.

Organise the design.

Establish columns of text.

Create a texture.

Create movement.

Define shape.

Call attention to a word.

Connect pieces of information.

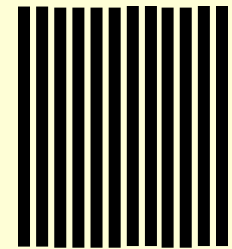
Frame an image or a word



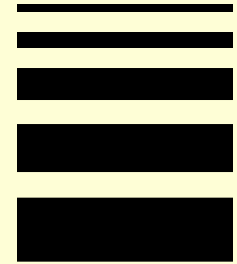
Design Element:- Line

Line patterns project an image: -

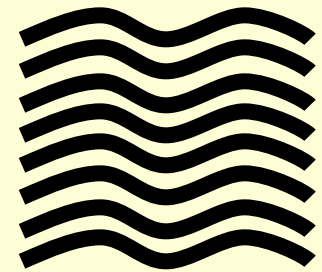
Uniform vertical black and white lines - Static. Orderly.



Uneven spacing of uniform lines creates the impression of movement. Dynamic. Orderly.



Make the lines into curves and you get controlled movement. Dynamic. Orderly flow



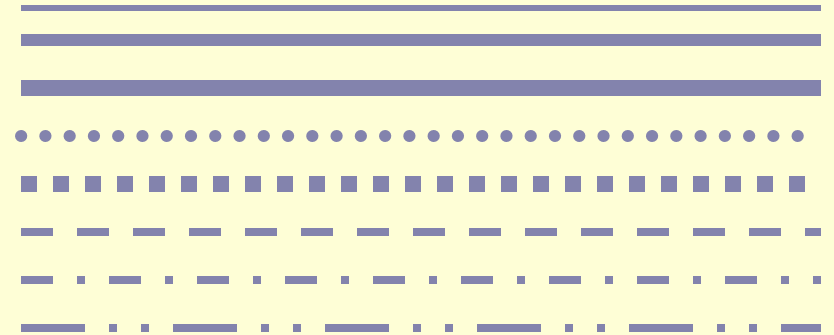


Design Element:- Line

Line Types:-

Variety of thickness.

Variety of patterns.



Use Lines to: -

Add a border to a graphic or table.

Place above and/or below headlines. the top and/or bottom of pages to define the shape of the page or to separate header and footer text.

Separate columns of text.



Design Element:- Line

Lines can be used to : -

Organise information.

Highlight or stress words.

Connect pieces of information.

Outline a photo or set it off from other elements.

Create a grid. (A grid is the underlying structure of a page.)

Create a chart or graph.

Create a pattern or rhythm by drawing many lines.

Direct the reader's eye or create a sense of motion.

(Create a sense of action by using a diagonal line.)

Suggest an emotion.



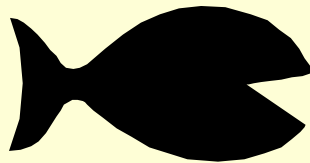
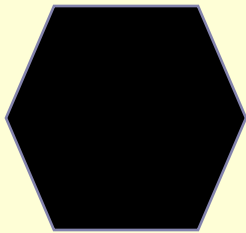
Design Element:- Shape

Shape used to give or determine form.

Shapes also communicate ideas.

Unusual shapes attract attention.

The three different type of shapes – geometric, natural and abstract.



Design Element:- Shape

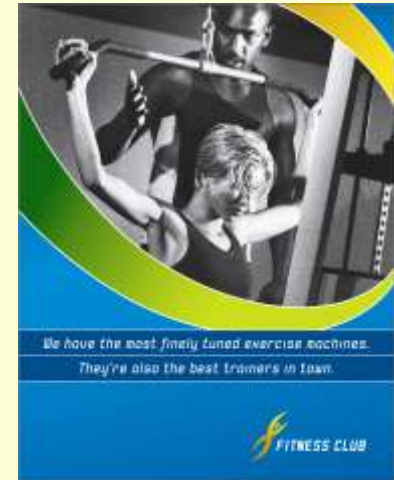
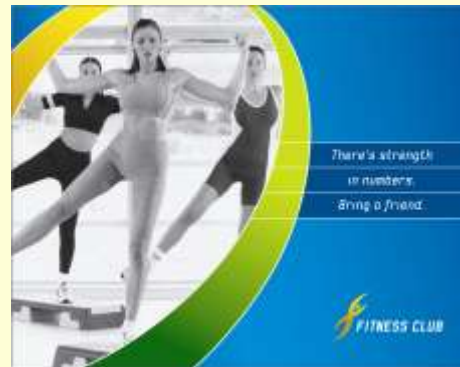
Use shape in your piece to:

Frame a photograph using irregular shapes.

Symbolize an idea.

Connect pieces of information.

Make body text more interesting.



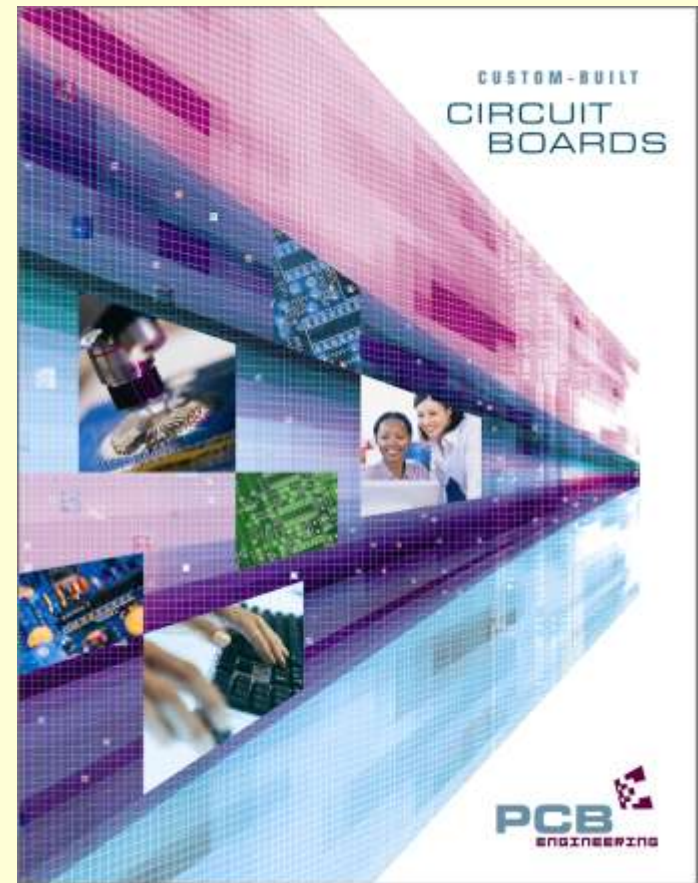
Design Element:- Shape

Use shape in your piece to:

Highlight information using a box with a shade of a colour.

Imply letterforms by using a circle to represent the letter 'O'.

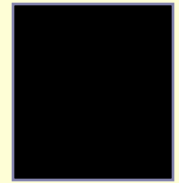
Tie together all the elements on a layout.



Design Element:- Shape

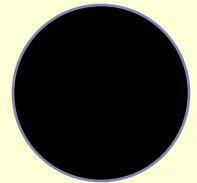
Use shape to suggest: -

*The square denotes honesty and stability.
Squares are familiar, trusted shapes.*



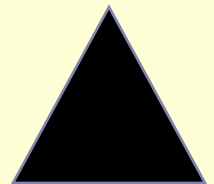
To symbolize infinity and protectiveness.

*Circles could also suggest something
well-rounded or complete, protectiveness, and
could also imply security.*



Triangles suggest action. They are dynamic.

Triangles may convey either conflict or strength.



Design Element:- Texture

Two types of Texture: -

***Tactile** texture can be felt. E.g. different pieces of paper, straw, bark of a tree.*

***Visual** texture, is used to create the illusion of texture on a printed piece.*



Design Element:- Texture

To use texture in your piece:

Use an image and relate it to its background.

Use a paper stock that will enhance the piece's mood or personality.

Create contrast for interest.

Use appropriate imagery to provoke a particular emotion.

Create a feeling of richness and depth.

Add liveliness and activity.



Design Element:- Space

Essential element in a layout. *Space is defined as the distance area between or around elements.*

Creates a rest for the eye, and visually organizes what's on the page.

The placement and the value of the shapes on the page creates spatial relationships and focal points, which are centers of interest.



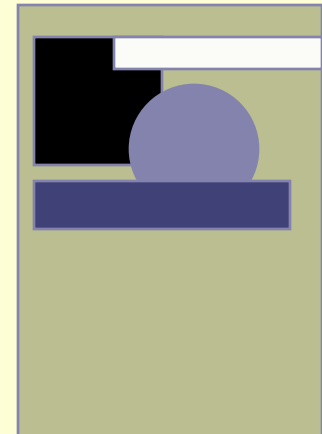
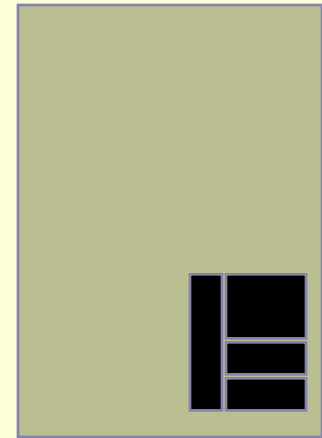
Design Element:- Space

How to use Space

Use a small amount of space to create ties between elements.

Form positive and negative shapes with the use of colour and shape.

Give a layout depth by overlapping one element with another



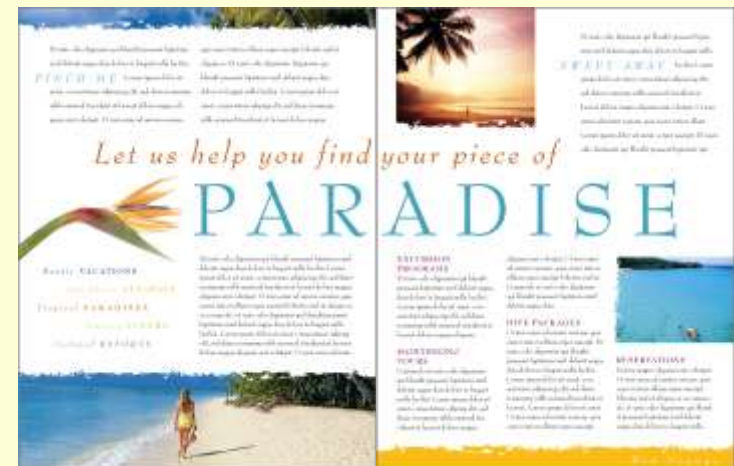
Design Element:- Space

How to use Space

Use a lot of white/colour space around an element to highlight it.

Use large margins to help make a layout easy to follow.

Use unequal spacing between elements to make a page dynamic.





Design Element:- Space

Too Much of a Good Thing

"Rivers" can develop vertically or diagonally through justified text. You can cure this by decreasing the type size or you can reset with a ragged right margin.

These "rivers" can develop vertically or diagonally through justified text, which can be very distracting. If you have a column or columns of justified text, stand back from the page so as not to be distracted by the words, and follow the white space with your eye. If there are large patches of white, or "rivers" you need to rethink

Overly generous column spacing causes distracting vertical bands of white space.

As type increases, more line. Be careful that you do not overdo it, however. space between columns is needed to prevent the reader's eyes from moving horizontally, across columns, instead of progressing down to the next

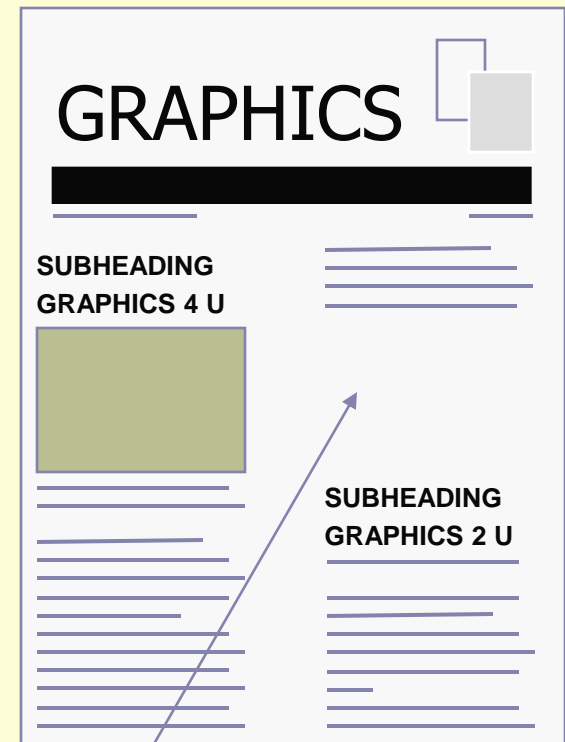
The default column spacing for most desktop publishing programs may be too large or small for the specific typeface and type size you are using.

Design Element:- Space

Too Much of a Good Thing

Trapping white space between portions of your layout can be confusing as it interrupts the flow of the copy and the graphics.

A solution to this is to increase the size of display type, enlarge the illustration or recompose the design.



Trapped White Space

Design Element:- Space

Too Much Text

Always provide sufficient breathing room around columns of text.

Claustrophobic pages result when text, rules, graphics and other elements crowd each other and the edges of the page.

Squeezing text into boxes or wrapping too tightly around illustrations can produce crowded pages.





Design Element:- Size

Size is how big or small something is.


In design,

size can be determined by function:-

What the printed size of your piece will be.

size can be used to attract:- You can contrast large and small elements or make a image larger and crop it in an interesting way.

size can be used to organize:- Make the most important element the largest and the least important element the smaller.



Design Element:- Size

Make the most important element the largest.

Bring elements forward or make elements recede on the page.

Give the reader a sense of scale of a photograph by using a related image.

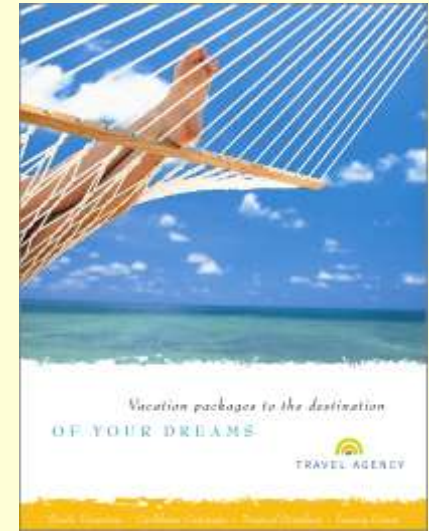


Design Element:- Size

To make all elements easy to see by using larger type or pictures.

Contrast two elements to add interest by adding a small amount of type to large image.

Make elements fit together properly in a piece by keeping repeating elements such as headlines, subheadlines and body copy the same size.



Design Element:- Value

Value is the darkness or lightness of something.

Value helps to give shape and texture.

Value expresses the theme or mood of a graphic presentation.

Value also helps to create movement and direction.



Pastel shades used to express a caring environment.



Value Spectrum

Design Element:- Value

Use Value by:-

Using light values to create a subtle look to your piece.

Making one element light and the rest dark.

Making one element dark to make it recede into the page's background.

Contrasting black against white.





Design Element:- Value

Value can be used to:

Lead the eye across a page, such as running a dark to light graded area in a background.

Create a pattern.


Give the illusion of volume and depth by adding shading to an area.

Create an image of lightness or darkness.

Make a layout dramatic with large areas of dark or light shading.

Emphasize an element.

Make objects appear to be in front of or behind each other.



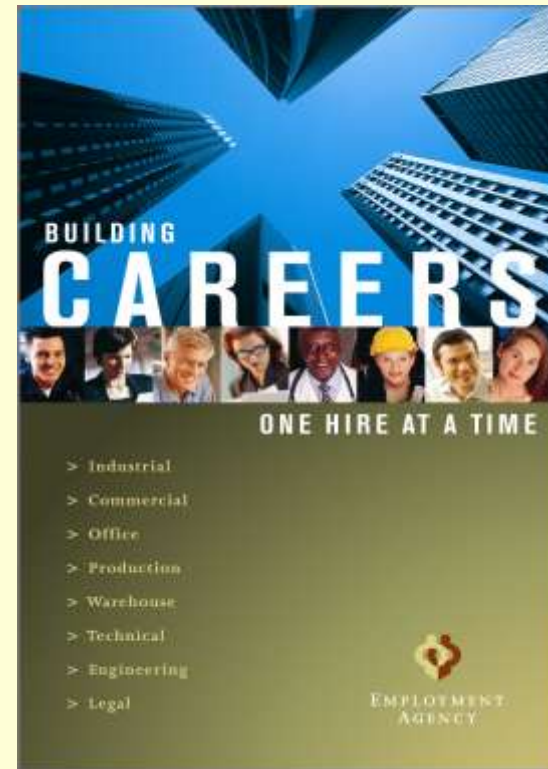
Design Element:- Colour

Colour is the ultimate tool for creating the mood of your graphic presentation.

Colour can help to identify an important element.

Good use of colours can bring a graphic presentation to life.

Bad use of colour can destroy an otherwise excellent piece



Good use of Blue leading the eye to the main headline.

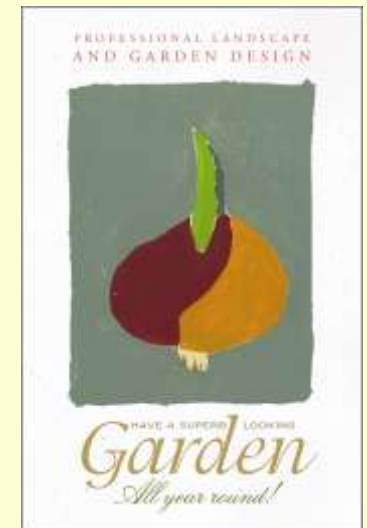
Design Element:- Colour

Colours fall into three general categories:

Warm:-(exciting): Red, Pink, Yellow, Gold, Orange.

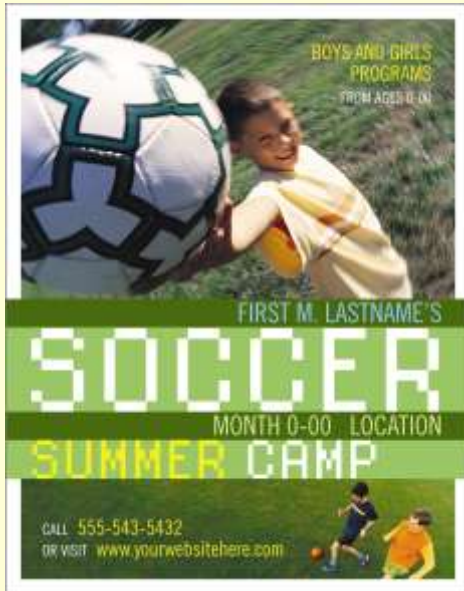
Cool:- (calming): Blue, Green, Turquoise, Silver.

Neutral:- (unifying): Brown, Beige, Ivory, Gray, Black, White



Design Element:- Colour

Warm exciting colours used.



Cool calming colours used



Neutral unifying colours used.



Design Element:- Colour

Colour can be used to:

Highlight important elements such as headlines and subheads.

Attract the eye.

Signal the reader where to look first.

Create an image or a mood.

Tie a layout together. - Organize.

Group elements together or isolate them.

Provoke emotion.






Design Element:- Mass

Mass equals size.

There are two kinds of Mass; there is physical size and visual size.

The graphic presentation has a physical mass.

Each element within the design (graphics, photos, lines, text blocks) have their own visual mass relative to the whole piece



Design Element:- Mass

Main graphic forms the largest mass - the other elements of less mass therefore less important.



The white space has the greatest mass on this page.

Graphic forms a smaller mass on this page. The body text is the greater mass.



Design Elements In Action



<http://www.stocklayouts.com>



STOCKLAYOUTS™