Graphic Communication

Design Elements and Principles
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The purpose of graphic design is to create documents and publications that have visual impact and hold the attention of the viewer or reader. To achieve visual impact, graphic designers, refer to a list of important guidelines called design elements and principles.
Design Elements

*Design elements* can be thought of as the essential building blocks of successful graphic design. It is essential for a graphic designer to understand how to use design elements and how to combine them for the best possible effect.
**Design Elements**

**Line**

*Lines* or *Rules* are used to divide up a layout or connect elements in a layout. Lines can vary in thickness and be coloured. Underlining words emphasise a point.

The red **line** is used here to close of this area of the article.

The red and black **lines** are used to emphasise the text the page.
Design Elements

Shape

Creative use of **shape** can help to sustain readers interest. Shape can also help organise a page by separating items and making the layout easier to follow. **Shapes** can be categorised as organic (natural shapes), geometric, abstract, feminine and masculine.

- **Circles** are used to emphasise the photographs.
Design Elements

Texture

Texture can be considered in two ways; physical texture and is provided by the coarseness or smoothness of paper. Visual Texture is the pattern in images such as the pattern of tree bark in a photograph. Both forms can be employed to create moods and add richness to a graphic display. Blocks of text can also create texture and can provide visual balance.

The detail in the feathered dress creates visual texture on the page.

The detail in the hedge creates visual texture on the page.

Paper provide texture on a page. Smooth, glossy, rough.

The text creates texture on the page to echo the texture of the rock.

The text has been used to create the texture of the girl's face.
Design Elements

Size

The relationship between items and a graphic layout can be emphasized by size. Often the most important items in a layout will be the biggest. This is done to create a dominant focal point. Text is also used in this way—heading generally use a bigger font size than body copy while subheadings fall in between.

The main heading is the biggest and most important on the page.

The biggest image on the page which makes it the focal point.

Subheadings have dominance on the page but not as much as main heading.
**Design Elements**

**Colour**

Perhaps the most effective visual element on a page, **colour** is used to create moods and stimulate emotions. This is essential to the graphic designer when a product or service is being marketed. **Colour** combinations are useful in creating a corporate identity that the public will remember. Harmonious colours will bring unity to a graphic layout while contrasting colours will create drama.

The warm Reds and Yellows contrasts with the cold, blue background. This catches the readers attention and creates impact.

The blue in the back ground of the heading harmonises with the blue walls and furniture of the image. This creates a calming effect on the reader.
Design Elements

Colour

Colour creates corporate identity and automatically you associate certain colours with certain brands. Some examples are shown below.
Design Elements

Value

Value deals with the use of **colour tones** in a layout. Darker tones have a higher value. Setting dark tones against light tones creates contrast and makes a graphic display more dramatic.

The darker green in the font has a higher value than the green background. This creates impact and attracts the readers' attention to the heading.
Mass

All items in layout have mass. A bold heading has a greater mass than a small sub-heading. Blocks of text also have a mass. Lines and colour fills mass but thin lines can bring a formal elegance to a layout while heavy blocks of colour can represent fun and playfulness.

The image has the greatest mass as it’s the largest on the page creating impact.

The large Heading has the biggest mass over all the text.

The drop capital has a larger mass than the remaining text creating impact and attracting the reader to the start of the article.
Design Principles

The principles of design refer to the way elements are assembled and to the overall composition of the designed pages. Design principles can vary according to fashion – a magazine design from 40 years ago would be quite different to a current magazine design. Different design principles can also be used for different purposes - an insurance company would probably want its document to look quite different to flyers for a sports club, so the designers would use different sets of design principles.
Design Principles

Balance

One way of looking at visual **balance** is to consider a page on which the layout of the items is symmetrical, so that items are equally spaced around the centre. The layout would feel stable, strong and conservative. Companies like banks and building societies often favour this formal style. A layout that is asymmetrical can bring contrast, movement, excitement and variety to a layout. This informality can also create a more relaxed style. Modern design often favours an asymmetrical layout.

**Symmetrical** balance is more formal.

**Asymmetrical** balance is more fun and playful.
Design Principles

Contrast

Creating **contrast** introducing elements (colours, font styles and shapes) that are opposites or are very different will increase the visual impact of a piece. The use of contrast will give your publication an eye-catching quality.

The circle contrasts with the angular images and text boxes making it stand out on the page.

The elegant, bold font contrasts with the simple font in the remainder of the article making it stand out to the reader.

The warm, red on this page contrasts with the cold blue on the opposite page.
Design Principles

Emphasis/Dominance

There will be items in your layout that need to be given greater emphasis than other items, such as headings, subheading and graphics. These items can be made to dominate the page by making fonts bigger or bold or underlined, or by displaying them against a background.

The large, white heading has a greater emphasis on the page therefore is more dominant.

The large image also has greater emphasis on the page therefore is more dominant.
Rhythm

Creating the feeling of movement by repeating elements can help a layout to flow. Rhythm can direct the reader and make the layout easier to understand.

The repetition of images and text creates rhythm.

The repetition of red and black highlighted text creates rhythm.

The repetition of bullet point numbers creates rhythm.
Design Principles

Proximity

Careful positioning of related elements in close proximity can make a publication easier to follow and understand. Positioning items close together can create unity. Unity can also be achieved with the appropriate use of colour throughout different parts of a publication.
Design Principles

Unity
Unity allows the design elements to work together to support the design to connect and unite (bring together) the DTP layout. There are many ways to achieve this.

Overlapping an image onto text can create unity. It makes a physical connection between text and image.

Lines can do the same! Placing the lines behind the image connects and unifies the combination.

Using a colour fill behind two items can connect them. The text and torch are connected by the blue flashbar.
Design Principles

Repeating colours in different parts of the layout (repetition) can tie items together: use the eye-dropper tool for this.

Repeating features in separate positions can create unity. The double lines tell the eye that this is a unified layout.
Design Principles

Using harmonies colours can have a unifying effect. The colours in the torch are used else where in the layout and the mid-tones all balance across the display.

Positioning items closer to other items can create unity. The text wrap positions text close to the image, creating a connection.
Design Principles

Alignment

DTP allows you to align elements (text, graphics and lines etc) anywhere on the page. The placing of these elements should be deliberate, not random. The aim is to connect the elements visually to achieve a neat, structured look.

The text columns are in line in height and at the same width.

The images are aligned with the column width and bottom on the text.
Design Principles

White space

Leaving areas of a layout free from text and graphics creates **white space** that allows the eye to rest. Wide areas of head space, foot space and margins can provide this. White space can also create focus by directing the reader’s eye to graphics or text nearby.

The white space around the text allows the reader’s eye to rest and brings focus to the text.

White space doesn’t have to ‘white’. The yellow around the text is classed as ‘white space.’
Design Principles

Flow

A graphic designer uses layout to help the text and graphics flow by leading the eye through a page. We are conditioned to read from the top left to bottom right. A magazine cover normally has the title at the top, a photograph in the middle and a contents list down one side or along the bottom. The layout makes use of emphasis and flow to grab browsers and entice them into the magazine.
Analysis of Design

Elements and Principles

White space

White space doesn’t have to be white. The large expanse of block around the title focuses the eye there and creates an impression of drama and sophistication. The white space to the top right helps balance the layout and emphasises the photographs below. Both white spaces allow the eye to rest and make the layout less busy and more luxurious. This impression is important to the magazine’s target market.

Visual unity

Visual unity is achieved through the use of green. It appears in the title, in sub-headings and in the eye makeup on some of the photographs. The reader sub-consciously connects these features through colour. Overlapping pictures also creates unity and adds depth to the layout.

Contrast (shapes)

Shapes here are mainly square but the close up shots of female faces are curved and contoured, creating contrast. The columns of body text are left aligned and leave an uneven edge on the right to break up the square elements on the page.

Contrast (fonts)

The title is a serif font and the body font is sans serif (see page 184), creating contrast.

Visual unity

The start of the article is emphasised by the title while the drop capital tells readers where to start reading.

Contrast (tone/colour)

Contrast is applied here through lightly toned pictures and a very dark background. Pink and green also add eye-catching contrast.

Colour

Colour is important here. The subtle pastel tones of the faces contrasts with the severe black background. Pink appears in other parts of the layout and creates a strong contrast with the green text.

Alignment

Alignment is crucial to this clean sharp layout. The paragraphs on the right-hand page are accurately aligned to create a crisp vertical line and the photo and text on the left-hand page are accurately aligned and neat.

Rhythm and flow

Rhythm is created by the green sub-headings and by the double spacing between paragraphs. Both techniques create a visual flow that leads the reader through the layout.

Think you know everything about eye make-up?

Studying the eyes is difficult but a study of the eyes can provide you with an insight into the make-up trends for the season. So read on and learn a thing or two.

Eye Beauty

The Magic’s in the eye make-up.
Analysis of Design Elements and Principles

Events at The O2

what’s on...

Your monthly guide to the UK’s premier entertainment venue

PARTY LIKE A VIP IN THE O2’S BLUEROOM!

If you’re heading to a show at The O2, make a proper night of it by taking advantage of some of the other things we have on offer, like the blueroom bar...

The symphonic blueroom bar is only open during arena events and is exclusively for the use of a limited number of O2 customers per night. If you test BLUEROOM by 60202 while you’re at The O2, you will be one of the lucky 200 people at every show to receive an electronic entry ticket text. Don’t worry if your pats aren’t on O2, as everyone who bags a blueroom ticket can bring three friends with them!

The bar is filled with comfy sofas, chilled-out lighting, a jukebox with thousands of tunes and screens showing an ever-changing array of wallpapers. Got a picture you want to share? Text it to 60202 and we’ll screen it on the walls. Plus, every night is different in the blueroom as its theme changes to suit what’s happening in The O2 that night, so you can enjoy a total event experience! (See Bar Themes for details.)

The Great British is just one of the exciting choices for O2 customers when you visit The O2. Make sure that you test BLUEROOM by 60202 and don’t miss out!

BLUEROOM: BAR THEMES

O2 Office Live
Over the top cocktails, cheesy tunes and classic arcade games!

O2 cosy room
Share the blueroom with your mates and try out the cocktails!

O2 Rock Takeover
Have a rock vibe to modern anthems, with DJ playing them all at the Indie Discos.

O2 Family Zone
Set your pulse racing with a host of games, such as football, golf and darts.

PRIORITY TICKETS

For a full list of who’s on at The O2, text INFO to 60202. As an O2 customer you can get priority tickets to The O2 – visit the02.co.uk/theo2 to register.

LAST CHANCE TO BOOK FOR...

Jenny Jones
12 August
From hardcore punk touring and writing, Jones has done it all. Catch his spoken word show at indigo.

THIS MONTH

October

October

October

This final night of James Bluem’s All The Lost Tricks, UK tour is guaranteed to be one to remember.

BOOK NOW FOR

Rockers: Nickelback, eighty3
Howard Jones, ska band Madness, and the timeless Tina Turner. To book, go to the02.co.uk/insidebook-now.

NEXT MONTH

October

October

October

COMING SOON

October

October

October

BOOK NOW FOR

Canadian tour: Nickelback, eighty3
Howard Jones, ska band Madness, and the timeless Tina Turner. To book, go to the02.co.uk/insidebook-now.
Analysis of Design Elements and Principles

Insight
Recent research, fascinating facts, snippets and great prizes — your news starts here!

DID YOU KNOW?
A third of the average UK spending on food goes on convenience food.

Brain needs a boost?
Good news for chocolate lovers! Scientists have given cocoa fans a reason to celebrate — natural compounds found in cocoa beans — their root of approval. A study at Nottingham University found that chocolate not only boosts brain power, but could also help stroke patients. All it takes is eating two cubes of dark chocolate for five days to increase the blood flow to the brain. A daily hit of chocolate might just be what the doctor ordered.

FASHIONABLE SOLUTION
With our ageing population, it’s once again stylish (and useful) to have a granny annexe attached to the house. Indeed, the property pages are full of ads offering a “digs” room for self-contained annexe. The good news is that an annexe is exempt from council tax (the ruling changed in 1997), provided it’s occupied by a family member over 65, however, is tax break doesn’t apply to Scotland. An ultra-modern alternative to a granny flat is one of the newer Scandinavian imports, which puts granny in a cabin in the garden. And at roughly £25,000 for these deluxe Wendy houses, she can hardly complain.

The power of podcasts
Such is the success of the podcast that leading legal publisher Sweet & Maxwell is offering law students free podcasts to help them revise, with updates on the latest legal developments. These audio recordings can be delivered via iPod, computer or phone. Not a new idea (Pru’s latest podcast, Retirement essentials — so things to do when you retire, is on www.pru.co.uk), but a fun, new-tech way of delivering info that — especially in the case of law — must be learned dearly byrote.

Women at risk
The sad fact is that only a third of women in the UK have a final salary pension. This doesn’t bode well for a happy, retired future. In fact, according to a recent survey for Investors, of those women who have a pension, fewer than half think they have enough income in retirement. And many expect to work longer into retirement to make up the deficit.

Oh, the poor puppy!
There’s a revolution going on in all the high street with a whole new vocabulary. Shar pei, labradors and Beagles approach your door on your back, whereas, the word “pooch” is now a Chadwick’s asphyxiation. And then there’s the “puppy” line, something so radical it seems unrecognisable. Pity the puppy.

WIN! A luxury 12-day European river cruise
Grab your passports! The famous luxury cruise company has teamed up with Practical and Modern Home to give you the chance to win a luxurious 12-day European river cruise on the Rhine, Main and Danube. You’ll see the most historic cities and towns in Europe as you cruise down the Rhine, Main and Danube rivers. The MS Germania I will take you on a 12-day cruise round trip from Basel, Switzerland, to Amsterdam, Netherlands. For more information visit www.practicemagazine.co.uk.