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Design Shapes. From ancient  
pictographs to modern logos,

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Design shapes are at the root of design. They can be geometric (squares,... Lines. Lines divide space, direct the eye, and create forms. At their most basic level, straight lines in layouts... Color. Color

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Design evokes deep emotion, ...

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7 Basic Elements of Graphic  
Design 1) Color. Sir Isaac  
Newton is widely credited  
with creating the very first

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Design  
color wheel back in 1706. As  
the story goes,... 2) Line.  
Lines are more than just  
dividers -- the right lines  
can convey movement and  
emotion, tying together  
your... 3) Scale. The scale  
of ...

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Them ...**

Readers will discover  
White's four elements of  
graphic design, including  
how to: define and reveal



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**Design** dominant images, words, and concepts; use scale, color, and position to guide the viewer through levels of importance; employ white space as a significant component of design and not merely as background; and

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Design  
use display and text type  
for maximum comprehension  
and value to the reader.

**The Elements of Graphic  
Design: White, Alex W ...**

The 7 Elements of Good  
Graphic Design Line:. Lines,

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Design  
in graphic design, can be used for a wide range of purposes: stressing a word or phrase, connecting...  
Colour:. Colour is used to generate emotions, define importance, create visual interest and unify branding.

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See our post... Texture:  
Texture ...

## **The 7 Elements of Good Graphic Design**

The Basics of Graphic  
Design: The Elements 1. The  
line. The line is usually

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Design present in every design, even if it is a solid border of 1px or a dotted one of 5px. 2. The shape. The shape, or the form, is the second most used element of a web design. They are actually lines combined...

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## 3. Textures. The ...

### **Learning the Basic Elements and Principles of Graphic Design**

Now that we have established  
the basic elements of  
graphic design, let us move

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Design on with its basic principles. These said principles are the following: alignment, balance, repetition, proximity, contrast, and space. All these are necessary to create

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Design effective design

compositions on print and web. Continue reading to find out more about each element.

**Basic Elements and  
Principles of Graphic Design**

*Page 24/47*



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## | Computer ...

Shapes are at the root of graphic design. They are figures and forms that make up logos, illustrations, and countless other elements in all types of designs. Shapes help the designer to add

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Design  
interest or organize  
elements of design.

## **Basic Elements of Graphic Design | Oozle Media**

For example, [16] point out  
four elements of graphics  
design which is space,

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Design, unity, page architecture and type. This four element types are suitable to be used in images and pictures.  
...

**(PDF) The Elements of  
Graphic Design, Second**

*Page 27/47*

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## **Edition**

In addition to hue (red versus blue), consider the saturation and brightness (or "value") of each color. Learn the basics of color theory to be sure a composition has the right

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mood, temperature and tone.  
Finally, consider what color  
space ( CMYK or RGB) is best  
for the printer or screen  
where the design will be  
seen.

**The 6 Elements of Design -**

*Page 29/47*

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**Logos, Web, Graphic Design**

...

10 Basic Elements of Design

1. Line. The first and most basic element of design is that of the line. In drawing, a line is the stroke of the pen or... 2.

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Design. Color. Color is one of the most obvious elements of design, for both the user and the designer. It can stand alone, ... 3. Shape. Shapes, ...

## **10 Basic Elements of Design**

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"The Elements of Graphic Design's first edition has been one of the most useful books on the details of design and effective visual communication. The second edition is certain become a



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studio library."—Sharon  
Werner, founder of Werner  
Design Werks

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...**

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book has been wholly revised  
and expanded to feature a  
new dimension of inspiring

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Design and counterintuitive ideas to thinking about graphic design relationships. The Elements of Graphic Design, Second Edition is now in full color in a larger, 8 x 10-inch trim size, and contains 40 percent more

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Design content and over 750 images to enhance and better clarify the concepts in this thought-provoking resource.

**The Elements of Graphic  
Design (Second Edition) (2nd  
ed.)**

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The elements of design are the parts that define the visual, the tools and components that a person uses to create a composition. In other words, they represent the base of graphic design. The

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Design  
principles of design, on the other hand, are all about how a person uses the elements to create a visual and convey a message.

**Elements and Principles of  
Design To Use In 2020**

*Page 39/47*

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Design Color is one amongst the foremost obvious elements of design, for the designer. It will stand alone, as a background, or be applied to different elements, like shapes, lines, textures or typography. Color creates a



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mood within the piece of art  
and narrates a story  
regarding brand or product.

## **Design Elements in Graphic Design - Graphic Design Blogs**

"The Elements of Graphic

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Design's first edition has been one of the most useful books on the details of design and effective visual communication. The second edition is certain to become a standard in every design studio library."

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**The Elements of Graphic  
Design | Book by Alex W.  
White ...**

When the same design  
elements - such as uniform  
size and weight of headline  
fonts or use of initial caps

*Page 43/47*

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Design  
to begin a chapter - are used, it becomes clear that the pages are related to each other and therefore part of the same document. In this way, repetition creates unity.

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## **The Four Basic Principles of Graphic Design**

First, let's nail down a comprehensive definition. According to the Merriam-Webster dictionary, graphic design is "the art or profession of using design

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Design elements (such as typography and images) to convey information or create an effect." Historians can trace the origins of graphic design all the way back to cave paintings in 38,000 BCE.

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