Graphic Design - Elements & Principles

Level:　　Intro to Graphics and Design
Unit:　　Design & Layout
Standard:　ACCT-IGD-14. Students will identify the elements/ principles incorporated in basic graphic design and understand effective color usage.

Essential Questions:　How do elements & principles of design enhance communication? How does the effective use of elements & principles of design improve your work?

GROUP #1	ELEMENTS OF ART
Design Elements	Basic components that artists use in producing artworks, the "building blocks" of all designs to express ideas
Line	A mark left by a dot or point moving over a surface. It is often an outline or contour, showing the edge of something. Lines can be horizontal, vertical, diagonal, long, short, straight, curved, thick, thin, solid, dashed, blurred, uneven, sharp edged and can create patterns.
Shape	An enclosed space defined by line, color, value, or texture. Circles, squares, and triangles are the three basic shapes used in graphic design.
Color	Wavelengths of light as interpreted by the human eye, ultimate tool for symbolic communication
Texture	Refers to surface quality; smooth, rough, soft. Elements of art can be used to create the illusion of texture on a printed piece- i.e. the look or feel of a surface.
Space	The distance around, between, above, below and within an object on a surface. (i.e. perspective-size relationship, overlapping to create the illusion of space)
Value	Refers to the lightness or darkness of a design and is often an important element where there is the absence of color (pencil drawings, black and white photographs, and etchings). It is used to show form on a flat surface and for contrast.
GROUP #2	**COLOR**
Hue	technical term for "color"
Primary Colors	These 3 colors are the base colors for every other color on the color wheel. Cannot mix any other colors to achieve these colors. (blue, red and yellow)
Secondary Colors	Orange, Green, Purple (made by mixing 2 primaries)
Complimentary Colors	Colors that are opposite each other on the color wheel
Intensity	Purity and strength, brightness or dullness of a color
Cool Colors	Colors like blue, green, and purple (violet). These colors evoke a cool feeling because they remind us of things like water or grass.
Warm Colors	Colors such as red, yellow, and orange. These colors evoke warmth because they remind us of things like the sun or fire.
Neutral Colors	White, Black, Gray, Brown. They tend to lend a classic or "retro" feel to a design.

RGB (Additive)	Color based upon light. Your computer monitor and television use RGB. The name "RGB" stands for Red, Green, Blue
CMYK (Subtractive) aka Process Colors	Color method based upon pigments (ink). "CMYK" stands for Cyan, Magenta, Yellow, and Black. This is the method used by printers the world over. The "K" is for "key" ink.
Pantone (PMS) Colors	The Pantone Matching System is a book of formulas for standardized color matching throughout the graphics industry. Also referred to as a "spot" color.
GROUP #3	**PRINCIPLES OF ART - PART 1**
Design Principles	The different ways that the ELEMENTS OF ART are ordered and arranged within in a design.
Balance	Refers to the way the art elements are arranged.
Assymetrical Balance	informal balance, which is uneven in the distribution of visual weight or activity on each side of the center of the artwork.
Symmetrical Balance	formal balance, which is roughly even in the distribution of visual weight or activity on each side of the center of the artwork.
Radial Balance	elements radiate out from a center point in a circular fashion
Emphasis	Refers to the focal point or center of interest. May be achieved by central location, contrasting elements, pointers, unusual subject matter, lighting, and converging lines.
Proportion	Refers to how the size of one part relates to the size of another part. Proportions may be realistic, or exaggerated and distorted (for expressive reasons).
GROUP #4	**PRINCIPLES OF ART - PART 2**
Movement	Refers to combining art elements to produce the illusion of movement and action. Often achieved through placement of repeated elements which invite the eye to move from one area to the next. Video and film have actual movement.
Contrast	Avoid elements on the page that are merely similar - if they are not the same then make them very different. Refers to the differences in values, colors, textures, shapes and other elements. Contrast can add interest to the work. Black and white create the highest value contrast.
Repetition	Repetition of visual elements throughout a design help to create movement, rhythm, and consistency-repeats colors, shapes, or lines -too much repetition in a design can create monotony or boredom (ie, all headlines in an article would be formatted the same.)
Alignment	Nothing should be placed just anywhere - everything should line up with something else on the page.
Proximity	Items that are related should be placed close to each other.
Variety	Refers to the use of an art element(s) to achieve diversity and change. Too much variety is chaotic; too little is uninteresting.
Unity	One of the most important aspects of a design. A work of art has unity when its parts are balanced and organized in a harmonious way-all the elements and principles work together.

GROUP #5	DESIGN BASICS
Message Analysis	Process of analyzing things that will influence the design such as the target audience, men or women, age, location of the design, billboard, magazine, etc.
Rule of 2/3rds	Most designs can be made more interesting by visually dividing the page into thirds vertically and/or horizontally and placing the most important elements within those thirds.
Line Length	The best length for a line of text is one that is the most comfortable on the reader's eye. Lines that are too short increase the number of eye movements, while long lines make it hard for the eye to stay on the correct line.
Optical Center	This is slightly to the right of and above the actual center of a page. Placing important elements or the focal point of the design within the visual center of a piece is another design trick.
KISS Principle	KEEP IT SHORT & SIMPLE; states that design simplicity should be a key goal and that unnecessary complexity should be avoided
Eye Movement	The path the eye follows through a design. Movement in a visual image comes from the kinds of shapes, forms, lines, and curves that are used.
Thumbnail Sketch	Small, simple, rapidly drawn designs for various ideas of a layout
Rough Layout	Actual size, redrawn version of a thumbnail sketch with refinement that is truer to design
Camera Ready	Shows how the printed piece will look when finished. Typically printed from a laser printer with all artwork and typography.
White Space	The distance or area between or around things. Areas free from type and art is called white space, and it creates a rest for the eye.