Principles & Elements of Graphic Design

Principles & Elements of Graphic Design - These are the visual tools to use to communicate a message. Using these elements and principles in design is the first step in creating successful visual compositions. These principles are used in all visual design fields, including graphic design, industrial design, architecture and fine art. Design is the organized arrangement of one or more elements and principles (e.g. line color or texture) for a purpose.

**Elements of Design**

• line

• shape

• size

• texture

• color

**Principles of Design**

• balance

• proximity

• alignment

• repetition

• contrast

• white space

Your Assignment:

1. Place the 3 images from last week’s assignment on 3 separate slides.
2. Using the terms above, label the images with the elements you were referring to as you described them.
3. On a separate slide for each image, summarize the principles you see.