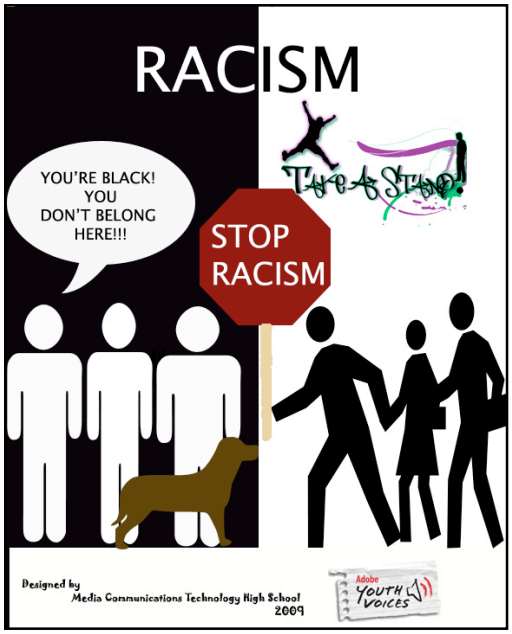
GRAPHIC DESIGN PRINCIPLES

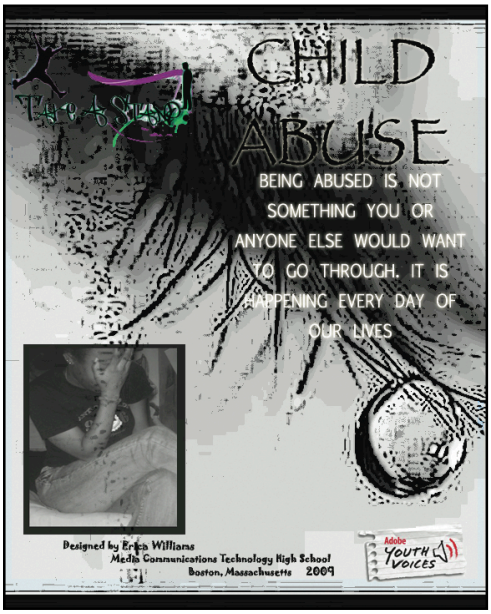
Graphic design is the art of arranging visual elements i.e. image and text on a flat surface into a harmonious composition in order to communicate a message.

Graphic design consists of the following visual elements: **Line**, **Shape**, **Texture**, **Color** and **Space**. When used effectively these elements convey meaning and evoke a response in the viewer. The viewer is affected by light and dark, empty space versus filled space, patterns and the use of repetition. Graphic artists use these elements according to basic design principles that are illustrated below.



Balance is gravitational equilibrium or tension of elements of objects on the 2D picture plane. In this case three figures on the left are balanced with three figures on the right. The Stop Racism sign crosses the vertical divide.

Proportion is the relation of individual parts to one another. The scale of one element like the size of this eye and the teardrop falling reinforces the text and message in this poster.



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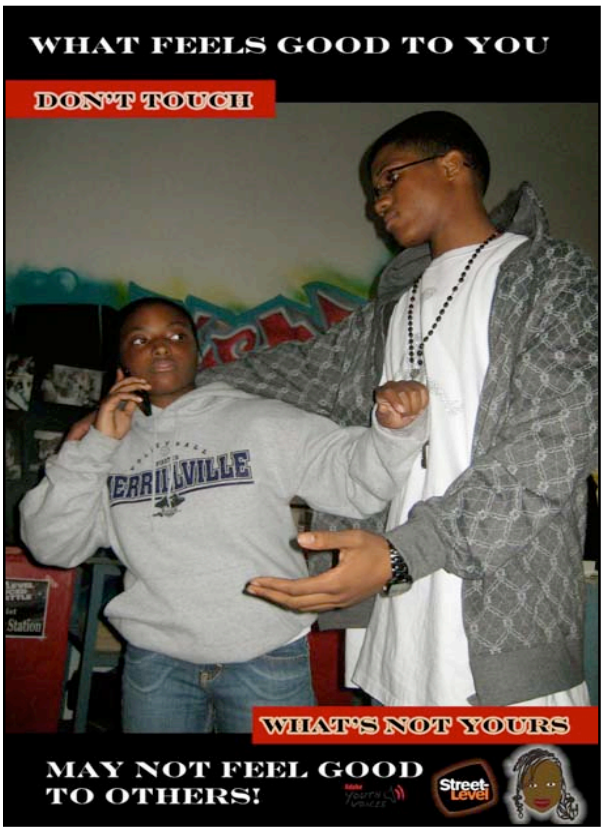
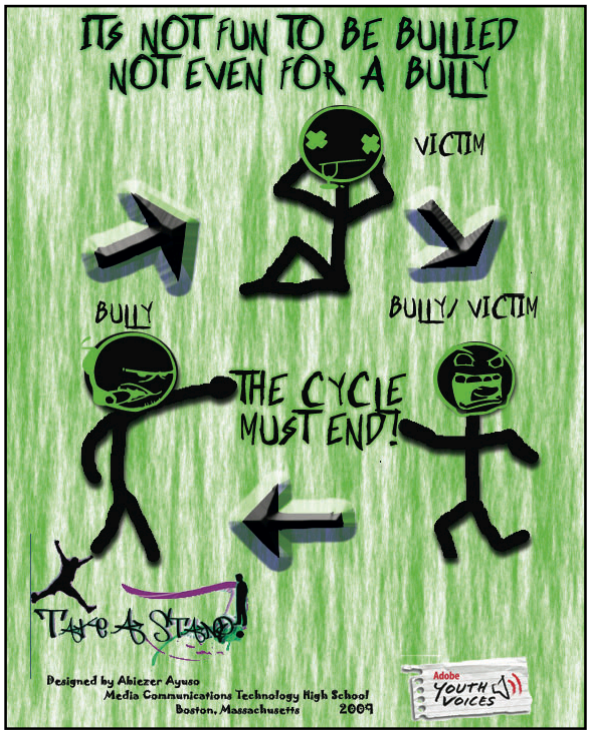
Dominance is using visual elements to call attention to significant parts of the work. The perspective here accentuates the height and size of the male. He is also in the foreground of the picture.





Movement is using graphical elements to help the viewer "eye" travel across the picture plane. The arrows direct the viewer through a cycle of abuse and bullying.

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