

DESIGN BASICS

Elements and Principles

- **DESIGN ELEMENTS**
 - **Line**
 - **Type**
 - **Shape**
 - **Texture**
- **DESIGN PRINCIPLES**
 - **Alignment**
 - **Proximity**
 - **Repetition**
 - **Contrast**
 - **Balance**
 - **Value & Color**

DESIGN BASICS

Elements and Principles

LINE

a thin continuous mark, as that made by a pen, pencil, or brush applied to a surface

- **To Create Mood**
- **As An Organizer**
- **To Indicate Motion**
- **To Add Texture**

DESIGN BASICS

Elements and Principles

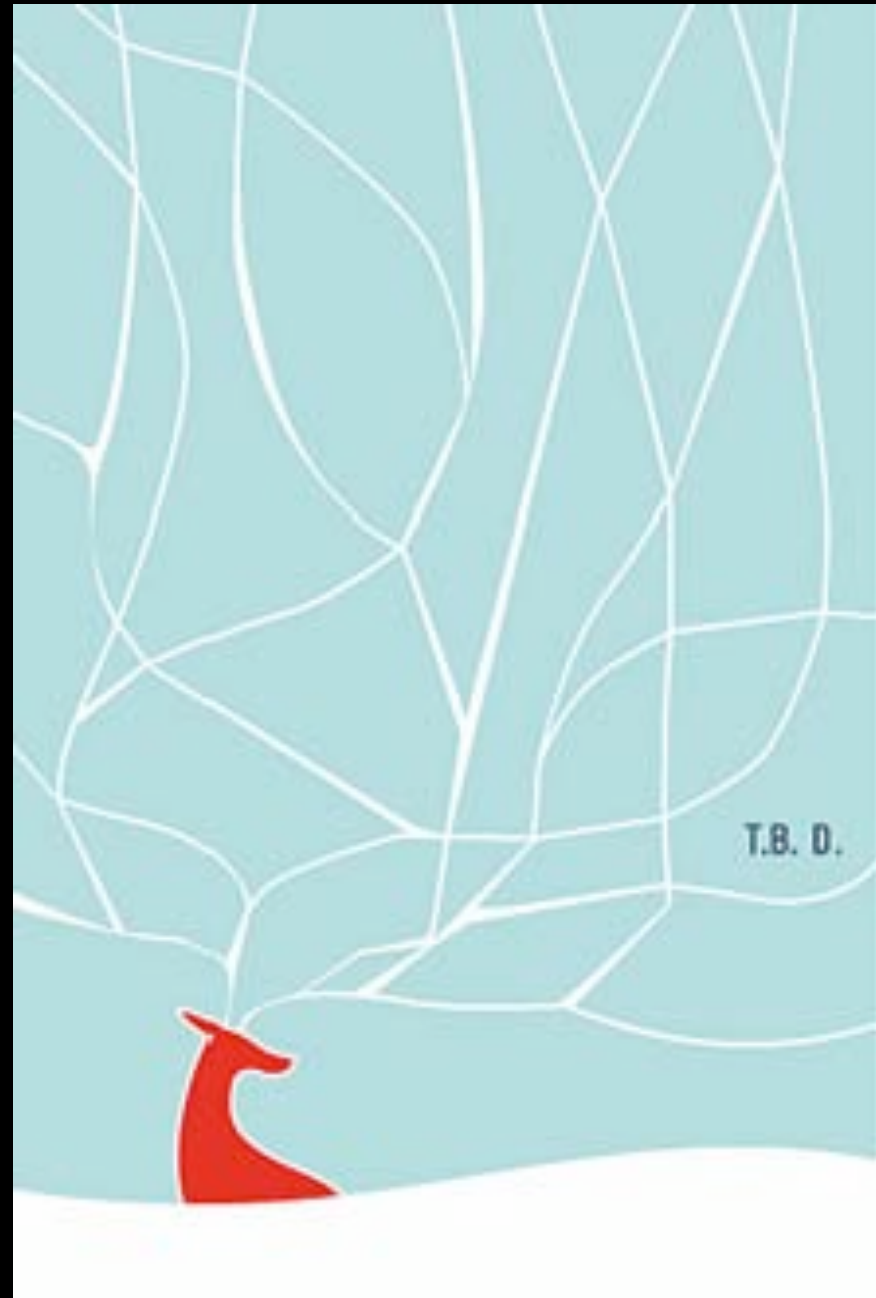
LINE



DESIGN BASICS

Elements and Principles

LINE



DESIGN BASICS

Elements and Principles

LINE



DESIGN BASICS

Elements and Principles

TYPE

written words or letterforms
used as text to read, as shape,
or as a visual element

- To Present Information
- To Create Mood
- To Create Shapes
- As a Visual Element

DESIGN BASICS

Elements and Principles

TYPE

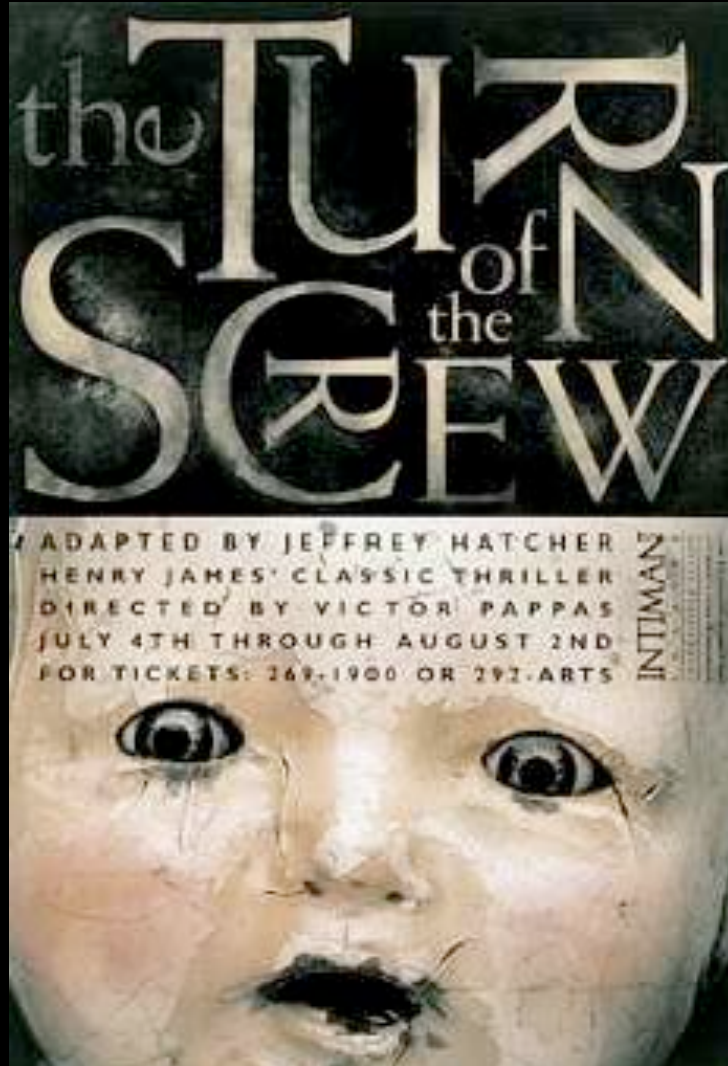
font or typeface choices

- **Choose Appropriate Size & Font**
- **Mood**
- **Readability**
- **Timeless or Trendy?**

DESIGN BASICS

Elements and Principles

TYPE



DESIGN BASICS

Elements and Principles

TYPE



The Executive Life **Gadgets**



Smart. Stylish. Cool. Ingenious...

Hot Stuff

...Maybe even practical. For whatever reason, these are the executive toys and tools that caught our eye this summer. Sure, you can live without them. But go ahead. Splurge a little.

BY LARRY ARMSTRONG

Wee Wheels
« **TRI BICYCLE** The 27-speed trike (\$1,295) is a trike (well, it's a trike) compact, durable, easy to handle, comfortable. Even better, the company's patent by hand for simple transport and storage.

DESIGN BASICS

Elements and Principles

SHAPE

**any element that is used
to give or determine form**

- **To Sustain Interest**
- **To Organize**
- **To Present a Concept**

DESIGN BASICS

Elements and Principles

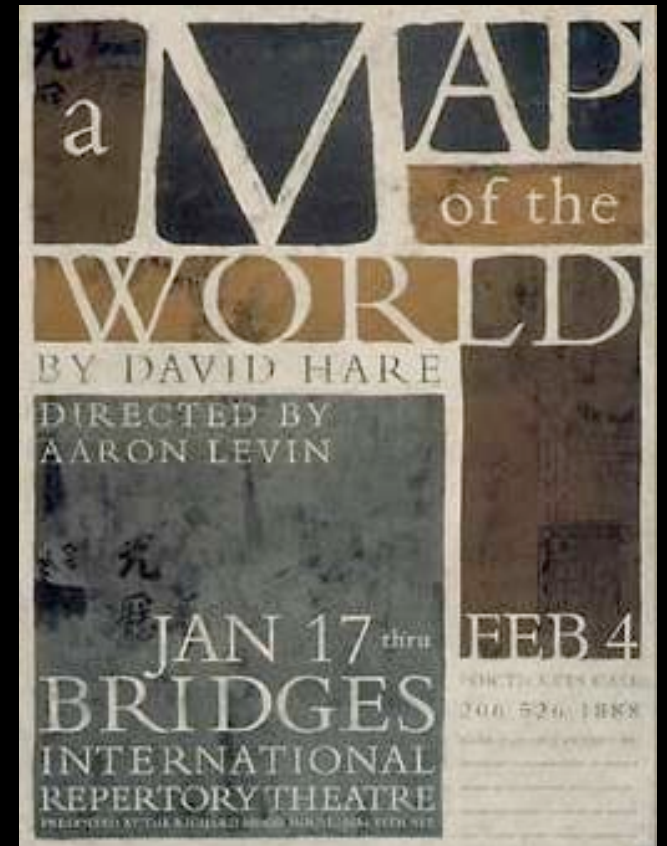
SHAPE



DESIGN BASICS

Elements and Principles

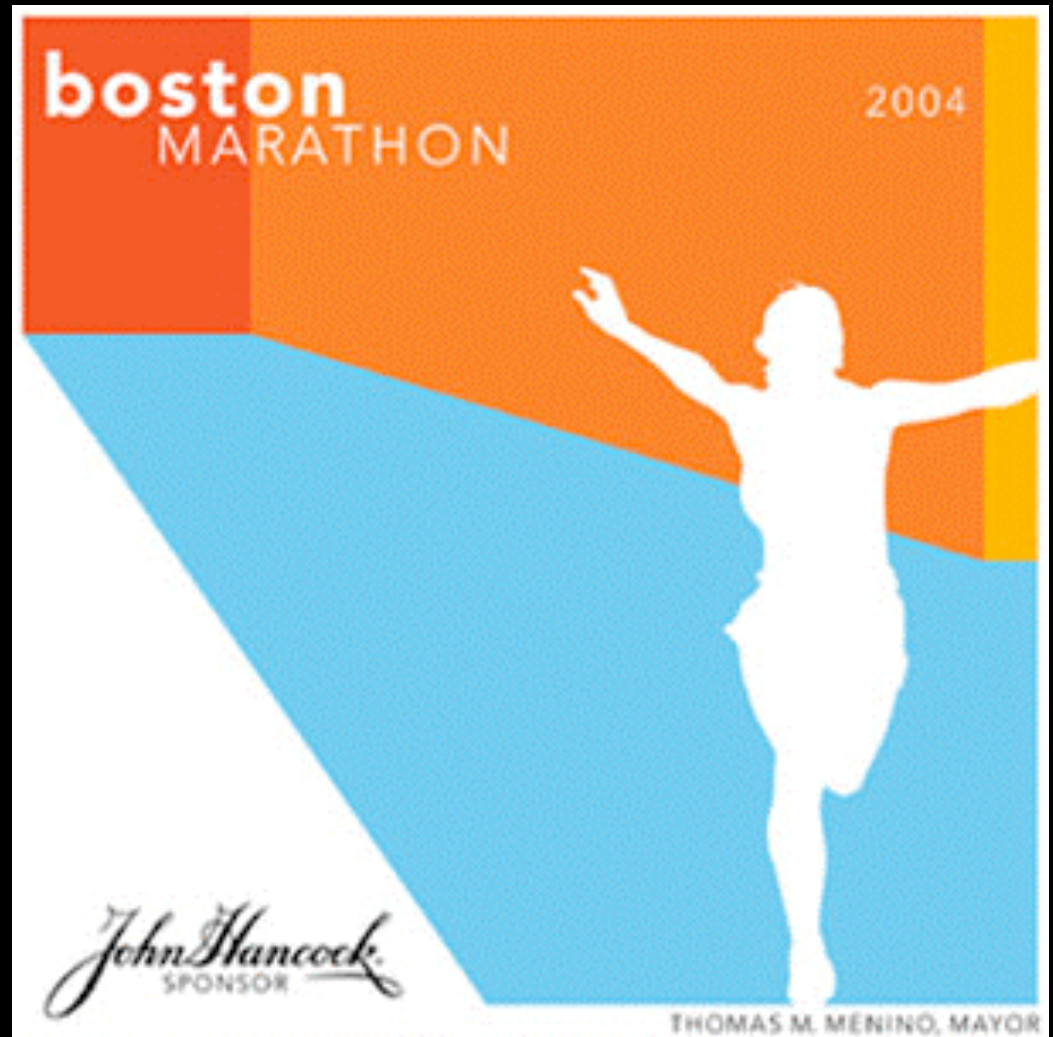
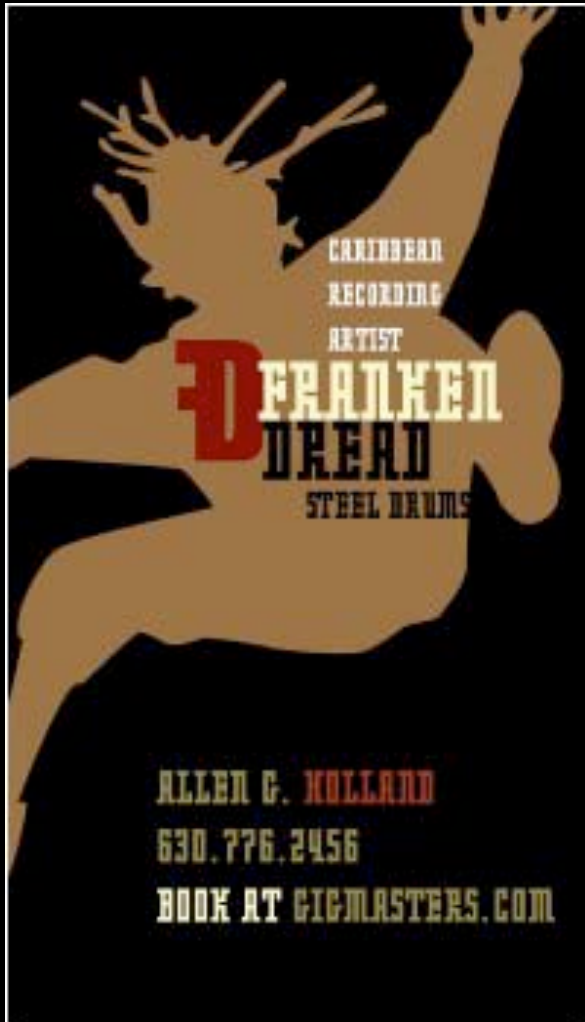
SHAPE



DESIGN BASICS

Elements and Principles

SHAPE



DESIGN BASICS

Elements and Principles

TEXTURE

**an object's visual or tactile
surface characteristics & appearance**

- **To Fill a Shape**
- **As a Background**
- **To Create Mood**
- **Must Support the Concept**

DESIGN BASICS

Elements and Principles

TEXTURE



DESIGN BASICS

Elements and Principles

TEXTURE



DESIGN BASICS

Elements and Principles

TEXTURE



DESIGN BASICS

Elements and Principles

ALIGNMENT

aligning objects on a page

- **To Guide the Viewer's Eye**
- **To Facilitate Understanding**
- **To Control Design Emphasis**

DESIGN BASICS

Elements and Principles

ALIGNMENT



DESIGN BASICS

Elements and Principles

ALIGNMENT



DESIGN BASICS

Elements and Principles

PROXIMITY

**relationships that items develop
when they are close together**

- **To Organize**
- **To Aid In Comprehension**

DESIGN BASICS

Elements and Principles

PROXIMITY

The screenshot shows the Charles Chocolates website. The header includes the Charles Chocolates logo, navigation links (Our Story, Buy Our Products, Occasions & Corp. Gifts, Charles Chocolates Club, Newsletter), and a shopping basket. The main content area is titled "The Charles Chocolates Collection" and features four product categories: Boxed Chocolates, Chocolate Bars, Nuts, and Pate de Fruit. Below these categories is a paragraph about the company's passion for quality ingredients.

Charles[®] Chocolates

Our Story | Buy Our Products | Occasions & Corp. Gifts | Charles Chocolates Club | Newsletter

Welcome Back, Scott | View Shopping Basket (0) | (3 items)

The Charles Chocolates Collection

- Boxed Chocolates
- Chocolate Bars
- Nuts
- Pate de Fruit

It all starts with our passion.

Using only the finest quality chocolate, organic cream and butter, rare spices, fresh nuts, and real vanilla beans, our artisans create some of the most exceptional chocolate creations available anywhere. There are no preservatives or artificial ingredients in any of our products.

USA | Legal, Terms & Conditions | Privacy Policy | Credits

This poster celebrates the 100th anniversary of Harley-Davidson. It features a vertical timeline of motorcycles from 1903 to 2002. The motorcycles are arranged in a way that shows the evolution of the brand over time. The poster includes the Harley-Davidson logo and the text "CELEBRATING A CENTURY OF PRIDE AND TRADITION." and "THE 100TH ANNIVERSARY LIMITED HARLEY-DAVIDSON™ V-TWIN™ CARD".

CELEBRATING A CENTURY OF PRIDE AND TRADITION.

1903

1936

1984

2002

THE 100TH ANNIVERSARY LIMITED HARLEY-DAVIDSON™ V-TWIN™ CARD

Elements and Principles

PROXIMITY



DESIGN BASICS

Elements and Principles

REPETITION

repeating certain elements throughout a project in order to tie all the disparate parts together

- **To Create Consistency**
- **To Build a Strong Brand & Design**
- **To Create Visual Guides**
- **To Create Balance**

Elements and Principles

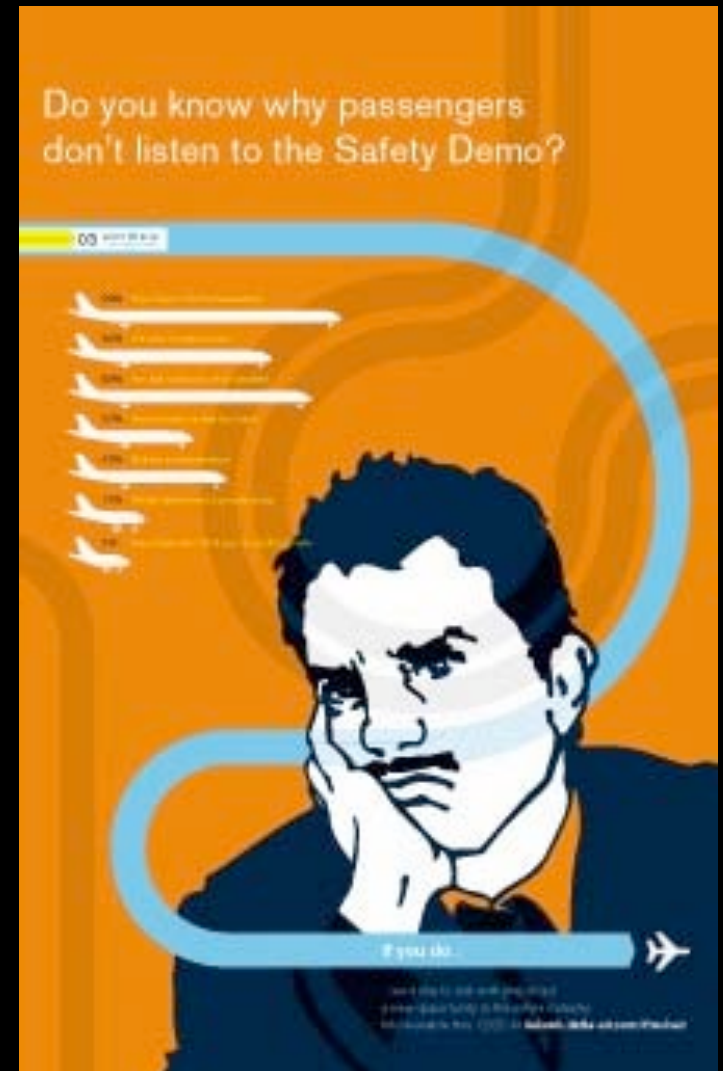
REPETITION



DESIGN BASICS

Elements and Principles

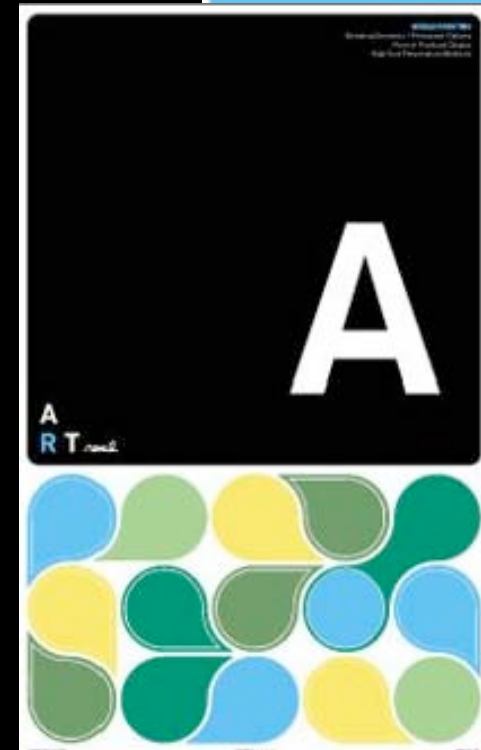
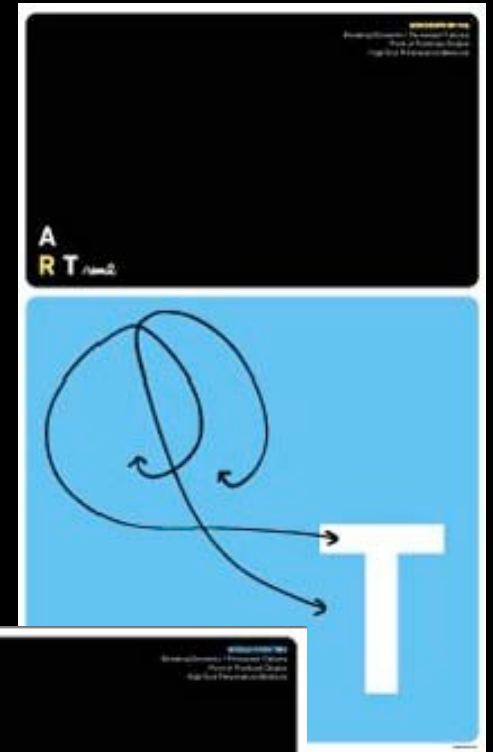
REPETITION



DESIGN BASICS

Elements and Principles

REPETITION



DESIGN BASICS

Elements and Principles

CONTRAST

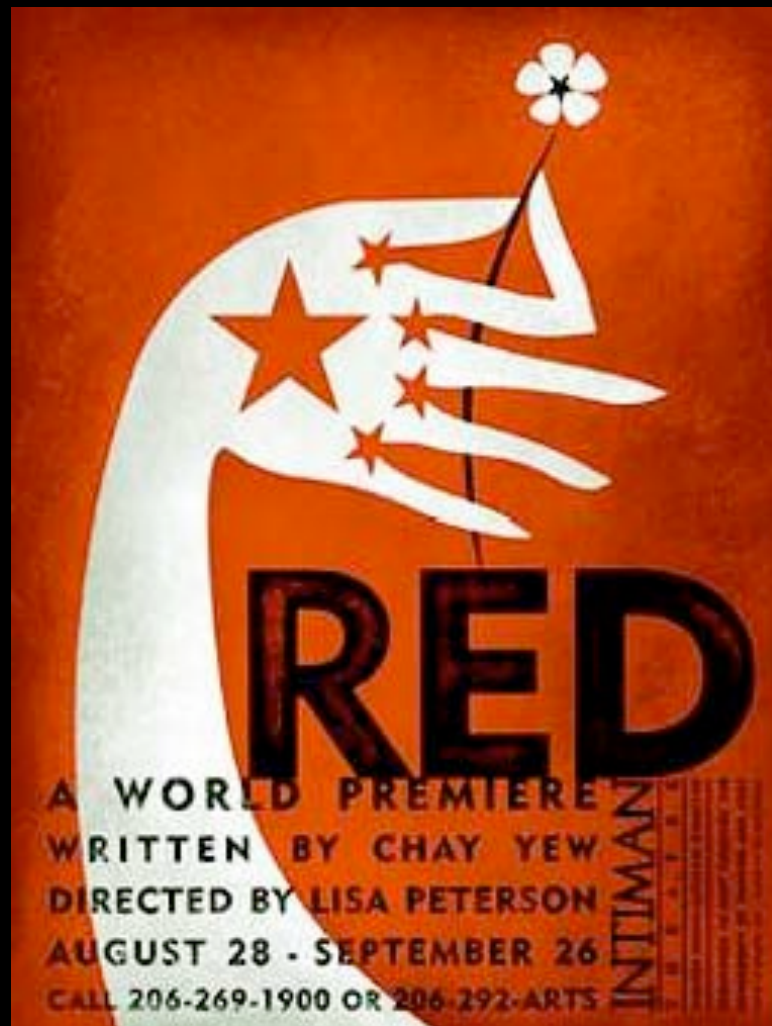
**diversity of juxtaposed elements
in relation to their color, emotion,
tone, or brightness**

- **To Create Page Hierarchy**
- **To Guide the Viewer's Eye**
- **To Strengthen an Idea**
- **To Create Tension**

DESIGN BASICS

Elements and Principles

CONTRAST



DESIGN BASICS

Elements and Principles

CONTRAST



FIRST AMERICAN MOTORCYCLE
CALL 1-800-944-1999
WWW.FIRSTAMERICANMOTORCYCLE.COM

MAKE ROOM FOR A NEW TATTOO

Low model is shown, with side mirrors at current factory height adjustment all over. Standard model used as a guide. See dealer for details. All model prices include freight and taxes. Dealer price may vary. Harley-Davidson motorcycles are available in a variety of colors. Harley-Davidson motorcycles are available in a variety of colors. Harley-Davidson motorcycles are available in a variety of colors.



SWEET FINANCING FOR A NEW RIDE

With a Ford Credit Card, you can get a new ride with a new financing plan. Ford Credit Card is a new way to finance your new ride. Ford Credit Card is a new way to finance your new ride. Ford Credit Card is a new way to finance your new ride.

CALL ME

Standard 100

DESIGN BASICS

Elements and Principles

BALANCE

aligning & organizing the elements of a design so that they work together and achieve equal weight or resolve

- **To Create a Mood**
- **Symmetrical or Asymmetrical**
- **To Create Tension**
- **To Guide the Viewer's Eye**

DESIGN BASICS

Elements and Principles

BALANCE




Wi-Fi

MEANS BUSINESS

The up-from-the-streets movement is catching on in the corporate world. Will the new wireless networks pay off?

Enginners on runways in Seattle and Frankfurt are tinkering with antennae and satellite links. This isn't the usual criterion, though. Instead, Boeing Co. is preparing a brand new business: flying cyberbirds. By early next year, more than 100 Boeing jets are scheduled to be equipped with speedy wireless technology known as Wi-Fi. For \$25 or so per flight, laptop-luggers will be able to log on to the Net while soaring above the clouds—shopping on eBay Inc., restocking their companies' inventories, perhaps even making wire calls over the Web. Boeing is on gang to on the new technology that over the next decade it hopes to outfit nearly 4,000 planes with Wi-Fi service. Says Scott E. Carson, president of the company's Connection by Boeing unit: "Wi-Fi is on an explosive growth path."

After four years as a plaything for techno-geeks and home hobbyists, Wi-Fi is beginning to beam its way into Corporate America. Its superficial connections to the Web not only a quarter as much as the gaggle of wired companies use today. And they're proving irresistible to businesses willing to venture onto the wireless edge. From General Motors to United Parcel Service to Car2Go, companies are using Wi-Fi for mission-critical jobs in factories, trucks, stores, and even hospitals. "We firmly believe that this is



Cover Story

DESIGN BASICS

Elements and Principles

BALANCE



DESIGN BASICS

Elements and Principles

COLOR & VALUE

the hues, tints, strength & brightness of elements and their relationship to each other

- **To Create a Mood**
- **To Build a Strong Brand & Design**
- **To Create Consistency or Contrast**
- **To Emphasize & Strengthen Ideas**

DESIGN BASICS

Elements and Principles

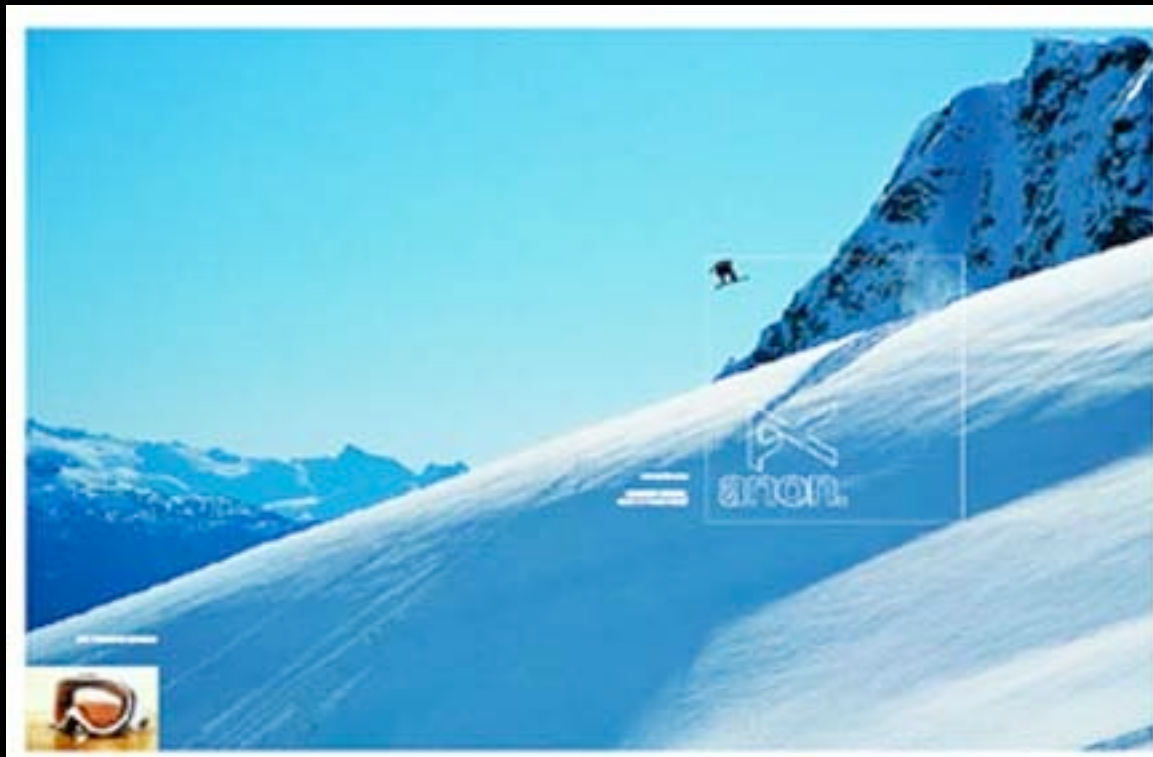
COLOR & VALUE



DESIGN BASICS

Elements and Principles

COLOR & VALUE



DESIGN BASICS

Elements and Principles

COLOR & VALUE

