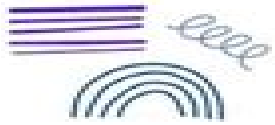


ELEMENTS OF GRAPHIC DESIGN



LINE

The path of a point moving through space. There are many types of lines and they can create emotion and depth.



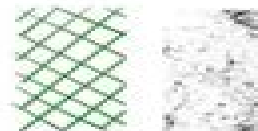
SHAPE

A flat enclosed area with two dimensions: length and width. Shapes can be geometric or organic.



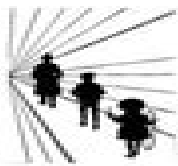
Form

An enclosed area with three dimensions: depth, length, and width.



TEXTURE

The tactile qualities of a surface, or the visual representations of surface qualities.



SPACE

The area in which art is organized. The area around, within or between images, objects or elements.



Color

The hue, lightness, and saturation of the shades of color. All colors come from primary shades, plus black and white.



TYPOGRAPHY

The way words are arranged on the page, and the choice of typeface, to make text legible and appealing.



Imagery

The selection and placement of visual elements on the page, including icons, photos and graphics

The Basic Of Graphic Arts

Rachel S Tattersall



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