



# Graphic Design Principles:

[Design and Principles of graphic design\\_compressed.pdf](#)

- 1.What is Graphic Design and Basis:
- 2.Elements of Design: Basic
- 3.Relational Elements:
- 4.Intentional Elements:
- 5. Principles of Graphic Design:



# 1. What is Graphic Design and Basis:



**Graphic Design means the visual representation of ideas, facts, figure and emotions with the help of dots, lines, shapes and colors.**

**Anything that we understood in our life takes place when we first see it and then understand the of meaning.**

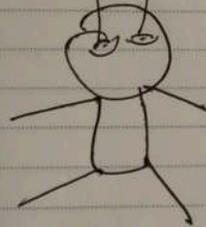
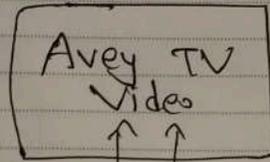
**Two main components of Graphic Design:**

**Medium of expression like paper, white board, book, screen and visual perception which takes place when anyone sees something and how they feel and understand it.**

**So we must create something proper and clear which create the visual perception that we want to create in the audience.**

# Graphic Design:-

Screen:- Medium



Visual perception  
- visual sensitivity



Aesthetic, clean  
sharpe, great,  
bold, simple etc



# 2.Elements of Design: Basic

## 3 Main Elements:

1. Basic elements
  2. Relational elements
  3. Intentional elements
- 

### 1. Basis Elements of Design:

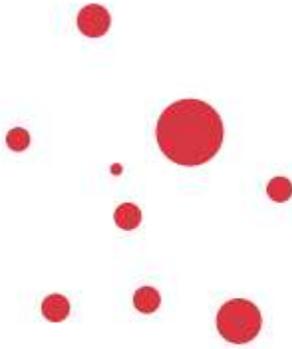


**Basic elements of composition are abstract concepts. They do not exist but seem present in a picture or visual representation.**

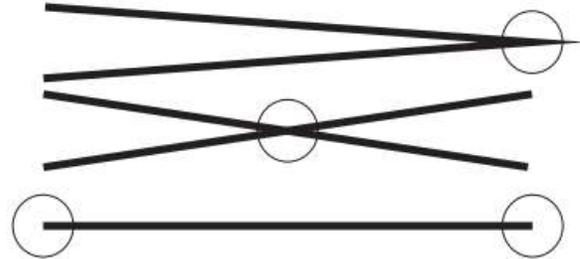
**This means we cannot see it with the naked eye in the composition as it is part of it.**

#### 1. Points:

Points means one kind of shape in the geometry which does not have any dimensions ( i.e. like width, height or depth ). We can see it when two lines meet or at the edge of any shape rectangle or triangle in design. ( For example we can also see the dot of different form when any object is very far away from us like bird in the sky ).



**3.3** Dots of various thickness



**Figure 3.2** Points

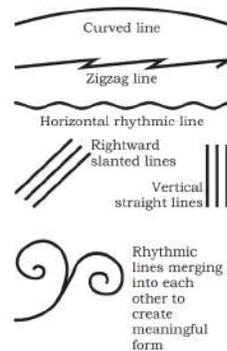
## 2. Line:

A line is defined as a one-dimensional entity having length but no breadth. But in the design, it is defined as a shape which has length and breadth because we have thin or thick line.

**Thickness and thinness of lines will either increase the visual impact or reduce the impact.**



Horizontal straight lines of varying thickness



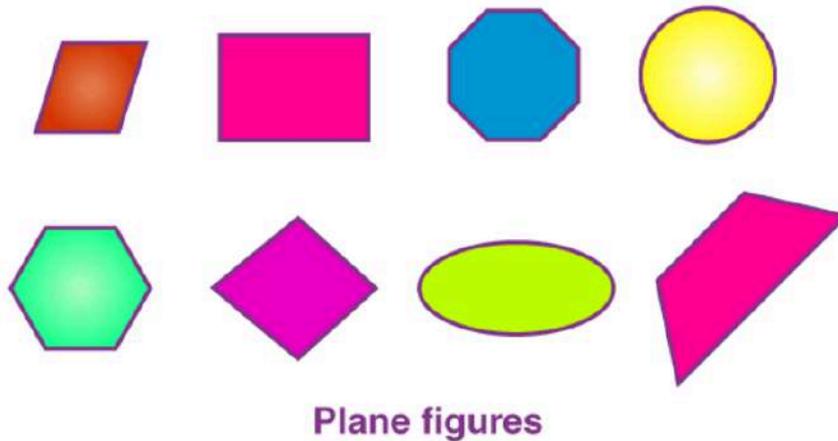
**Figure 3.4** Lines of different characteristics

Different types of lines create different emotions. Thin lines appear lighter, while thick lines appear heavier. Upward lines show growth, downward lines show decline and free curvy lines appeal to calm and relaxation.

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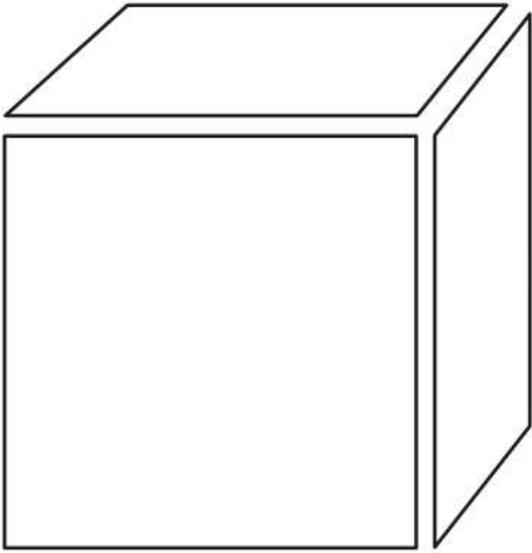
### 3. Plane:

A plane is defined as an entity with length and breadth but no depth. It is a two-dimensional (2D) flat or level surface.



### 4. Space:

It means with the other elements of design such as lines, colors and forms, it is possible to create an illusion of three-dimensional spaces or volume on two-dimensional surface.



**Figure 3.5** Visual plane of three-dimensional object



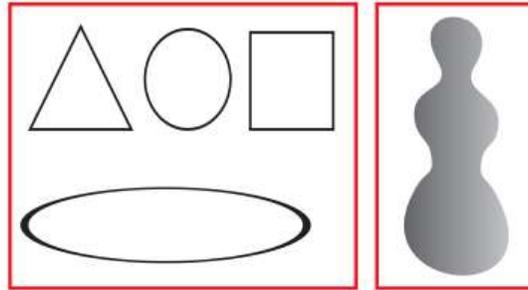
**Figure 3.7** Visual effect of three-dimensional space by variation in size of trees, their reflection, tonal variation and also colour variation

## 5. Shape:

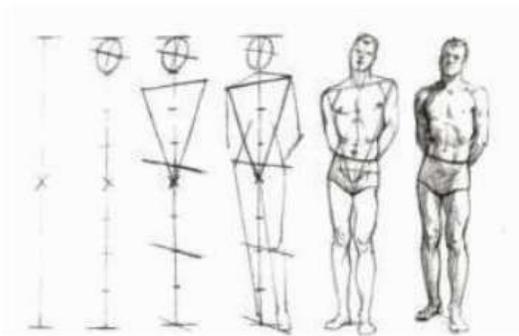
Shapes are nothing but the building blocks to create different 2D or 3D composition; artist build on-the-top of shapes by adding color, texture and different elements in such a way which looks realistic in nature. ( Means combination of Plan and Space to create different things ).

## 6. Forms:

Any shape, outline, or structure of anything like the body of a person, animal, tree, leaf or object is defined as 'form'. A form when combine with other elements and things create a whole new composition.



**Figure 3.8** Two and three - dimensional basic forms



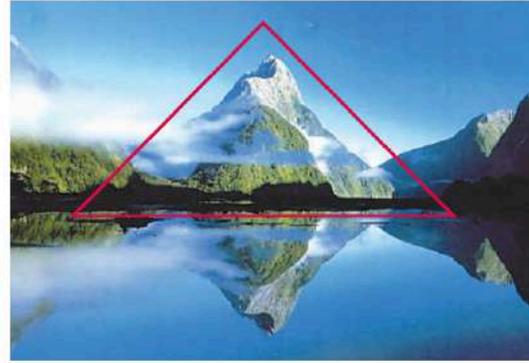
**Figure 3.11** Basic form is also understood as a basic structure as indicated with lines in above figures



**Figure 3.12** An irregular form of a leaf



**Figure 3.9** Three-dimensional form



**Figure 3.10** Form as composition, the whole composition is treated as a form as well as the mountain inside the red triangle is also treated as an individual form



Form as a basic element as well as a whole, a 'form' becomes 'meaningful' since, it generates a psychological impact in creating mood, emotions, and feelings in the minds of the audience. Apart from this, a form creates an impact if it has some unique features. ***In such cases, the audience recognizes the form easily and remembers it for a longer duration.***

In graphic design written text that is made up of typefaces is also treated as form. Each word and sentence has a meaning in a particular language but apart from that, the word or sentence itself is treated as a visual form in a visual composition. ***You can achieve maximum impact from a word or sentence if its linguistic meaning and its visual treatment in a composition are complementary to each other.***

## 7. Colors:

Color is the basic and core attribute of visual perception and therefore it is the most effective element of graphic design.



**Figure 3.13** A palette is used to mix colours with brush to get appropriate combination, tint, tone or shade of colours

## 8. Grey Scale:

Grey scale is an ordered arrangement of white, black and various tones generated by mixing of white and black in different proportions.

Black and white are mixed in equal proportions then the resultant tone is called 'grey'.



**Figure 3.14** Grey scale

## 9. Hue:

Hue is the dominant wavelength of light that we perceive as a specific color. Or Hue is a unique quality of color by which a particular color is identified.

***The color 'red' is called red because eyes recognize the quality called 'redness' of the color.*** The same applies to other colors also.



Hue ને ગુજરાતીમાં રંગનો મૂળભૂત સ્વરૂપ અથવા વર્ણ કહેવાય છે.

એનો અર્થ એ છે કે કોઈ પણ રંગનો શુદ્ધ સ્વરૂપ, જેમાં કોઈપણ પ્રકારનો સફેદ (ટિંટ) અથવા કાળો (શેડ) ઉમેરવામાં આવ્યો ન હોય. ઉદાહરણ તરીકે, લાલ, લીલો, અને વાદળી hue (વર્ણ) છે.

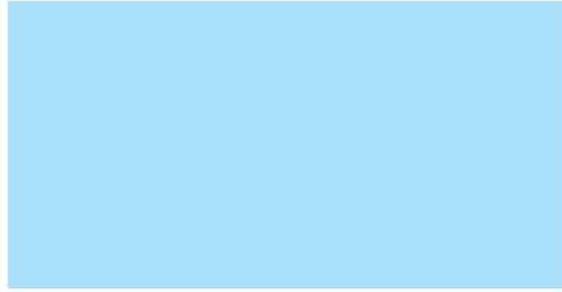
જો તમે લાલમાં સફેદ ઉમેરો તો તે ગુલાબી બની જશે, પણ તેનું hue (મૂળભૂત રંગ) લાલ જ રહેશે.



**Figure 3.15** Colour hue

## 10. Value:

Value is a relative darkness or lightness of a color hue in relation to a grey scale. Blue color with light value comparable with light grey values on the grey scale as shown in the image.



**Figure 3.16** Colour value

## 11.Luminosity:

**Luminosity is the brightness or freshness of a color hue.**

When a color hue is pure, it is brightest. ***When a color hue is mixed with other color hue or black or white, it loses its purity and brightness.***

Graphic designers always try to preserve the luminosity of the color hue. If you go on mixing again and again with different color hues then finally the resultant color will be dull. Green color with maximum luminosity on the left side of the rectangle decreases luminosity as it is mixed with blue color towards right side of the rectangle as shown in the image.



**Figure 3.17** Colour luminosity

## 12. Texture:

A visual texture is the characteristic of a surface that creates an experience or the feeling of touch in a visual composition.



When we run our fingers over a stone or the bark of a tree, we experience the tactile feeling. The tactile experience could be smooth or rough and most of the time it is very difficult to express it in words.

***Designers create such a tactile experience through their designs by using colors and any available material on a particular surface.***

Designers also try to generate the same effect or an illusion of the same tactile feel by using colors alone. ***People appreciate the designer's skill in creating such an experience or creating an illusion. Texture also helps in creating and enhancing subtle feelings and moods.***

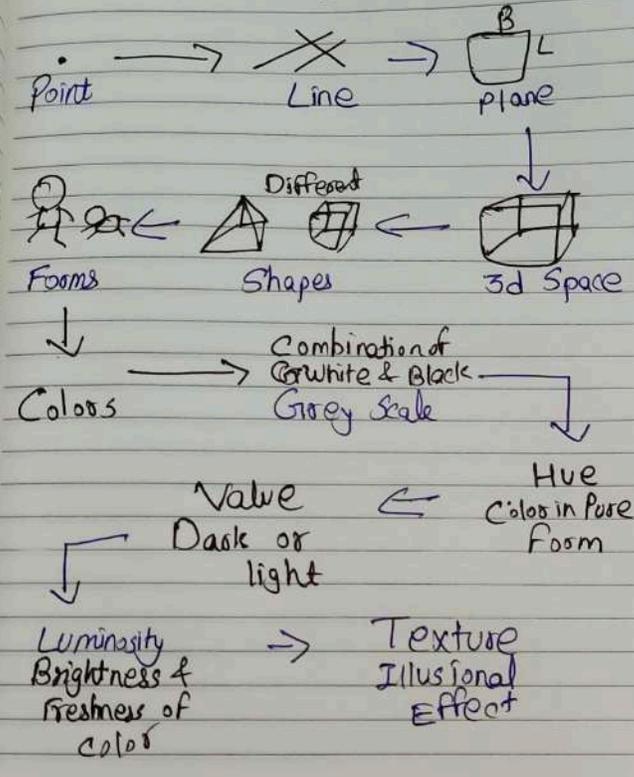


**Figure 3.18** Various types of texture

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# Basic Elements





# 3.Relational Elements:



“The Relational Elements tells us; where to place elements in a composition and the interrelation between them.”

## 1. Alignment:

When we arrange elements of composition in the vertical, horizontal or diagonal manner in such a way that they are in the same line is known as Alignment.

Figure 3.20 clearly shows that the line patterns have proper vertical and horizontal alignment.

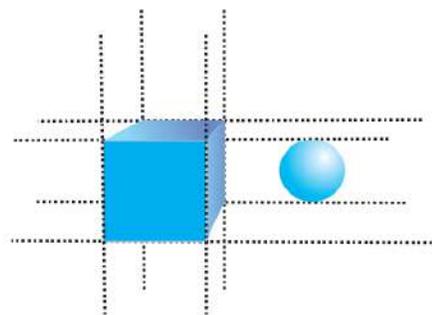
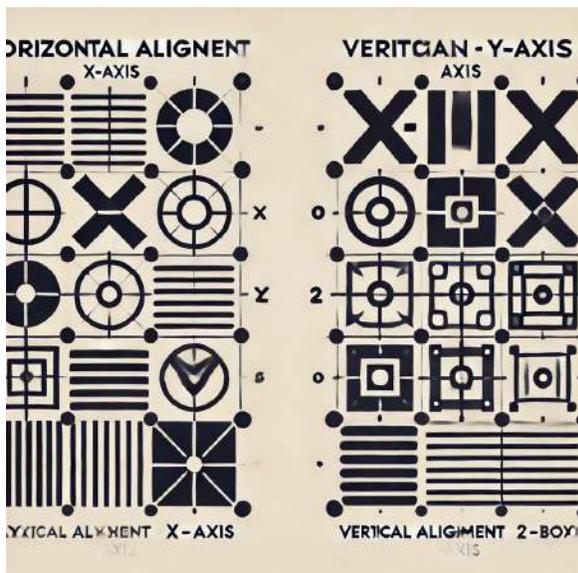
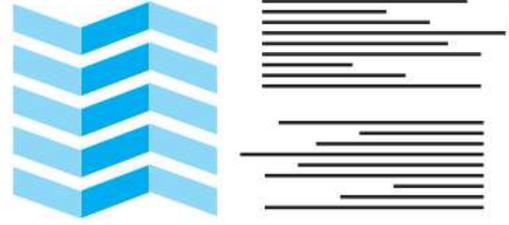
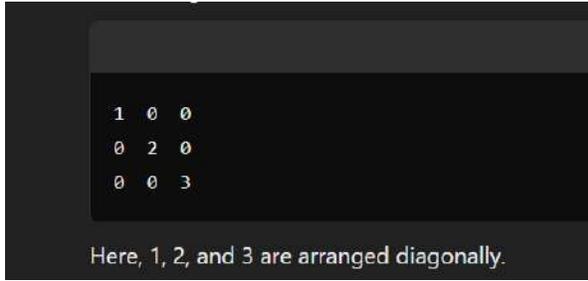


Figure 3.19 Relational elements



**Figure 3.20** Aligned figure

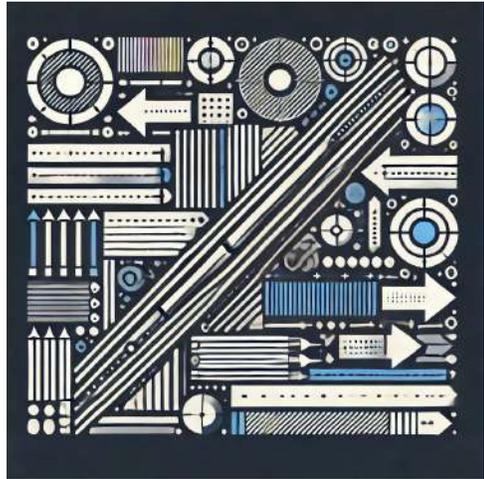
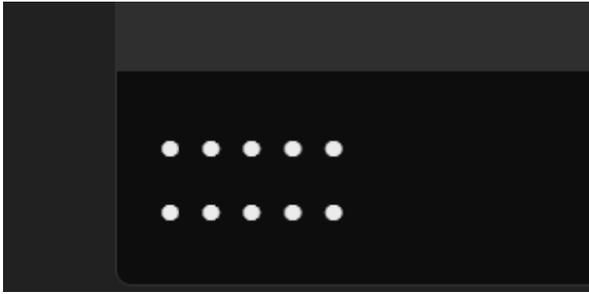
## 2. Direction:

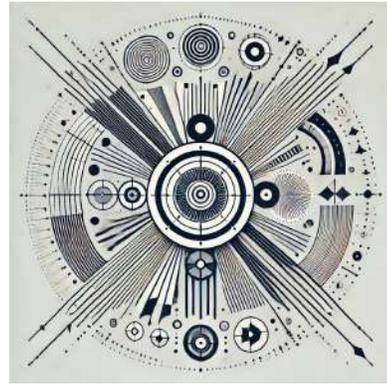
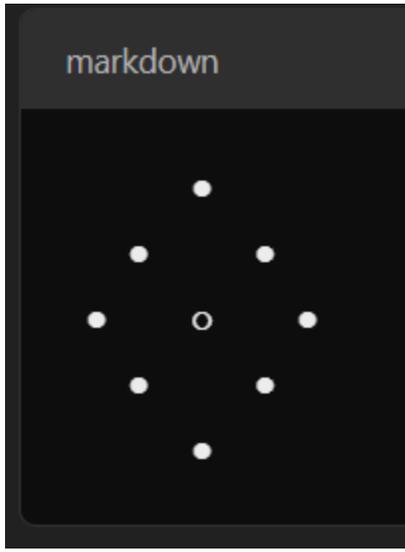
It is an arrangement of basic elements of graphic design that helps in organizing various elements in the composition. It can be **parallel or angular arrangement**. Direction is perceived always with reference to the observer, with reference to the frame that contains it or with reference to the other major forms in the context.

- **Parallel (સમાંતર)** – સીધી આડી (Horizontal) કે ઊભી (Vertical) ગોઠવણી.
- **Angular (કોણીય)** – ત્રાંસા (Diagonal) અથવા ખૂણાવાળી ગોઠવણી.
- **Radial (વૃત્તાકાર)** – એક કેન્દ્રથી બધાં તત્વો બહાર ફેલાય.



**સાધી ભાષામાં:** Alignment ફક્ત સીધી રેખાઓમાં ગોઠવવા માટે છે, જ્યારે Direction તત્વોને અલગ-અલગ દિશામાં ગોઠવવા માટે છે.





### 3. Visual Thrust:

With the help of Directional and Alignment elements we create a visual momentum which direct the eyes of the viewer or forces them to see where we want them to pay attention.





#### 4. Figure and Ground:

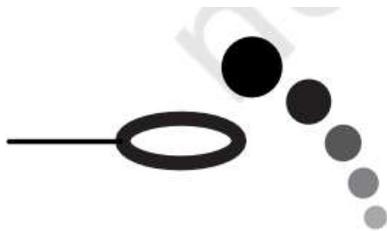
Visual Elements in a composition occupy space and ground. The space occupy by majority of elements is know as positive space and the remaining space in the composition is known as negative space.



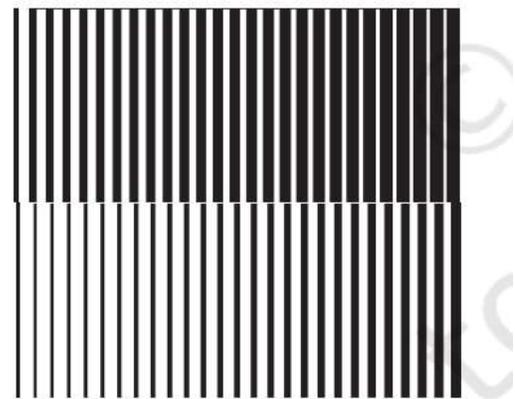
"Negative and positive space. Here figures constitute the positive space while white the background is treated as a negative space."

## 5. Visual Gravity:

We all humans know the gravity which is on the earth by which some elements are heavier near the ground and as they move above; it became lighter. Same is true in graphic design, we use this principle to create abstract gravity for visual perception of the audience.



**Figure 3.23** Form as a meaningful element in a composition



**Figure 3.22** Visual gravity created by varied thickness of lines

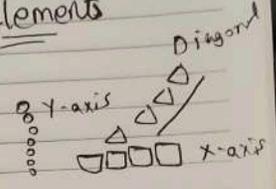


As we can see, the first group of lines does not use visual gravity, but the second one does because the elements near the ground are heavier, and above it are lighter.

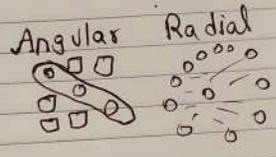
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# Relational Elements

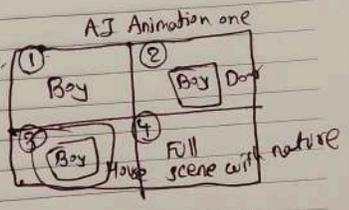
① Alignment  
Y-axis  
Diagonal  
X-axis



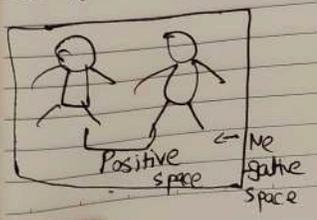
② Direction:  
Parallel  
// //



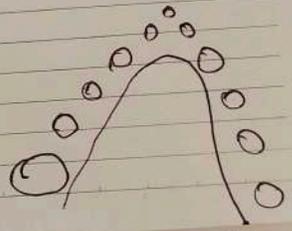
③ Visual Thrust:



④ Figure & Ground:



⑤ Visual Gravity





# 4. Intentional Elements:



All the designers have some intention while creating work and design not only communicates the message to the audience but also creates a long-lasting impact on the audience. This impact can only possible with the help of intentional elements.

## 1. Aesthetic:

When a concept or an idea derived from nature is expressed using dots, line colour, texture, shapes, etc. it is called representation. **The representation of a concept or natural form is called realistic if it is depicted as it is. It is called stylized if the representation is decorative and ornamental. If the representation eliminates unnecessary details and representation is minimal then it is called abstract.** All the styles produce distinctive visual and thematic impact.



**Figure 3.24** *The Scream*, Edvard Munch 1893, National Gallery, Oslo. The figures in the composition are aligned following direction by the railing and the whole painting create a visual thrust. Also all the lines create a visual thrust to support the emotions expressed in the painting.

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## 2. Content:

A message or a theme of the design is called the content. The theme can be historical, socio-cultural, eco-friendly, or scientific and so on.

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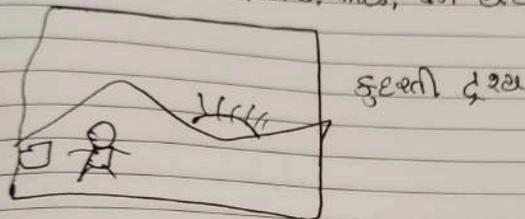
## 3. Function:

Function means the intention and objective of any design. It can be either informative ( Think School and Avey content is created with the objective of giving information with the theme of science, history or Business means content as element no.2.). **Function informative and content business.**

Date: \_\_\_\_\_

### Intentional Elements:

① Aesthetic: Represent nature with shape, size, colour, forms, lines, dot etc



② Content: Main Theme  
TS - Education Avey - Informative  
TRS - Entertainment Mohak -  
Social Issues

③ Function: Main objective  
TS - World class Business Education  
Avey - Explain abstract concepts  
Rathee - Aware Audience  
Mohak - Social - Economic

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# 5. Principles of Graphic Design:

## 1. Balance:



Human beings by nature want balance in their everyday life. We want stability in our work, in our life, in our career and job, and also try to maintain stability and balance while driving a car or bike, etc.

So this same rule is applied in design by which we as a designer try to maintain the balance in a composition.



Visual balance



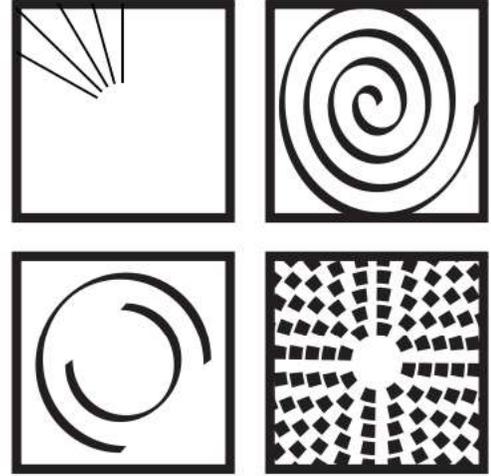
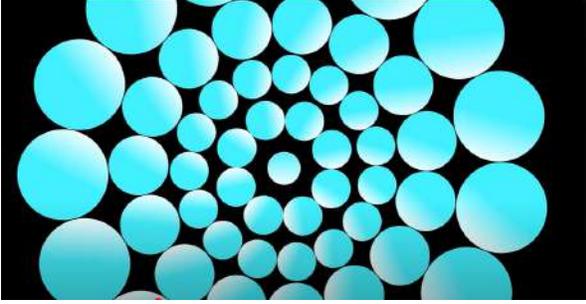
**Figure 3.26** A plane is a balanced form

## There are 3 types of Balance:

### 1. Radial Balance:

It is balance where all the different elements of composition are balance towards one single point which might either in center or anywhere else.

રેડિયલ સંતુલન (Radial Balance) એ એવી રચનાત્મક પદ્ધતિ છે જેમાં બધા વિઝ્યુઅલ ધરો (visual elements) એક જ બિંદુ તરફ કોન્વર્જ થાય છે (converge). આ બિંદુ સામાન્ય રીતે મધ્યમાં (center) હોય છે, પરંતુ તે રચનાના કોઈપણ ભાગમાં હોઈ શકે.



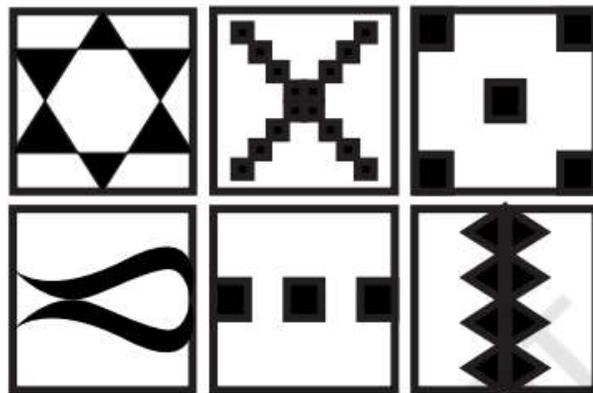
**Figure 3.27** Different forms showing radial balance

Mostly it is seen in sunflowers, Mandala Art of India, and Wheel.



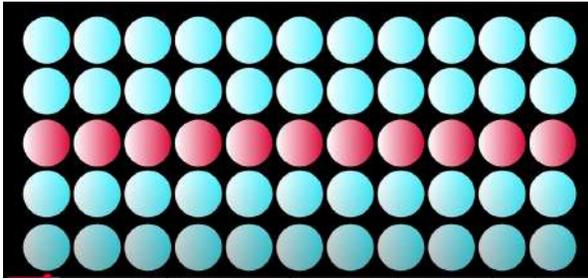
## 2. Symmetric Balance:

In this balance, the whole composition is divided between two part either vertical or horizontal and there are similar elements in this two part.



**Figure 3.28** Formal/Symmetrical balance

Like the Taj Mahal which is divided into two parts vertically and each part has 2 pillars and the same building structure and colors. The first figure is divided horizontally.

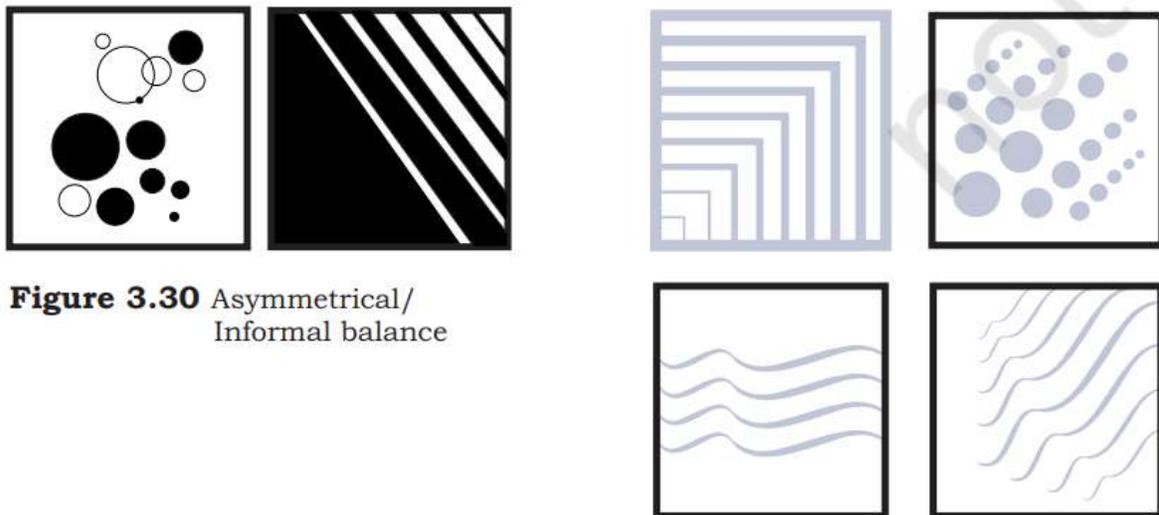


### 3. Asymmetric and Informal Balance:

In this type of Balance, the elements in the composition are not placed equal on both the side or in the whole composition but in a very informal way to create a different visual impact.



"The Informal and radial balance requires experience, the eye of design, and a core understanding of what works and what doesn't in the composition so it is relatively harder than the symmetric composition.



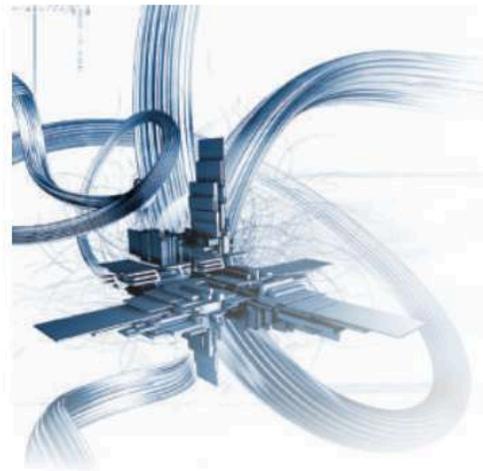
**Figure 3.30** Asymmetrical/  
Informal balance

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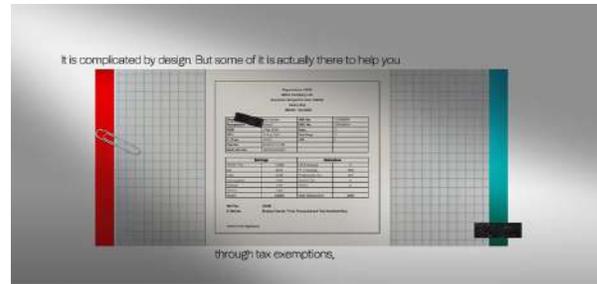
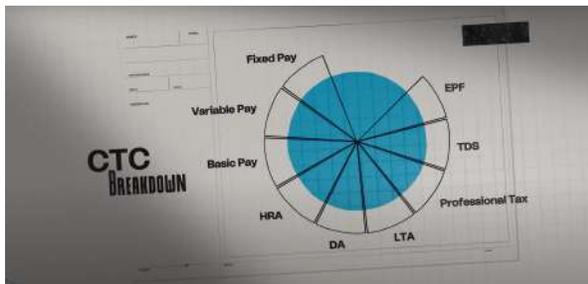
## 2. Rhythm:

When a particular design, image, element or component repeated in a design to show the progress of the composition and to guide the eyes of viewers is known as rhythm.

Make sure when repeating a particular element in design that it must be combined with some color, shapes, size or any other thing so it does not look boring for the audience.

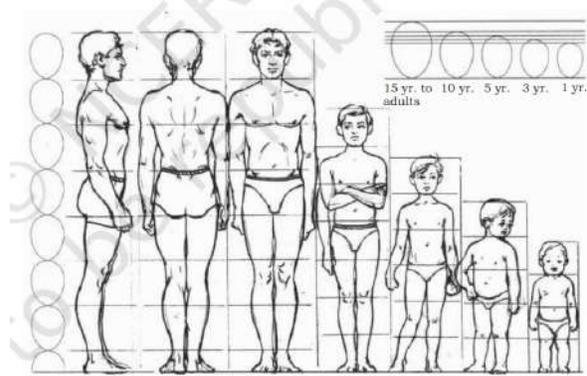
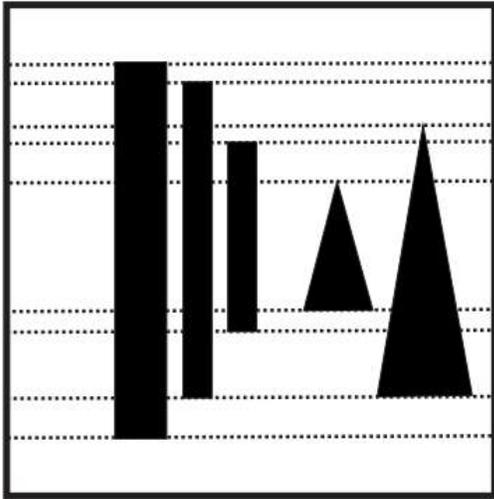


**Figure 3.31** Rhythmic forms are created by repeated curved lines and dots with variations



### 3. Proportion:

Proportion means the relation between different components of a composition expressed mathematically in terms of weight, size, shape, visual thrust etc. Famous gold ratio is 1:1.618.



Human Body grows in proportion from childhood to adulthood. Relative proportion of each part of the body with other parts as well as the whole body changes as we grow old.

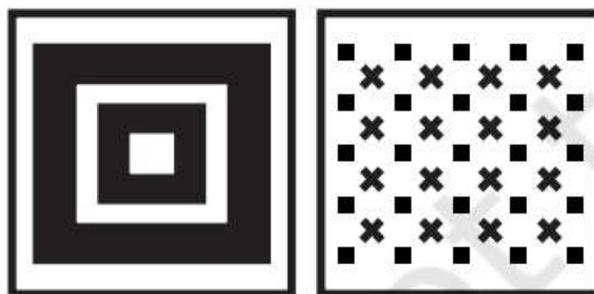




Leonardo da Vinci's example of all the elements and principles of visual composition and organic unity. The original painting adheres to the 'golden ratio'. The relative proportion of its height to width is 1:1.618. Christ's face is the center of interest in the painting. All the human figures are either looking at him or their body actions are directed towards his face including all the lines of perspective of the background architecture. The light-coloured sky visible through the window creates an impact of aura around his head. The light sky and dark colors of the interior create maximum contrast. Due to all this a visual thrust is generated so that our eyes come back to his face repeatedly.

#### 4. Harmony:

When two or more elements of the composition are similar with each other to create visual impact is known as Harmony. These can be done by using colors, shapes and other components.

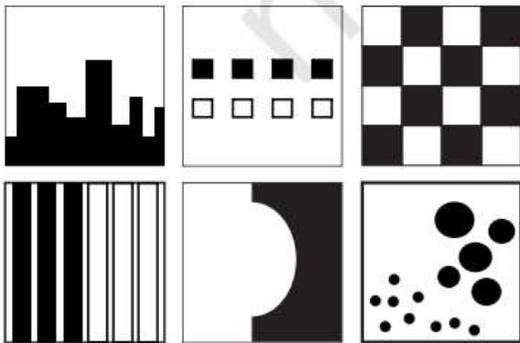


**Figure 3.34** Visual harmony

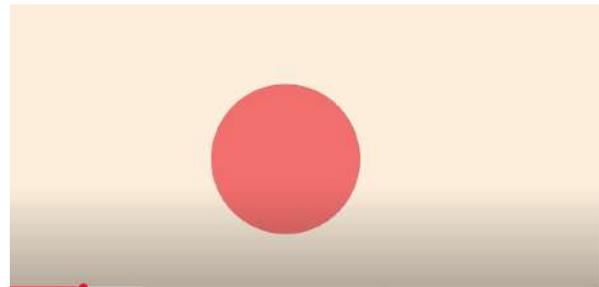


## 5. Contrast:

When two or more components of visual composition have opposite visual impact is known as contrast. It can be seen in color, size and shape. But most common is color.



**Figure 3.35** Visual contrast



Medium Contrast



3 Types of contrast through colors:

1. **High: Any color on the opposite side of the color wheel will generate high contrast. ( Black and White, Red-Green, Yellow-Violet, orange-blue etc ).**
2. **Low: Any two nearby colors will produce low contrast.**
3. **Medium: Any 2 colors that are at an equal distance from each other in the color wheel will generate medium contrast. ( Green-Purple ).**

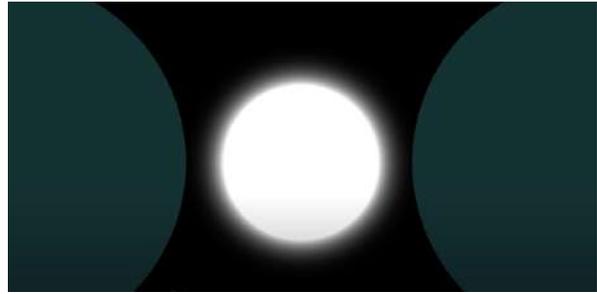
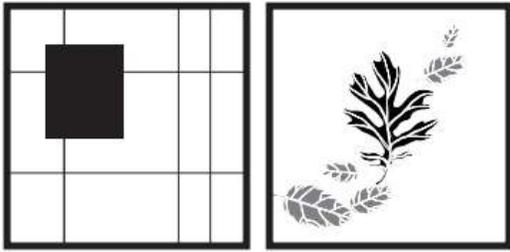
## 6. Center of Interest:

Center of Interest means to place the different elements of composition in such a way by which the attention of the viewer get towards the most important element.



**3 ways to do it:**

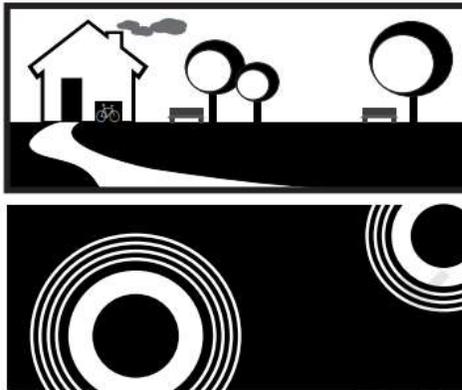
1. **Try to create contrast.**
2. **Give importance to certain elements rather than others.**
3. **Isolate or differentiate one element from the rest of others in composition.**



**Figure 3.36** Centre of interest in a visual composition

## 7. Organic Unity:

This principle states that we have to create composition in such a way which creates unity among different elements and perfect in its own way. No need to remove or add something.



**Figure 3.37** Organic unity in different forms

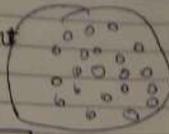


Principles of Graphic Design

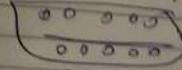
Date: 17/10

② Balance:-

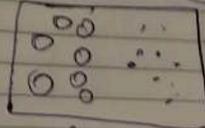
① Radial:- EP Towards one point



② Symatric:-



③ Asymatric:-



② Rhythm:- Same elements, image, size etc use more than one time

③ Proportion:- Relation between each other.

④ Harmony:- Two or more elements are similar

⑤ Contrast:- Difference between two or more element

⑥ Center of Interest:- Focus on most important point.

⑦ Organic Unity:- Complete no need to change something