

Basic elements of graphic designing

Broadly, there are 6 basic elements of graphic designing which every brand must consider:

- Lines
- Shape
- Color
- Space
- Texture
- Size

Lines

The lines can create different effects and visual impact. While a thick, bold line draws attention because of its visual power, the thin lines tend to go the other way. The lines can be long, red, straight, thin, blue, dashed, short, black or curved, they are all into the same category. They are most of the time used for creating a division between different sections of a design or are used to direct a viewer's vision in a specific direction.

Shapes

Shapes are nothing but the formation of figures using lines. There can be circles, squares, rectangles, triangles or any other abstract shape; most of the designs include at least one of these. Minimalistic designs use it a lot, because they are often based on illustrations and drawings. There are basically three types of shapes used in graphic designing:

- *Geometric shapes*: Squares, Rectangles, Circles, Triangles, and Diamonds.
- *Abstract shapes*: Alphabet glyphs, Icons, and Symbols.
- *Organic shapes*: Resemble objects found in nature.

Color

The color offers the most powerful visual impact at a single glance. It creates a mood within the piece and tells a story about the brand. Every color says something different, and combinations can alter that impression further. For example, red is passionate, blue is calm, green is natural. Therefore, knowing the basics of color and its combinations is important in the field of graphic design.

Space

Lately, the term 'white space' or 'negative space' has become very popular in the field of designing (especially, web designing), as it makes reading easier. And, when we think about it logically, the objective behind creating any piece of content is to let it reach maximum audience attention.

So, while, space may seem like nothing but a mere blank in between all the graphical content, it has a lot to do with how the design is perceived by the human eye. It can turn design to your advantage and get the best out of your layout.

Texture

A single shade of color used as the backdrop or to highlight the image is what we call the texture. Yet, texture has its different style and pattern, and on observing closely, will reveal the difference from a single-colored background.

Texture styles include paper, stone, concrete, brick, fabric and natural elements, among flat or smooth colors. Even if they do not seem important, the textures can totally change a website and offer a totally different visual impact.

Size

The size of a graphic emphasizes the significance of the structure; the bigger the size, the more significant the data is (bigger size is also expected to grab the most attention of spectators).

Multiple Choice Matching Test: Basic Elements of Graphic Designing

Match the following terms with their corresponding definitions: 

1. Circles, squares, rectangles, triangles, or other abstract forms.

A. Lines

2. Visual element that can create different effects and guide the viewer's attention.

B. Shapes

3. Single shade of color used as a backdrop or to highlight an image.

C. Color

4. Significance of the structure; larger size indicates greater importance.

D. Space

5. It creates a mood within the piece and tells a story about the brand.

E. Texture

True or False Test: Basic Elements of Graphic Designing

Read each statement carefully and determine if it is **TRUE** or **FALSE** based on the information provided in the reading.

1. Lines in graphic design do not have any impact on the viewer's attention.

- True
- False

2. Geometric shapes, abstract shapes, and organic shapes are the three types of shapes used in graphic designing.

- True
- False

3. Color has no effect on the visual impact of a design piece.

- True
- False

4. White space or negative space is not important in designing and can be ignored.

- True
- False

5. Texture plays a role in altering the visual impact of a design, even if it seems unimportant.

- True
- False