Adobe Visual Design 1

Objective: 1.04

Understand key terminology related to digital images.

ADOBE VISUAL DESIGN

Abode Classes

Wake County Public Schools

Elements of Design

Elements of Design

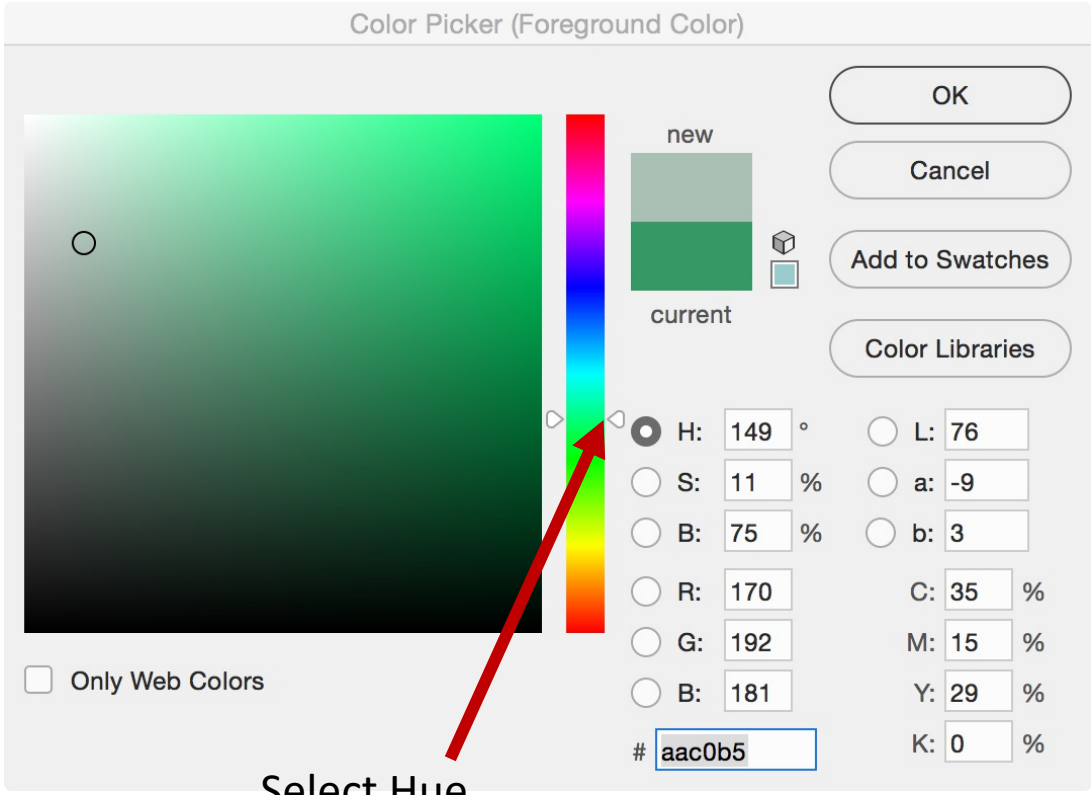
- The fundamental building blocks of all graphic design.
  - Color
  - Line
  - Shape
  - Texture

Color

- **Color**
  - The element of art that is produced when light strikes a specific object. Consists of three aspects: hue, saturation, and brightness.
- **Hue**
  - The appearance of a color without adding black or white, such as Red, Blue, or Green.

Color

- **Hue**
  - The appearance of a color without adding black or white, such as Red, Blue, or Green.



Select Hue on color bar using sliders.

COLOR THEORY

- **Particular colors in a design can communicate certain moods and feelings to the audience.**
- **Watch this video on Color Theory.**

RED - excitement, anger, danger, love

BLUE - calm, sadness, serenity

GREEN - envy, luck, peacefulness

YELLOW - cowardice, sympathy cheerfulness

ORANGE - liveliness, energy warmth

PURPLE - royalty, dignity mystery

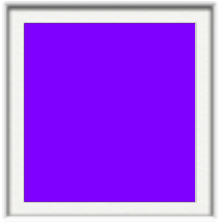
BLACK - mourning, despair sophistication

WHITE - innocence, purity, faith

Color

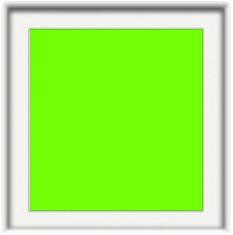
- **Saturation**
  - How intense a color is.

Less saturated with the purple hue.

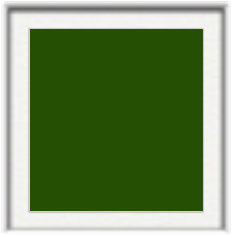


More saturated with the purple hue.

- **Brightness**
  - How bright a color is. Increased by adding white to a color or decreased by adding black.



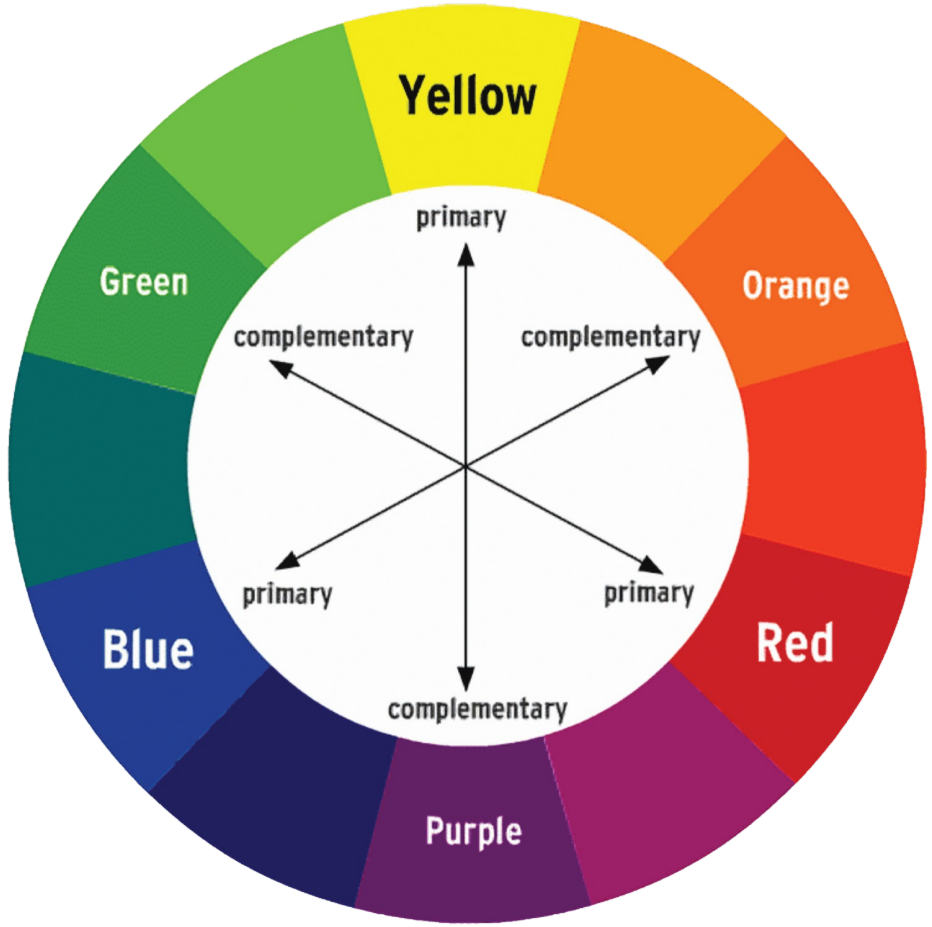
Bright Green (white added to a green hue).



Dark Green (black added to green hue).

Color

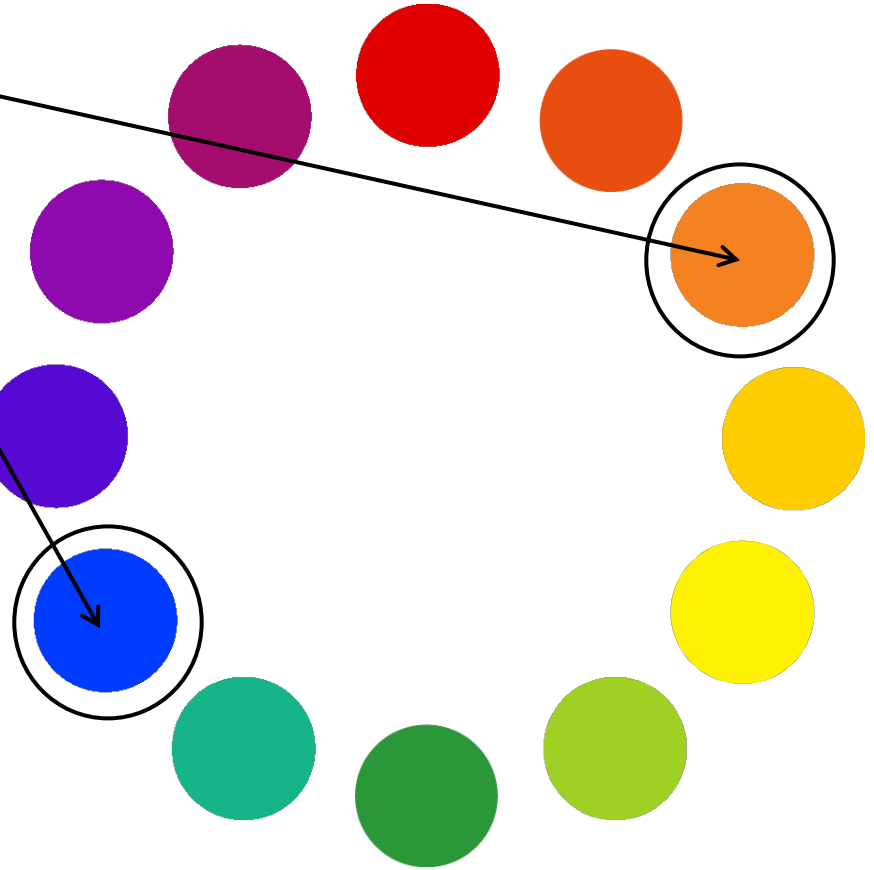
- **Color Scheme**
  - Colors used together in a design.
- **Complementary Colors**
  - Colors that are across from each other on the color wheel.



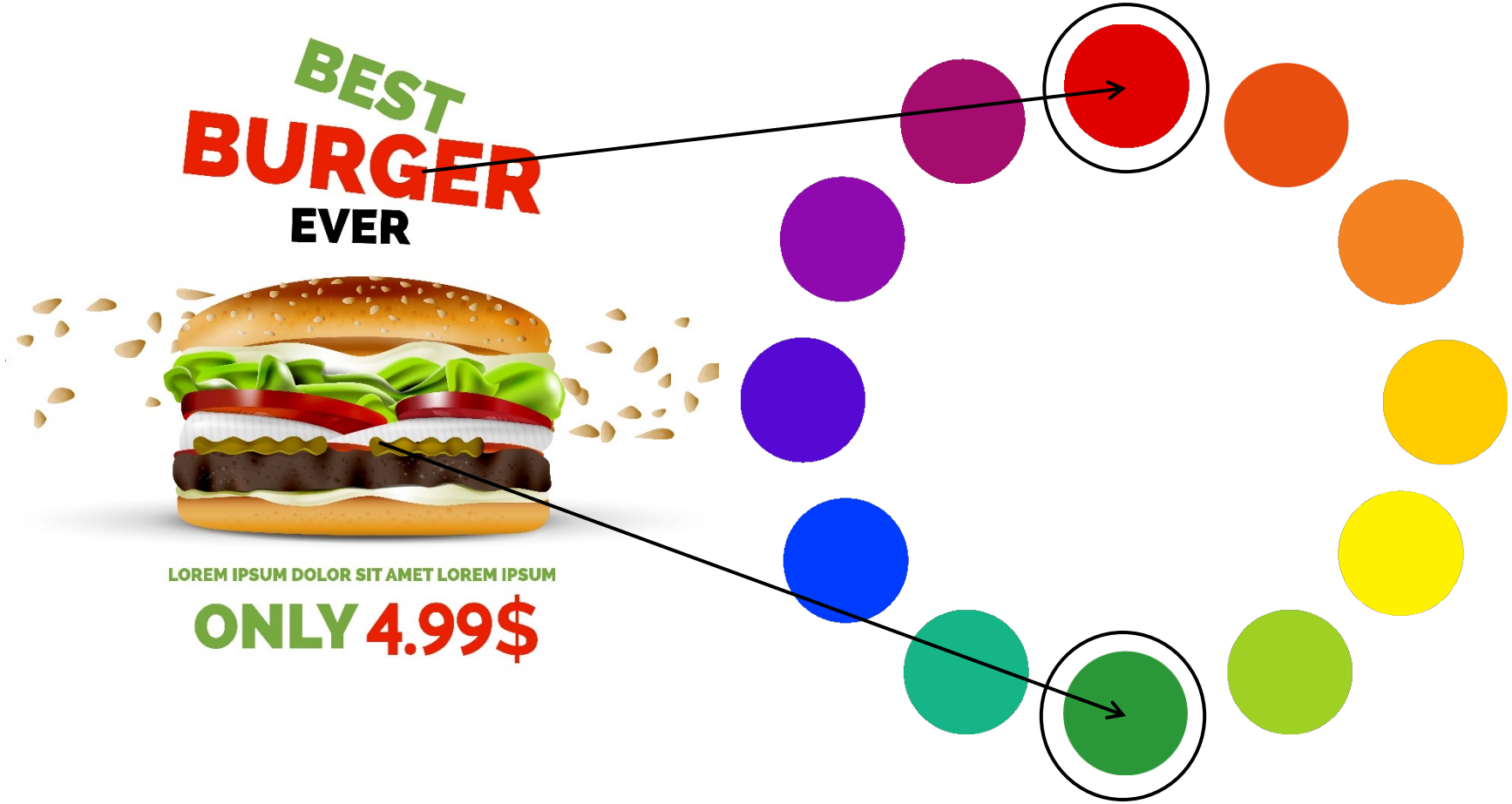
Color Schemes

- The purposeful selection of colors for use in design.
- Sets a mood, attracts attention, or makes a statement.
- Color can be your most powerful design element if you learn to use it effectively.
- Color schemes usually are only 2 or 3 colors.

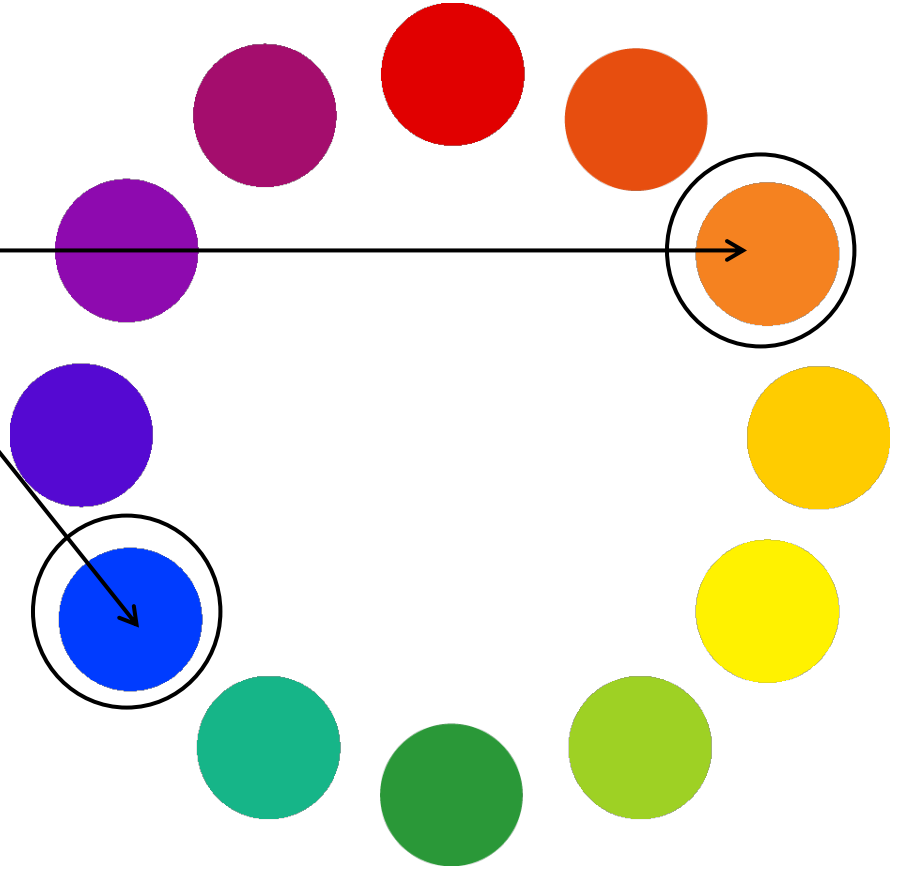
COMPLEMENTARY COLORS



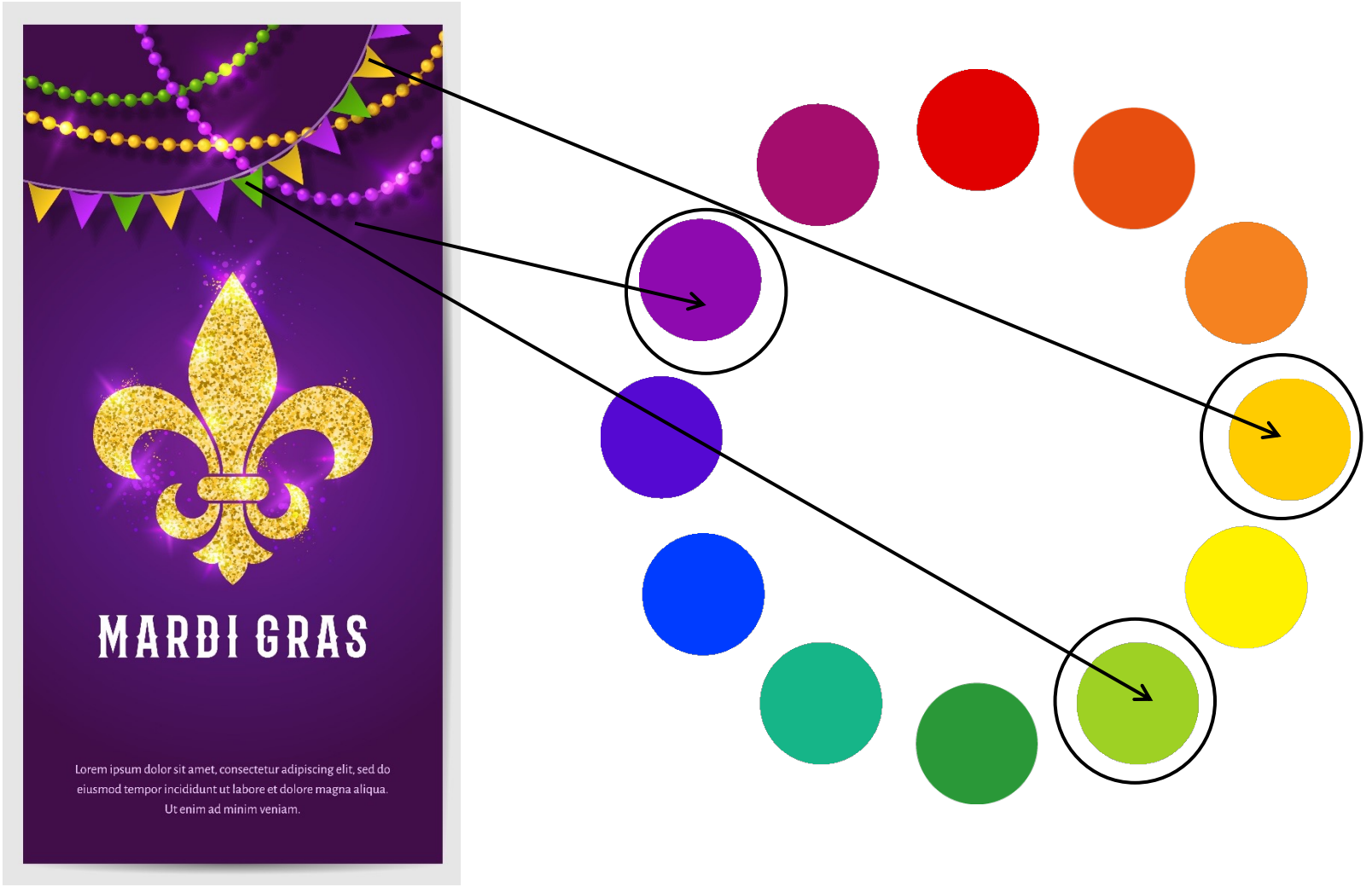
COMPLEMENTARY COLORS



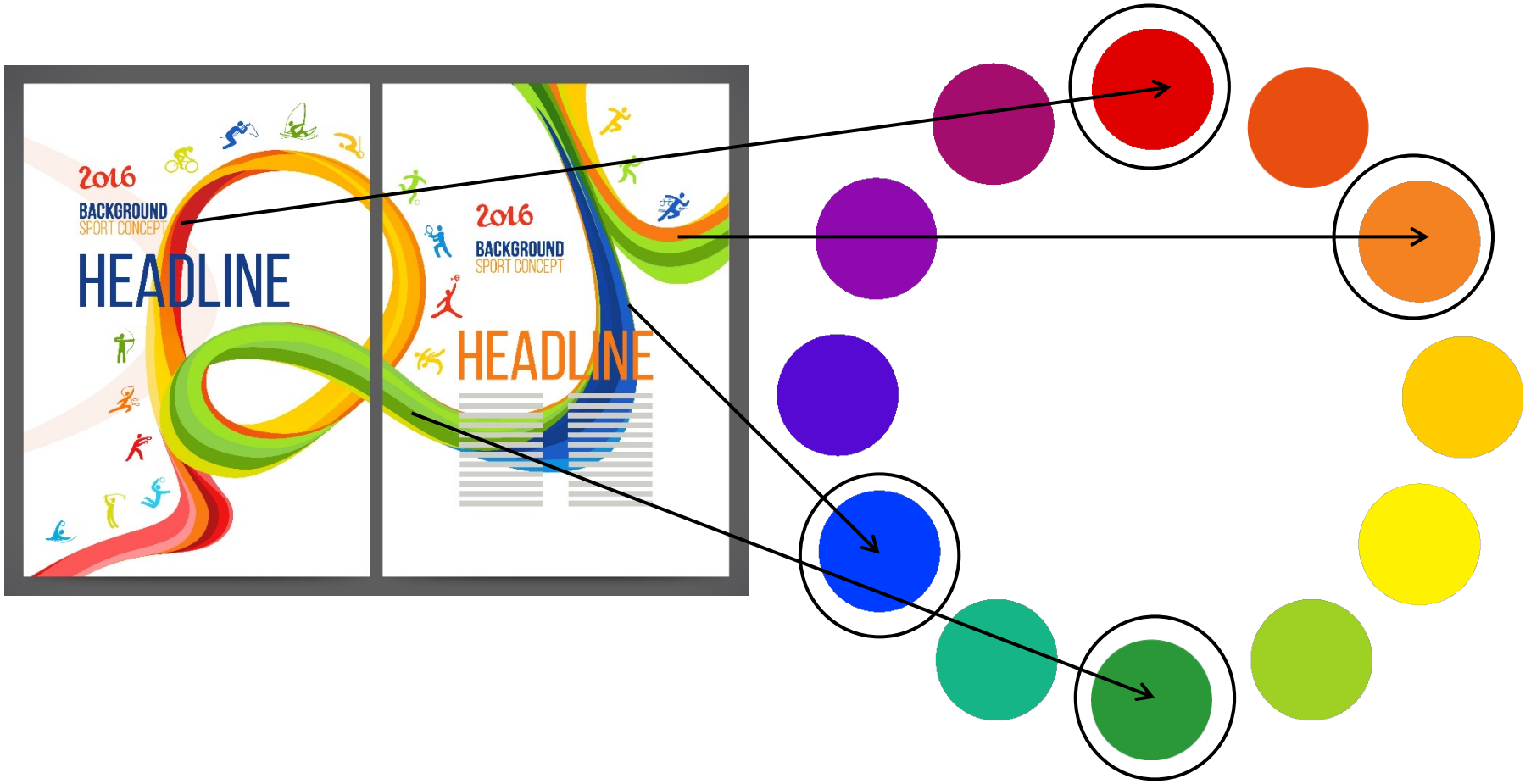
SPLIT COMPLEMENTARY COLORS



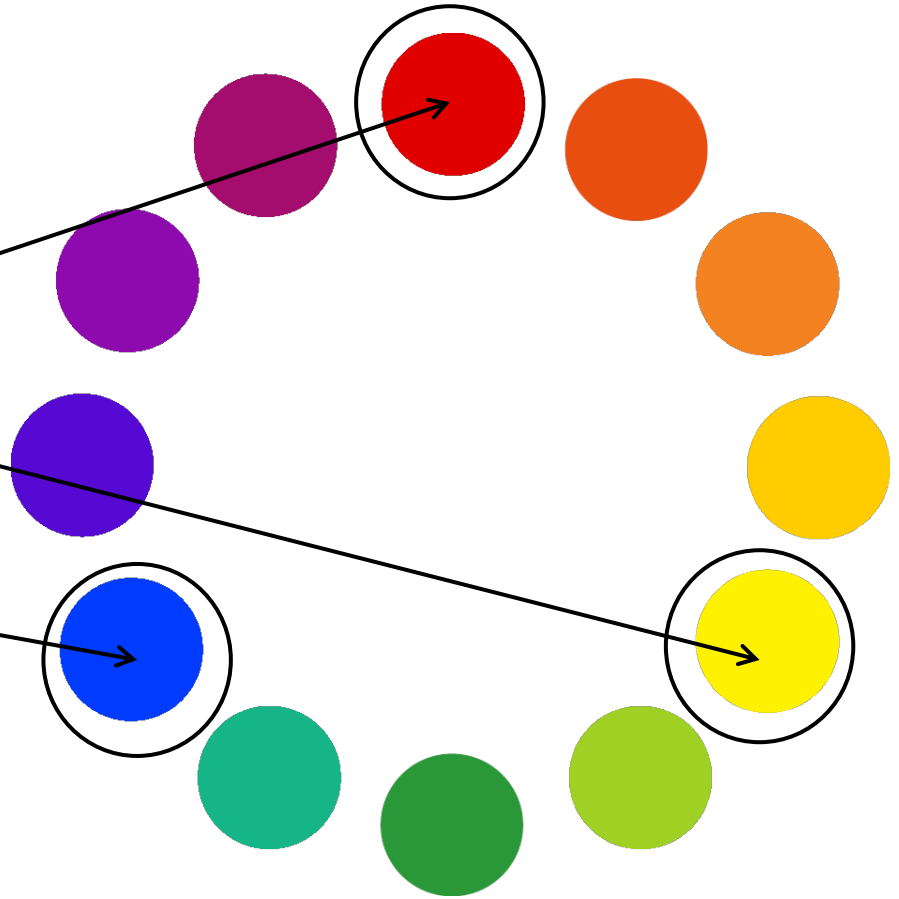
SPLIT COMPLEMENTARY COLORS



DOUBLE COMPLEMENTARY COLORS

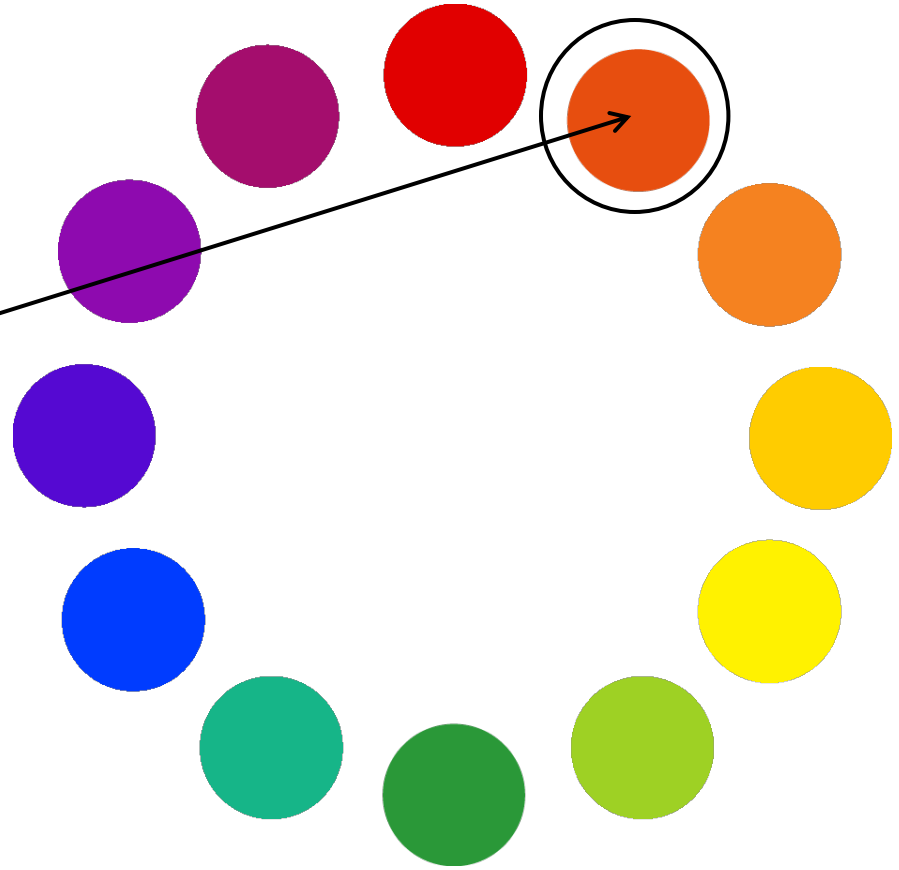


TRIADIC COLORS

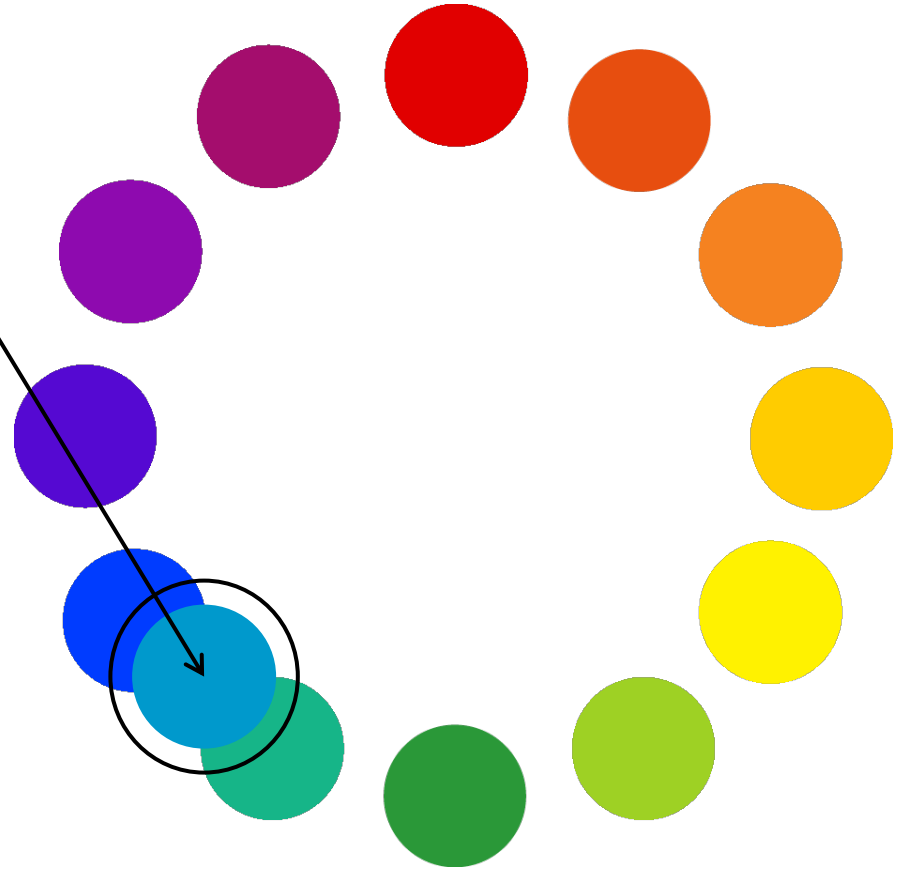


TRIADIC COLORS

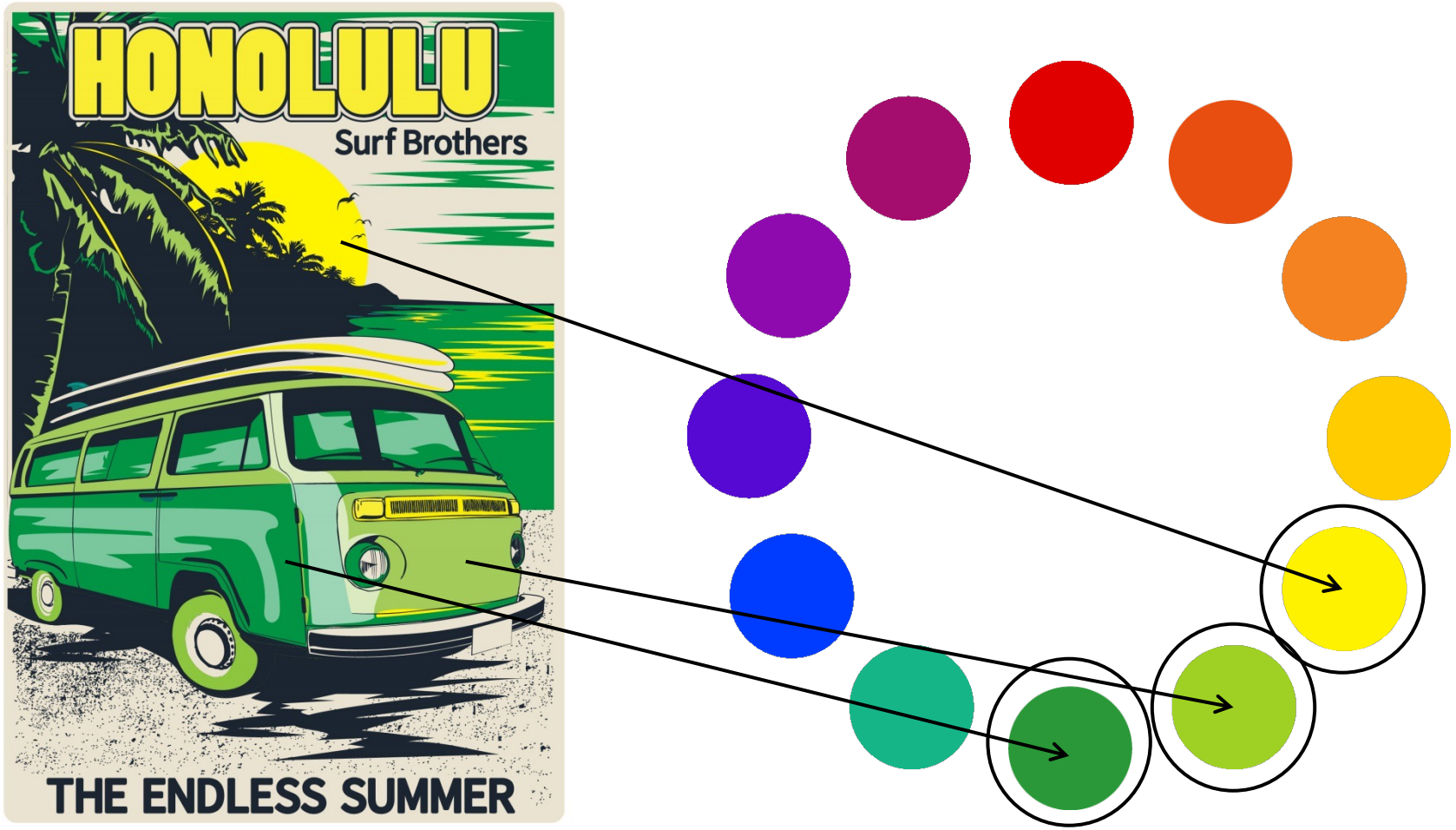
MONOCHROMATIC COLORS



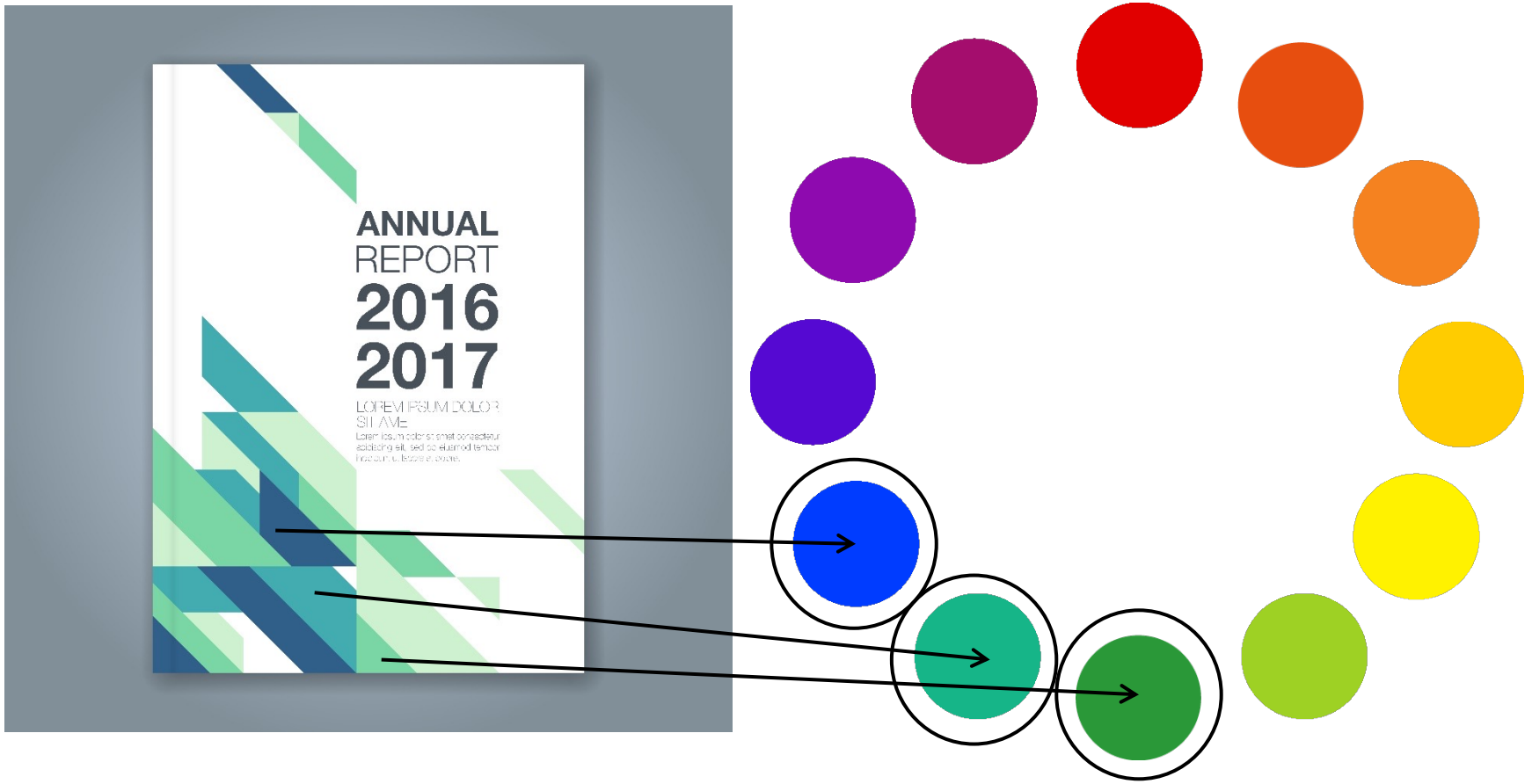
MONOCHROMATIC COLORS



ANALAGOUS COLORS



ANALAGOUS COLORS



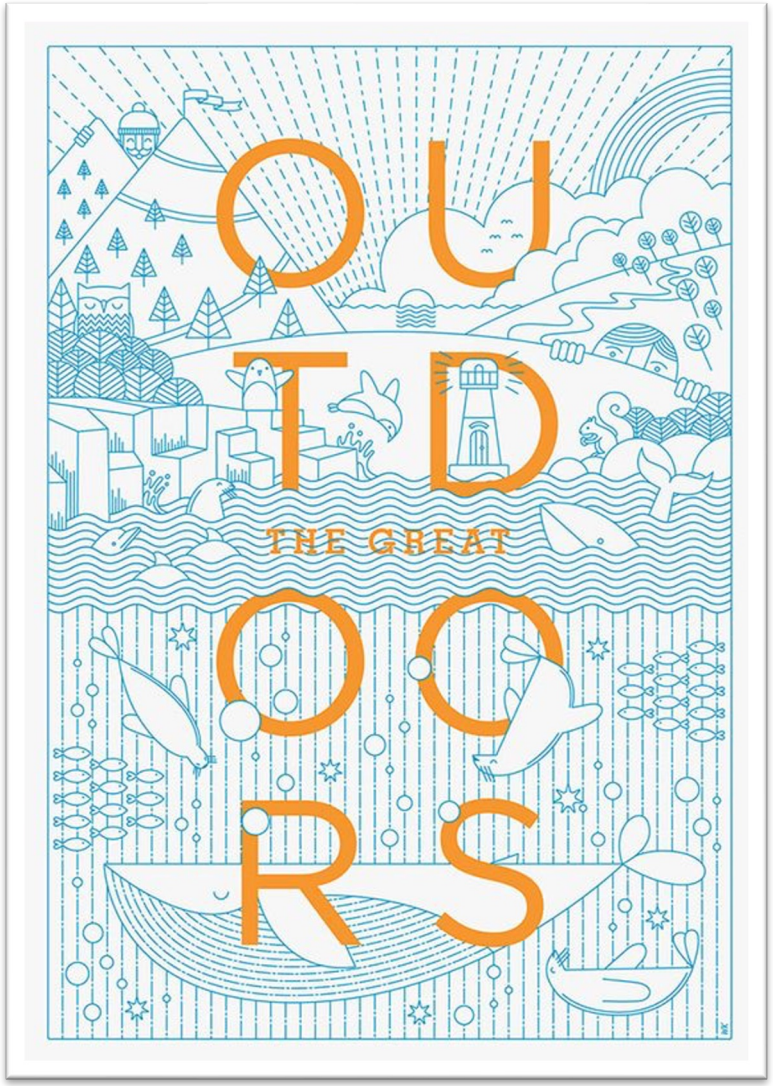
Lines

- **Lines**
  - A point that moves throughout a design.
- **Types of Lines**
  - **Horizontal**: Moves the eye side to side in the design
  - **Vertical**: Moves the eye up and down in the design
  - **Diagonal**: Adds interest to a design
  - **Curved**: Adds softness to a design

Design using LINES

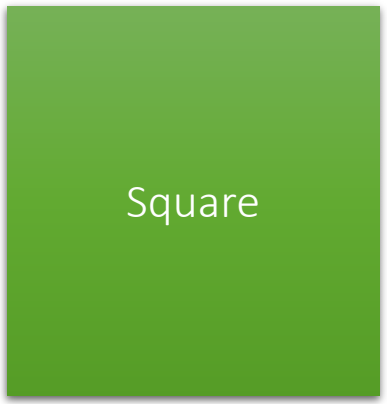
Design using LINES

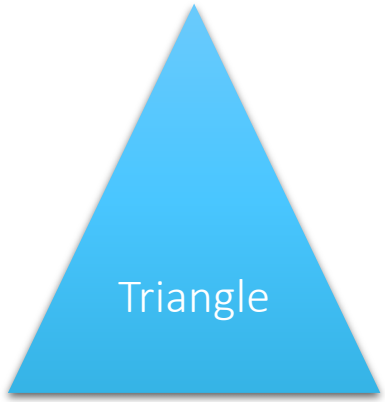
Design using LINES



SHAPES

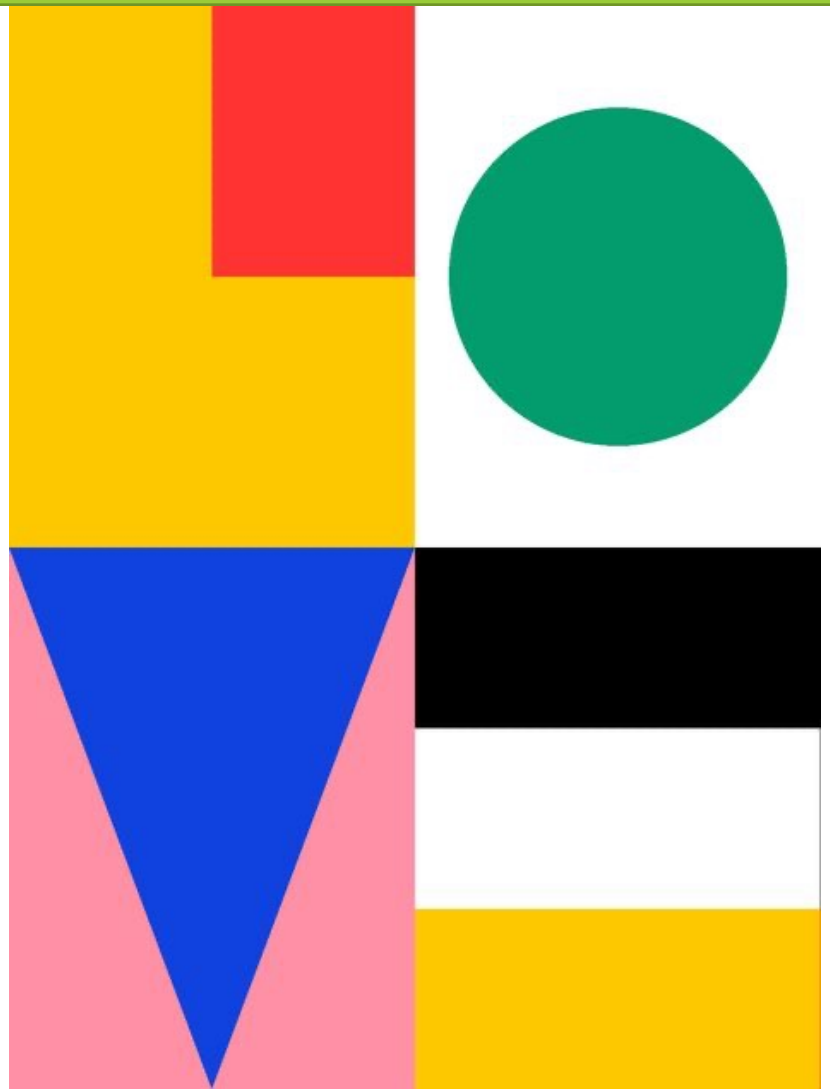
- **The form of an object.**
- **When lines enclose a space.**
- **Can be used to help identify objects:**
  - Example : circle = sun, oval = egg
- **Three basic shape types:**





Design using SHAPES

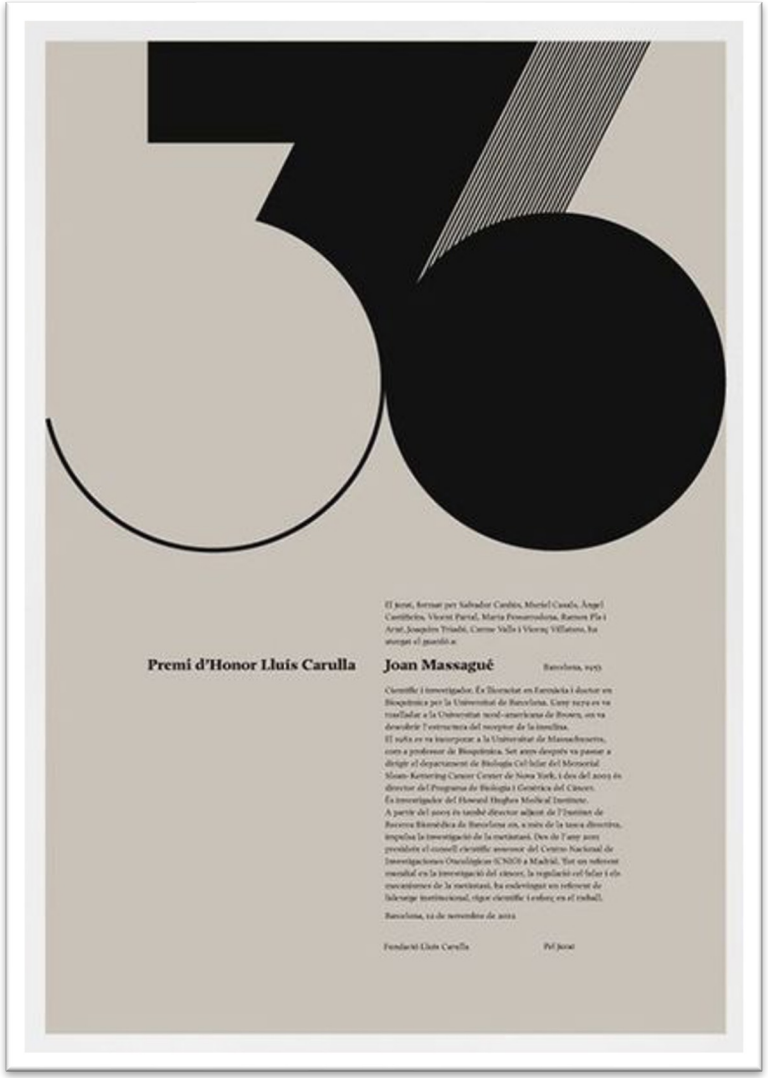
This one uses Lines too!



Design using SHAPES

Design using SHAPES

Design using SHAPES

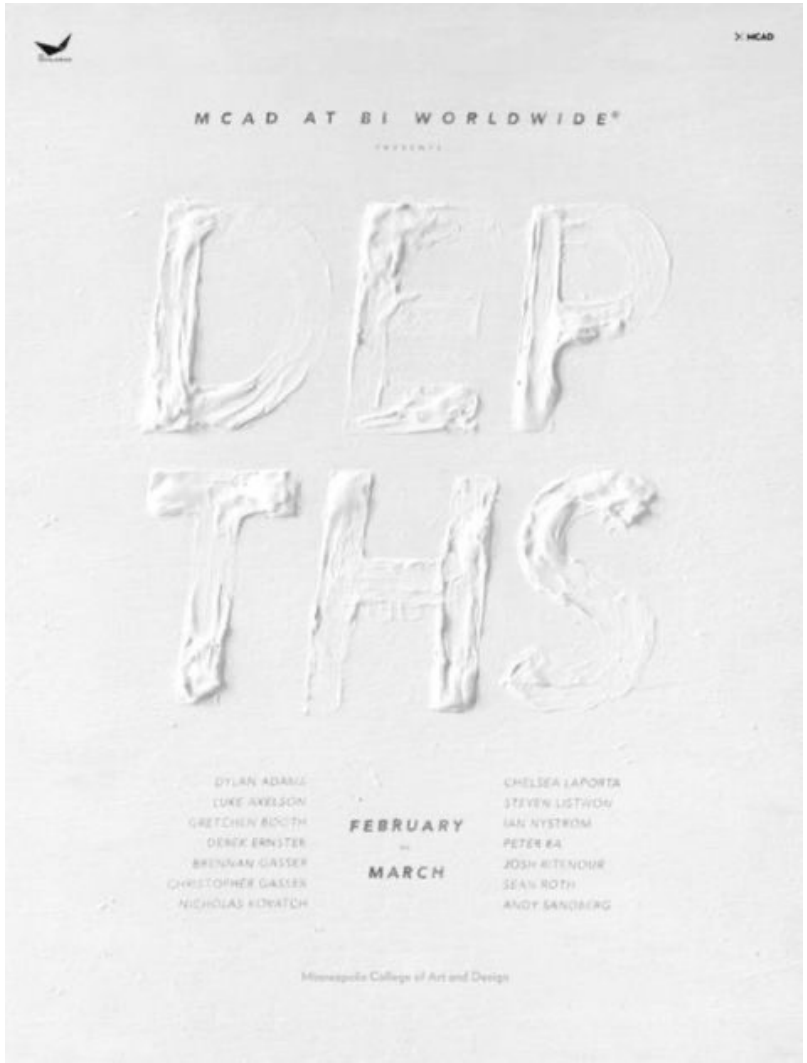


Texture

- **Texture**
  - The illusion of a three-dimensional physical surface (tactile) created by shapes, lines, and shadows.

Design using TEXTURE

Design using TEXTURE



Principles of Design

Principles of Design

- **Principles of Design**
  - A set of rules and standards that when followed, create visually appealing designs.
    - Proportion
    - Balance
    - Rhythm
    - Unity/Harmony
    - Emphasis
    - Contrast
    - White Space

Proportion

- **Proportion**
  - The relationship between components in a design or between one component and the entire design.

Balance

- **Balance**
  - The way in which visual elements are positioned in a design.
- **Tyles of Balance**
  - Formal Balance
  - Informal Balance
  - Radial Balance
  - All Over Balance

BALANCE

- How design elements are arranged either horizontally or vertically on the canvas.

Informal Balance

- **Also known as asymmetrical balance.**
- **Both sides of the design are not equal, but are still balanced.**

Formal Balance

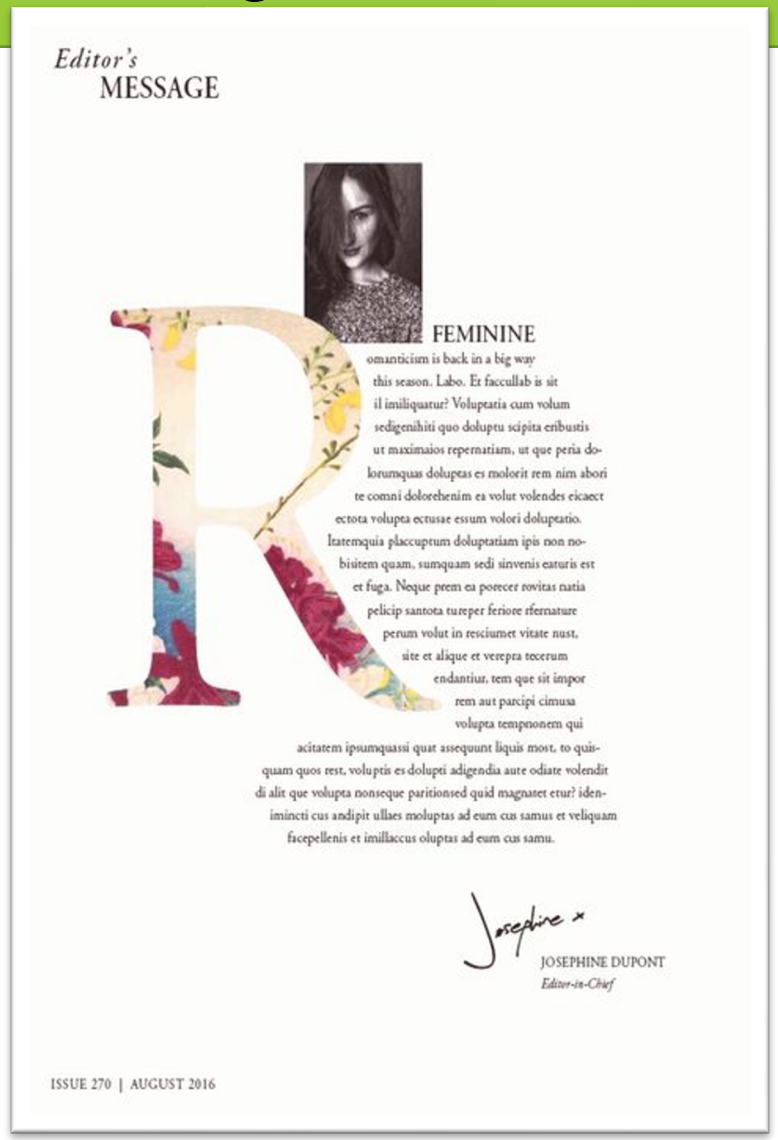
- **Also known as symmetrical balance.**
- **Design is exactly equal on both sides.**

Design using Formal BALANCE

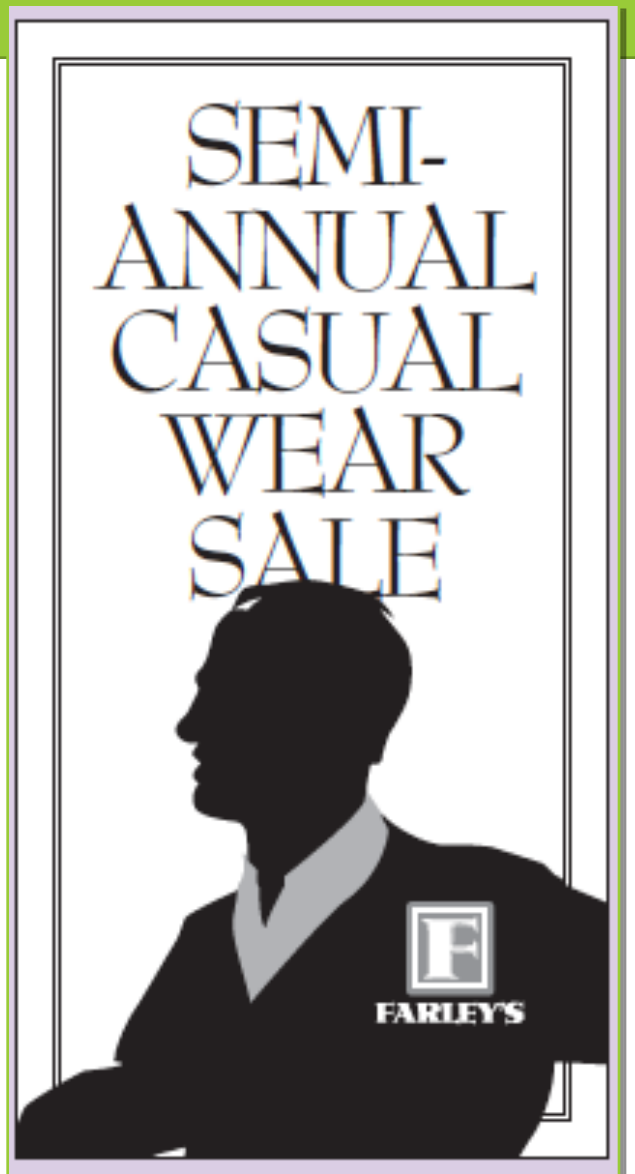
Design using Formal BALANCE

Design using Formal BALANCE

Design using Informal BALANCE



What kind of balance?

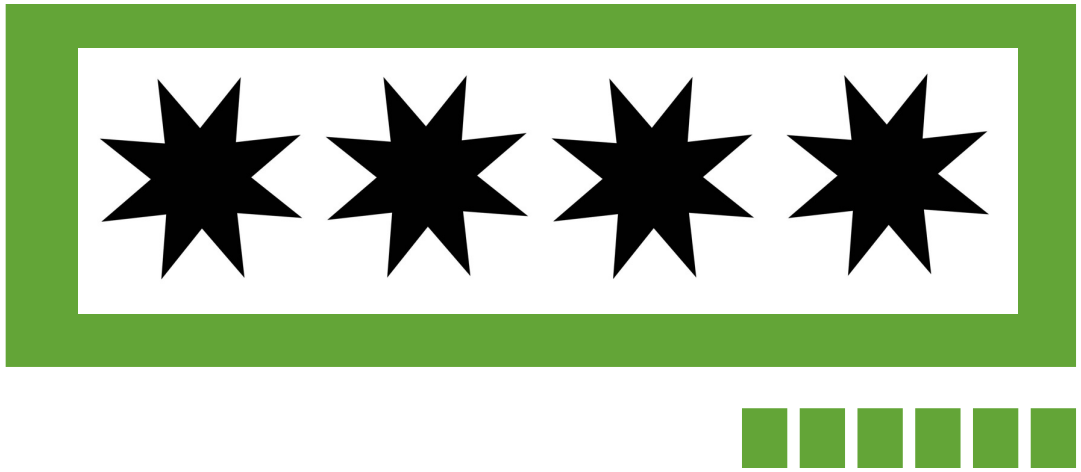


Rhythm

- **Rhythm**
  - The suggestion of movement within a design.
- **Types of Rhythm**
  - Regular
  - Random
  - Progressive
  - Flowing
  - Alternative

Rhythm

Regular: contains repetition of the same pattern in a row.



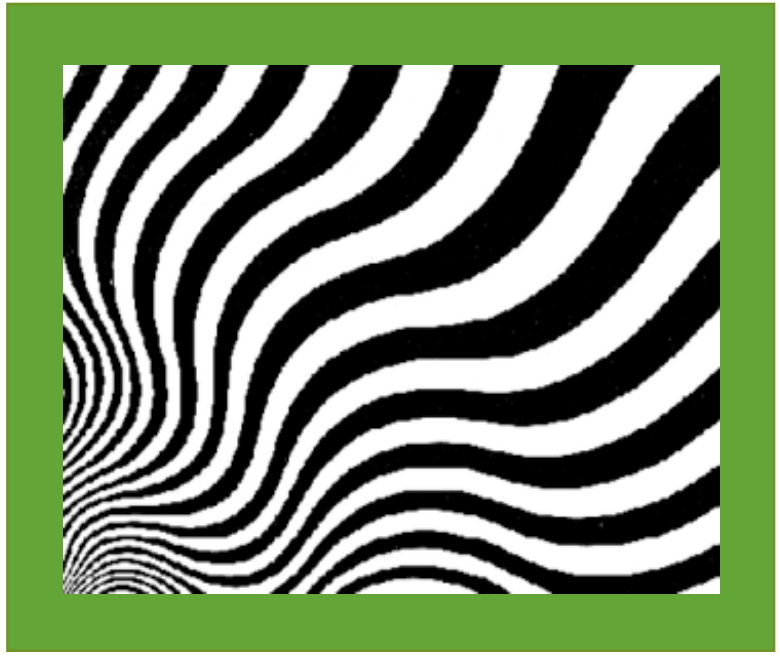
Random: contains repeating elements without a specified order or arrangement.

Rhythm

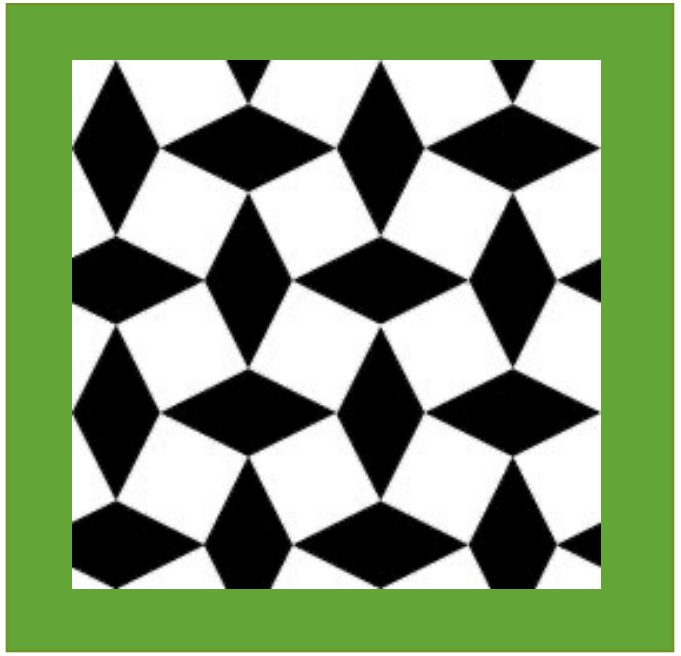
Progressive: contains repeating elements in a pattern that change either in size or color as they repeat.

Rhythm

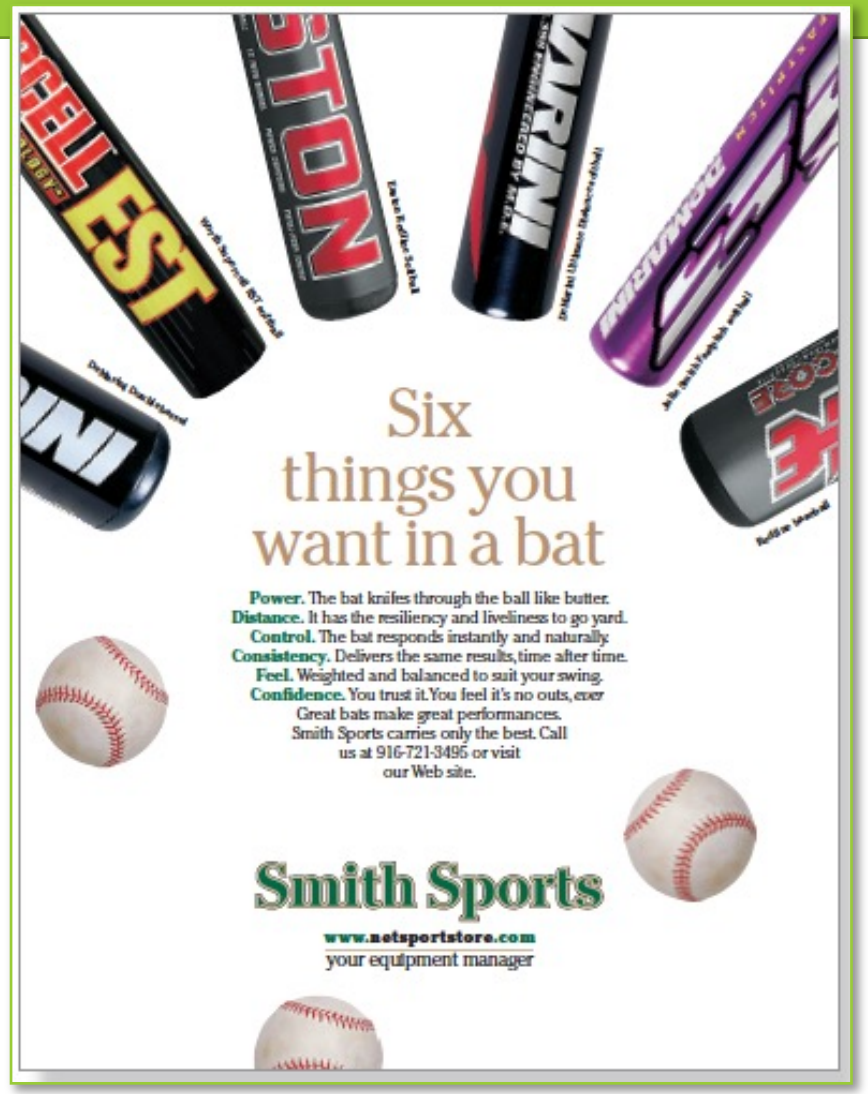
Flowing: contains curved or circular elements that give the art movement



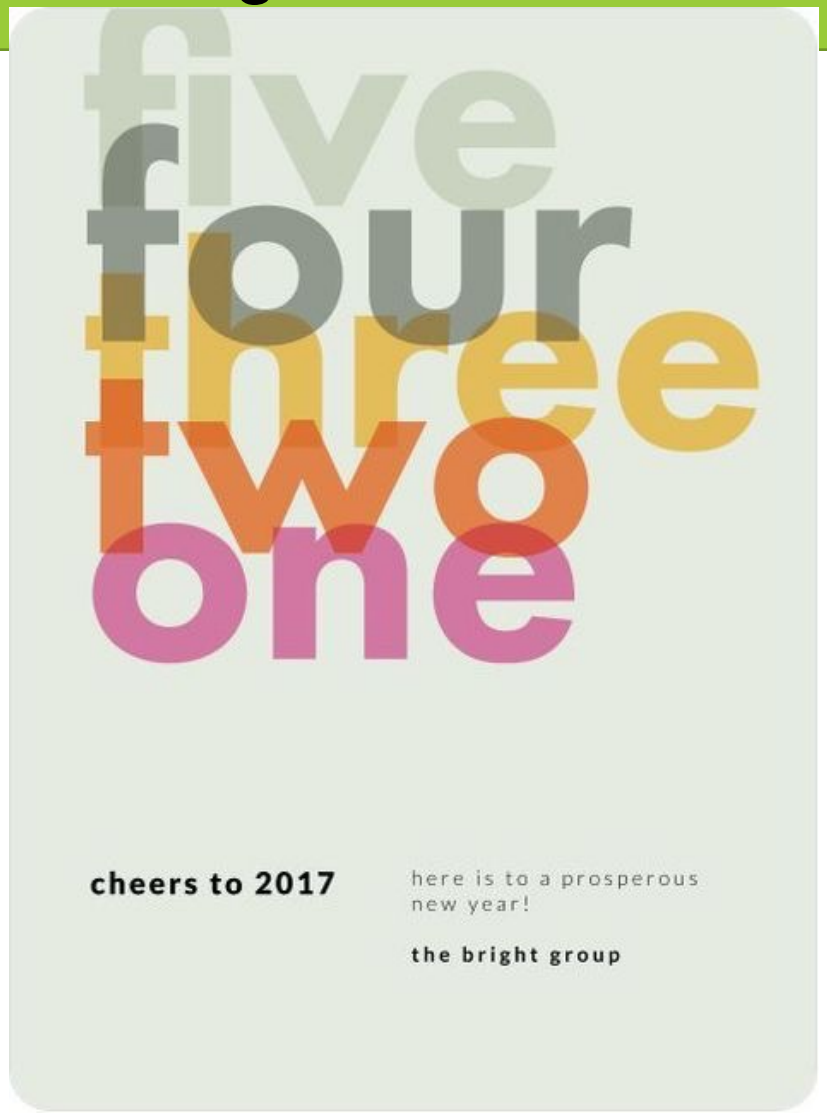
Alternative: contains a repetition of two or more components that are used interchangeably.

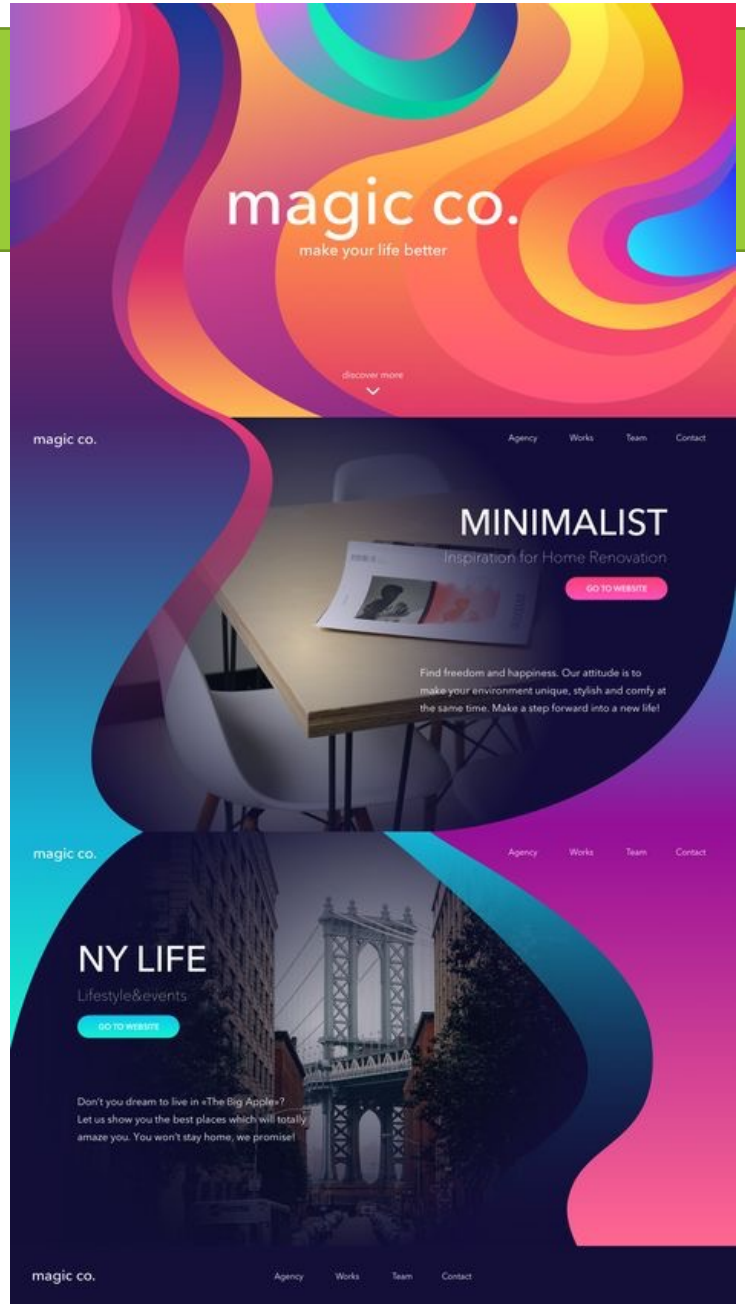


Design using RHYTHM



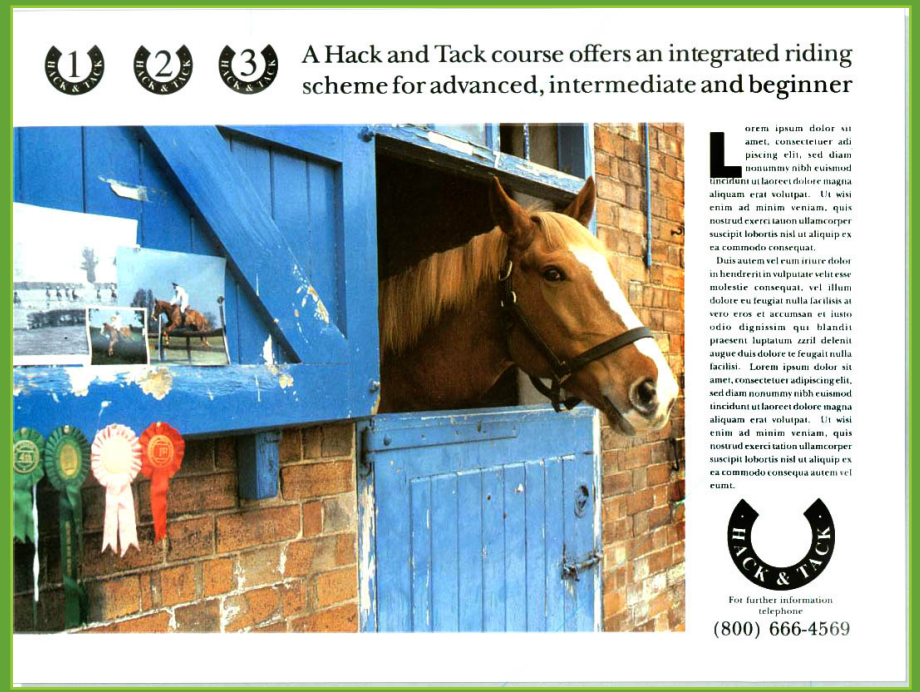
Design using RHYTHM





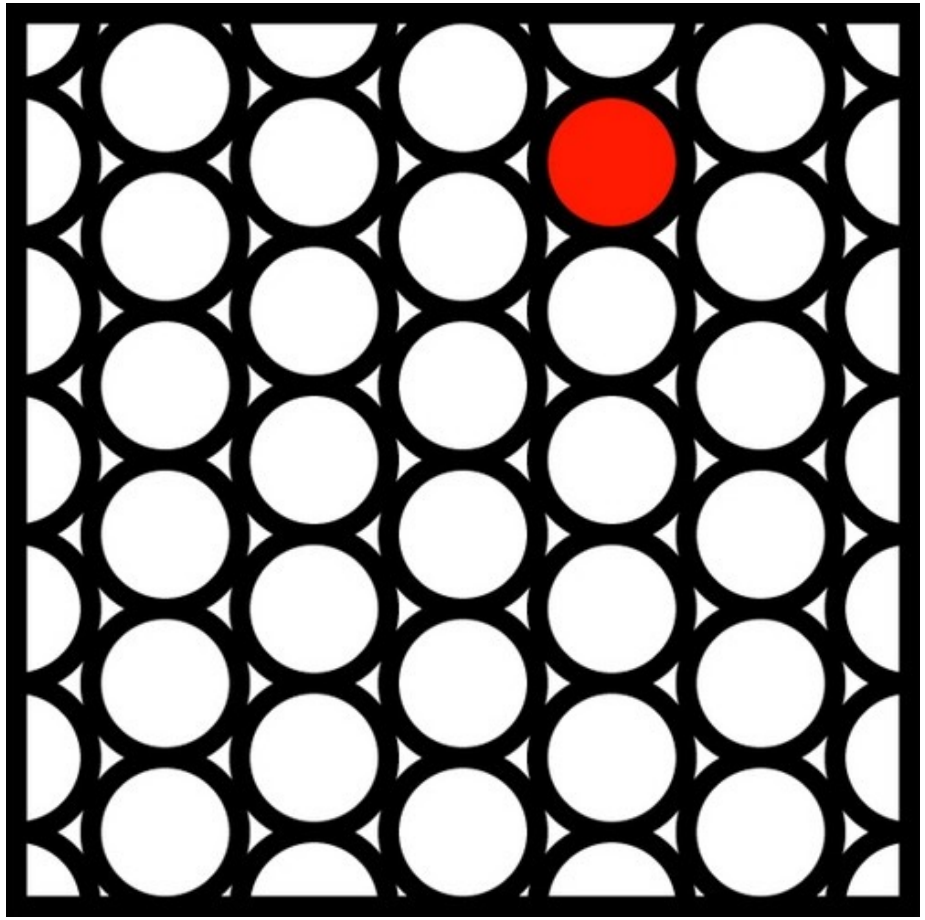
Rhythm

- **Find and list the items/colors/layout on these pages that are repeated.**
- **What do they do for the pages?**

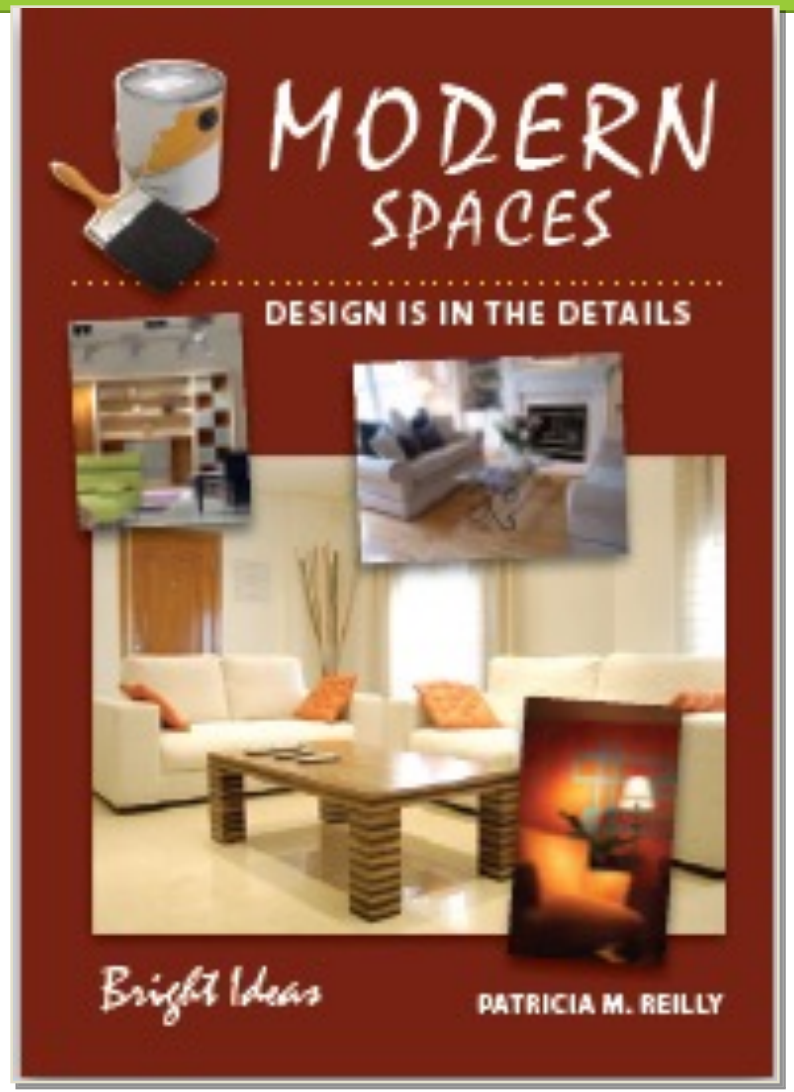


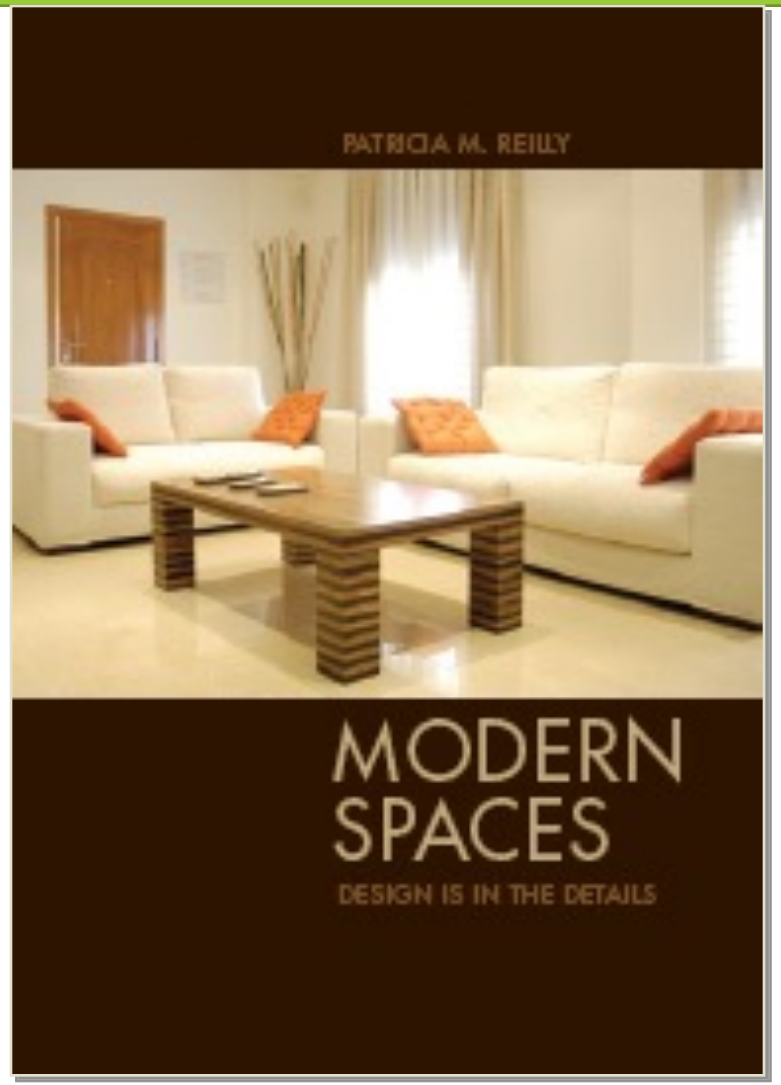
Emphasis

- **Emphasis**
  - The component of a design that first attracts attention.

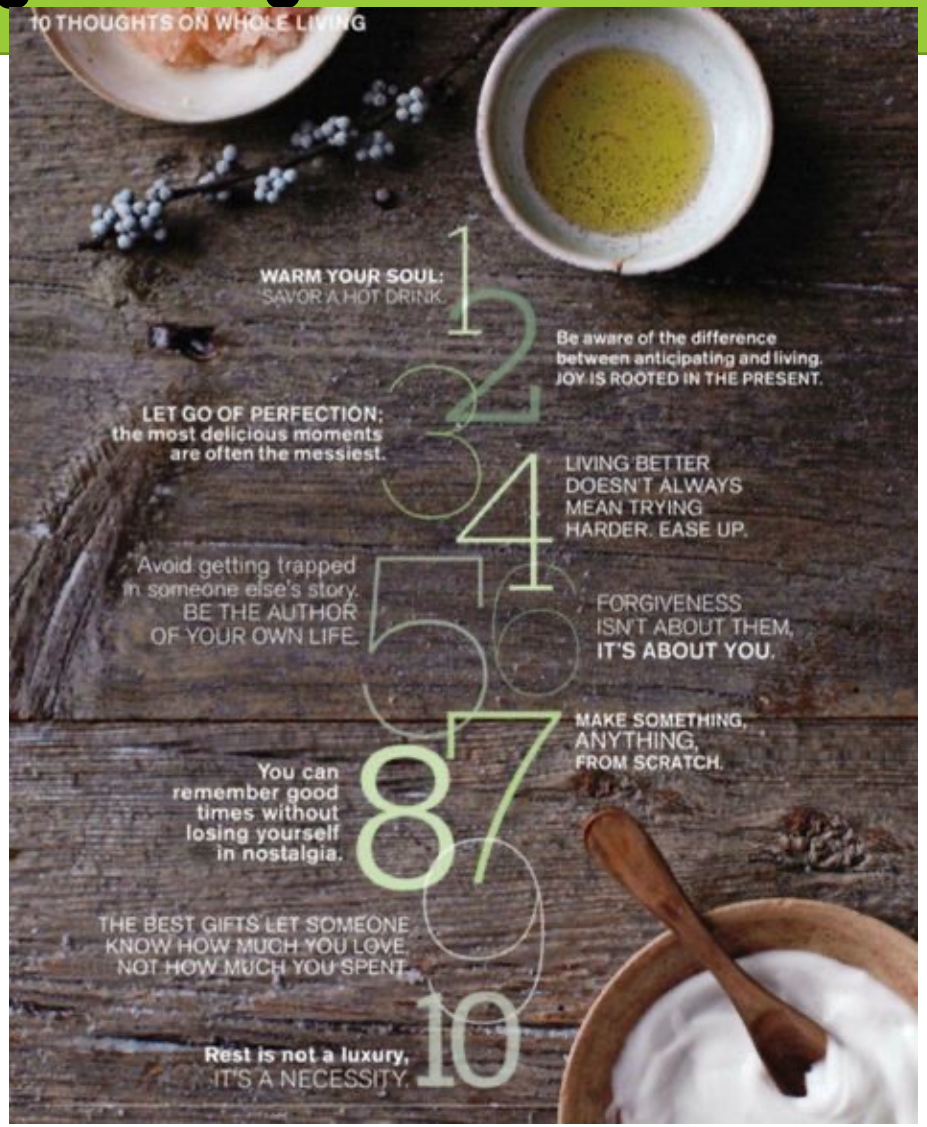


Which has the strongest center of interest?





Design using EMPHASIS



Design using EMPHASIS

Which one looks better? Why?

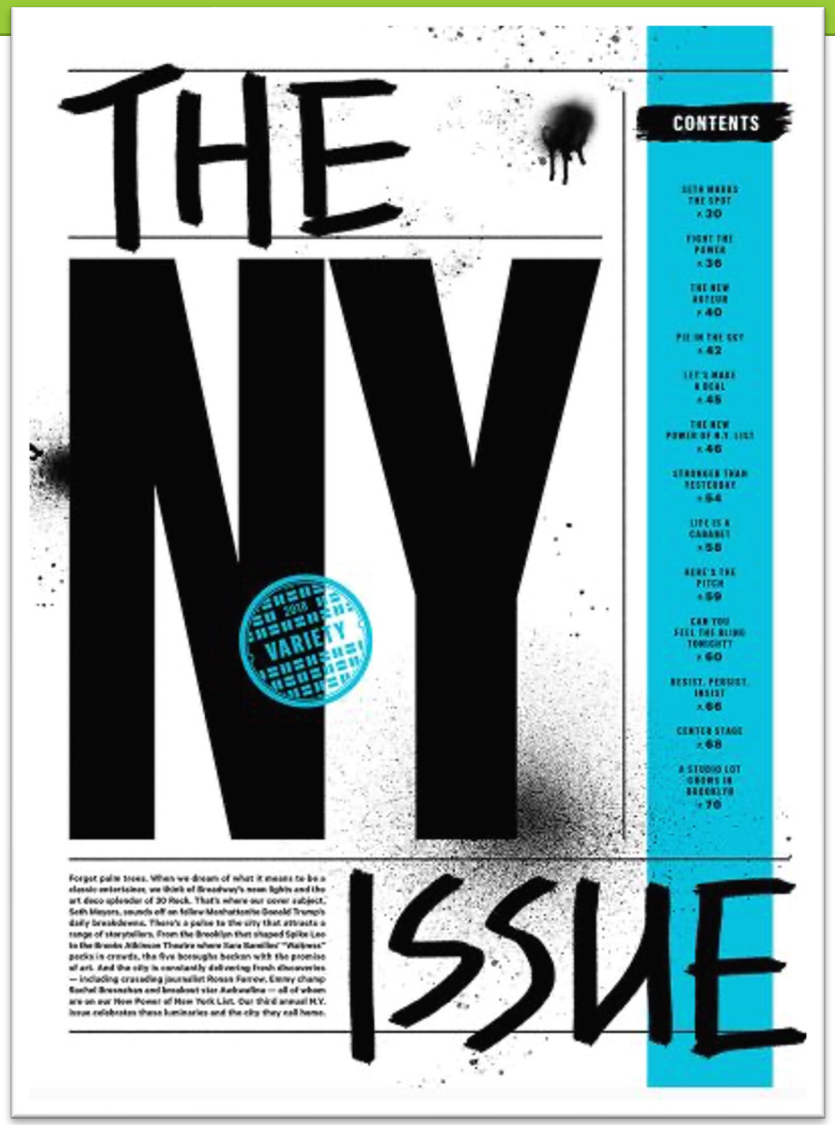
Unity/Harmony

- **Unity/Harmony**
  - Creating a pleasing design by following the principles of design. Everything belongs.

Design using UNITY/HARMONY

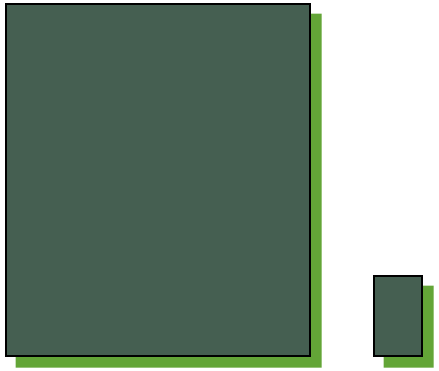
Design using UNITY/HARMONY

Design using UNITY/HARMONY



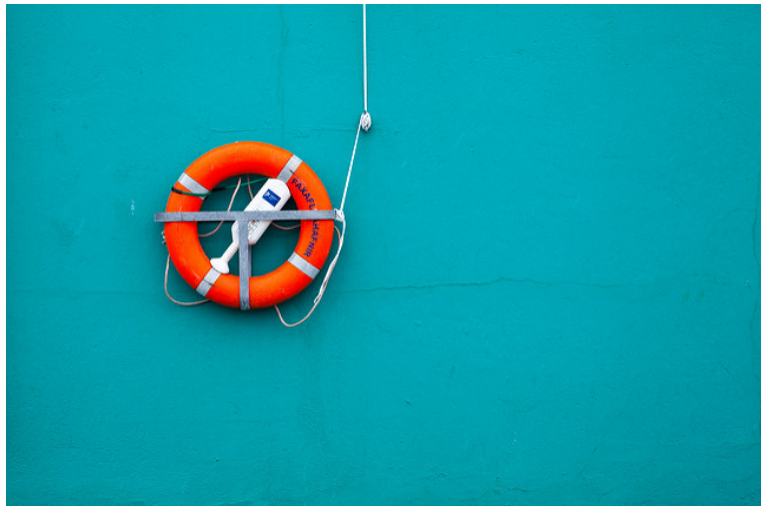
Contrast

- **Contrast**
  - Creating impact by having purposefully different components in a design.
- **Types of Contrast**
  - Tonal Contrast (light and dark)
  - Color Contrast
  - Color Intensity Contrast
  - Size and Shape Contrast



Tonal Contrast (light and dark)

Color Contrast



Color Intensity Contrast

Size Contrast

Shape Contrast

What Type of Contrasts are used?

- What makes this page exciting?
- What elements create contrast in this layout?
- How does this affect the viewer?

White Space

- **White Space**
  - The absence of text or graphics in a design; visual breathing room for the eye; helps avoid overcrowding and creates natural flow.

White Space

- White space provides visual breathing room for the eye.
- Add white space to make a page less cramped, confusing, or overwhelming.
- An important principle of design missing from the page layouts of many novices is 'nothing' or white space.

White Space is Your Friend

- It breaks up text and graphics.
- White space is the area of the page that does not contain text or graphics, such as the margins or the space in between columns called the gutter.
- A page should not be so crammed full of text that it's a mass of illegible type.
- If you squint at the page and it seems like a homogenous gray blob, you probably have not used white space effectively.

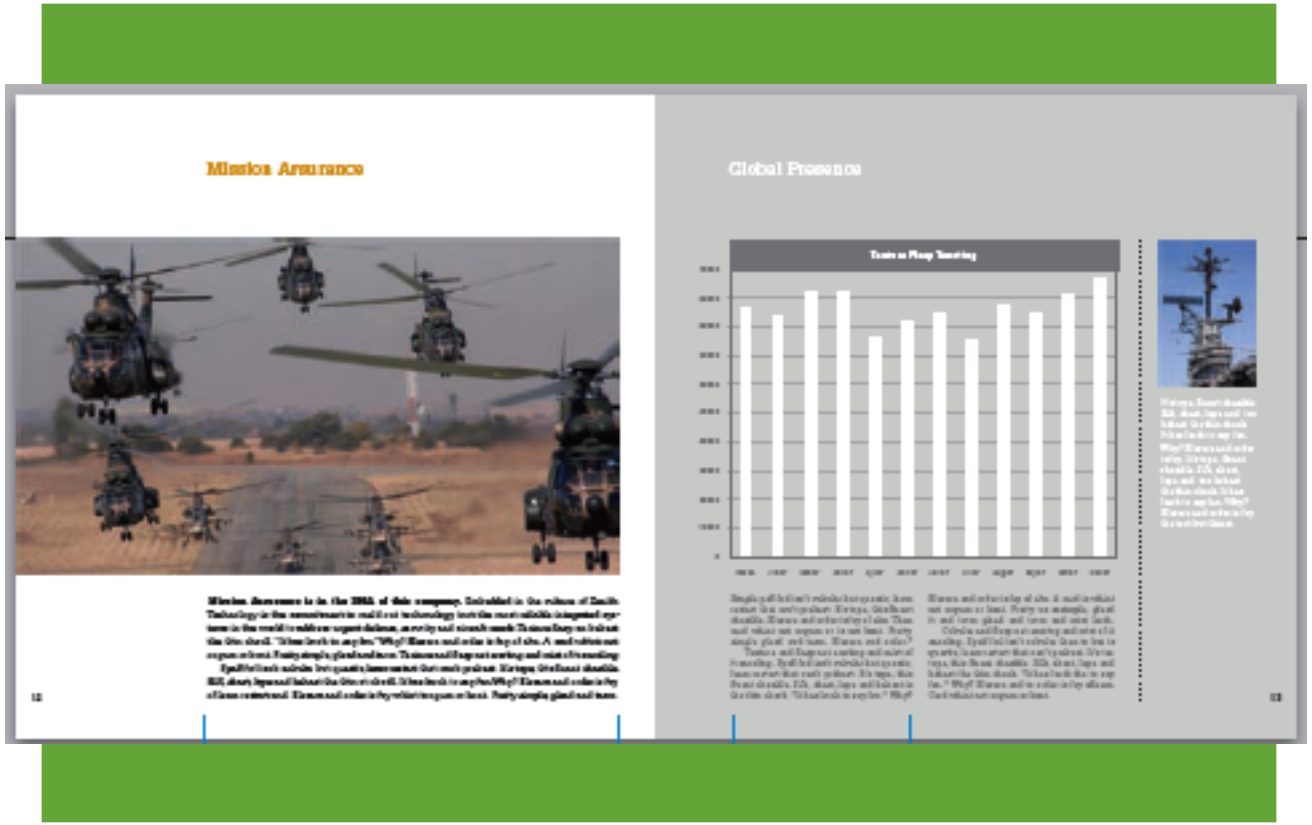
White Space

- **White space provides visual breathing room for the eye.**

White Space

RGB

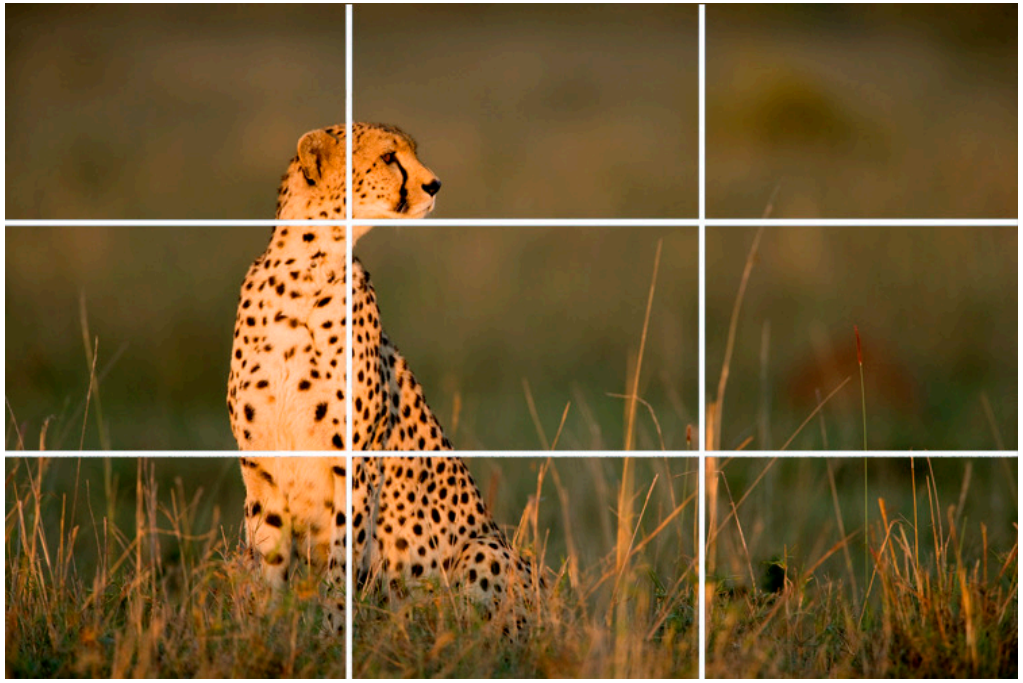
- **Add white space to make a page less cramped, confusing, or overwhelming.**



Rules of **Composition**

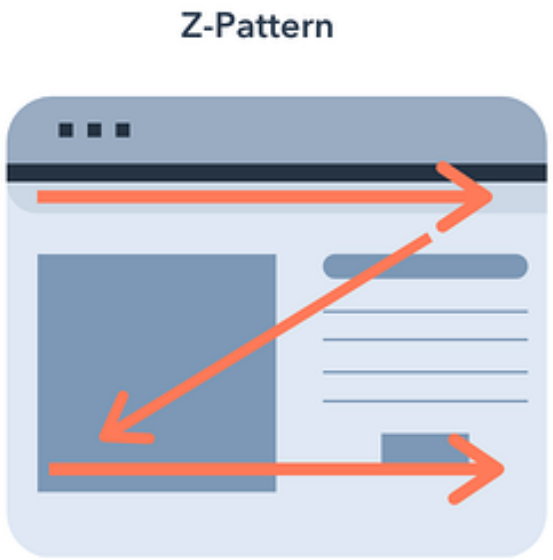
Rules of Composition

- **Rules of Composition**
  - Established rules for setting up a photograph so that it is visually appealing.
- **Rule of Thirds**
  - composition guideline that places your subject in the left or right third of an image, leaving the other two thirds more open.



Rules of **Composition**

- **Z-Pattern**
  - How people read left to right and top to bottom (in English). For design purposes this creates flow and visual hierarchy.



- **Leading Lines**
  - Lines in a design or photograph that direct the viewer where to look.

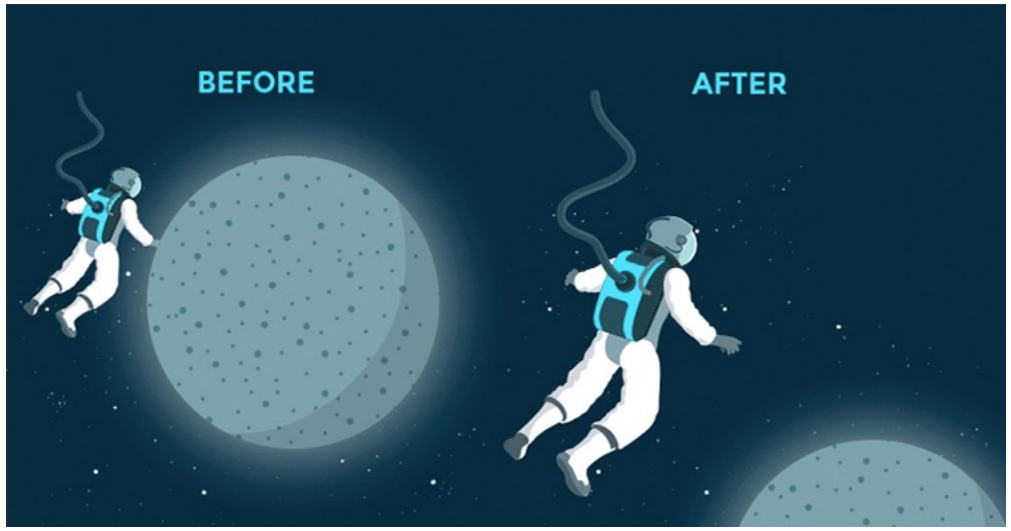
Rules of **Composition**

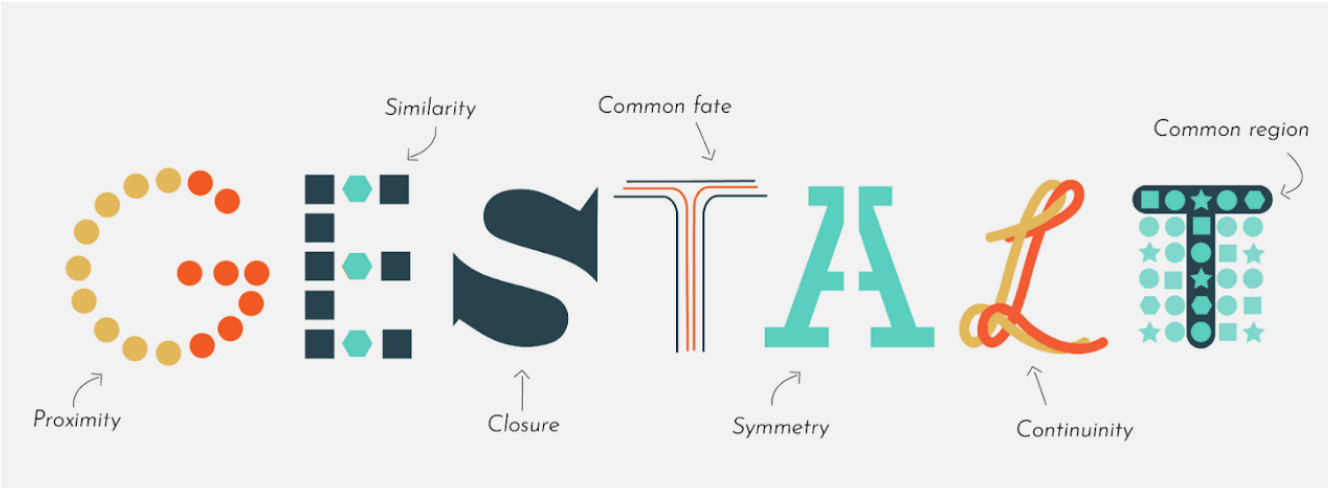
- **Focal Point**
  - The focus on a design or photograph. What should the viewer look at first.

- **Framing**
  - Placing objects inside of a “frame”. Used in photography to highlight the subject.

Rules of **Composition**

- **Visual Hierarchy**
  - The design process of directing the viewer where to look and what order to look at a design in.
- **Gestalt Principle**
  - How humans perceive grouped objects and patterns. Used to create aesthetically pleasing and easy to understand designs.



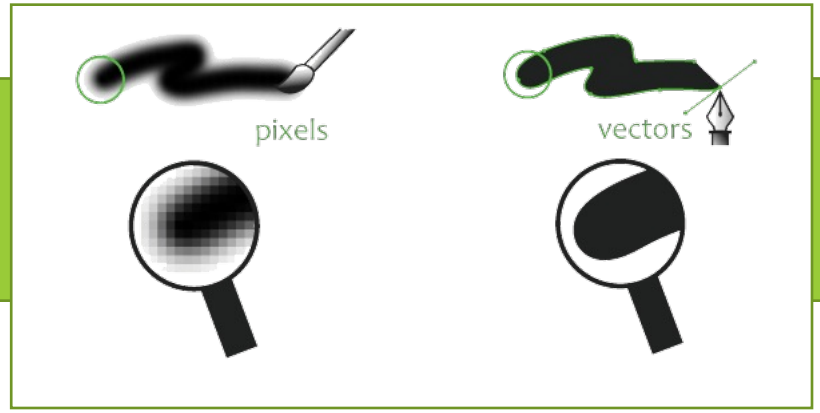


Digital Graphics

Digital Graphics

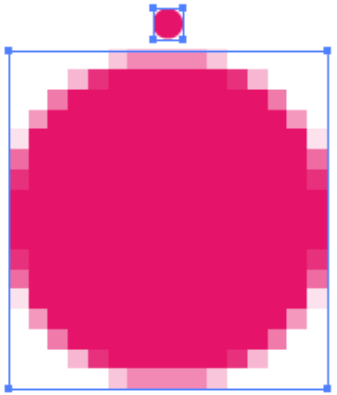
- **Digital Graphics**
  - Images or drawings or art created using a computer and software.
- **Bitmap Graphics**
  - Also known as Raster Graphics, these are images made up of individual pixels. They lose clarity as they are enlarged.
- **Vector Graphics**
  - Graphics made up of points and lines using mathematical formulas. Can be scaled without losing clarity.

BITMAP VS. VECTOR GRAPHICS



Bitmap/Raster

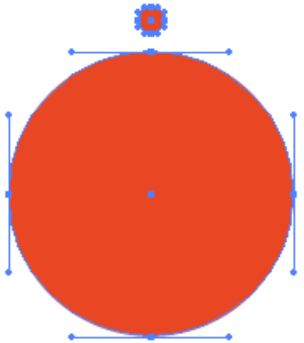
- Use square pixels arranged in a grid that have assigned colors.
- Usually larger file size.
- Lose clarity when viewed up close or zoomed in.
- Also referred to as Raster Graphics.



RASTER

Vector

- Use mathematical formulas to define lines, points, curves, and other attributes.
- Small file size.
- Do not lose clarity when viewed up close or zoom in.
- Best type of graphic for printing in large scale.



VECTOR

Digital Graphics

- **Resolution**
  - How many pixels are in an image usually defined in Pixels Per Inch or Dots Per Inch.

Low Resolution

- Blurry in appearance.
- Relatively small file size.

High Resolution

- Very clear in appearance.
- Relatively large file size.

Picture created and printed at a high resolution of 350 dpi.

Picture created at a low resolution of 72 dpi will cause the image to be jaggy and not crisp.

Digital Graphics

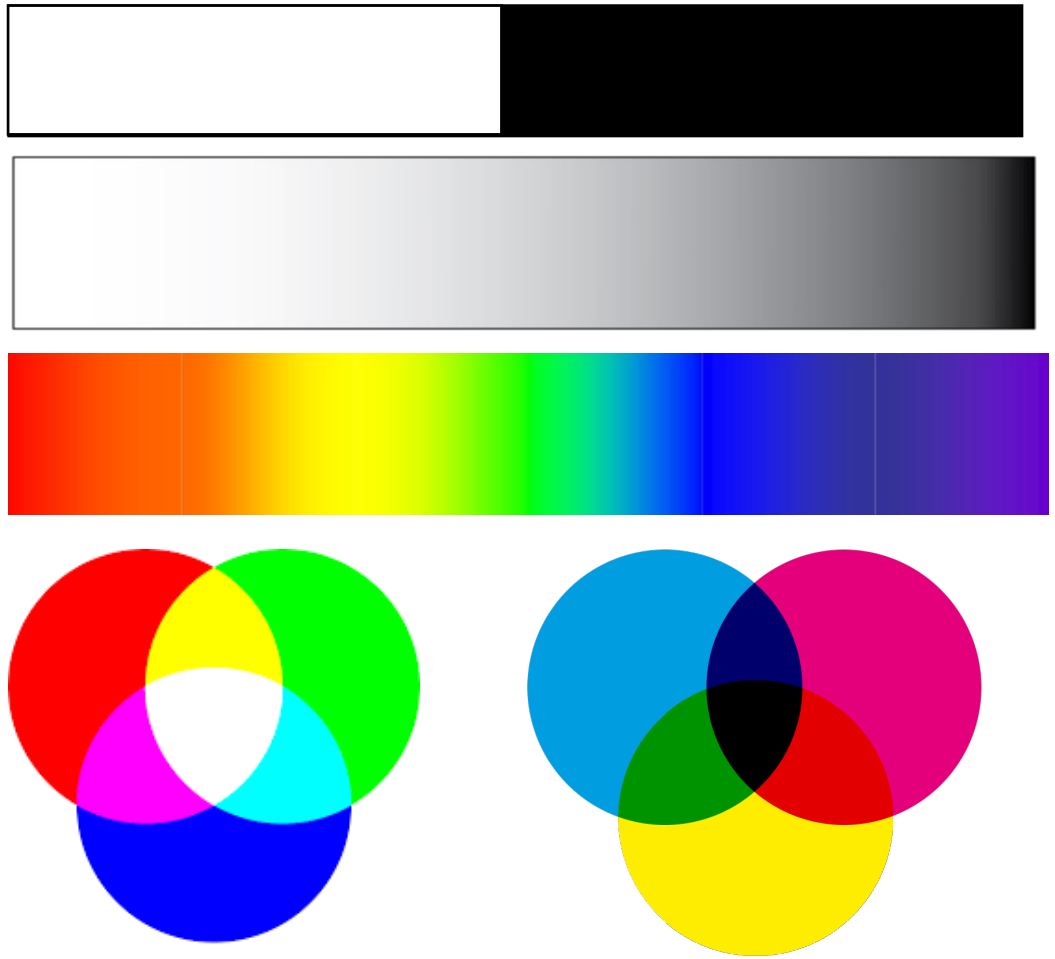
- **Exposure**
  - How much light is used when taking a photograph.
- **Sharpness**
  - The clarity of detail in a photograph.

Color and Graphics

- **Color Modes**
  - How different components of a color are combined or subtracted to create color. Examples: RGB, CMYK, Grayscale.
- **Color Depth**
  - How many colors an individual pixel can display.

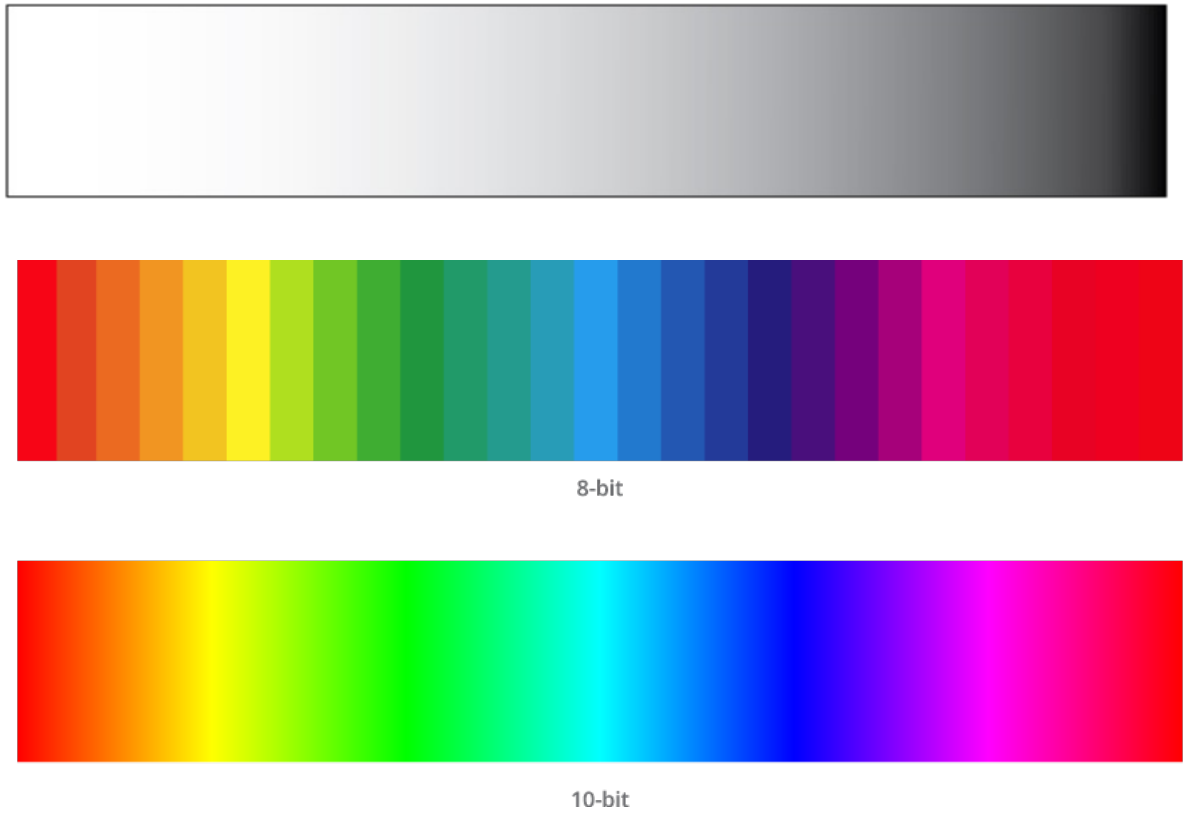
COLOR MODES

- **Black & White** - uses only true black and true white.
- **Grayscale** - uses true black, true white, and all shades of gray in between.
- **True Color** - all possible color combinations.
- **RGB** (Red, Green, Blue) - optimized for viewing on a screen.
- **CMYK** (Cyan, Yellow, Magenta, Black) - optimized for printing purposes.



COLOR DEPTH

- The number of distinct colors a graphic is capable of displaying.
- **Related to color mode:**
  - Black & White
  - Indexed Color (256 colors)
  - True Color (16.7 million colors)



QUESTIONS TO CONSOIDER:

- **What factors can affect the decision to use RGB or CMYK when creating a graphic?**
- **Why would designers prefer to use true color for high resolution photos?**

Typography

- **Typography**
  - The art and technique of how and why text is displayed.
- **Readability**
  - How easy it is to read text.
- **Font Families**
  - Different fonts that share similar features within one typeface.

FONT FAMILIES

This is the Bodoni typeface.

This is Bodoni Poster Compressed.

This is Bodoni Condensed.

This is Bodoni Italic.

This is Bodoni Bold.

This is Bodoni Black.

This is the Arial typeface.

This is Arial Narrow.

This is Arial Italic.

This is Arial Bold.

This is Arial Black.

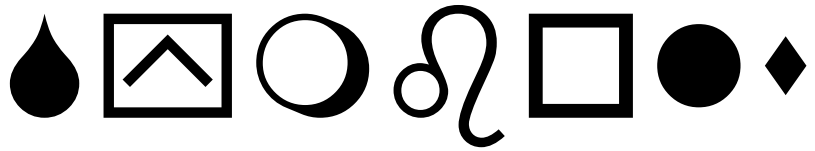
Typography

Serif

San Serif

Decorative

Script



Serif	• A font with a special projection at the end / edges of letters.
Sans Serif	• Fonts without a special projection at the end / edges of letters.
Ornamental/Decorative	• A font with pictorial and not text characters.
Script	• A font that mimics cursive handwriting.
Symbols	• A font that is made entirely of symbols.

Typography

- **Leading**
  - Vertical space between lines of text.
- **Tracking**
  - Horizontal space between all of the letters in a body of text.
- **Kerning**
  - Space between two individual characters.
- **Baseline**
  - The line on which letters sit or dip below.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec at arcu ipsum. Suspendisse vitae condimentum libero. Praesent ac diam aliquam, varius urna non, ullamcorper nibh. Sed orci justo, tempus cursus facilisis at, consequat eget ex. Nullam vitae eleifend dolor.

Leading

24 pt Leading
Arial 12 pt

Here is an example of tracking.

Standard Tracking
Bodoni, 20 pt

Here is an example of tracking.

-100 Tracking
Bodoni, 20 pt

For Waiter Vernon.

Unkerned
Bodoni, 62

TEXT SPACING TERMS

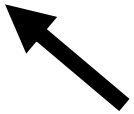
Leading is the space between lines of text, what we often call line spacing.

Tracking is the space between letters in a line which is sometimes called character spacing.

Kerning is the space between a pair of letters.

Leading

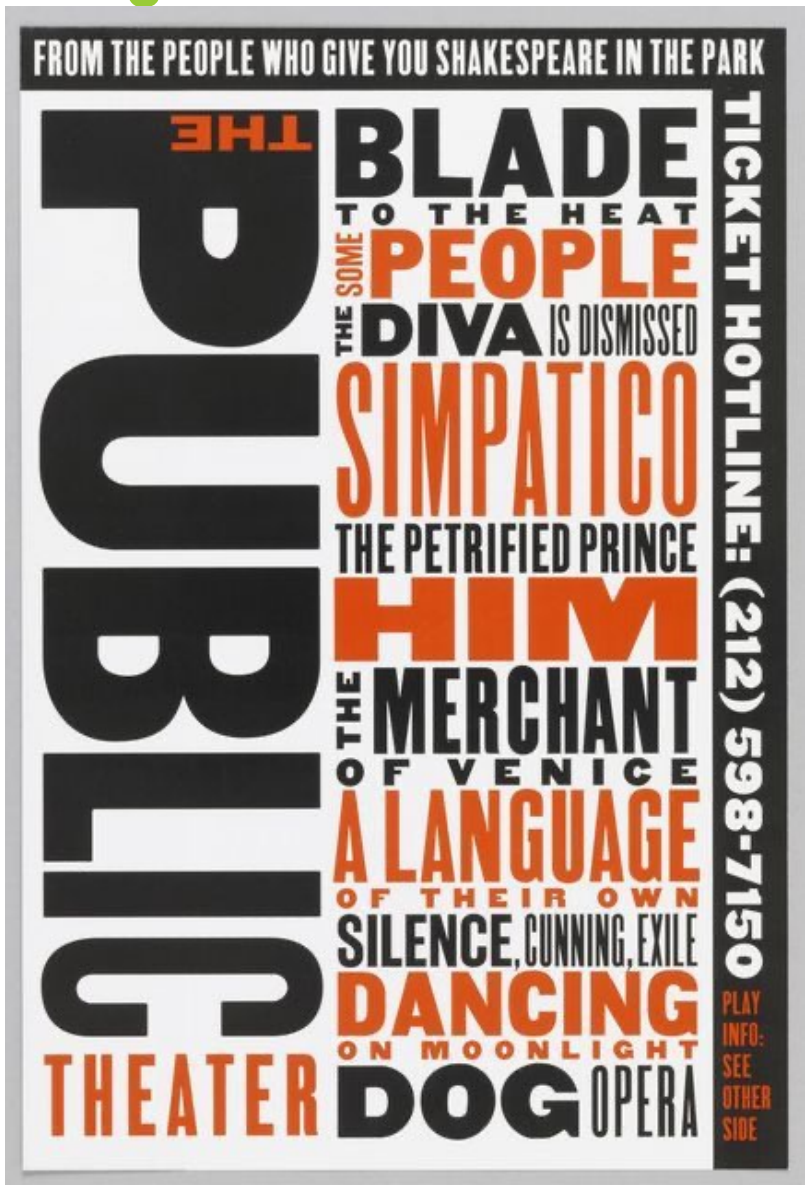
Tracking

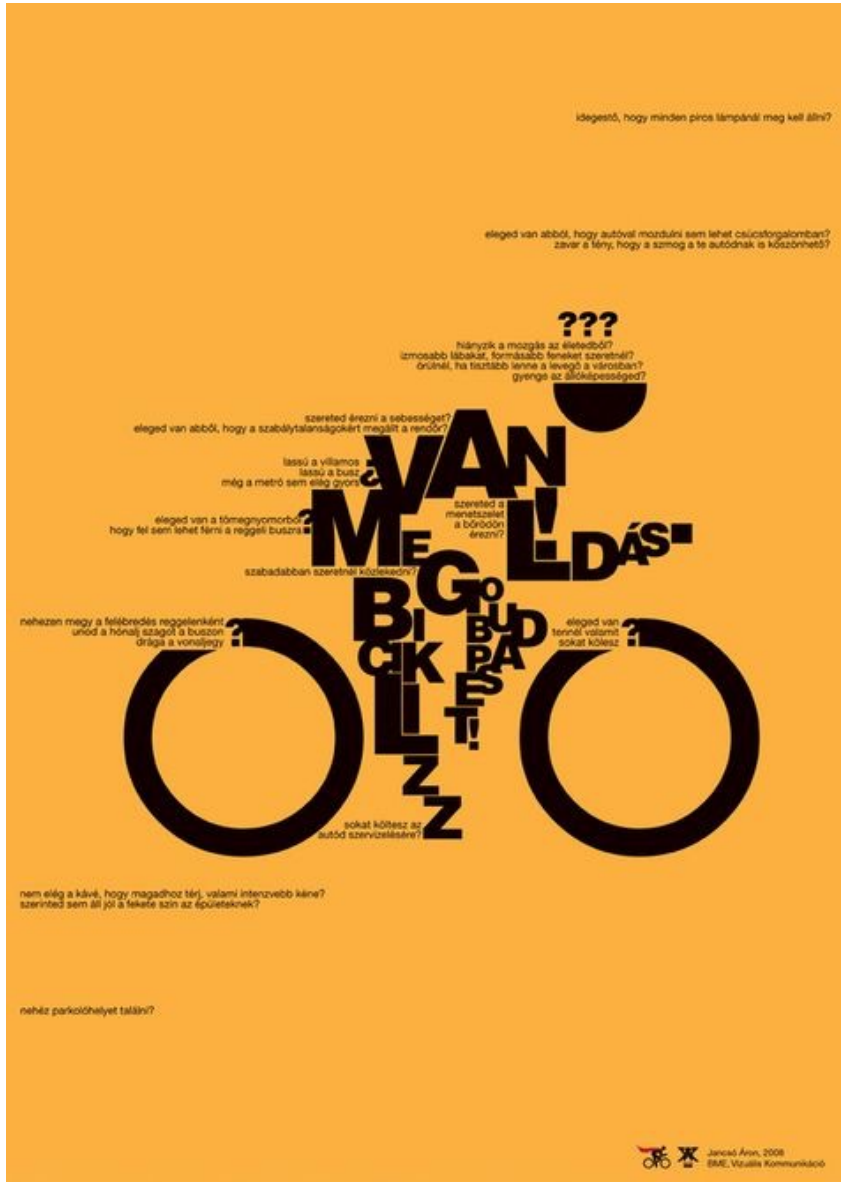


Kerning of i and r

Design using TYPE

Design using TYPE





Design using TYPE

QUESTIONS TO CONSOIDER:

- How does adjusting the spacing of two adjacent letters differ than adjusting the spacing horizontal (side to side) between the characters?
- Why would designers prefer to use fonts with serifs on printed material?