

# Graphic Design Principles

**Balance, Unity, Contrast,  
Emphasis, Line, and Color**



# Balance

---



- **Balance:** the act of comparing or estimating two things, one against the other, and the contrast between:
  - Empty space (white space) and filled space
  - Text and images
  - Color and no colors and different colors

# Balance in Composition

---



- **Three different types of balance when using lines and curves**
  - Symmetrical
  - Asymmetrical
  - Radial symmetry

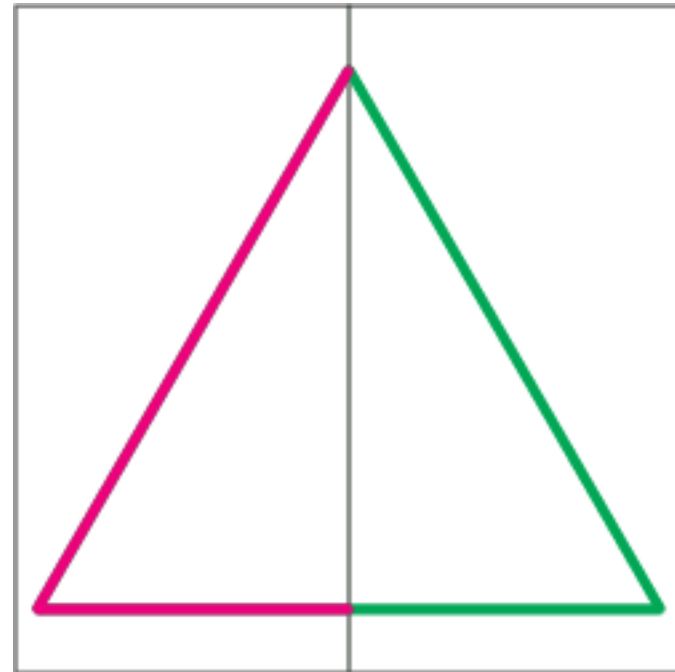
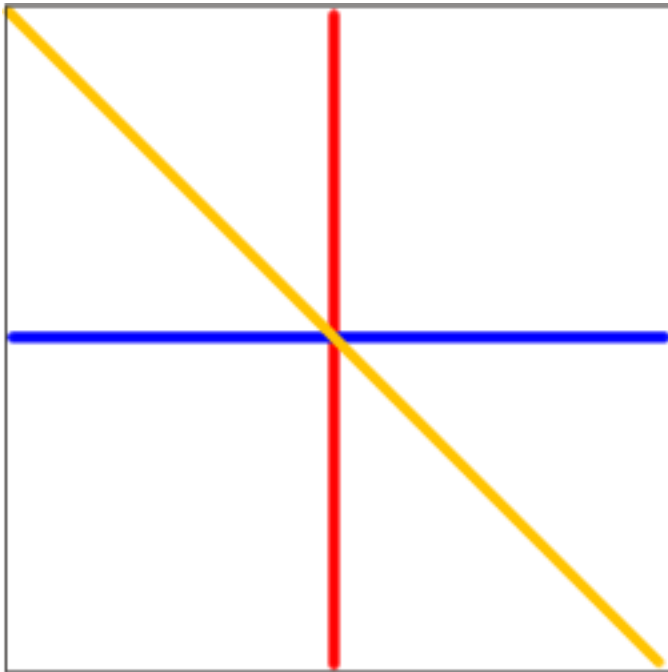
# Symmetrical or Formal Balance

---



- **Can usually identify at least one of three lines of symmetry**
  - Horizontal
  - Vertical
  - Diagonal

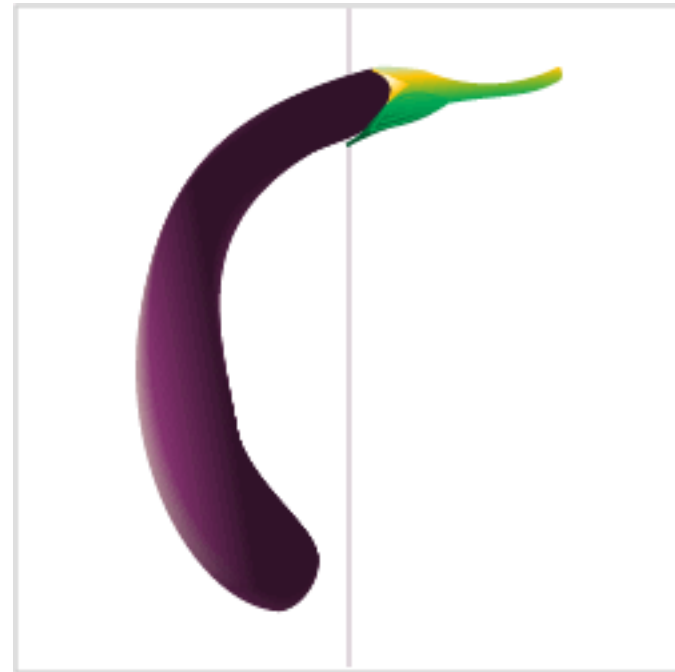
# Symmetrical Balance



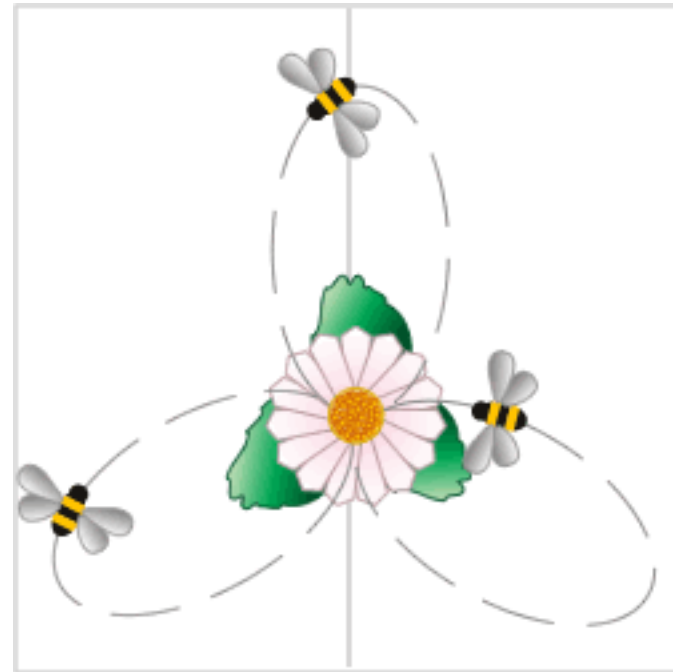
# Examples of Symmetrical Balance



# Examples of Asymmetrical Balance



# Examples of Radial Balance





# Unity



- **Unity: the correct balance of composition or color that produces a harmonious effect.**
- **What is the focus of the message?**



# Emphasis



- **Emphasis:** to express with particular stress or force.
- What message is stressed here?



# Lines



- **Lines** can be straight or curved.
- How are lines used in compositions on this slide?



# Lines



- **Lines** can indicate motion or direction.
- How are lines used in compositions on this slide?



# Color Definitions

---

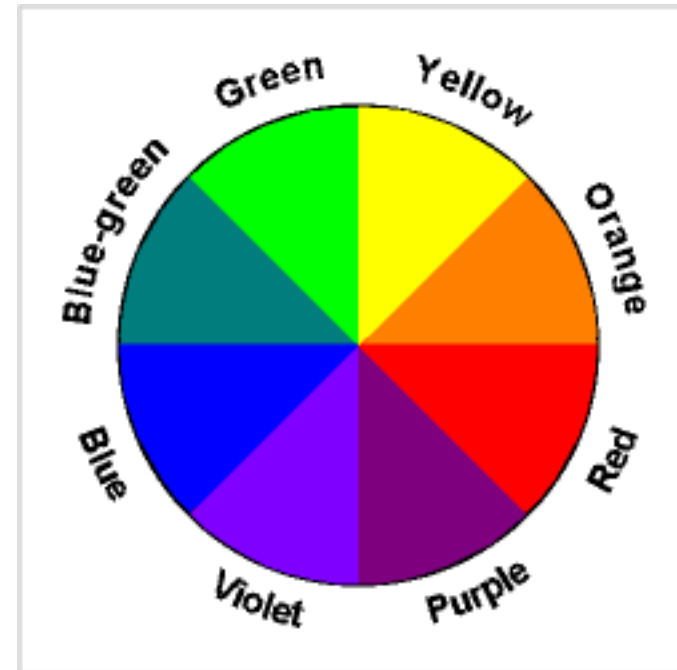


- **Hue** is another word for color.
- **Chroma** is the intensity or purity of color.
- **Tint** is a color mixed with white.
- **Tone** is a color mixed with gray.
- **Shade** is a color mixed with black.

# Color and Contrast



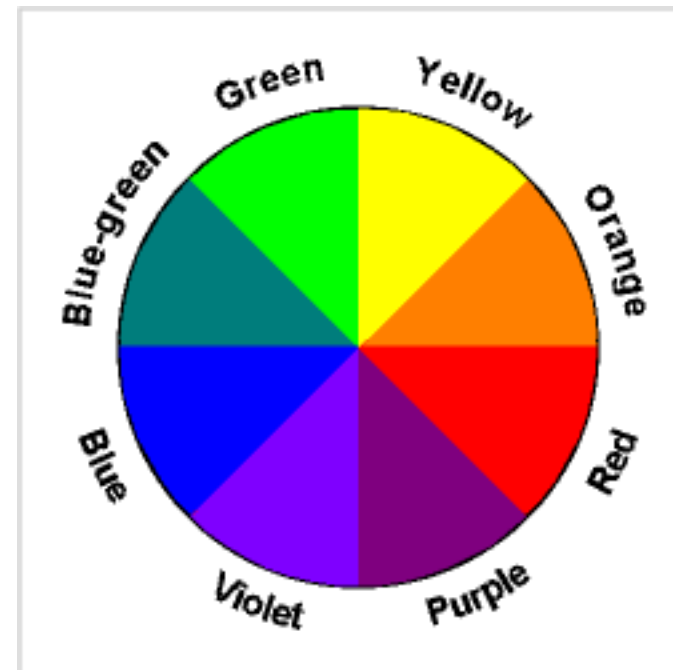
- Using color can enhance or detract from a composition.  
[http://www.lighthouse.org/color\\_contrast.htm](http://www.lighthouse.org/color_contrast.htm)
- Color wheels help determine which colors are in greatest contrast.



# Color Wheels



- **Analogous colors** are colors that are adjacent on the color wheel.
- **Complementary colors** are colors opposite to each other on the color wheel.



# Color in Design

---



- **Use color to label or show hierarchy.**
- **Use color to represent or imitate reality.**
- **Use color to unify, separate, and/or emphasize.**
- **Use color to decorate.**
- **Use color consistently.**



# Summary

---



- **The basis of good graphic design is thoughtful application of design principles including balance, unity, contrast, emphasis, line, and color.**
- **Clearly identify what you are trying to accomplish — use design to convey your message.**
- **Brainstorm alternatives.**