

Spotlight

A **graphic designer** is a visual artist and communicator who creates visual concepts by hand or by using computer software. Through the principles of design, which are a set of guidelines that help achieve effective composition, a graphic designer works to convey complex messages and ideas to inspire, to inform, and to compel people to take action.

Graphic design is the form of visual communication that uses a combination of images and text to reach an audience.

V-o-c-a-b-u-l-a-r-y

BALANCE—the distribution of the visual weight of objects, colors, texture, and space.

BRANDING—a marketing practice in which an organization creates a name, symbol or design that is easily identifiable as belonging to that organization.

COMPOSITION—the arrangement or placement of visual elements in a design.

CONTRAST—the arrangement of opposite elements in a design to organize and create a visual hierarchy.

FONT—the combination of typeface, size, weight, slope, and style to make up a printable or displayable set of characters. Font characters include

letters, numbers, symbols, and punctuation marks.

LINE—an element of art defined by a point moving in space. It is probably the most fundamental of the elements of design as it is usually the starting place for much of artistic creation. Lines can be any width or texture and can be vertical, horizontal, diagonal, or curved.

NEGATIVE SPACE—the space around and between the subject(s) of an image.

PROXIMITY—a principle of design that refers to the spatial relationship between the elements of the design. The general rule of proximity is things that are related should be placed nearer to each other, and things that are unrelated should be

placed further from each other.

REPETITION—the process of repeating elements throughout a design to give it a unified and consistent look.

TYPOGRAPHY—the art and technique of arranging type to make written language legible, readable, and appealing when displayed.

VECTOR-BASED DESIGN—design that is made up of points, lines, and curves that are based upon mathematical equations rather than pixels, which allows it to be scaled to a larger size without losing any image quality.

VISUAL HIERARCHY—the principle of arranging elements in a design to show their order of importance.

More to Explore

<http://careers.broadway/>

<http://aiga.org/>

[Beginning Graphic Design: Fundamentals—YouTube](#)

[What is Graphic Design? Ep1/45 \[Beginners Guide to Graphic Design\]—YouTube](#)

[Lisa McLymont | art + design | folio](#)

Extension Activity

Research the principles of design. Then, pick a favorite quote, piece of advice, or song lyric and using the principles of design, create an effective visual representation.