

Fundamentals of Graphic Design



Layout



Line

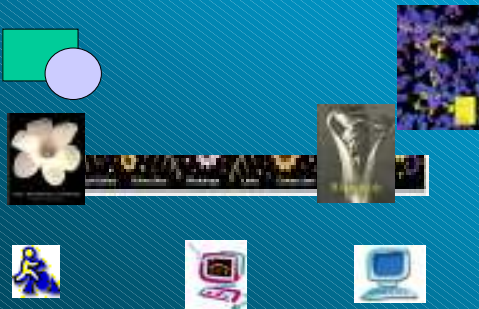


Line Examples



Shape

Geometric
Natural
Abstracted



Shape



Space



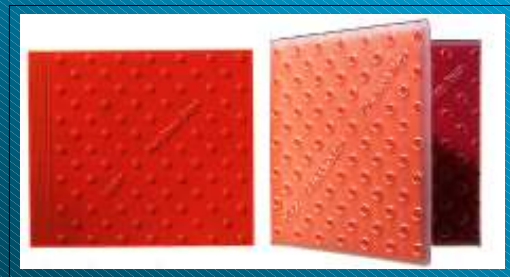
Space



Size



Texture



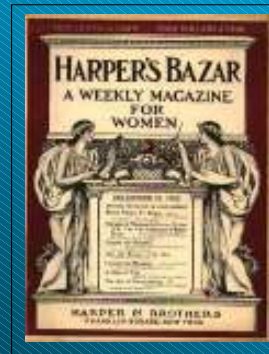
Value



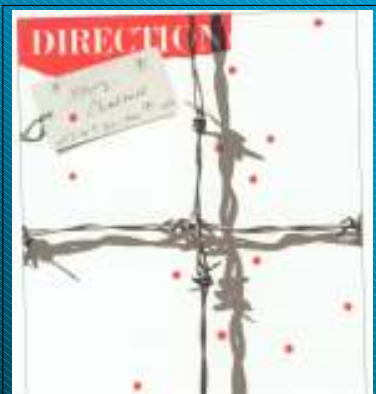
Color



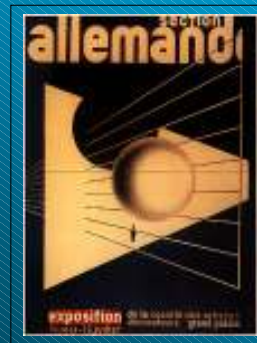
Examples

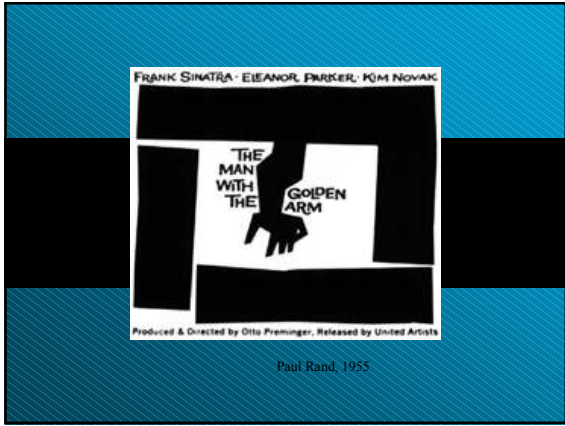


1900



Paul Klee, 1940

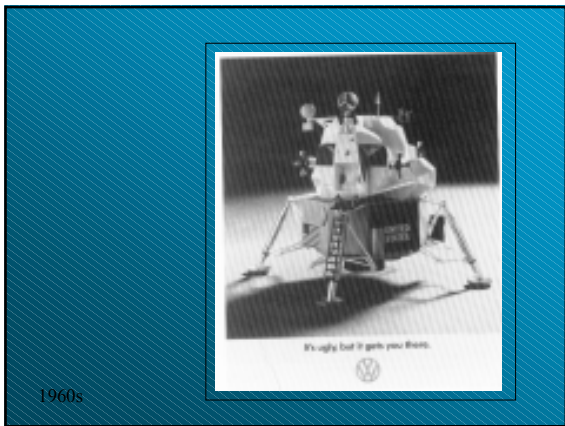




Paul Rand, 1955



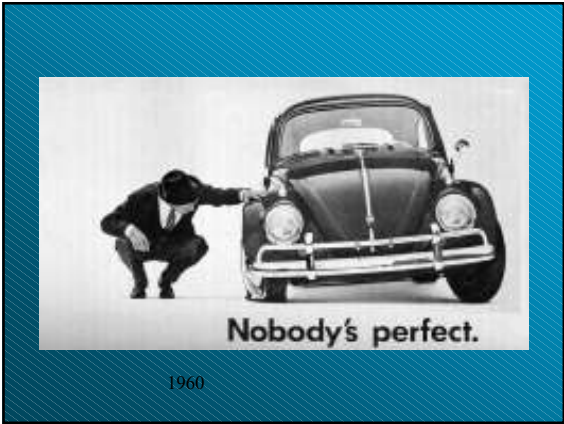
1961



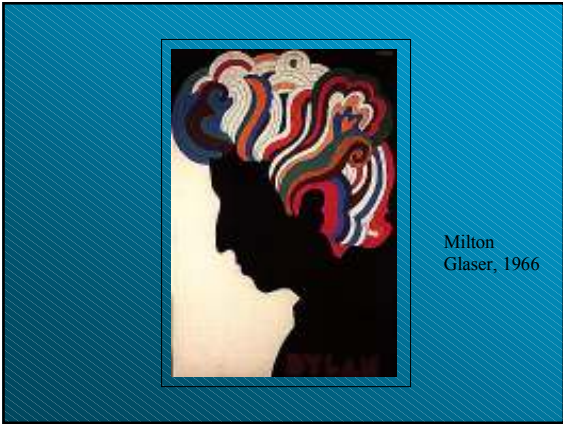
1960s



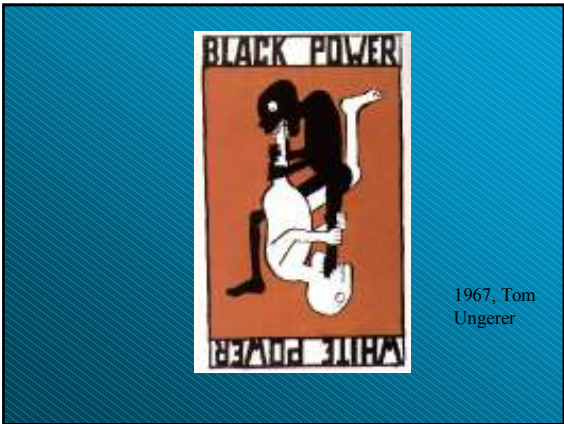
1960s



1960



Milton Glaser, 1966



1967, Tom Ungerer

