GRAPHIC DESIGN PRINCIPLES, PRACTICES AND TIPS

1. There are four **basic principles** of graphic design: CRAP
   a. **C - Contrast**
      i. Contrast is used to make elements stand out using color, size or shape
   b. **R - Repetition**
      i. Repetition gives cohesiveness to the project by using similar patterns, colors and styles.
   c. **A - Alignment**
      i. Alignment ties elements together in a way that is visually pleasing and comprehensible.
   d. **P - Proximity**
      i. Proximity is the placement of grouped items near each other to show relativity.
2. **Typography** is the different designs and styles of fonts.
   a. **Serif**
      i. Serif fonts are used in more formal settings and feature strokes or "feet" on the ends of letters.
   b. **Sans serif**
      i. Sans serif fonts can be used in less formal settings and do not feature strokes, which can make them more readable for audiences.
3. The different categories of **color theory** explain which colors work best together and why.
   a. **Color wheels**
      i. Color wheels can be used to create color palettes for projects
      ii. Different types of color wheels include analogous, monochromatic, triad, tetradic, complementary, split complementary, double split complementary, square, compound and shades.
   b. **Warm vs Cool colors**
      i. Warm colors are reds, oranges and yellows.

           ii.   Cool colors are blues, greens and purples.

           iii.   Warm colors advance in design, whereas cool colors recede.

4. **Composition** principles are elements that make up the structure of your design

    a. **Figure-ground -** The location of a subject in an image is either in the foreground or the background.

    b. **Similarity -** Elements that appear similar to each other through the use of color, shape, or size are perceived as part of the same grouping.

    c. **Continuity -** Elements on the same line, curve or sequence will appear grouped together.

    d. **Closure -** Audiences' eyes will create closure and fill in missing parts when looking at incomplete designs.

    e. **Focal Point -** The main subject of the image that draws your eye to that spot is the focal point.

5. The **Rule of Thirds** in photography and design refers to the guideline of positioning the subject of the photograph in a third so that it is not centered.

6. There are four factors to consider when discussing **Fair Use.** Items that will be taken into consideration include:

    a. The purpose of the new piece

        i.   Artwork may have fair use if used for commentary, reporting, teaching, criticism or research.

    b. The classification of the copyrighted work

        i.   Fair use more often protects fiction works such as books, music, television, movies, etc.

    c. The quantity used from copyrighted work

        i.   The greater the amount used of copyrighted work, the less likely it is to be considered fair use.

    d. The effect on the copyrighted work's value

        i.   If your design threatens the original work's value or potential market, it is not considered fair use.

7. **Texture** can be used in artwork to add 3D elements by giving depth and dimension to flat designs.

8. **White space** is one of the most useful tools in a graphic designer's toolbelt as it offers simplicity instead of overwhelming audiences. This is the space in your design that does not contain color, text or images.

9. Every element that exists in design should have a **Purpose.** This keeps designs from becoming overcrowded or hard to read.

10. **Branding and personal branding** are a large part of being a graphic designer. Branding should be genuine and cohesive, as well as use various composition techniques.

    a. Personal branding for graphic designers should be creative, error-free and attention-grabbing as to show off the designer's typical work.