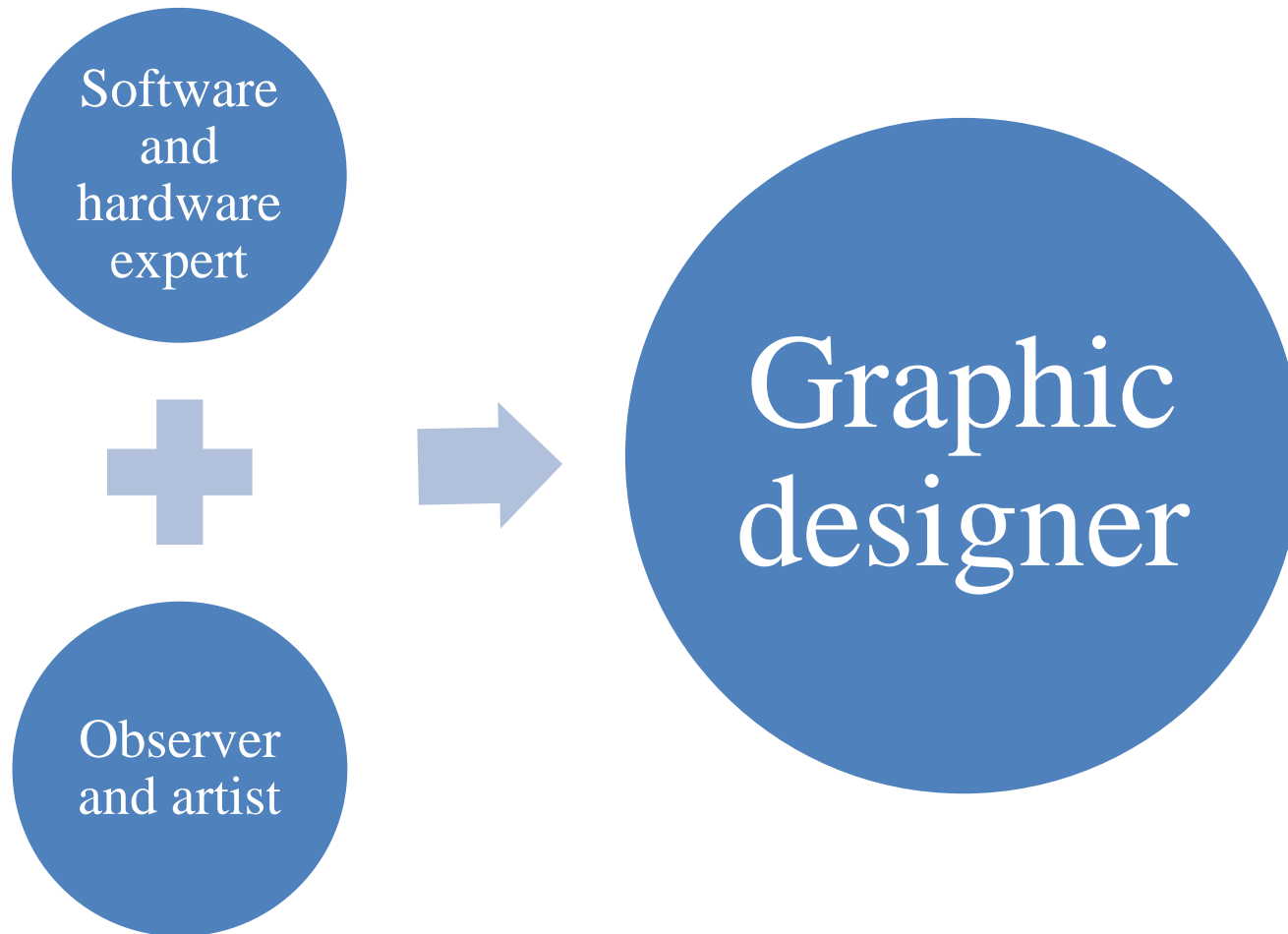


Aesthetics for Graphic Design

Graphic Designer Composition



Graphic Design

According to the American Institute of Graphic Arts (AIGA), graphic design is defined as “the art and practice of planning and projecting ideas and experiences with visual and textual content.”

In other words, graphic design communicates certain ideas or messages in a visual way.

Aesthetics

Aesthetics is a core design principle which defines a design's pleasing qualities such as

Balance

Color

Pattern

Scale

Shape

Visual weight

WHAT
REALLY
MATTERS
& WHAT'S
WORTH
DOING?

TRANSFORMATION

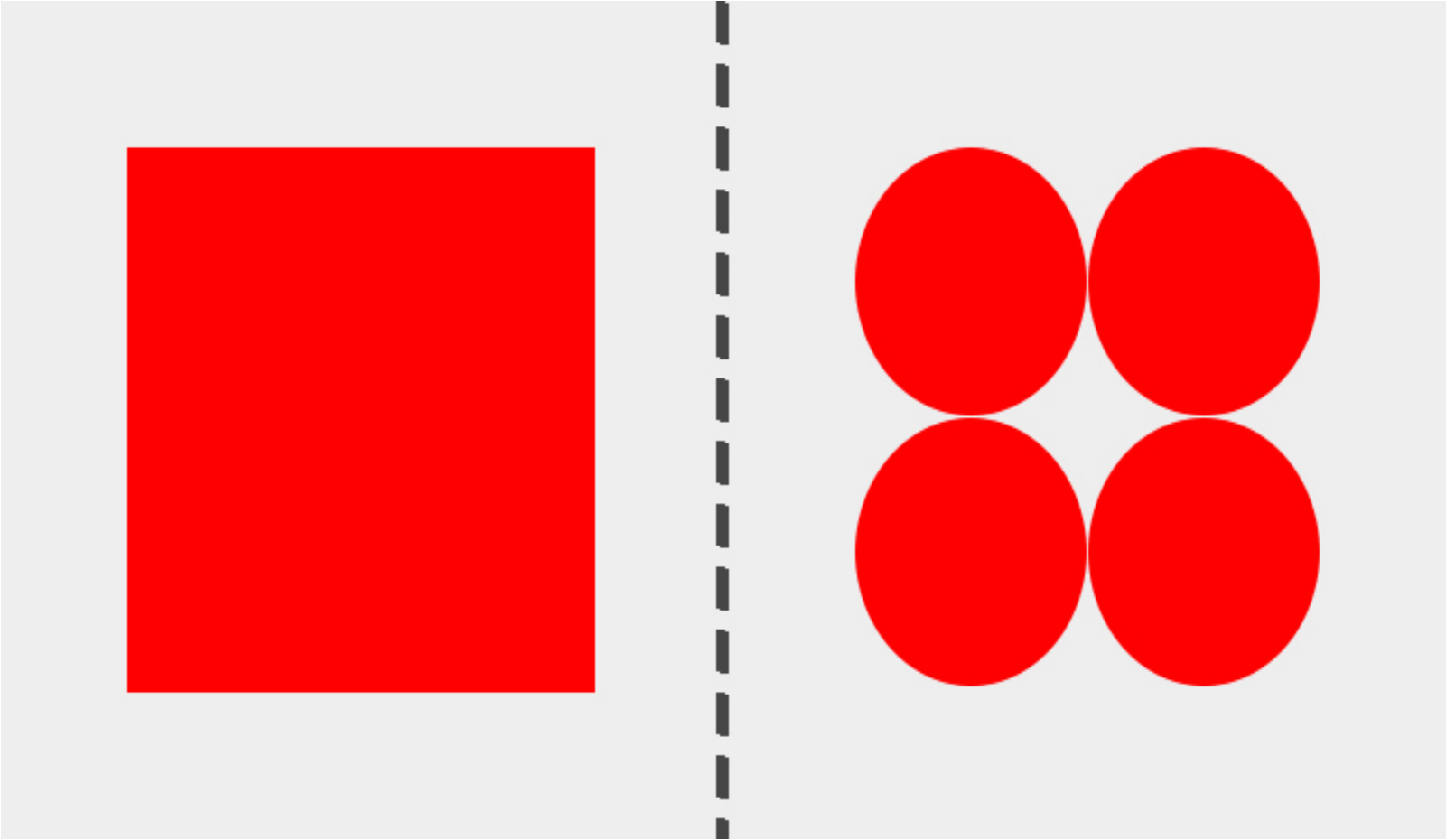






Balance

- Balance is the distribution of objects, colors, texture, and space





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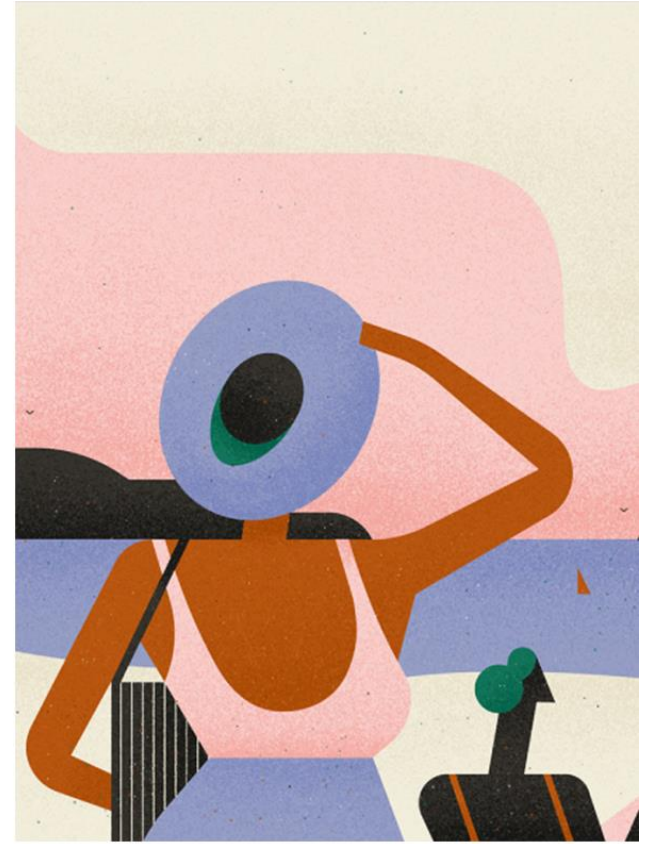
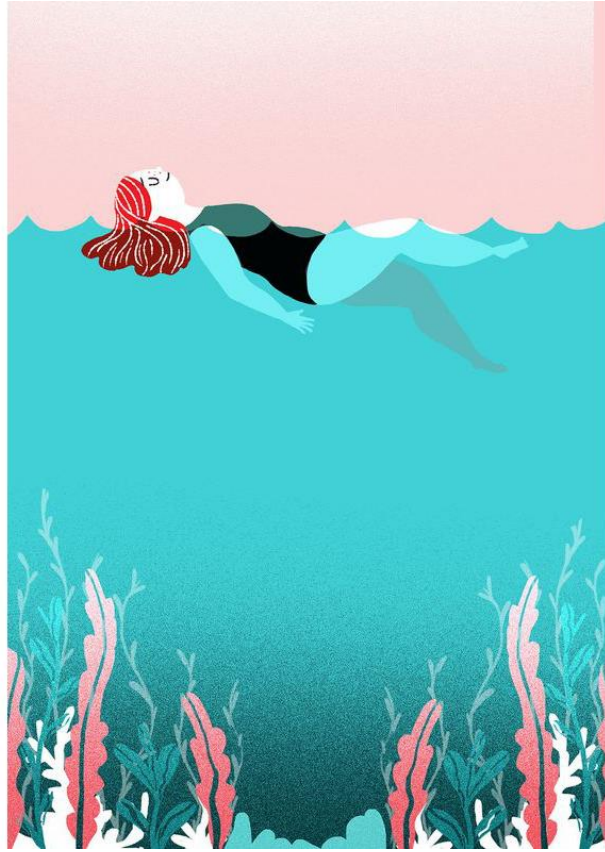
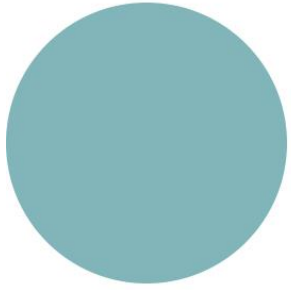
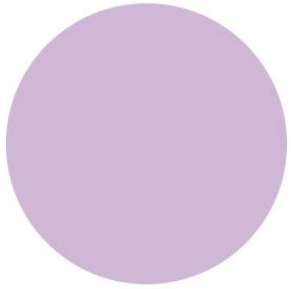


Color

Color is one of the most important aspects of design due to the fact that it is what the eye is drawn to, and what a person notices first.

The basic colors









Pattern

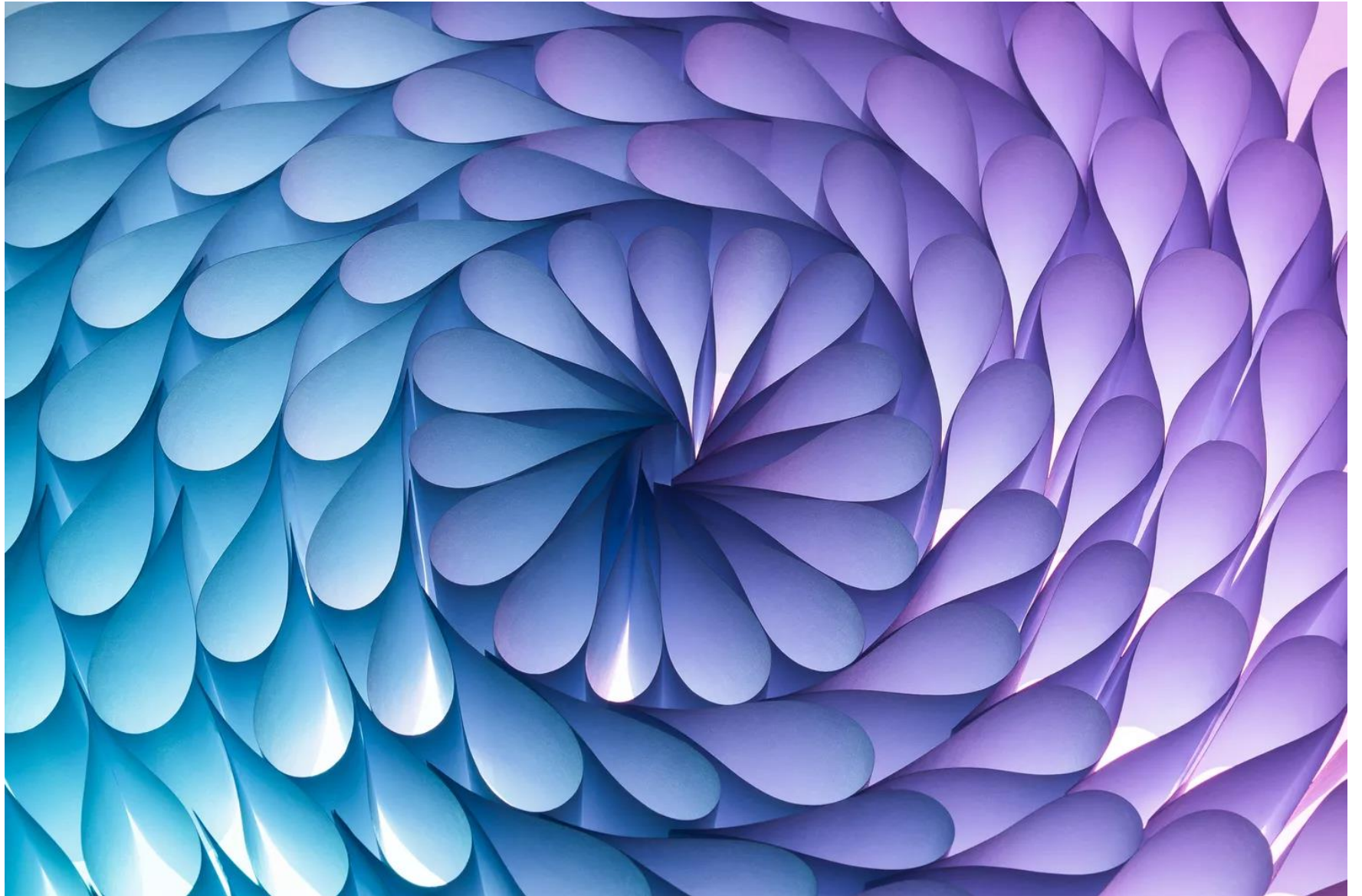
Patterns are simply a repetition of more than one design element working in concert with each other





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Scale

Scale refers to the relative size of an element in a design when compared to another element

BEFORE



AFTER







Shape

A two- or three-dimensional object that stands out from the space next to it because of a defined or implied boundary

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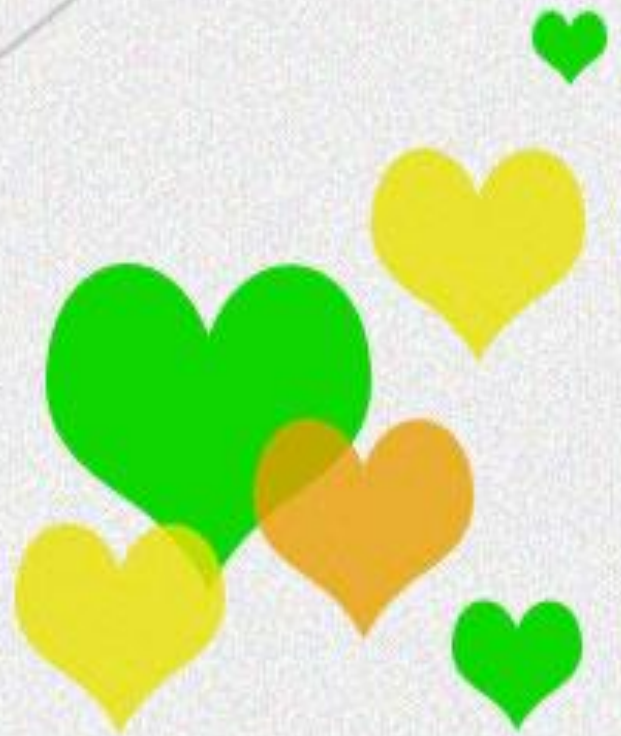


Visual Weight

In Graphic Design, balance is when the elements in your photo are arranged in a way that feels natural and pleasing to the eye. A well-balanced composition feels harmonious while an unbalanced one can feel less engaging.



**HEAVY COLOR,
LARGER SIZE**



**BALANCED BY
MORE VARIETY
MORE DENSITY
COMPLEXITY**



