

Topic	10 Basic Elements of Design
Reference	https://creativemarket.com/blog/10-basic-elements-of-design
WEBSITE GOALS	To explain and demonstrate the basics of design
WEBSITE MESSAGE:	Understanding the fundamentals
Tone	Clean, Simple, Bright

Introduction *What is this about?*

Creating beautiful design is about more than inspiration or a great idea, it's about understanding the fundamentals of the subject. Although it's possible to spend years studying the nuances of design and the many varying takes on how to be successful at it, there are a handful, or two, of basic elements that every designer should know before beginning any project.

Reader Message *What's in it for me?*

Why should I read this?
 Helps further the design process
 Makes content more appealing
 More knowledgeable
 Show clients your skills
 Gives clients confidence
 Adds inspiration

Content *What is the information?*

1. The first and most basic element of design is that of the line.
2. Color is one of the most obvious elements of design, for both the user and the designer.
3. Shapes, geometric or organic, add interest.
4. Negative space is one the most commonly underutilized and misunderstood aspects of designing for the page.
5. It's counter-intuitive to think about texture when the piece isn't ever going to be touched.
6. Perhaps the single most important part of graphic and web design is typography.
7. Playing with the scale and size of your objects, shapes, type and other elements add interest and emphasis.
8. Dominance and Emphasis
9. There are two schools of balance: symmetry and asymmetry.
10. Harmony is "The main goal of graphic design"

Organize

alphabetical
 categorical
 cause and effect
 inherent structure
 order of importance
 simple to complex
 sequential
 spiral
 subordinate to higher
 whole to parts

How am I going to tell this story? Point of View?

1. Explain how they are important
2. Present the elements in order
3. Present examples

Forms

list
 steps

OUTLINE		
heading and content		organization/element
h1	Title: 10 Basic Design Elements	
	Byline: Understanding the fundamentals	
h2	How are design element going to help?	
	Introduction	Paragraph
h2	Time expand your design knowledge!	List
h2	Reader Message:	
h2	Line	
	Content	
h3	Paragraph explanation	Accordion
h3	Image	
h3	Further Reading Links	Sidebar
h2	Color	
	Content	
h3	Paragraph Explanation	Accordion
h3	Image with examples	
h3	Further Reading Links	Sidebar
h2	Shape	

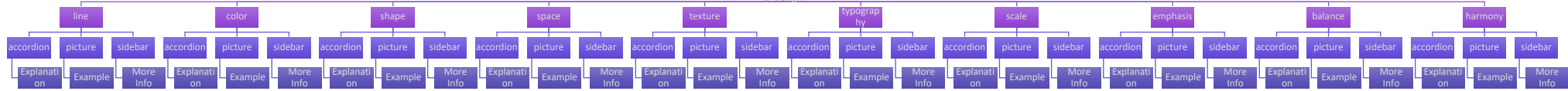
	Content	
h3	Paragraph Explanation	Accordion
h3	Image with examples	
h3	Further Reading Links	Sidebar
h2	Space	
	Content	
h3	Paragraph Explanation	Accordion
h3	Image with examples	
h3	Further Reading Links	Sidebar
h2	Texture	
	Content	
h3	Paragraph Explanation	Accordion
h3	Image with examples	
h3	Further Reading Links	Sidebar
h2	Typography	
	Content	
h3	Paragraph Explanation	Accordion
h3	Image with examples	

h3	Further Reading Links	Sidebar
h2	Scale	
	Content	
h3	Paragraph Explanation	Accordion
h3	Image with examples	
h3	Further Reading Links	Sidebar
h2	Emphasis	
	Content	
h3	Paragraph Explanation	Accordion
h3	Image with examples	
h3	Further Reading Links	Sidebar
h2	Balance	
	Content	
h3	Paragraph Explanation	Accordion
h3	Image with examples	
h3	Further Reading Links	Sidebar
h2	Harmony	
	Content	

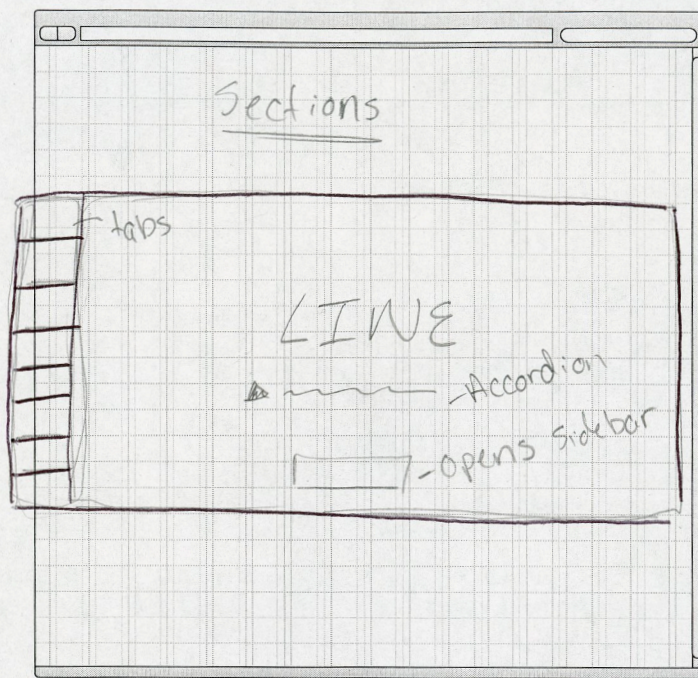
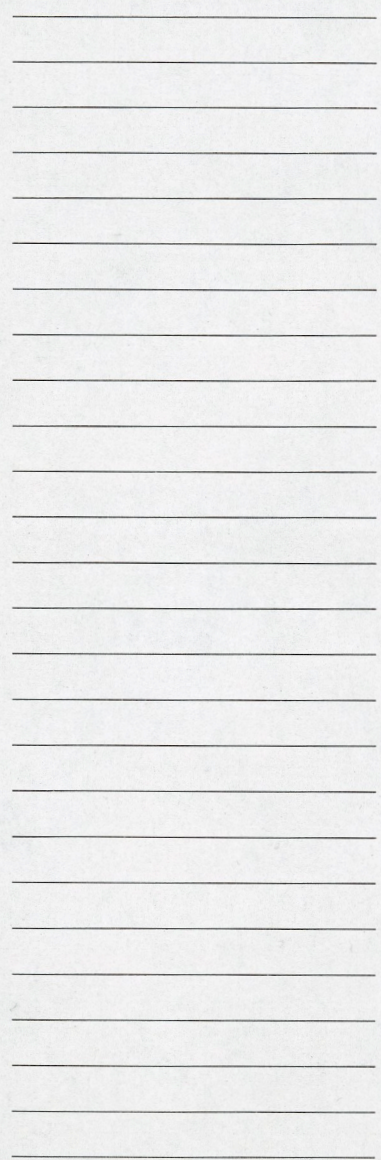
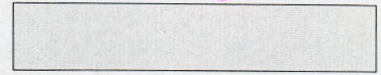


h3	Paragraph Explanation	Accordion
h3	Image with examples	
h3	Further Reading Links	Sidebar

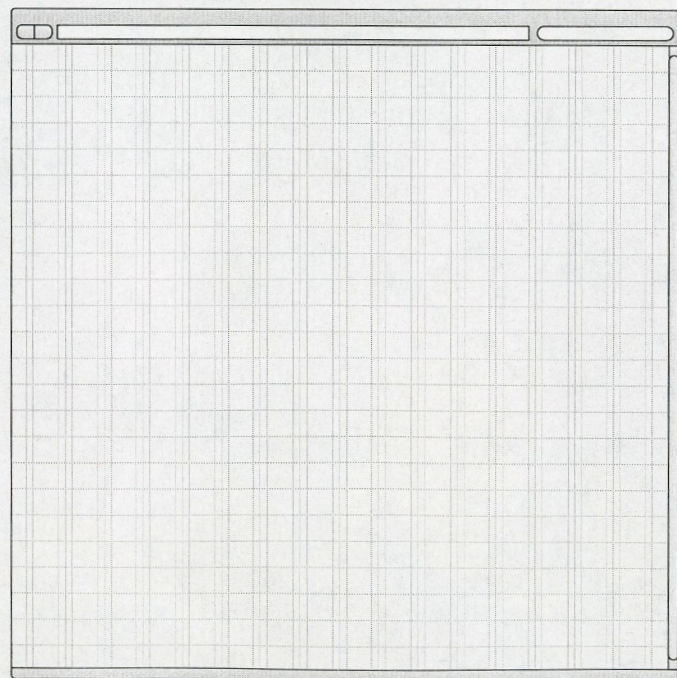
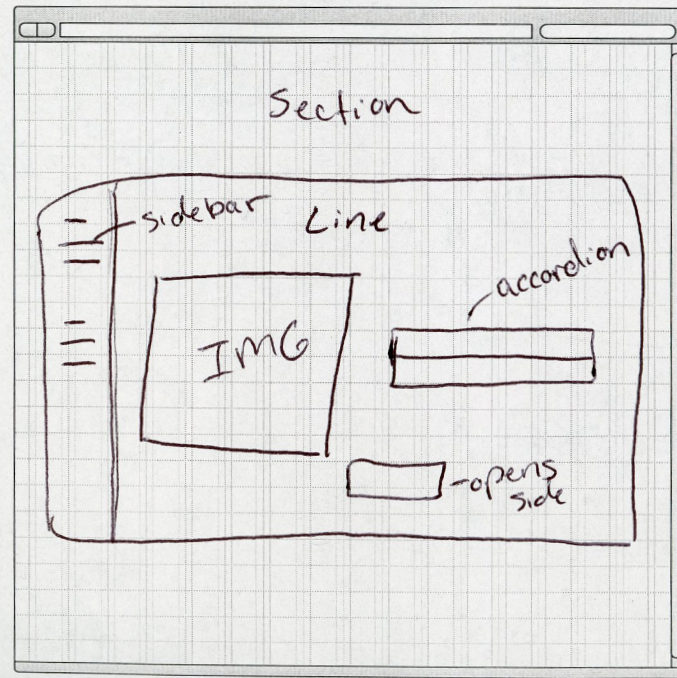
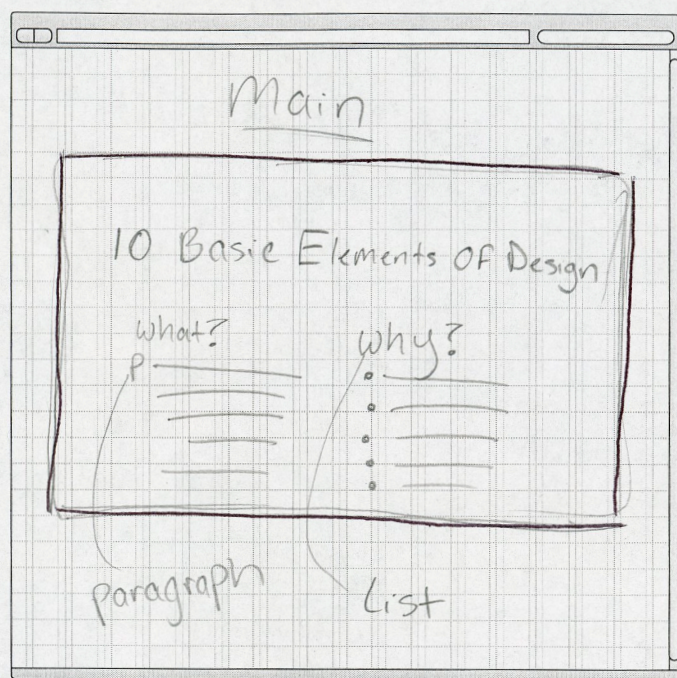
10000 Elements of Design

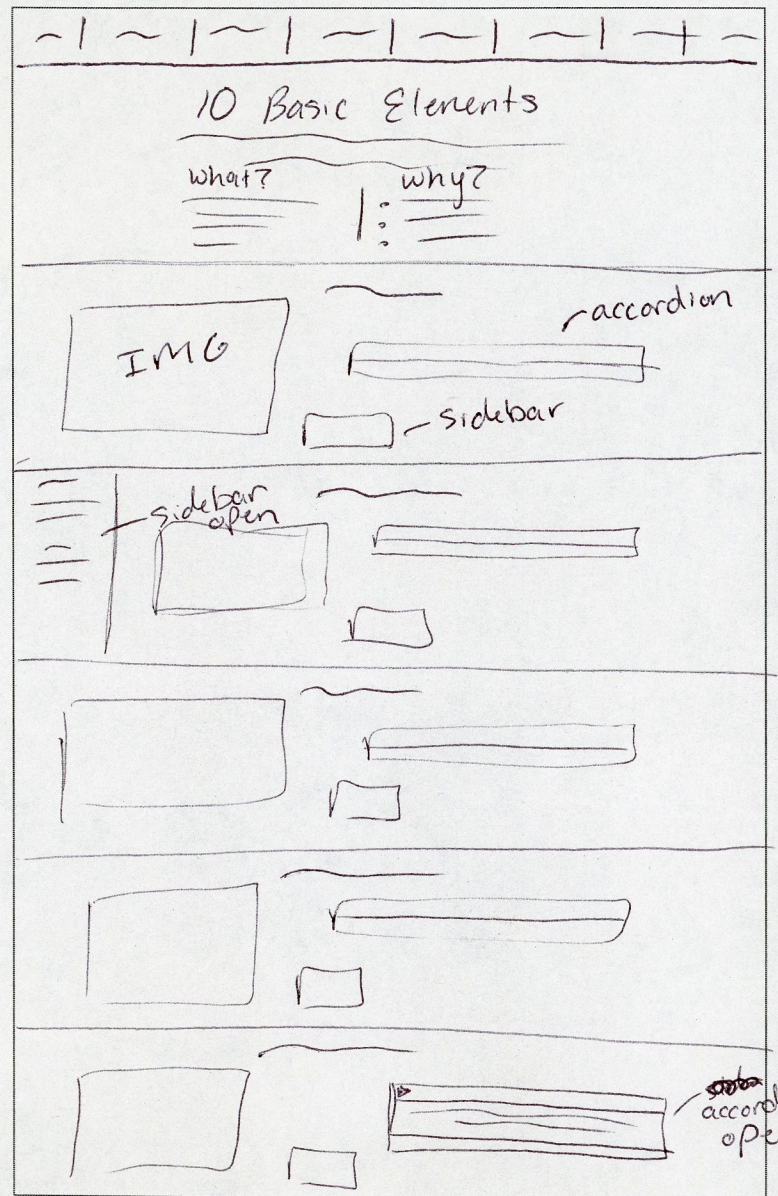
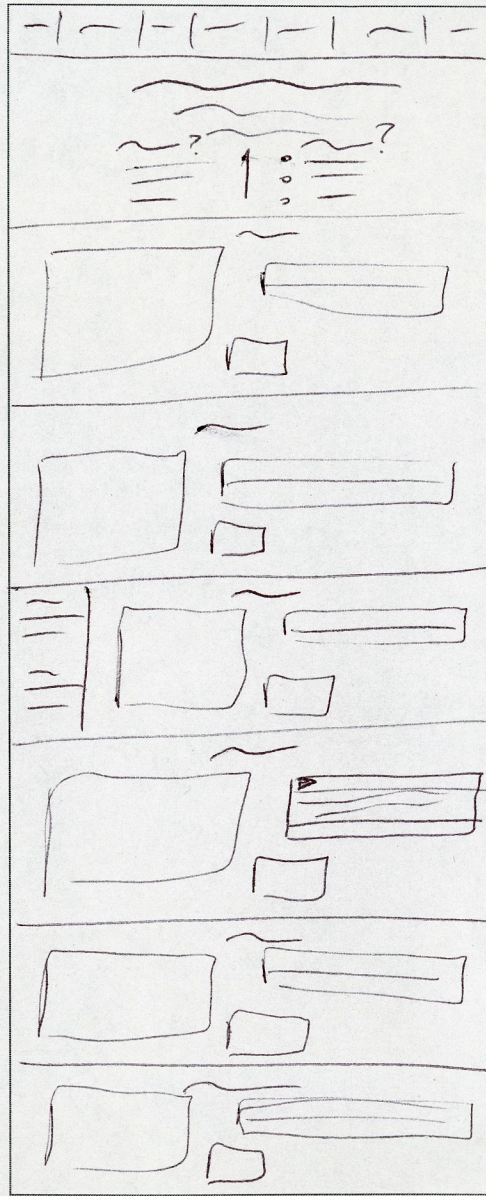
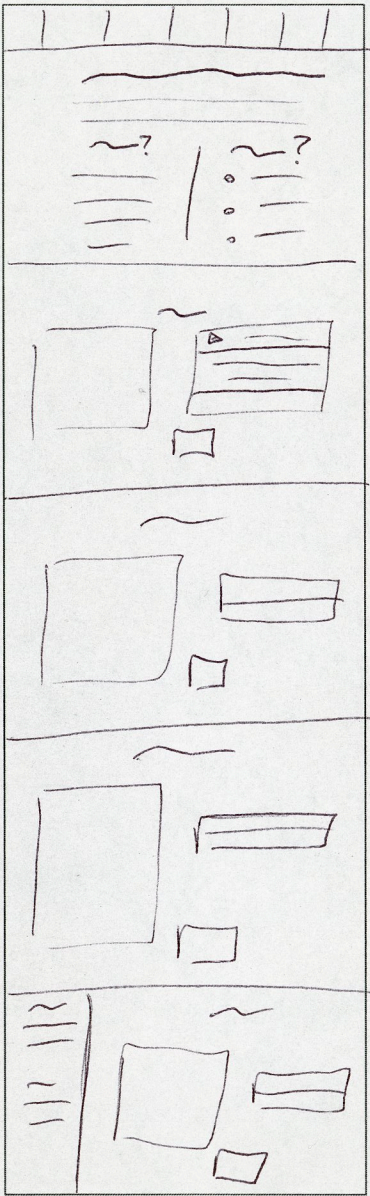
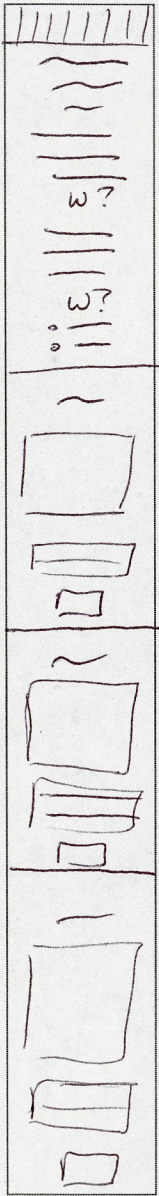


16 columns



OR





PROJECT NOTES

10 Basic Elements of Design

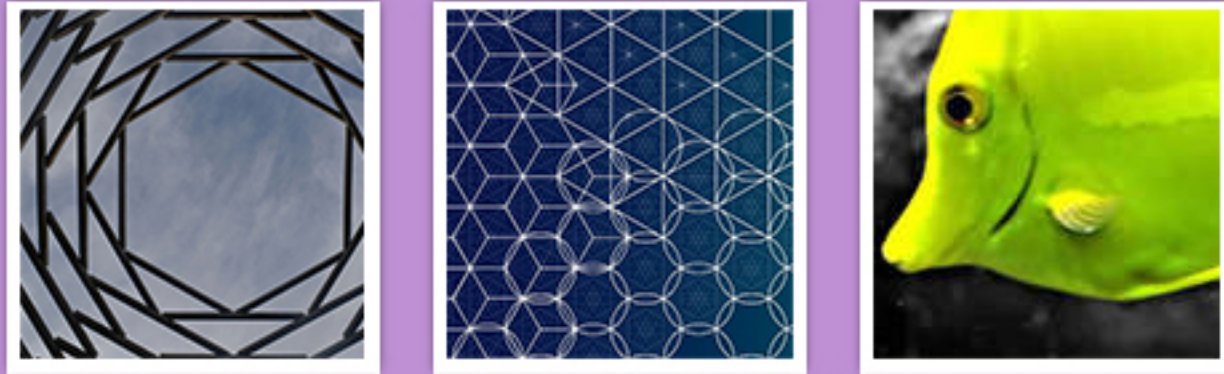
Amber Coulson

Style Tile
version:1

Possible Colors



Textures



▶ This is an example of an accordion Button

More Information Button Example Here

This is an Example of a Header

Font: Helvetica Bold #FFFFFF

This is an Example of a Sub Head

Font: Helvetica #FFFFFF

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Adjectives

Peaceful Organized Clean
Simple Calming Beautiful