

# BFA\_2/I,Graphic Design-I, K.Harish Babu. Asst Prof

The screenshot shows a Google Classroom interface. At the top, the browser address bar displays 'classroom.google.com/u/1/c/MzI5NTQ4MzUyMjQw'. The page header includes the class name 'BFA\_2/1 Graphic Design-1 Applied Art, 2019 Bch' and navigation tabs for 'Stream', 'Classwork', 'People', and 'Grades'. A large banner image features a yellow set square and a pair of compasses on a dark background, with the text 'BFA\_2/1 Graphic Design-1 Applied Art, 2019 Bch' and a 'Customize' button. Below the banner, the class code 'mjilzkm' is shown with a QR code icon, followed by the subject 'Graphic Design-1' and the teacher 'K.Harish Babu. Asst Prof'. On the left, a 'Meet' section indicates an 'Outdated link' and a 'Join' button, with a note 'Visible to students'. On the right, there is an 'Announce something to your class' box and a post by 'K HARISH BABU' dated 'Aug 19, 2021' with a meeting link: 'https://meet.google.com/duv-fpzm-qjw'.

Stream

Classwork

People

Grades



**K HARISH BABU**

Aug 16, 2021

<https://meet.google.com/gup-swbw-zhx>



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**K HARISH BABU**

Aug 16, 2021

Good afternoon all  
will meet 3 pm in Google meet




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Aug 13, 2021

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Aug 16, 2021  
Good afternoon all  
will meet 3 pm in Google meet

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Completed Assignments submit me



Stream

Classwork

People

Grades



**K HARISH BABU**

Jul 19, 2021

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Jul 16, 2021

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Stream

Classwork

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**K HARISH BABU**

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**K HARISH BABU** posted a new material: syllabus

Jul 14, 2021




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 **K HARISH BABU** posted a new material: syllabus  
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important notes

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 **K HARISH BABU posted a new material: merial**  
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May 10, 2021

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May 5, 2021



- <https://meet.google.com/gyj-nevp-vtk>



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May 3, 2021



### 1. Balance

This refers to the distribution of the graphic design elements, such as shapes, text boxes and images, of a design evenly throughout a certain layout. Designers can choose between a balanced (stable) design or off-balanced (dynamic) layout. In the context of graphic design, balance is of three types.

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- **Symmetrical** – This type of design is formed along a vertical axis and or horizontal axis, where the weight of the elements is evenly divided into both sides of the layout.



- 
- **Asymmetrical** – This type of balance employs scale, contrast and colour to even out the flow of a layout. It is usually found in websites, where two sides of a webpage differ from each other but contain similar elements.

- 
- **Radial**– Here, the elements of a design are placed in a circular pattern on the layout. This provides a sense of movement and dynamism to the eyes of the viewer.

### 2.Alignment

This fundamental aspect of a design which creates a visual connection between elements such as images, shapes or blocks of texts. Alignment helps develop a sharp and ordered appearance by eliminating any distortion within the layout. It represents the scale of each element by comparing their proportion and focusing on the elements that can have a strong impact on users.

### 3.Hierarchy

This method combines



### 3.Hierarchy

This method combines two aspects, dominance and priority, giving extra weight to certain elements of a design over others. It helps brands convey their message to the audience by focusing on a particular element of the design. Hierarchy can be achieved by:

- 
- Highlighting the title using large or bold fonts;
- Placing the key message at a higher level than other elements;
- Adding shapes to frame the focal view;
- Implementing detailed and colourful visuals.

### 4.Contrast

Contrast is an important principle in any form of visual art as it guides the customer's attention to the key elements of a design. It is essential for maintaining the distinction between similar elements in a design, thereby enhancing a layout's overall legibility. Contrast is formed when design elements are placed in opposition on a layout, for example:



- 
- Dark vs light;
- Thick vs thin;
- Contemporary vs traditional;
- Large vs small.

### 5.Rhythm

Rhythm brings together different elements to create a more organised and consistent look. Repetition of certain elements such as logos or colour can help make a brand easily recognisable and strengthen the overall look. Rhythm is classified into two types;

- 
- **Fluid** – This adds a significant amount of variation to the design, keeping the flow in a single direction.
- **Progressive** – Progressive rhythm is based on a clear sequence which controls the visual movement of the audience between the different elements.

### 6.Proximity

Proximity helps in



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BFA\_2/1 Graphic Design-1  
Applied Art, 2019 Bch

Stream Classwork People Grades

6. Proximity

Proximity helps in decluttering the overall design by creating a relationship between related elements. It forms a visual connection among important design factors such as colour, font, type or size, ensuring the layout is balanced to form a perfect design. It enables the audience to have a pleasant overview of what they are looking at, thereby offering a good user experience.

7. Colour and space

Choosing the right colour can help define the tone of the design. Designers can choose from a wide range of colour combinations for the background and text of the layout. Space refers to the area around or between the various elements of the design. It can either be used to create shapes or highlight the important aspects of a design. **Graphic designers** use a colour palette to choose colours that can create contrast or even work together to complement other elements.

Graphic design courses can help you earn a broad base of knowledge on:

- Branding;
- Computer graphic applications;
- Corporate identity and logotype

?

can help you earn a broad base of knowledge on:

- Branding;
- Computer graphic applications;
- Corporate identity and logotype design;
- Digital publishing;
- Illustration;
- Topography;

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 **K HARISH BABU**  
May 3, 2021  
<https://meet.google.com/hvo-awex-xyw> 

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