Principles of Graphic Design

Contrast • Repetition • Alignment • Proximity (C. R. A. P.)

Contrast allows you to emphasize or highlight key elements within you design. Contrast is created when two elements are total opposites. This doesn't necessarily have to be colors either. It can be achieved with fon (classic/contemporary), lines (thick/thin) and shapes (big/small), etc.

Contrast plays a crucial part in the organization of information on a page. will guide the reader to where they should look first or to the most importal element. For it to work successfully though, it must be strong and obvious It needs to make an impact.



NEWS FROM THE HILL
MESSAGE FROM THE PRINCIPAL

Repetition strengthens a design by tying together individual elements. helps to create association and consistency.

The consistent repetition of an element is widely used in multi-pag documents & websites. Elements being repeated can consist of colors shapes, textures, spatial relationships, line thicknesses, fonts, sizes graphics concepts, etc.

Met Important, we will welcome and the contract of the contrac

and catching up with returning students.

At Needham High School, most of our communication is paperless, and will either be transmitted to you by email or available to view on FowerSchool. You may by logging on to PowerSchool troughly our parent account. User names and passwords will be mailed home in August II you are having mobble logging into PowerSchool, you can contact the Grade Level (fife secretaries for suistance. William many of

n We are happy to welcome Brittany Class to the Grade Level Office team as the front desic neceptions;
Please stop by and introduce yourself when you come in to the school. This year, you will be reporting all control of the property of the property of the property 2002). You will be specified to McChane regarding late arrivals, dismissals, and absences. Students should also decler in and out of school with McChane should also decler in and out of school with McChane before they go to class, if they arrive late or leave the building, if they are being diminised early.

Alignment creates a sharper, more ordered design. Aligning elements allows them to create a visual connection with each other. tightens the design and eliminates the haphazard, messy effect which comes when items are placed randomly.

Love Graphic Love Graphic Design

Design

Proximity helps creates organization. By grouping similar elements together or in close proximity, you create a relationship between thos elements. It also provides a focal point and can give the reader and ide of where they should start and finish reading.

Proximity doesn't mean that elements have to be placed together, means they should be visually connected in someway. This can be b use of point size, font, color etc...



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