

# Patrician College of Arts and Science

Department of Journalism

Printing and Publication Designing

AGB2A

Even Semester

Presented By Himana A



# The Elements of Publication Design

- **The Line**

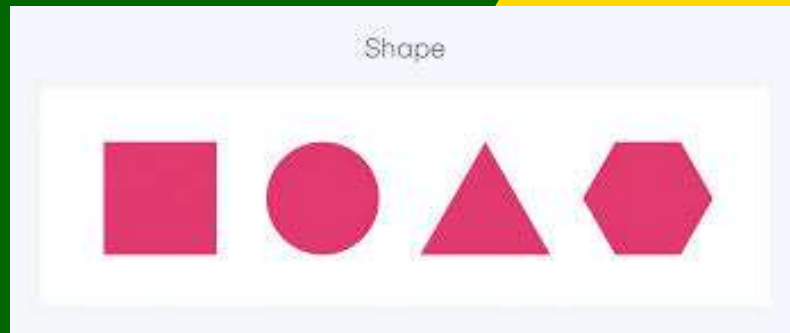
The first and most basic element of design is that of the line.

Lines are useful for dividing space and drawing the eye to a specific location. For example, think about how a magazine uses lines to separate content, headlines and side panels.



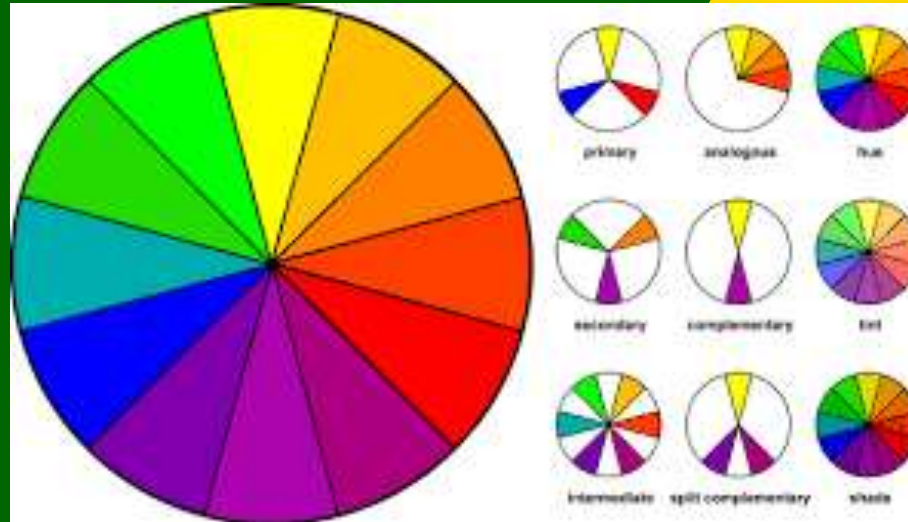
- **Shape**

Shapes, geometric or organic, add interest. **Shapes** are defined by boundaries, such as a lines or color, and they are often used to emphasize a portion of the page. Everything is ultimately a shape, so you must always think in terms of how the various elements of your design are creating shapes, and how those shapes are interacting.



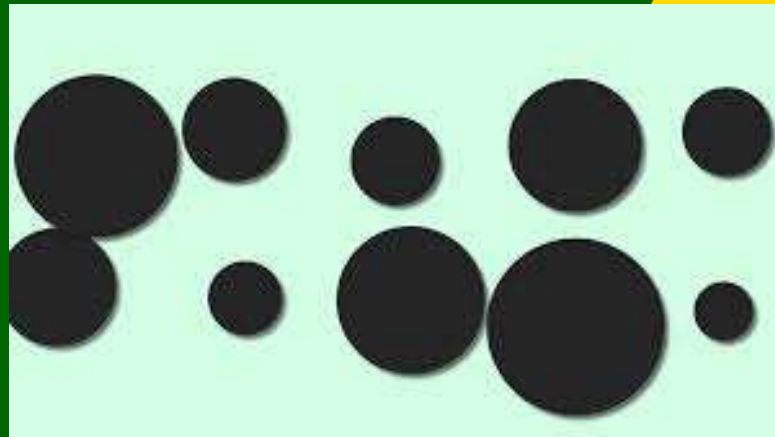
- **Colour**

Color is one of the most obvious elements of design, for both the user and the designer. It can stand alone, as a background, or be applied to other elements, like lines, shapes, textures or typography. Color creates a mood within the piece and tells a story about the brand. Every color says something different, and combinations can alter that impression further.



- **Space**

Negative space is one of the most commonly underutilized and misunderstood aspects of designing for the page. The parts of the site that are left blank, whether that's white or some other color, help to create an overall image. Use negative space to create shapes as you would any other element.



- **Texture**

Textures can create a more three-dimensional appearance on this two-dimensional surface. It also helps build an immersive world.



- **Form**

Forms are essentially three dimensional shapes. The basic two dimensional shapes are squares, rectangles and triangles with the related three dimensional forms being cubes, bricks (technical name is a rectangular prism) and pyramids. An infinite amount of other forms exist of course, whether they are fluid organic forms or rigid abstract geometric forms.



- **Value**

The lightness or darkness of tones or colors. White is the lightest value; black is the darkest. The value halfway between these extremes is called middle gray.

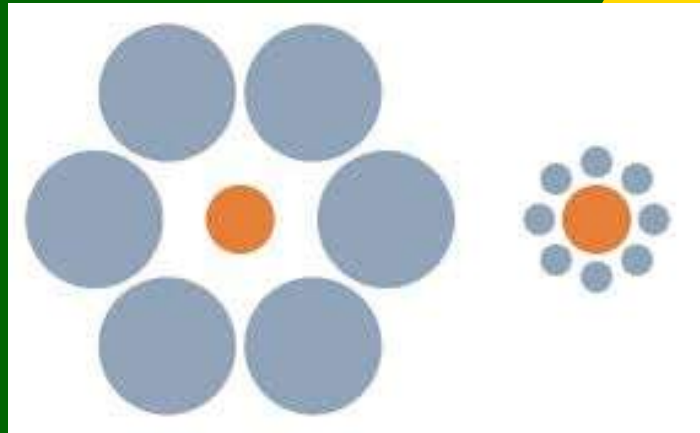




- **Size**

Size refers to the actual dimensions of a particular element, while the scale is its relation to the original value, and proportion refers to the relation of all present elements to both size and scale.

Scale and proportion are used to indicate the exact size of an object or to emphasize the difference in size of two objects found on a particular visual presentation.





# Thank you

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