

GRAPHIC DESIGN

THE BASIC RULES

To begin, graphic design is defined as the skill and practice of creating and projecting ideas via visual and textual content. In other words, graphic design enables certain messages or ideas to adopt a visual presence. These can be as basic as a company's logo or business card or as complex as composing a webpage's layout. Either way, graphic design is what enables your businesses key messages and beliefs to come to life in an eye catching and visual manner.

Graphic design can be used by businesses to promote and sell products through advertising. This could be via website design to deliver complicated information in a digestible way through use of infographics, or by businesses to build a distinctiveness through logo branding, among other things.

However, it is a good idea to remember that although many graphic design projects have commercial uses like branding identity through logos and advertisements, it is also used in other contexts as graphic design work serves as a means for relaying artistic expression.



So, to fully understand graphic design, it is important to be aware of the basic principles and individual elements that make up design work. Graphic design elements can include:



Size



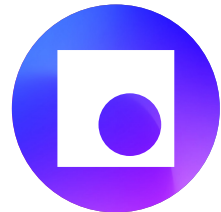
Space



Line



Texture



Form

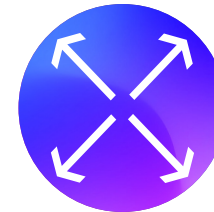


Shape



Colour

In addition to this, graphic designers follow a set of basic design principles which, fundamentally, are a collection of rules that help a design attain effective and balanced composition. If a piece of work is missing this balance, the final impression can feel weak or ineffective. So, these basic principles aid in creating balance and consistency within a piece of work so that harmony in graphic design can be achieved. These graphic design principles include:



Proportion



Rhythm



Movement



Contrast



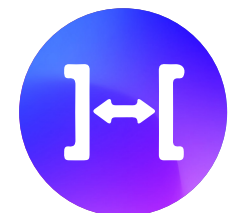
Balance



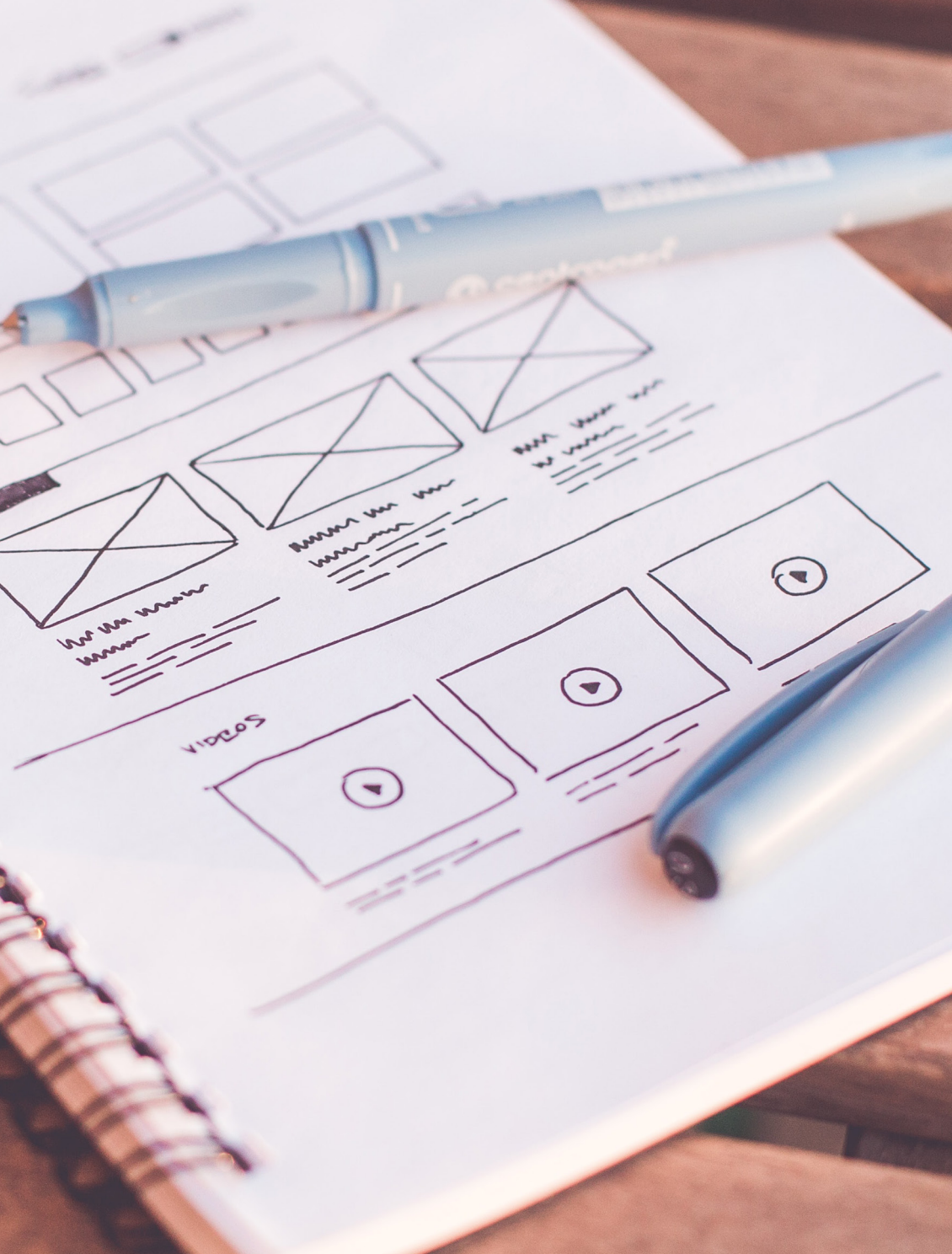
Alignment



Emphasis



Alignment



Once there is an understanding of basic graphic design elements and the principles of how to compose them are in place, it then comes down to the interpretation of the brand and its desired visual look.

There are a lot of things to consider when putting your designs together. At Dexterous Designs we provide highly skilled and experienced graphic designers that ensure your brand, and its key message are translated through your company's visual presence. Our team specialise in producing careful and considered brand and graphic design, illustration, and website design.

For more information on how we can help get in touch with the Dexterous Designs team today!





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