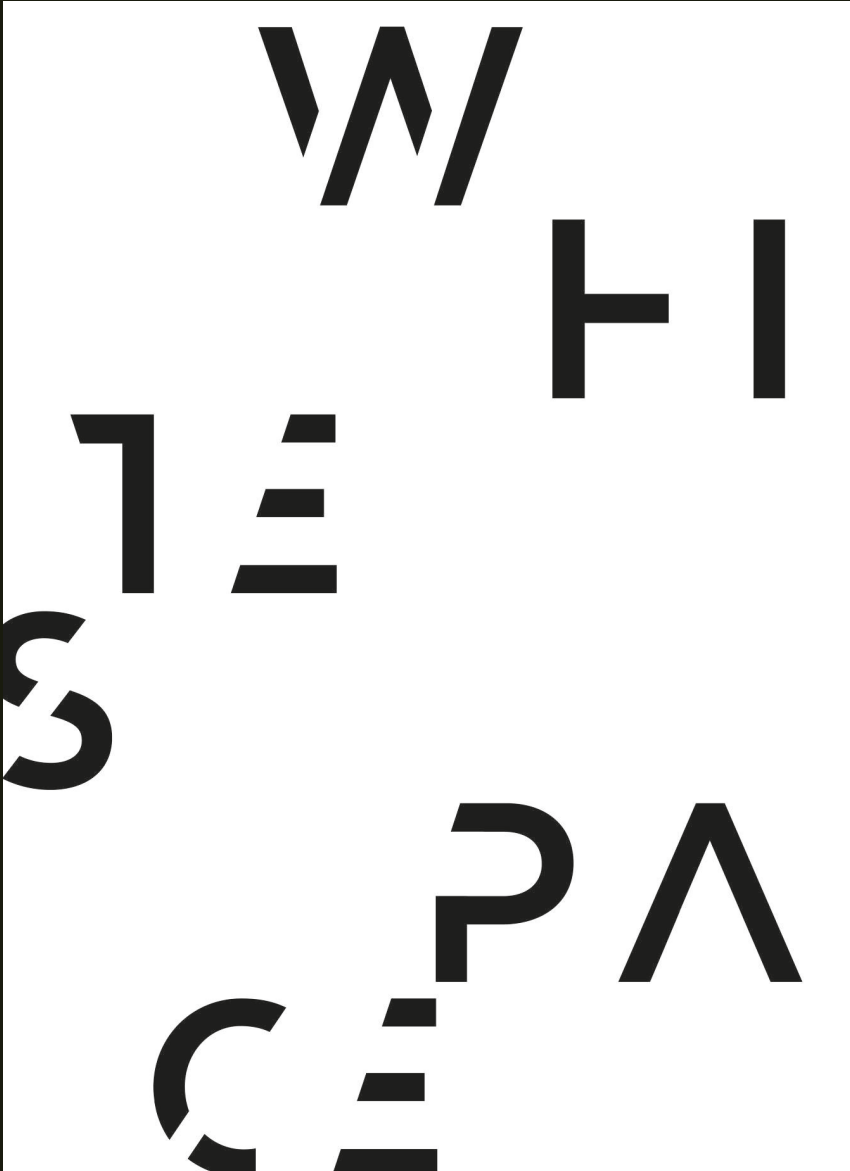




APPLIED MEDIA METHODS

By: Morgan Miller





SPACE

Space is important in graphic design to allow space for the eye to focus.



LINE

Lines help guide the design and emphasize the design.

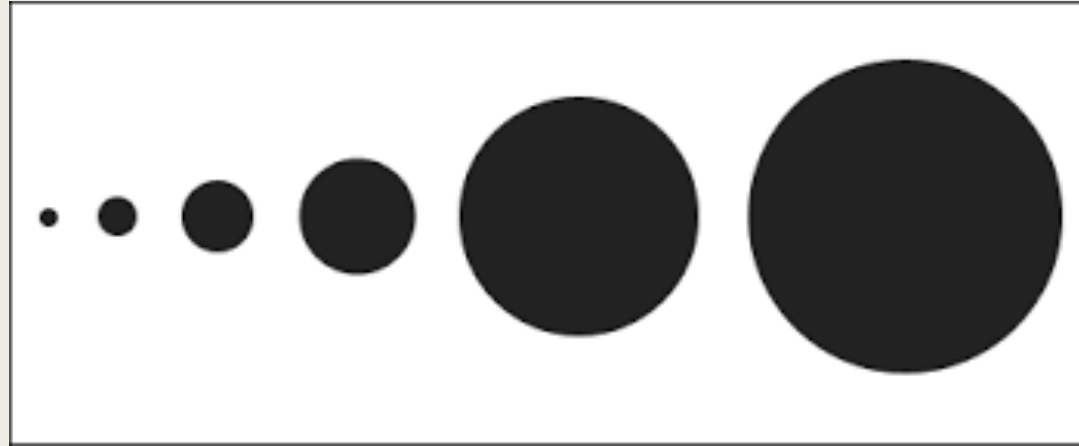


BIRDS OF MINNESOTA — TONY BUCKLAND



SHAPE/FORM

Shape/form helps bring communication and order to the design.



SIZE/SCALE

Size/scale determines how large the design will be or what the design is scaled to.

Color



- Color brings a sense of emotion to the design.

Texture

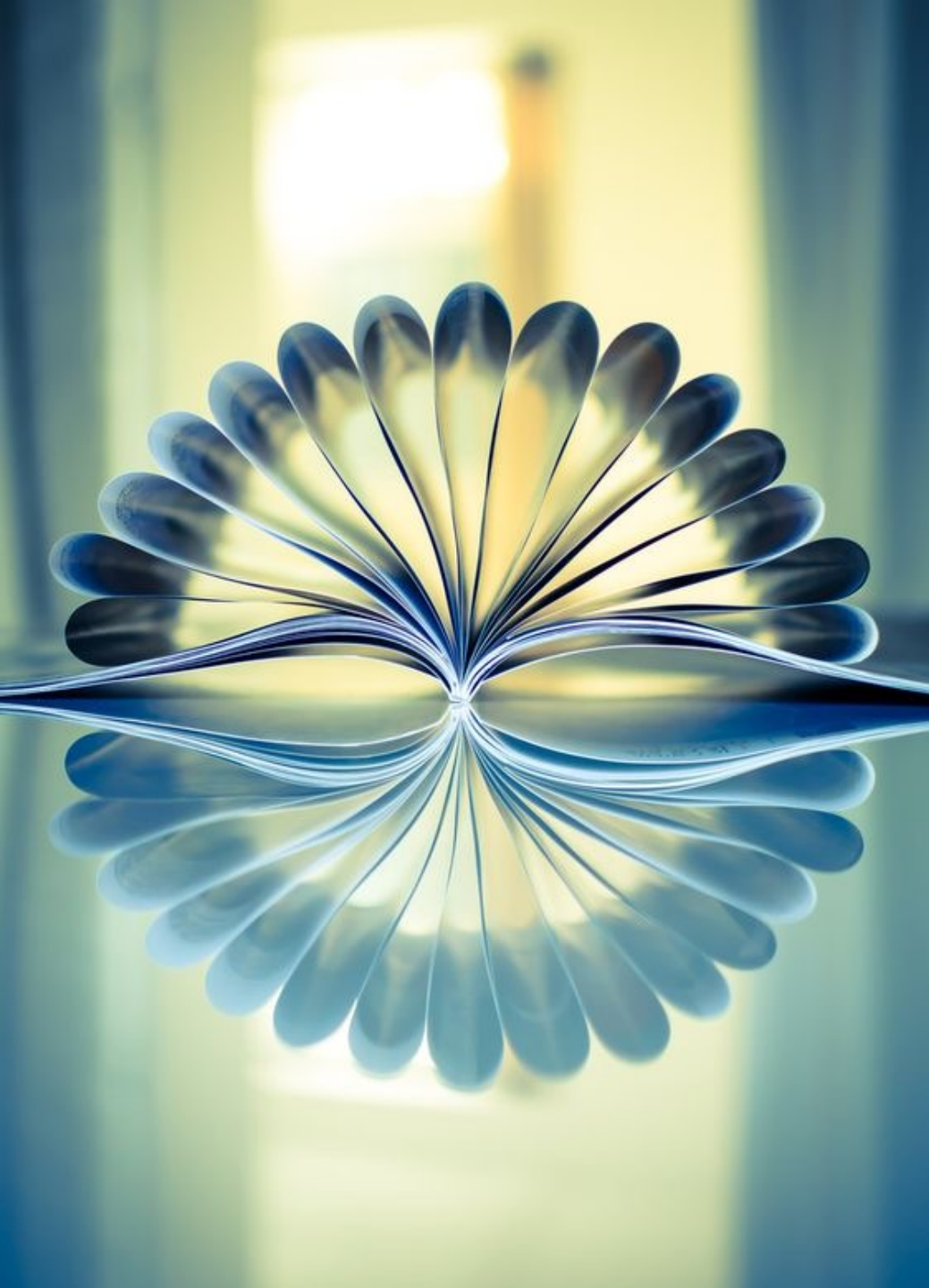
- Texture works to give dimension and emphasis to the design, works with pattern.





VALUE

Value can bring a tone to the design and message being shared.



FOCAL POINT/EMPHASIS

Focal Point/emphasis is what the eye goes to first, stands out.

CONTRAST

Contrast can bring a specific texture or element to the design (light, dark, lines, etc.).





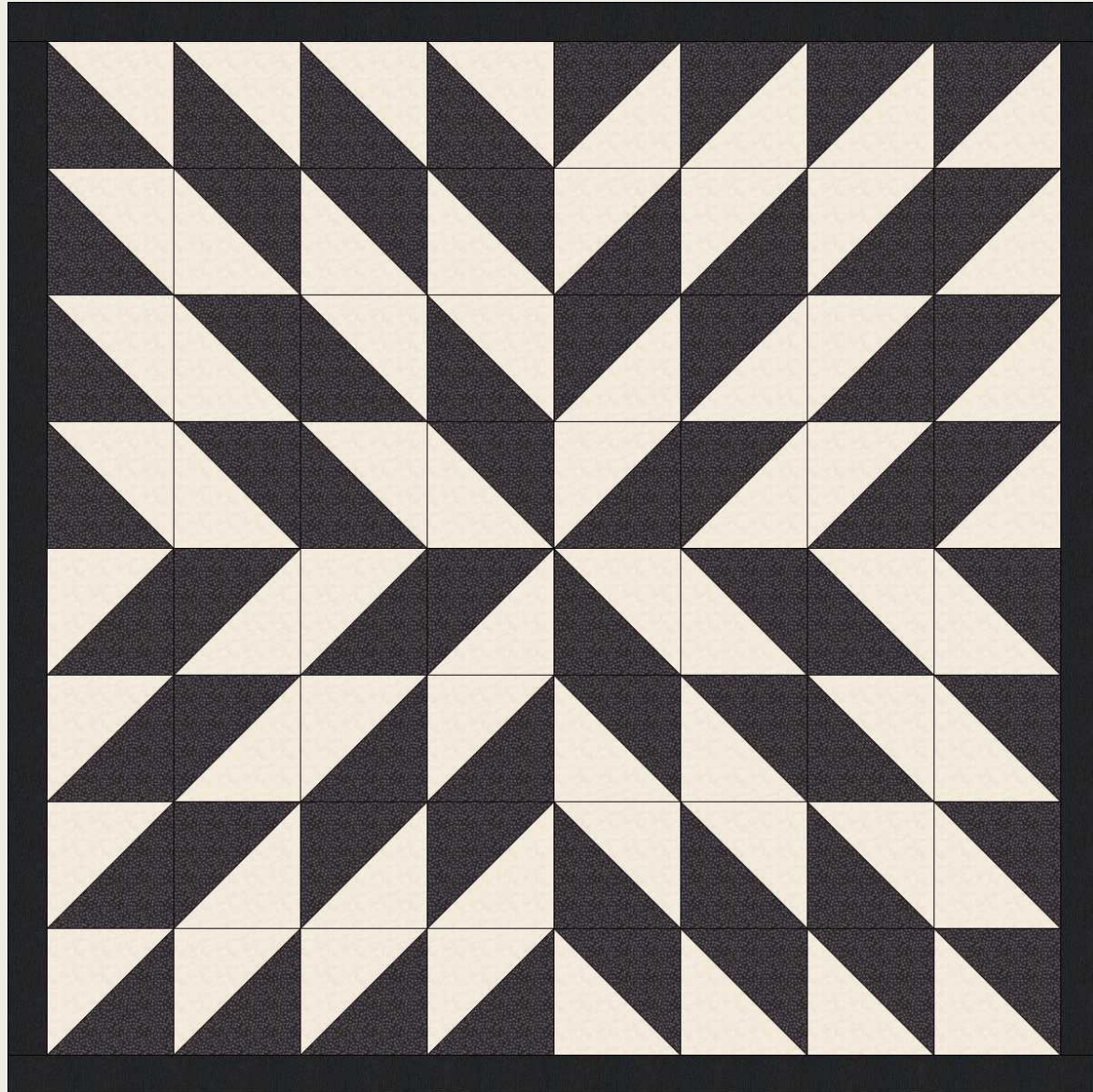
BALANCE

Balance is what your design needs from each principle/element.

Movement



- If your design is trying to communicate movement, you need to include something that symbolizes movement (lines, blur, depth).



Rhythm/Pattern

- Rhythm/Pattern creates movement and flow in the graphic.

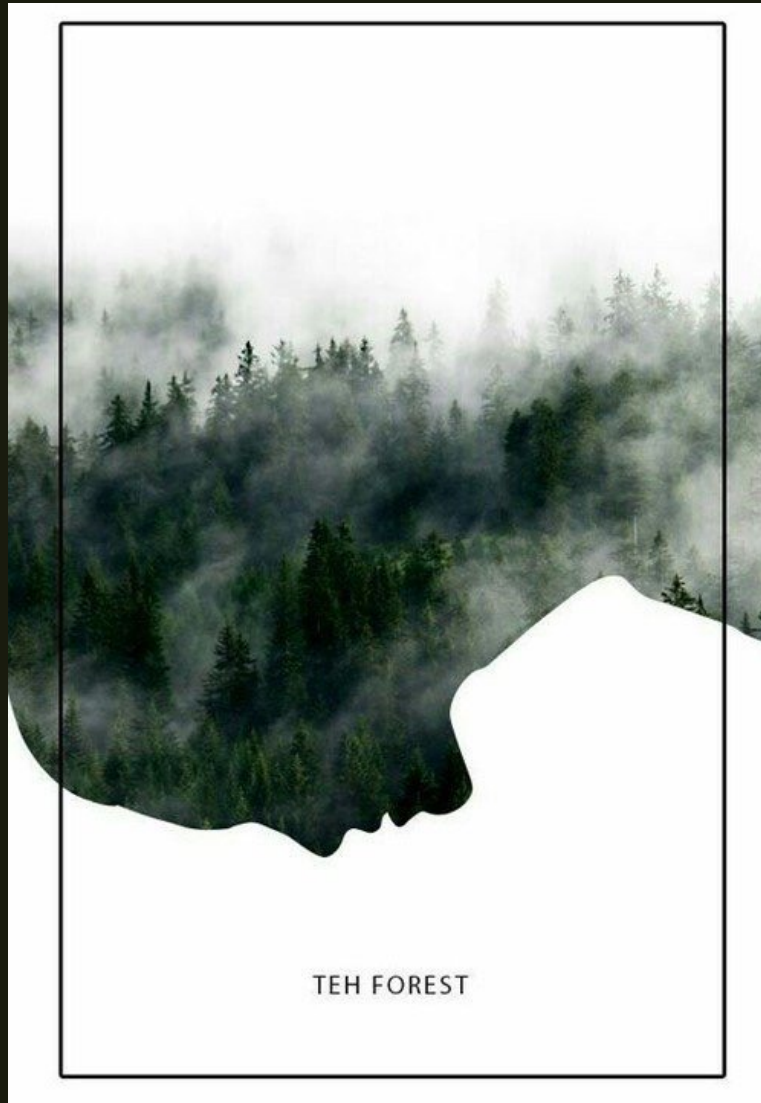
UNITY

Unity helps keep the design working together and looking good together.



Graphic Description

- This graphic has an earthy focal point. The value makes you feel as though the forest is within you. The graphic shares movements and a type of emphasis on the outdoors along with the shape that outlines nature. The fog represents the texture that flows in the design. Inside the outdoors form is a pattern and unity with the evergreens.



TEH FOREST

Thank You