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Design elements are the

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basic units of any visual design which form its structure and convey visual messages. Painter and design theorist Maitland E. Graves (1902-1978), who attempted to gestate the fundamental principles of aesthetic

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order in visual design, in his book, *The Art of Color and Design* (1941), defined the elements of design as line, direction, shape, size, texture, value, and ...

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In simple words, a hierarchy is formed when extra visual weight is given to the most

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And Creative important element or message in your design. It can be achieved in various ways – using larger or bolder fonts to highlight the title; placing the key message higher than the other design elements; or adding focus to

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Larger, more detailed and more colourful visuals than those less relevant or smaller images.

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Visual Design Solutions is divided into four major parts, each with multiple chapters: The Big Ideas (thinking and working like a designer) Building Blocks of Design (space and layouts, selecting images, and

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Typography) Power Principles
(color, visual hierarchy,
unified design, contrast,
and grouping)

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Visual Design Solutions is a resource for learning professionals seeking to raise the bar on their graphics and visual design skills. This informal and friendly book guides you

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through the process and principles used by professional graphic designers. It also presents creative solutions and examples that you can start using right away.

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Gestalt, in visual design, helps users perceive the overall design as opposed to individual elements. If the design elements are arranged properly, the Gestalt of the overall design will be very

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clear. Space is “defined when something is placed in it”, according to Alex White in his book, *The Elements of Graphic Design*.

Incorporating space into a design helps reduce noise, increase readability, and/or

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Six years ago, Connie Malamed woke up the visual sense of many instructional designers with her book *Visual Language for Designers: Principles for Creating Graphics that*

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And Creative People Understand. I reviewed that book at the time, and it is still on my list of recommended resources for eLearning design and development teams.. Connie has now authored a companion text, Visual Design

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~~Book Review: Visual Design Solutions, by Connie Malamed~~

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Design's Iron Fist is a great collection of one design wisdom after another.

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From teaching you how to think like a designer to helping you deal with fear and doubt, from pushing you to get out of your creative rut to giving you tips on how to market your business online, it has compiled a

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lot of the basic knowledge
that would help any designer
get up on their feet and
start establishing a ...

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