Cornell Notes	Name: Uncle Bob				
Topic:_Basics of Graphic					
Design	Class: Graphics Tech Period:8 Date: foggetaboutit				
Essential ??????'s	Date: 10ggetaboutit				
Before you begin to design					
Questions/Main Ideas:???					
4 Things needed	Notes:				
before we begin to	a. <u>What</u> you want to say (the purpose)b. <u>Who</u> you want to hear your message				
design	(your target audience)				
	c. the type of page format or media format you				
target audience	want your audience to view your message on				
page format	d. A Good Understanding of Graphic Design				
Viewel alements	<u>Principles</u>				
Visual elements are the things we use	the 7 basic elements				
in our designs	of art- Elements of Art				
our designs	lines,				
	shape.				
Layout -is the design	color, Line Value				
and placement of	texture,				
these visual elements	value, Shape Space Color				
on a page or some media format	space, & form Form Texture				
media format	& form Form Texture				
Target Audience	more we know about our audience, the better equipped				
	we are to TARGET our audience and to attract attention				
	to our message				
Design or Media	Knowing our target audience will help us better pick the				
<u>Format</u>	type of page or media format we use to reach them				
list of design formats	business cards, newsletters, magazines, posters ,				
	banners, dvd packages, calendars, billboards, bumper				
	stickers, t-shirtsand more				
COPY	refers to all the words in a message				
	Your message is importantKnow what you want to say				
5 Important Graphic	Contrast-the visual elements on a page should look				
<u>Design Principles</u>	different from one another				
CRAP-E	Repetition- by repeating certain visual elements in				
CRAF-L	our design helps to create a more cohesive unified design				
	Alignment- is how we choose to align our visual				
	elements in our design				
	Proximity- helps to establish relationships				
	between items. Items in close visual space appear				
	<u>related.</u>				

	Emphasis -the most important element on a page should be the most visually prominent and so on				
5 Important Design Principles					
Comprehensive	comp -the design or artwork we give to the CLIENT				
Visual Hierarchy	the order in which the elements of a composition are viewed-aka the order of importance				
	Designing W/Visual Hierarchy Hierarchy The order in which the elements within a composition are viewed by the We can also call if the order of importance Where does the eye look at First? Where does the eye look at First? What is the MoST important message? Primary What is the 2nd most important message? Primary What is the 2nd most important message? Primary What is the 3rd most important primary to the 3rd most important primary				
Summary:					