

<p>Cornell Notes Topic: Basics of Graphic Design Essential ???????'s Before you begin to design Questions/Main Ideas:???</p>	<p>Name: Uncle Bob Class: AC PATHWAY Period:8 Date: foggetaboutit... Notes:</p>
<p>4 Things needed before we begin to design target audience page format</p>	<p>a. What you want to say (the purpose) b. Who you want to hear your message (your target audience) c. the type of page format or media format you want your audience to view your message on d. A Good Understanding of Graphic Design Principles</p>
<p>Visual elements are the things we use in our designs Layout-is the design and placement of these visual elements on a page or some media format</p>	<p>the 7 basic elements of art- lines, shape, color, texture, value, space, & form</p> <div data-bbox="906 720 1304 1071" data-label="Diagram"> <p style="text-align: center;">Elements of Art</p> </div>
<p>Target Audience</p>	<p>more we know about our audience, the better equipped we are to TARGET our audience and to attract attention to our message</p>
<p>Design or Media Format list of design formats</p>	<p>Knowing our target audience will help us better pick the type of page or media format we use to reach them business cards, newsletters, magazines, posters , banners, dvd packages, calendars, billboards, bumper stickers, t-shirts...and more</p>
<p>COPY</p>	<p>refers to all the words in a message Your message is important....Know what you want to say</p>
<p>5 Important Graphic Design Principles</p>	<p>Contrast-the visual elements on a page should look different from one another Repetition- by repeating certain visual elements in 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 related.</p>

	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
	submitted by Mr S in August 2015
Summary:	