

## **DESKTOP PUBLISHING GRAPHIC DESIGN**

### **I. GRAPHIC ELEMENTS**

#### **1. Lines**

- a) Straight: Horizontal, Vertical, Diagonal
- b) Curved: Circular, Irregular
- c) Combination

#### **2. Shapes**

- |                    |                      |
|--------------------|----------------------|
| a) Two Dimensional | b) Three Dimensional |
| 1) Circle          | 1) Cone              |
| 2) Triangle        | 2) Sphere            |
| 3) Square          | 3) Cube              |
| 4) Rectangle       | 4) etc...            |
| 5) Polygon         |                      |
| 6) etc...          |                      |

#### **3. Text**

- a) Font Families
  - 1) Serif / Sans Serif

#### **4. Color / Shading**

#### **5. White Space**

- a) Unused space

### **II. GRAPHIC MANIPULATIONS**

#### **1. Change Size**

- a) Proportional / Unproportional

#### **2. Change Location**

- a) Move to different area

#### **3. Change Position**

- a) Flip
- b) Rotate

#### **4. Repetition**

#### **5. Combination of Graphic Elements**

- a) Connecting elements
- b) Overlapping elements

#### **6. Fragmentation**

- a) Cutting element into pieces separated by lines, gaps, or shading.

#### **7. Changing Tone or Density of Color / Shading**

