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basic units of any visual
design which form its
structure and convey visual

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messages. Painter and design theorist Maitland E. Graves (1902-1978), who attempted to gestate the fundamental principles of aesthetic order in visual design, in his book, *The Art of Color and Design* (1941), defined

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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 important element or message in your design. It can be achieved in various ways –

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Creative using larger or bolder fonts to highlight the title; placing the key message higher than the other design elements; or adding focus to larger, more detailed and more colourful visuals than those less relevant or

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Visual Design Solutions is divided into four major parts, each with multiple

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Design (space and layouts,
selecting images, and
typography) Power Principles
(color, visual hierarchy,
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Gestalt, in visual design, helps users perceive the

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Creative overall design as opposed to individual elements. If the design elements are arranged properly, the Gestalt of the overall design will be very clear. Space is “defined when something is placed in it”, according to Alex White

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in his book, *The Elements of Graphic Design*.

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

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Specifically for learning professionals, the book is beneficial to anyone tasked with the challenge of explaining complex information in a way that is memorable, understandable and engaging.

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Six years ago, Connie Malamed woke up the visual

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Creative sense of many instructional designers with her book *Visual Language for Designers: Principles for Creating Graphics that People Understand*. I reviewed that book at the time, and it is still on my list of

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Recommended resources for eLearning design and development teams.. Connie has now authored a companion text, Visual Design Solutions: Principles ...

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Design's Iron Fist is a great collection of one design wisdom after another. From teaching you how to think like a designer to helping you deal with fear

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Creative, 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 lot of the basic knowledge that would help any designer get up on their feet and

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