Shapes
Shapes are at the root of design. They are used to establish layouts, create patterns, and build countless elements on the page.
Lines

Lines are used to divide space, direct the eye, and create forms. At the most basic level, straight lines are found in layouts to separate content, such as in magazine, newspaper, and website designs.
Color

Color can be used to make an image stand out, to show linked text on a website, and to evoke emotion. Graphic designers should use colors that complement each other.
Type

In graphic design, the goal is not to just place some text on a page, but rather to understand and use it effectively for communication. Choice of fonts (typefaces), size, alignment, color, and spacing all come into play.
Texture

Texture can refer to the actual surface of a design or to the visual appearance of a design. In the first case, the audience can actually feel the texture, making it unique from the other elements of design. Selection of paper and materials in package design can affect actual texture. In the second case, texture is implied through the style of design. Rich, layered graphics can create visual texture that mirrors actual texture.