

# The Elements of Publication Design

**The Line:** A line can organize, direct, separate, or even create emotion in a layout.

**Shape:** A group of objects that define an overall shape

**Texture:** The look and feel of an texture. Texture adds richness, and depth, emphasizes, and suggests a mood or feeling.

**Space:** Space will unify or separate objects. It will give the eye a place to rest. It highlights objects and adds importance.

**Size:** This can show what is most important. It can attracts attention and help make your layout fit together.

**Value:** The darkness or lightness or an area. It can suggest mood, add depth, and add drama.

**Color:** The ultimate tool for symbolic communication. Color makes moods, attracts, highlights important copy and it organizes.

When you find yourself starting at blank piece of paper or trying to fit an assignment together review these elements. Check the role of each element again to see how you can fit the words and pictures together to create a whole look that will attract and make your layout better than the pieces that you received.