

# GRAPHIC DESIGN one

*review: elements + principles of design*

# ELEMENTS

most basic visual components

*line*

*type*

*shape*

*texture*

*line*

**BLACK REBEL**

**MOTORCYCLE**

**CLUB**

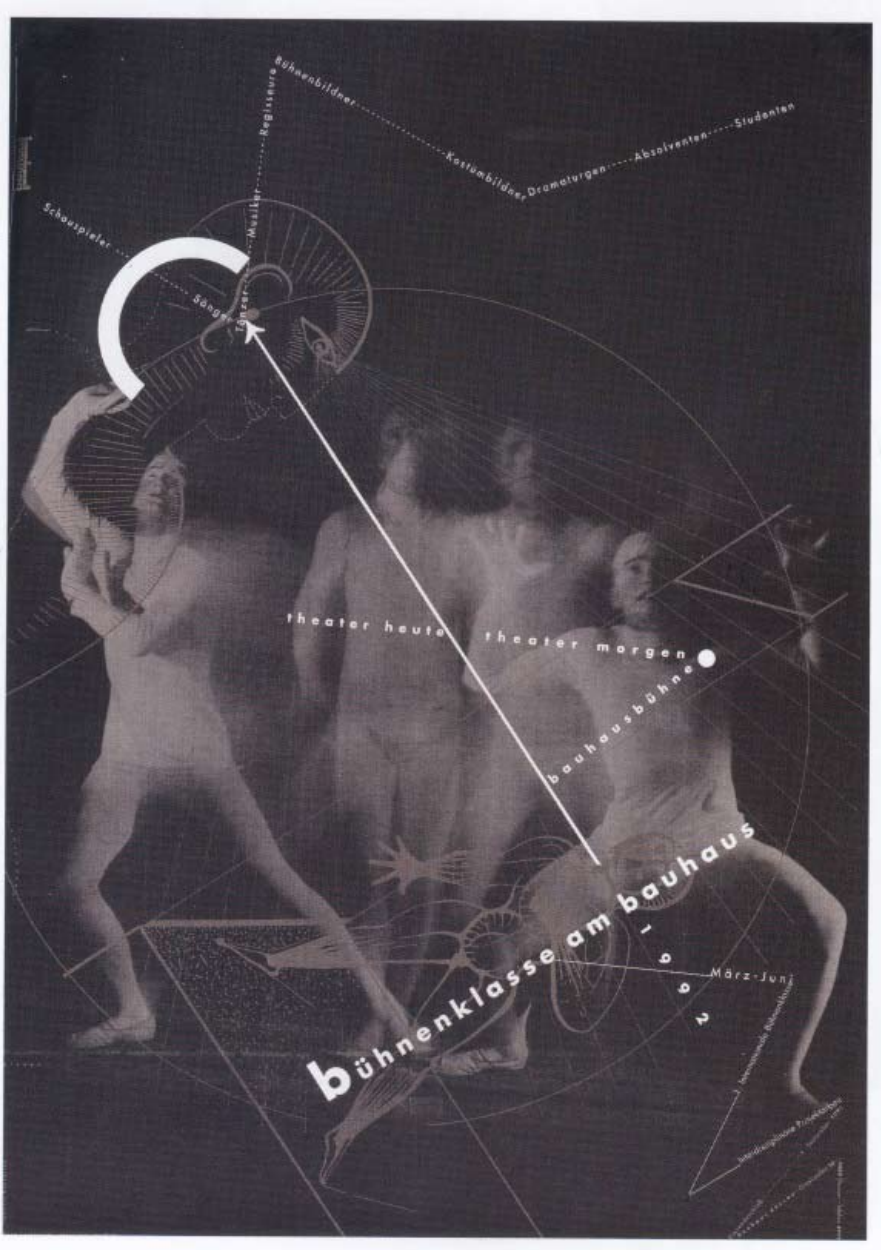
WITH **the RAPTURE**

appearing live at **THE BLUENOTE**

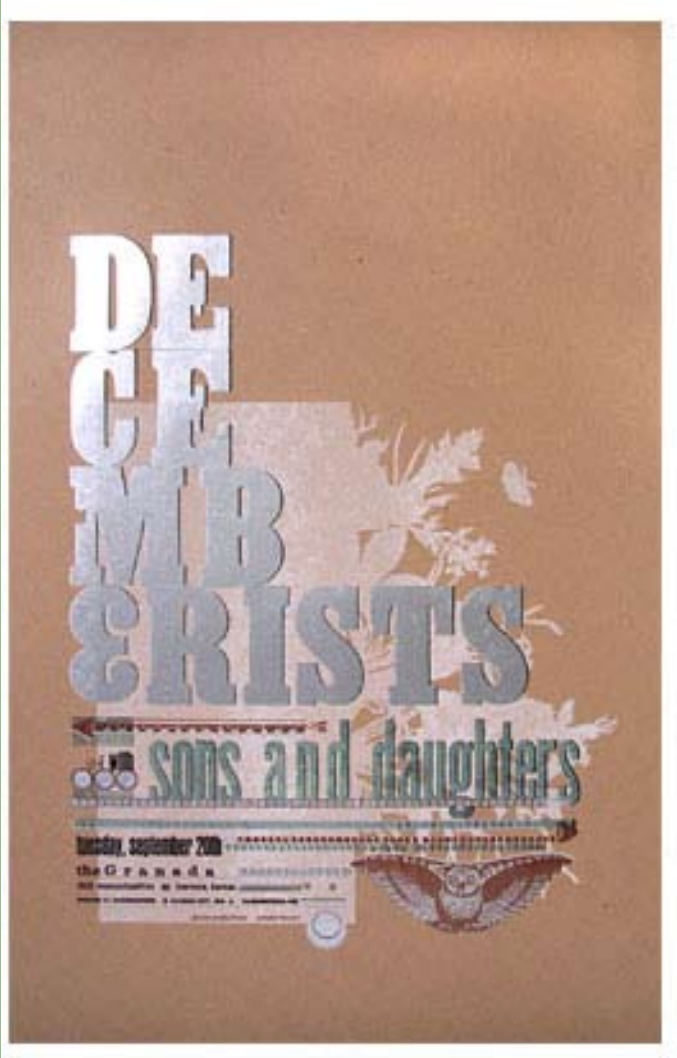
17 NORTH 9TH ST. COLUMBIA, MISSOURI

**WED APRIL 13TH**

line

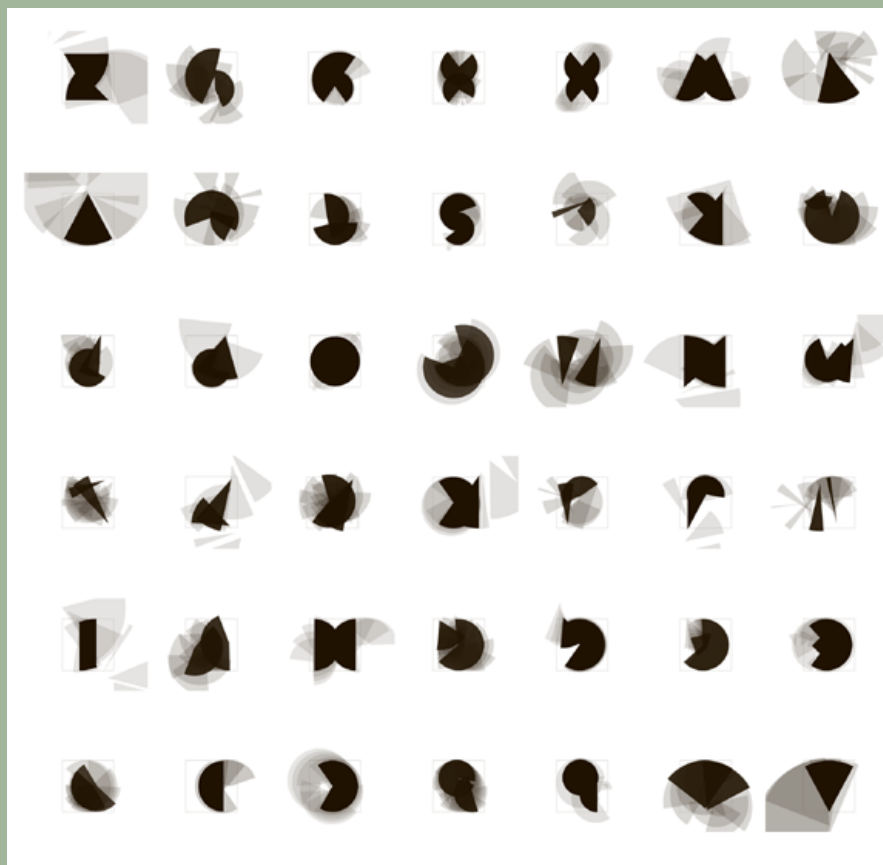


**type**



*type /*

*shape*



*shape*





## texture

Success is for the people at the precipice. The entrepreneurs, innovators, risk takers, and dreamers. We remind you to never stop thinking. Proactively seek out fresh answers. Find partners. Remember that you are only as smart as the people you surround yourself with. Seek out people who are smarter than yourself. Nurture them. Reward them. Because they are the future. Become cosmonauts of change. Move forward. Find your buzz. Remember that life is a continual uncovering. Most of all, discover the things that thrill you and do them. In the end, they are the only reason to get up in the morning. Thinktopia is an idea engineering company dedicated to building communities around brands. We work in a variety of media, from designing brand futures to media development. Better thoughts through thinking. [www.thinktopia.com](http://www.thinktopia.com)

We rem  
actively  
partners.  
smart

# PRINCIPLES

relationships between the elements

*balance*

*contrast*

*composition*

*color*

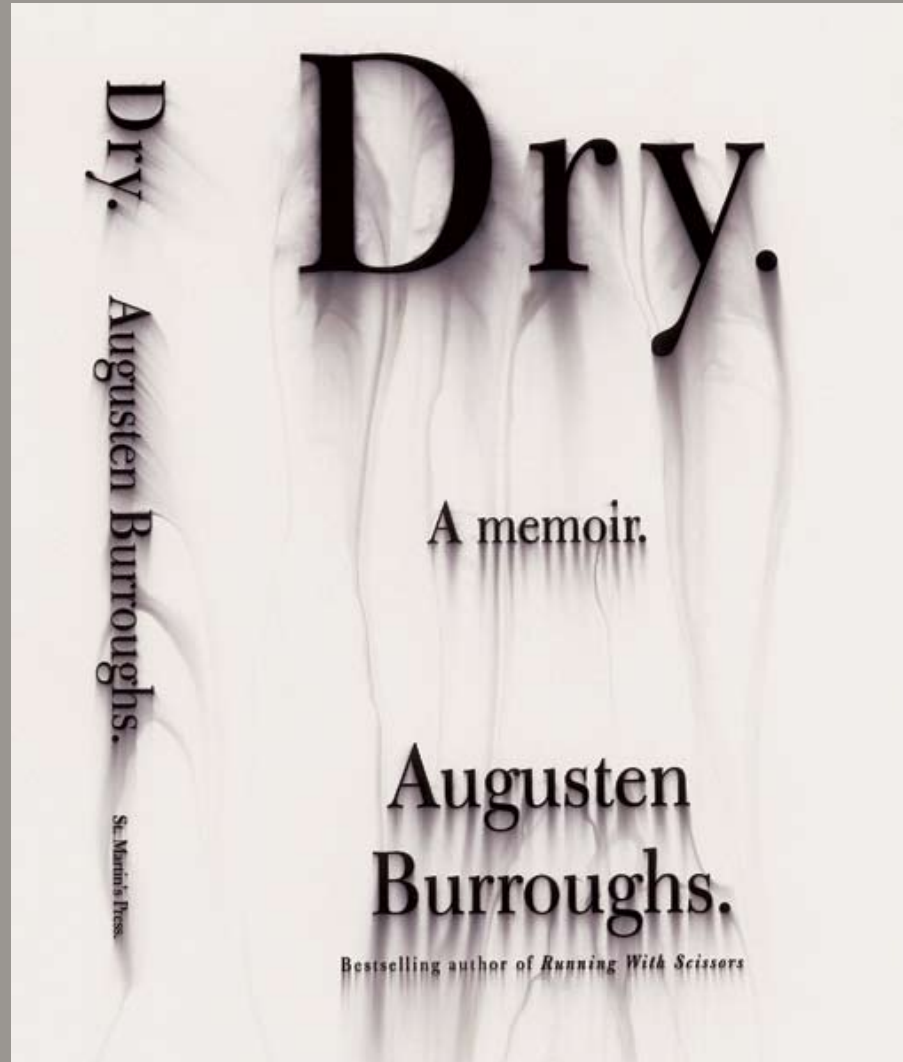
*balance*



WHEN I WAS A KID, ON HALLOWEEN WE  
ROAMED THE STREETS IN SMALL PACKS,  
EMERGING OUT OF THE NIGHT, LIGHT  
UPON AND ON, HULLAYING OR TALKING  
ALONG AT THE GATE. WE SHUFFLED ON  
LONG ROLLS OF SHEETS, SHUFFLED IN  
THE CARDBOARD BOXES, AND STRUNG  
UP ON THE HEAVY FINE CORDS THAT  
HUNG DOWN AT THE END OF THE  
LINES. WE WERE NOT IN THE REAL  
WORLD, WE WERE IN OUR OWN  
THE AIR IN THE ROOM OF THE FOLKIES  
AND CHORO WITH STAFFED SHEETS  
AND THE LAUGHTER OF INJURED PA-  
NACHTS AND WARRIORS IN THE  
FIRE AND THE FINE AND THE  
I KNOW MY FRIENDS WERE I THINK  
THOSE MASKS WERE NOT ALSO THE  
POSSIBILITY THAT THEY WERE NOT.



**contrast**



**contrast**





*composition*



*color*



*color*

