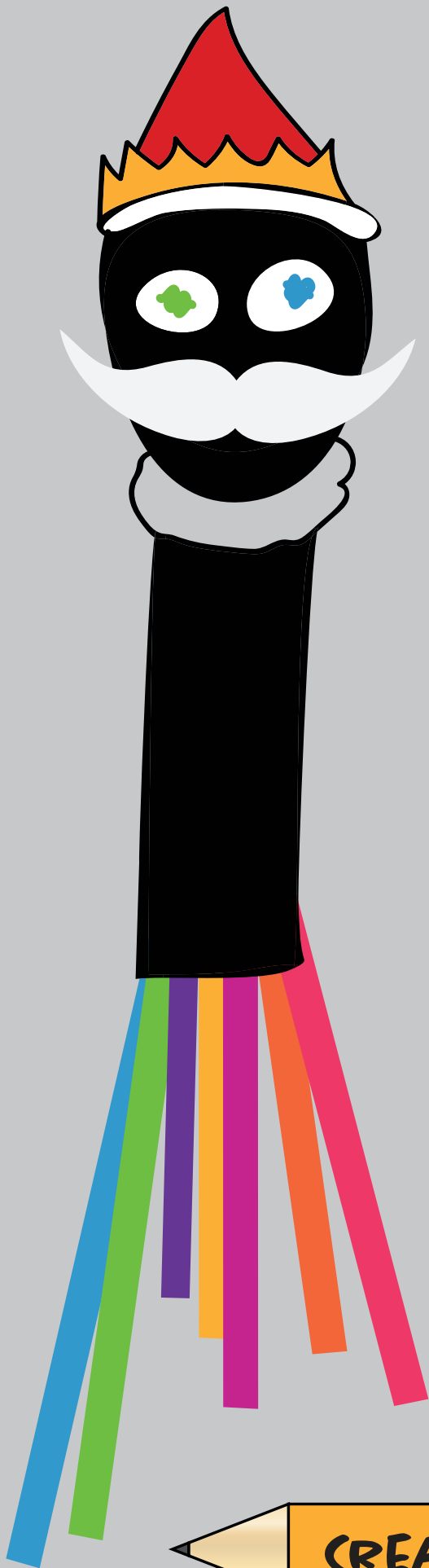




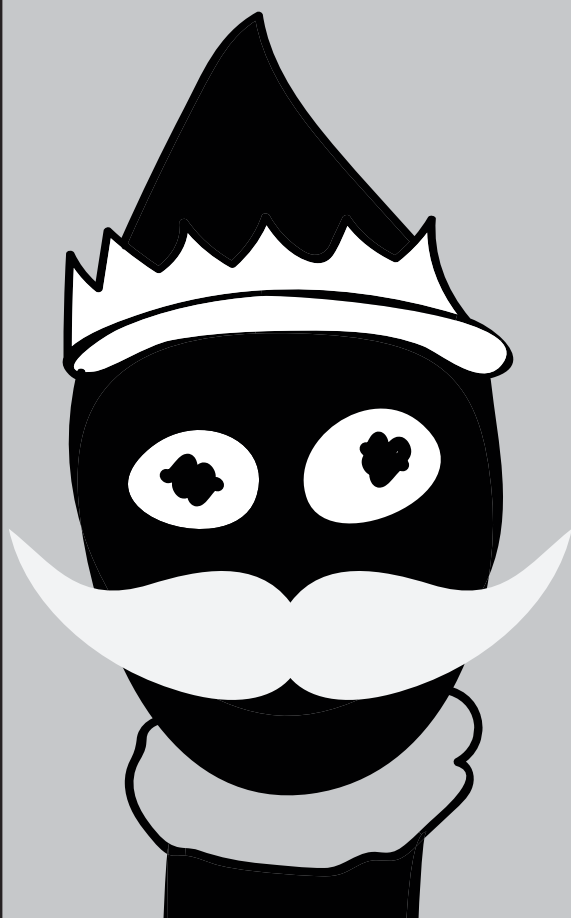
king

CREATUS

VOLUME 1 ISSUE 1

LEARN THE PRINCIPLES AND
ELEMENTS OF GRAPHIC DESIGN
WITH THE HANDSOME,
HILARIOUS, AND HUMBLE
WIZARD KING OF CREATIVITY





WHY HOWDY THERE FOLKS!

I AM KING **CREATUS**
THE KEEPER OF CREATIVITY!

YOU KNOW THAT FEELING YOU GET WHEN YOU'RE BEING CREATIVE?

THAT'S ME! WIGGLING AROUND IN YOUR BRAIN!

TODAY, I'M GOING TO TEACH YALL SIMPLE FOLK ABOUT THE
ESSENTIAL ELEMENTS AND PRINCIPLES OF

GRAPHIC DESIGN!

FASTEN YOUR EYE BALLS AND

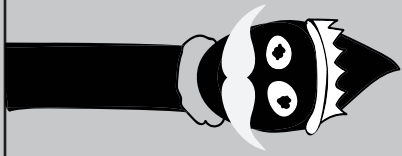
LOOK DOWN AT THE NEXT FRAME!



THE FIRST AND MOST ESSENTIAL ELEMENT OF
GRAPHIC DESIGN IS **THE LINE**. IT IS THE FUNDAMENTAL
BUILDING BLOCK OF DESIGN! LITERALLY EVERYTHING IS
MADE UP OF LINES! THESE LETTERS ARE NOTHING MORE
THAN LINES ARRANGED IN A SPECIFIC ORDER TO
CREATE AN AGREED UPON MEANING!
WHY, EVEN I'M A LINE!

PRO TIP:

LINES CAN BE USED TO
DIRECT THE VIEWER'S
EYES.



SHAPES



ARE ANOTHER FUNDAMENTAL ELEMENT OF DESIGN!

SHAPES CREATE IMAGES AND SYMBOLS.

THE HUMAN BRAIN LOVES TO IDENTIFY SHAPES.

THAT'S WHY YOU SILLY APES CLAIM TO SEE THINGS IN THE CLOUDS.



ORGANIC



ABSTRACT



GEOMETRIC



POSITIVE AND NEGATIVE

AND OF COURSE...

COLOUR!

YES THAT'S RIGHT! COLOUR WITH A 'U'!
DON'T YOU FORGET IT!

COLOUR

 EVOKES FEELINGS.

LOOK AT EACH OF THE COLOURS IN THE WORD COLOUR.

HOW DO THEY MAKE YOU FEEL?

THE MEANING OF COLOURS CAN VARY FROM
CULTURE TO CULTURE ON THE PLANET EARTH.
YOU HUMANS SURE ARE LUCKY TO HAVE SUCH
A LOVELY BLUE AND GREEN PLANET.

IF I WERE YOU I'D TAKE BETTER CARE OF IT.

DID YOU NOTICE MY EYES ARE ALSO BLUE AND GREEN?

WHAT! YOU DID? WELL WHY HAVEN'T YOU
COMPLIMENTED ME YET?





TEXTURE

GIVES YOUR DESIGNS A
SENSE OF TOUCH.

CHECK OUT THIS GNARLY MOUSTACHE!
YOU CAN ALMOST FEEL THE BRISTLES
AGAINST YOUR FACE CAN'T YOU?

PRO TIP:
USE TEXTURE SPARINGLY & INTENTIONALLY
TO ADD DEPTH AND LIFE TO YOUR
DESIGNS!

SPACE

OH THE VAST EMPTINESS!
THE ENDLESS VOID!

NO, WAIT. THAT'S OUTER SPACE!

IN GRAPHIC DESIGN, SPACE REFERS TO THE
AREA AROUND, WITHIN, ABOVE, OR BELOW AN
OBJECT.

KNOWING HOW TO PROPERLY UTILIZE SPACE IS WHAT SEPARATES
THE PROS FROM THE AMATEURS. YOU KNOW THE TYPES.

HAVE A LOOK AT JOSEF MÜLLER-BROCKMANN'S DESIGNS TO
SEE A MASTER OF SPACE AT WORK!





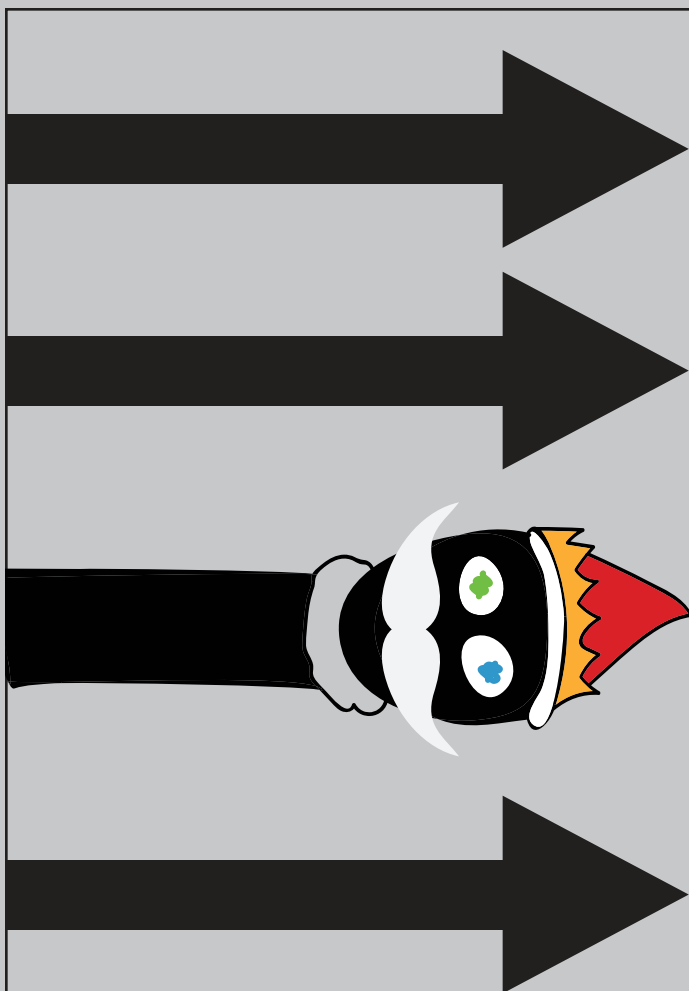
CONTRAST

IS THE Juxtaposition of objects via colouring, sizing, shaping or other means.

CHECK OUT THE STARK CONTRAST OF THIS WHITE TEXT ON THE BLACK BACKGROUND. IT MAKES THE TEXT APPEAR CRISP AND EASY TO READ!

BUT, OF COURSE I'M SPEAKING TO YOU TELEPATHICALLY BUT YOUR SILLY MONKEY MIND IS UNABLE TO COMPREHEND IT AND HAS INTERPRETED MY SIGNALS IN A WAY THAT YOU CAN UNDERSTAND.

A GRAPHIC NOVEL, REALLY? YOU REALLY ARE A SIMPLETON AREN'T YOU?



EMPHASIS

UTILIZE CONTRAST, SPACE, TEXTURE, COLOUR, SHAPES AND LINES TO EMPHASIZE AND ORGANIZE CONTENT, AND TO GUIDE THE VIEWER'S EYE.

HEY LOOK AT ME I'M A AN ARROW TOO! PRETTY CLEVER HEY?

YOU'RE LITTLE BRAIN HAS BEEN ORGANIZING THE IMPORTANCE OF MY WORDS BY USING DIFFERENT TYPE WEIGHTS AND SIZES.

WAIT, WHY ARE ALL MY CLEVER COMMENTS IN THE SMALLEST TYPE?

REPETITION REPETITION
 REPETITION REPETITION
 REPETITION REPETITION
 REPETITION REPETITION
 REPETITION REPETITION
 REPETITION REPETITION
 REPETITION REPETITION
 REPETITION REPETITION
 REPETITION REPETITION
 REPETITION REPETITION
 REPETITION REPETITION
 REPETITION REPETITION
 REPETITION REPETITION



DID YOU CATCH THAT? GREAT!
 YOU'RE NOT AS DUMB AS YOU LOOK.

REPEAT SIMILAR COLOURS OR
 ELEMENTS TO CREATE A SENSE
 OF UNITY AND HARMONY.

USE REPETITION TO DRIVE HOME A MESSAGE OR IDEA!
 USE REPETITION TO DRIVE HOME A MESSAGE OR IDEA!
 USE REPETITION TO DRIVE HOME A MESSAGE OR IDEA!
 USE REPETITION TO DRIVE HOME A MESSAGE OR IDEA!
 USE REPETITION TO DRIVE HOME A MESSAGE OR IDEA!
 USE REPETITION TO DRIVE HOME A MESSAGE OR IDEA!
 USE REPETITION TO DRIVE HOME A MESSAGE OR IDEA!

PROPORTION

PROPORTION CAN BE USED TO...
 CREATE A SENSE OF DISTANCE
 AND CREATE CONTRAST
 AND EMPHASIS!

USING PROPER PROPORTION IN YOUR
 DESIGNS WILL RESULT IN AN OVERALL
 HARMONY WITHIN YOUR DESIGN.
 UNLESS OF COURSE THE OPPOSITE
 EFFECT IS DESIRED!



AND NOW I LOOK SO
 BIG & INTIMIDATING
 DON'T I? EVEN MY
 FONT IS BIGGER! DO
 YOU FEEL AS THOUGH
 I'M SHOUTING NOW?
 THAT'S PROPORTION
 AT WORK!



LOOK AT ME! I LOOK SO FAR AWAY!
 BUT THIS IS A TWO DIMENSIONAL SPACE
 SO I CAN'T BE ANY FURTHER AWAY THAN
 I WAS BEFORE! YOUR MIND ENJOYS PLAY-
 ING TRICKS ON YOU ALMOST AS MUCH AS
 I ENJOY INSULTING YOUR INTELLIGENCE!



UNITY

UNITY IS THE FUNDAMENTAL PRINCIPLE OF DESIGN! SUPPORTED BY ALL THE OTHER ELEMENTS AND PRINCIPLES.

WHEN ALL THE ELEMENTS OF A DESIGN ARE WORKING TOGETHER TO SERVE THEIR PURPOSE AND DELIVER YOUR INTENDED MESSAGE YOU WILL HAVE ACHIEVED UNITY!

IMAGINE WHAT THE HUMAN RACE COULD ACHIEVE IF YOU SILLY MONKEYS COULD ACHIEVE UNITY?

OH

WELL....

BAL-
ANCE
IS
THE
EQUAL
DISTRIBUTION
OF VISUAL
WEIGHT
IN A DESIGN!

THE HUMAN MIND IS
MOST COMFORTABLE
WHEN BALANCE IS ACHIEVED
AROUND A
VERTICAL AXIS.

KNOWING THIS I COULD CREATE A DESIGN
BALANCED ON A HORIZONTAL AXIS TO DISORIENT AND
CONFUSE YOUR FEEBLE MONKEY BRAINS!

YOU'RE LUCKY I'M A PERFECT GENTLEMAN!

BALANCE





That's All Folks!

YOU HAVE LEARNT THE BASIC PRINCIPLES AND
ELEMENTS OF DESIGN. GO FORTH AND CREATE!
UNLESS YOU JUST TURNED THIS GRAPHIC NOVEL AROUND BEFORE READING IT.
IN WHICH CASE I CURSE YOU TO A LIFE DEVOID OF CREATIVITY!
YOU DONE MESSED UP!