

Graphic design tools
are graphic items



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Structure in design on the other hand refers to a fundamental relationship of entities. The entities in this context refer to the different design elements such as color, line, shape, form, and space among others. The placement of the design elements in order to create a concrete image that communicates effectively. The image below in this context is an example of a design structure. The image shows a concrete yet the complementary arrangement of the design elements in a manner that enhances the appropriateness of each of the design elements. Unity is a principle of design that influences the structure of designs. Designers must for example unify the various elements of design in order to come up with a single image, one in which it becomes difficult to recognize the independent elements. Gestalt principles and Maslow's hierarchy are two fundamental psychological concepts that influence the consumption of products of graphic design. Gestalt principles principle explains that people often see the whole instead of the single elements in the design. This validates the need for designers to comply with the dictates of such principles as unity and balance.

Sign

In design, sign refers to an image that represents the existence of another thing, event, or organization. The image below is a perfect example of a sign. As indicated in the definition, a sign must communicate the values of the thing it represents. As such, designers must always observe the various theories and principles of design in order to develop an effective sign. Just like any other product of graphic design, signs are created artistically by uniting the various elements of graphic design. The image below shows the utilization of such elements like color, shape, space, and line to create an

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effective sign. The ability to combine the various design elements is a portrayal of variety, which is a fundamental principle of design. Additionally, the designer must uphold the unity of the various elements thus coming up with a unified sign as is the case with the image. Such ensure that the resultant image complements the psychological principles of human behavior such as Gestalt principles and Maslow's hierarchy.