Graphic Elements

Graphic elements include such things as borders, rules (lines), color blocks, printer’s ornaments, bullets and sometimes graphic effects such as embossments, perforations and die cuts which add texture to the printed page. Graphic elements do not convey information to the same degree as type and images, but they are very important nonetheless. Graphic elements perform a variety of **functions** in an ad. They can be used to stabilize, define boundaries, emphasize other elements, and break long columns of text into more readable “chunks.” They can be used to help achieve balance, direction and unity in an ad. (More about that when we discuss design principles.) They are the little details that give an ad extra interest, polish and professionalism. How many different graphic elements are used here? Answer below.