Design Elements include line, shape, color, texture, and space. Design principles are rhythm, proportion, emphasis, balance and unity. Design principles serve as a guideline to help us understand why some combinations of the design elements work better together than others.

Design Elements
- Line can be horizontal, vertical, zigzag, bold, fine, diagonal, or curved. Lines can show direction, outline an object, divide a space.
- Shapes are made from connected lines – geometric natural abstract lines that are connected or form. How they are arranged determines the design.
- Color is described by the words hue (name), value (lightness or darkness), and intensity (strength.) Color helps define parts of objects and set off one area of a design from another.
- Texture refers to the surface characteristic that can be touched or seen – its smoothness or roughness, tactile (can feel it), visual (can only see it.)
- Space is the area which an object or design occupies. Space is divided into negative and positive areas. Negative space is background or unused space.

Art Principles
- Rhythm is organized movement. Variation and repetition in lines, shapes, or colors keeps your eyes moving and helps create rhythm.
- Proportion refers to the relationship of size, amount, or number among the elements. Unequal proportions in which one element dominates is desirable.
- Emphasis is the center of attention. It captures your attention by unusual use of line, shape, texture, space, or value.
- Balance gives a feeling of stability to a design. Three types of balance may be used – formal, informal, and radial balance.
  - Radial balance - same around a center point, like spokes on a wheel.
  - Formal balance - when one side of something is the same as the other side.
  - Informal balance - when the emphasis is to the right or left of center or dissimilar on both sides.
- Unity is the union of the elements in a design. All of the elements are working together according to the design principles to create the feeling that you want. The feeling of completeness of idea, mood, or emotion.