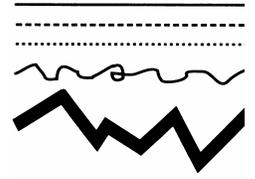


ELEMENTS OF DESIGN

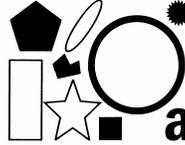
LINE

Horizontal, vertical, dotted, zigzag, curved, straight, diagonal, bold, or fine. Line can show direction, lead the eye, outline an object, divide a space, and communicate a feeling or mood.



SHAPE

When lines connect they become a shape.



COLOR

Described in terms of hue, value, and intensity.

Hue is the name of the color.

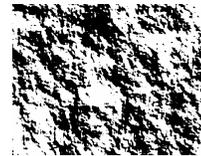
Value is the lightness or darkness of a color.

Intensity is the brightness or dullness of a color.

TEXTURE

The smoothness or roughness of an object's surface.

Texture can be tactile (you can feel it) or visual (you can see it).



SPACE

The actual space an object or design occupies.

The background space, sometimes called negative space, is important too.



PRINCIPLES OF DESIGN

UNITY

When a design is complete; all parts belong together.

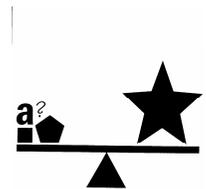


BALANCE

Can be formal or informal.

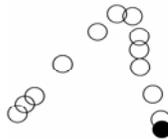
Formal is created when each side of the design is the same.

Informal is created when one side of a design is different than the other.



RHYTHM

Forms a path the eye follows.



PROPORTION

The relationship of sizes to each other.



EMPHASIS

Attracts your eye to the most important part.

