

Elements and Principles of Design

Principles of Design: (refer to composition)

1. **Contrast:** Visual principle in which differences in light, values, texture, color, ect..create the illusion of depth within a two - or three - dimensional composition.
2. **Rhythm:** The visual progression of visual elements in a two-dimensional space; used to achieve perceptual movement.
3. **Pattern:** The combination of lines, shapes, and/or colors in a consistent, orderly or repetitive motif.
4. **Unity:** A repetition of units within a given frame which share a common denominator.
5. **Balance:** A state of equilibrium in which visual forces of equal strength pull in opposite directions. There are three types of balance: symmetrical, asymmetrical and radial.
6. **Emphasis:** A principle of visual perception that uses the elements of design to accent and direct visual attention.

Elements of Design: (refer to the quality of the mark)

1. **Value:** The lightness or darkness of color.
2. **Line:** An element of visual perception; a connection of points on a surface.
3. **Space:** An element of design that indicates area and depth on a two-dimensional plane.
4. **Shape:** The external outline or contour of an object.
5. **Texture:** An element of design which creates or implies tactile surface qualities.
6. **Color:** The visual property of an object dependent on a combination of reflective and absorbed light from the spectrum; includes the properties of hue, value, intensity and brightness.