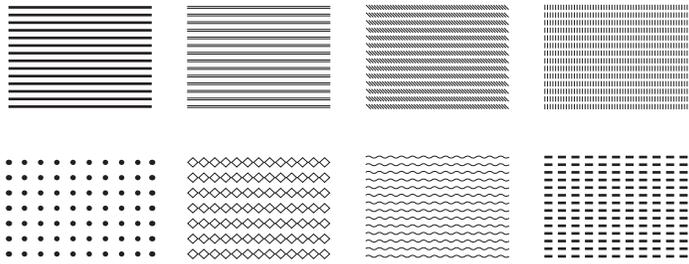


Elements of
DESIGN

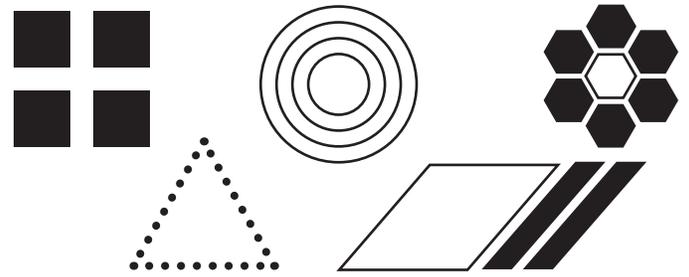
1

LINES



2

SHAPES



3

TEXT

Sample **SAMPLE** *Sample*
 sample@ Sample **Sample**

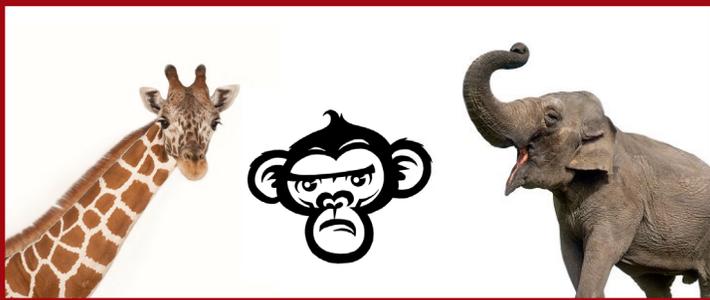
4

COLOR



5

IMAGES



6

TEXTURE/PATTERN



Principles of
D E S I G N

1

BALANCE

Balance is the concept of visual equilibrium. It is the distribution of the visual weight of objects, colors, texture, and space.

SYMMETRICAL

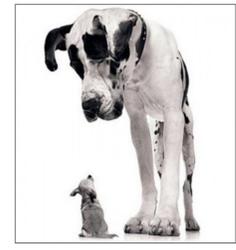


ASYMMETRICAL

2

CONTRAST/EMPHASIS

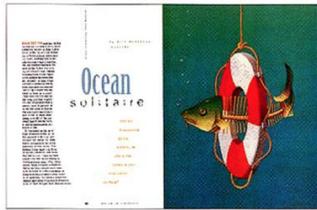
Emphasis is the part of the design that catches the viewer's attention because it contrasts with other areas by differing in size, color, texture, shape, etc.



3

UNITY

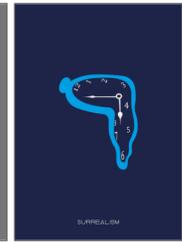
Unity is the feeling of harmony between all parts of the design, which creates a sense of completeness.



4

MOVEMENT/RHYTHM

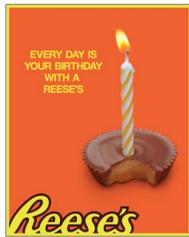
Movement is the use of lines, colors, shapes, textures, images, text, and space to direct the eye of the viewer from one part of the design to another.



5

PROPORTION

Proportion refers to the relative size and scale of the various elements in a design.



6

(WHITE) SPACE

Space is the void between solid objects and shapes.

