

Elements and Principles of Design

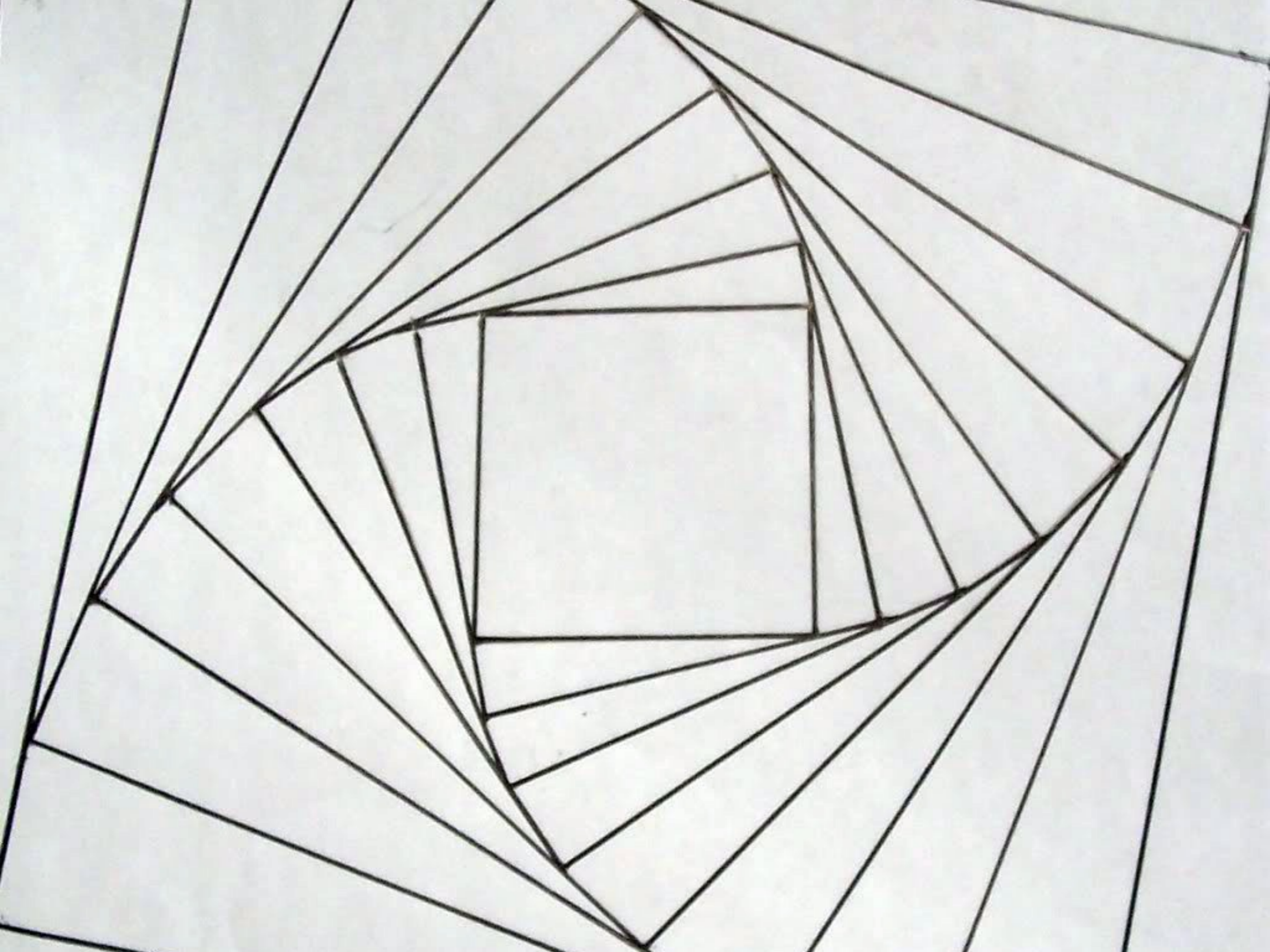
ADV 1161 Publication Media

ELEMENTS

The elements of design can be thought of as the things that make up a painting, drawing, design etc.

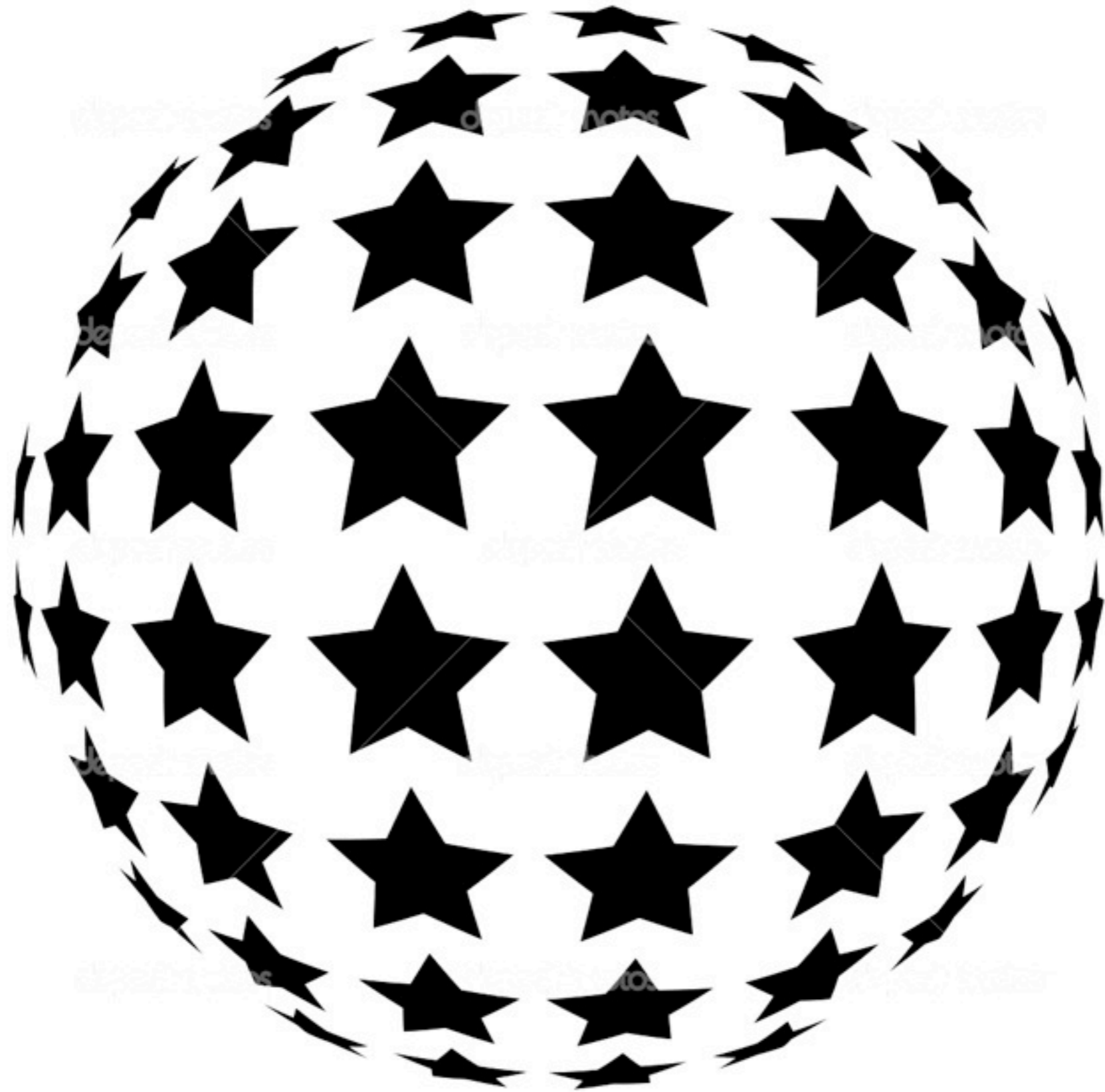
Line

The element of length as a mark connecting any 2 points. Lines can organize, direct, be expressive, suggest an emotion, or create a rhythm. They can join elements or divide them using a **rule**, which is a line that separates one element in a design from another.



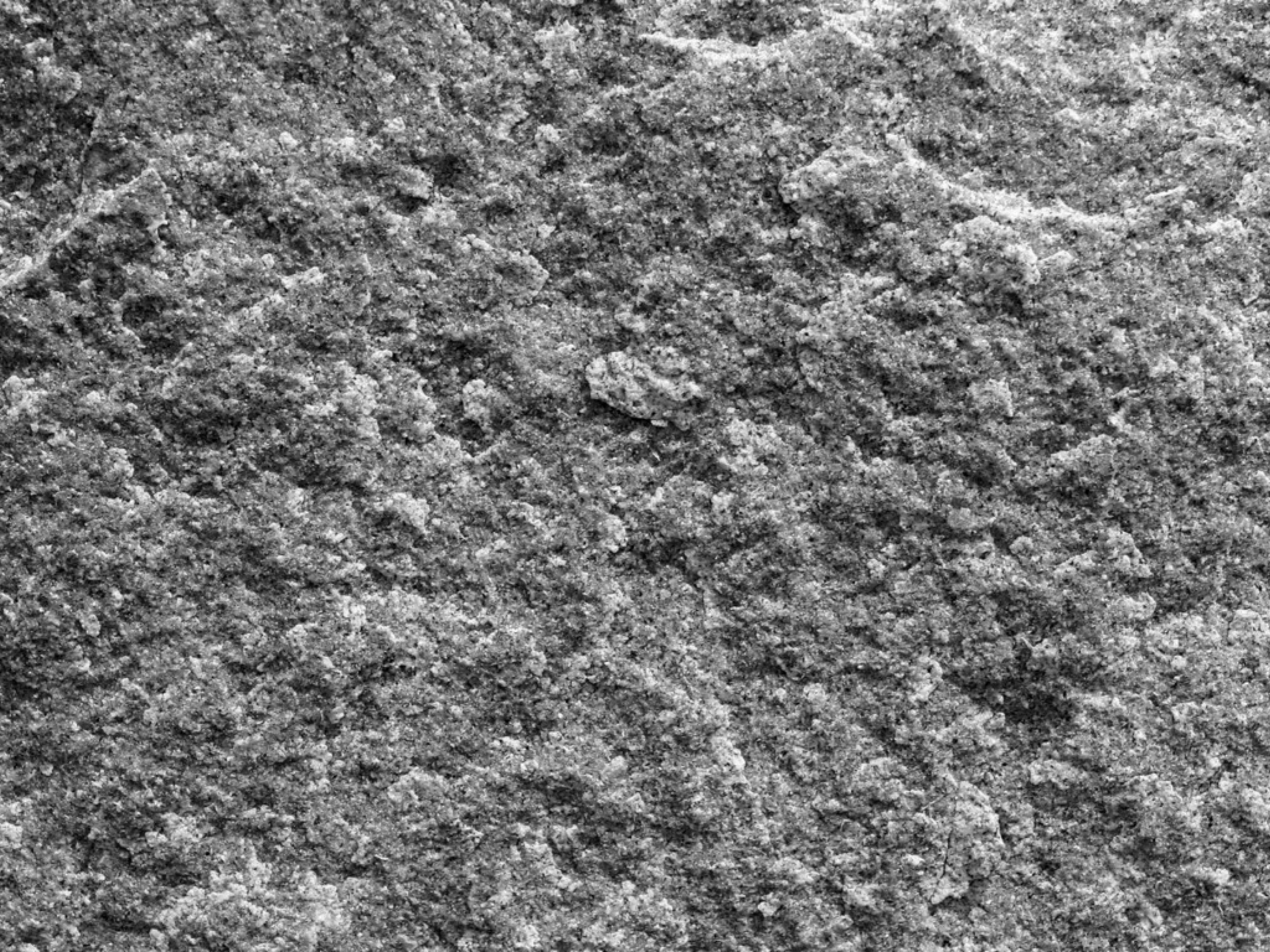
Shape

The external outline of a form or anything that has height and width. An example would be the 3 basic shapes: the circle, the square, and the triangle, considered to be the fundamental shapes found in all design.



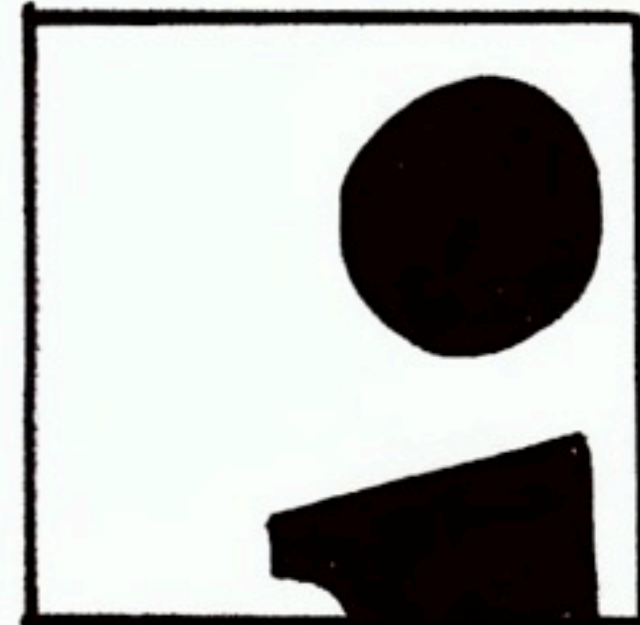
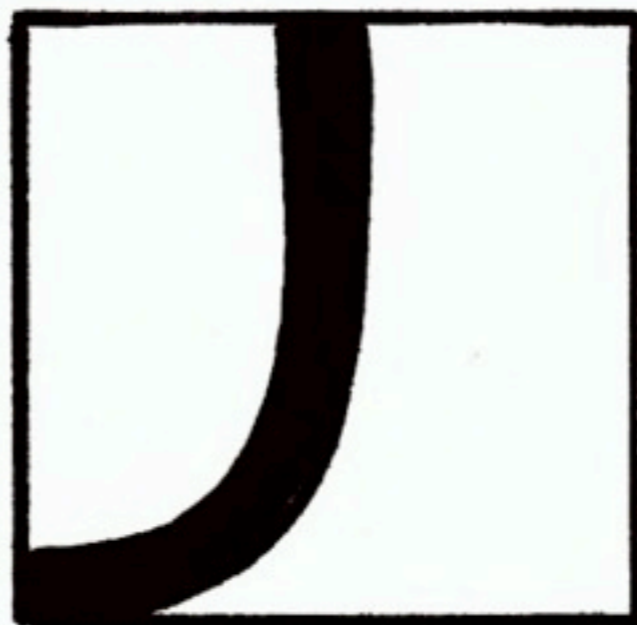
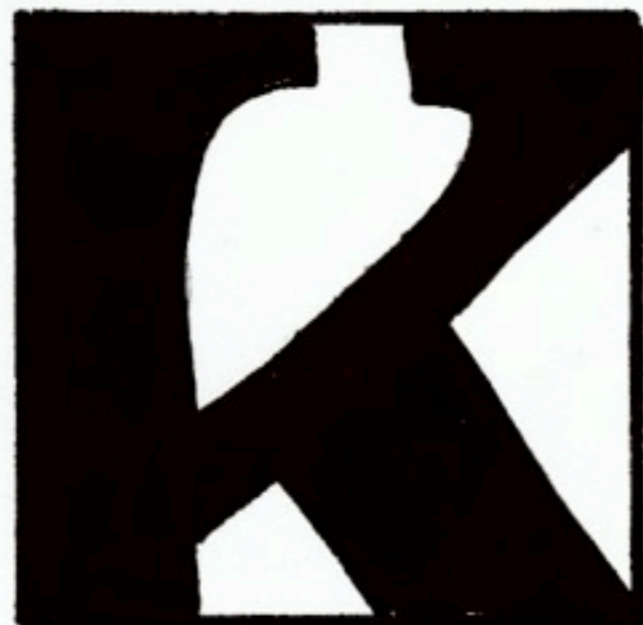
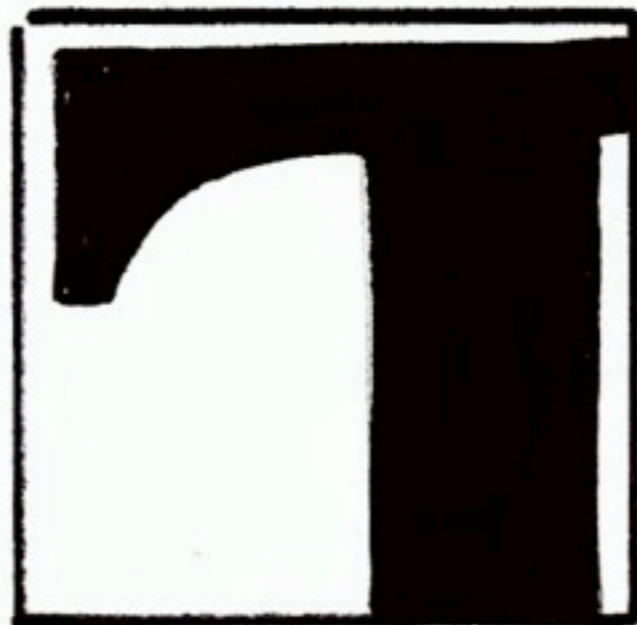
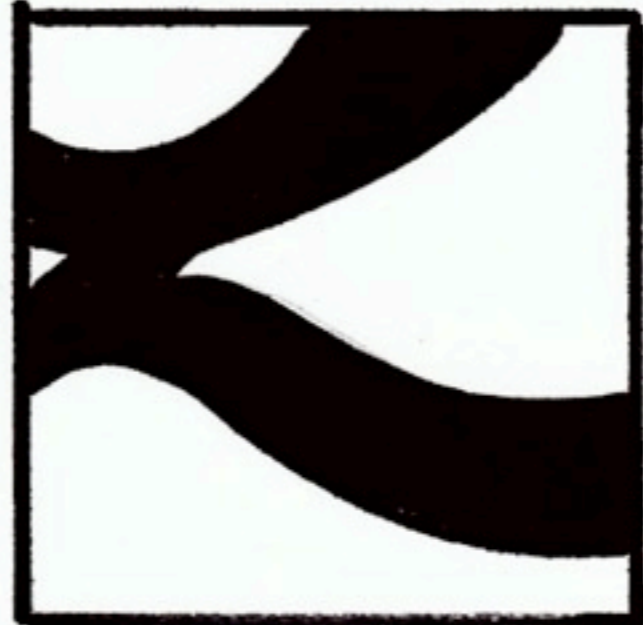
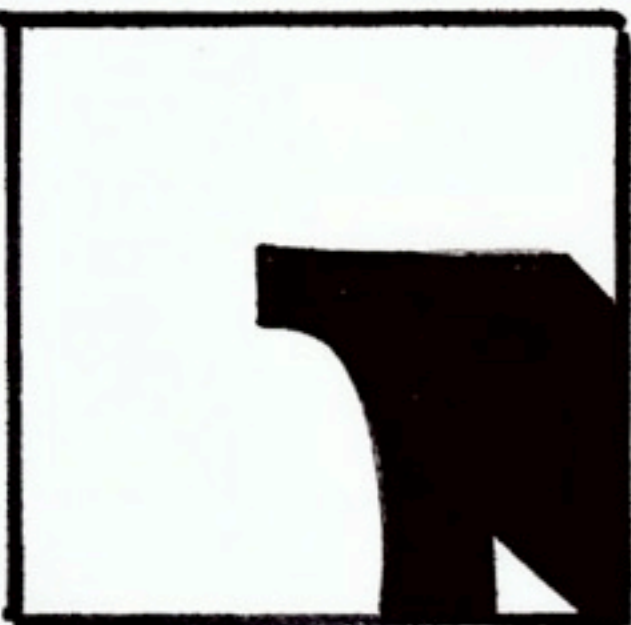
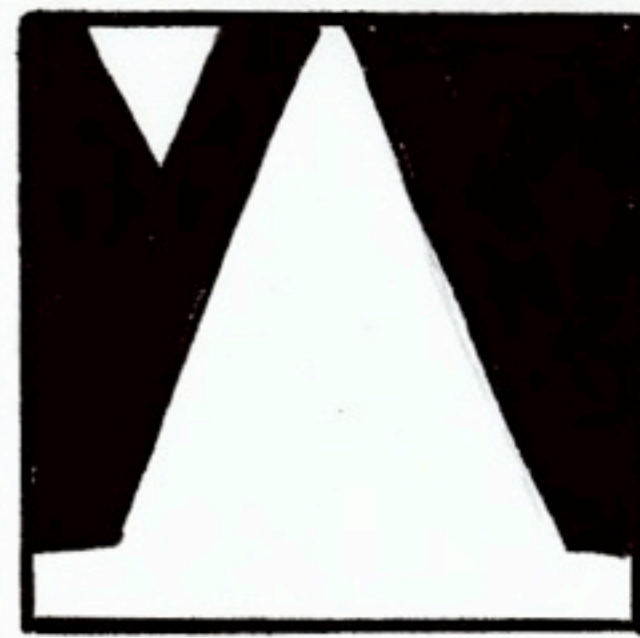
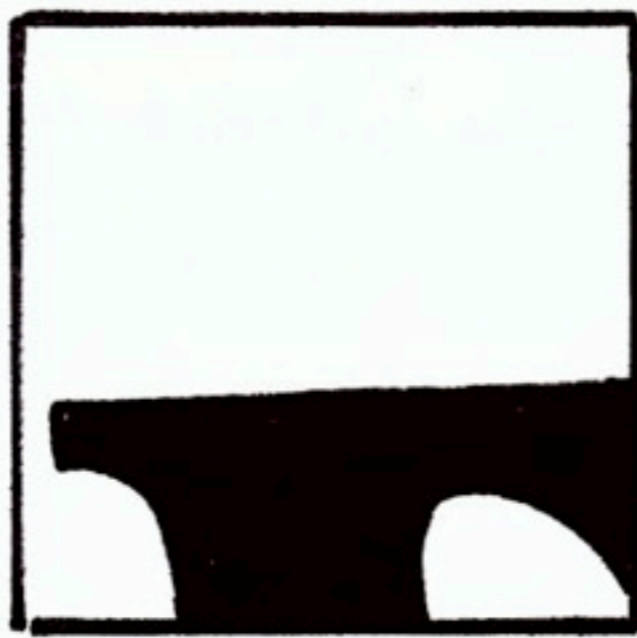
Texture

The look and feel of a surface. in 2-dimensional form, texture is essentially visual and adds richness and dimension to work. Texture can also refer to pattern, which is visual texture.



Space

The distance between shapes and forms, but it is best understood in design as white space or negative space—terms used to refer to the empty but often active areas that are void of visual elements.



Size

It is how big or small something is in scale to other objects. *Scale* refers to the process of making size relationships. Unless there is a scale of reference within a design, it is impossible to discern the relative size of objects and the meaning they represent.



Value

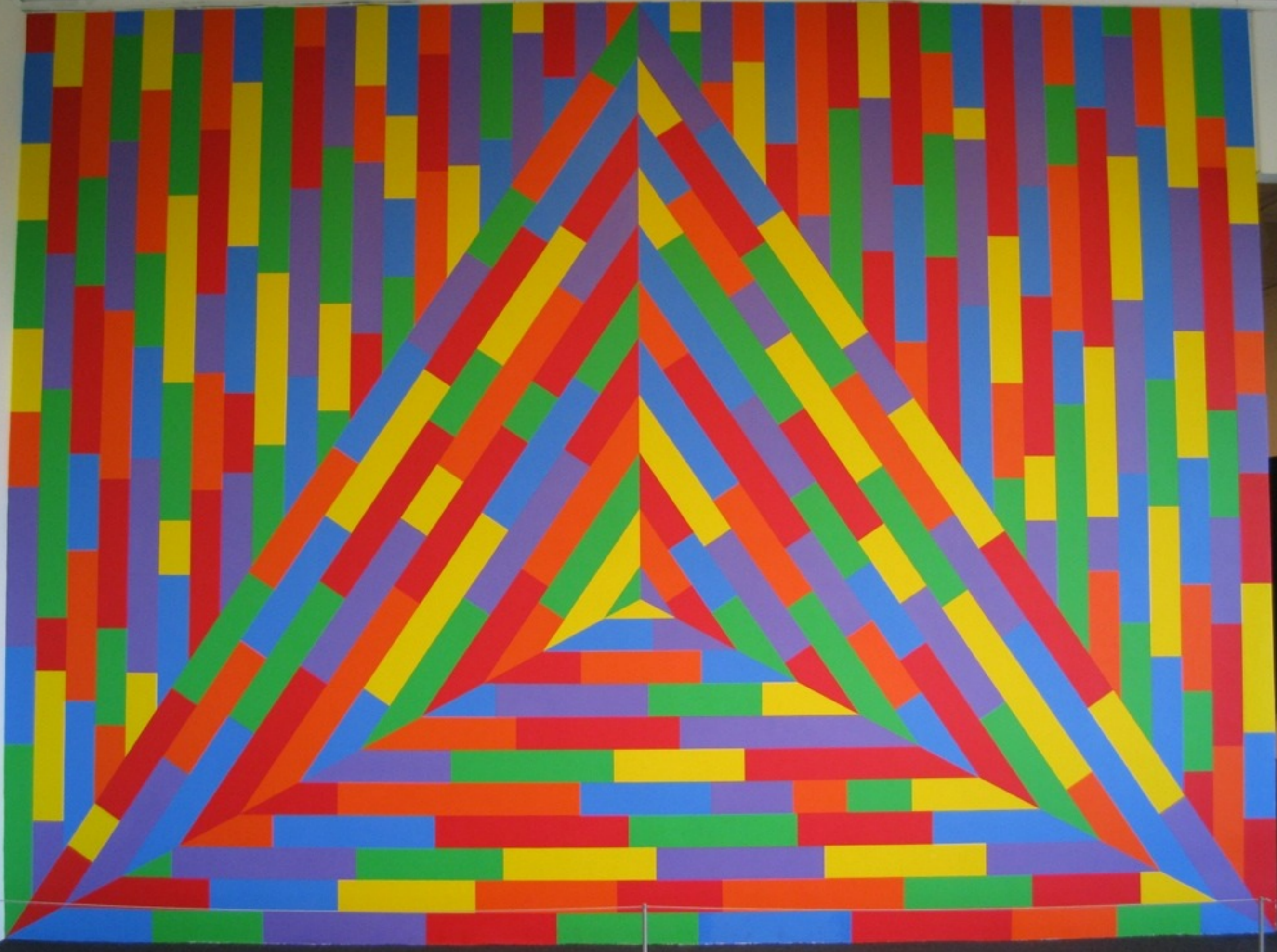
The relative lightness or darkness of an area or object. Value adds dimension by creating the illusion of depth in a design, With the addition of color, you can create and convey a mood to enhance a strong concept.

Value



Color

Color occurs when light in different wavelengths strikes our eyes. Objects have no color of their own, only the ability to reflect a certain wavelength of light back to our eyes. Colors can be used symbolically or psychologically.



PRINCIPLES

The Principles of design can be thought of as what we do *to* the elements of design. How we apply the Principles of design determines how successful we are in creating a design.

Emphasis

The most important element on the page should be the most prominent. Emphasis indicates the most important element on the page based on the message. The most emphasized visual element in a design is called a focal point because it attracts the viewer's attention first.

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Contrast

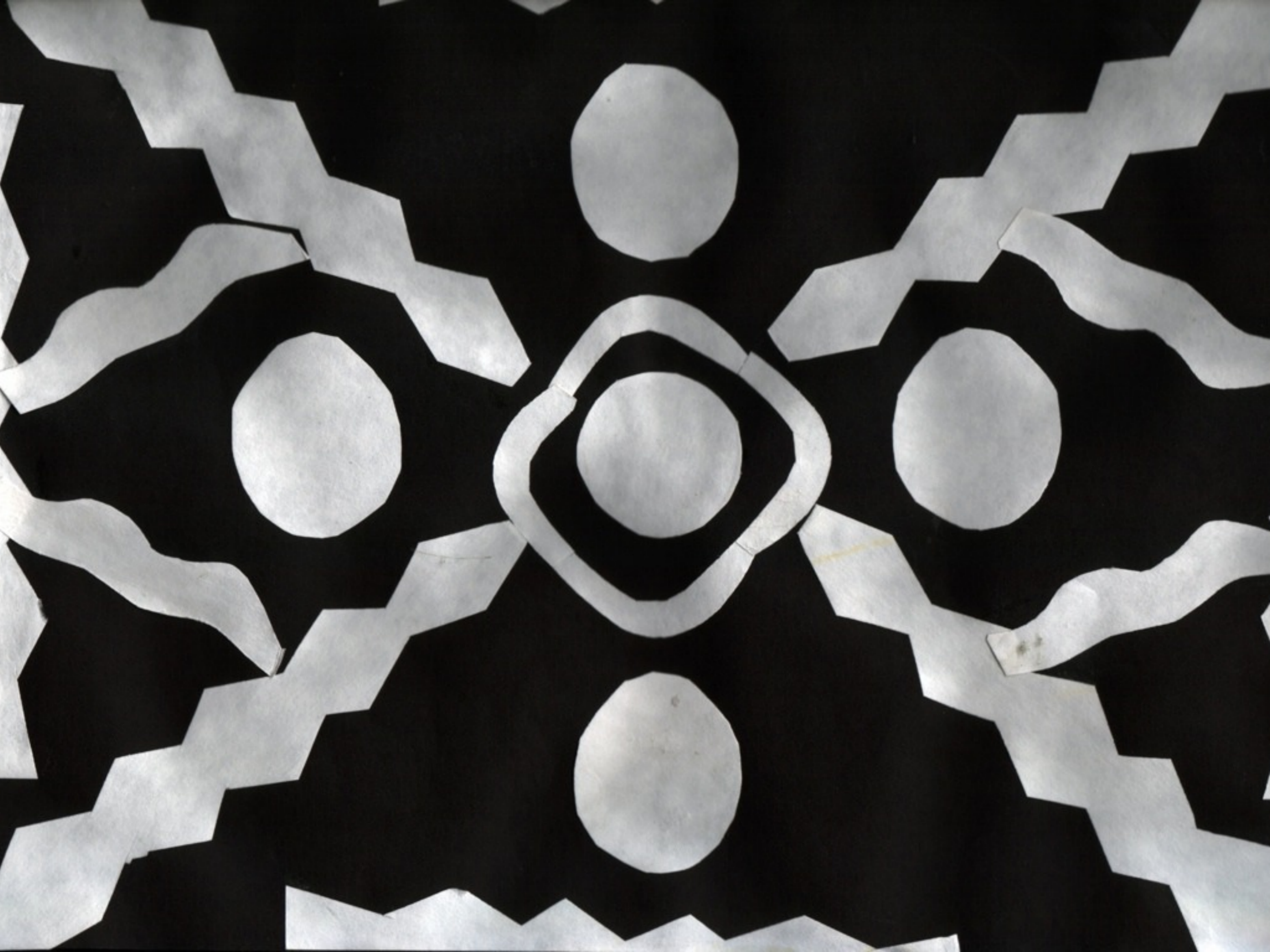
Visual elements on a page should look distinctly different from one another.

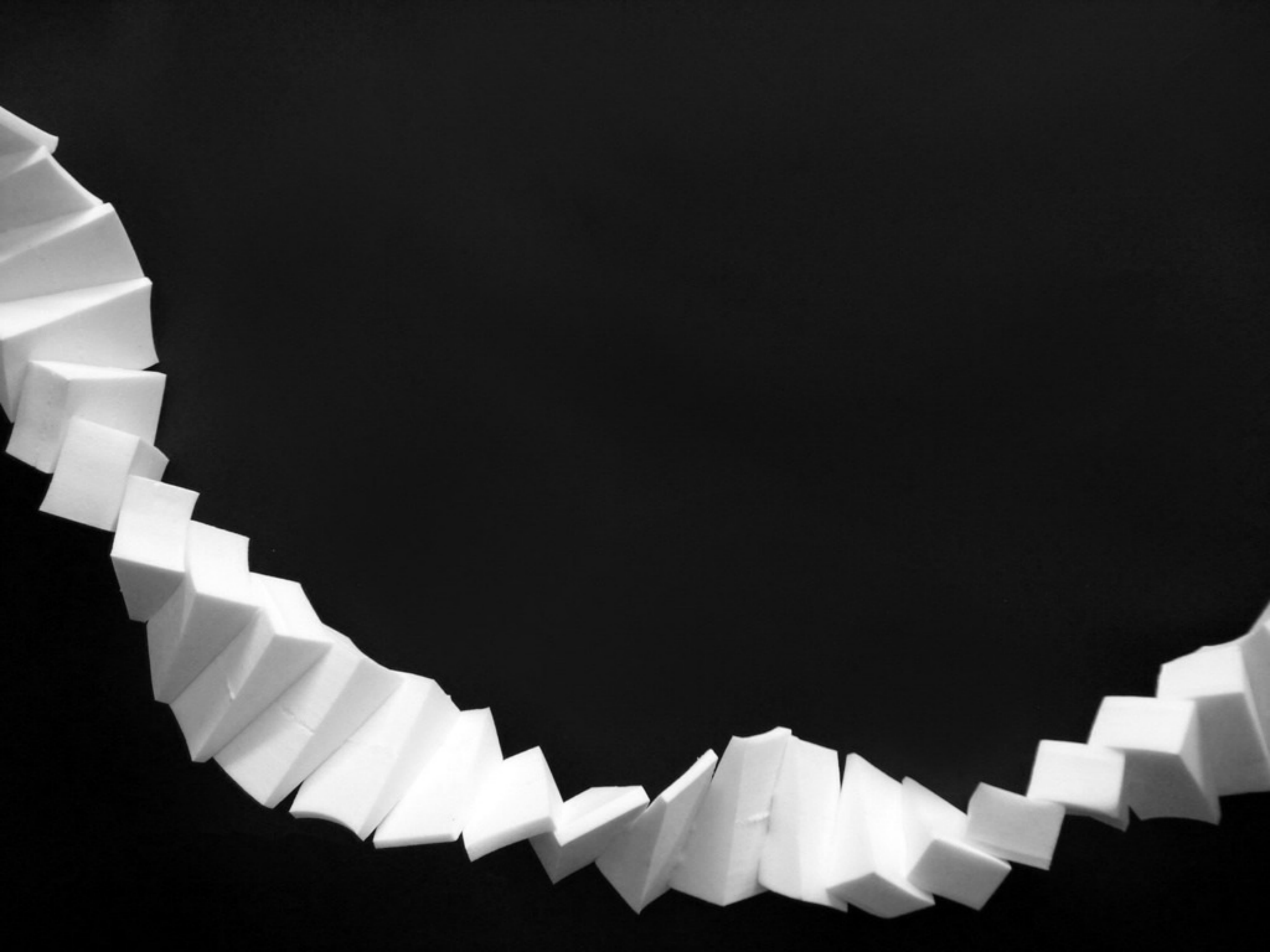
Contrast stresses the visual differences in size, shape, and color between the elements to enhance the perception of an intended message. It also draws and directs attention to specific areas of information.



Balance

The distribution of visual elements on a page in order to achieve a pleasing and clear layout. There is symmetrical and asymmetrical balance. Symmetrical elements are arranged equally on both sides of a composition suggest a stable or static motion. Asymmetrical elements create a deliberate imbalance to suggest variety or dynamic movement.





Alignment

The visual connection among words, graphics, images, shapes, and lines on a page where their edges or axes line up with each other.

[REDACTED]

[REDACTED]

[REDACTED]

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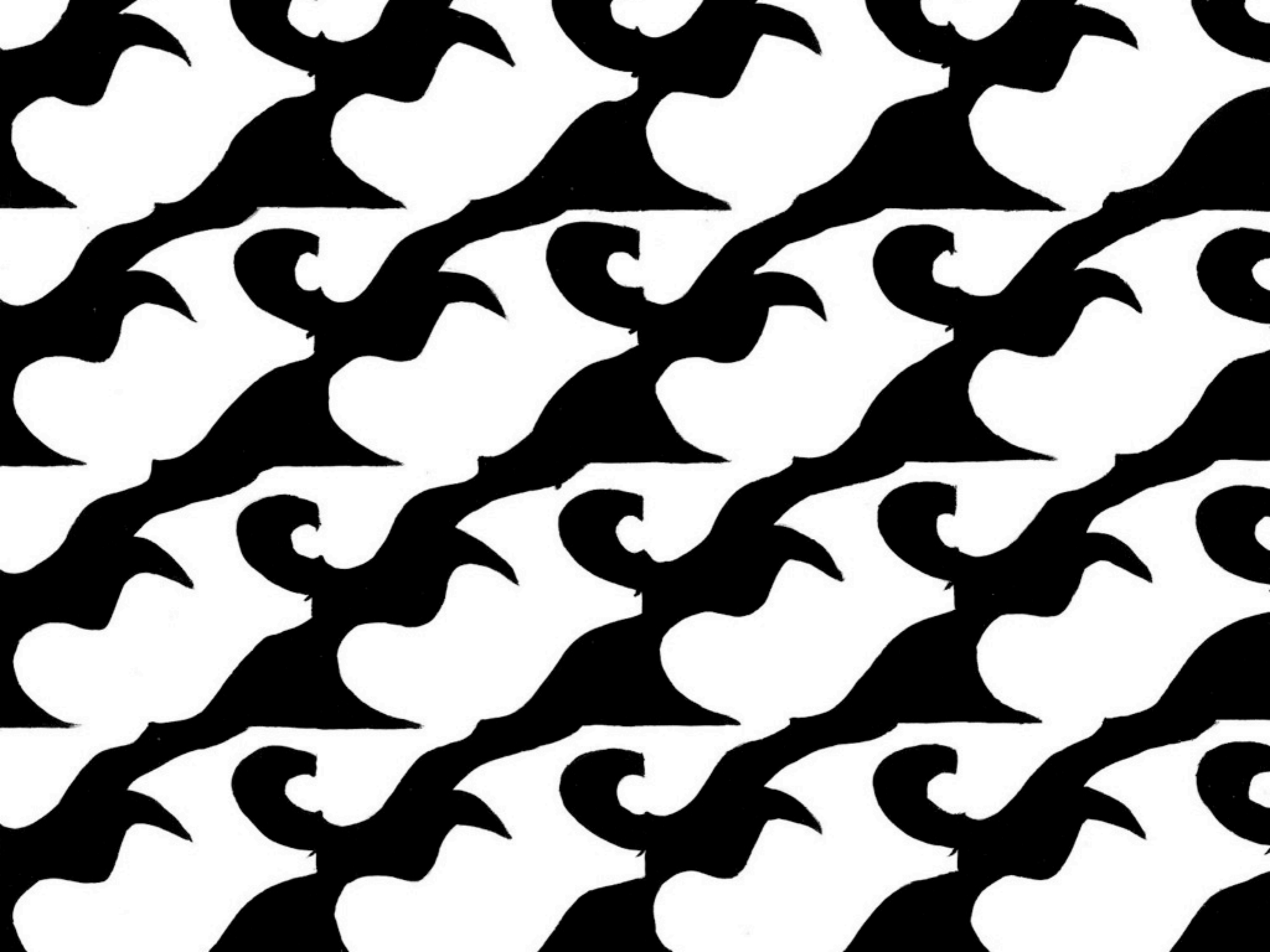
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Repetition

Repeating lines, images, colors, textures, and other visual elements within a page helps establish a unified cohesive design. It can also add a sense of controlled sophistication to the design.



Flow

The visual and verbal path of movement that a viewer's eye follows through a page or sequence of pages

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Unity

It is achieved when all the design elements relate to one another and project a sense of completeness. A viewer will always seek unity in a message. Without it, the viewer will lose interest.



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