

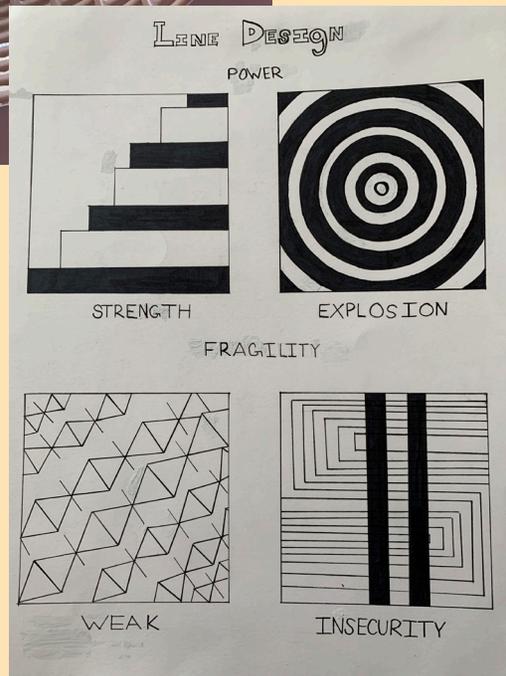
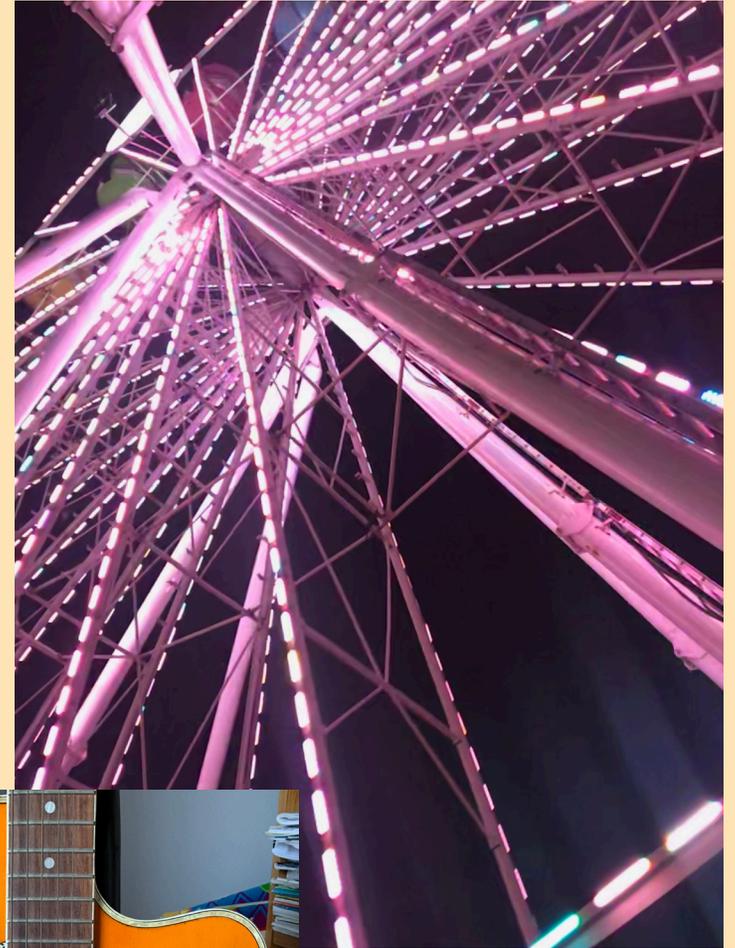
DIGITAL DESIGN SCRAPBOOK

Sabrina Huth

COMD1100 – Graphic Design Principles I

LINE

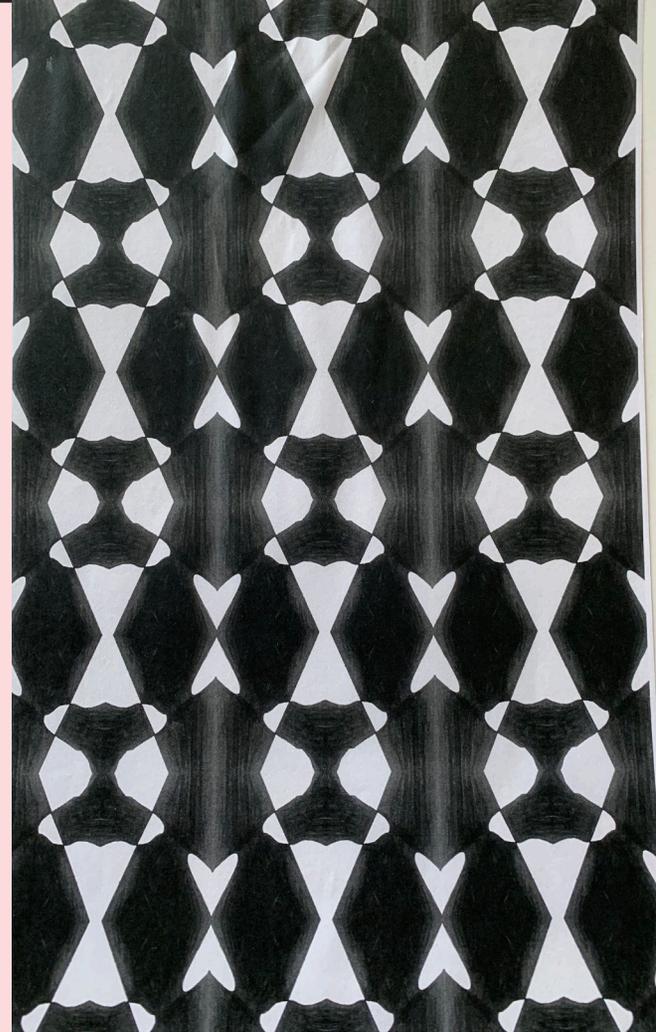
- Geometric and Organic
- Line is the path of a dot, point etc. through space
- Always has more length than thickness
- Lines can be continuous, dotted or dashed in different directions





SHAPE

- The external form or appearance characteristic of someone or something; the outline of an area or figure
- 2 dimensional and can be organic or geometric
- Positive/Negative Shape refers to the areas around the background



* Shows repetition and symmetry





TEXTURE

- The quality of the surface in a piece of art
- Using our senses of touch and feel
- Rough, smooth, silky, shiny, fuzzy, etc.
- Creates visual interest and focal point



VALUE

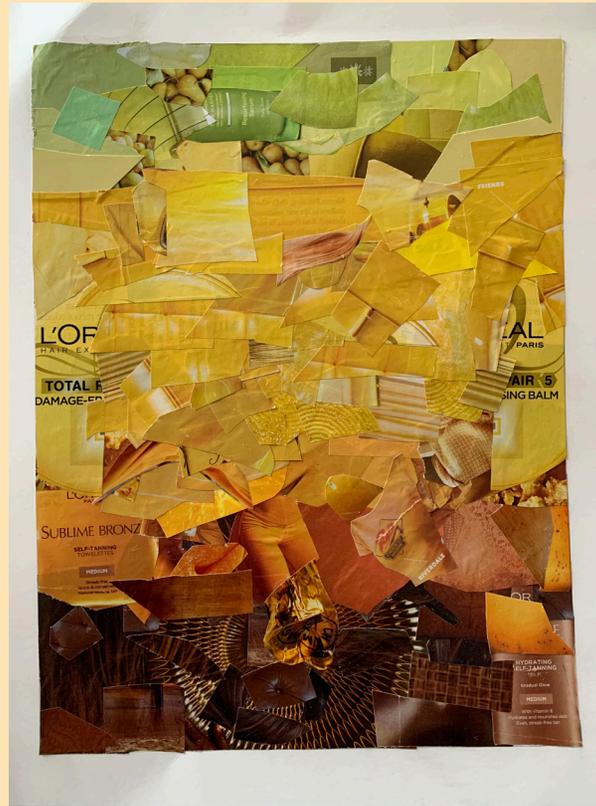


- The relationship between lightness and darkness on a surface or object
- Creates depth in a photo
- Value changes creates contrast





**Primary and Secondary Colors,
and Monochrome**



Gradation

Brown, Orange Brown, Yellow
Orange, Yellow, Green Yellow



Analogous Colors

Blue Violet, Blue, and Blue Green

COLOR

- The relationship between lightness and darkness on a surface or object
- Creates depth in a photo
- Value changes creates contrast

SPACE

- The area within, around, above or below an object
- Positive space refers to focal objects
- Negative space refers to the empty areas between and around the focal objects





FORM

- Similar to the element of shape
- Form is 3 dimensional whereas shape is 2 dimensional
- Length, width, and depth
- Organic and geometric



Sources

Shape

<https://www.digital-photo-secrets.com/tip/2963/the-classic-elements-of-visual-design/>

<http://www.xanaxblog2013.com/41/post/shape-element-photography/elements-of-art-mrs-cooks-art-class-with-regard-to-shape-element-photography>

Texture

<https://www.wikihow.com/Eat-a-Rambutan>

<http://7-themes.com/7008869-elephant.html>

http://www.wild-vision.com/home/jb_wild/texture/textures3.html

Space

<http://antoinesoto.com/photolux/techniques/negative-space/>

<https://photodoto.com/8-tips-to-become-excellent-at-minimalist-photography/>

Form

<http://www.birdexpressions.com/02/19/form-element-photography>

<https://www.digital-photo-secrets.com/tip/2835/visual-design-finding-form-in-photography/>

<http://www.lisbonlx.com/format/06/form-element-photography.html/attachment/elements-of-design-form-lintula-photography-within-form-element-photography>