



DIGITAL SCRAPBOOK

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COMD 1100

line



The Grace Building next to a sharp skyscraper creates a line contrast where Grace almost seems like it's flowing up in the sky due to the flow of its line curvature



Combination of straight and curved lines of Miami's postal office

line



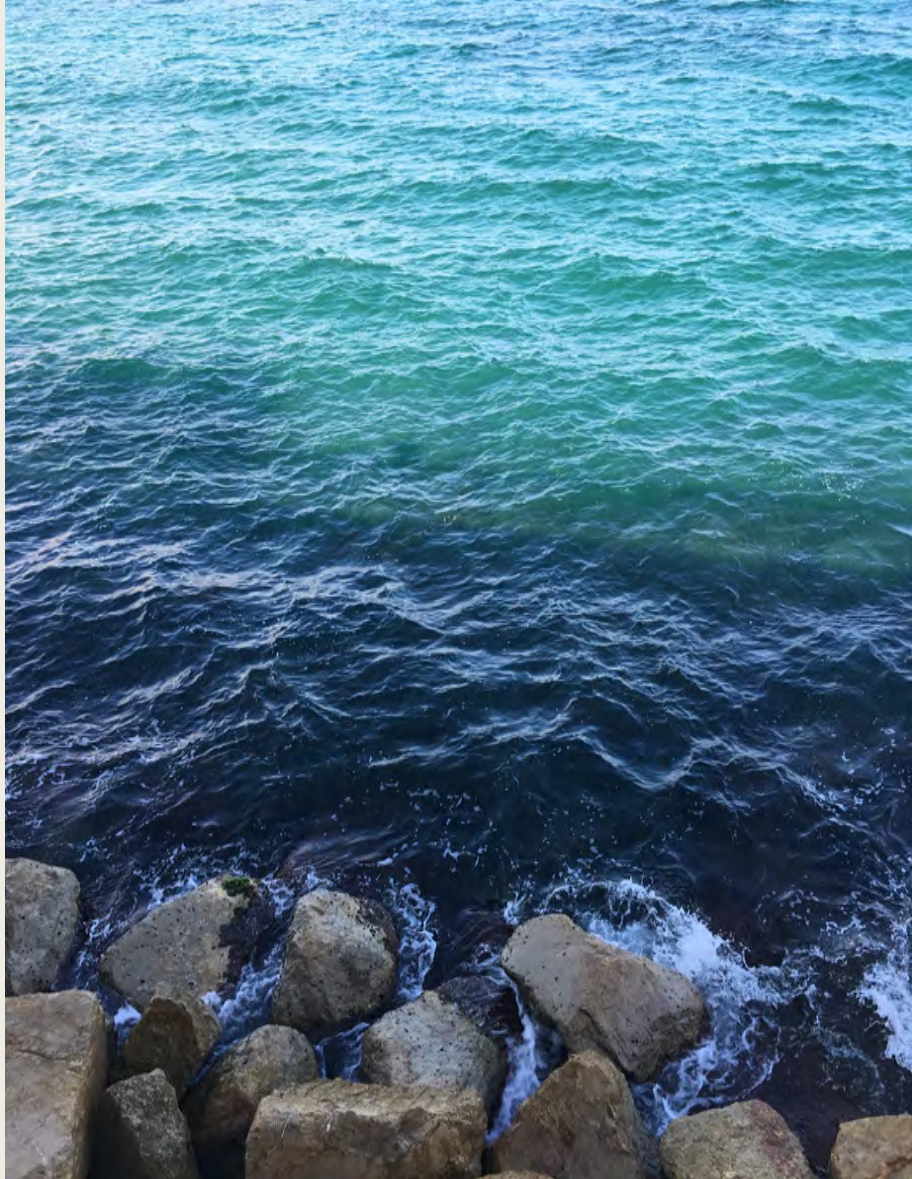
Line silhouettes formed from shadows of The Metropolitan Museum of Art's roof

Gradation



A gradual change from dark to light values

Gradation



The principle of gradation is commonly observed in nature where environmental effects cause graduated changes particularly in shape, color, tone, size and texture.

Gradation



Color



Primary color palette of red, yellow & blue



Complementary color palette (directly opposite each other in the color spectrum) In this case, Red & Green

Color



Tertiary color palette (Tertiary colors are the resulting color formed when an equal amount of a primary and a secondary color are mixed) In this case, Red-violet, Yellow-green & Blue-violet

Value



Chroma, the quality of color's quality in this case is low therefore, this image has low Chroma



Achromatic value

Value



Shape



Shape



Balance/Harmony

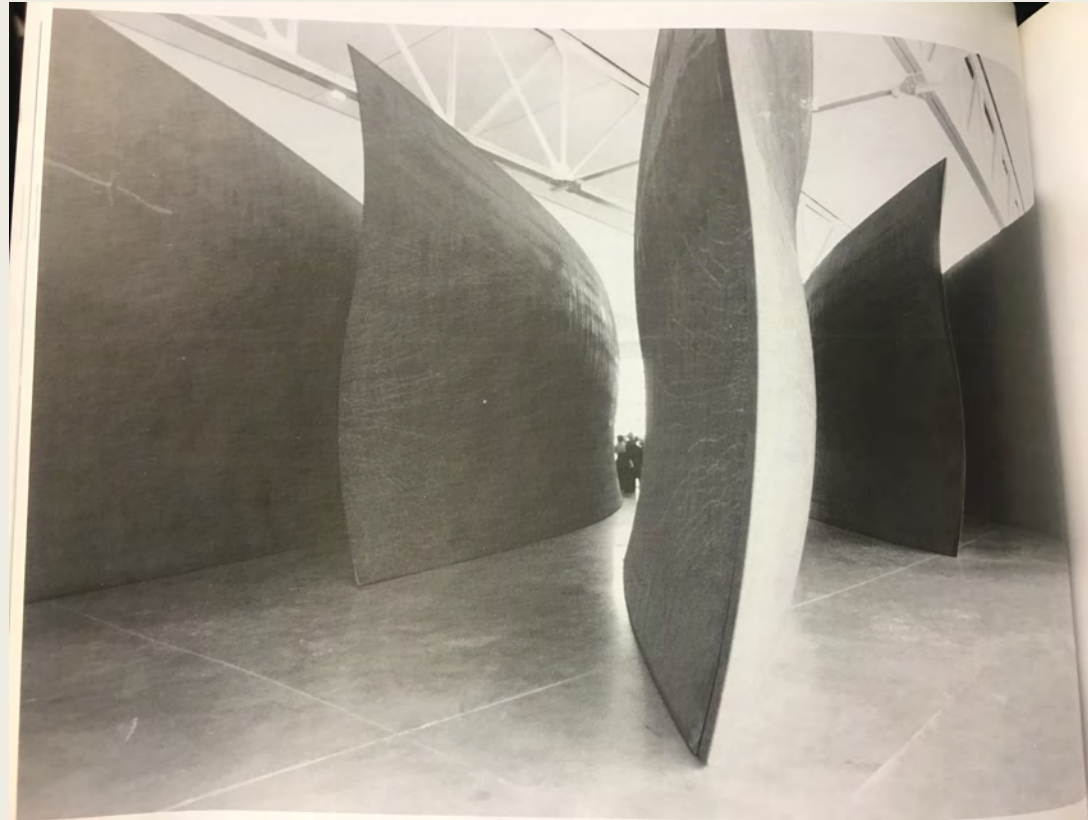


The flow and the movement of the water creates a sense of visual balance and harmony



Balanced distribution of visual weight of objects, in this case two buildings next to Empire State Building

Balance/Harmony



Repetition

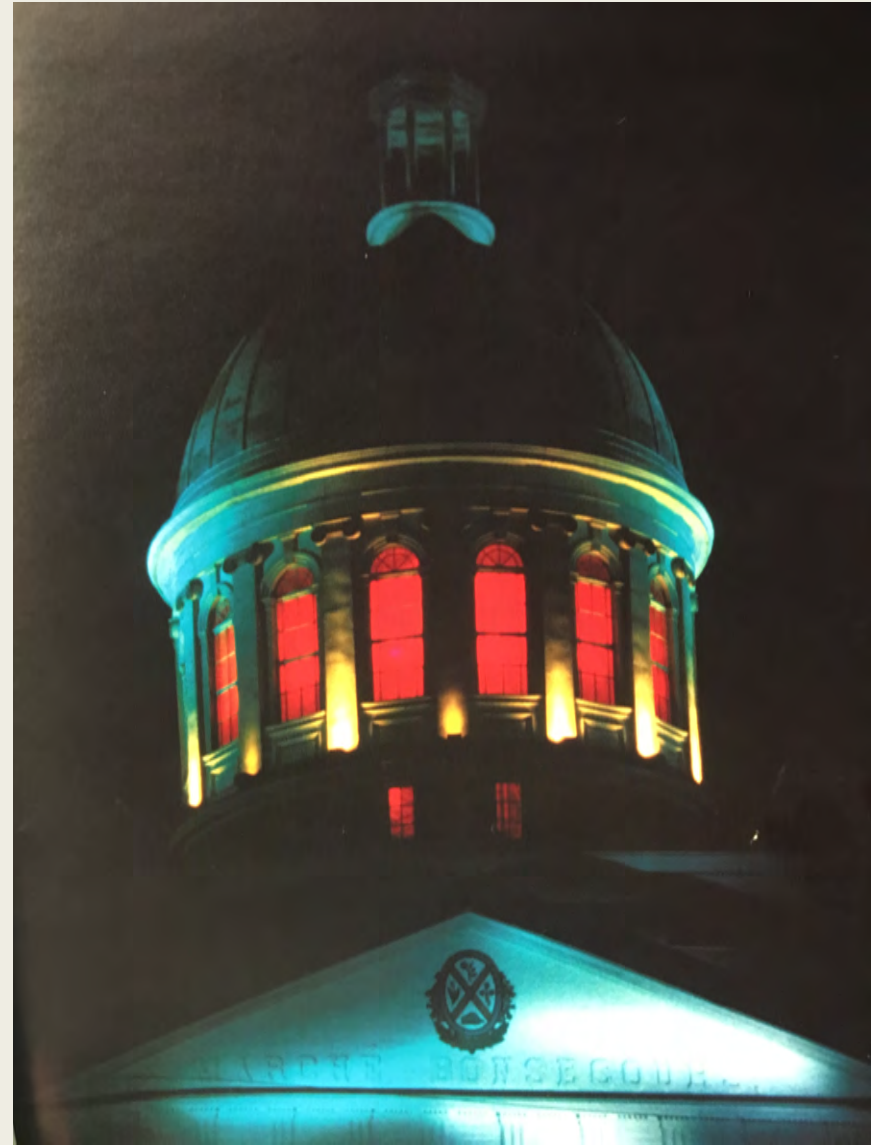


Repetition of design elements brings a clear sense of unity, consistency, and cohesiveness.

Repetition



Symmetry



Symmetry



Texture



Texture refers to the surface quality in a work of art. We associate textures with the way that things look or feel. Everything has some type of texture.

Texture



Space



Space refers to the area that a shape or form occupies. Space can be defined as positive or negative. Positive space is the filled space, Negative space is the empty space or the open space between design elements or objects, such as a background.

Space



Form



A shape is defined as a two or more dimensional area that stands out from the space next to or around it due to a defined or implied boundary, or because of differences of value, color, or texture.

Form



3-dimensional forms are widely used in advertising to create the sense of realness and space.