

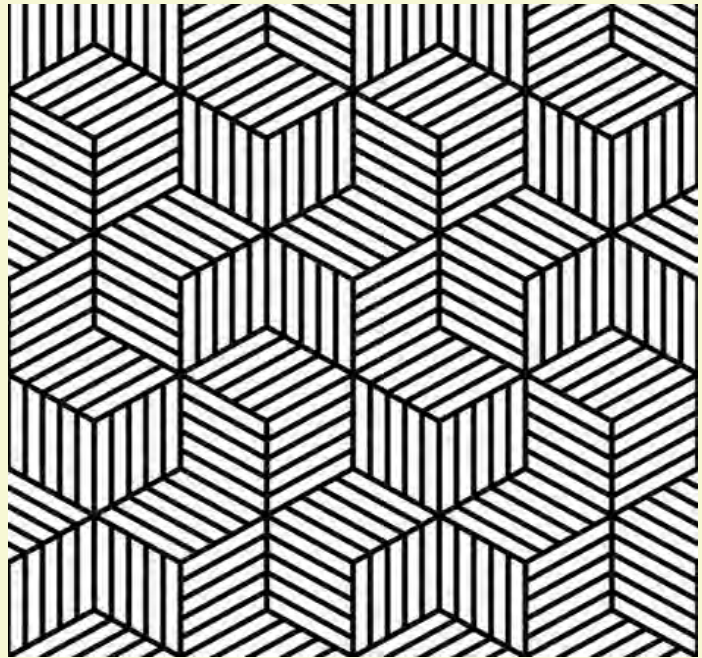


S C R A P
BOOK
JING WANG
COMD1100



Line

The Zigzag lines create a 3-D visual effect.(Google search)



These lines come from the cable stay of the Brooklyn Bridge. (Google search)



Shape

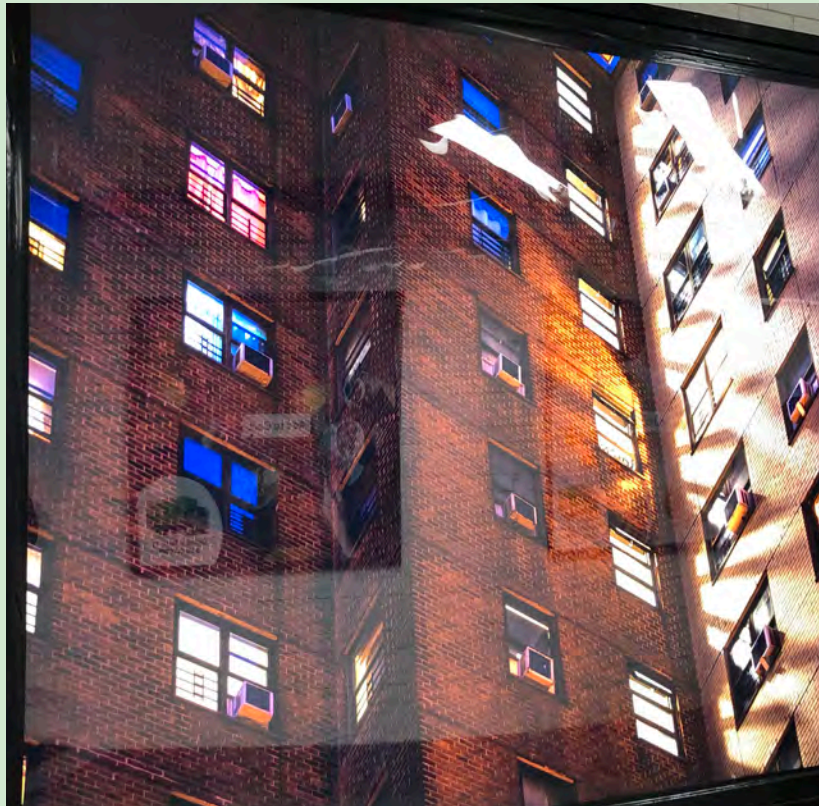
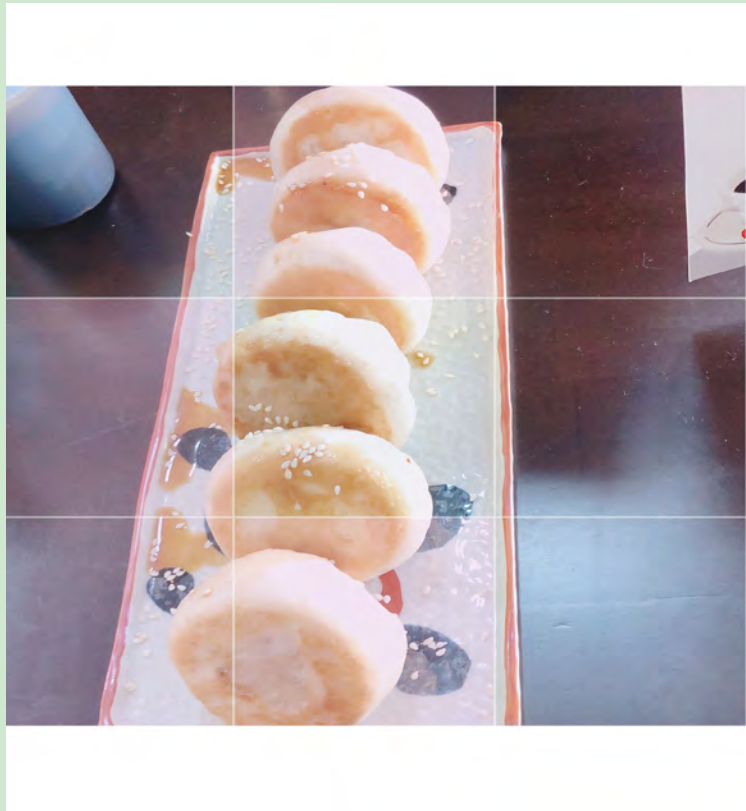
Positive shapes occupy positive space. The area around positive shapes, the background, is negative space.

Negative shape: the empty space that surrounds and defines a form or shape.



When sunset, the tree and the sky formed the negative and positive shape.

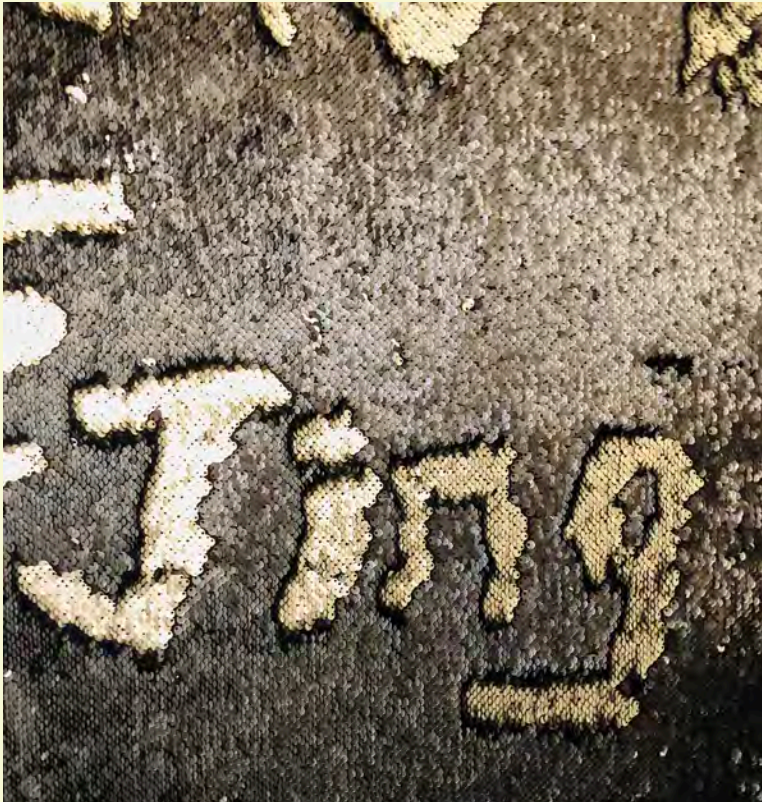
Geometric shapes



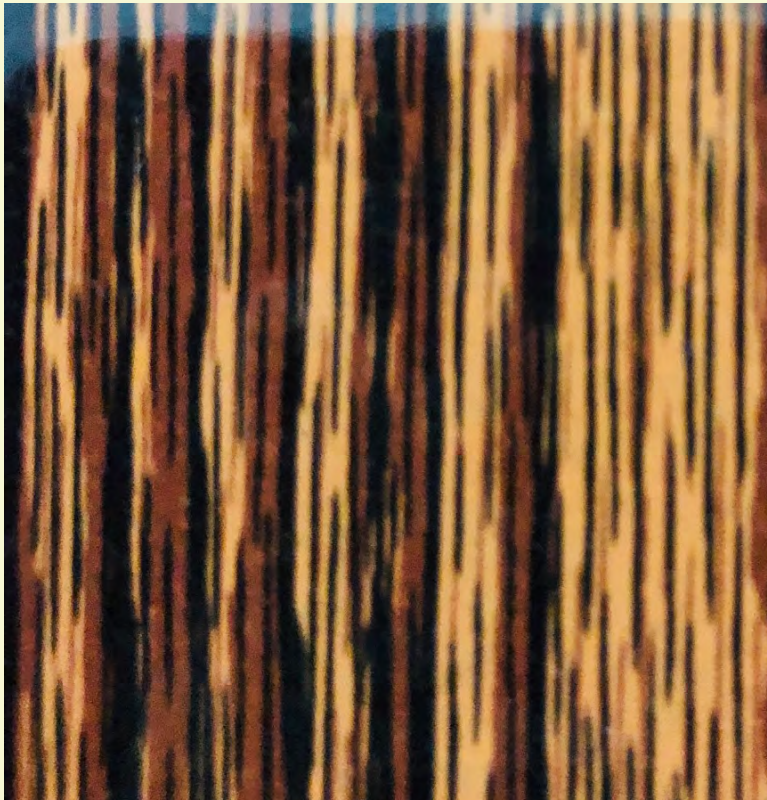
Organic shape



Texture



Tactile



Visual texture

Value



The contrast between light and dark in achromatic



Chorma, this image has high chroma, because th color quality is high

Color

Warm color



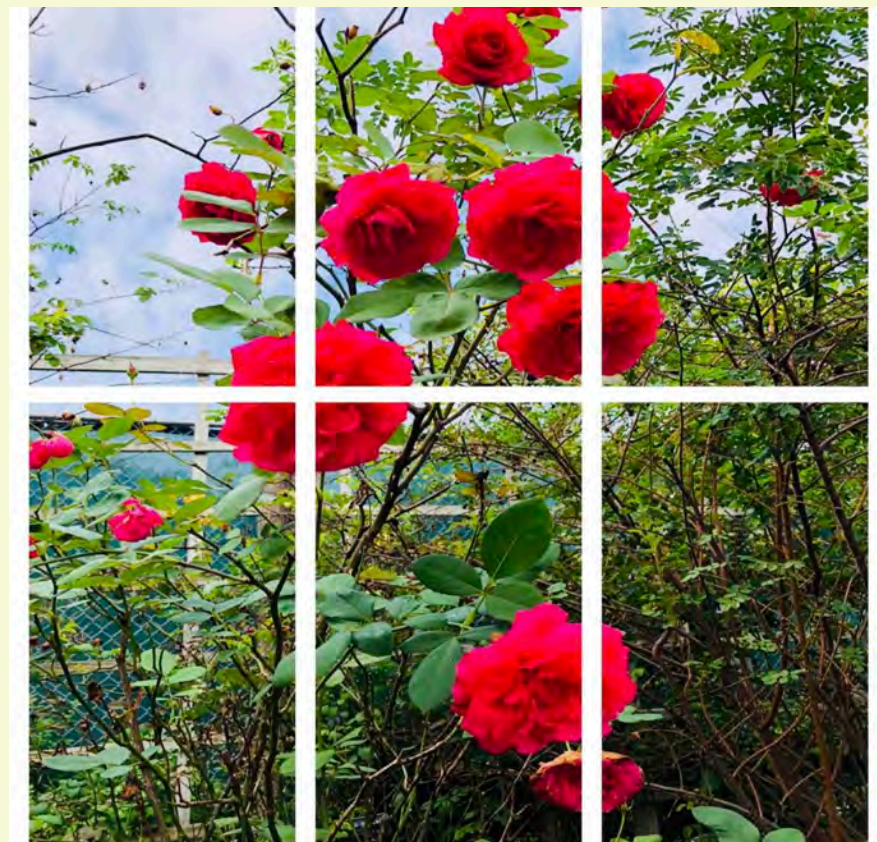
This image contain 3 warm color, red yellow and orange.

Complementary color

Complementary colors: colors that contrast with one another, which are opposite one another on the color wheel.

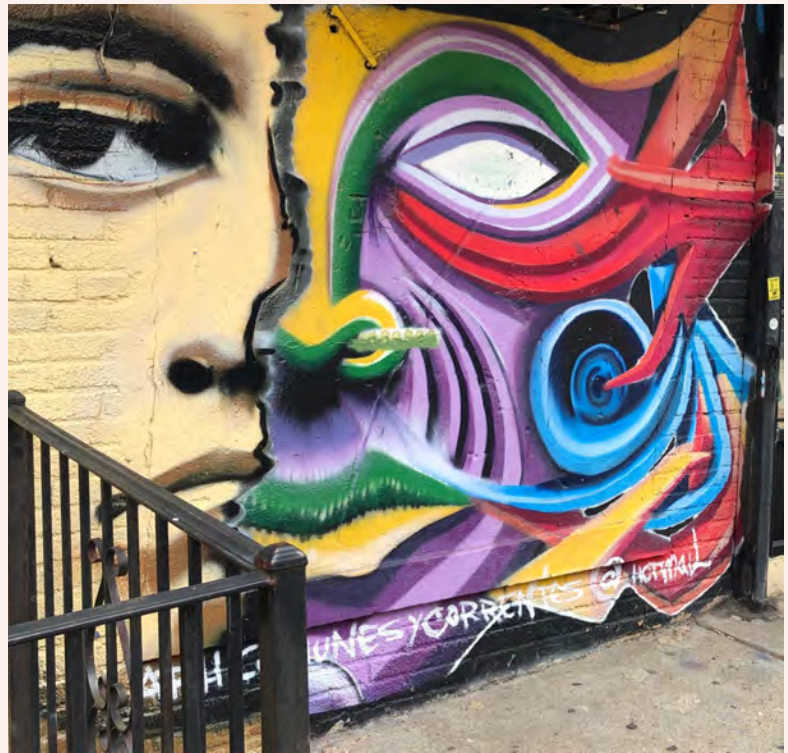


These image are red & green



Primary & Secondary color

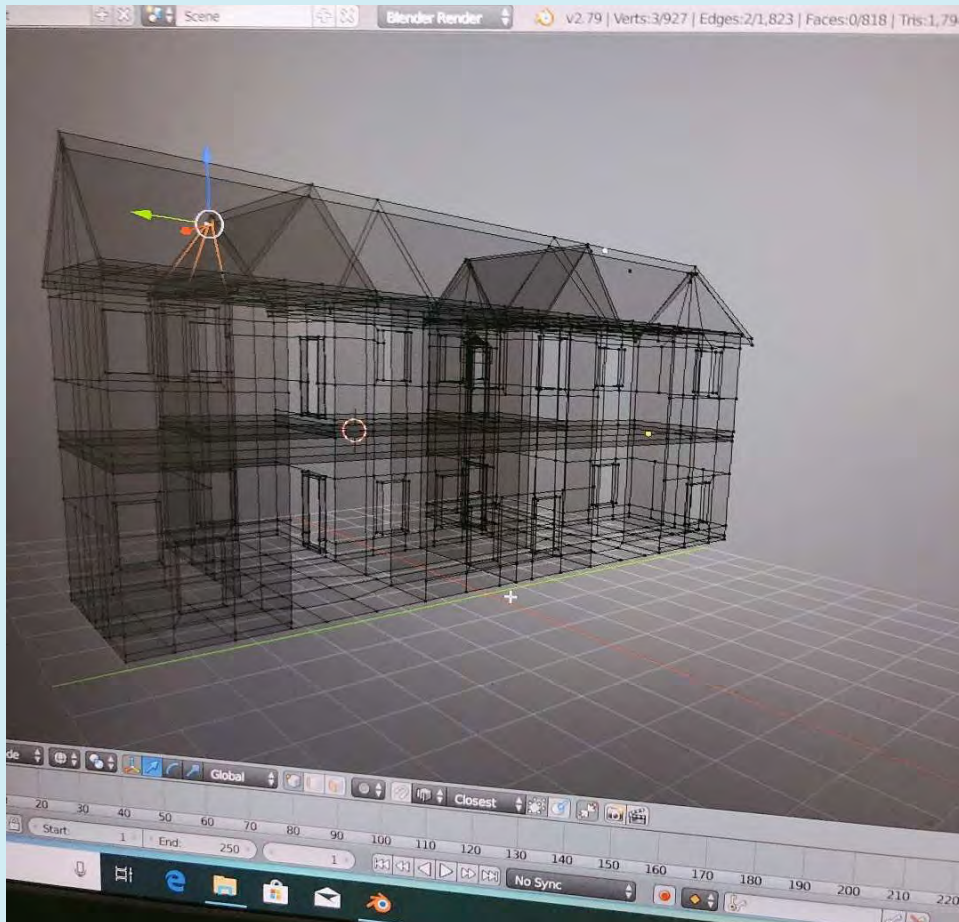
Primary color: red
yellow and blue



Secondary color: a color created by mixing two primary colors in equal proportions. The secondary colors are orange (red+yellow), green (yellow+blue), violet (red+blue).



Space



Perspective

Positive & Negative Space



Form



The buildings formed by a strip of light



The 3-D decoration in Macy.

Gardation

A visual technique of gradually transitioning from one colour hue to another, or from one shade to another, or one texture to another.



Symmetry



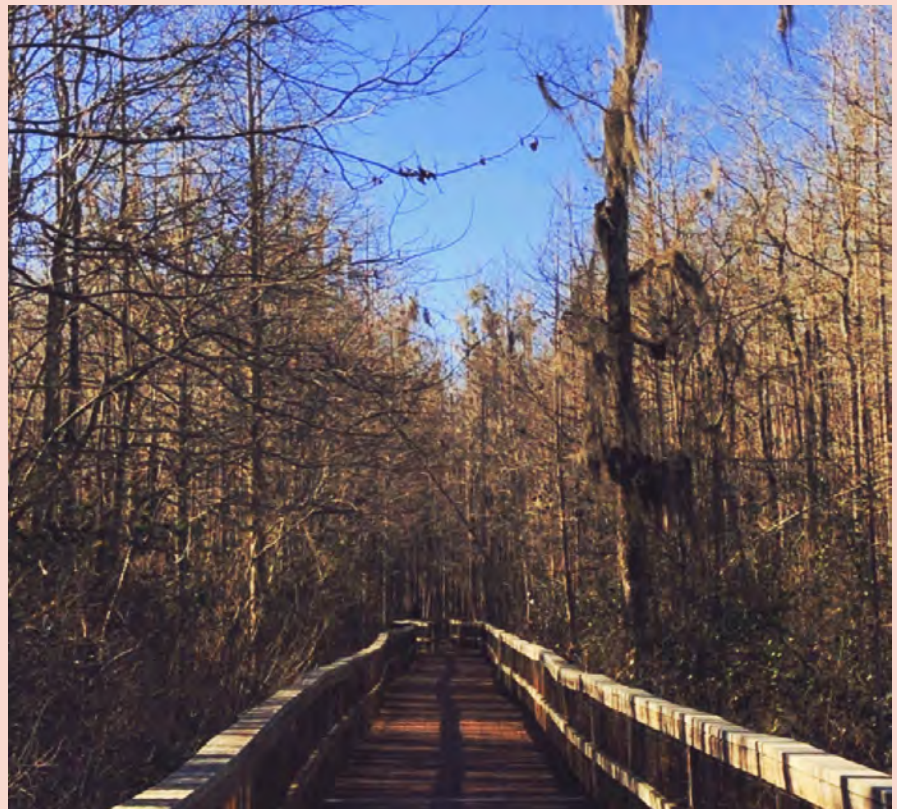
Google search

Balance & Harmony

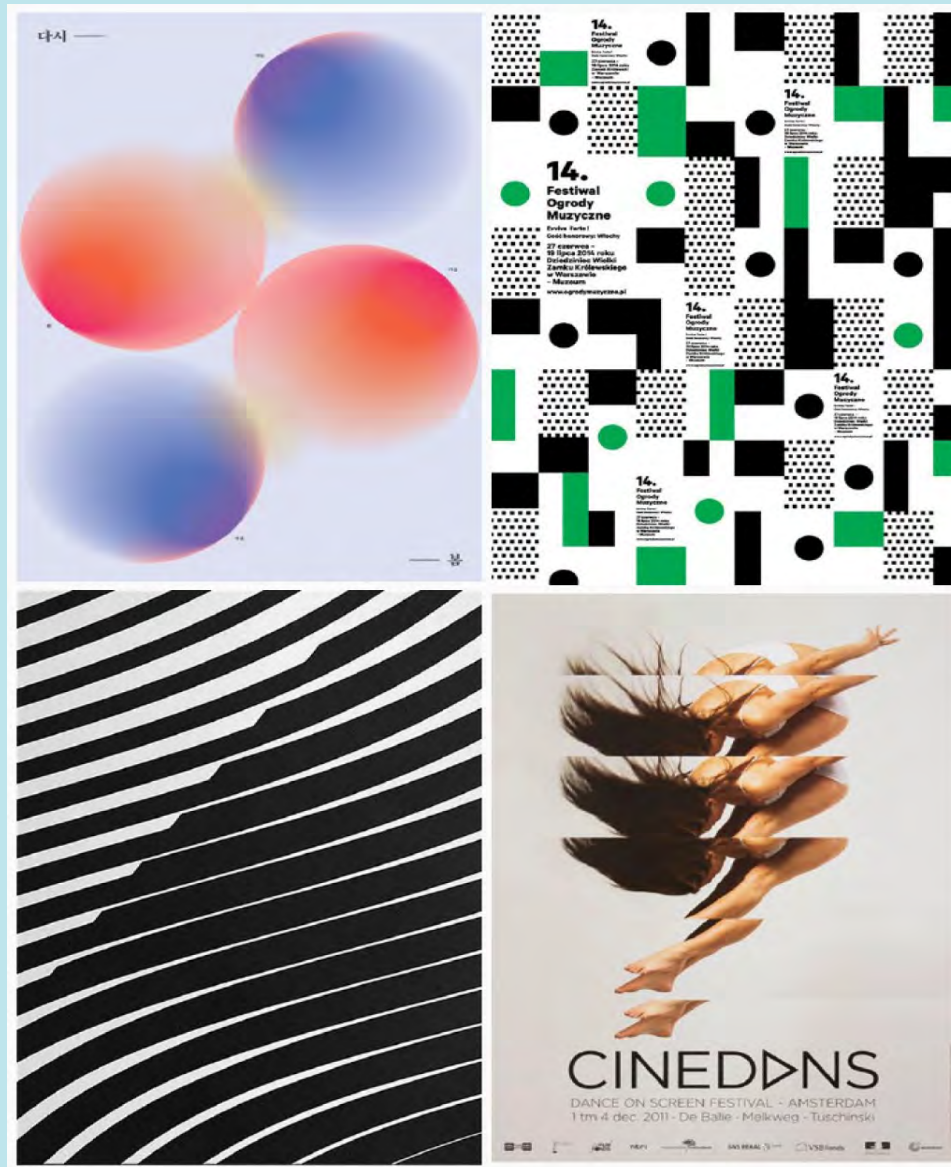
The building is evenly distributed in the distance



The tree is evenly distributed on both sides



Repetition



The principle of repetition simply means the reusing of the same or similar elements throughout your design. Repetition of certain design elements in a design will bring a clear sense of unity, consistency, and cohesiveness. REPETITION is the use of similar or connected pictorial elements