

Name: _____

VOCABULARY OF DESIGN

The following terms are for reference for analysis of your project and class projects during class critique. Be prepared to define the terms you choose as to how they are applicable to each project. Additional information will be given about these terms in class. Where it is applicable, they will be illustrated.

PICTORIAL BALANCE, unity of composition within the frame/page.

- **SYMMETRICAL BALANCE**, even weight of elements on both sides of pictorial space/page.
- **ASYMMETRICAL BALANCE**, uneven weight of elements on both sides of pictorial space/page.
- **RADIAL BALANCE**, immediate and obvious creation of a focal point—shape of the sun.
- **CRYSTALLOGRAPHIC BALANCE**, all over pattern, equal emphasis throughout composition.
- **FOCAL POINT**, shape or area that stands out in pictorial shape and all elements revolve around it.
- **PERSPECTIVE** creates illusion of depth from size of objects diminishing in the distance, as they get closer to vanishing point.

SCALE, proportion (size) in relation to surrounding objects.

RHYTHM, created by repetition of elements that are same or slightly modified.

LINE, created by movement/direction.

SHAPE, the direction circles/returns to point of origin for closure

CONTOUR, when lines follow the edges of form, an outline. .

SUBJECT MATTER, content.

NARRATIVE, illustration of a story. In the visual field, it begins with the inception, recognition of an object and its functions (in the art field there is the existence of a nonobjective, abstract category.)

- Example: Pencil—associated with writing on paper

BAUHAUS, school that developed the vocabulary of design in Weimar, Germany, 1919-1933 (in 1925, it moved to Dessau, Germany).

- **LESS IS MORE**, less elements for visual clarity and maximum communication (Bauhaus philosophy on design).

- **FORM FOLLOWS FUNCTION**, The form, design of an object adheres to its function through clean geometric lines (Bauhaus philosophy on industrial design).

THEME

CATEGORIES:

- **NONOBJECTIVE/ABSTRACT**, does not contain reference to objects, nonrepresentational.
- **REPRESENTATIONAL**, use of the structure of objects.
- **REALISTIC**, Photographic illusion of reality
- **SURREALISM**, imbues objects with a dreamlike or fantasy quality, Pre-Bauhaus influence.

TEXTURE, illusion or surface quality- smooth vs. rough, gloss vs. matte, etc.

CONTRAST:

- **VALUE**, lightness or darkness of a hue (color)
- **VALUE CONTRAST**, relationship between areas of dark and light.
- **LOW-VALUE CONTRAST**, soft relationship between areas of dark and light.
- **CHIAROSCURO**, intense theatrical light and dark areas (Baroque period).

COLOR:

- **MONOCHROMATIC**, different tones of a single color.
- **PRIMARY COLOR**, Full color: Red, Yellow, Blue
- **SECONDARY COLOR**, a combination of two primary colors.
- **TERTIARY COLOR**, a combination of a primary and an adjacent secondary color.
 - Ex. Blue + Green = Blue-Green
- **COMPLIMENTARY COLOR**, opposite color on the color wheel.
- **HUE**, name of the color, example: Orange
- **TINT**, produced by adding white to a color.
- **CHROMA**, color
- **ACHROMATIC**, no color, grey
- **TEMPERATURE OF COLOR**, visual sensation of warm and/or cool color

COLOR SYSTEMS:

- **CMYK**, Additive four color mixing for printing process. It refers to the four inks; cyan, magenta, yellow, and key black.
- **RGB**, Digital Screen Colors: red, green, and blue light are added together in various ways to reproduce a broad array of colors. (Additive) Color Model)
- **PMS**, Pantone Matching System (PMS)

ADDITIONAL TERMS:

<ul style="list-style-type: none">● Figure (positive space)● Ground (negative space)● Figure/Ground Relationship● Economy● Unity● Harmony● Visual Weight● Proportion● Movement● Emphasis● Dominance / Visual Hierarchy● Rule of Thirds● Framing● Consistency● Proximity● Alignment● Point● Plane● Form● Grid● Organic● Geometric● Texture● Value● Grayscale	<ul style="list-style-type: none">● Narrow Range● Broad Range● Shadow● Highlight● Gradient● Saturation● Luminosity/Brightness● Primary Triad● Secondary Triad● Intermediate/Tertiary Triad● Palette● Analogous● Shade● Tone● Transparency● Opacity● Simultaneous Contrast● Optical Mixing● RGB (Additive) Color Model● Color Space (HSB, PMS, RGB, etc.)● Resolution● Raster● Vector
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