Elements of Design: the component parts necessary to create any work of art
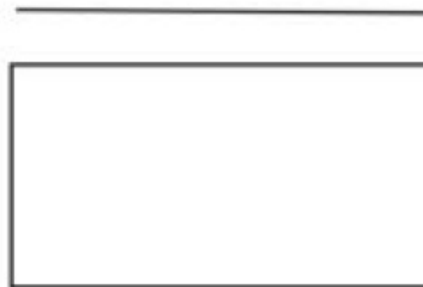
POINT

(The simplest of elements)
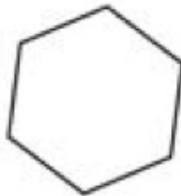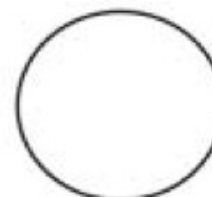
LINE

(The path between two points /
Lines can define the boundaries of shape)

SHAPE /
PLANE

(2D quality of form. It has height
and width but not depth)

SPACE

(The distance between elements
in a picture plane)

VALUE

(The achromatic scale from
white to grey to black)

COLOR

(The term for the combined qualities of
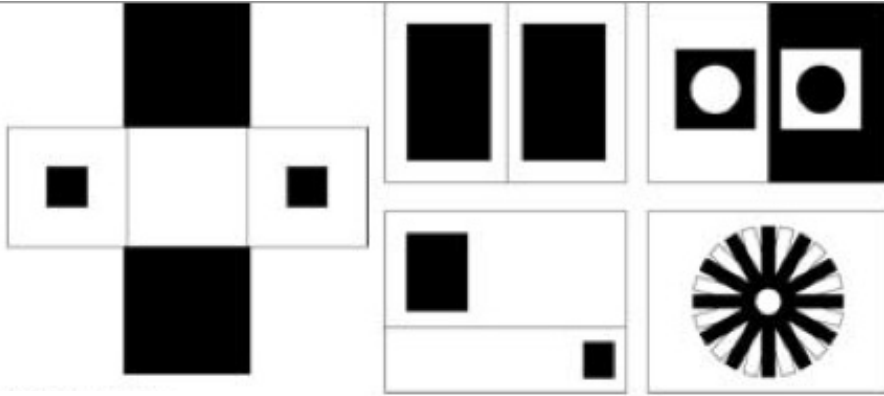HUE, VALUE and INTENSITY)

TEXTURE

(the representation of the
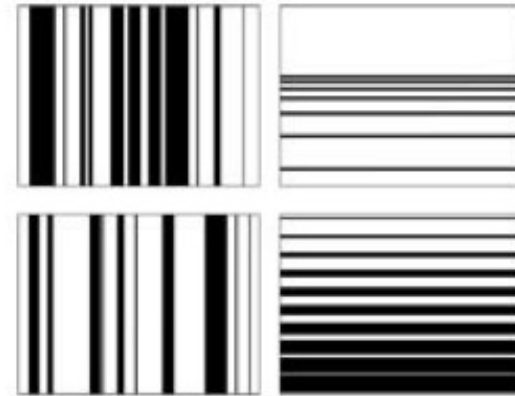actual quality of a surface)

PATTERN

(the repetition of a visual
element in a regular
and anticipated sequence)

Principles of Design: they organize the elements and through them structure the composition

BALANCE (symmetrical vs. asymmetrical)

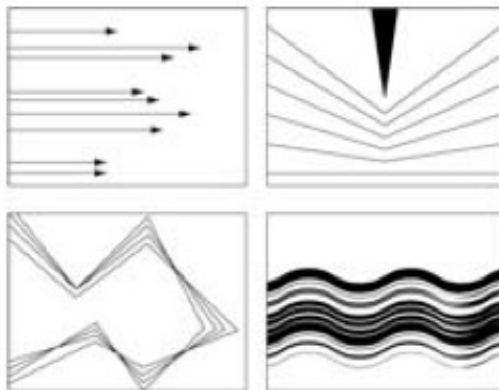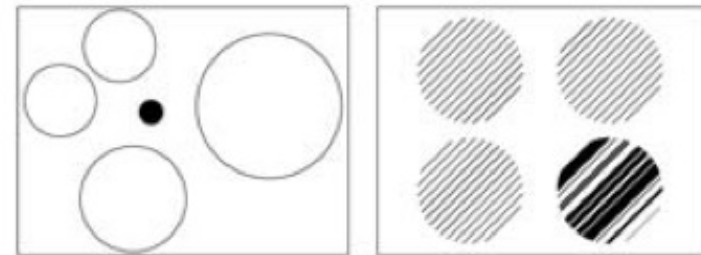**HARMONY** (unity vs. variety)

PROPORTION (ex. dominance vs. sub-dominance)

REPETITION (using the same visual element over again)

EMPHASIS / FOCAL POINT (the perceived focus of interest)

RHYTHM / MOVEMENT (rhythm is regular repetition)