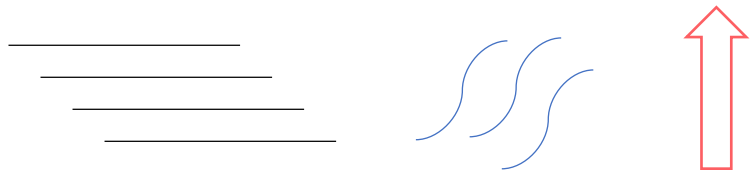


ELEMENTS OF DESIGN

AAD529 SamSmith

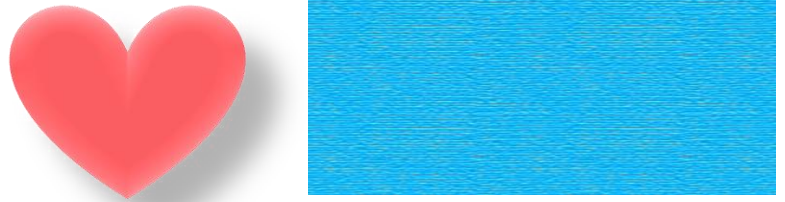
LINE

Horizontal, vertical, straight, curved, thick or thin. A line is used to connect two things together, create a shape, or stress a point



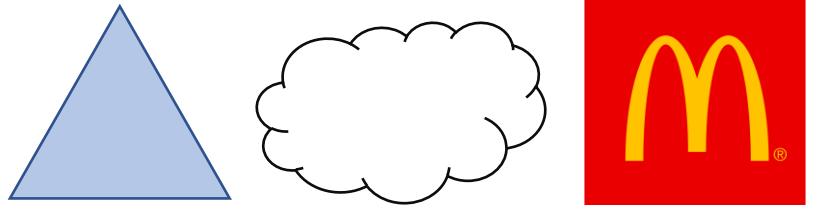
TEXTURE

The surface of an object. Texture is used to create depth. Digital texture is only implied whereas printed material has actual texture



SHAPE

Three basic types of shapes;
Geometric – Squares, triangles, circles
Natural – Trees, animals, people
Abstract – Icons, graphic representations



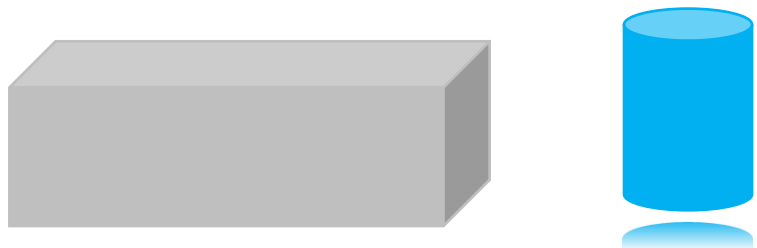
SPACE

The area between images/text. This is used to attract the eye to a specific area, or to move the eye through the design



FORM

The way the shape/configuration fills the space. Using light, shadow, negative space. 3D shapes also have form



COLOUR

Colour is used to highlight importance and/or add an emotion. Colour is also used for branding – like Cadbury and McDonalds



VALUE

How dark or light an area looks, used to lead the eye, create depth and light, create a pattern and to emphasize

