The Elements of Design:

Are the “ingredients” used to create design; the Principles combine to create your “recipe” for good design. In both art & nature the elements are seldom seen alone, but in combination.

1. Line-
   1. Outlines
   2. Contour Lines
   3. Gesture Lines
2. Shape-
   1. Geometric Shapes
   2. Organic Shapes
   3. Positive shapes
   4. Negative shapes
3. Form
4. Value
5. Color
6. Texture
7. Space

The Principles of Design:

The principles combine to create your recipe for good design. Remember know the rules before you intentionally break them.

1. Balance-
2. Unity
3. Emphasis
4. Contrast
5. Rhythm
6. Movement
7. Pattern

General Art Terms

Composition

Proportion