

1 Concepts + Practices

elements	the basic units of a visual image
space	area volume positive negative
line	continuous movement of a point along a surface implied length thickness/stroke direction texture/type
colour	aka: hue the way light reflects off a surface or colored light sources primary/secondary/tertiary complimentary/analogous/vibrating tints/tone/shades warm (aggressive) / cool (receding)
shape	area that stands out from the space geometric/organic pattern
texture	surface quality tactile/implied
form	3D/volume geometric/organic
value	aka: tone the lightness or darkness of a color (vs. intensity, which refers to brightness or dullness) optical depth perception

2 Concepts + Practices

principles	the rules that govern the elements of design
unity	closure/cohesiveness continuation/termination
emphasis	contrast isolation placement (absence of) focal point
balance	symmetrical/asymmetrical/radial all-over pattern
proportion	relationship size/scale part to whole (gestalt)
rhythm	movement sequence/flow repetition/pattern