DESIGN ELEMENT DEFINITIONS

Line
These are the paths made by an object that draws (such as pens, pencils, charcoal, pencil crayon, crayon etc.).

Shape
These are flat, 2D enclosed areas (such as circles, squares, rectangles etc.) that you would see in an image.

Form
These are solid, 3D objects (such as spheres, cubes, prisms etc.) that you can see, touch and walk around.

Space
This is the amount of "emptiness" left around a sculptural object or 2D image. (It can be thought of as the white area on a page.)

Real Texture
This is the surface quality of an image or object. This can actually be touched and felt, such as the grain on a piece of wood.

Simulated Texture
This is the surface quality of an image or object. This "looks" like it could be felt, but is actually a 2D representation of real texture, such as a photograph of the grain on a piece of wood.

Color
These are the different hues that the eye can see in a spectrum.

Value
This is the amount of light to dark shading in an image (from pure black, through gray to pure white).

karin.goble@holyspirit.ab.ca

PRINCIPLES OF DESIGN DEFINITIONS

Movement
This is how the design and layout of an image "moves" the viewer's eyes around the image.

Balance
The human brain finds objects and images that "match" to be more comfortable to look at such as an image where each side of the image has as much detail and information as the other side. There is no "empty" or "missing" areas on the image.

Pattern
This is the repetition of a decorative design.

Contrast
This is where visually two Design Elements are put side by side to emphasize their differences.

Emphasis
One part of the image stands out as a focal point. The viewer notices this part of the image.

Unity
This occurs when all parts of the image work together. No part of the image stands jarringly out of place. It gives the viewer a sense of harmony.

Rhythm
This is the most difficult of the Principles of Design to understand. In essence, it is the organization and repetition of certain Design Elements to make an interesting visual image.