

Project 1

FUNDAMENTALS

_____ of _____

DESIGN

LINE

*A shape that connects two or more points.
It can be fat, thin, wavy, or jagged. Every possibility
gives the line a slightly different feel.*



*Lines appears in drawings and illustrations.
They're also common in graphic elements, like textures, patterns, and
backgrounds. Lines can be used in more humble compositions, for orga-
nization, emphasis, or just decoration to create a flow chart that guides
the reader's eye from one element to the next.*

WEIGHT



COLOR



TEXTURE

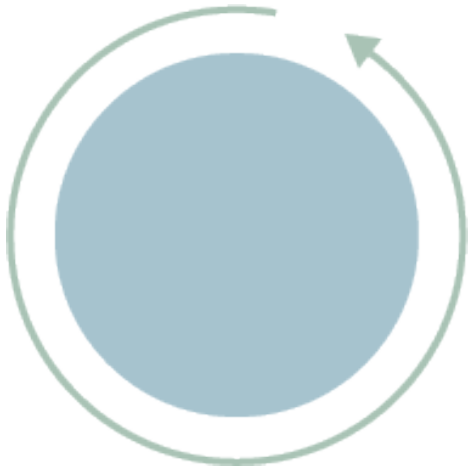


STYLE





A two-dimensional area with a recognizable boundary. This includes circles, squares, triangles.



Shapes fall into two distinct categories: geometric (or regular) and organic (where the shapes are more free form). Shapes are a vital part of communicating ideas visually. They give images heft and make them recognizable. We understand street signs, symbols, and even abstract art largely because of shapes.

GEOMETRIC

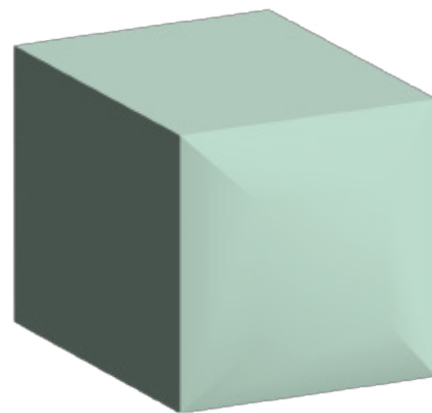


ORGANIC



FORM

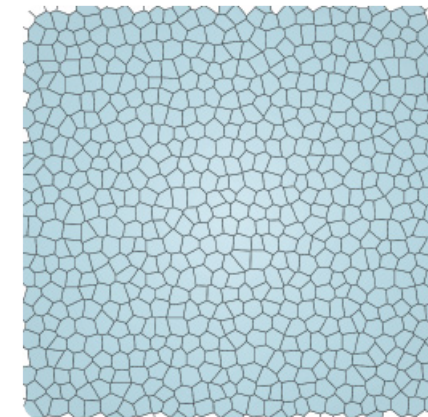
When a shape becomes 3D, we call it a form. Forms make up a variety of things in the real world, including sculptures, architecture, and other three-dimensional objects.



However, forms don't have to be three-dimensional shapes. They can also be implied through illustration, using techniques like light, shadow, and perspective to create the illusion of depth.

TEXTURE

is the physical quality of a surface. Like form, it can be part of a three-dimensional object



Texture adds depth and tactility to otherwise flat images. Objects can appear smooth, rough, hard, or soft, depending on the elements at play.

BALANCE

is the equal distribution of visual weight (more specifically, how much any one element attracts the viewer's eye). Balance can be affected by many things, including color, size, number, and negative space.



Symmetrical designs are the same or similar on both sides of an axis. They feel balanced because each side is effectively the same (if not identical).



Asymmetrical designs are different, but the weight is still evenly distributed. The composition is balanced because it calls attention to the right things.

