

# FUNDAMENTAL DESIGN



# FUNDAMENTAL

The fundamentals of design are the foundation of every visual medium, from fine art to modern web design. They're even present in seemingly unimportant details, like the fonts that make up most compositions.

## LINE

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





Green cabbage growing in garden



## SHAPE

A shape is any two-dimensional area with a recognizable boundary. This includes circles, squares, and so on.



# 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.



Cup cake form





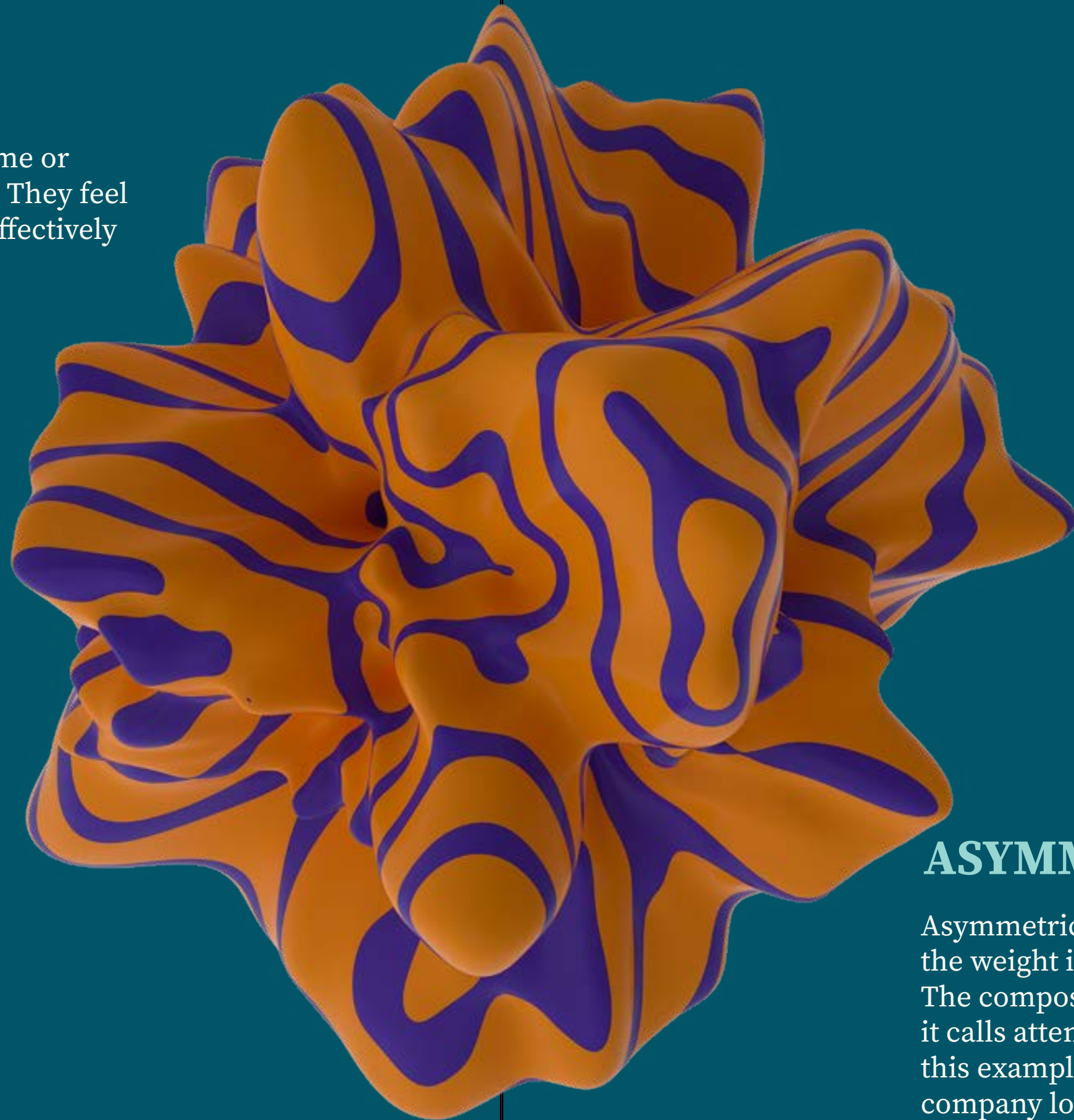
## TEXTURE

Texture is the physical quality of a surface. Like form, it can be part of a three dimensional object, as in the example below (a small prickly cactus in a shiny ceramic pot).



# SYMMETRICAL

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).



3d modern art

# ASYMMETRICAL

Asymmetrical designs are different, but the weight is still evenly distributed. The composition is balanced because it calls attention to the right things (in this example, the person's name and company logo).





## THE RULE OF THIRDS

Many people, including designers and photographers, use a strategy called the rule of thirds. This imagines your work area divided into a 3x3 grid. The focal point of the image is placed on or near one of the grid lines, creating visual balance with the rest of the space.



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