



FAKULTI TEKNOLOGI DAN KEJURUTERAAN

PROGRAM	DIPLOMA IN GRAPHIC DESIGN
COURSE NAME	DESIGN ELEMENTS AND PRINCIPLES
COURSE CODE	DGE 3023
CREDIT HOUR	3
SYNOPSIS	The elements are components or parts which can be isolated and defined in any visual design or work of art. They are the structure of the work, and can carry a wide variety of messages. The details may be differentiated by researches.
COURSE STRUCTURE	
CHAPTER	TOPICS
1	<p>MODULE 1</p> <p>Point or Mark</p> <p>1.1 Point or mark as the smallest and most basic element.</p> <p>1.2 Size.</p> <p>1.3 Value.</p> <p>1.4 Regularity or irregularity.</p> <p>1.5 Marks as form of value or pattern.</p> <p>1.6 Gestalt.</p> <p>Line</p> <p>1.7 Contour lines.</p> <p>1.8 Hatching and cross hatching.</p> <p>1.9 Gestural lines.</p> <p>1.10 Implied lines.</p> <p>1.11 Expressive lines.</p>
2	<p>MODULE 2</p> <p>Shape</p> <p>2.1 Geometric and organic shapes.</p> <p>2.2 Positive and negative.</p> <p>2.3 Shapes.</p> <p>2.4 Abstract shapes.</p> <p>2.5 Outlined shapes.</p> <p>Forms</p> <p>2.6 Curves.</p> <p>2.7 Angles, indentations.</p> <p>2.8 Extensions.</p> <p>2.9 Edges.</p> <p>2.10 Geometric.</p> <p>2.11 Organic and natural forms.</p>



	<p>2.12 Realistic.</p> <p>2.13 Abstract.</p> <p>2.14 Non-objective forms.</p>
3	<p>MODULE 3:</p> <p>Space</p> <p>3.1 Three-dimensional volume.</p> <p>3.2 Visual depth or space.</p> <p>3.3 Width.</p> <p>3.4 Height and depth.</p> <p>3.5 Two-dimensional space.</p> <p>3.6 Creating space with different sized and overlapping shapes.</p> <p>3.7 Linear perspective.</p> <p>Colour</p> <p>3.8 Intensity.</p> <p>3.9 Basic value.</p> <p>3.10 Hue.</p> <p>3.11 Chroma.</p> <p>3.12 Primary and secondary colours.</p> <p>3.13 Warm and cool colours.</p> <p>3.14 Neutral colours.</p> <p>3.15 Colour real value.</p>
4	<p>MODULE 4</p> <p>Texture</p> <p>4.1 Actual and simulated texture.</p> <p>4.2 Textures in fabric.</p> <p>4.3 Wood.</p> <p>4.4 Metal.</p> <p>4.5 Nature.</p> <p>4.6 Brush technique.</p>
5	<p>MODULE 5</p> <p>Balance</p> <p>5.1 Symmetrical and asymmetrical balance.</p> <p>5.2 Inverted balance.</p> <p>5.3 Radial balance.</p> <p>5.4 Value.</p> <p>5.5 Shape.</p> <p>5.6 Colour.</p> <p>5.7 Texture balance.</p> <p>5.8 Horizontal balance.</p> <p>5.9 Vertical balance.</p> <p>5.10 Radial balance.</p>



6	MODULE 6 Proportion 6.1 Relative size and scale of the elements in a design. 6.2 Relationship between objects, or parts, of a whole.
7	MODULE 7 Perspective 7.1 Relationship between different objects seen in space. 7.2 Arrangement of objects in two-dimensional space. 7.3 Perspective as appear in real life. 7.4 Perspective is a learned meaning of the perspective adding realism to a visual image. 7.5 Size of a rectangle. 7.6 Draw the audience into a visual. 7.7 Relative sizes of objects. 7.8 Overlapping objects. 7.9 Blurring or sharpening objects.
8	MODULE 8 Emphasis 8.1 Colour dominance. 8.2 Focal area. 8.3 Visual emphasis with shapes. 8.4 Pattern uses the art elements in planned or random repetitions to enhance. 8.5 Emphasize a centre of interest.
9	MODULE 9 Movement 9.1 Linear movement. 9.2 Visual movement with lines and shapes. 9.3 Value. 9.4 Perspective. 9.5 Motion or movement.
10	MODULE 10 Pattern 10.1 Increases visual excitement by enriching. 10.2 Surface interest. 10.3 Planned or random repetitions of colours. 10.4 Lines. 10.5 Values. 10.6 Textures to create patterns. 10.7 Increases visual excitement.
11	MODULE 11



	Rhythm <ul style="list-style-type: none"> 11.1 Rhythm: regular. 11.2 Irregular. 11.3 Progressive rhythms. 11.4 Repetition of colours, shapes, and lines to create. 11.5 Rhythm. 11.6 Repetition of visual movement of the element-colours. 11.7 Shapes. 11.8 Lines. 11.9 Values. 11.10 Forms. 11.11 Spaces. 11.12 Textures.
12	MODULE 12 Variety <ul style="list-style-type: none"> 12.1 Contrast to harmony and unity. 12.2 Add interest to a visual image. 12.3 Using opposites or strong contrasts. 12.4 Changing the size. 12.5 Point of view. 12.6 Angle of a single object. 12.7 Breaking a repeating pattern.
13	MODULE 13 Harmony <ul style="list-style-type: none"> 13.1 Harmony in visual image. 13.2 Balance of variety and unity. 13.3 Color harmony. 13.4 Complementary or analogous colors. 13.5 Similarity of components or objects. 13.6 Looking like these belong together. 13.7 Trait between objects. 13.8 Color(s). 13.9 Shape(s). 13.10 Texture(s). 13.11 Pattern(s). 13.12 Material, theme. 13.13 Style. 13.14 Size. 13.15 Functionality.
14	MODULE 14 Unity <ul style="list-style-type: none"> 14.1 Colour, Texture, Shapes.



	<p>14.2 Value are used to create unity.</p> <p>14.3 Harmony of the whole composition.</p> <p>14.4 Parts of a composition made to work together as a total visual theme.</p> <p>14.5 Relationship among the elements.</p> <p>14.6 Elements function together.</p> <p>14.7 Contrast.</p> <p>14.8 Values.</p> <p>14.9 Colours.</p> <p>14.10 Shapes.</p> <p>14.11 Elements.</p> <p>14.12 Colour intensity.</p> <p>14.13 Textures.</p> <p>14.14 Warm and cool colour contrast.</p>
References:	<p>1. Design Elements, 2nd Edition: Understanding the rules and knowing when to break them by Timothy Samara (May 21, 2014)</p> <p>2. Design Basics by Stephen Pak and David A. Lauer (January 6, 2015)</p> <p>3. Quentin Newark. (2017). What is Graphic design? United Kingdom. IVY Press.</p>