



**FAKULTI TEKNOLOGI DAN KEJURUTERAAN**

<b>PROGRAM</b>	<b>DIPLOMA IN GRAPHIC DESIGN</b>
<b>COURSE NAME</b>	<b>DESIGN ELEMENTS AND PRINCIPLES II</b>
<b>COURSE CODE</b>	<b>DGE 5012</b>
<b>CREDIT HOUR</b>	<b>2</b>
<b>SYNOPSIS</b>	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 researchers.
<b>COURSE STRUCTURE</b>	
<b>CHAPTER</b>	<b>TOPICS</b>
<b>1</b>	<b>MODULE 1</b> <b>Point or Mark</b> 1.1 Point or mark as the smallest 1.2 and most basic element. 1.3 Size 1.4 Value 1.5 Regularity or irregularity 1.6 Marks as form of value or 1.7 pattern 1.8 Gestalt
<b>2</b>	<b>MODULE 2</b> <b>Line</b> 2.1 Contour lines 2.2 Hatching and cross hatching 2.3 Gestural lines 2.4 Implied lines 2.5 Expressive lines
<b>3</b>	<b>MODULE 3</b> <b>Shape</b> 3.1 Geometric and organic shapes 3.2 Positive and negative 3.3 Shapes 3.4 Abstract shapes 3.5 Outlined shapes
<b>4</b>	<b>MODULE 4</b> <b>Forms</b> 4.1 Curves 4.2 Angles, indentations



	<ul style="list-style-type: none"> <li>4.3 Extensions</li> <li>4.4 Edges</li> <li>4.5 Geometric</li> <li>4.6 Organic, and natural forms</li> <li>4.7 Realistic</li> <li>4.8 Abstract</li> <li>4.9 Non-Objective forms</li> </ul>
<b>5</b>	<b>MODULE 5</b>  <b>Space</b>  <ul style="list-style-type: none"> <li>5.1 Three-dimensional volume</li> <li>5.2 Visual depth or space</li> <li>5.3 Width</li> <li>5.4 Height and depth</li> <li>5.5 Two-dimensional space</li> <li>5.6 Creating space with different</li> <li>5.7 sized and overlapping shapes</li> <li>5.8 Linear perspective</li> </ul>
<b>6</b>	<b>MODULE 6</b>  <b>Color</b>  <ul style="list-style-type: none"> <li>6.1 Intensity</li> <li>6.2 Basic value</li> <li>6.3 Hue</li> <li>6.4 Chroma</li> <li>6.5 Primary and secondary Colors</li> <li>6.6 warm, cool</li> <li>6.7 Neutral colors</li> <li>6.8 Color real value</li> </ul>
<b>7</b>	<b>MODULE 7</b>  <b>Texture</b>  <ul style="list-style-type: none"> <li>7.1 Actual and simulated texture.</li> <li>7.2 Textures in fabric.</li> <li>7.3 Wood</li> <li>7.4 Metal</li> <li>7.5 Nature</li> <li>7.6 Brush technique</li> </ul>
<b>8</b>	<b>MODULE 8</b>  <b>Balance</b>  <ul style="list-style-type: none"> <li>8.1 Symmetrical and asymmetrical</li> <li>8.2 balance</li> <li>8.3 Inverted balance</li> <li>8.4 Radial balance</li> <li>8.5 Value</li> <li>8.6 Shape</li> </ul>



	<ul style="list-style-type: none"> <li>8.7 Color</li> <li>8.8 Texture balance</li> <li>8.9 Horizontal balance</li> <li>8.10 Vertical balance</li> <li>8.11 Radial balance</li> </ul>
<b>9</b>	<p><b>MODULE 9</b></p> <p><b>Proportion</b></p> <ul style="list-style-type: none"> <li>9.1 Relative size and scale of the elements in a design</li> <li>9.3 Relationship between objects, or parts, of a whole</li> </ul>
<b>10</b>	<p><b>MODULE 10</b></p> <p><b>Perspective</b></p> <ul style="list-style-type: none"> <li>10.1 Relationship between different objects seen in space.</li> <li>10.2 Arrangement of objects in two-dimensional space.</li> <li>10.3 Perspective as appear in real life.</li> <li>10.4 Perspective is a learned meaning of the perspective</li> <li>10.5 adding realism to a visual image.</li> <li>10.6 Size of a rectangle</li> <li>10.7 Draw the audience into a visual</li> <li>10.8 Relative sizes of objects.</li> <li>10.9 Overlapping objects.</li> <li>10.10 Blurring or sharpening objects.</li> </ul> <p><b>Emphasis</b></p> <ul style="list-style-type: none"> <li>1.1 Color dominance</li> <li>1.2 Focal area</li> <li>1.3 Visual emphasis with shapes</li> <li>1.4 Pattern uses the art elements</li> <li>1.5 in planned or random</li> <li>1.6 repetitions to enhance</li> <li>1.7 Emphasize a center of interest.</li> </ul>
<b>11</b>	<p><b>MODULE 11</b></p> <p><b>Movement</b></p> <ul style="list-style-type: none"> <li>11.1 Linear movement</li> <li>11.2 Visual movement with lines and shapes</li> <li>11.3 Value</li> <li>11.4 Perspective</li> <li>11.5 Motion or movement</li> <li>11.6 Moving in a visual image</li> </ul>



	<p>11.7 Movement kinds of shapes, 11.8 forms, lines, and curves that 11.9 are used</p> <p><b>Pattern</b></p> <p>11.10 Increases visual excitement by enriching 11.11 Surface interest 11.12 Planned or random repetitions of colors 11.13 Lines 11.14 Values 11.15 Textures to create patterns <b>11.16</b> Increases visual excitement</p>
<b>12</b>	<p><b>MODULE 12</b></p> <p><b>Rhythm</b></p> <p>11.17 Rhythm: regular 11.18 Irregular 11.19 Progressive rhythms 11.20 Repetition of colors, shapes, and lines to create 11.21 Rhythm 11.22 Repetition of visual movement of the elements-colors 11.23 Shapes 11.24 Lines 11.25 Values 11.26 Forms 11.27 Spaces <b>11.28</b> Textures</p>
<b>13</b>	<p><b>MODULE 13</b></p> <p><b>Variety</b></p> <p>11.29 Contrast to harmony and unity 11.30 Add interest to a visual image 11.31 Using opposites or strong contrasts 11.32 Changing the size 11.33 Point of view 11.34 Angle of a single object 11.35 Breaking a repeating pattern</p> <p><b>Harmony</b></p> <p>11.36 Harmony in visual image</p>



	11.37 Balance of variety and unity 11.38 Color harmony 11.39 Complementary or analogous colors 11.40 Similarity of components or objects 11.41 Looking like these belong together 11.42 Trait between objects 11.43 Color(s) 11.44 Shape(s) 11.45 Texture 11.46 Pattern(s) 11.47 Material, theme 11.48 Style 11.49 Size <b>11.50</b> Functionality
<b>14</b>	<b>MODULE 14</b>  <b>Unity</b>  11.51 Color  11.52 Texture  11.53 Shapes  11.54 Value are used to create unity  11.55 Harmony of the whole composition  11.56 Parts of a composition made to work together as a total  11.57 visual theme  11.58 Relationship among the elements  11.59 Elements function together  11.60 Contrast  11.61 Values  11.62 Colors 11.63 Textures 11.64 Shapes 11.65 Elements 11.66 Color intensity 11.67 Texture 11.68 Shape <b>11.69</b> Warm and cool color contrast.
<b>References:</b>	1. 1. Design Elements, 2nd Edition: Understanding the rules and knowing when to break them by Timothy Samara (May 21, 2014)  2. 2. Design Basics by Stephen Pak and David A. Lauer (January 6, 2015)  <b>3.</b> 3. Quentin Newark. (2017). What is Graphic design? United Kingdom. IVY



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