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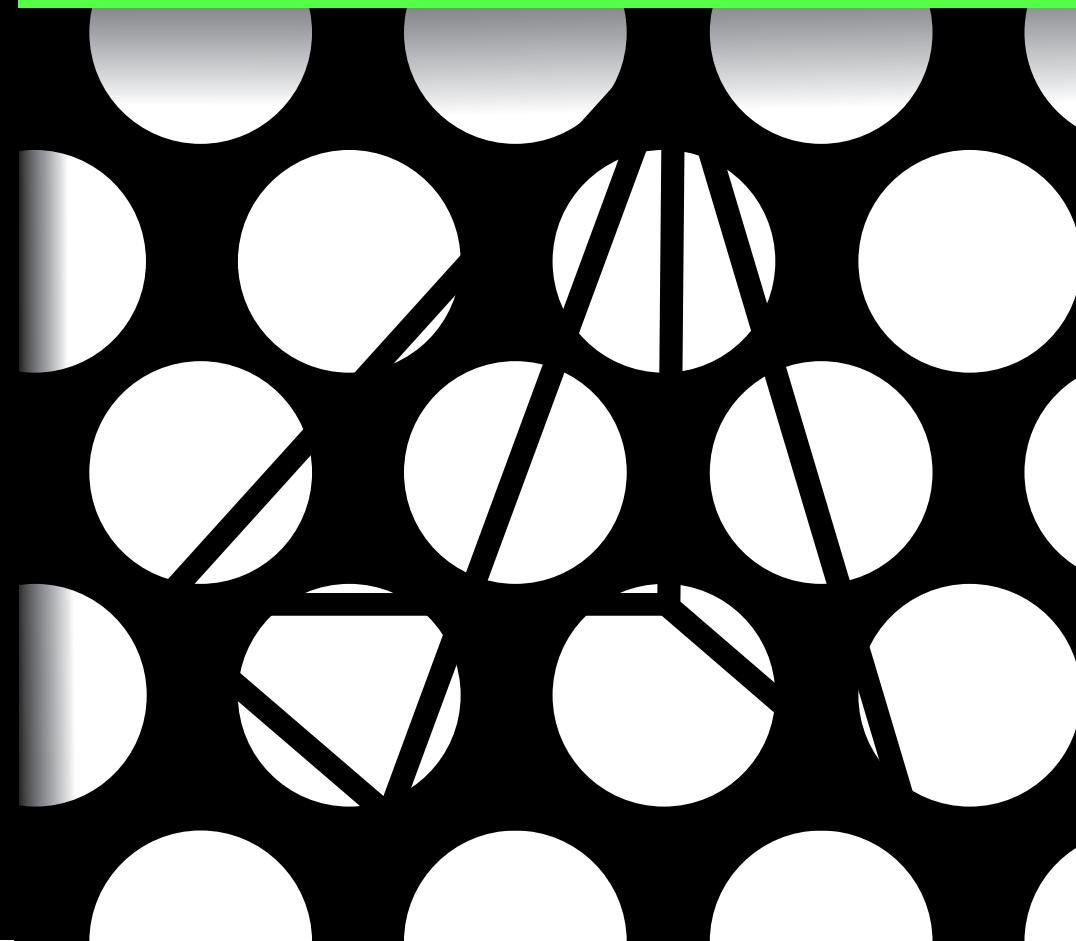
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TOMMY BIRD | COMM 2660 | FALL 2024

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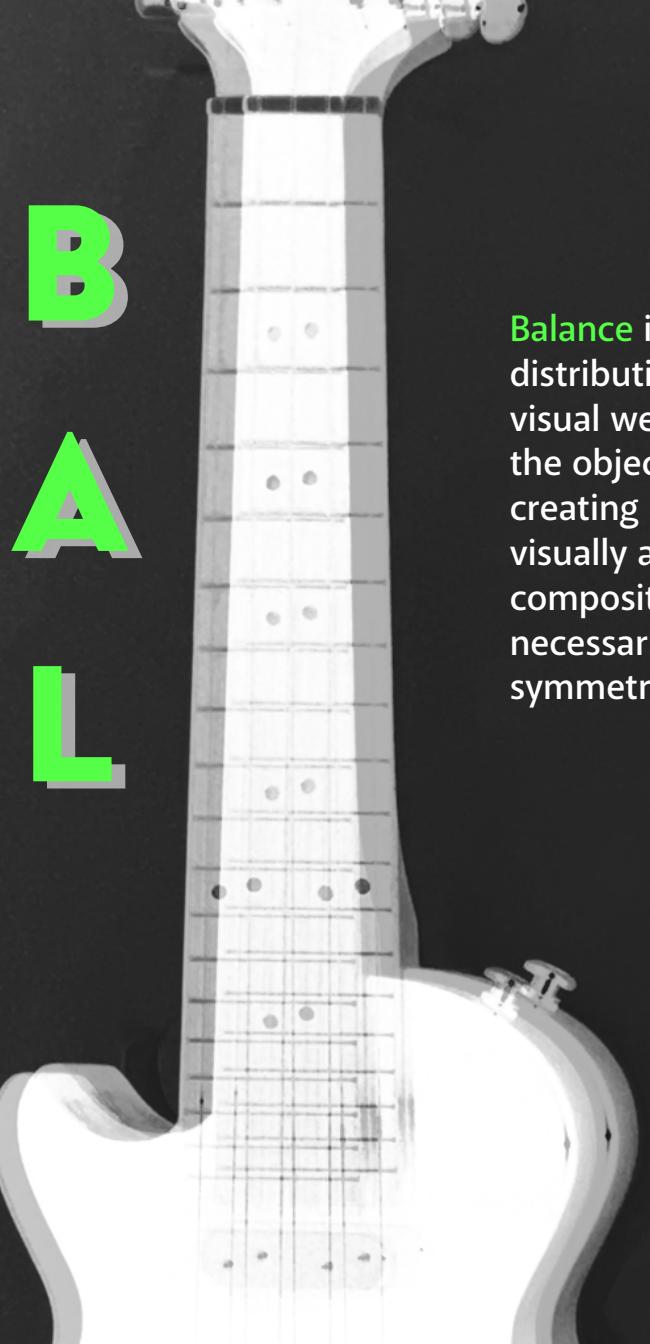
POINT

A **point** is the first and simplest element of visual design. It stands alone as a **focus of attention**, the small start to a visual story.



T E N S I O N

Tension arises where visual elements pull against each other, creating a **subtle friction** that keeps the eye alert and the composition alive.

A white electric guitar is positioned vertically on a black background. The guitar has a white pickguard and a white pickguard. The neck of the guitar is visible, showing the fretboard and tuning pegs.

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Balance is the distribution of visual weight with the objective of creating **cohesive** and visually appealing compositions—not necessarily using symmetry.

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ASYMMMETRY

Asymmetry steps away from the predictable and positions elements in surprising ways, letting the eye wander freely and discover **the unexpected**.

PATTERN

Pattern forms when shapes, lines, or colors repeat, becoming a soothing rhythm that guides our vision and brings a gentle order to the scene.





LIGHT

Light is the sculptor of form and space, revealing contours and textures through **illumination and shadow** that would otherwise go unnoticed.

CONTRAST

Contrast sparks the visual conversation between opposing elements—bright and dark, sharp and soft—inviting us to discover the meaning in their differences.

