THE ELEMENTS & PRINCIPLES OF DESIGN
THE ELEMENTS OF DESIGN (the ingredients)

The elements of design can be thought of as the things that make up a design. Good or bad - all designs will contain most of if not all, the elements of design.
• Lines define shapes and act as visual guides of an interior space.
  • Horizontal
  • Vertical
  • Angular/ Dynamic
  • Curved
SHAPE & FORM

Form- 3D, Shape. Volume

Shape- 2D, Contour of an enclosed space.
COLOR

• Color can stand alone at any time
• It can serve as a background or be a supporting element to other elements.
• It can heighten the impact of shapes, lines, and textures.
• The use of individual color is easy, but combining one with another requires a deeper understanding of its psychological implication in visual design.
VALUE / LIGHT

- The lightness or darkness of a color
- Natural or man-made, light sets the tone of a space and highlights the other design elements.
- Consider darkness, the lack of light as important as bright light.
Positive space is the object.

Negative space is the voided area surrounding the object.
Texture is the surface quality of a shape - rough, smooth, soft hard glossy etc. Texture can be physical (tactile) or visual.
THE PRINCIPLES OF DESIGN *(the recipe)*

The Principles of design can be thought of as what we do to the elements of design. How we apply the Principles of design determines how successful the design is.
• Balance is visual weight.
  • Symmetrical
  • Asymmetrical
  • Radial
• Designers use balance to create stability or equilibrium.
• The variation of elements in a design.
• Contrast can be achieved by a difference in size, color, texture, or shape.
RHYTHM / MOVEMENT

• Rhythm is the way your eye moves throughout a design or picture.
• Rhythm is created by the repetition of elements.
• Involves multiples of the same element.
• Repeated elements can vary in size, color, or axis placement. Repeated elements can create a pattern.
• Emphasis is drawing attention to a main point.
• All elements can work together to direct your eye to the focal point
• Proportion is the ratio between the size of one part to another
• Scale is how the size of one object relates to another or to the space in which it is placed
• Scale and proportion ensure that objects placed in a space look like they belong to each other.
UNITY & HARMONY

Making all of the elements and principles work together.