

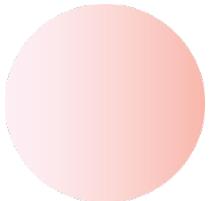
Design elements un-jumble



Hue, saturation, primary, secondary, warm and cool, harmonious, contrasting, complimentary (...).
Cultural and connections with human emotions or experiences.



Continuous mark. To **emphasise, divide** components, create a figure, tone, texture or **organise** space. **Geometric** or **organic**. **Ruled** or **freehand**. **Thick** or **thin**. **Straight** or **curved, solid, dotted, dashed, sensitive** or **flowing, visible** or **implied**. Follows **conventions** for technical drawing.

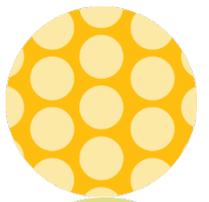


Surface of object or image. **Actual (...)** can be felt with our hands. **Implied (...)** looks like texture. Used for **function** or **aesthetics**. **Deep, shallow. Regular, random. Organic** or **geometric**. **Rough** or **smooth. Gloss, matte, shiny, satin**.



Two-dimensional enclosure. To **signify, denote** or **organise**. **Symbol, sign** or **abstract**.

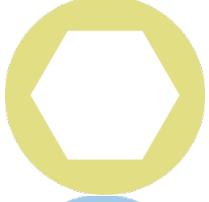
Organic and **biomorphic (...)** look like those found in **animals** and **nature**. **Stylised (...)** are simplified (...).
Geometric, rectilinear, sharp, hard edged (...) are often found in **print, web and built environment**.



A mark. Dot, square, circular in shape.

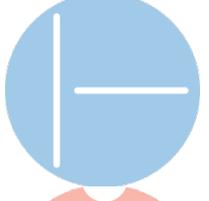
Pictorial: To create **tone, texture, form, contrast**.

Emphasis: Dot (...). Consider the placement of the point, the colour of the point.



Variation of intensity of colour. To create or emphasise **form**.

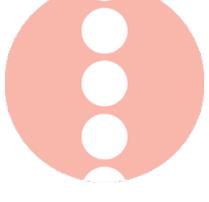
Monochromatic. Linear, radial **Gradient**. **Light** and **dark. Value, percentage, tint** or **shade. Dramatic, chiaroscuro, soft, gradual, subtle**.



Three-dimensional entity. Made by shapes, lines and/ or colours.

Cube, sphere, rectangular prism, tetrahedron, pyramid.

Solid, hollow, slender, cylindrical, rectangular, conical, biomorphic, geometric.



Writing communicates through **literal meaning** and **aesthetics**. **Serif, Sans serif, body, display, decorative** type. The **anatomy** of type.

Stroke-weight contrast. Stylistic and functional **adjustments** to type: **Leading, tracking, kerning, case, alignment, size.**

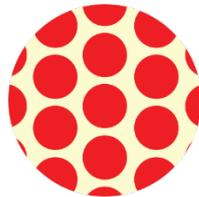
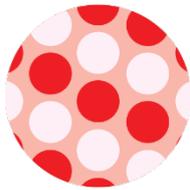
Design principles un-jumble



Arrangement of **components** on two sides of composition. **Symmetrical** (...): Two sides of a composition are the **same**. **Stable** for **information** or **instruction**. **Asymmetrical** (...): Two sides of a composition are (...), yet **not the same**. **Dynamic** for audience **interaction**.



Difference between two or more components. Made by **variation of any aesthetic qualities** or **components** including; shape, colour, tone, texture, line, type, scale or proportion. For **emphasis**, a **focal point**, **visual tension**, **hierarchy**. **Strong**, **dramatic**, **subtle**.



Relationship between a shape, **object** or type and its **background**. For **legibility**. Type and logos employ a strong (...) relationship. Strength of the (...) relationship: **Strong** (contrasting) or **weak** (subtle or camouflaged).



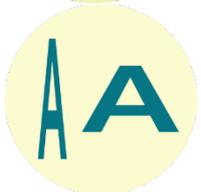
The **cutting** of a component by its frame or format. For **vibrancy** using oversize figures, implying they **extend beyond the edge** of the frame. (...) is related to **open** composition (as opposed to **closed** composition).



The order in which components are seen or read. **Created by design elements and/ or principles** including scale, colour, shape, and other factors such as **position**. Identify **three steps in the reading order**.



Sizes of objects **relative to each other** or their **format**. May be in variation in size between type forms, shapes, images or between components and format. For creating **hierarchy** and **depth**.



The **ratio of the dimensions** of a component including height to width. **Tall, thin, squat, wide, condensed, extended**. Presentation formats are also of different proportions. **Landscape, portrait, square, circular**. (...) of **types of content** (image/ text) vary in formats.



Repetition of visual units (shape, image, etc). For **shade, texture, decoration**. **Repetition**: Same kind of visual units repeating. **Alternation**: Different units repeating in a **rhythm**.