The Elements & Principles of Design

Elements   "The Tools"

Light: the illumination necessary for vision and visual response

Line: a one-dimensional visual path through the design

Form: a three-dimensional object or contour

Color: how the eye responds to and interprets light rays

Pattern: the arrangement of solids and spaces within the silhouette

Texture: the surface quality of a material

Size: Visual or perceived dimension of a line, form, shape or space

Space: the open area in and around a design

Principles   "The Rules"

Balance: visual stability

Dominance: one or more stronger Elements have greater impact,

implying subordination

Contrast: using unlike or opposite Elements to emphasize their differences

Rhythm: dominant visual path of line(s), form(s), and/or color(s)

throughout the design

Proportion: the comparative relationship of areas and amounts

Scale: the size relationship of one object to another