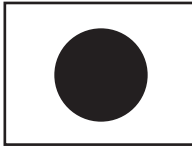


DESIGN: The logical selection and arrangement of visual elements for order and interest.

6 VISUAL ELEMENT SETS

THREE BASIC SHAPES



Circle



Square



Triangle

FOUR BASIC DIRECTIONS



Horizontal



Vertical

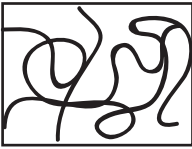


Diagonal



Curve

THREE GRAPHIC DESCRIPTIONS



Line

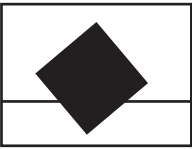


Plane

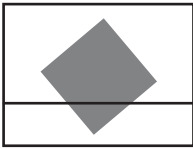


Tone

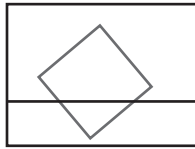
FOUR BASIC SURFACES



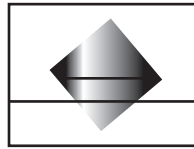
Opaque



Translucent



Transparent

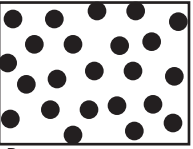


Reflective

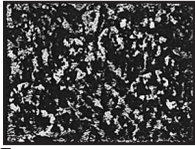
THREE SURFACE ENRICHMENTS



Color

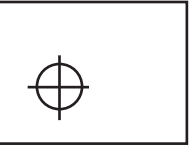


Pattern

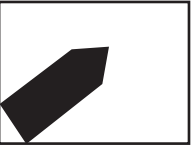


Texture

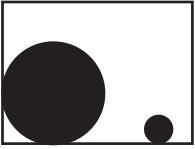
THREE ARRANGEMENT PRINCIPLES



Position



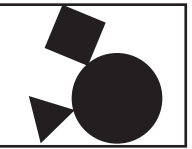
Direction



Size

3 PHRASING SETS

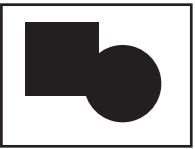
FIVE BASIC RELATIONSHIPS



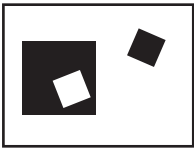
Point / Point



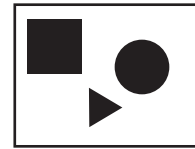
Edge / Edge



Overlap



Pos / Neg



Contour Continuation

FIVE BASIC REMOVALS



Pop Out



Hinge Out



Slide Out



Slice Off



Extend Out

FIVE DEPTH CUES



Size



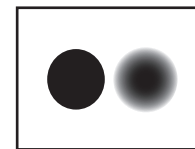
Overlap



Shadow



Foreshorten



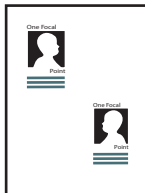
Diffused Edge

8 COMPOSITIONS

EIGHT COMPOSITIONAL DEVICES



One Dominant



Two Dominant



Pattern



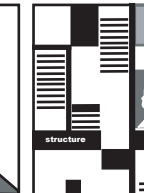
Pos / Neg



Frame



Movement



Structure



Perspective