

# GRAPHIC DESIGN CODE

*Design is the logical selection and arrangement of visual elements for order and interest*

**6 VISUAL ELEMENT SETS**

**Three Basic Shapes**

Square Triangle Circle

**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

**Five Basic Relationships**

Point-to-Point Edge-to-Edge Overlap Positive/ Negative Contour Continuation

**3 PHRASING SETS**

**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 Positive/Negative Frame Structure Movement Perspective