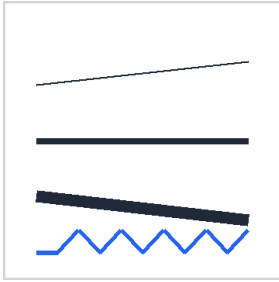
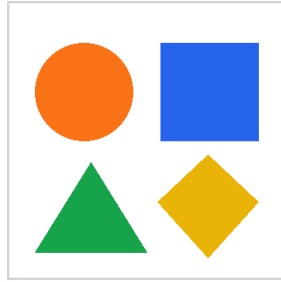


Elements of Design



Line

A mark that connects two points. Lines can be thick, thin, straight, curved or broken.



Shape

A flat, enclosed area: geometric (circle, square) or organic (leaf, cloud).



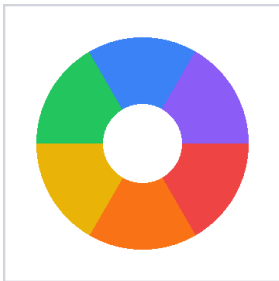
Form

A shape with three dimensions, or the illusion of depth through shading.



Space

The area around and between things. Negative space can create its own shapes.



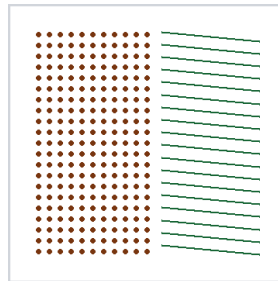
Color

Hue, saturation and brightness. Colors set mood and guide attention.



Value

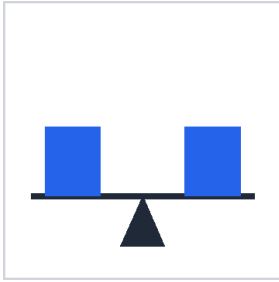
How light or dark something is. Value creates depth and contrast.



Texture

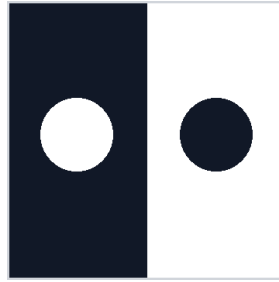
How a surface feels, or looks like it would feel: rough, smooth, soft.

Principles of Design



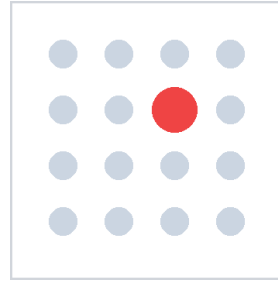
Balance

Visual weight spread so the design feels stable: symmetrical or asymmetrical.



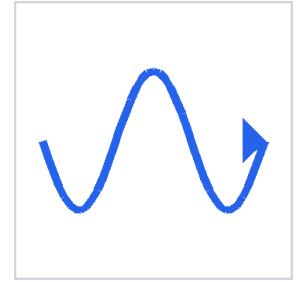
Contrast

Strong differences (light and dark, big and small) that make things stand out.



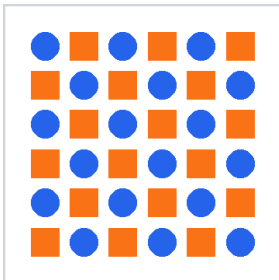
Emphasis

The focal point: what the eye sees first.



Movement

The path the eye travels through a design.



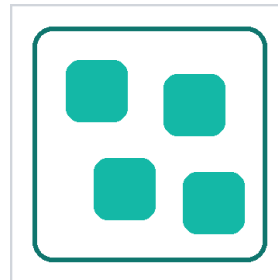
Pattern

Repeated elements in a regular arrangement.



Rhythm

Repetition with variation that creates a visual beat.



Unity

Everything looks like it belongs together.

How to use this poster

- Print both pages in color (or on 11 by 17 paper) and post them where students can see them while they work.
- Elements are the ingredients: what a design is made of. Principles are the recipe: how those ingredients are arranged.
- Quick check: point to any design in the room and ask which element stands out most, and which principle makes it work.

Free sample from Victory Design. The full Elements and Principles of Design unit adds a 2 day teacher plan, a scavenger hunt, a redesign activity, a quiz with key and a poster project rubric.