



## Elements of Design

Good design is the aesthetic/visual organization and structure of abstract elements into an arrangement, pattern, or composition. The elements are:

1. Line \_\_\_\_\_  
\_\_\_\_\_
2. Space \_\_\_\_\_  
\_\_\_\_\_
3. Form/Shape \_\_\_\_\_  
\_\_\_\_\_
4. Size/Scale \_\_\_\_\_  
\_\_\_\_\_
5. Light and Value \_\_\_\_\_  
\_\_\_\_\_
6. Texture \_\_\_\_\_  
\_\_\_\_\_
7. Colour \_\_\_\_\_  
\_\_\_\_\_

## Principals of Design

Design is governed or controlled by FIRST ORDER PRINCIPLES which prescribe inherent or fundamental relationships:

1. Diversity/Variety \_\_\_\_\_  
\_\_\_\_\_
2. Repetition \_\_\_\_\_
3. Contrast \_\_\_\_\_
4. Proportion \_\_\_\_\_
5. Direction \_\_\_\_\_

Which, in turn, are subject to or influenced by SECOND ORDER PRINCIPLES that are considered and applied to co-ordinate the forces of the inherent relationships:

1. Dominance (emphasis) \_\_\_\_\_  
\_\_\_\_\_
2. Balance \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. Rhythm \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

To achieve the ultimate THIRD ORDER PRINCIPLES which affect our sense of aesthetic beauty (taste/appreciation).

1. Unity (harmony) \_\_\_\_\_
2. Order \_\_\_\_\_