SIX VISUAL ELEMENT SETS

CIRCLE SQUARE TRIANGLE

THREE BASIC SHAPES

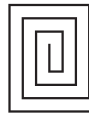HORIZONTAL VERTICAL DIAGONAL CURVE

FOUR BASIC DIRECTIONS

GRAPHIC DESIGN CODE

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

LINE PLANE TONE

THREE GRAPHIC DESCRIPTIONS

OPAQUE TRANSLUCENT TRANSPARENT REFLECTIVE

FOUR BASIC SURFACES

COLOR PATTERN TEXTURE
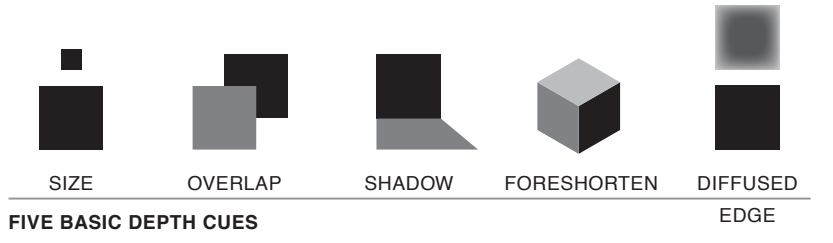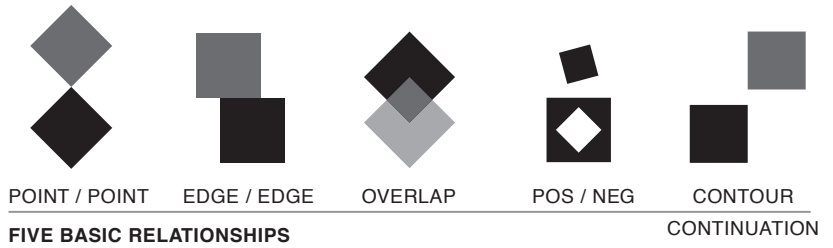
THREE SURFACE ENRICHMENTS

POSITION DIRECTION SIZE

THREE ARRANGEMENT PRINCIPLES

THREE PHRASING SETS

POINT / POINT	EDGE / EDGE	OVERLAP	POS / NEG	CONTOUR CONTINUATION

FIVE BASIC RELATIONSHIPS

POP OUT	HINGE OUT	SLIDE OUT	SLICE OFF	EXTEND OUT

FIVE BASIC REMOVALS

SIZE	OVERLAP	SHADOW	FORESHORTEN	DIFFUSED EDGE

FIVE BASIC DEPTH CUES

EIGHT COMPOSITIONS

ONE DOMINANT	TWO DOMINANT	PATTERN	POS / NEG

FRAME	STRUCTURE	MOVEMENT	PERSPECTIVE

EIGHT COMPOSITIONAL DEVICES