

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										
3 PHRASING SETS	Five Basic Relationships						Point-to-Point	Edge-to-Edge	Overlap	Positive/ Negative	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	Positive/ Negative	Frame	Structure	Movement	Perspective