

design is a SENSE

of

PURPOSE

or an

idea

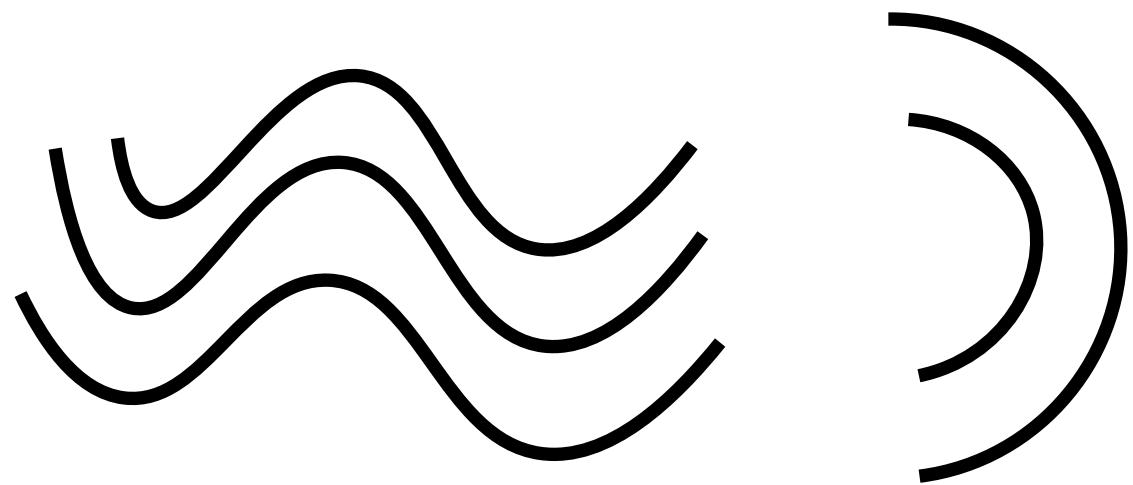
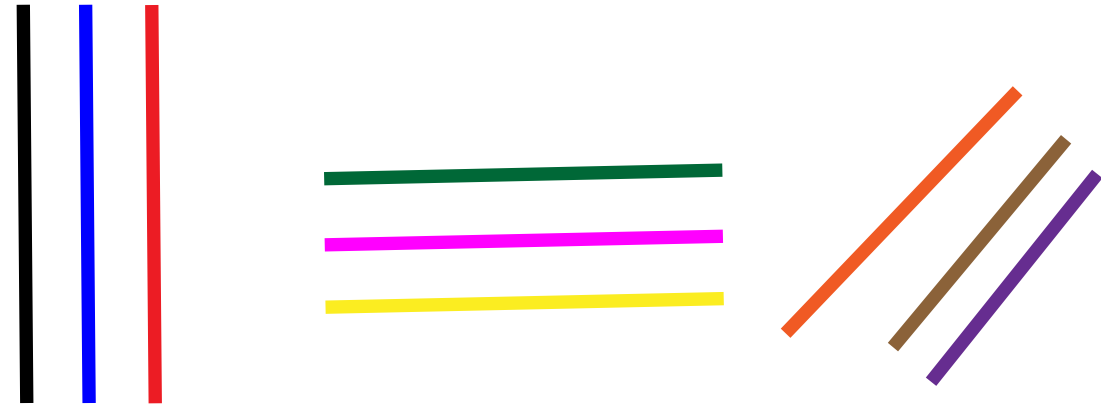
of

total

UNITY



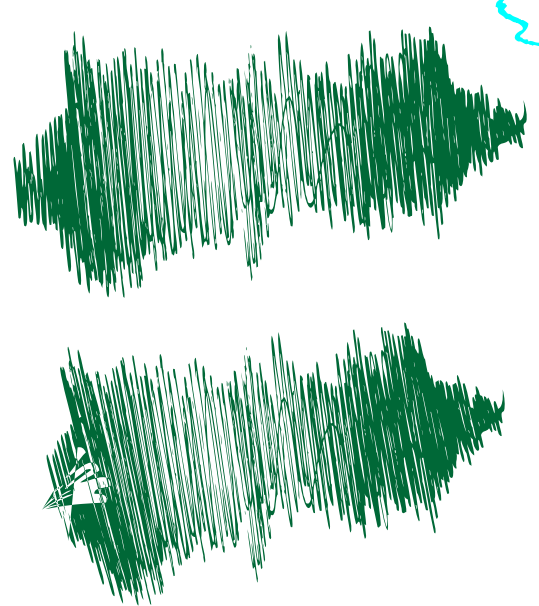
LINE



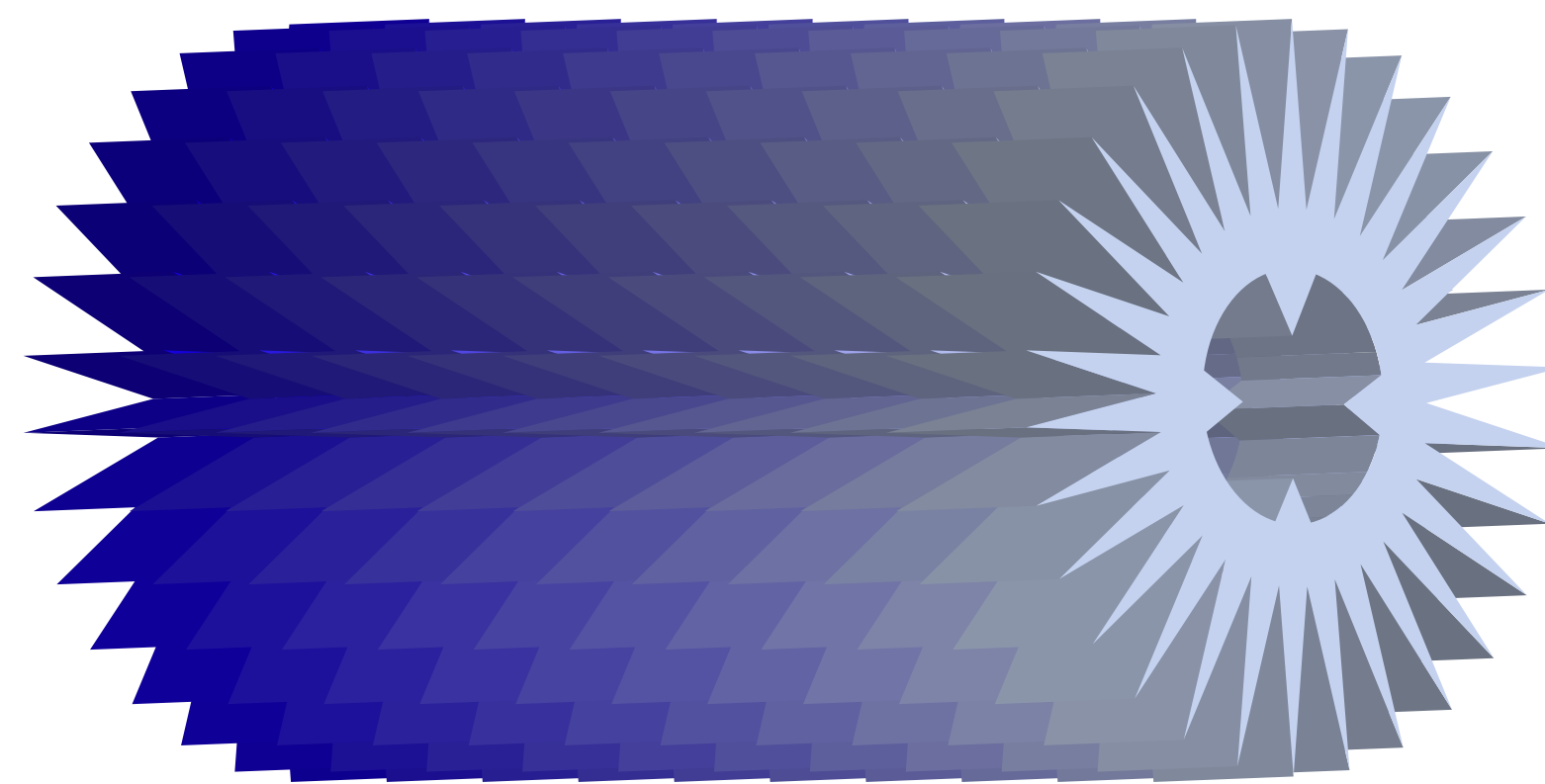
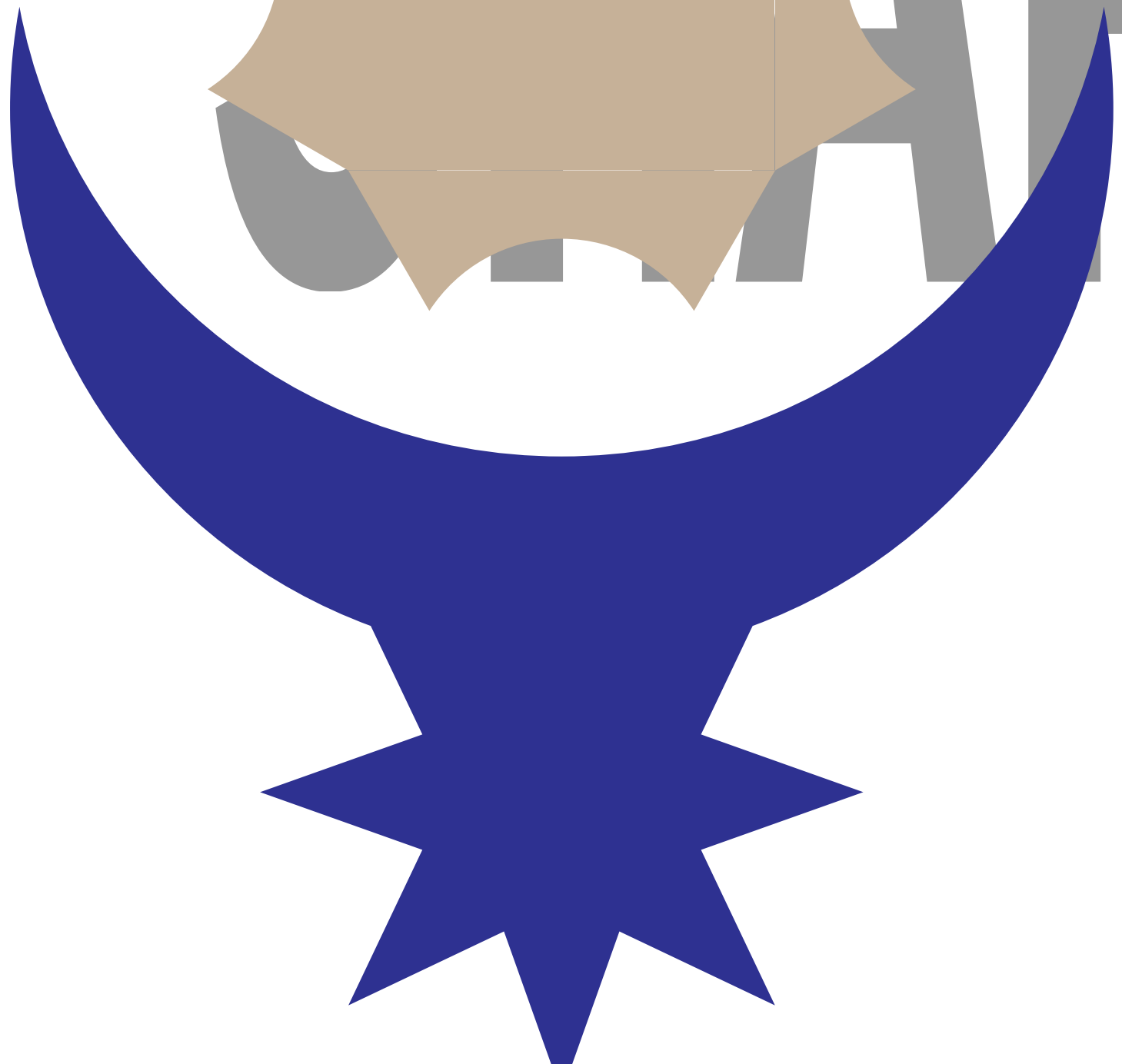
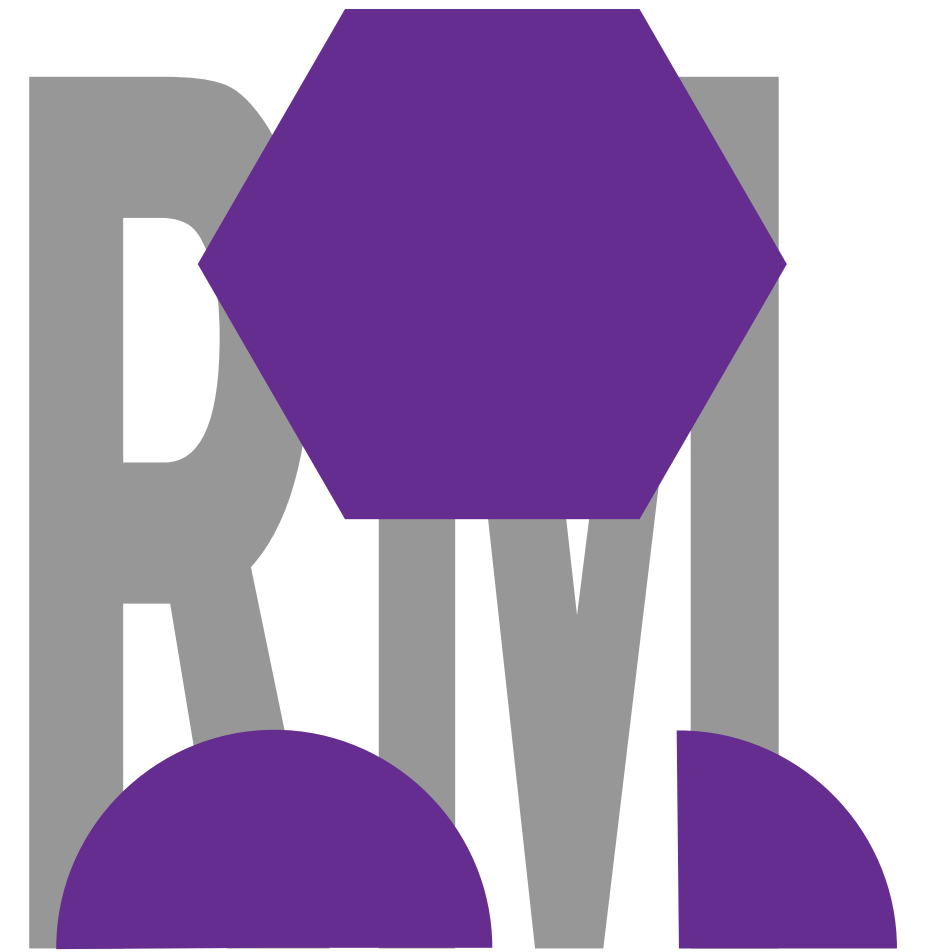
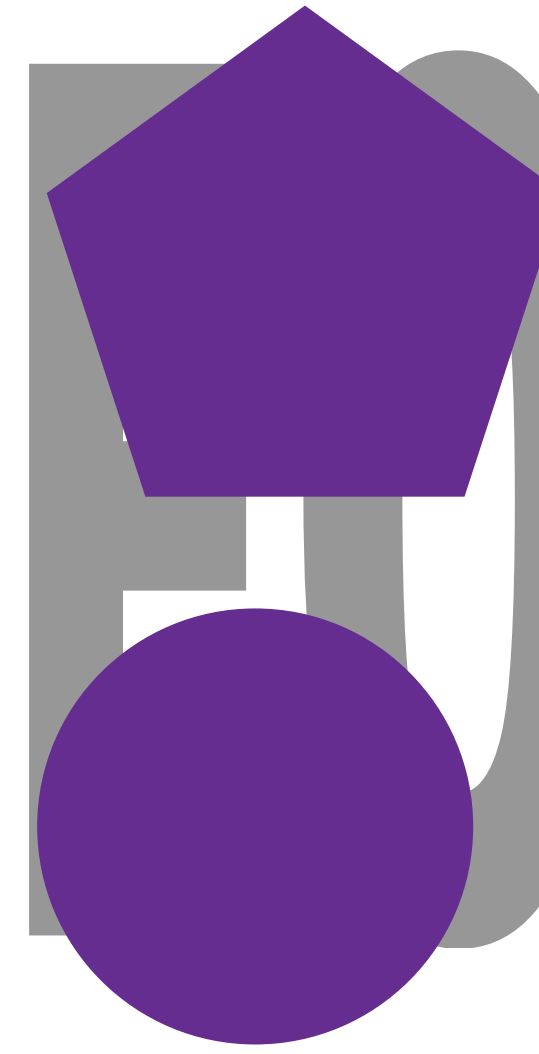
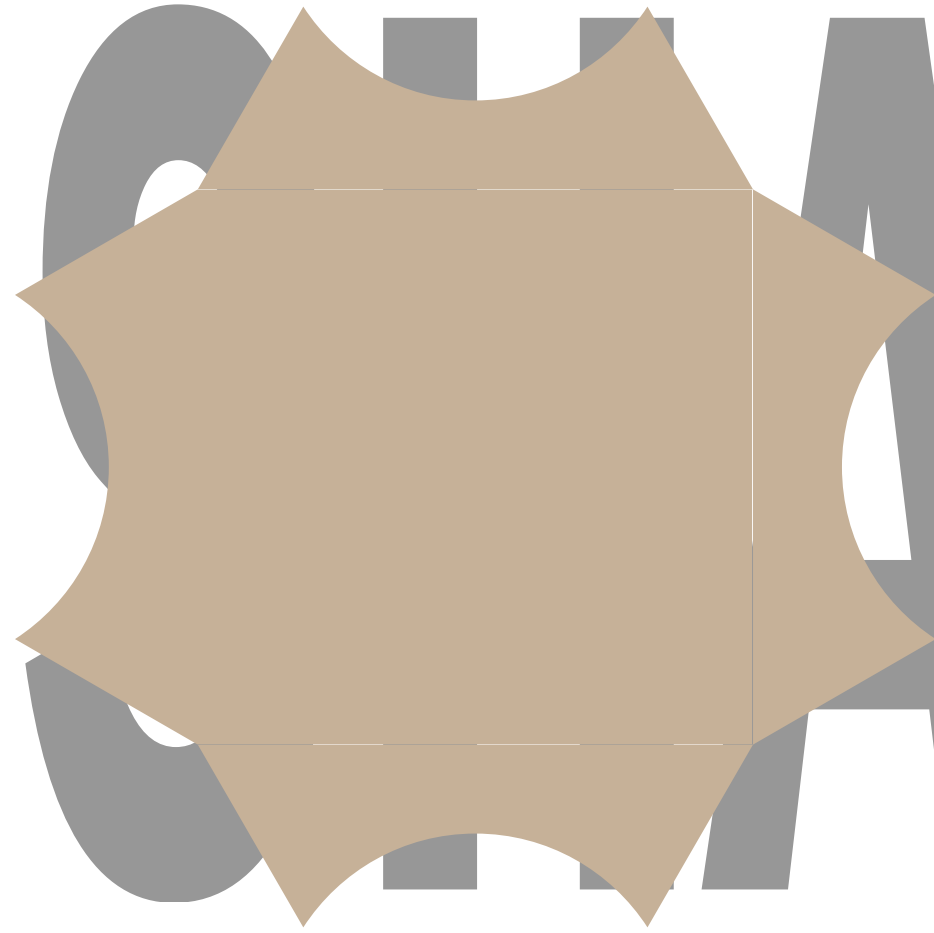
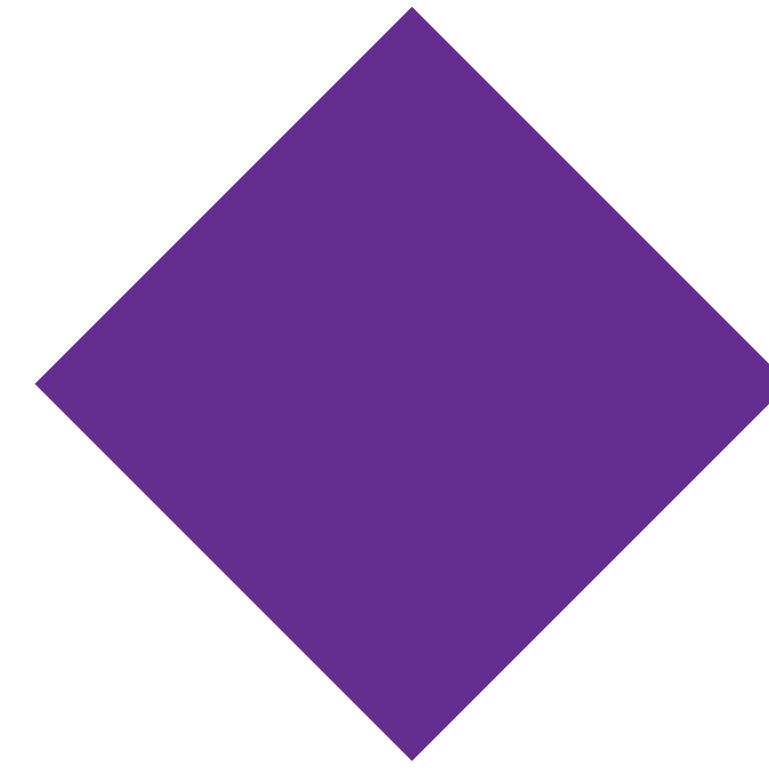
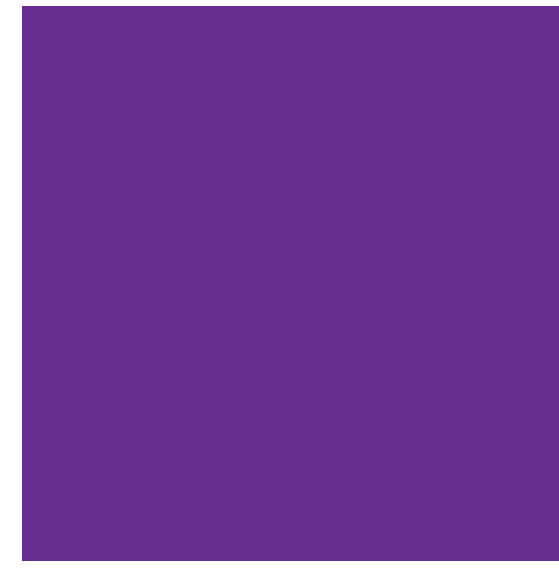
type on path

this is how you apply type on

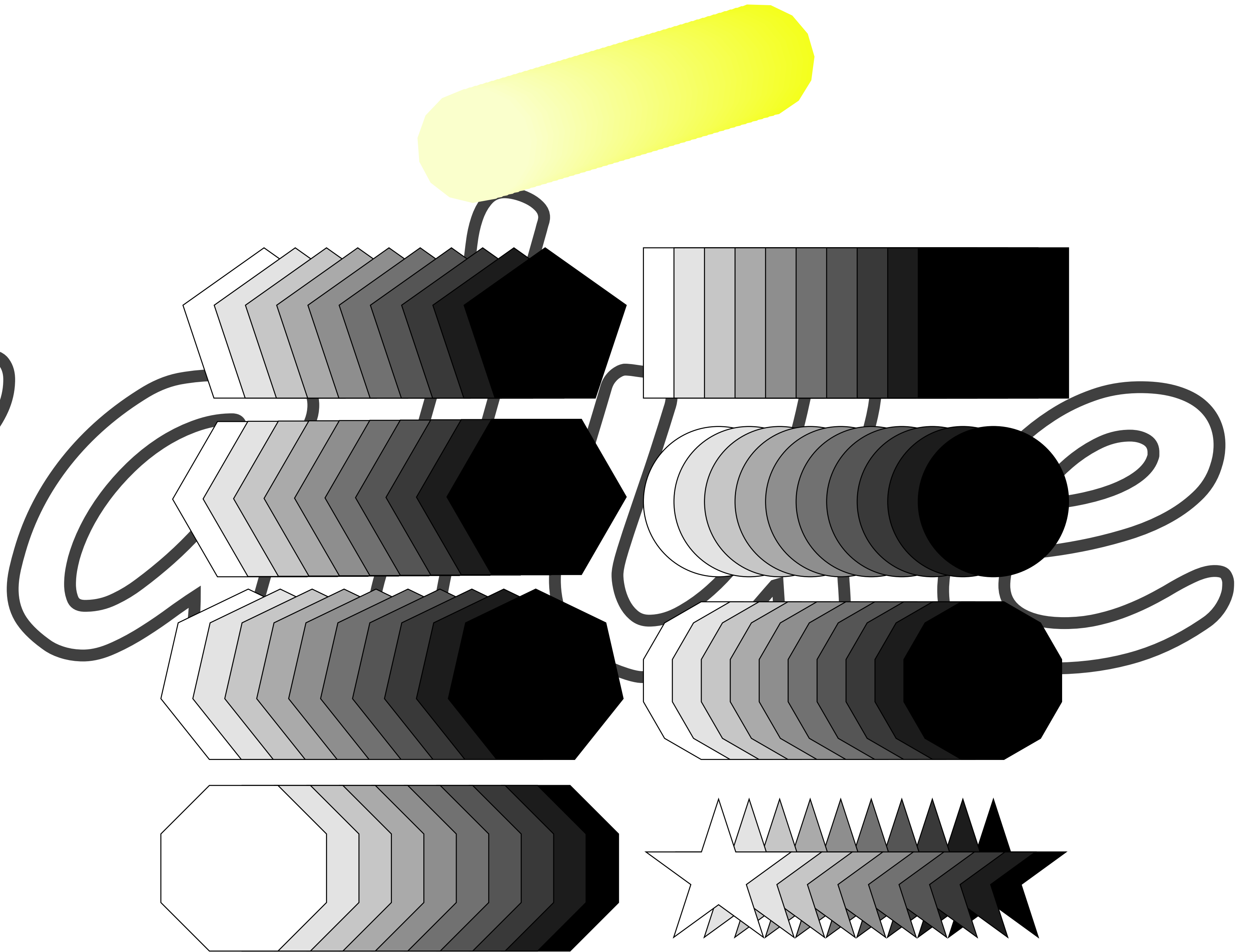
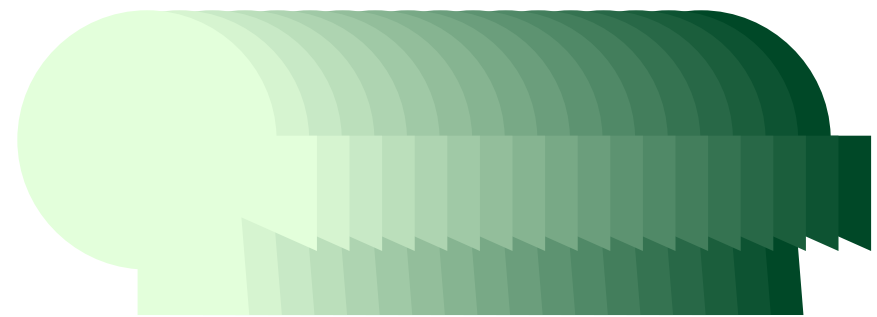
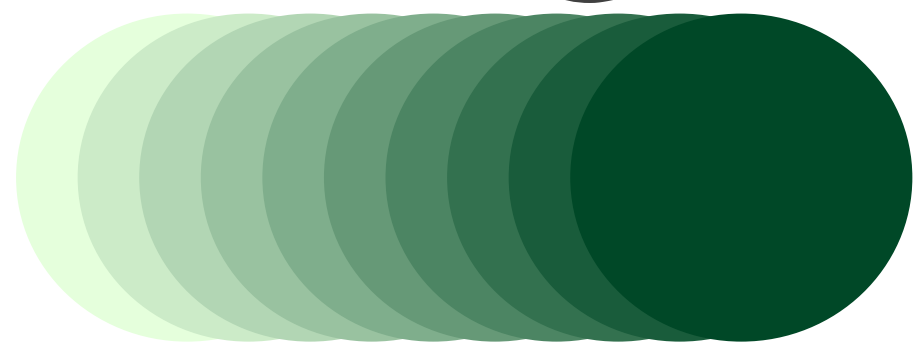
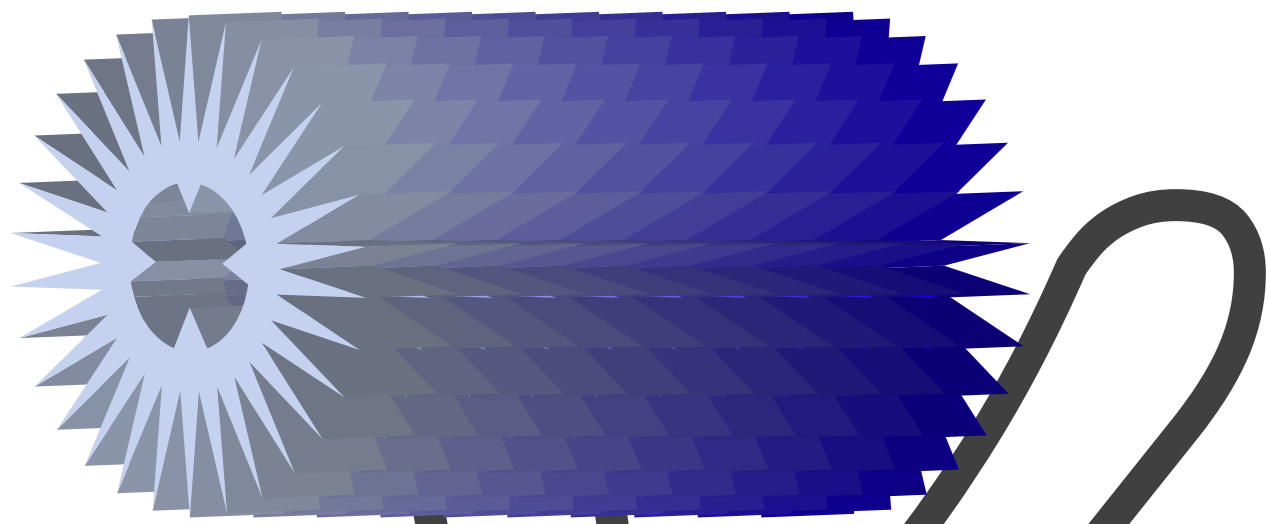
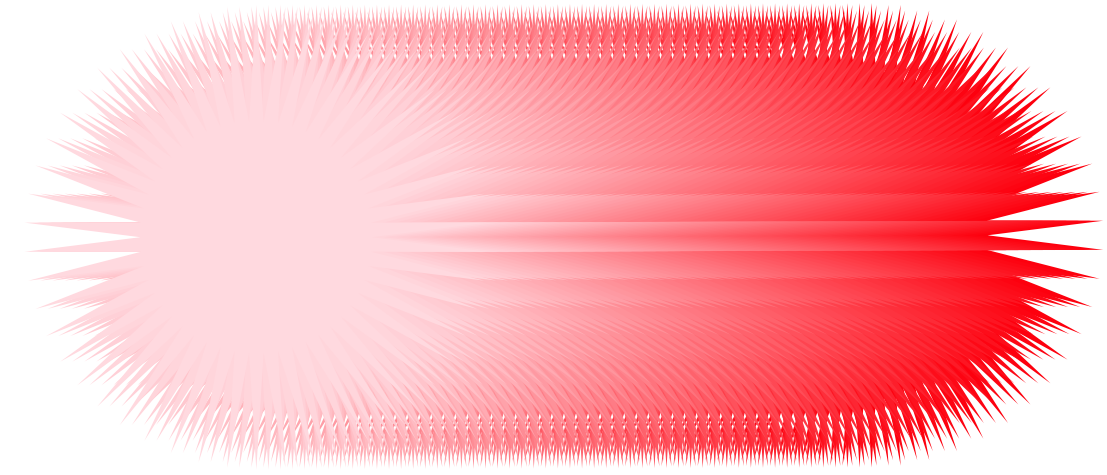
BRUSH



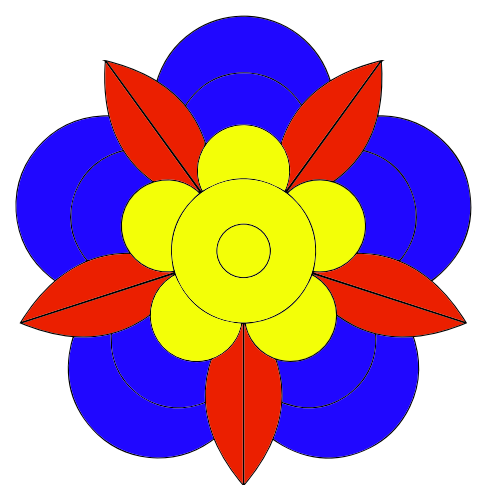
Types of Shapes:
geometric- circles, triangles, squares, etc...
Organic-natural shapes produced by growth



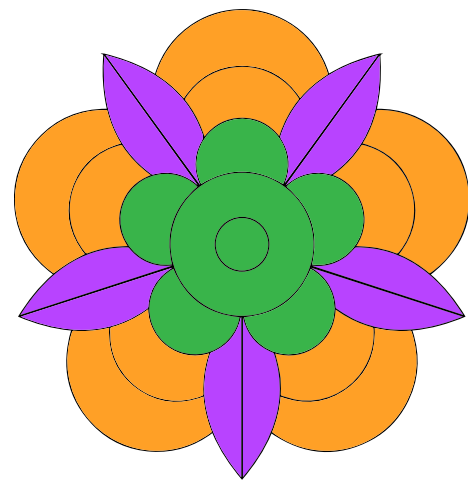
Types of form:
circle- sphere
square- cube
triangle- pyramid
...shape is 2d while form is 3D.



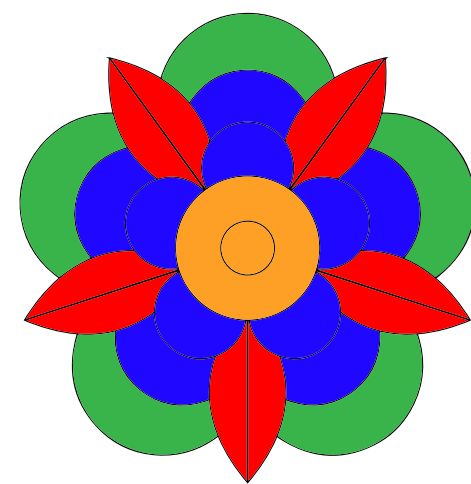
color



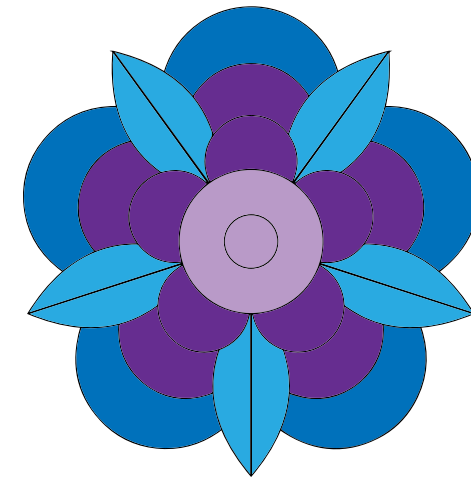
primary



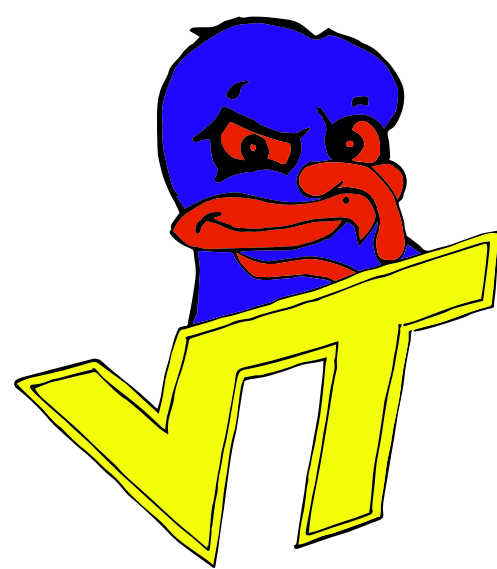
secondary



complementary



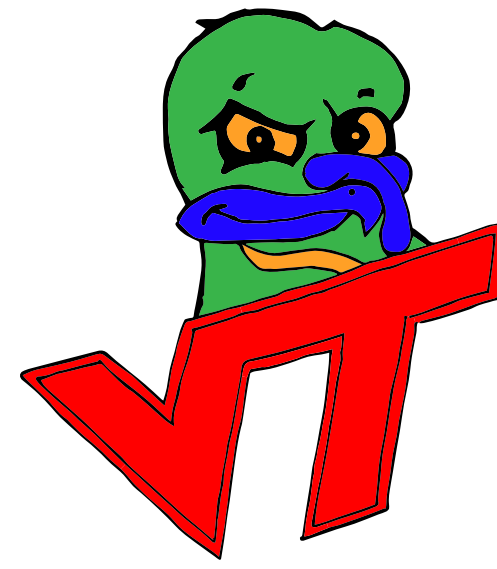
analogous



primary



secondary



complementary



analogous

properties of color:

hue- refers to the position in spectrum (name of color)

Value- distinguishes between the lightness and darkness of color

intensity- the quality of light in color

color:

Black- absence of color/light

White- sum of all colors

Gray- partial reflection of all colors



TEXTURE

space

two types of space

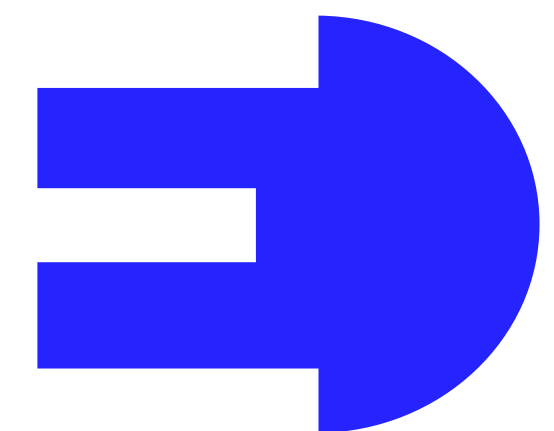
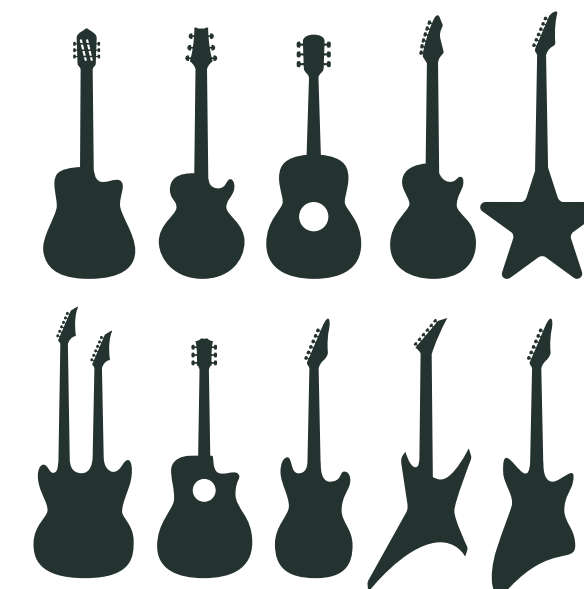
Positive- the shape, object, image itself

Negative- surrounds the shape, image, or object

There is also a way of creating depth in space:

One- point perspective- includes a single vanishing point formed by converging lines

two- point perspective- image is set at an odd angle while parallel lines still converge to a vanishing point



AID