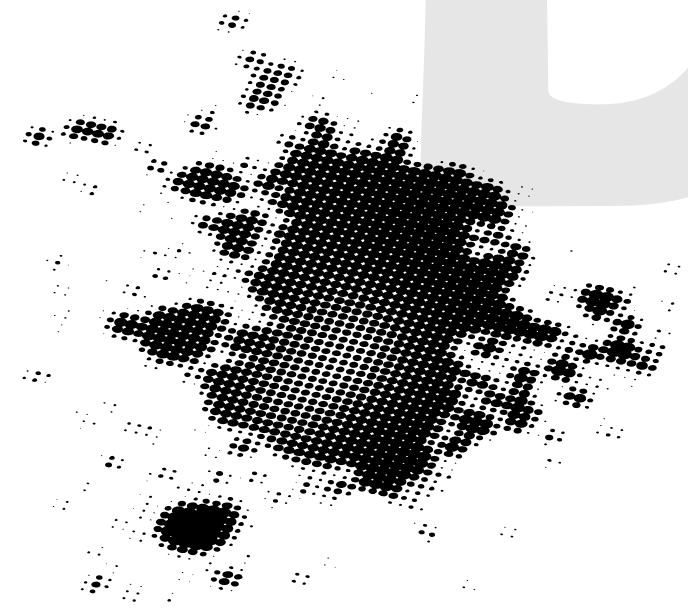


Design

Design

is a



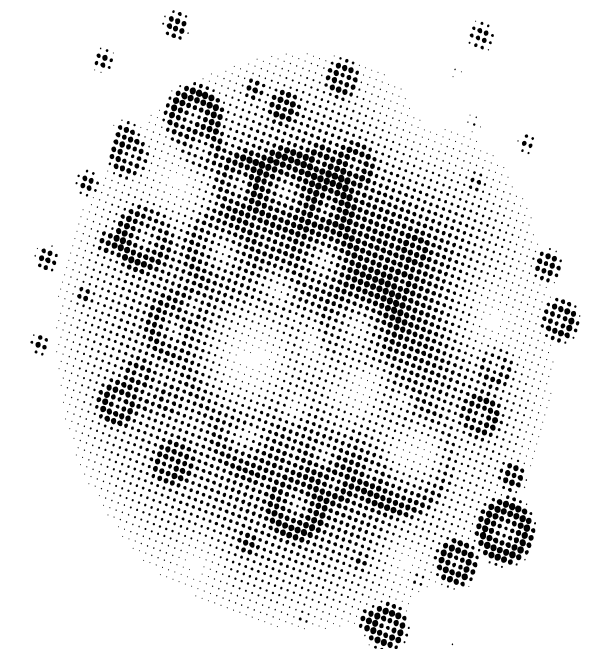
or an

Idea



SENSE

of

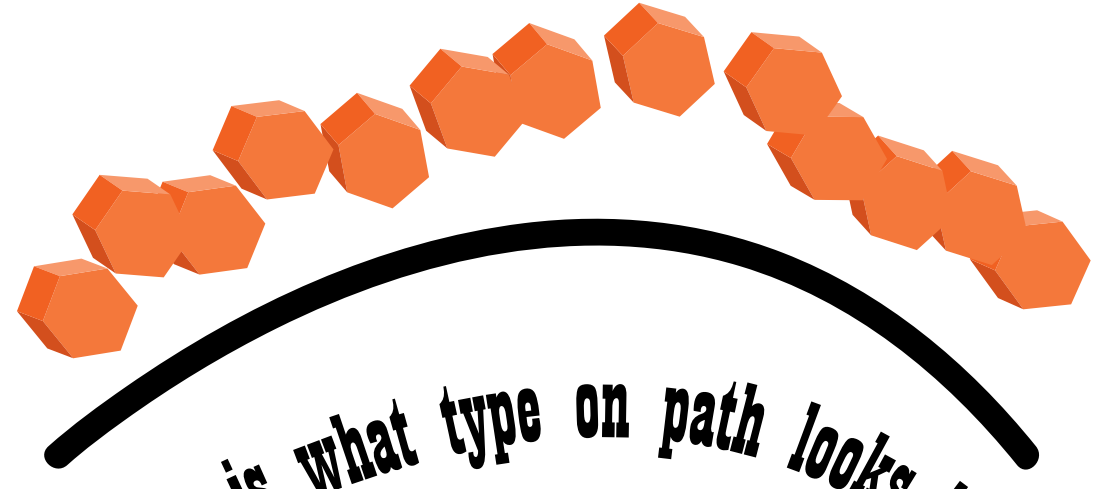
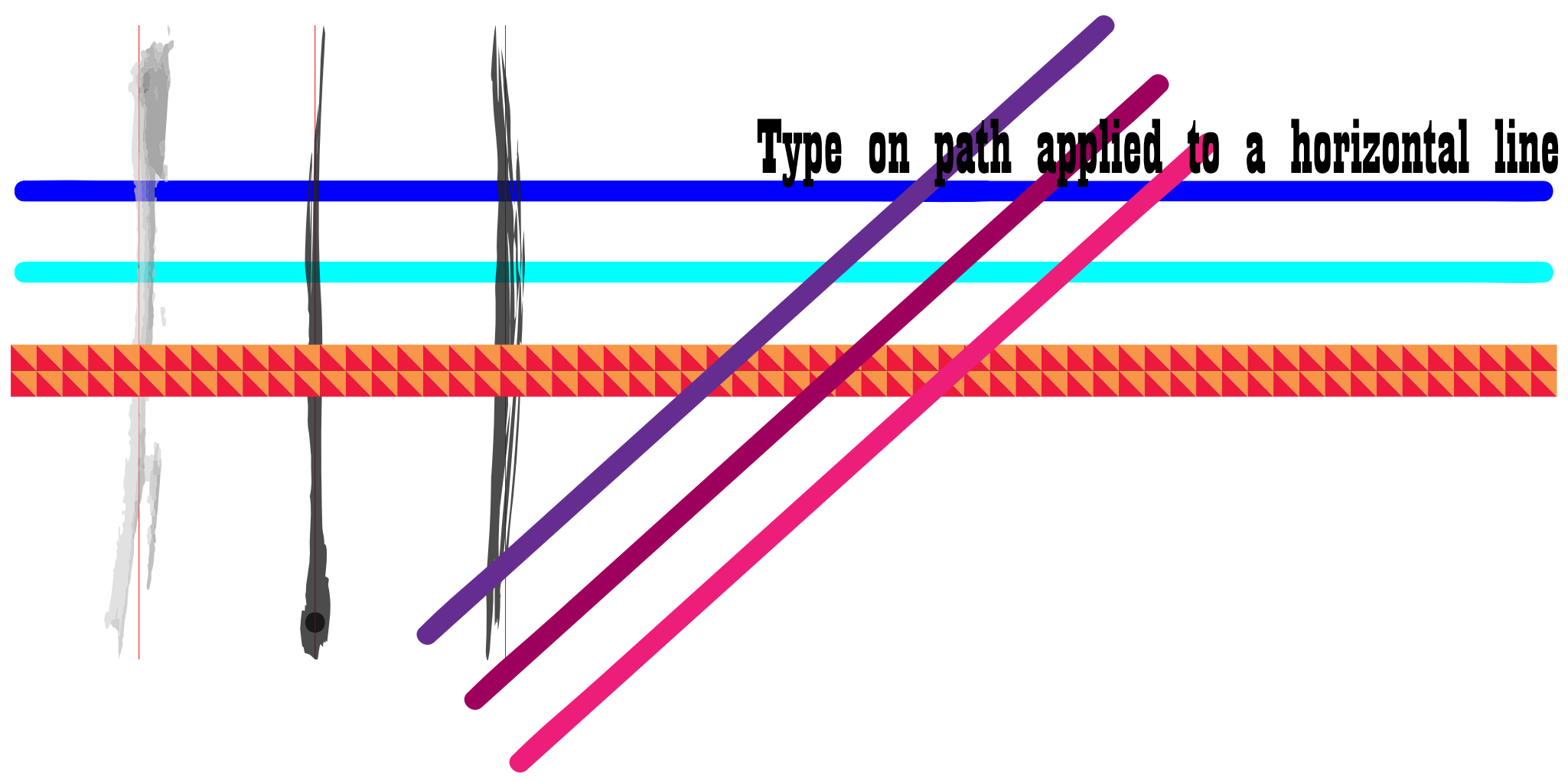


Of

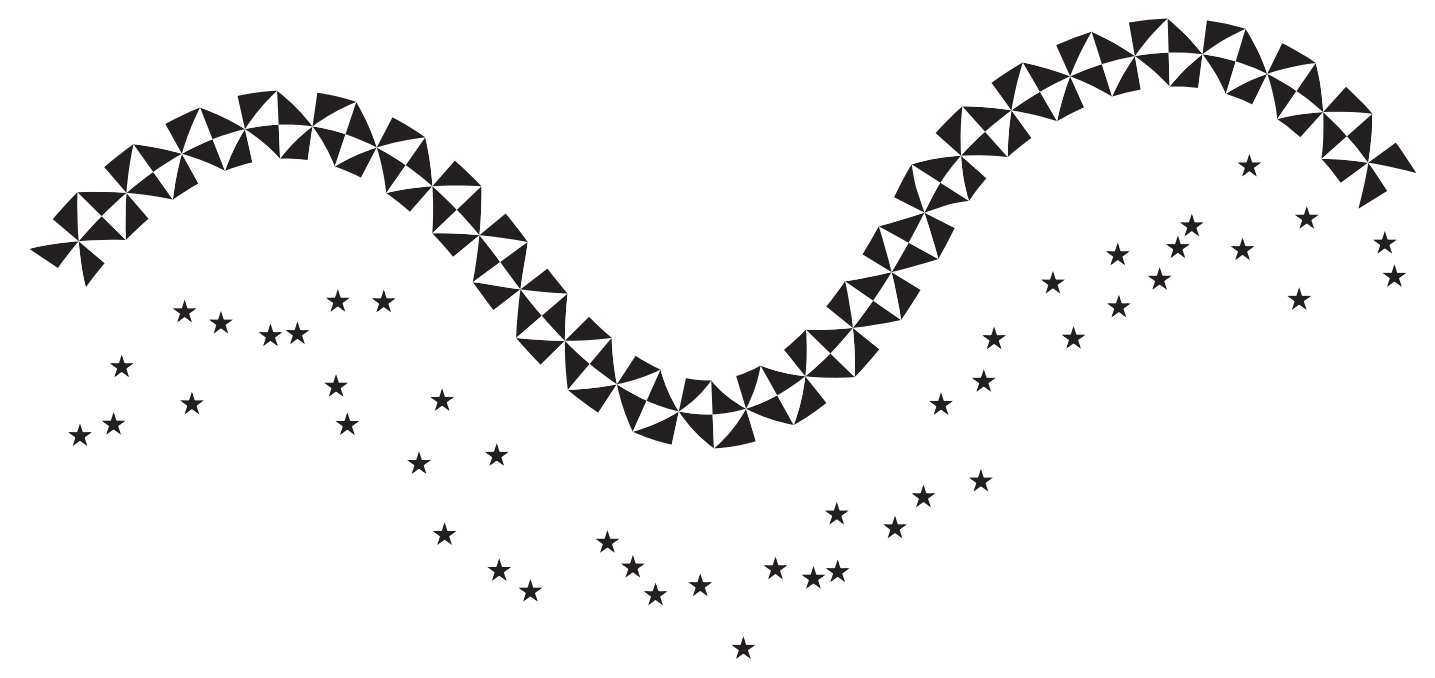
Total Unity

Purpose

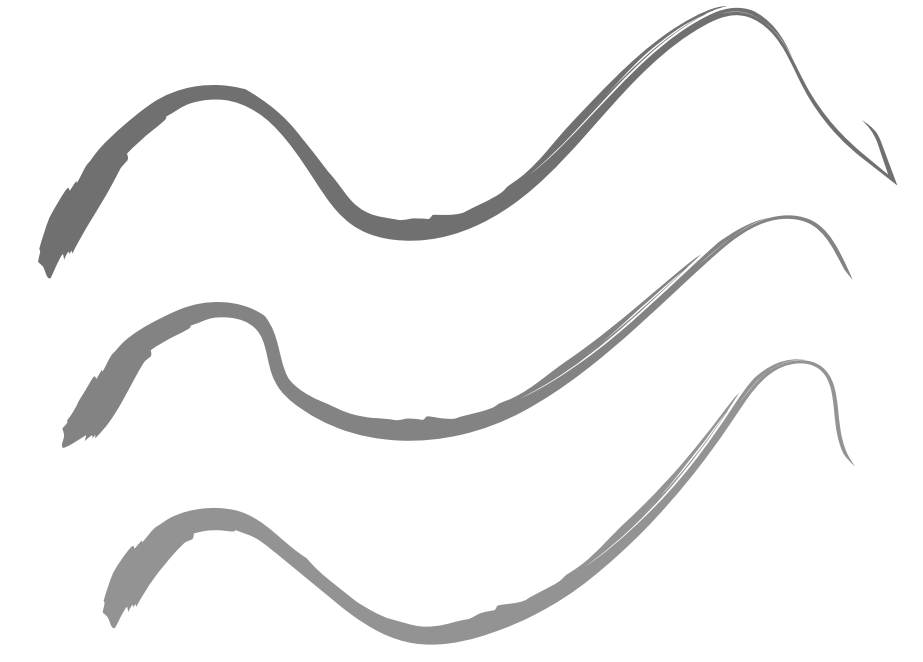
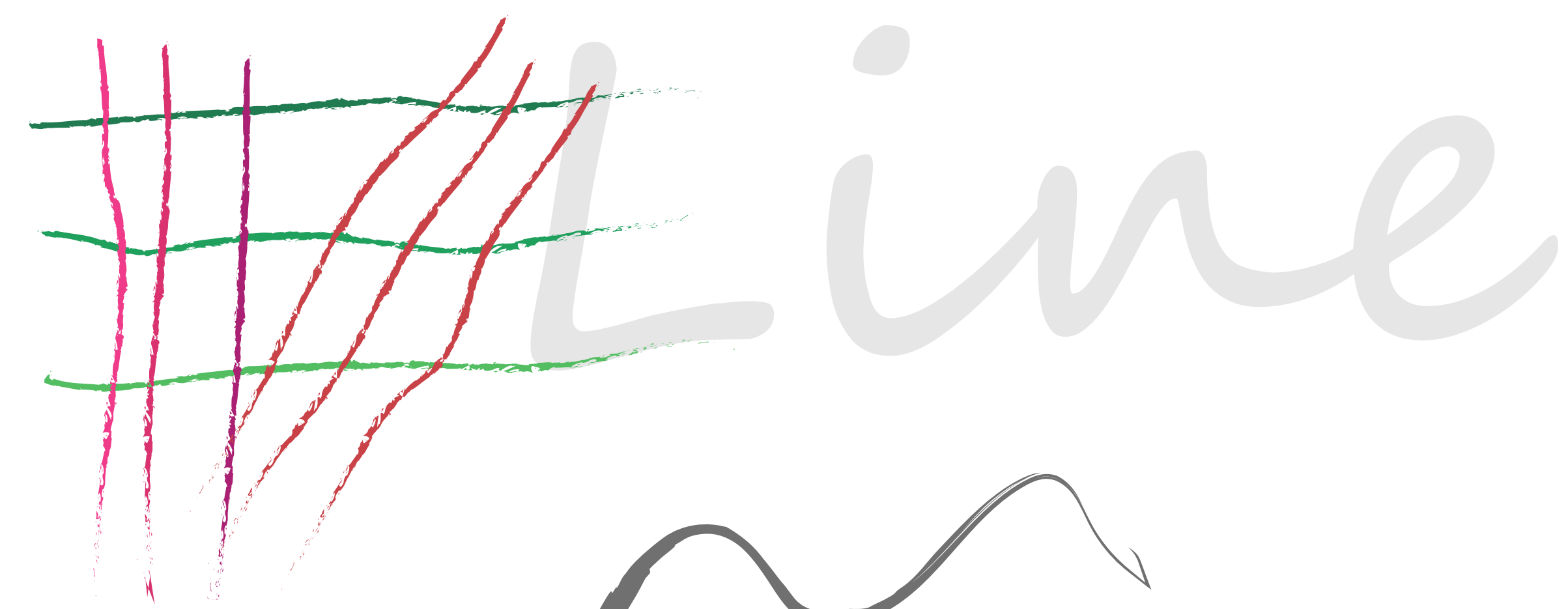
Type on path applied to a horizontal line



This is what type on path looks like



Pen Tool



*Penguin
By Picasso*

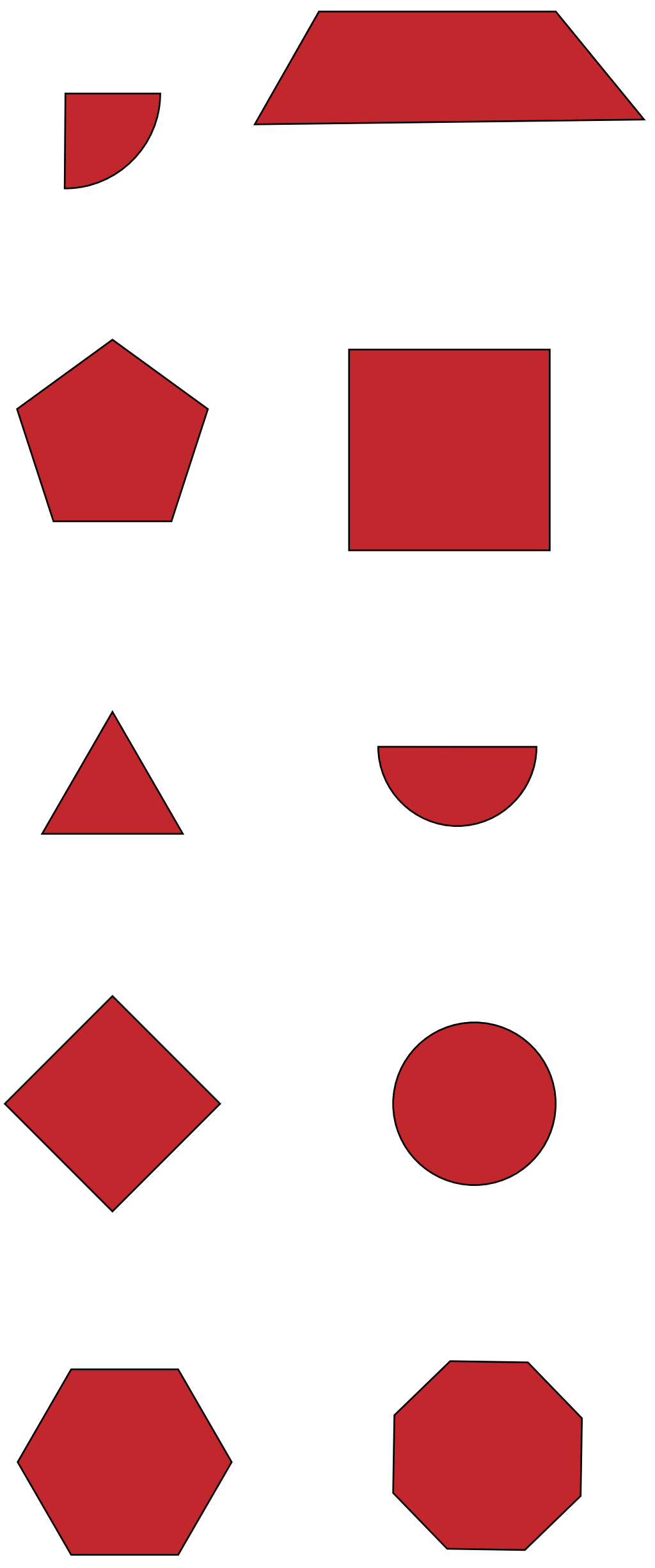
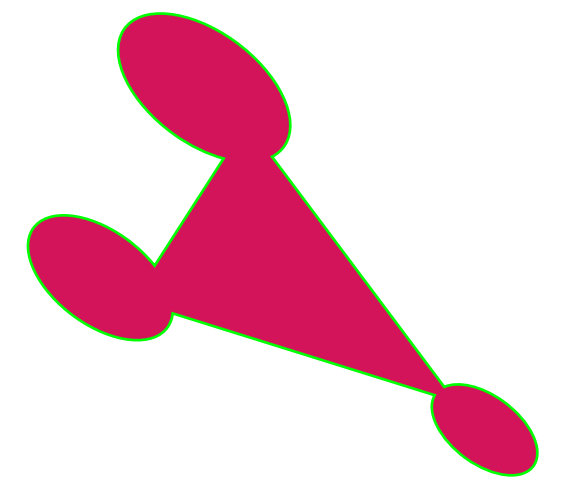
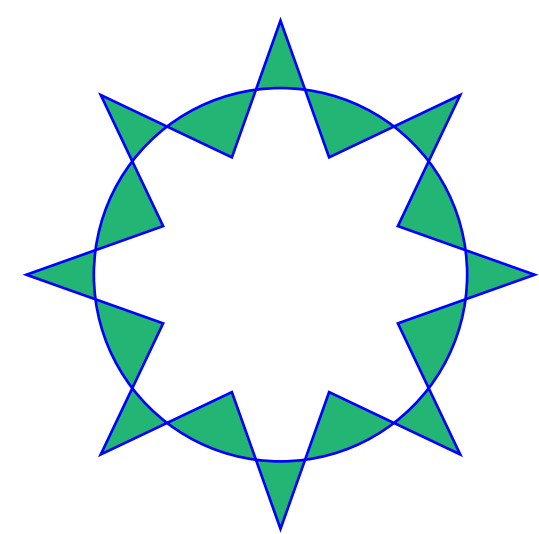


*Sparrow
By Picasso*



BRUSH TOOL

Shape and Form



Types of shapes:

Geometric—circles, triangles, squares, etc...

Organic—natural shapes produced by growth

Types of form:

Circle—sphere

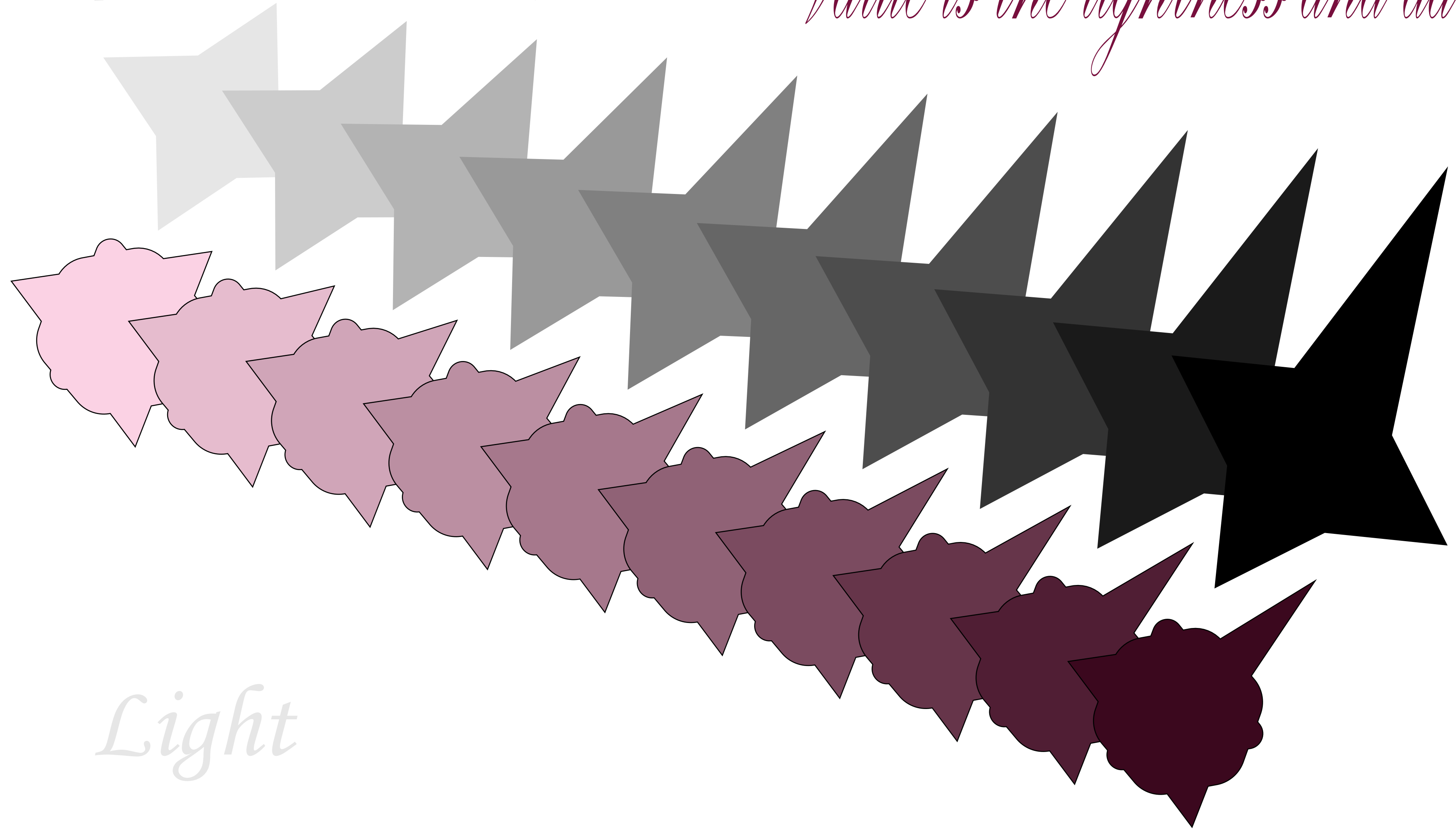
Square—cube

Triangle—pyramid

...shape is 2D while form is 3D. □

value

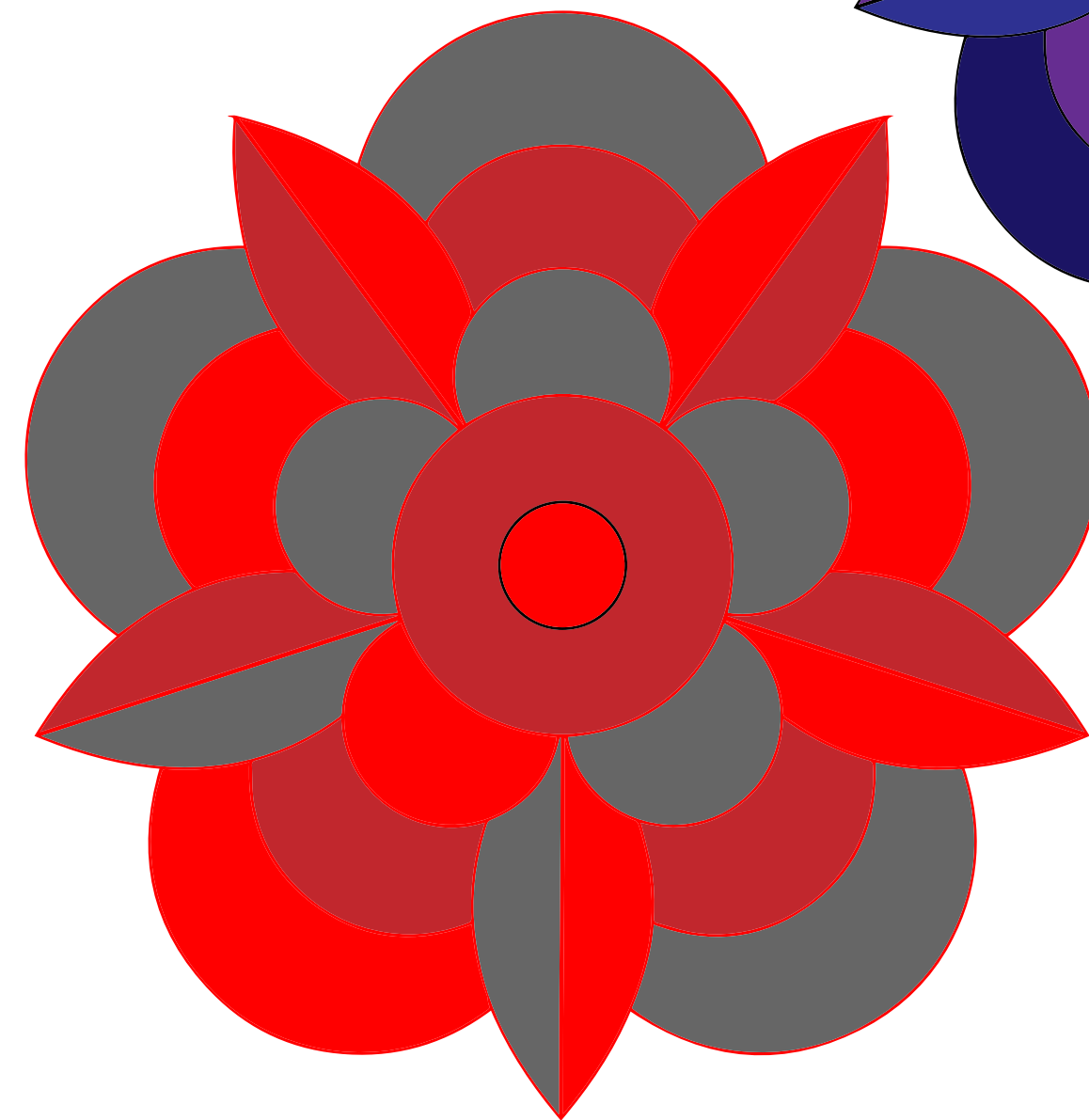
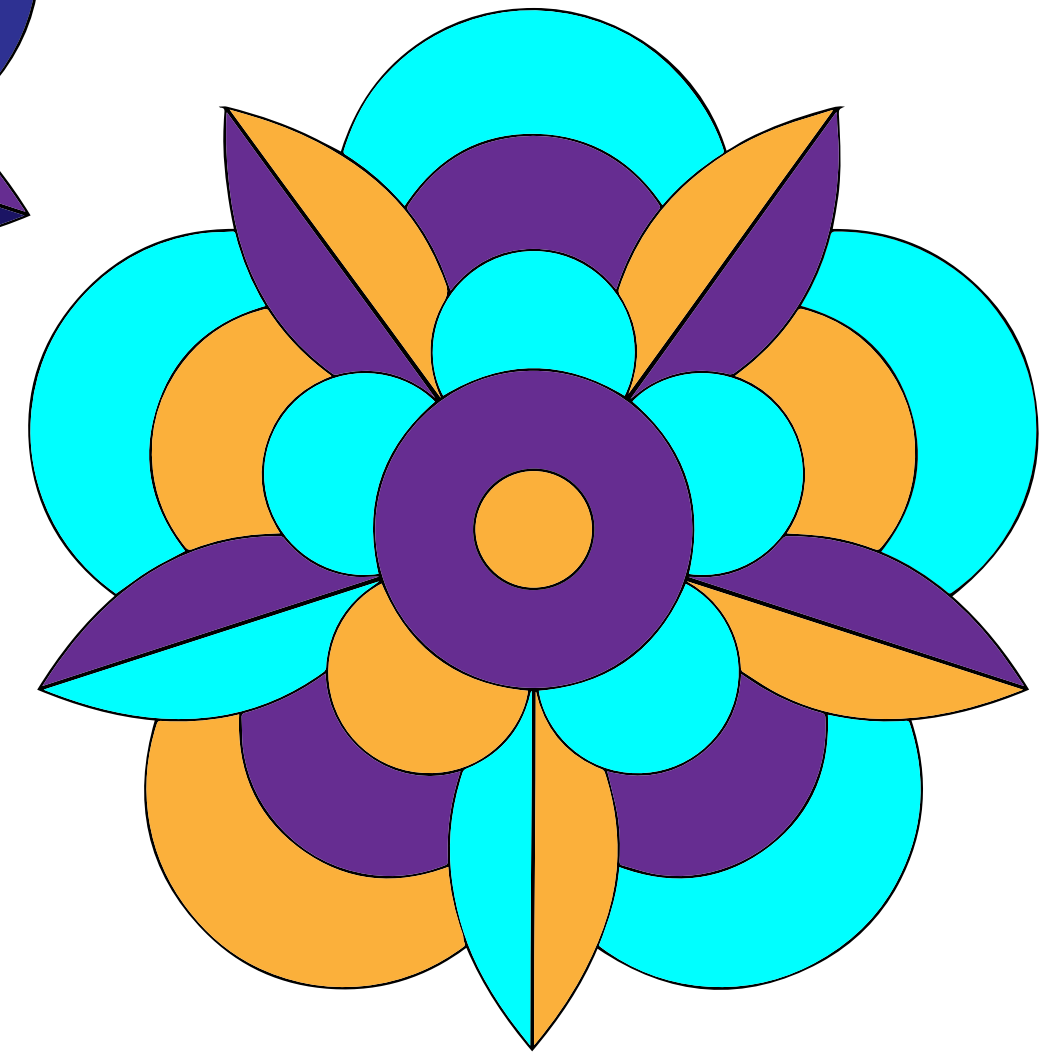
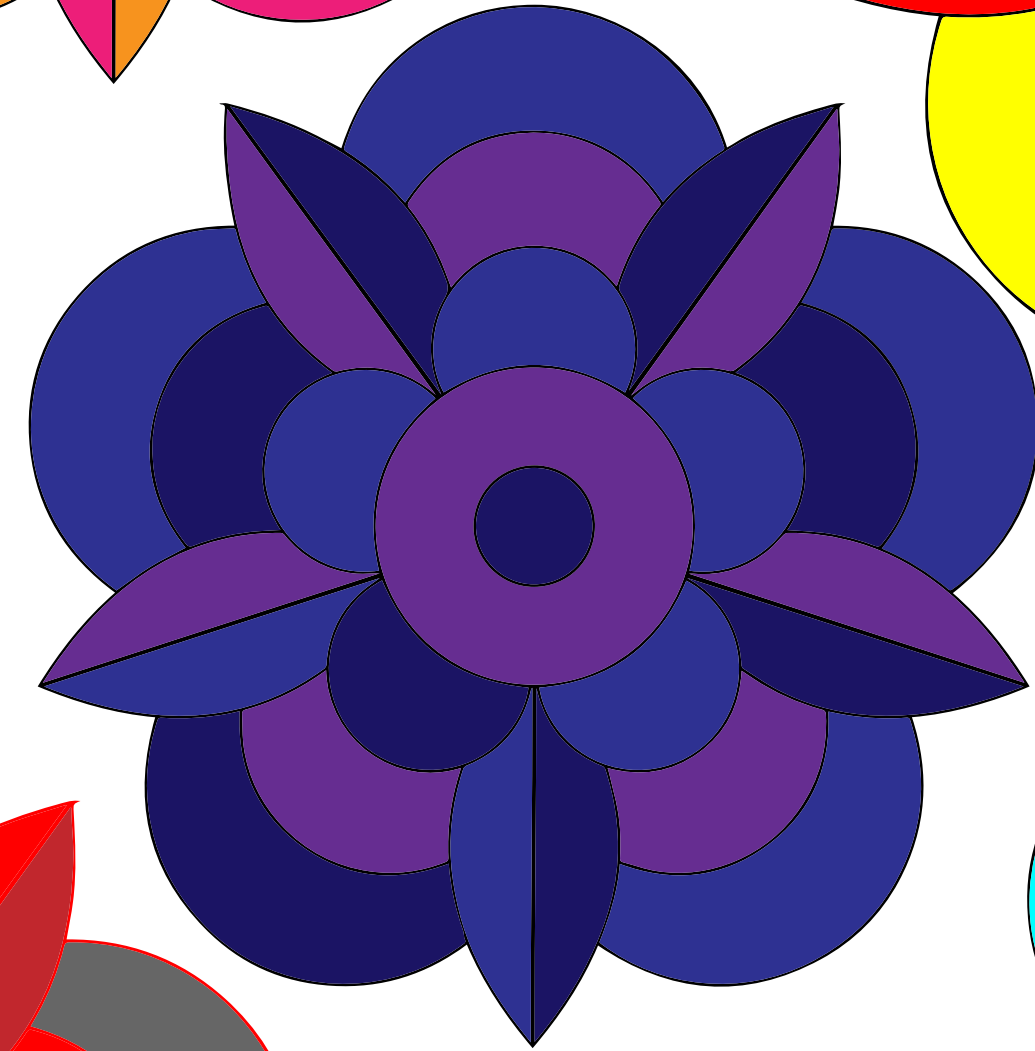
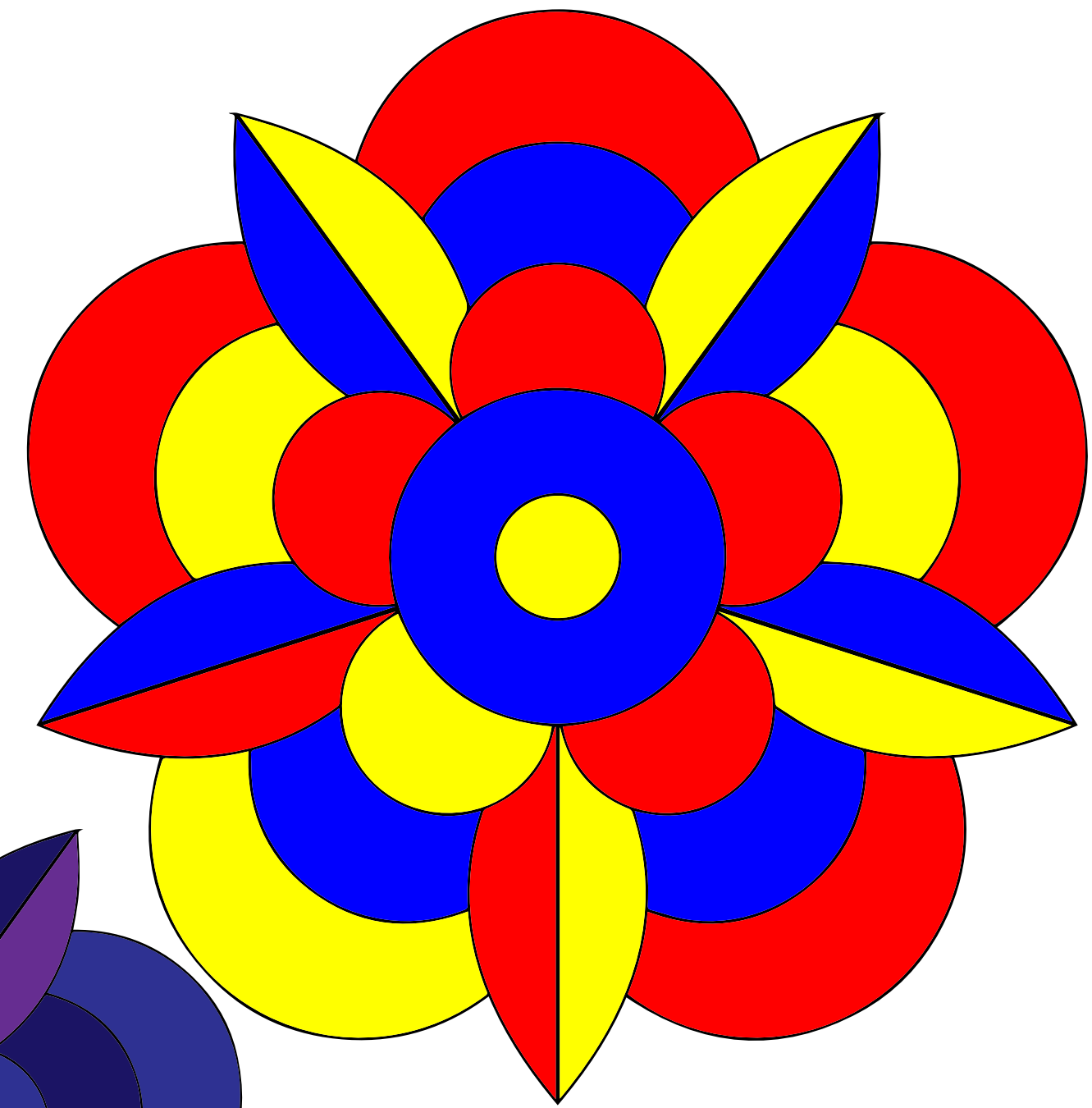
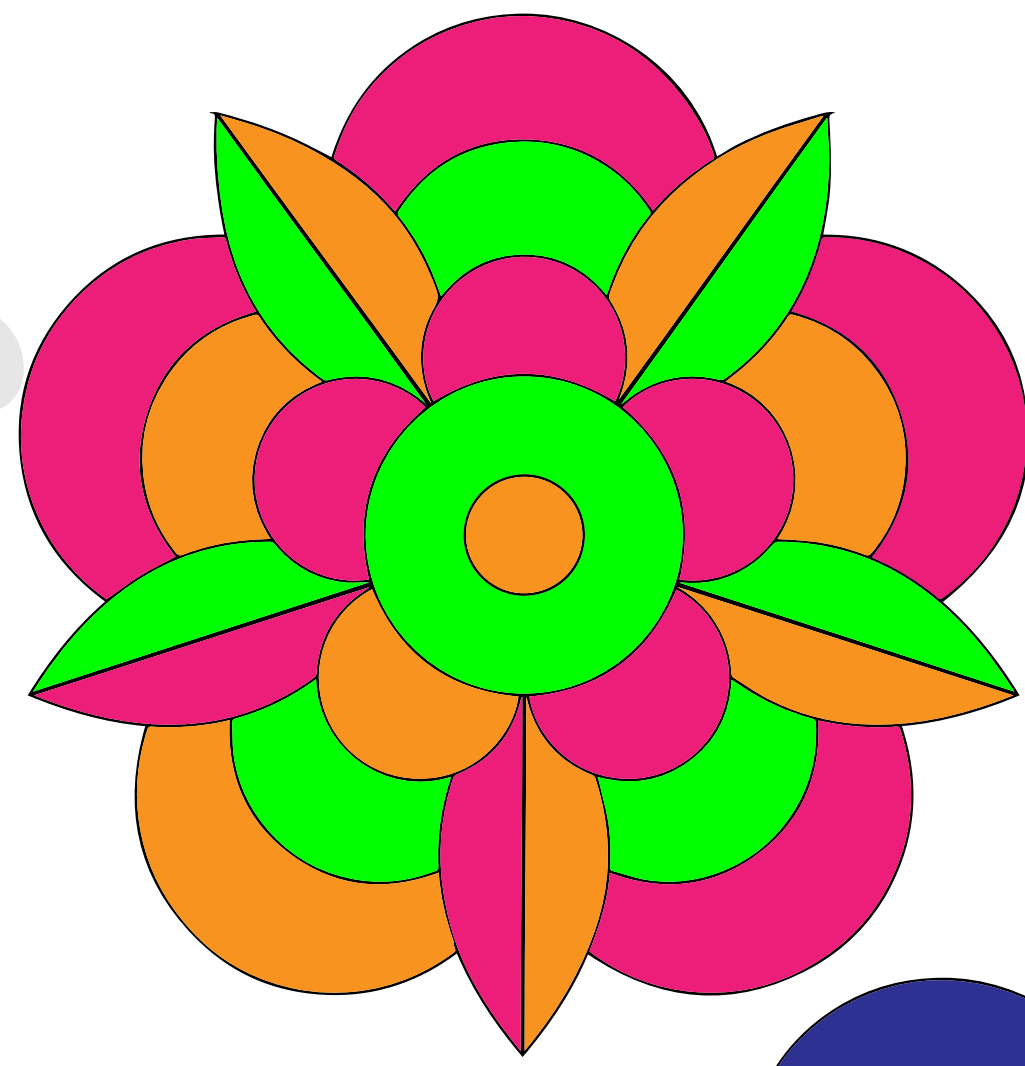
Value is the lightness and darkness of color.



Light

Dark

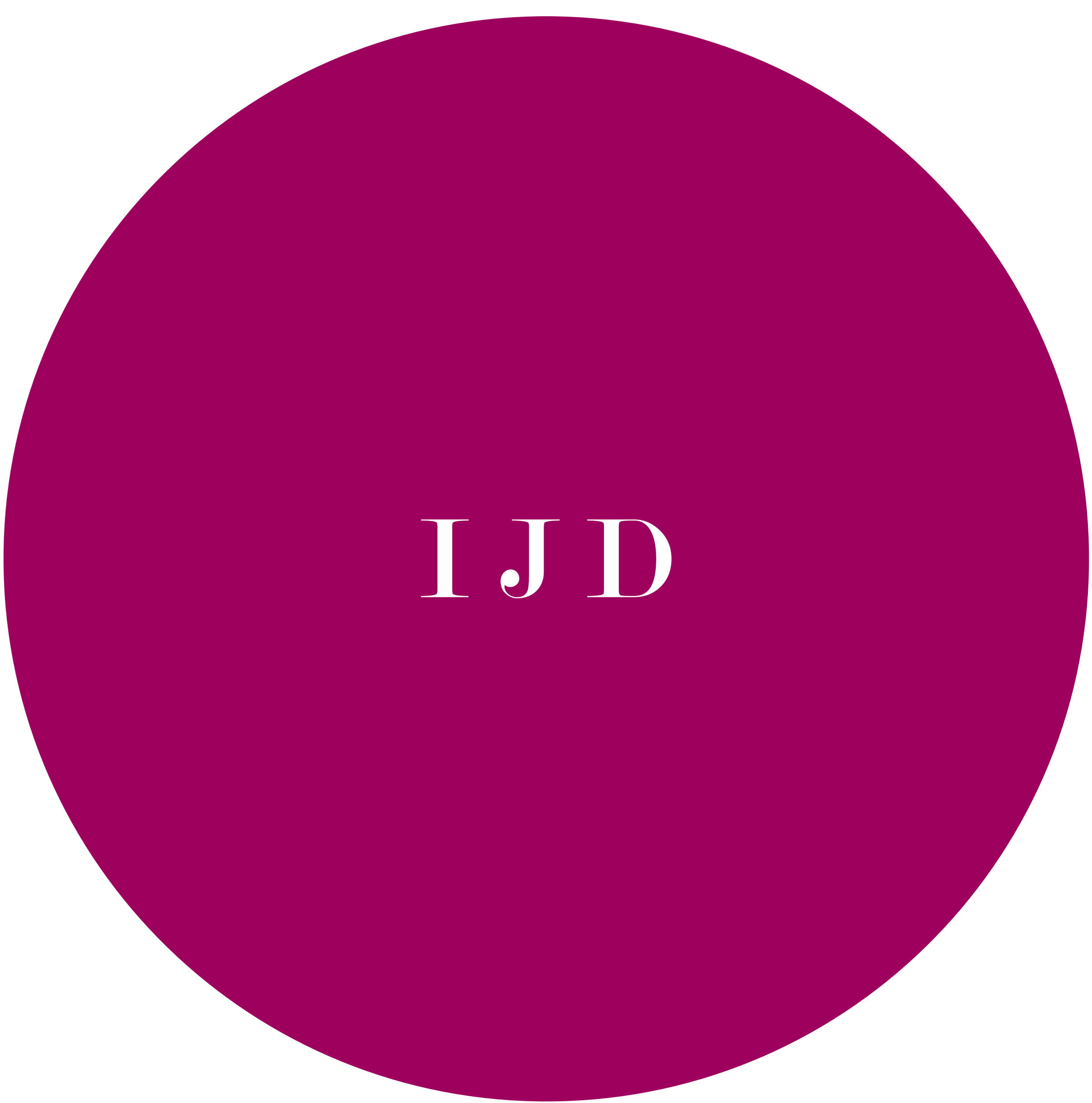
color



Texture



Texture is the perceived surface quality of a work of art.



SPACE

BRANDS