

DESIGN

is a *sense* of

PURPOSE

OR AN

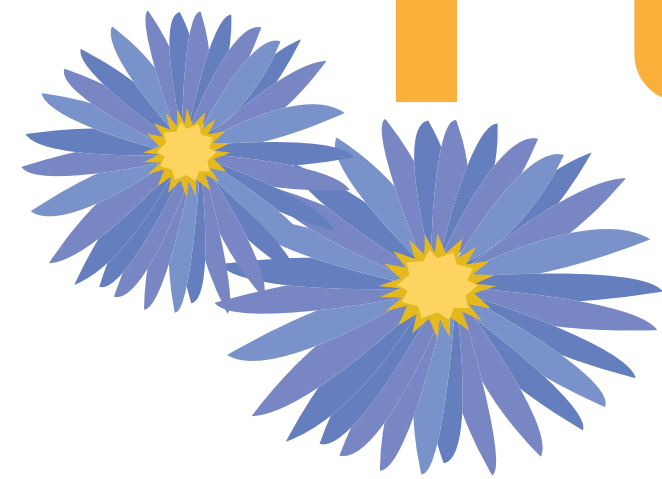
OF TOTAL **UNITY**

I

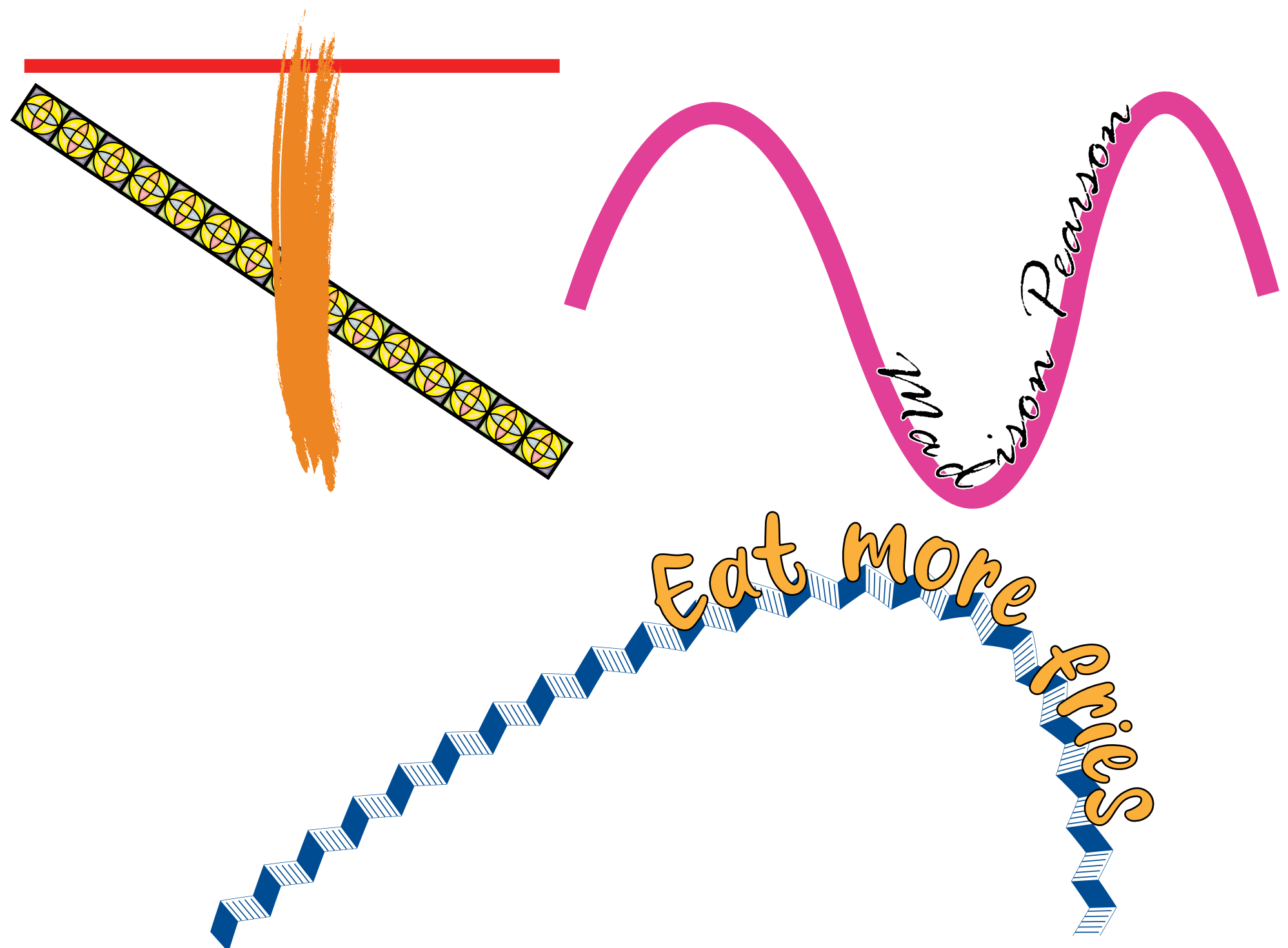
D

E

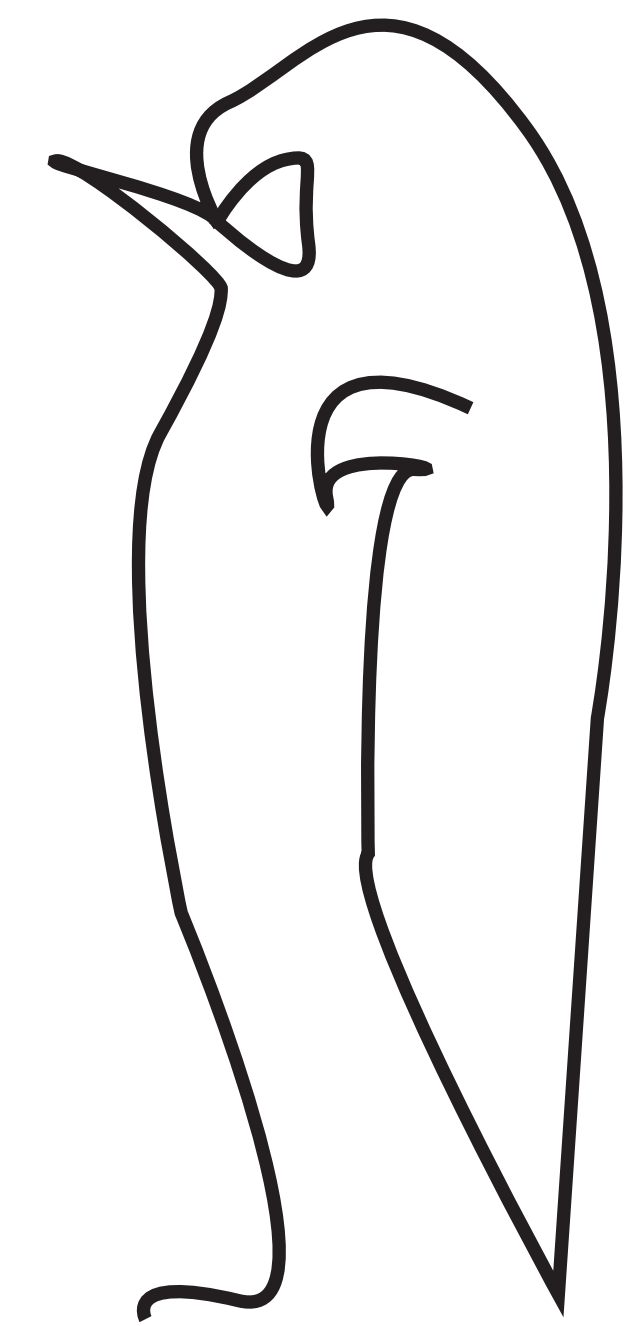
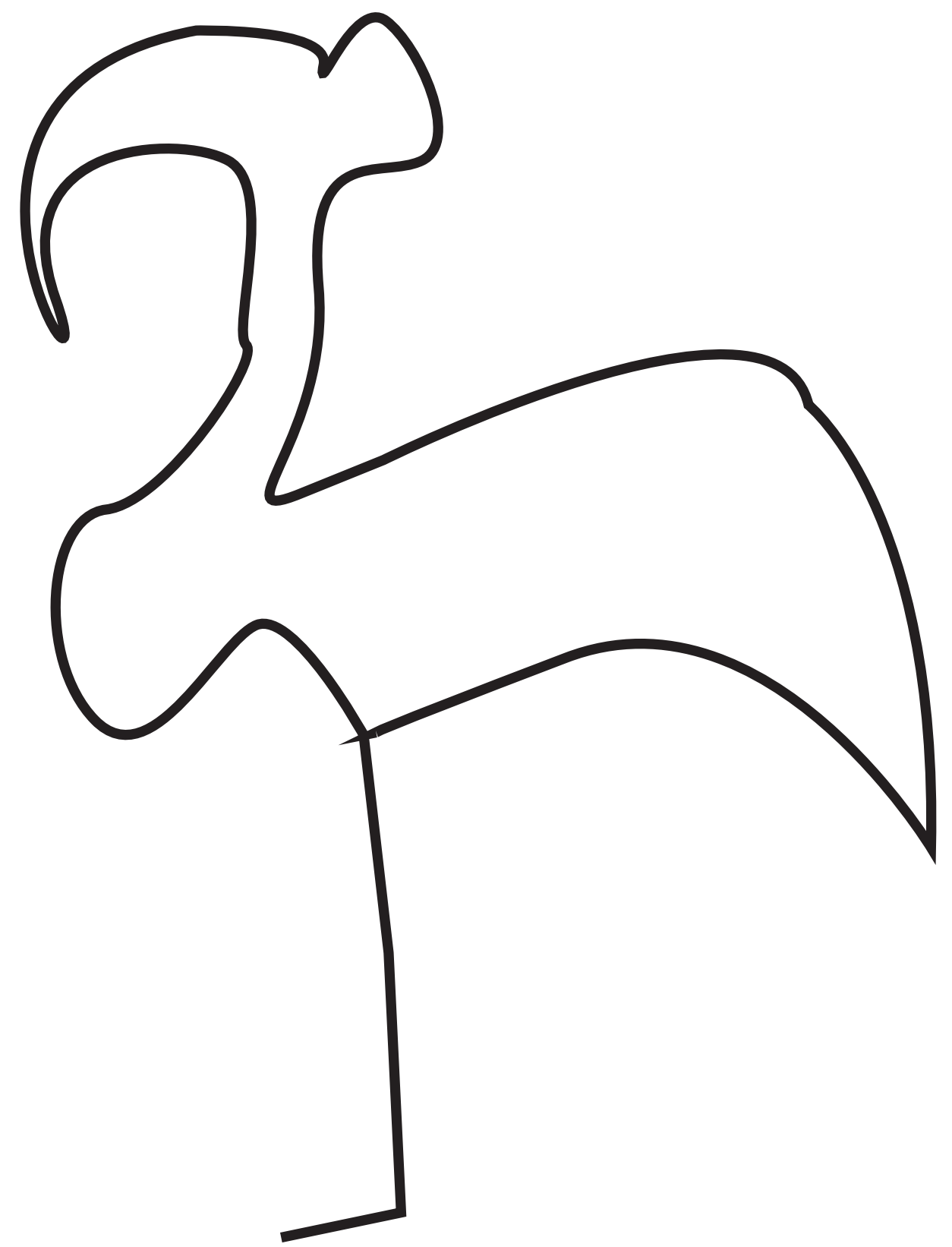
A



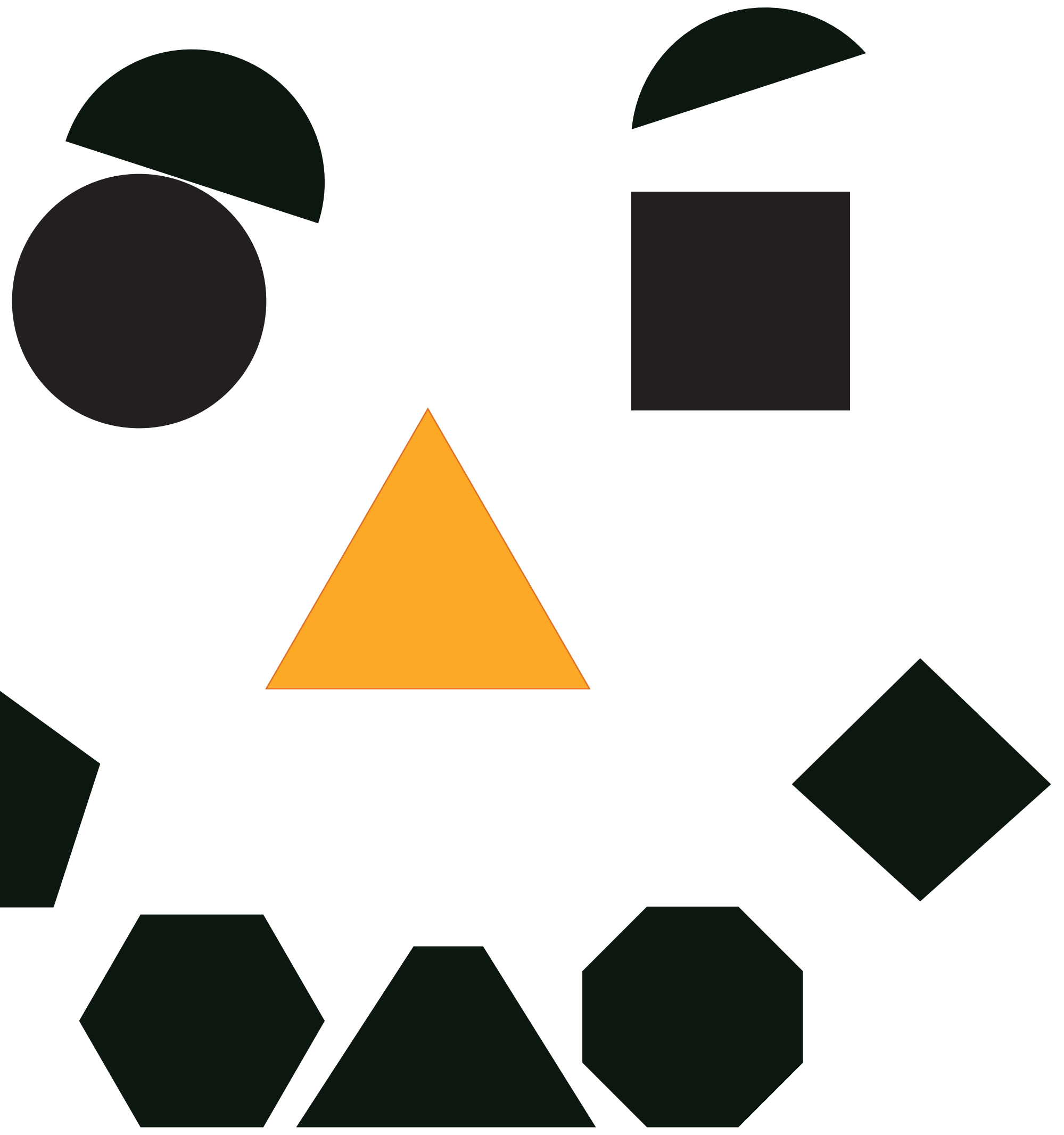
LINE

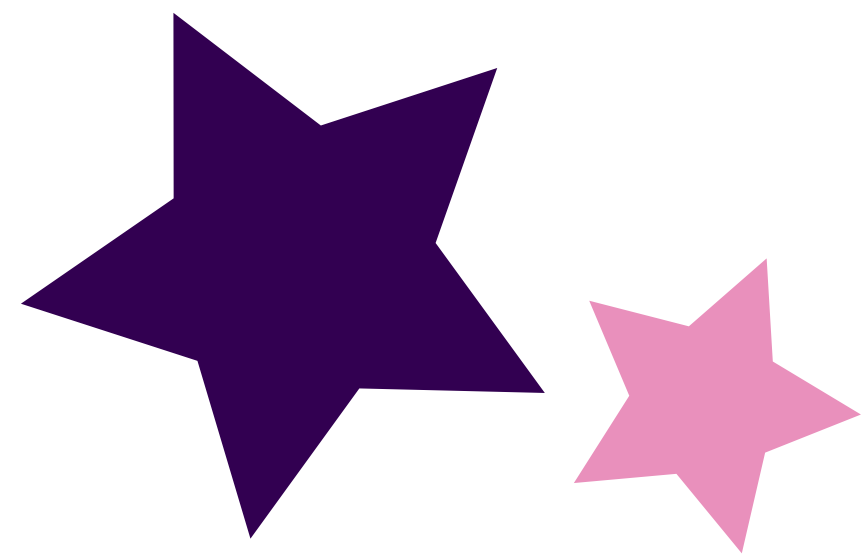


- HORIZONTAL
- VERTICAL
- Diagonal
- Curved
- Wavy

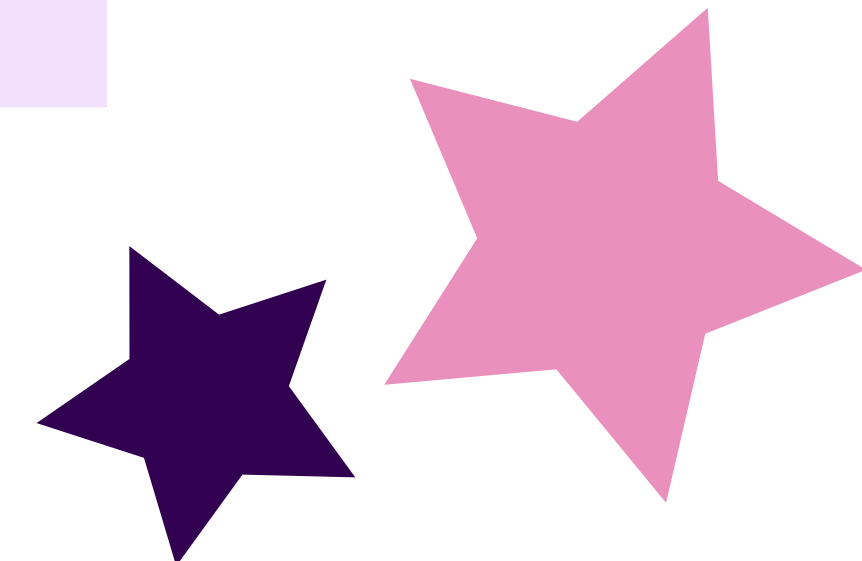
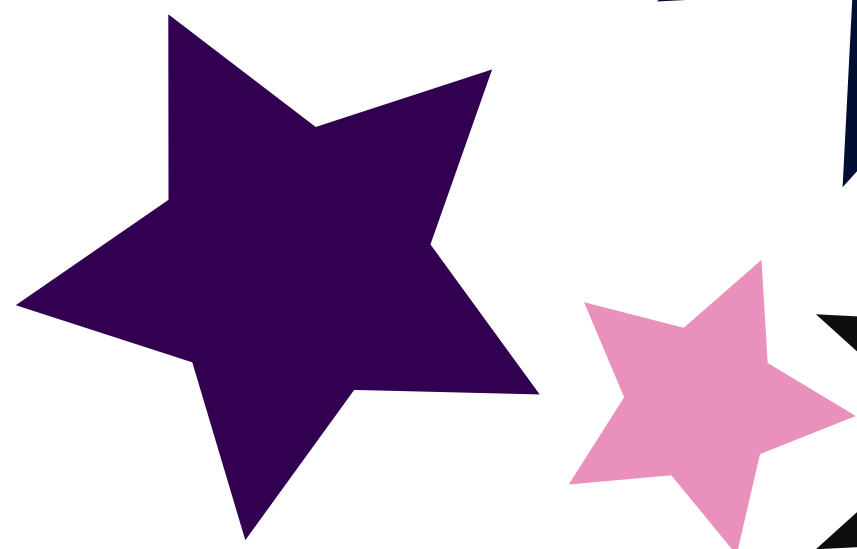
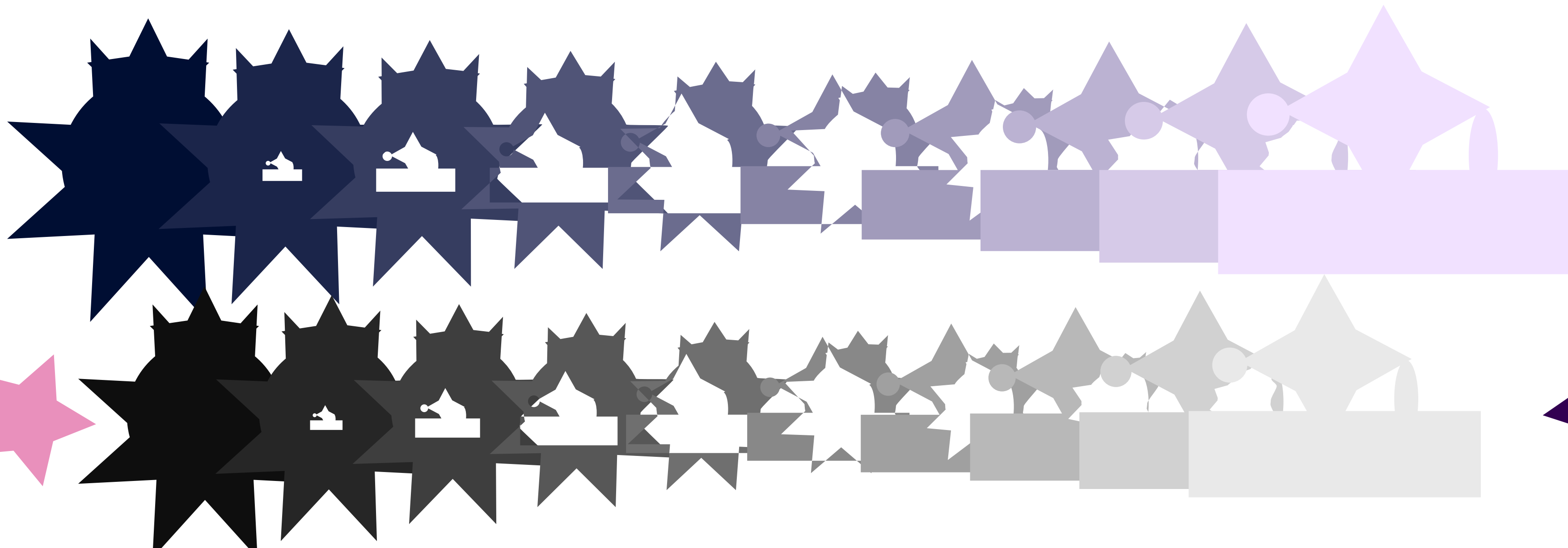
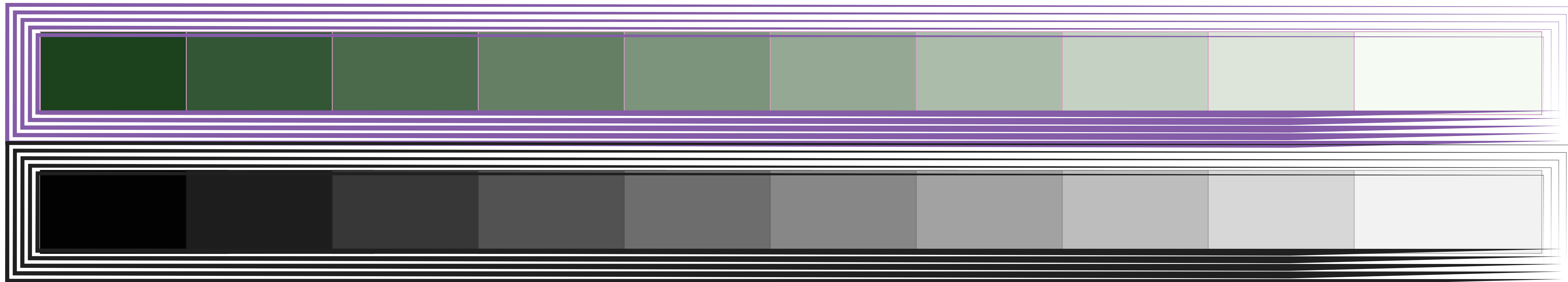
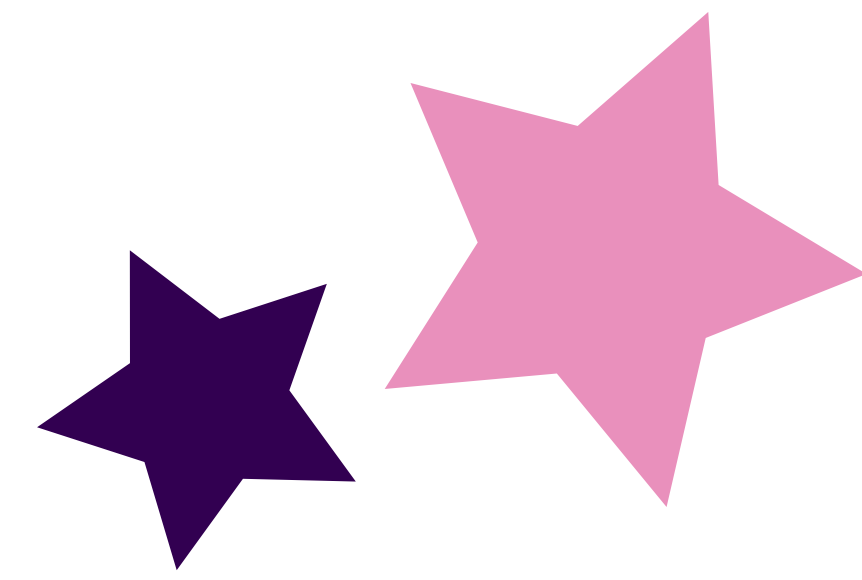


SHAPE AND FORM





VALUE



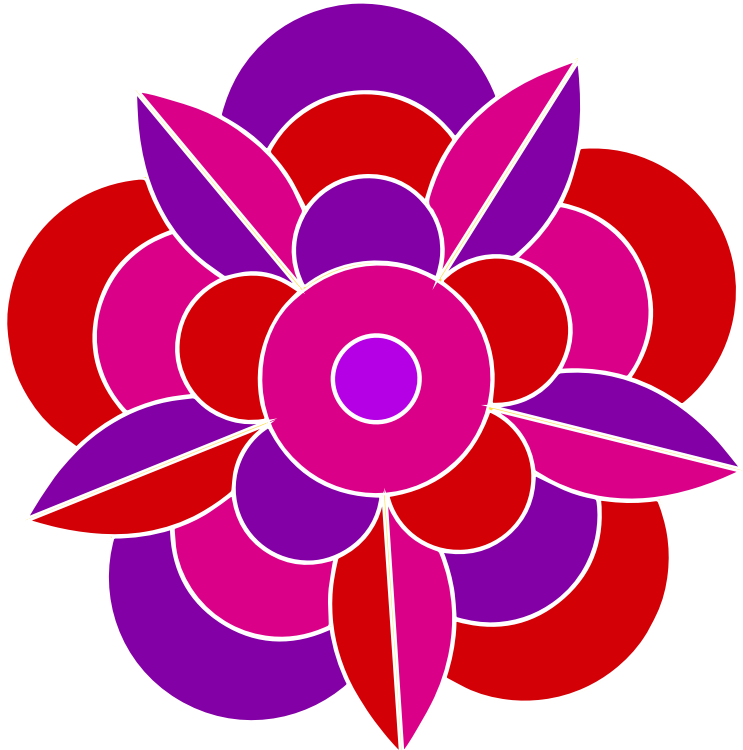
THE BEST BIRD



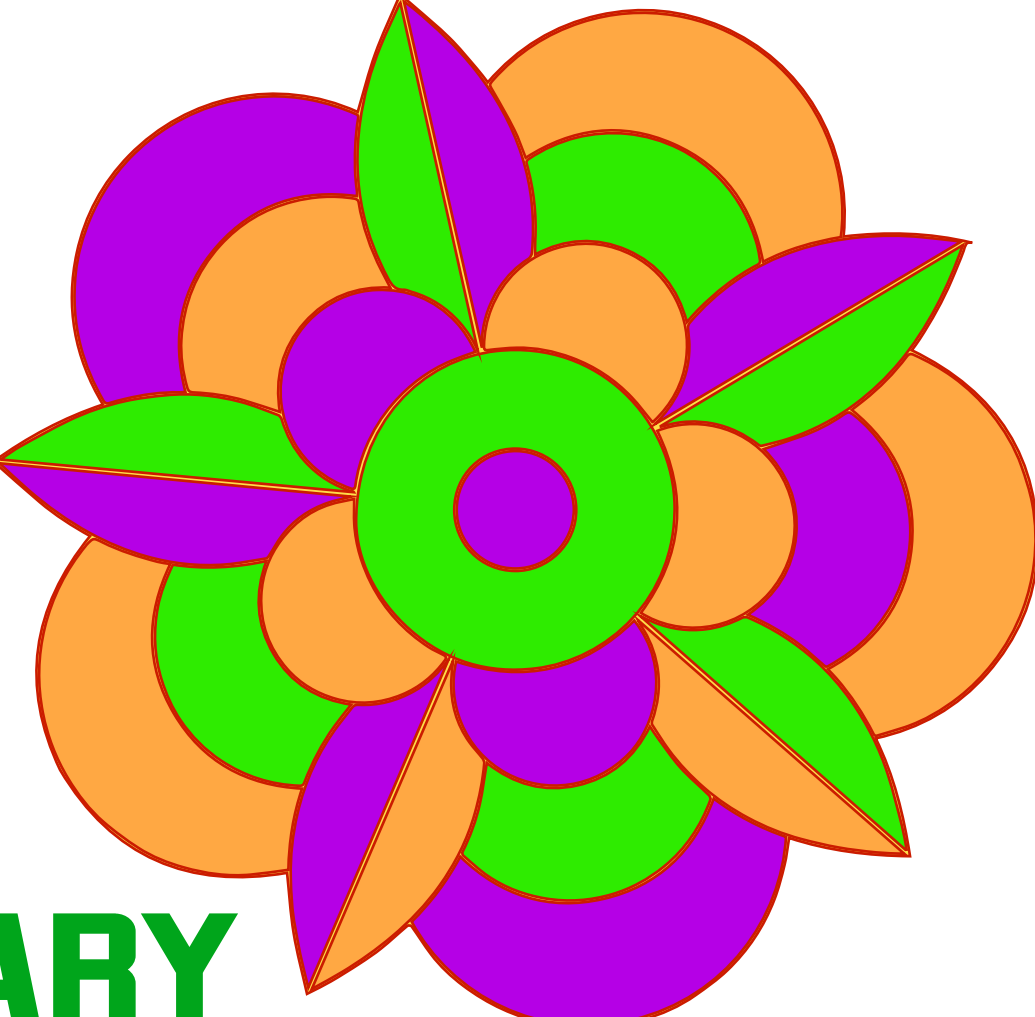
COLOR
COLOUR



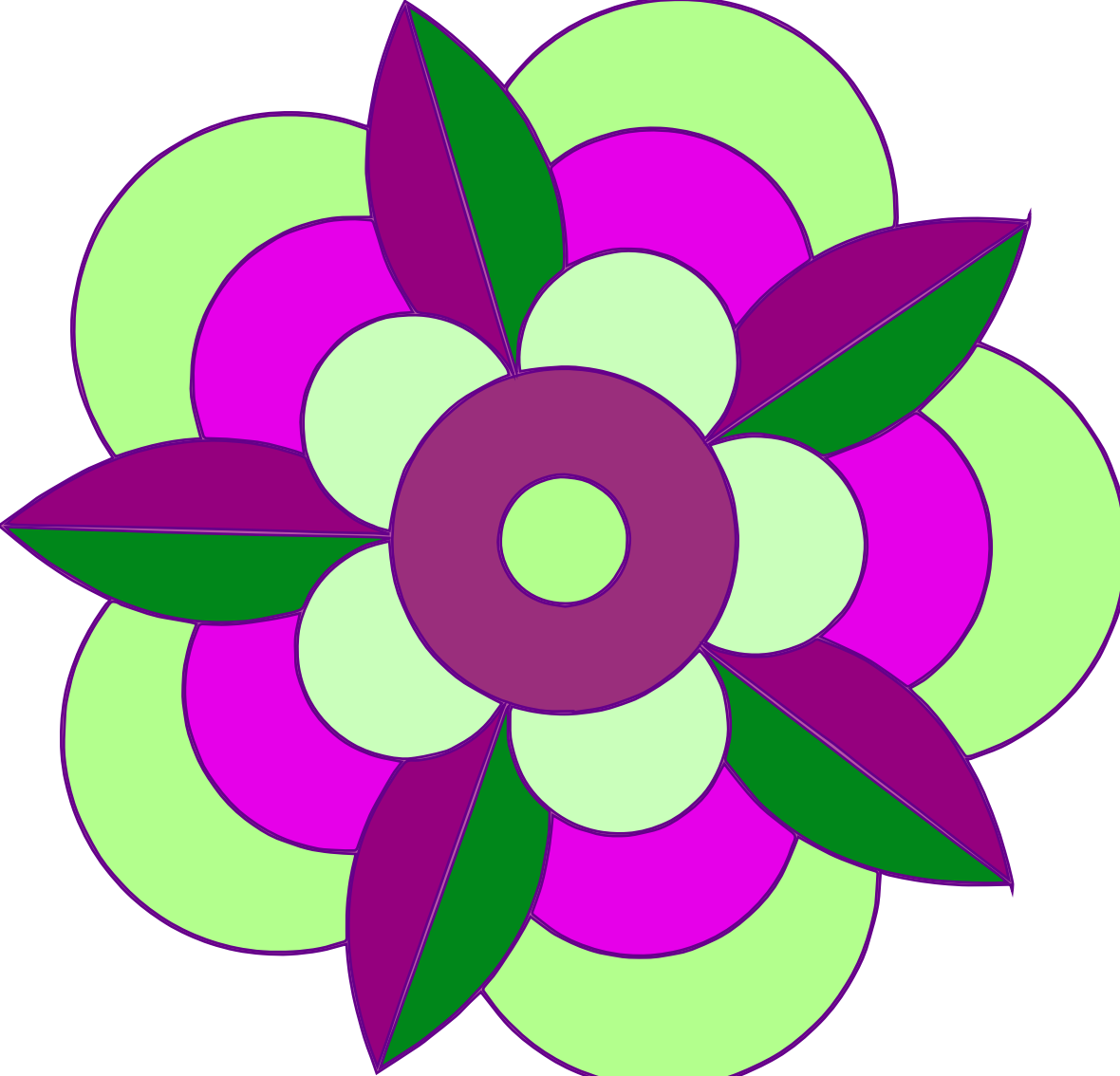
PRIMARY



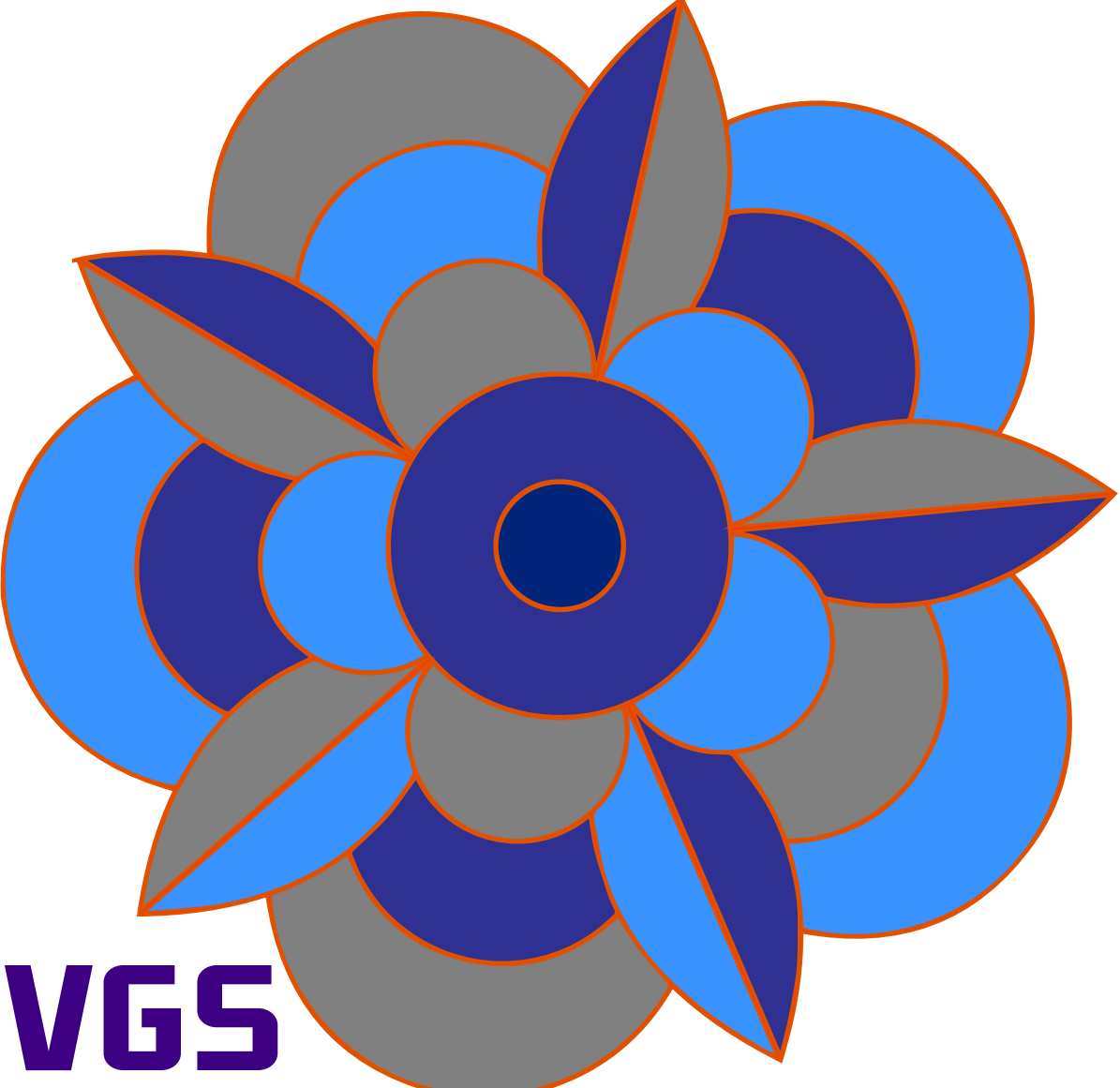
ANALOGOUS



SECONDARY



COMPLEMENTARY



MVGS

TEXTURE

Texture can either
be implied or read;

Real: see, touch, look,
and feel

Implied: simulated,
or invented to appear
textured

Van Gogh was the **KING** of texture



Positive
space
is the **filled**
space

Negative
space
is the **empty**
space



P

A

C

E

