**DESIGN OUTLINE**

Definition of design

Purpose of Design—application

* Narrative
* Descriptive
* Emotive
* Utilitarian
* Decorative

**ELEMENTS OF DESIGN**

 **Line**

* Shape
* Size
* Direction or movement
* Rhythm
* Depth
* Value
* Mood

 **Texture**

* Actual
* Implied
* Becomes a pattern
* Adds weight or emphasis
* Subject

**PRINCIPLES OF DESIGN—DESIGN SPACE**

Balance—where elements are placed and why

* Top vs. Bottom
* Left vs. Right
* Upper let vs. bottom right
* Center
* Near Center

Creating Depth

* Overlapping
* Transparency
* Contrast of:
* Scale
* Active vs. Passive
* Hard edge vs. soft edge
* Pure vs. dull colors
* Warm vs. cool colors

Positive and Negative space used thoughtfully

**PRINCIPLES—DESIGN SPACE—UNITY**

* Relate: all parts visually relate with adequate negative space
* Repetition of motifs
* Rhythm

**PRINCIPLES—DESIGN SPACE—EMPHASIS**

* Focal Point
* Highlighted focal point through design elements

**DESIGN SPACE—PROPORTION**

**DESIGN SPACE--SCALE**