

Terminology Note Sheet -

- **Principles of Design**
- **Visual Elements**
- **Artistic Appearances**
- **Design Process**

Principles of Design (5)

A. Emphasis & Subordination

B. Unity and Variety

C. Balance

1. Symmetrical Balance

- a. horizontal symmetry
- b. vertical symmetry
- c. radial symmetry
- d. diagonal symmetry

2. Asymmetrical Balance

D. Rhythm

- 1. regular rhythm
- 2. alternating rhythm
- 3. eccentric rhythm

E. Scale & Proportion

1. Scale

2. Proportion
 - a. Golden Ratio (2:3 ratio / 3:5 ratio / 4:5 ratio)

Visual Elements (7)

A. Line

1. Types of Line
 - a. Contour

 - b. Directional

 - c. Implied

 - d. Radial

 - e. Concentric

 - f. Spiral

2. Line Qualities
 - a. Thick & Thin

 - b. Solid or Broken

 - c. Tapered

 - d. Dark & Light

B. Shape & Mass

1. Shape
2. Figure & Ground
3. Mass

C. Light & Value

1. Actual Light
2. Implied Light
 - a. hatching, crossing hatching & stippling
 - b. Chiaroscuro
3. Value
 - a. Achromatic

D. Color

1. Color Theory
2. Color Wheel
 - a. **RYB**
 - b. **CMY**

Primary colors

Primary colors

Secondary colors

Secondary colors

Tertiary colors

Tertiary colors

3. Color Properties

- a. Hue / Chroma
- b. Value
- c. Tint
- d. Tone
- e. Shade
- f. Intensity / Saturation

4. Color Harmonies / Color Schemes

- a. Monochromatic
- b. Complementary
- c. Split-Complementary
- d. Triad
- e. Tetrad
- f. Analogous
- g. Warm & Cool Hues

E. Texture & Pattern**1. Texture**

- a. Actual Texture
- b. Visual Texture
- c. Simulated Texture

2. Pattern

F. Space

- a. Three-Dimensional Space

- b. Implied Space (Two-Dimensional)
 - 1. Linear Perspective

 - 2. Foreshortening

 - 3. Atmospheric Perspective

 - 4. Isometric Perspective

G. Time & Motion

- a. Actual Motion

- b. Stopped Time

- c. Implied Time & Motion

- d. Illusion of Motion

Composition

- A. Closed composition

- B. Open composition

Artistic Styles / Appearances (3)

A. Representational

1. Realistic / Naturalistic
2. Stylized

B. Abstraction

C. Nonrepresentational / Nonobjective

D. Expressionistic with representational, abstract or nonrepresentational

Design Process (3)

A. Concept

B. Form / Process

C. Content

Processes in Thinking

A. Convergent Thinking

B. Divergent Thinking