
DESIGN PRINCIPLES

○ UNITY

- Harmony
- Gestalt
- Ways to Achieve Unity
 - Proximity
 - Repetition
 - Continuation
 - Continuity
- The Grid
- Varied Repetition
- Unity vs Variety
- Chaos vs Control

○ EMPHASIS & FOCAL POINT

- Attracting Attention
- Ways to Achieve Emphasis
 - Contrast
 - Isolation
 - Placement
- Degree of Emphasis
- Single Element
- Absence of Focal Point
- Emphasizing the Whole

○ SCALE/PROPORTION

- Scale of the Art
- Human Scale
- Scale within the Art
- Internal Proportions
- Contrast of Scale
- Scale Confusion
- Surrealism and Fantasy

- Proportion
 - Notions of the Ideal
 - Root Rectangles

○ BALANCE

- Balance vs Imbalance
- Horizontal and Vertical
- Symmetrical vs. Asymmetrical
- Balance by
 - Value and Color
 - Texture and Pattern
 - Position and Eye Direction
- Radial Balance
- Crystallographic Balance
- Allover Pattern

○ RHYTHM

- Rhythm & Motion
- Shapes and Repetition
- Alternating Rhythm
- Progressive Rhythm
- Patterns and Sequence
- Converging Patterns

○ THE PROCESS

- Form and Content
- Form and Function
- Nature - History - Culture
- Thinking with Materials

DESIGN ELEMENTS

○ LINE

- As Defining Form
- Line & Shape
- Line & Value
- Types of Line
 - Actual
 - Implied
 - Psychic
- Line Quality
- Line Direction
- Contour
- Lost-and-Found Contour
- Gesture
- Precision VS Spontaneity

○ SHAPE/VOLUME

- Volume/Mass
- 2 & 3 Dimensions
- 2 vs 3 Dimensions
- Naturalism
 - Distortion
 - Idealism
 - Improved
- Abstraction
 - Essence
 - Nonobjective
 - Pure Forms
 - Exaggerated
- Rectilinear &/vs Curvilinear
- Positive &/vs Negative

○ TEXTURE & PATTERN

- Tactile
- Actual
- Implied
- Collage
- Impression
- Trompe L'oeil
- Pattern

○ ILLUSION OF SPACE

- Two Dimensions
- Three Dimensions
- Devices to Show Depth
 - Size
 - Exaggerated Size
 - Overlapping
 - Vertical Location
- Aerial Perspective
- Linear Perspective
 - One-Point
 - Two-Point
 - Multipoint
 - Amplified
- Different Point of View
- Isometric Projection

- Open Form
- Closed Form

- Transparency
- Equivocal Space
- Spatial Puzzles

○ ILLUSION OF MOTION

- Anticipated Motion
- "Seeing" Action
- Ways to Suggest Motion
 - Figure Repeated,
 - Figure Cropped
 - Blurred Outlines
 - Multiple Image

○ VALUE

- Light, Dark, Between
- Value as Emphasis
- Creating a Focal Point
- Value and Space
- Value and Pattern

○ COLOR

- Properties of Color
 - Hue
 - Value
 - Intensity/Saturation
- Complementary Colors
- Visual Color Mixing
- Suggesting Light
- Cool/Warm Colors
 - Emphasis
 - Dominance
 - Balance
 - Balance within Asymmetrical
- Color and Space
- Color's Spatial Properties
- Color and Value
- Monochromatic/Analogous
- Complementary/Triadic
- Color Discord and Vibrating Colors
- Unexpected Combinations

- Emotional Color
- Color Evokes a Response
- Color and the Senses
- Color Symbolism

ADDITIONAL MEASURES

○ MEDIA -

- paint - pencil - clay - wood
- mixed media
- digital - on screen

○ PURPOSE - USE

- Aesthetic
- Functional
- Applied
- Spiritual

○ SUBJECT MATTER

- Portrait
- Landscape
- Nature
- Still Life
- Geometric
- Abstract

○ MESSAGE & CONTENT

- Expression
- Realism
- Abstraction
- Emotional vs Rational