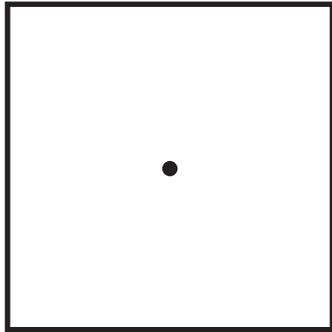


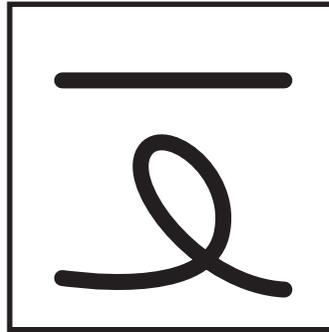
# BASIC PRINCIPLES OF DESIGN

Six building blocks of 2-dimensional design: point, line, shape, texture, value and color.



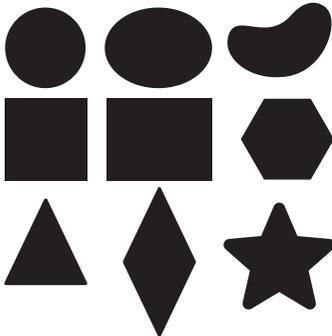
## Point

A point is the most basic mark. It can be a dot or pixel. Once it's placed, a dialogue begins with the surrounding space. For dot patterns, they can be the same size or not, aligned or varied.



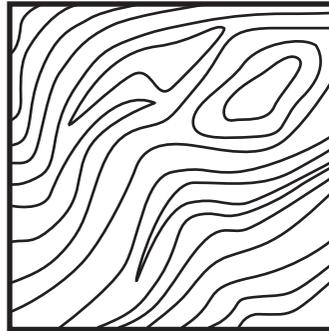
## Line

A line can be seen as a point in motion, a series of adjacent points, or a connection between two points. Lines can be straight or curved.



## Shape

Shape is a flat, enclosed area. They can be regular or irregular. They can be symmetrical or asymmetrical.



## Texture

Texture is the tactile quality of a form. Giving a sense of the quality of a surface, it can be expressed with a variety of marks. Textures can be hard, soft, rough, smooth, woven, shiny, fuzzy, bumpy, or ridged.

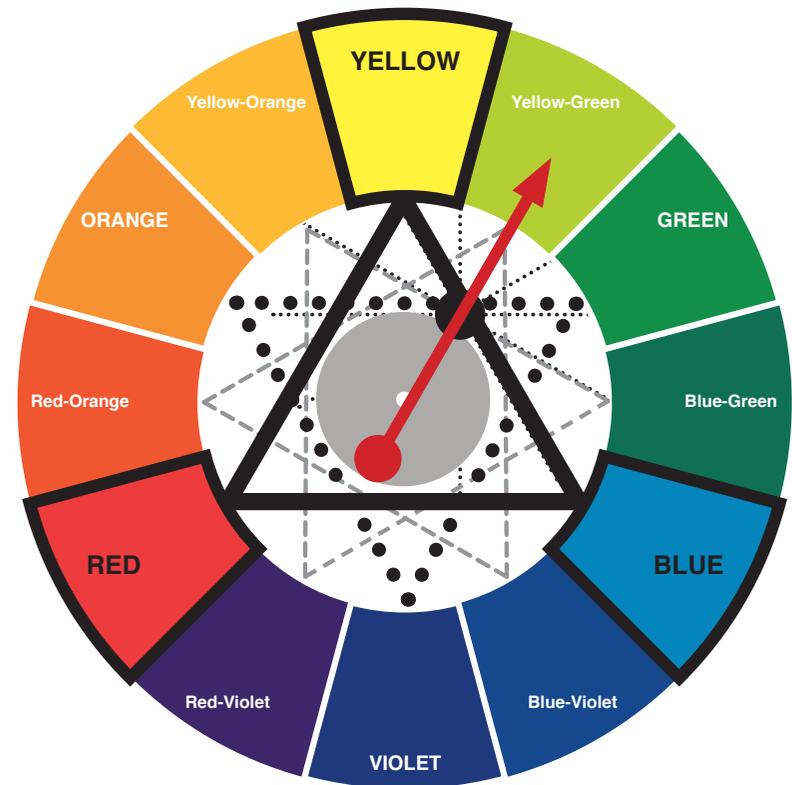
## Value

Value is the relative lightness or darkness of a surface.



This value scale shows the gradual transition from white to black.

## Color Wheel



- PRIMARY COLORS
- Secondary Colors: combination of adjacent primary colors
- Tertiary Colors: combination of colors on either side combined
- Complementary Colors: colors opposite one another on the color