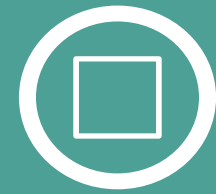




Point



Line



Shape



Form



Tone



Texture



Colour



Type

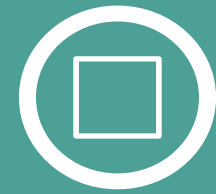
The design elements
are the components of
visual language used by
designers to communicate
information and ideas.



Point



Line



Shape



Form



Tone



Texture

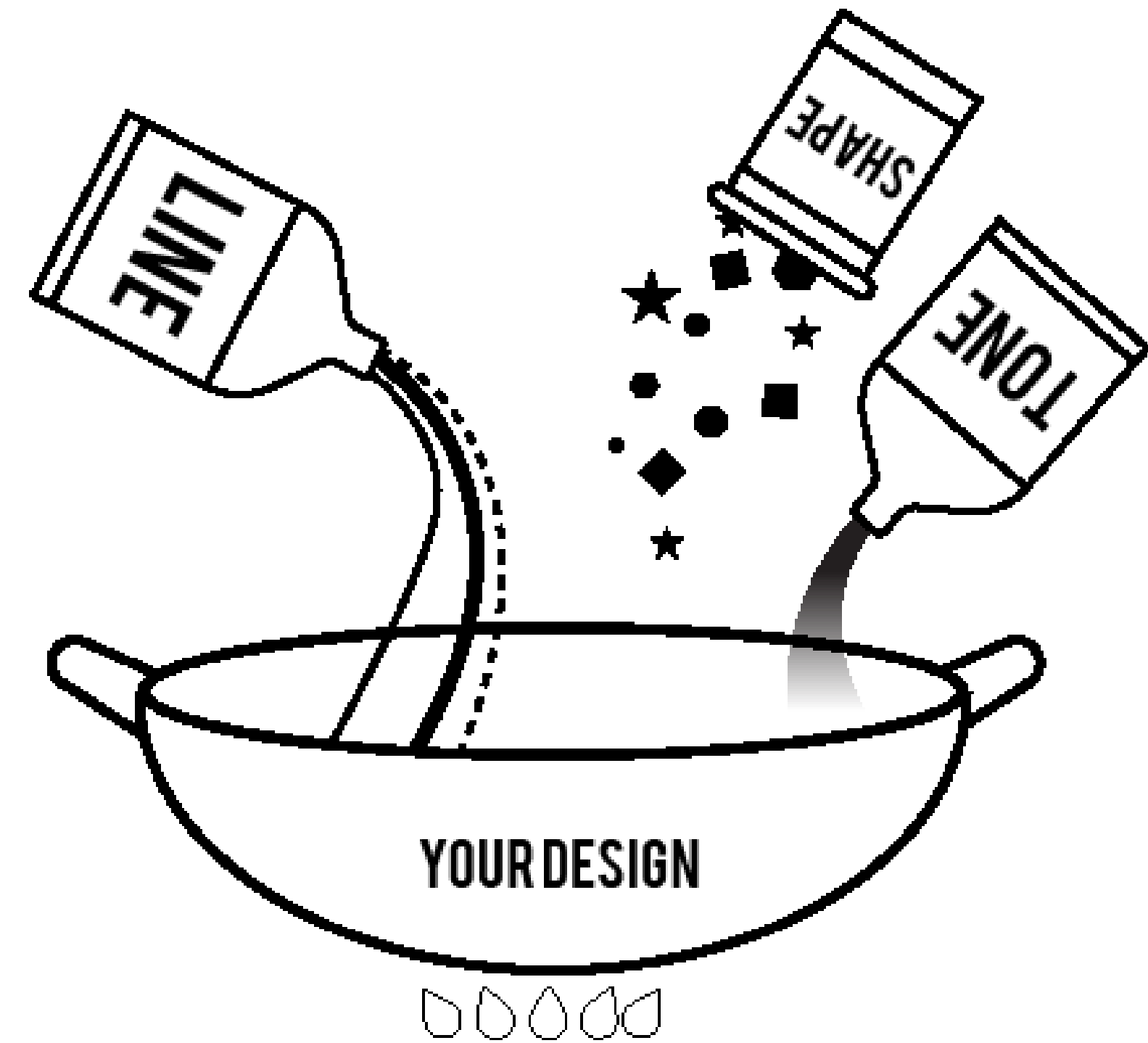


Colour



Type

Think of them as the
'ingredients' which are
used to make up your
design.





Point



Line



Shape



Form



Tone



Texture

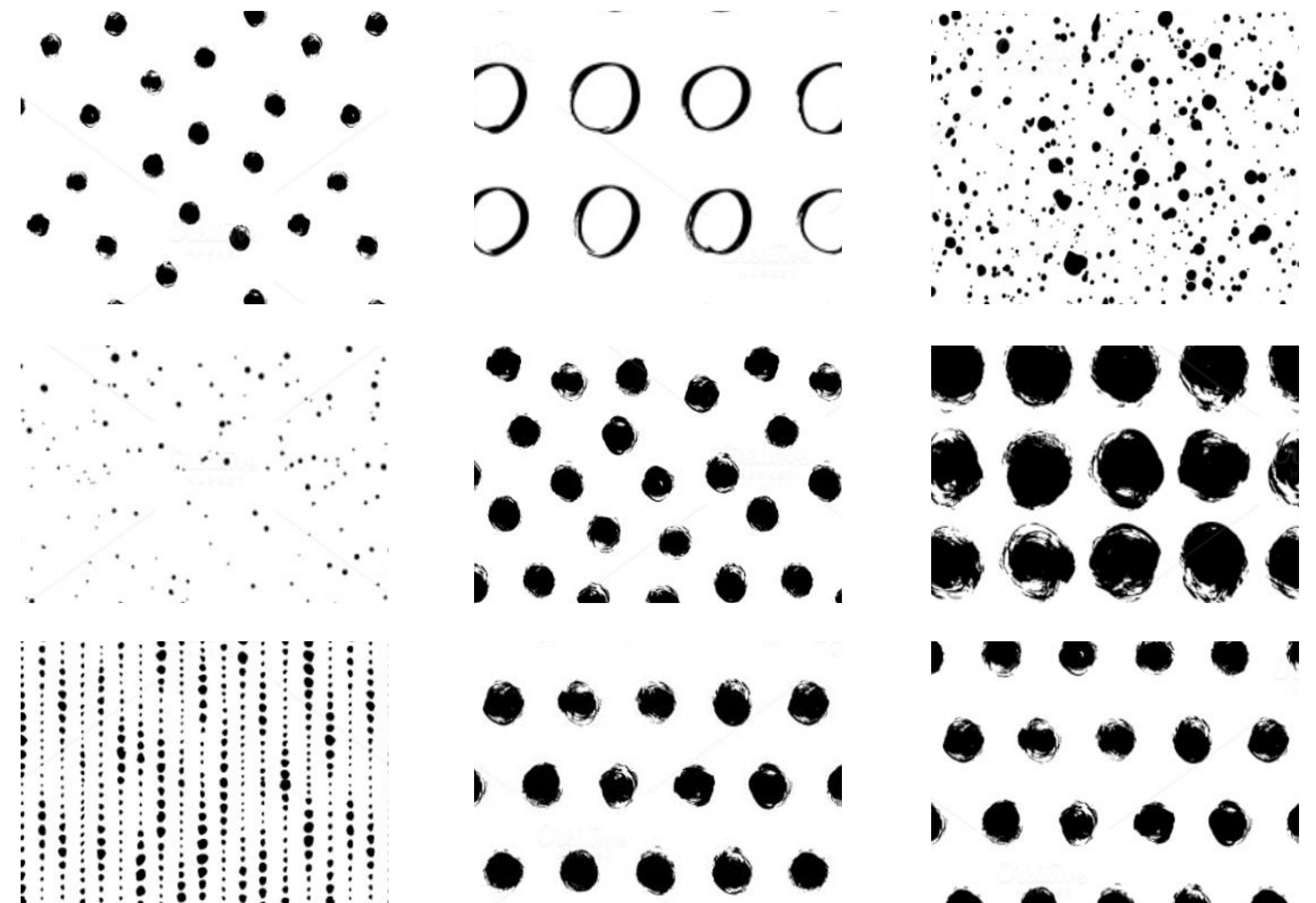


Colour



Type

Point is the smallest element of a visual communication. It can be a dot but it is not necessarily circular. Point can be repeated to create shade, tone or texture. Examples of application include half-tone printing, pixilation and dot rendering.





Point



Line



Shape



Form



Tone



Texture



Colour



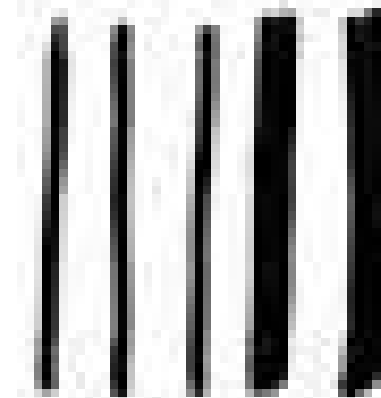
Type

Line is a continuous mark on a surface. It can be straight, curvy, precise, of consistent weight, broken, dotted or rough and textured. Lines can be made by any manual or digital method. Lines in multiples are used to create shade, tone and texture.

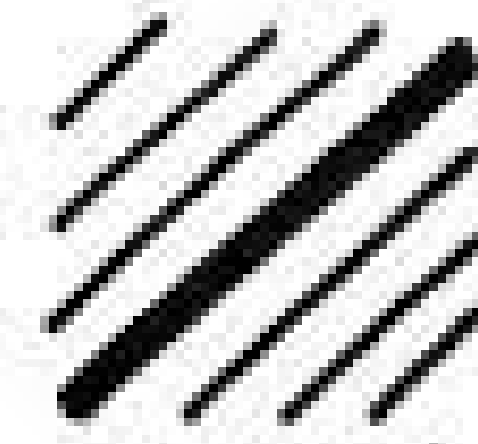
7/16



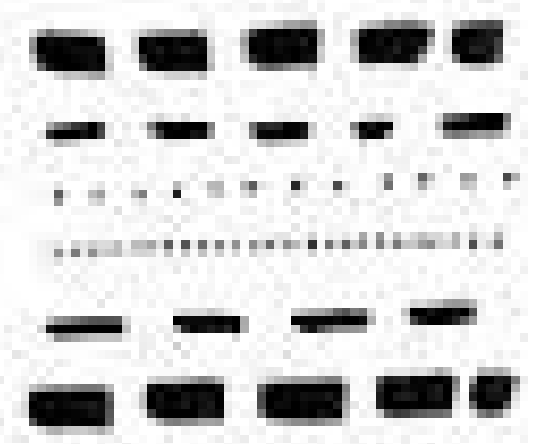
Horizontal



Vertical



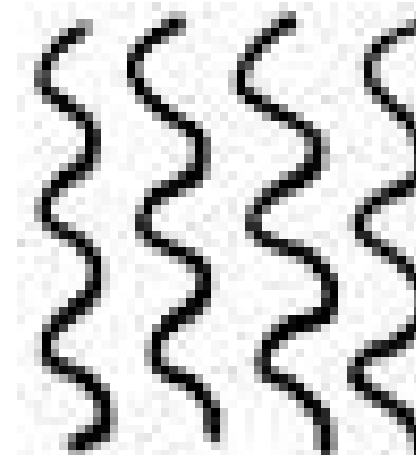
Diagonal



Broken



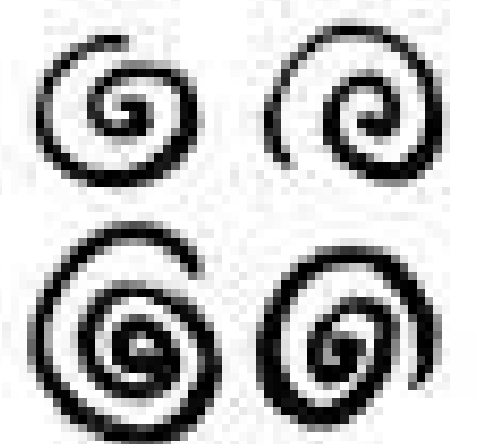
Zigzag



Wavy



Curved



Spiral



Point



Line



Shape



Form



Tone



Texture



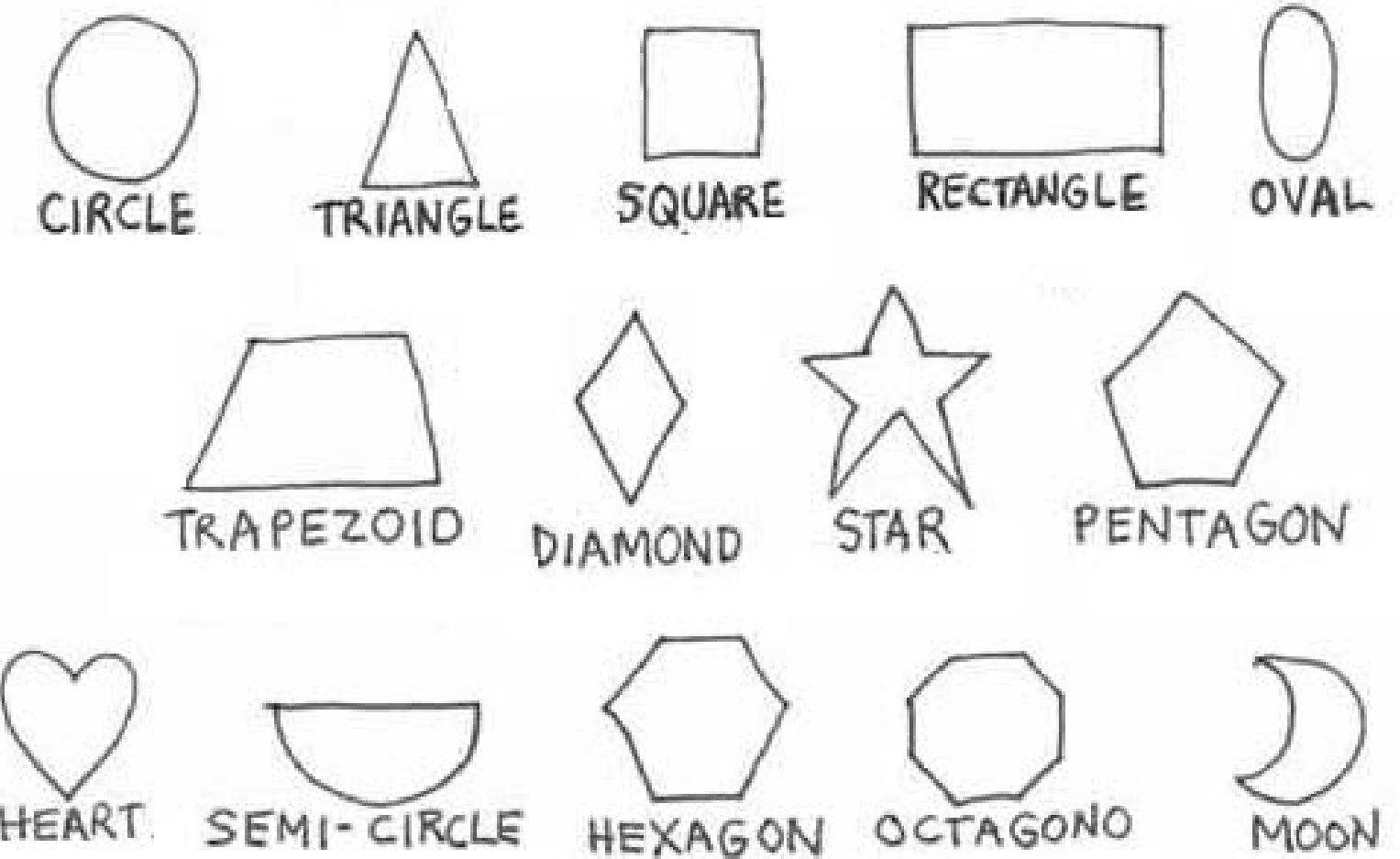
Colour



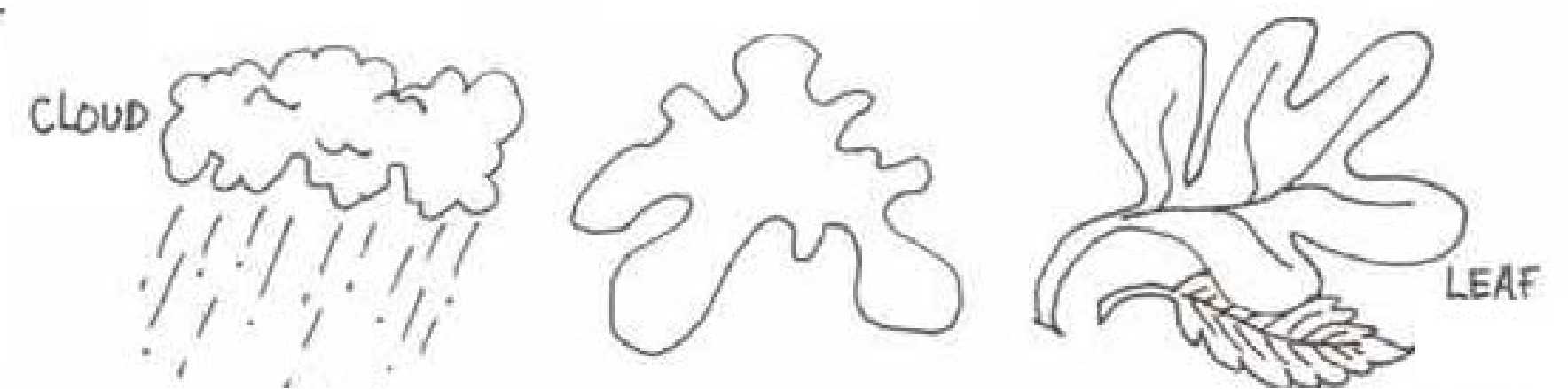
Type

Shape is an enclosure. It can be simply an outline, a 'stroke' in digital media or an area of colour, shade or texture, a 'fill' in digital media. It can be organic, geometric, hard-edged or feathered, abstract or symbolic and can be used in conjunction with other elements to create form or pattern.

GEOMETRIC



ORGANIC





Point



Line



Shape



Form



Tone



Texture

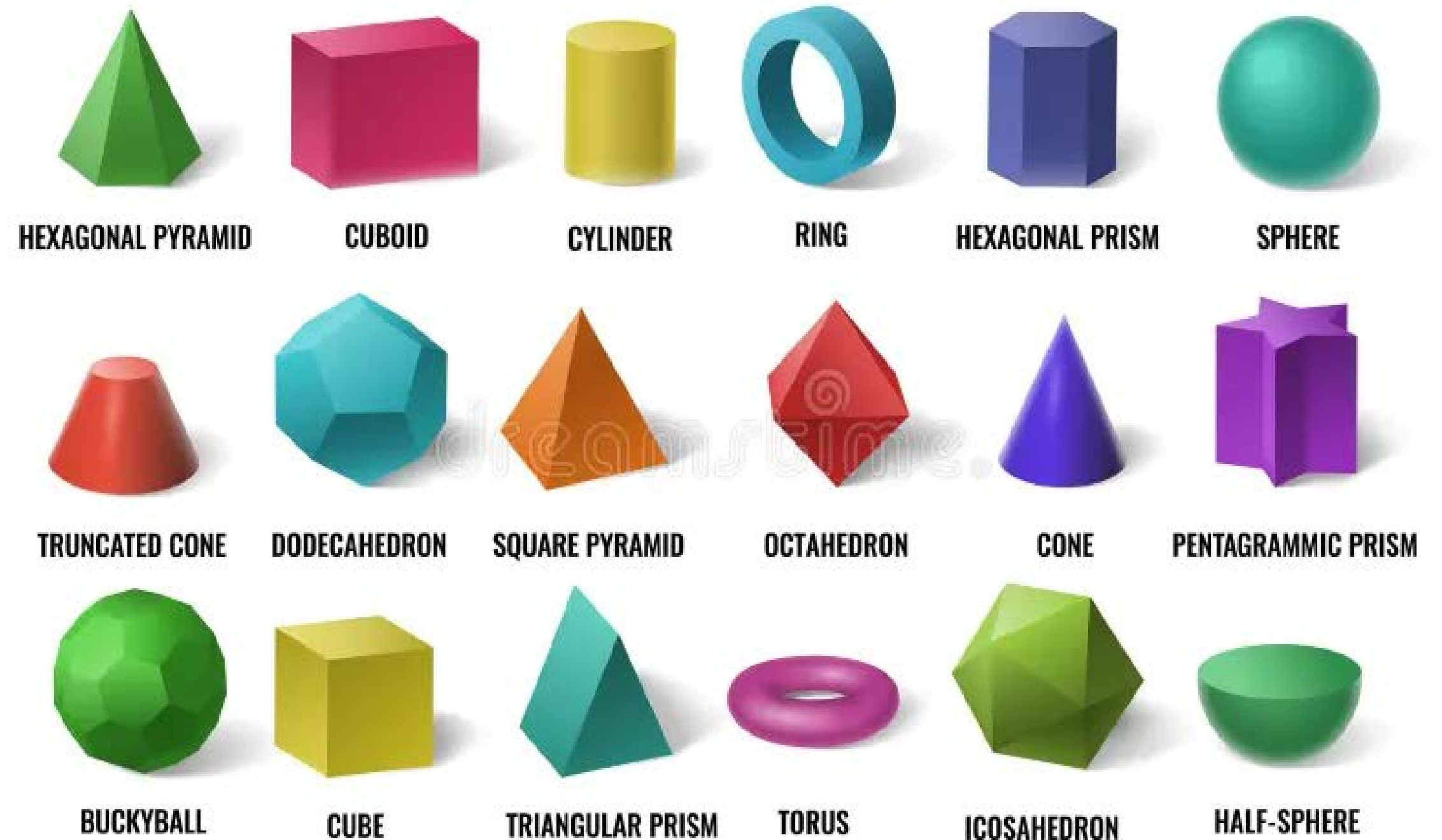


Colour



Type

Form is a three-dimensional entity in visual communication. It can be real as in a construction, or illustrated as seen in an illustration. Form in illustrations may be created by point, line or shape and can be enhanced in tone, texture and colour.





Point



Line



Shape



Form



Tone



Texture



Colour

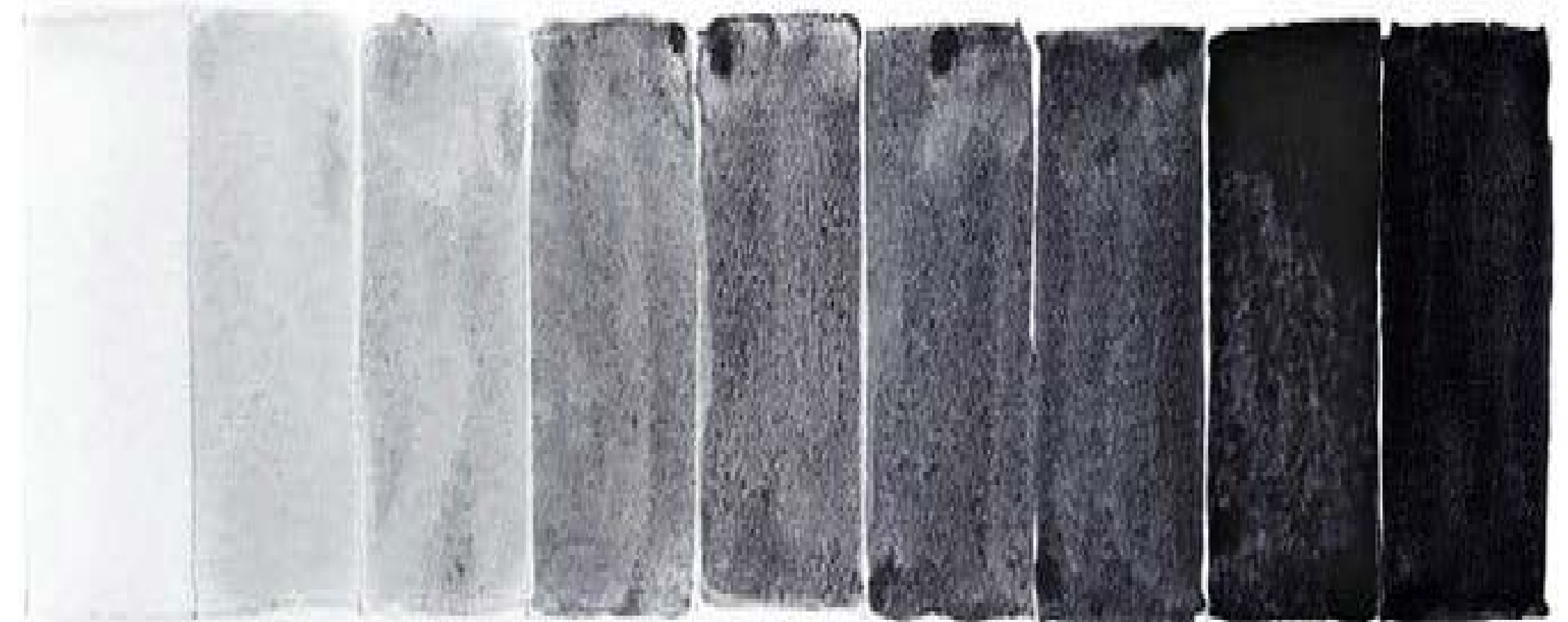


Type

Tone is light or dark variation of any colour. In communication design tone is used to describe the three-dimensional nature of form in terms of its shadows and highlights, created by a light source. A variation in tone is a 'gradient' in digital media.

white

black



1 2 3 4 5 6 7 8 9

mid value



Point



Line



Shape



Form



Tone



Texture



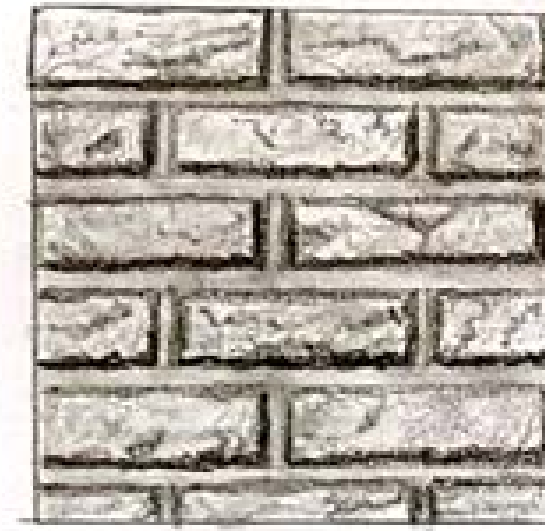
Colour



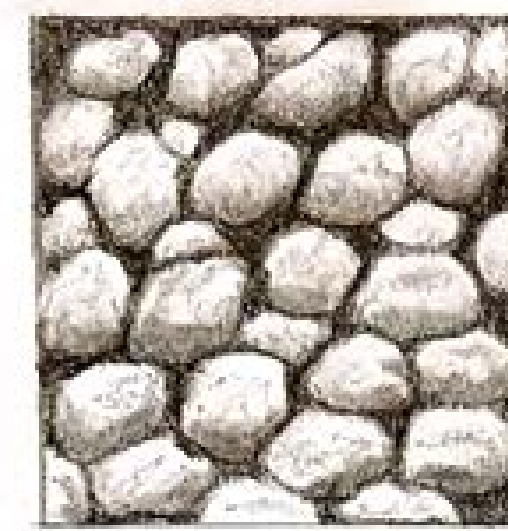
Type

Texture communicates a tactile aspect. It can be real or implied. It may be achieved using a combination of elements such as point and line, and applied in a realistic or an abstract style to create a pattern or to simulate the finish of a material.

Bricks



Stones



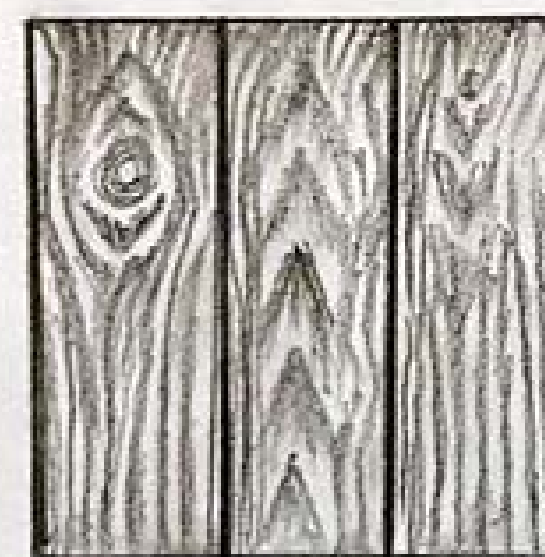
Marble



Metal



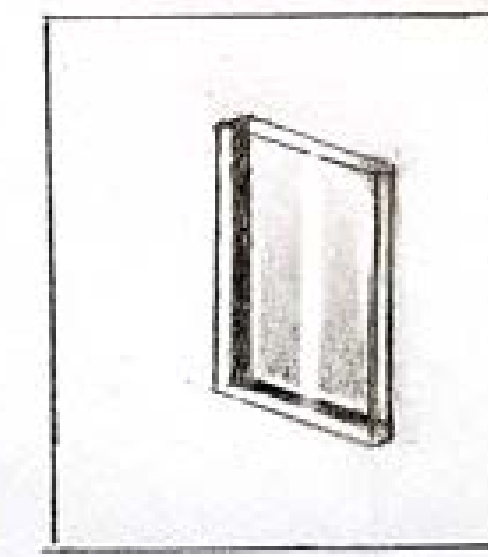
Wood



Tree bark



Glass



Fabric





Point



Line



Shape



Form



Tone



Texture



Colour



Type

Colour is light in different wavelengths as they appear to the eye. We use and discuss colour by considering relationships between them by referencing the 'colour wheel' and terms such as hue, complimentary, contrasting, harmonious and high/ low key colours. In addition, colour is used to enhance form, attract attention and create hierarchy.



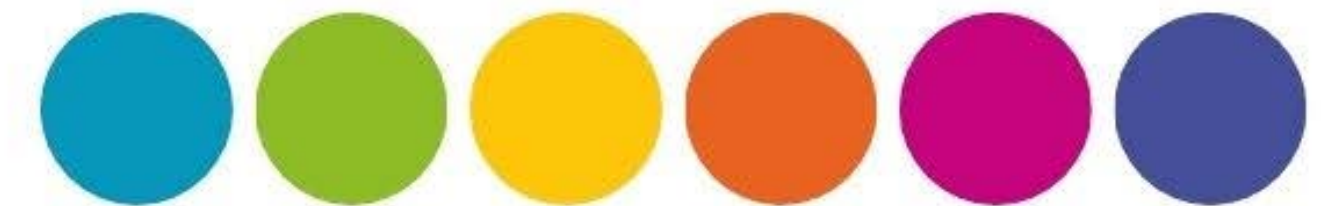
Primary Colors



Secondary Colors



Tertiary Colors





Point



Line



Shape



Form



Tone



Texture



Colour



Type

Type is the visual representation of word, number and character. It communicates through literal meaning of words and through visual quality of the type form. Sets of 'typefaces' belong to families and can be serif, sans serif or decorative. In addition, type forms can be extended, condensed, bold, italic or three dimensional.

Ag

Sans serif
Proxima Nova

Ag

Serif
Garamond

Ag

Slab serif
Clarendon

Ag

Monospaced
Input

Ag

Script
Bistro Script

Ag

Blackletter
Goudy Text