

*COM1005: Visual Communication*

Elements of Design

	Notes	Drawn Example
Space		
Line		
Balance		
Color		

Shape		
Texture		
Form		
Value		

## Principles of Design

Notes

Drawn Example

Unity		
Harmony		
Contrast		
Repetition		

Variety		
Emphasis		
Proportion (Scale)		
Functionality		

Proximity		
Color theory		
Decluttering		
Lighting Coloration		