

Principles and Elements of Design

PRINCIPLES

FORM

UNITY

HARMONY

VARIETY

BALANCE

PROPORTION

DOMINANCE

MOVEMENT

ECONOMY

ELEMENTS

POINT

LINE

SHAPE

SPACE

SCALE

TEXTURE

ALIGNMENT

SYMMETRY

ASYMMETRY

HIERARCHY

COLOR

VALUE

EMPHASIS

CONTRAST

AMBIGUITY

GRID

FRAMING

PATTERN

PROXIMITY

TYPOGRAPHY

REPETITION

RHYTHM

TIME

Form is the appearance and arrangement of design elements, the visual components used in a composition, guided by principles. These principles are how the elements are utilized, bringing unity and completeness to a composition.

Despite its minimal appearance, this composition contains most, if not all, of the principles and elements of design listed here, with the exception of time as applied to time based and interactive media.