Design Elements & Principles

Design Elements:
Line - created by any tool
Space - the area around, between, or within
Shape - 2D
Form - 3D
Value - the range of light to dark
Color - reflected or absorbed light
Texture - the look or feel

Design Principles:
Balance - showing visual weight (e.g., symmetry)
Unity - joining parts together
Variety - showing different design elements
Emphasis - grabbing attention
Movement - creating motion
Pattern - repetition of design elements
Proportion - showing size relationship of design elements

I’m a bunch of lines and shapes with balance and unity
Designing Your Identity

Your Identity is:
- Your values
- Your voice
- What you decide

Your Identity Is Not:
- Your productivity and output
- Society’s expectations and constructs
- Someone else’s narrative about you
- Your parents’ projections
- Your job title
- Your past

My friends are round and fluffy but I identify more with square and smooth

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