**ELEMENTS OF DESIGN**

• line: lines for expressive purposes; diagonal and converging lines to create depth of space; repetition of lines to create visual rhythm

• shape and form: various shapes and forms, symbols, icons, logos, radial balance

• space: use of blue or complementary colours in shadows and shading to create depth; one- and two-point perspective;

• colour: analogous colours; transparent colour created with watercolour

• texture: textures created with a variety of tools, materials, and techniques;

• value: shading (e.g., modulation, scumbling, stippling).

**PRINCIPLES OF DESIGN**

• unity and harmony: radial balance; similarity (e.g., consistency and completeness through repetition of colours, shapes, values, textures, or lines); continuity (e.g., treatment of different elements in a similar manner); alignment (e.g., arrangement of shapes to follow an implied axis); proximity (e.g., grouping of related items together).