



DESIGN DEFINED

SUMMER 2016

Here's a list of design terms to remember:

Unity: Unity is the relationship among the elements of a visual that helps all the elements function together. Unity gives a sense of oneness to a visual image. In other words, the words and the images work together to create a sense that all of the elements belong together as a whole.

Rhythm: Rhythm is the repetition or alternation of elements, often with defined intervals between them that adds purpose and energy to a design.



DESIGN DEFINED

SUMMER 2016

Gestalt Theory: This is a psychology term which means "unified whole". These theories attempt to describe how people tend to organize visual elements into groups or unified wholes when certain principles are applied. If something has gestalt, it means the elements work well together as a complete piece.

Shape: A shape is defined as an area that stands out from the space next to or around it due to a defined or implied boundary, or because of differences of value, color, or texture. A shape is formed when a line encloses an area.