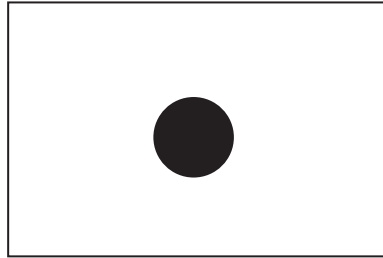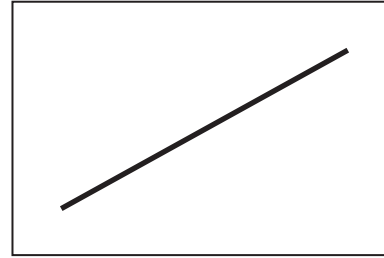# ELEMENTS OF DESIGN

The elements of design are the singular pieces used to construct the larger compositions.
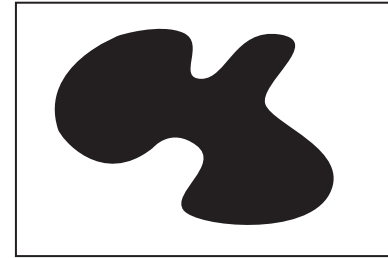
Think of them as letters in words — they are the fundamental building blocks of the language of visual communication.
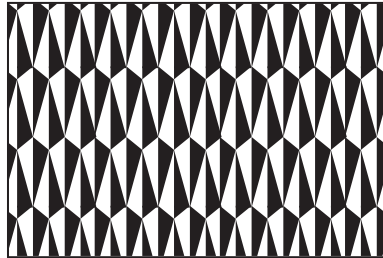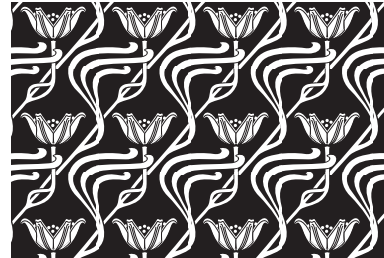
DOT: A point, a location in space, a circle.

LINE: A path of a moving dot made by a tool.
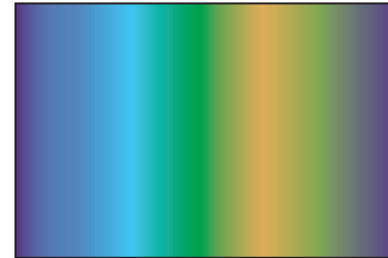
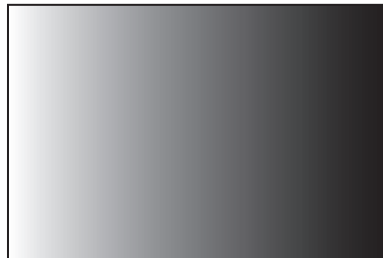SHAPE: An area that stands out from the space around or next to it.

TEXTURE: Surface area of material. Texture can be either visual or tactile.

PATTERN: Repetitive motif; design elements appear over and over.

COLOUR: Visual spectral response to sunlight.

VALUE/TONE: Degree of rela - tive lightness to darkness.