The ABCs of Visual Design - Elements © 2007 Donna Tersiisky

elements

- value
  - range
    - light-high key
    - dark-low key
  - contrast
    - high value contrast
    - low value contrast
- color
  - created by light
    - additive-emitted light
    - subtractive-reflected light
  - properties
    - hue
    - value
    - saturation
  - temperature
    - warm
    - cool
  - color schemes
    - monochromatic
    - complementary
    - analogous
    - split complementary
    - triadic
- line
  - qualities
    - curved / straight
    - thin / thick
    - loose / precise
    - delicate / bold
    - expressive / controlled
  - direction
    - horizontal
    - vertical
    - diagonal
  - types
    - actual
    - implied
    - psychic
- shape
  - geometric
  - natural
  - abstract
  - nonobjective
- texture
  - type
    - actual
    - visual
  - sensation
    - rough
    - smooth