

Elements of Design Wucius Wong (1993)

1. Conceptual Elements

a. **Point** ● b. **Line** ● — c. **Plane**   d. **Volume**  

2. Visual Elements

a. **Shape**  b. **Size**  c. **Color**  d. **Texture** 

3. Relational Elements

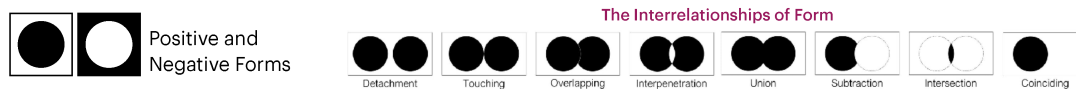
a. **Direction** b. **Position** c. **Space** d. **Gravity**

4. Practical Elements

a. **Representation** b. **Meaning** c. **Function**

Elements of Two-Dimensional Design Wucius Wong (1993)

1. Form a. As a point b. As a Line c. As a Plane d. As a Volume



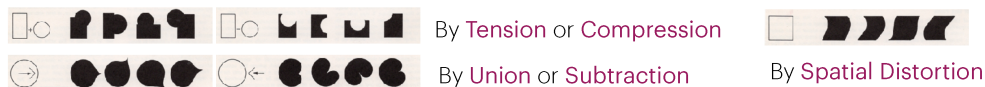
2. Repetition

Directional Variations  Spatial Variations 

3. Structure



4. Similarity



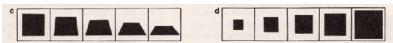
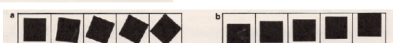
5. Gradation



4. Similarity

ACdBAcD By Association  By Imperfection
 By Tension or Compression 
 By Union or Subtraction  By Spatial Distortion

5. Gradation

Planar Gradation 
Shape Gradation 
Spatial Gradation 

8. Contrast

 Of Shape  Of Size  Of Colour  Of Texture
 Of Direction  Of Position  Of Space  Of Gravity

9. Concentration

 Towards a Point
 Away from a Point
 Towards a Line
 Away from a Line
 Free

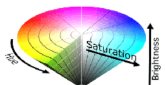
10. Texture

    Visual Textures
 Techniques: Drawing, Painting, Printing, Transferring, Spraying, Pouring, Staining, Burning, Scratching, Scrapping, Photographic processes (photographies, scanners), Collage, etc.

11. Space

 Positive or Negative  Flat or Illusory  Fluctuating  Conflicting

Colour Theory

 Hue gradient  Shade gradient  Tint gradient  Tone gradient
 HSB Color Space 
 HSL Color Space 

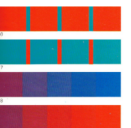
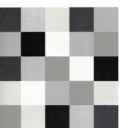
Colour Modes

 RGB  CMYK  CMY  CMYK  CMYK

Colour Schemes

 Monochromatic  Analogous  Complementary  Split Complementary  Triadic (Triad)  Tetradic

Contrast

Warm-Cold Contrast  Light-Dark Contrast 

Gradation

Value Gradation 
 Saturation Gradation 
 Hue Gradation 