

SEVEN DESIGN ELEMENTS

Printable desktop reference



Color

Color harmony keeps everything in your presentation looking like it belongs together. In addition to primary, secondary, and tertiary colors, you should be aware of six different color harmonies: Monochromatic, complementary, analogous, split-complementary, triadic, and tetradic.



Value

Value is the amount of light reflected from a surface. You can do this by adding black to a pure color (shade), adding gray to a pure color (tone), or adding white to a pure color (tint).



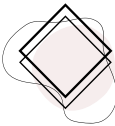
Line

A line is a connection between any two points. Lines create space between elements in the composition of your slide or draw attention to the point of focus. Lines in your presentation can be thin, dotted, hashed, imperfect, thick, and even curvy.



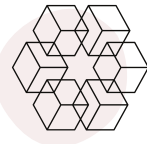
Typography

Typography is the art of arranging letters and text to make information readable and visually appealing. Similar to color, typography can affect our emotions and how we perceive information. Further, it helps us organize information in a visual hierarchy.



Shape

Shape is essentially a flat area with a border. Most everything has a shape. There are two broad categories of shapes: Biomorphic (shapes that have irregular or natural edges) and geometric (shapes with hard edges, lines, and angles).



Form

Form is a shape with an added third dimension; length, width, and height. You can also add subtle dimension to shapes by using shadow.



Texture

Texture is the look or feel of a surface (real or implied). You can use texture to add contrast, develop layers or visual appeal, or create specific energy or tone.



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For more information on how to apply these elements, visit creativeslideware.com