

F O R • M A L

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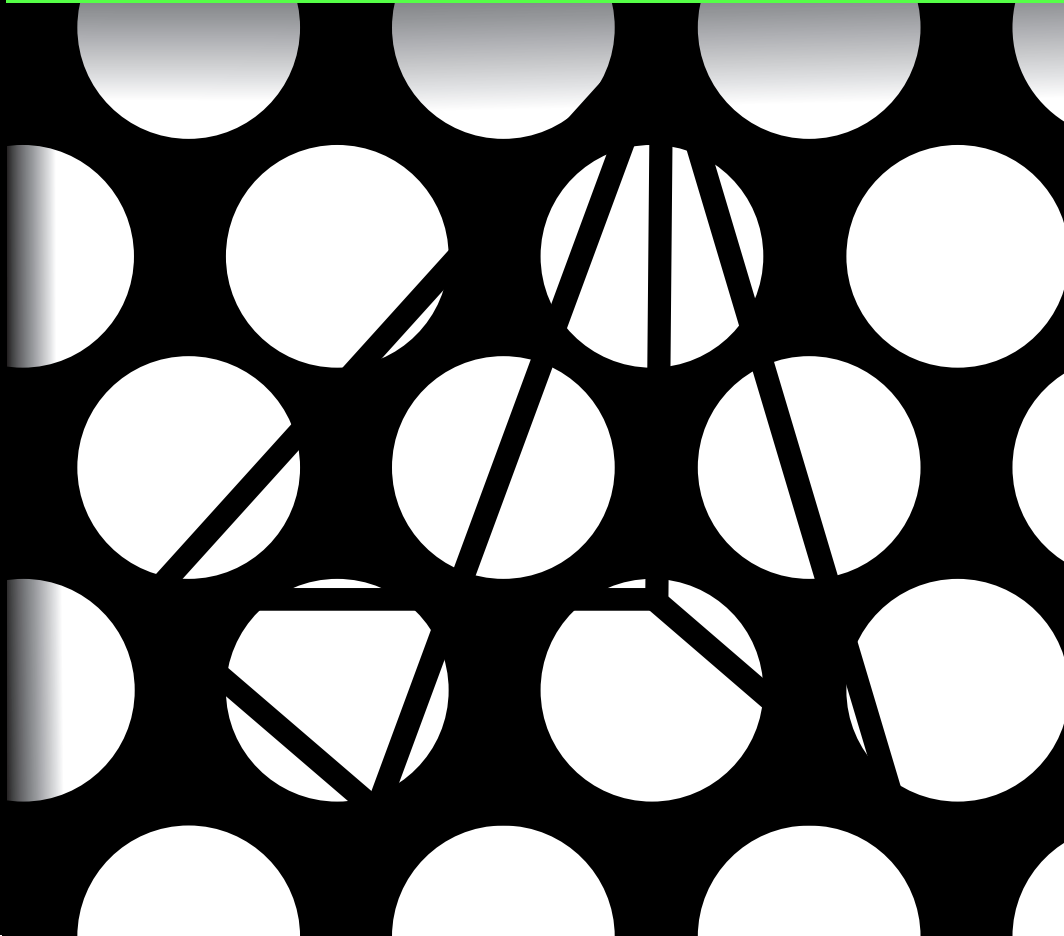
TOMMY BIRD | COMM 2660 | FALL 2024


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C

U

S





# P I N T

A **point** is the first and simplest element of visual design. It stands alone as a **focus of attention**, the small start to a visual story.

# TENSION

**Tension** arises where visual elements pull against each other, creating a **subtle friction** that keeps the eye alert and the composition alive.







**B**

**A**

**L**

**Balance** is the distribution of visual weight with the objective of creating **cohesive** and visually appealing compositions—not necessarily using symmetry.

**A**

**N**

**C**

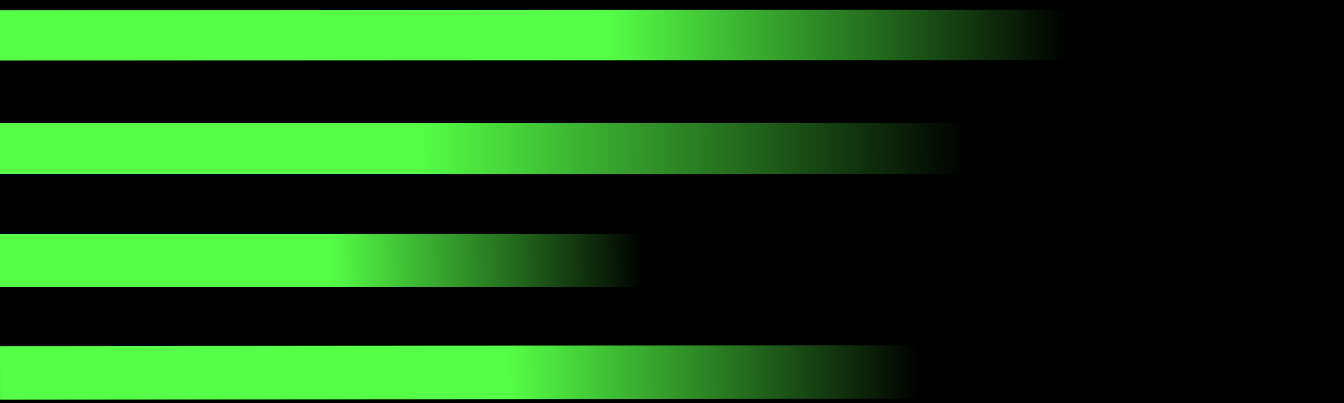
**E**





# ASYMMETRY

*Asymmetry* steps away from the predictable and positions elements in surprising ways, letting the eye wander freely and discover *the unexpected*.







# PATTERN

Pattern forms when shapes, lines, or colors repeat, becoming a soothing rhythm that guides our vision and brings a gentle order to the scene.





# LIGHT

Light is the sculptor of form and space, revealing contours and textures through illumination and shadow that would otherwise go unnoticed.



# CONTRAST

**Contrast** sparks the visual conversation between **opposing elements**—bright and dark, sharp and soft—inviting us to discover the meaning in their differences.

