

PRINCIPLES AND ELEMENTS IN EVENT DESIGN

PRINCIPLES OF DESIGN



LINE

Lines, besides to be used to create a shape, can be used to create perspective and dominant directional lines.

FORM

Form describe volume, the 3D aspect of an object that take up space and it can be viewed from any angle (a cube, a sphere, etc.), it has width, height and depth.



COLOR



Colors are used to generate emotions, define hierarchy, create interest, etc. There are many different kinds of color systems and theories but we will focus on the 3 properties: Hue, Value and Saturation.

TEXTURE

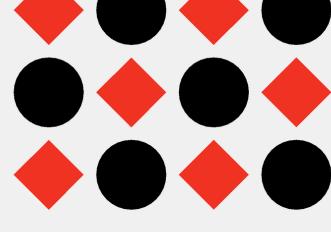
Texture is the surface quality (simulated and/or actual) that can be seen and felt, can be rough or smooth, soft or hard, etc.



PATTERN

Pattern is the repeating of an element all over the work of art. Repetition works with pattern to make the work of art seem active.

Pattern



Pattern creates visual interest