

Adobe Photoshop Presentation

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| Alignment | Is the arrangement of elements in a line. |
| Aspect Ration | is the proportion, in width to height, of a screen image, a photographic print, or a television or film screen. |
| Balance | Is the even or proportional distribution of elements within the design landscape. |
| Balance, Symmetry, & Harmony | B & S work hand to hand and also can be use to achieve design harmony. |
| Color | is the eye's perception of the light spectrum. |
| Contrast | id the different between two nearby elements. The difference can color, texture, scale, or shape. |
| Emphasis | when one calls attention to a design element. The element that is emphasized is call the focal point. |
| Field of view | is the slide of the world that is recorded by the camera taking a photo. |
| Framing | is arranging the elements in a photo so they "frame" the primary subject. |
| Harmony | The adaptation of elements in relation to one another to form a pleasing, coherent whole. |
| Hierarchy | which is created by emphasis, is a way of organizing design elements in terms of their relative importance. |
| Leading | the space between two lines of type. |
| Line | can be thought of as a string of connected dots. |

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| Movement | The illusion of it is shown by an image's shapes, lines, and curves, which lead the eye in different directions. Another way to create is by combining rhythm and repetition. |
| Proximity | In design is grouping similar elements together. Also organizes information and provides structure for the subject. |
| Repetition | Is the reuse of identical or similar design elements throughout a design. Repetition can be created with color, type, shapes, and/or texture. |
| Rhythm | is a strong, regular, repeated pattern, usually of movement or sound. |
| Rule of Thirds | In design, is a way of making something more compelling and interesting. |
| Scale | is the relative size of nearby design elements. |
| Shape | can be combined to form new shapes. |
| Symmetry | One way balance is achieve. It can be: horizontal, vertical,diagonal, radial, and asymmetric formations. |
| Texture | relates to the tactile qualities of a design. It can be physical or optical. The feel of paper is its texture. The appearance of roughness or smoothness is a design's texture. Texture adds visual interest, establishes a mood, and draws the viewer into the design. |
| Tone | is the brightness and shading of an image or a design element, independent of its color. |
| White Space | is also sometimes referred as negative space because of the lack of content. |