

This PowerPoint will be in a museum kiosk to show case the four elements of design being displayed in a art show . Please notice the color pattern and also the text alignment on each slide. It might not be obvious at first glance, but each text box is aligned with something.

Contrast

Proximity

Four Principles of Design

Repetition

Alignment

Tacoma Art Museum
Courtney Laird

Contrast

Giving Design Energy

Powerful Elements of Design

Simply Meaning Difference

Contrast Occurs Through

Color

SPACE

Text Selection

Positioning

A 4x4 grid of alternating black and white squares. The word "Contrast" is written in a bold, red, sans-serif font with a white outline and a slight drop shadow, centered over the grid.

Contrast

Repetition

Using similar elements throughout your design.

Using similar elements throughout your design.

Using similar elements throughout your design.

Using similar elements throughout your design.

Using similar elements throughout your design.

Be Careful! To much REPETITION can be bad.

Repetition

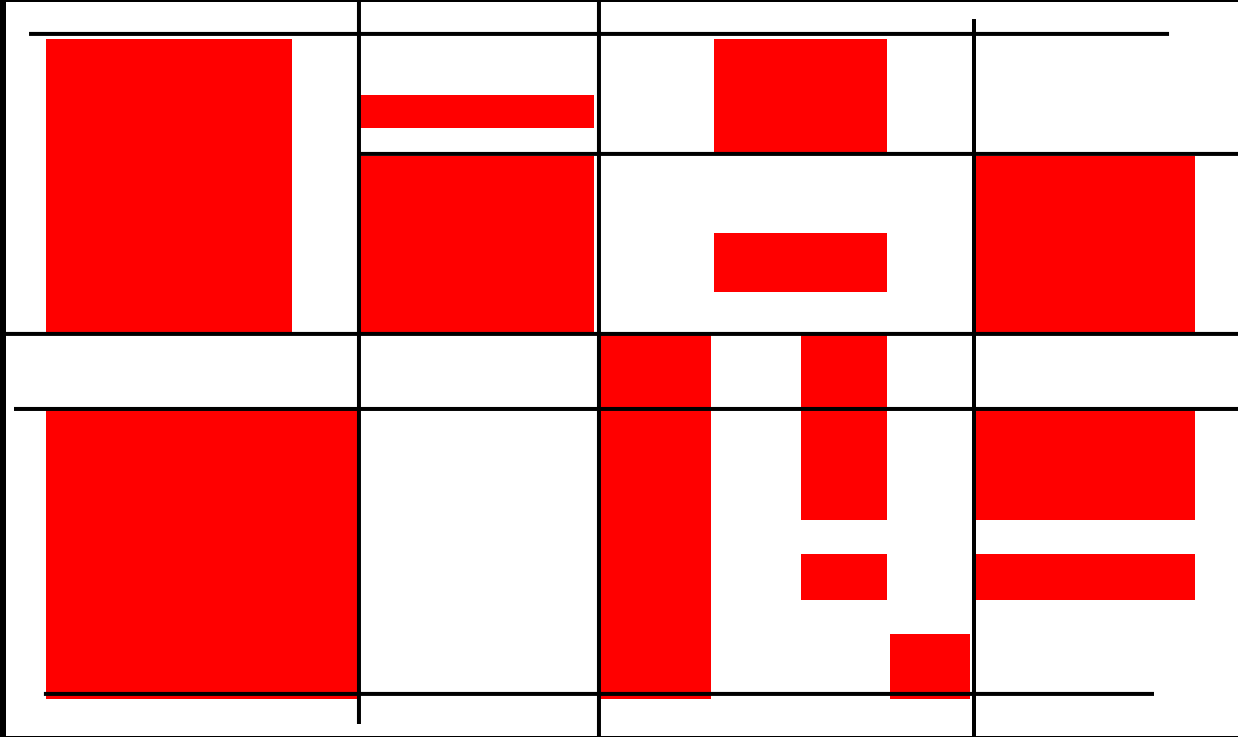


Alignment

Nothing is placed Randomly.

Obtaining unity among every element.

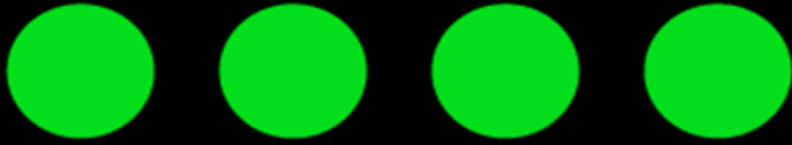
Elements look cleaner when aligned.



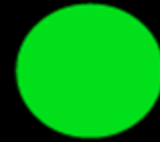
Proximity

Moving objects closer or further to obtain a more achieved look.

Viewing something as a group rather than individual objects.



Proximity



Look

for these

Elements

in our new exhibit

Basic Designs