



Design Principles: Unit, Harmony, Balance, Rhythm, Depth, Proportion, Dominance, Conflict, Contrast, Repetition, Gradation, Radiation, Alternation, Emphasis, Opposition, Variety.

Design Elements: Colour/Hue, Tone/Value, Volume/Form, Size, Direction, Shape, Line, Texture.

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Colour Value Keys	High Key	High Key Major	Light tones with accents of dark. Peaceful, quiet, misty atmosphere.
		High Key Minor	All light tones. Early morning atmosphere, soft, wet atmosphere.
	Intermediate Key	Intermediate Key Major	Intermediate tones with accents of light and dark. Happy, harmonious, bright, sunny atmosphere.
		Intermediate Key Minor	All intermediate tones. Oppressive, flat.
	Low Key	Low Key Major	Dark tones with accent of white. Dramatic, Chiaroscuro.
		Low Key Minor	All dark tones, sinister, nocturnal atmosphere.

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