Unity - The degree of agreement existing among the elements in a design

Volume - The appearance of height, width, and depth in a form

Primary Colors - The three colors from which all other colors can theoretically be mixed. The primaries of pigments are traditionally presented as red, yellow, and blue, while the primaries of light are red, blue, and green

Texture - The surface quality of objects that appeals to the tactile sense

Pattern - The repetition of a visual element or module in a regular and anticipated sequence

Scale - The relative size of an object or a volume of space in relationship to the viewer, to other objects in the vicinity, or to the object's environment in general

Asymmetrical balance - Balanced achieved with dissimilar objects that have equal visual weight or equal eye attraction

Rhythm - An element of design based on the repetition of recurrent motifs

Balance - The equilibrium of opposing or interacting forces in a pictorial composition

Repetition - Using the same visual element over again within the same composition

Radial balance - A composition in which all visual elements are balanced around and radiate from a central point

Two-point perspective - A scene that is viewed through an angle, with no objects parallel to the picture plane and with edges receding to two points on the horizon line

One-point perspective - A system of spatial illusion in two-dimensional art based on the convergence of parallel lines to a common vanishing point usually on the horizon

Proportion - Size measured against other elements or against a mental norm or standard

Continuation - A line or edge that continues from one form to another, allowing the eye to move smoothly through a composition

Chiaroscuro - The use of light and dark values to imply depth and volume in a two-dimensional work of art

Focal point - A compositional device emphasizing a certain area or object to draw attention to the piece and to encourage closer scrutiny of the work

Harmony - The pleasing combination of parts that make up a whole composition

Value - A measure of relative lightness or darkness
Proximity - The degree of closeness in the placement of elements

Shape - A visually perceived area created either by and enclosing line or by color and value changes define the other edges

Plane - The two-dimensional surface on which shapes are organized into a composition

Hue - A property of color defined by distinctions within the visual spectrum or color wheel. “Red,” “blue,” “yellow,” and “green” are examples of hue names.

Line - A visual element of length. It can be created by setting a point in motion

Form - When referring to objects, it is the shape and structure of a thing. When referring to two-dimensional artworks, it is the visual aspect of composition, structure, and the work as a whole.

Linear perspective - A spatial system used in two-dimensional artworks to create the illusion of space. It is based on the perception that if parallel lines are extended to the horizon line, they appear to converge and meet at a common point, called the vanishing point

Gesture - A line that does not stay at the edges but moves freely within forms. These lines record movement of the eye as well as implying motion in the form

Hieratic scaling - A composition in which the size of figures is determined by their thematic importance

Design - A planned arrangement of visual elements to construct an organized visual pattern

Formal - Traditional and generally accepted visual solutions

Line quality - Any one of a number of characteristics of line determined by its weight, direction, uniformity, or other features

Complementary - A color scheme incorporating opposite hues on the color wheel. Complementary colors accentuate each other in juxtaposition and neutralize each other in mixture

Alternating rhythm - A rhythm that consists of successive patterns in which the same elements reappear in a regular order. The motifs alternate consistently with one another to produce a regular (and anticipated) sequence

Intensity - The saturation of hue perceived in a color

Value contrast - The relationship between areas of dark and light

Critique - A process of criticism for the purpose of evaluating and improving art and design

Bilateral symmetry - Balance with respect to a vertical axis

Canon - A law or accepted code that prescribes a set of standards