**Study Guide CTE Exam – Visual Design**

1. Line: path of moving object
   1. Vertical, horizontal, curved, zig zag, diagonal
   2. Contour: slow outline
   3. Blind contour: don’t look at paper
   4. Gesture: fast sketchy drawing
2. Shape: Length and width
   1. Geometric and free form
3. Form: Length, width, and height
   1. Geometric and free form
4. Texture: relates to touch
   1. Actual: can touch
   2. Visual: can see
   3. Simulated: looks real
   4. Invented: doesn’t look real
5. Value: lightness and darkness
   1. Highlight, shadow (low light), middle values or tones, cast shadows, reflected light
6. Color: reflected light
   1. Hue: visible spectrum
      1. Primary, secondary, tertiary (intermediate)
   2. Value: lightness/darkness
      1. Tint and shade
   3. Intensity/dull
   4. Color Schemes:
      1. Complementary, split complementary, monochromatic, analogous, triad, cool, warm
7. Space: depth
   1. Optical: overlapping, size, detail, value, position
   2. 1 pt and 2 pt, horizon line, vanishing points
8. Emphasis: to show or state that something is particularly important
9. Contrast: differences in value, colors, textures, shapes and other elements
10. Balance: visual equilibrium
11. Symmetry: equal sides of fulcrum line
12. Asymmetrical: objects of varying weight equal one another around fulcrum line
13. Radial: elements radiate out from a center point in a circular fashion
14. Unity: visual quality of wholeness or oneness
15. Rhythm: repetition
16. Movement: uses the elements to produce the look of action
17. Proportion: relationship in size
18. Anatomy of type: capline, meanline, x-height, baseline, arm, stroke, counter, crossbar, serif, ascender, descender, serif, sans serif
19. Spacing: tracking, kerning, leading
20. Typeface classifications: oldstyle, modern, slab serif, sans serif, script, decorative
21. Paragraph style: justified, aligned right, aligned left, centered
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