Shape

A two dimensional outline of an object or its representation in an image.
Form

A distinguishable three dimensional image of the subject matter.
Form
Leading Lines

Are used to draw the viewer’s eye through a photograph and are intentional or unintentional, natural lines created in the space of the photograph and are used to create a visual narrative in the composition. Also used to draw your eye to a focal point in the shot that you would like to highlight.
Leading Lines
Texture

The visible surface quality of an object adding character to your picture. Texture can be smooth and shiny like a new car, or rough and edgy as in tree bark or a cobble walkway.
Texture
Symmetrical Balance

Symmetrical balance can be described as having equal “weight” on equal sides of a centrally placed fulcrum. It may also be referred to as formal balance.
Color (Hue)- Symmetrical Balance
Asymmetrical Balance

Also called informal balance, is more complex and difficult to envisage. It involves placement of objects in a way that will allow objects of varying visual weight to balance one another around a fulcrum point. This can be best imagined by envisioning a literal balance scale that can represent the visual “weights” that can be imagined in a two dimensional composition.
Asymmetrical Balance
Gradient

Is something fading like a sunset and you can’t see where it ends.
Gradient
Repetition

Involves the use of patterning to achieve timed movement and a visual “beat”. This repetition may be a clear repetition of elements in a composition, or it may be a more subtle kind of repetition that can be observed in the underlying structure of the image.
Repetition
Pattern

The regular repetition of several objects, shapes, or colors in an ordered or random manner.
Pattern
Contrast

A striking exhibition of unlikeness. A high level of separation of value or hue.
Contrast
Dominance

Dominance is an object or color that stands out in relation to the rest of the image.
Proportion

Refers to the relative size and scale of the various elements in a design. The issue is the relationship between objects, of a whole. This means that it is necessary to discuss proportion in terms of the context or standard used to determine proportion.
Proportion
Unity

Is the underlying principle that summarizes all of the principles and elements of design. It refers to the coherence of the whole, the sense that all of the parts are working together to achieve a common result; a harmony of all the parts. Unity can be achieved through the effective and consistent use of any of the elements, but pattern that is and underlying structure is the most fundamental element for a strong sense of unity.
Unity
Negative Space

Is the empty space around the subject or focus of the image.
Negative Space
Rule of Thirds

Is a compositional rule of thumb in visual arts such as painting, photography, and design. The rule states that an image should be imaged as divided into nine equal parts by two equally-spaced horizontal lines and two equally-spaced vertical lines, and that important compositional elements should be placed along these lines or their intersections.
Rule of Thirds
Visual Center

A location on a rectangular map, about 5% of the height above the geometric center, to which the eye is drawn perceptually.
Visual Center