



ELEMENTS OF DESIGN PART 1

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ELEMENTS OF DESIGNS

- The elements of design, are the building blocks used by the designers to create the designs.
- They are the parts, the components that can be isolated and defined in any visual design, they are the structure of the work, the objects to be arranged and used as part of any composition.
- A visual language to understand respond to art.

ELEMENTS OF DESIGNS ARE



- Lines
- Dots
- Shapes
- Space
- Colors
- Value
- Form
- Texture
- movements

LINES

- Lines are the most basic element of design, and they make up pretty much everything. They can also be defined as linear marks that can describe a shape or outline something.
- You'll often see that lines are also used to create perspective or evoke a certain feeling. They can be thick or thin, vertical, horizontal, or diagonal, or they can create texture. A straight line can send the feel of order and neatness, while a wavy line can create movement.
- A technique that's often used with lines is directing the eye towards a particular area of a design. You can play around with this type of element and see how you can implement it in your visual materials.





Dots

- A Dot is the smallest and most basic element of design and it can be used alone or as a unit in a group (forming a line or a shape).
- It has position, but no extension, it is a single mark in a space with a precise and limited location and it provides a powerful relation between positive and negative space.



SHAPES

- Shapes can be geometric (rectangle), realistic (animals), or abstract (icons), and they have two dimensions: height and width.
- If you want to suggest femininity, then you can use curvy shapes such as circles. If, on the other hand, you want to induce a more masculine feeling, then use angular shapes.
- A shape is a two- or three-dimensional object that stands out from the space next to it because of a defined or implied boundary



SPACE

- Is the area between and around objects (negative space)
- It also refers to variations in the perspective and proportions of objects, lines or shapes and it is used for the comparative relation between different objects or areas.
- The real space is three dimensional, but in Design when we create the feeling of depth we call it space.



COLOR

- The color is the response of the eye to differing wavelengths of radiation within the visible spectrum.
- Colors are used to generate emotions, define hierarchy, create interest, etc. There are many different kinds of color systems and theories but we will focus on the 3 properties: Hue, Value and Saturation.
- **Hue:** is the color name.
- **Value:** it refers to the lightness or darkness, to how close to black or white the Hue is.
- **Saturation:** It refers to the intensity of a hue, the less gray a color has in it, the more Chroma it has.

Value

Is defined as the relative lightness or darkness, which suggests the depth or volume of a particular object or area, it is the degree of light and dark in a design, the contrast between black and white and all the tones in between.



FORMS

- The Form is derived from the combination of point, line and shape.
- A form describe volume, the 3D aspect of an object that take up space and it can be viewed from any angle (a cube, a sphere, etc.), it has width, height and depth.



Texture

Texture is the surface quality (simulated and/or actual) that can be seen and felt, can be rough or smooth, soft or hard, etc.

It exists as a surface we can feel, but also as a surface we can see and imagine the sensation we might have if we touch it, is both a tactile and a visual phenomenon.



Movement

- Is the visual flow through the composition, where (depending on the elements placement) the designer can direct the viewer's eye over the surface of the design.
- The movement can be directed along edges, shapes, lines, color, etc. and the purpose of movement is to create unity with eye travel.
- By arranging the composition elements in a certain way, a designer can control and force the movement of the viewer's eyes in and around the composition.





If you are interested in learning more about Elements of Design and how to implement it, please download the second part of this subject from the E-Resource section.

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