



# Elements of Design

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# What is Design?

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Design, is a sense of purpose or an idea of total unity.

- What is the purpose of the product or work of art?
  - Who will see or use it?
  - What effect do you want to achieve?
- ...the more questions the better.
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# Elements of Design

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There are 6 different elements of design:

■ Line

■ Shape and form

■ Value

■ Color

■ Texture

■ Space

Possible study aid:

Lines, shape and form the value of color implying texture and space.

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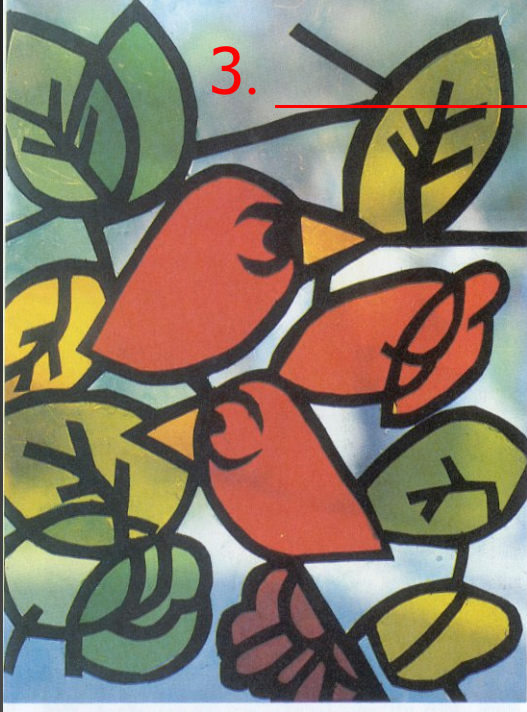
# Line

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## Types of lines:

- Outline- outer edges of shape or object
  - Contour- surface lines showing texture
  - Gesture- emphasize direction or movement
  - Blocking-in- emphasize angles and direction
  - Sketching- emphasize info gathering, ideas
  - Calligraphy- Greek for “beautiful writing”
  - Line as direction- similar to gesture, lines behind a cartoon
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# Can you label them?



# Color

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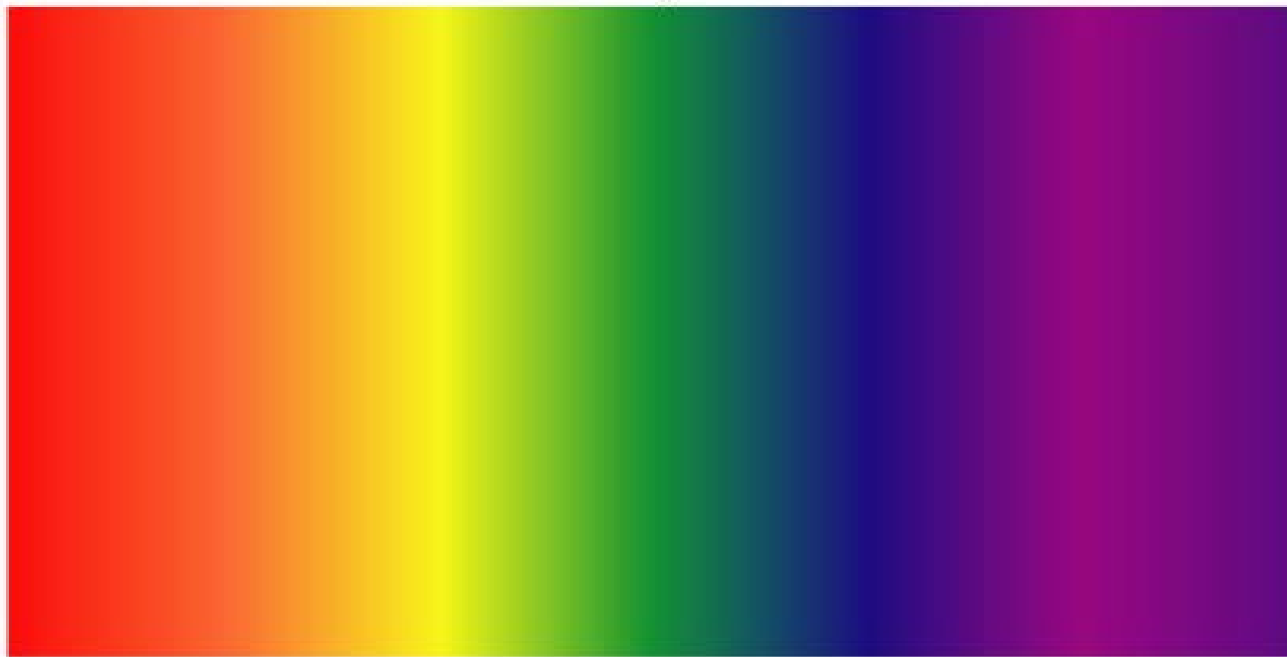
Properties of color:

- Hue- refers to position in spectrum (name of color)
  - Value- distinguishes between the lightness and darkness of color
  - Intensity- the quality of light in color
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# Hue

There are still millions of unnamed colors

Visible Spectrum



Red

Orange

Yellow

Green

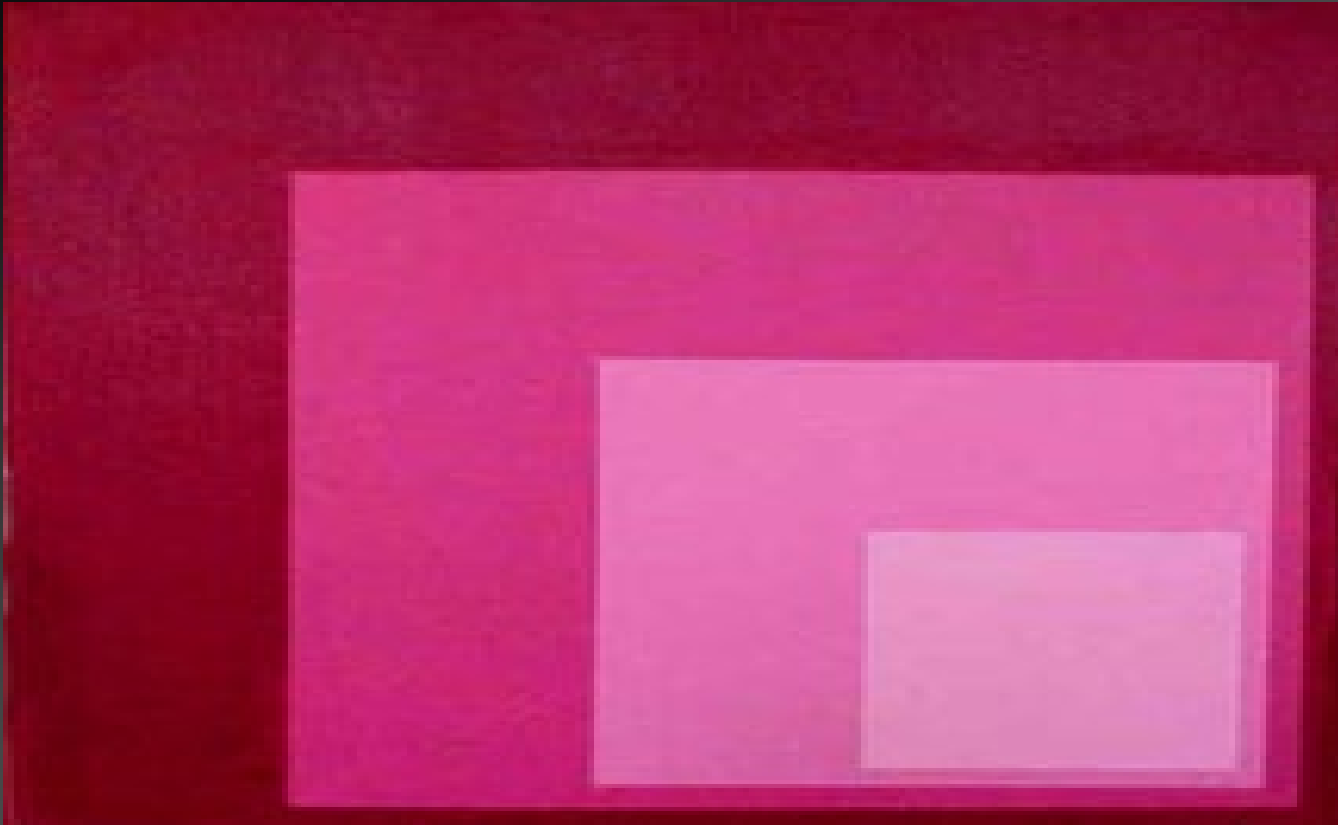
Blue

Indigo

Violet

# Value

Can you name the shades of red?

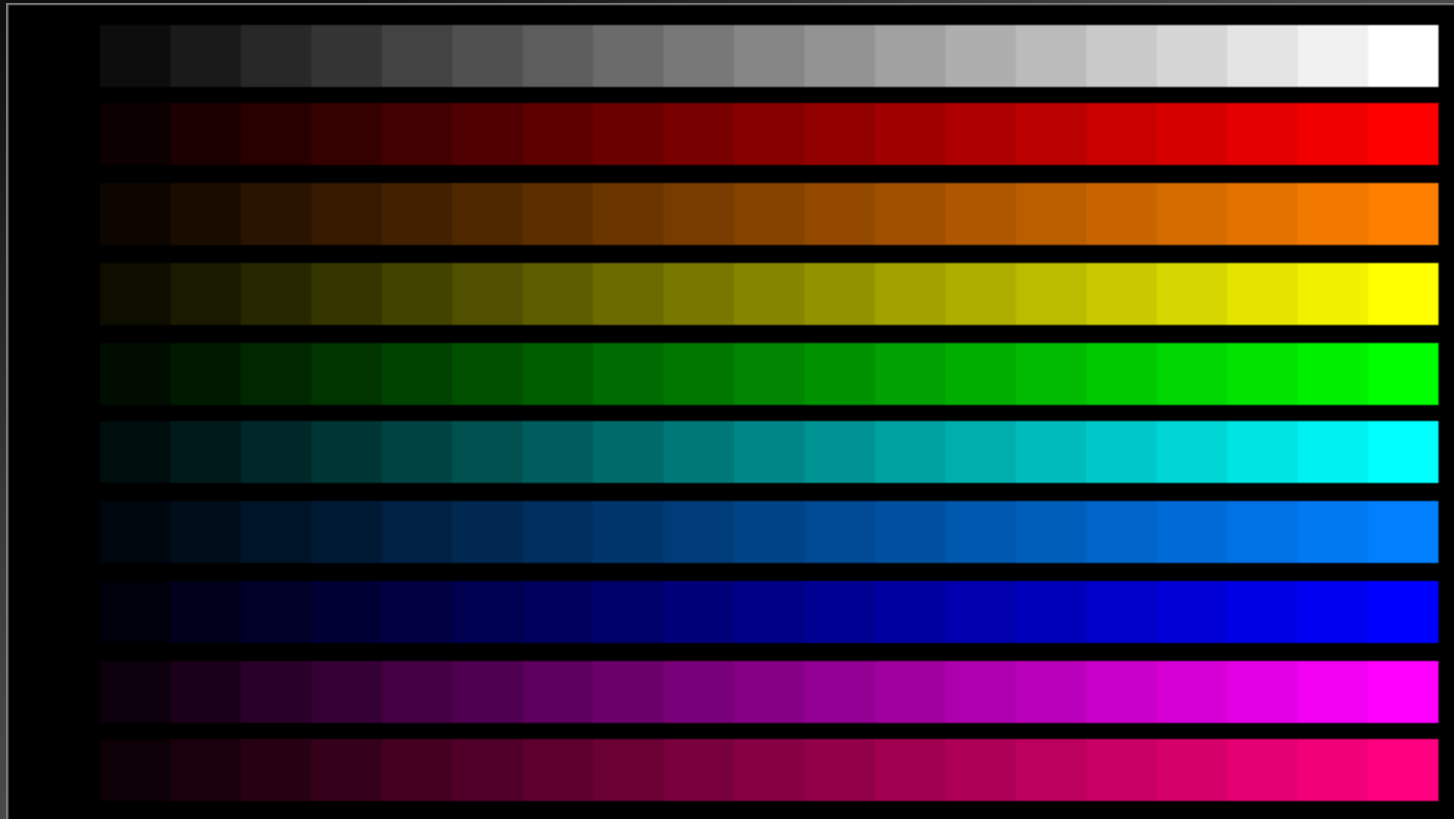




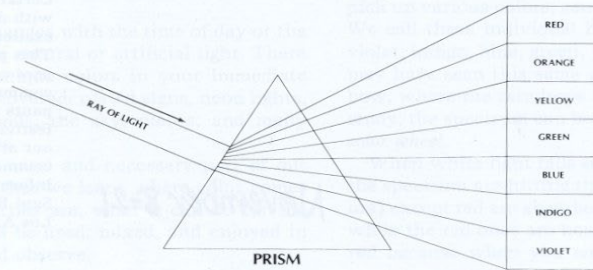
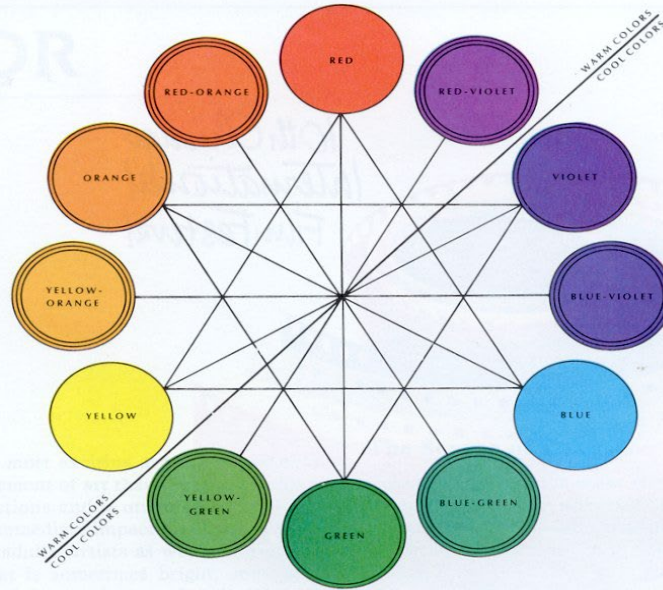
# Intensity

no light

light



### COLOR WHEEL



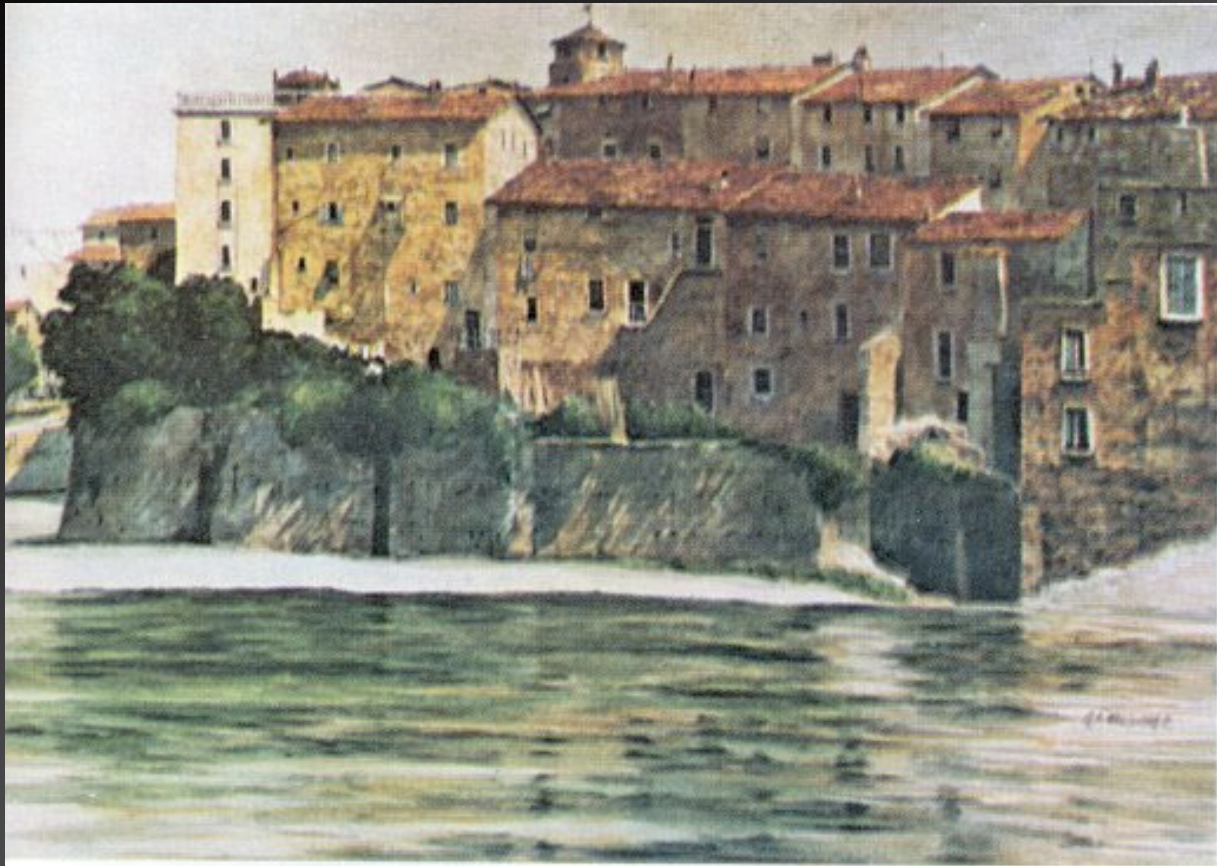
# Color

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## Neutral Colors-

- **Black**- absence of color/light
  - **White**- sum of all colors
  - **Gray**- partial reflection of all colors
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# Actual Picture



# CMYK

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In printing, images are created using dots which are overlapped to create the different colors in the printed images. These dots can also be separated into the following four different colors:

- Cyan
  - Magenta
  - Yellow
  - Black
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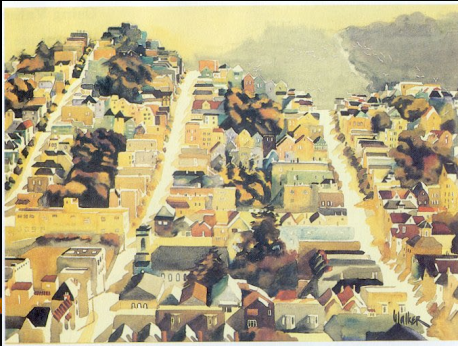
# Value

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Value is the lightness and darkness of color. An artist can also use value to show depth. In the following picture of landscape, the distant mountains appear much lighter than the closest due to sunlight. In the following portrait the use of shadow around the eye suggests that it is further from view than the highlighted nose and cheek areas.

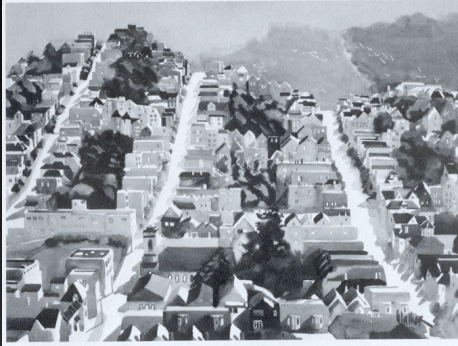
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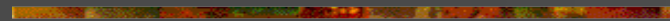


contrast

depth



depth



# Shape and Form

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Types of shapes:

- Geometric- circles, triangles, squares, etc...
- Organic- natural shapes produced by growth

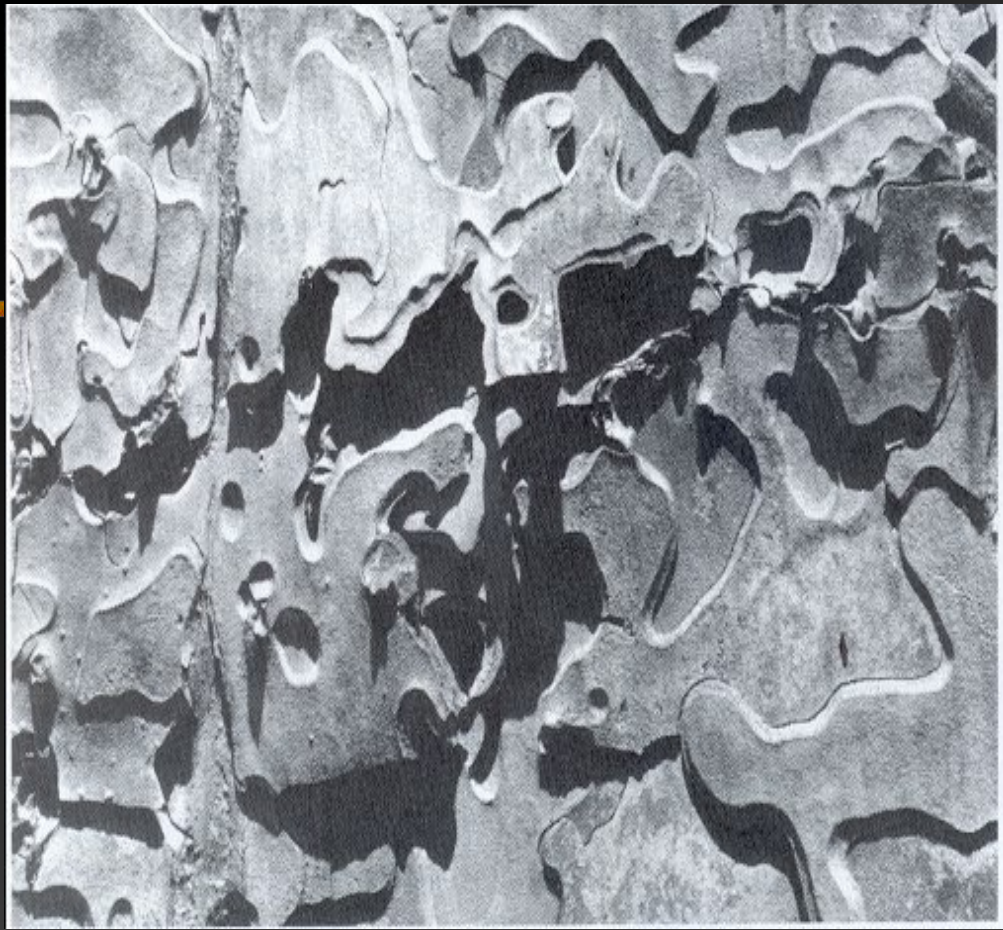
Types of form:

- Circle- sphere
- Square- cube
- Triangle- pyramid

...shape is 2D while form is 3D.

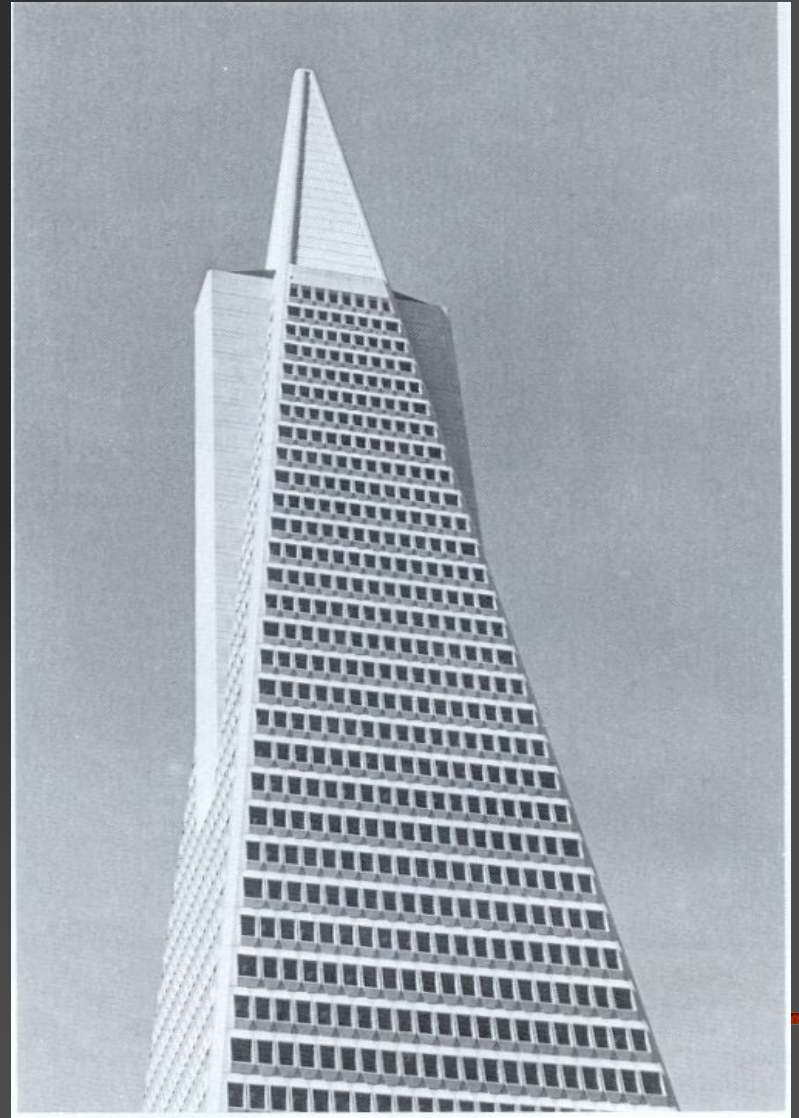
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organic

geometric

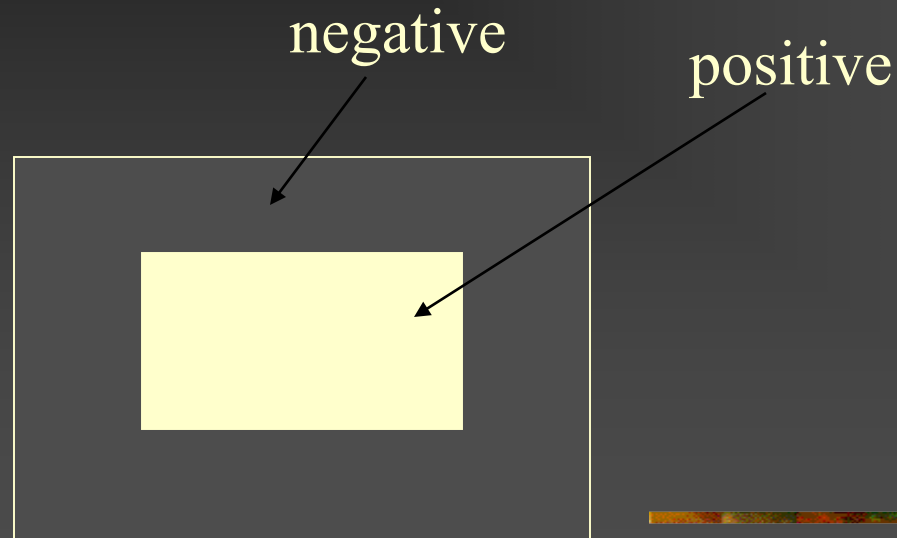


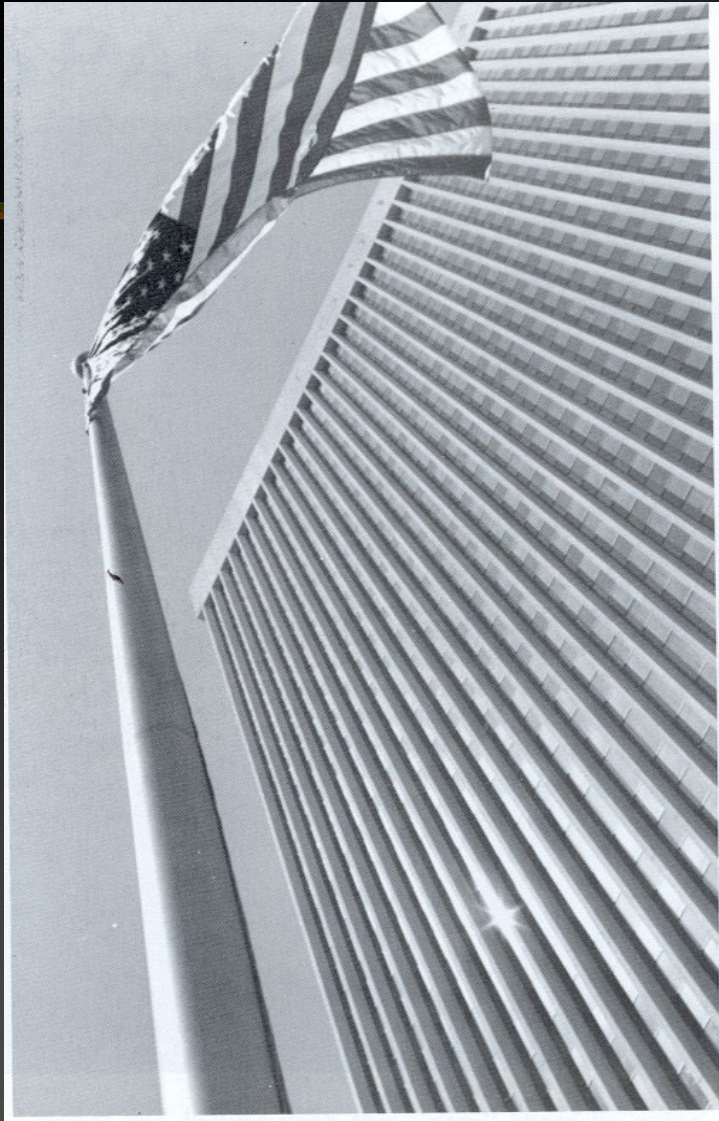
# Space

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There are two types of space:

- Positive- the shape, object, image itself
- Negative- surrounds the shape, image, or object





The negative space can be interpreted as a K

K

# Space

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There is also a way of creating depth in space:

- One- point perspective- includes a single vanishing point formed by converging lines
  - Two- point perspective- image is set at an odd angle while parallel lines still converge to a vanishing point
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*One-Point Perspective*





# Two-point Perspective

# Texture

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There are two types of surface qualities:

- Real- see, touch, look , and feel
  - Implied- simulated or invented/ appearance
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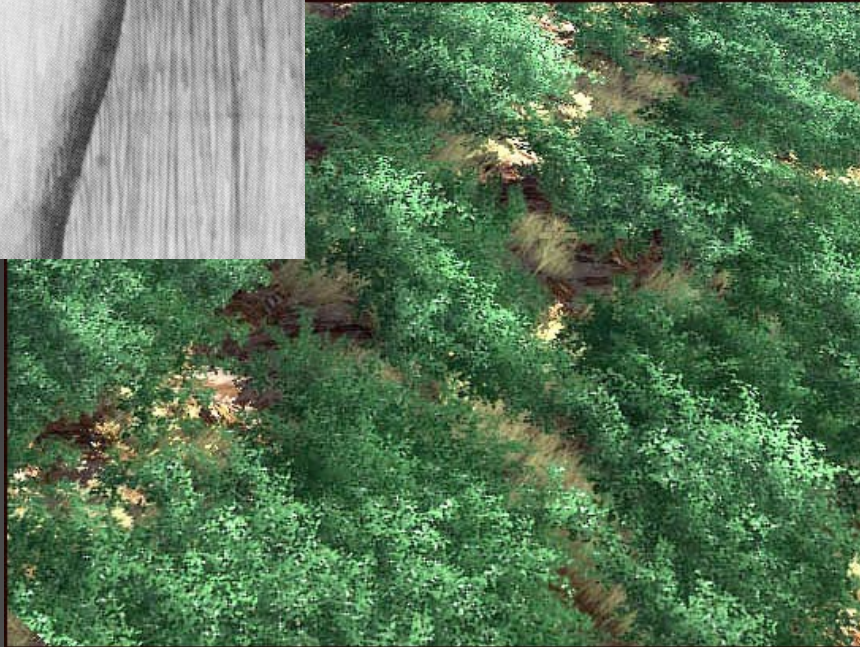




real



implied





# References

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All images and information were taken from:

1987. Gatto, J.A., Porter, A.W., Selleck, J.  
Exploring Visual Design 2<sup>nd</sup> Edition. Davis  
Publications: Worcester, Massachusetts.

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