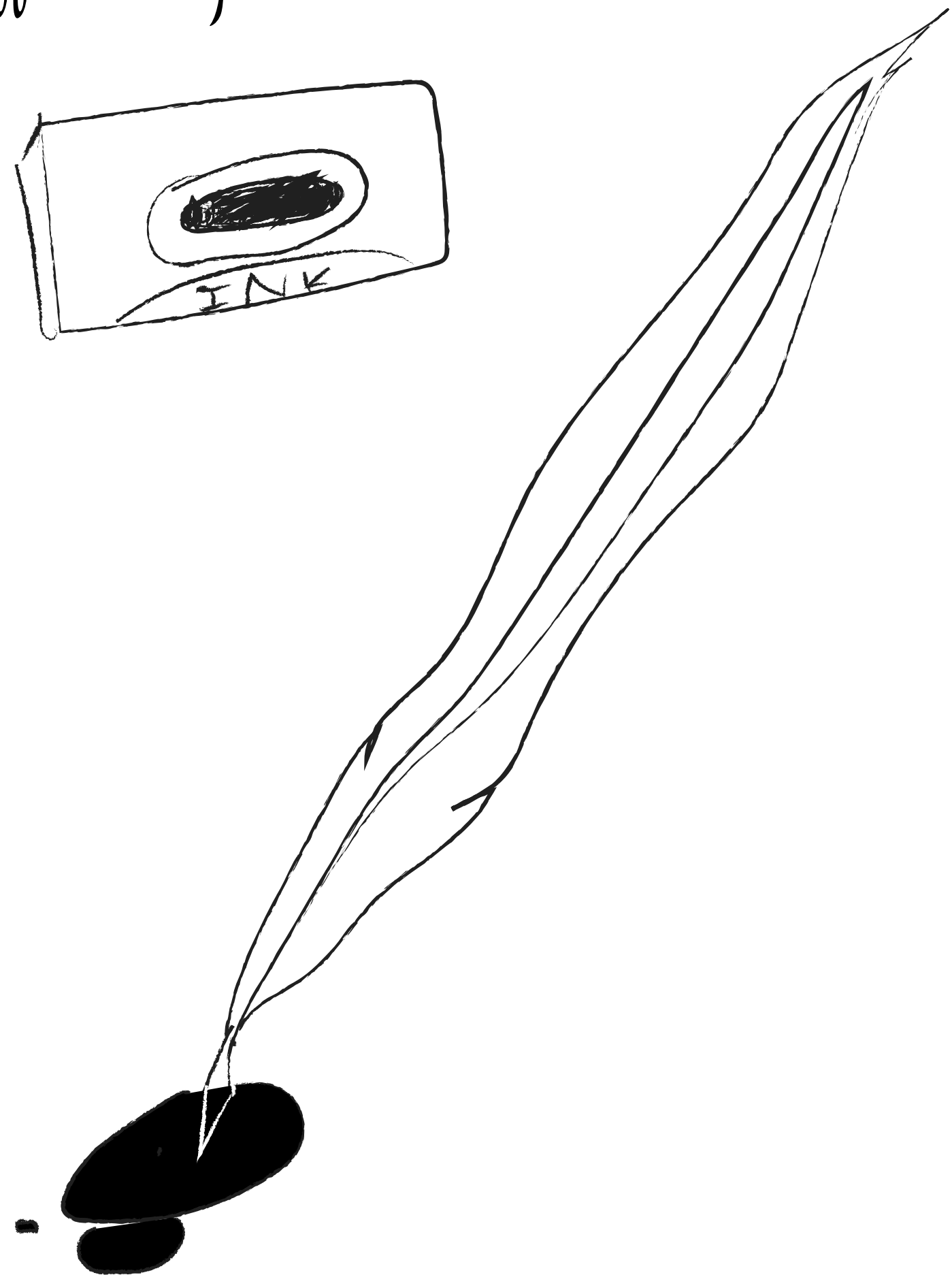


Design is a sense
Of
Purpose
Or
Idea
Of
Unity



- What is the purpose of the product or work of art?
- Who will see or use it?
- What effect do you want to achieve?



Line

Types of lines:

Outline - Outer edges of shape or object.

Contour - surface lines showing texture

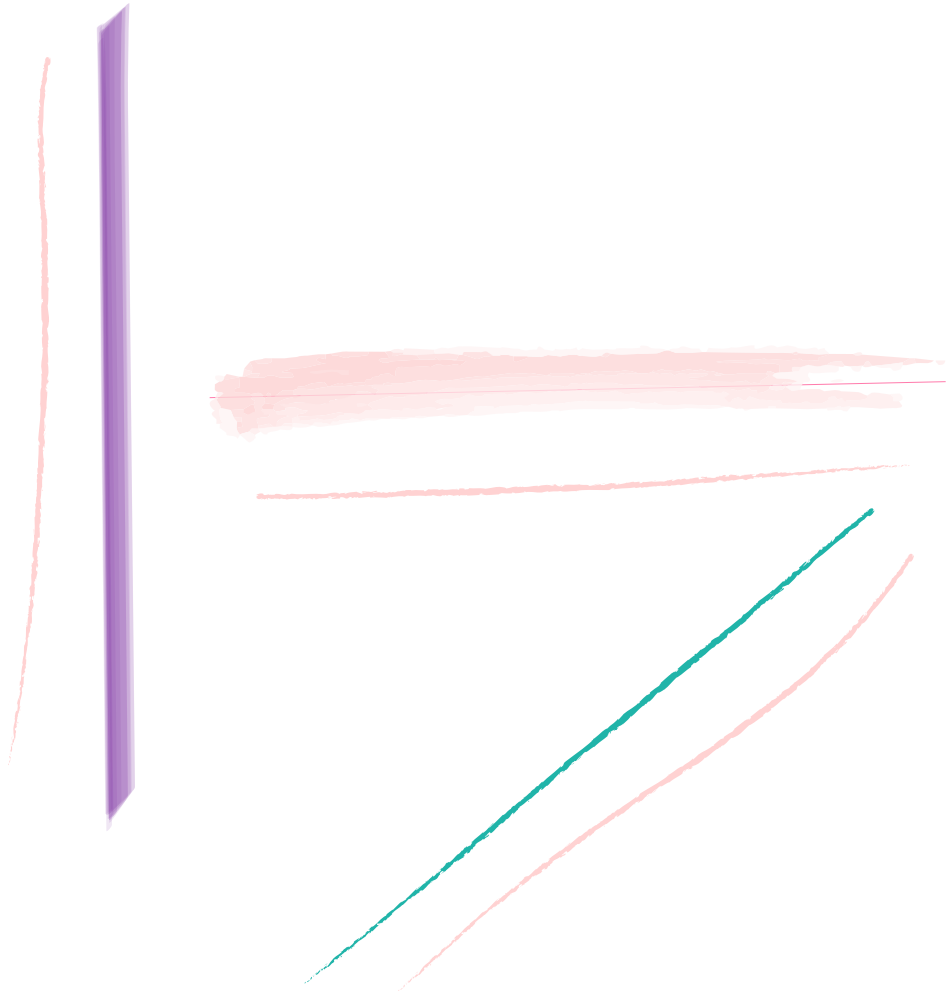
Gesture - Emphasize direction or movement

Blocking In - Emphasize angles and direction

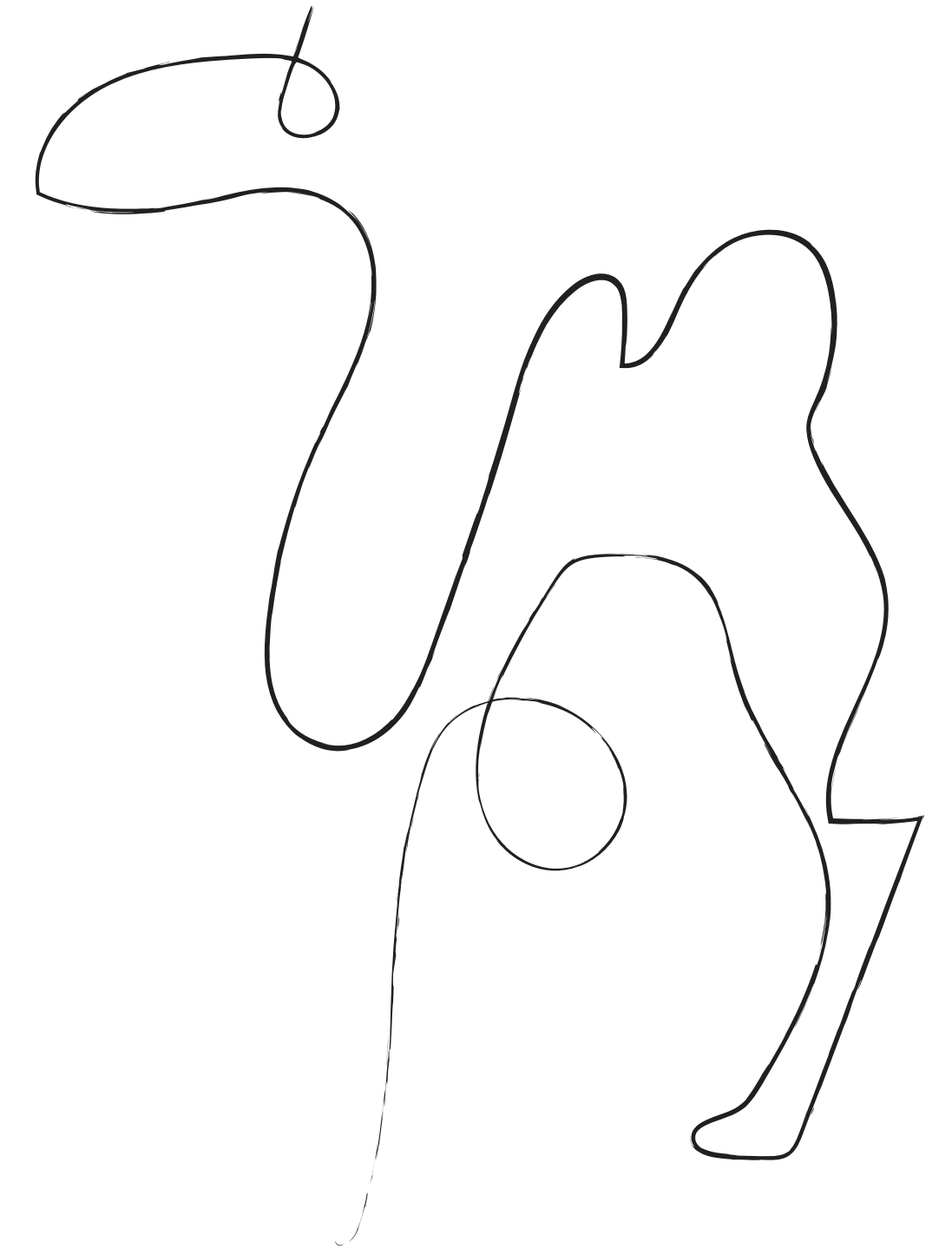
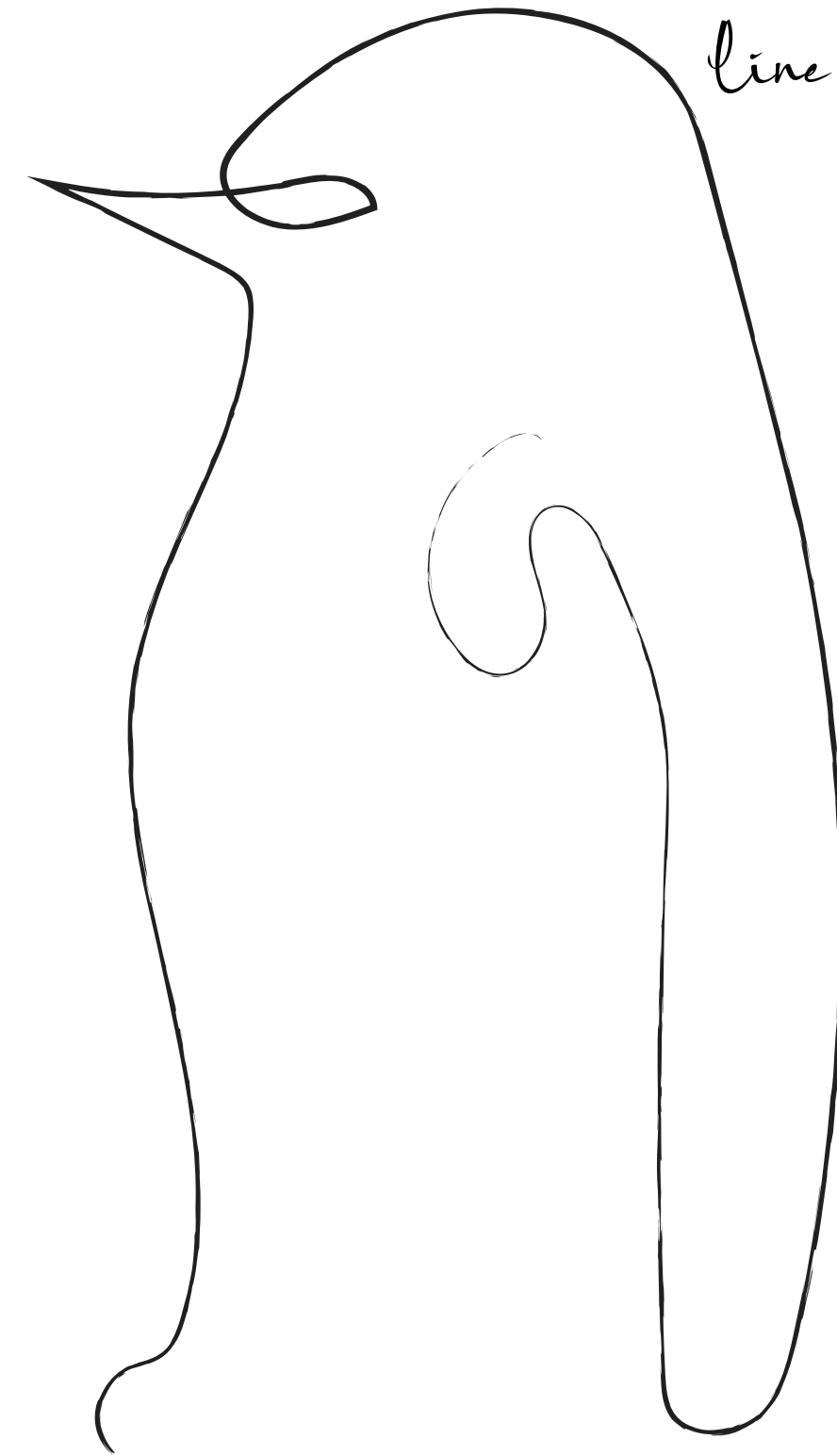
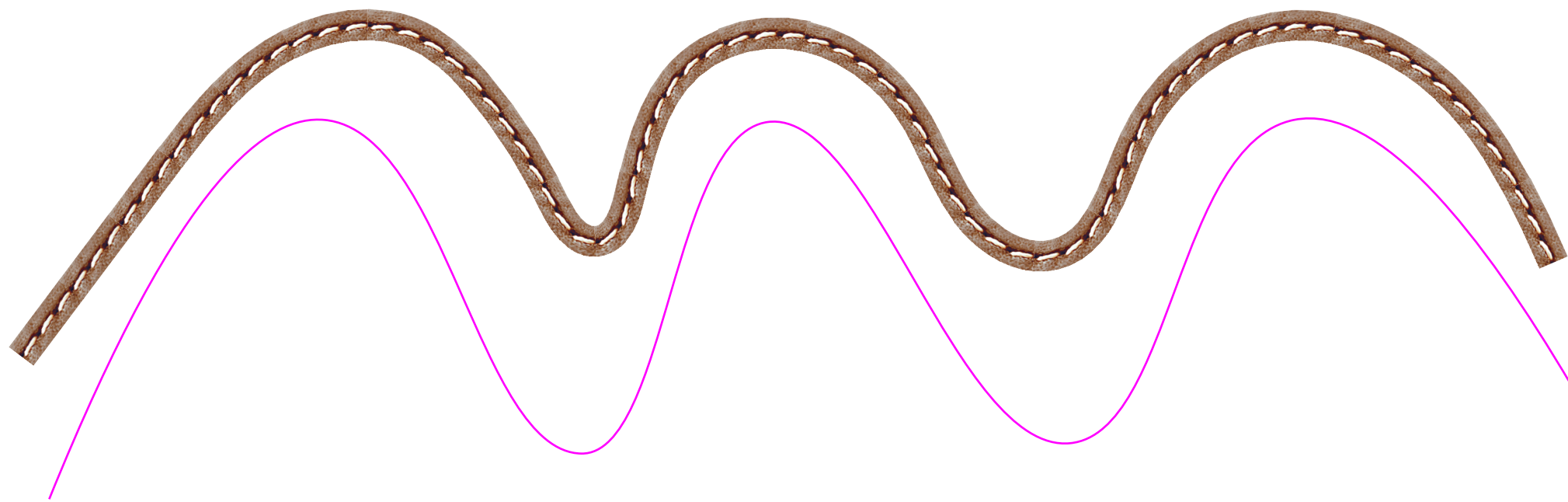
Sketching - Emphasize info gathering? Ideas

Calligraphy - Greek for "Beautiful writing"

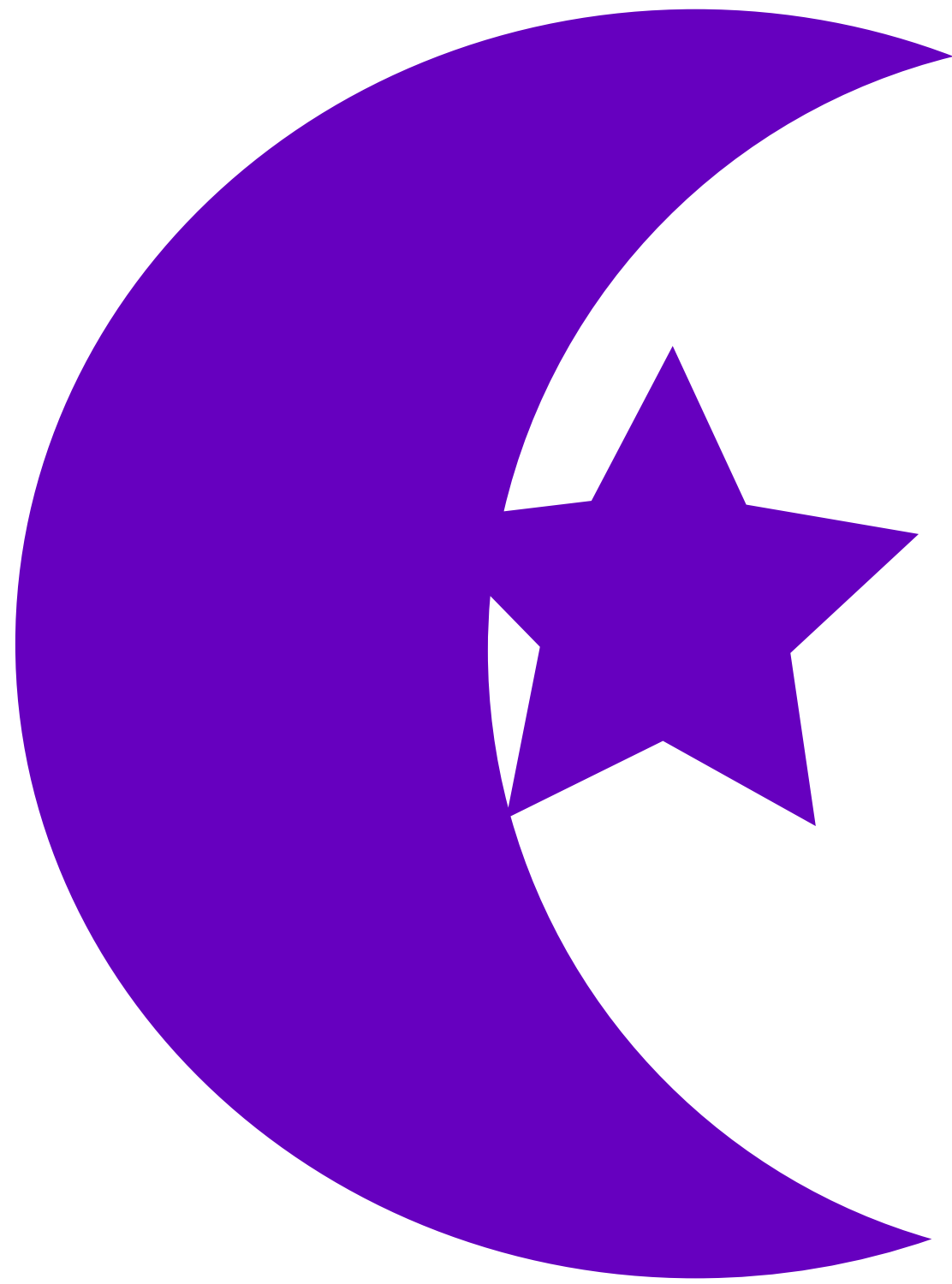
Line as direction - Similar to gesture, lines behind a cartoon



"I don't care what society says. I've never regretted anything. I will survive and do what I want."
-Roronoa Zoro



Shape/Form



Types of shapes:

Geometric - circles, triangles, squares,

Organic - Natural shapes

Circle - Sphere

Square - Cube

Triangle - Pyramid

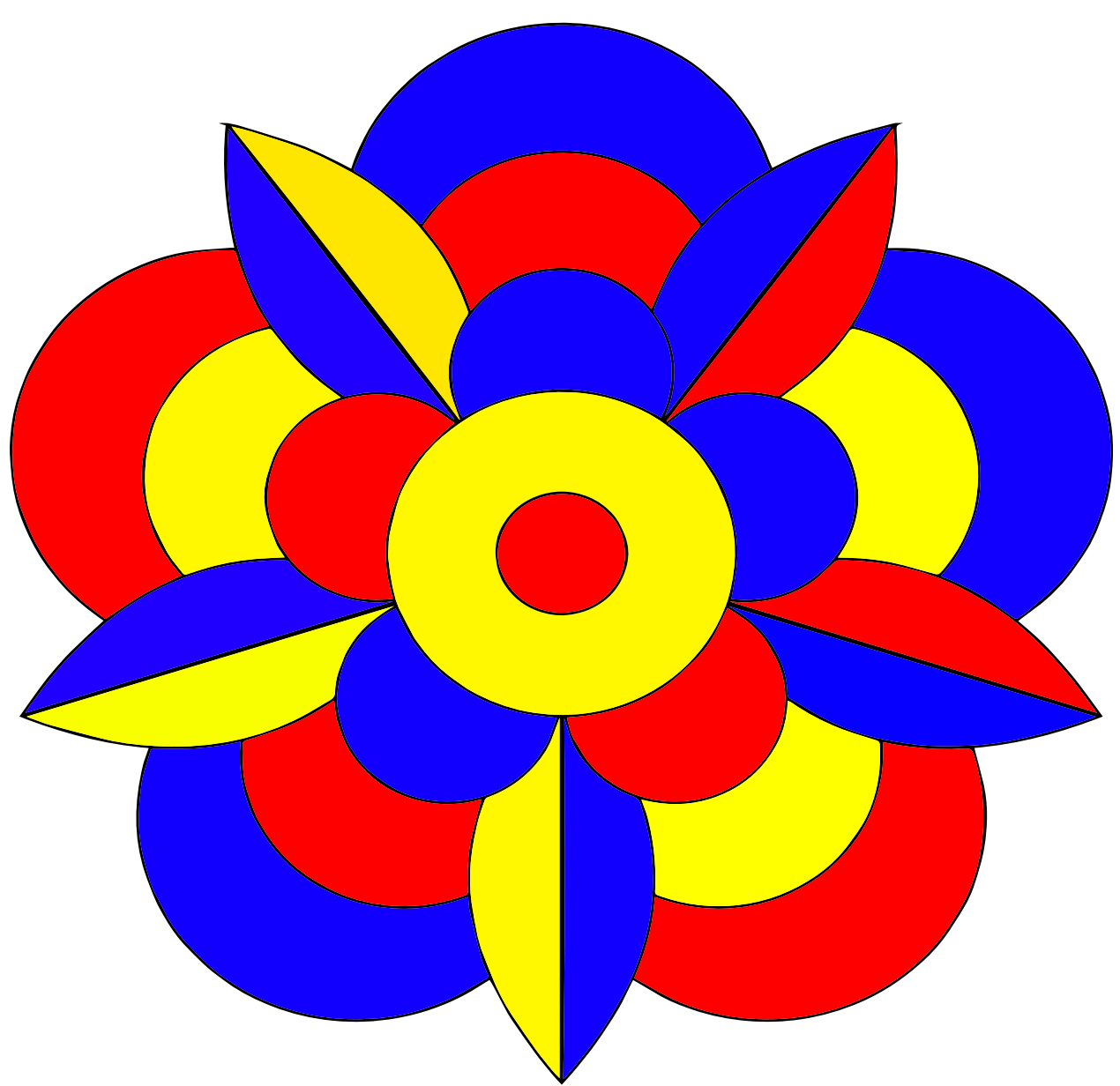
Shape is 2D while Form is 3D

Value

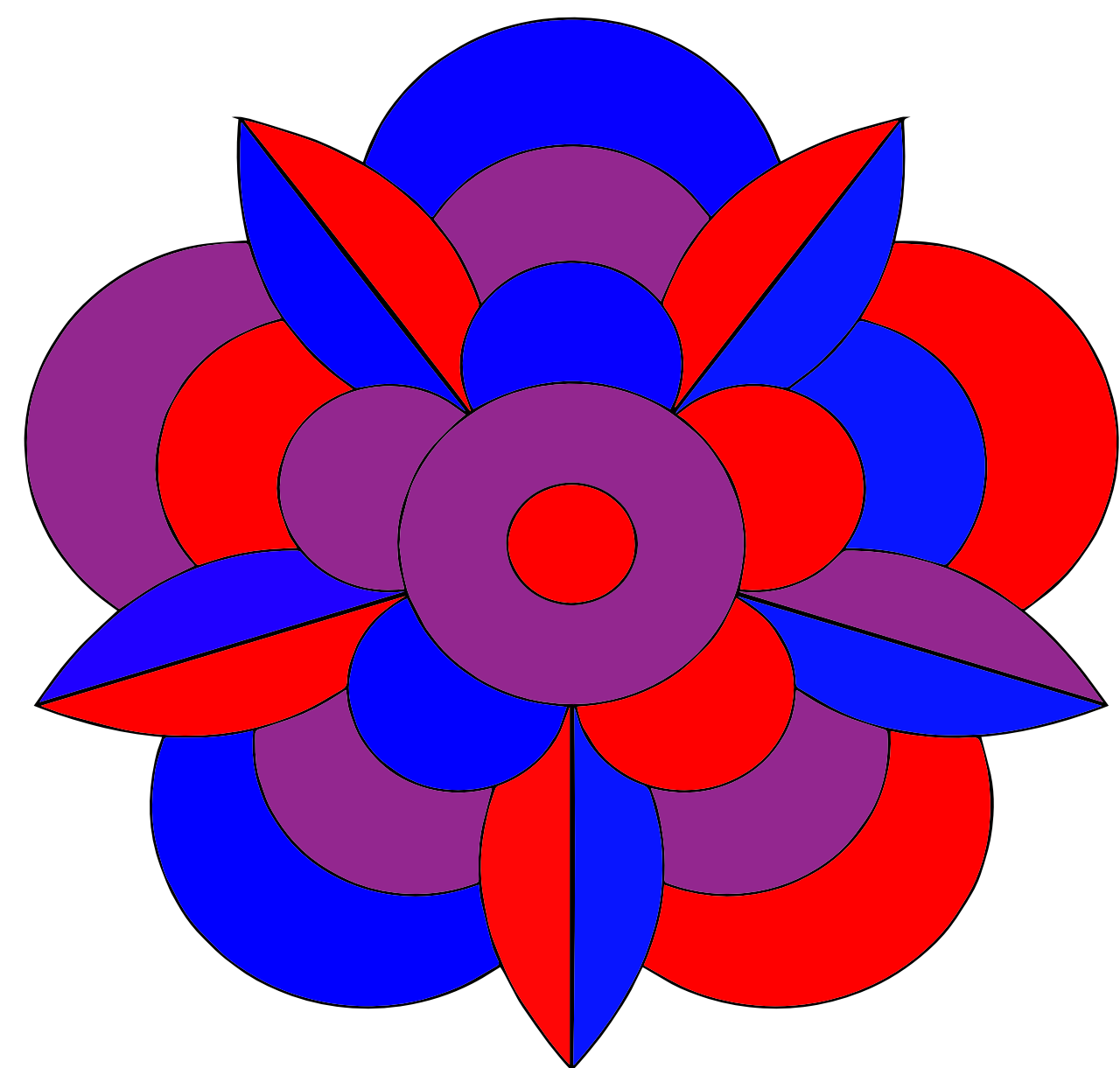
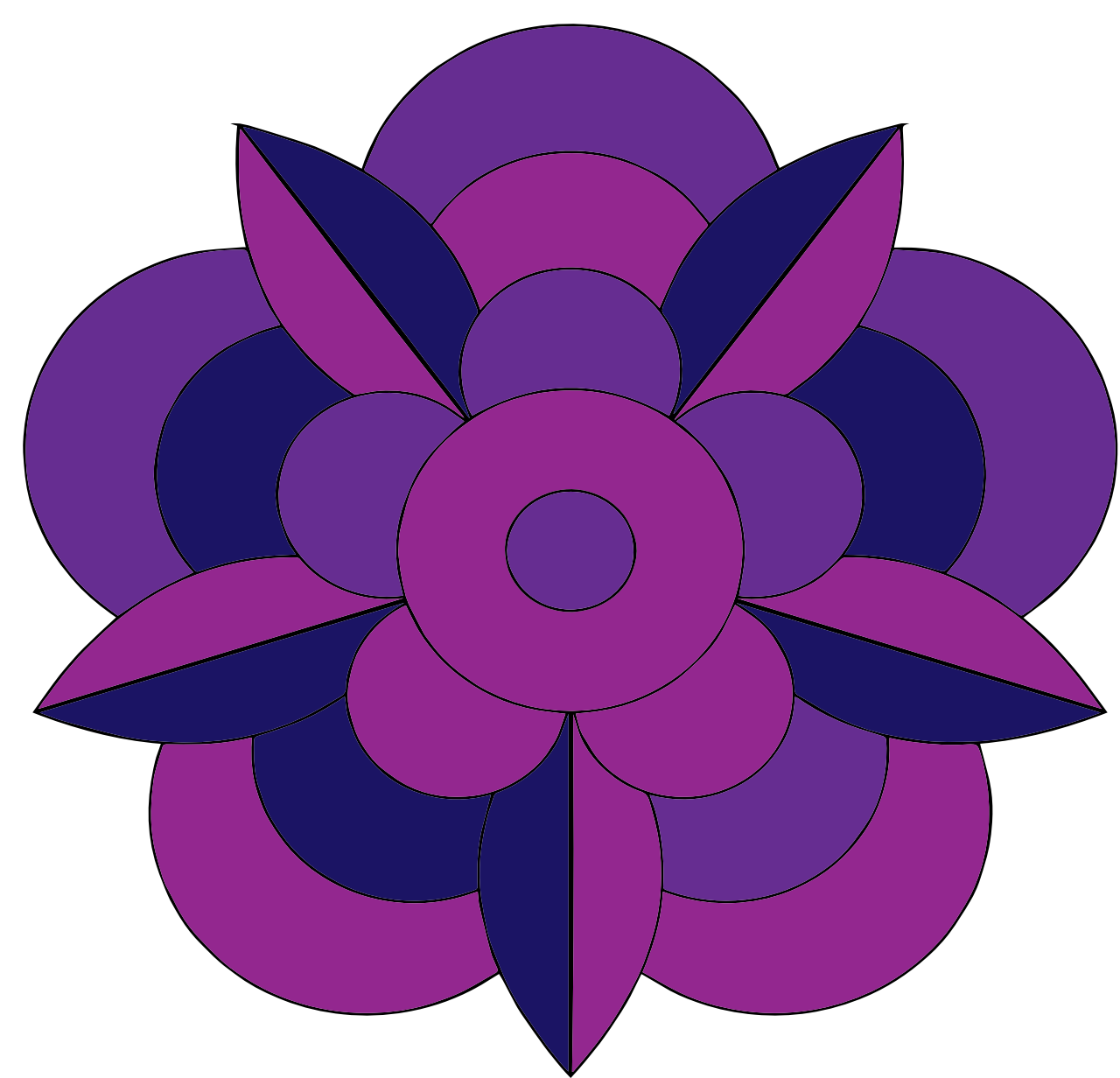


Value is the lightness and darkness of color. An artist could also use value to show depth.





Color

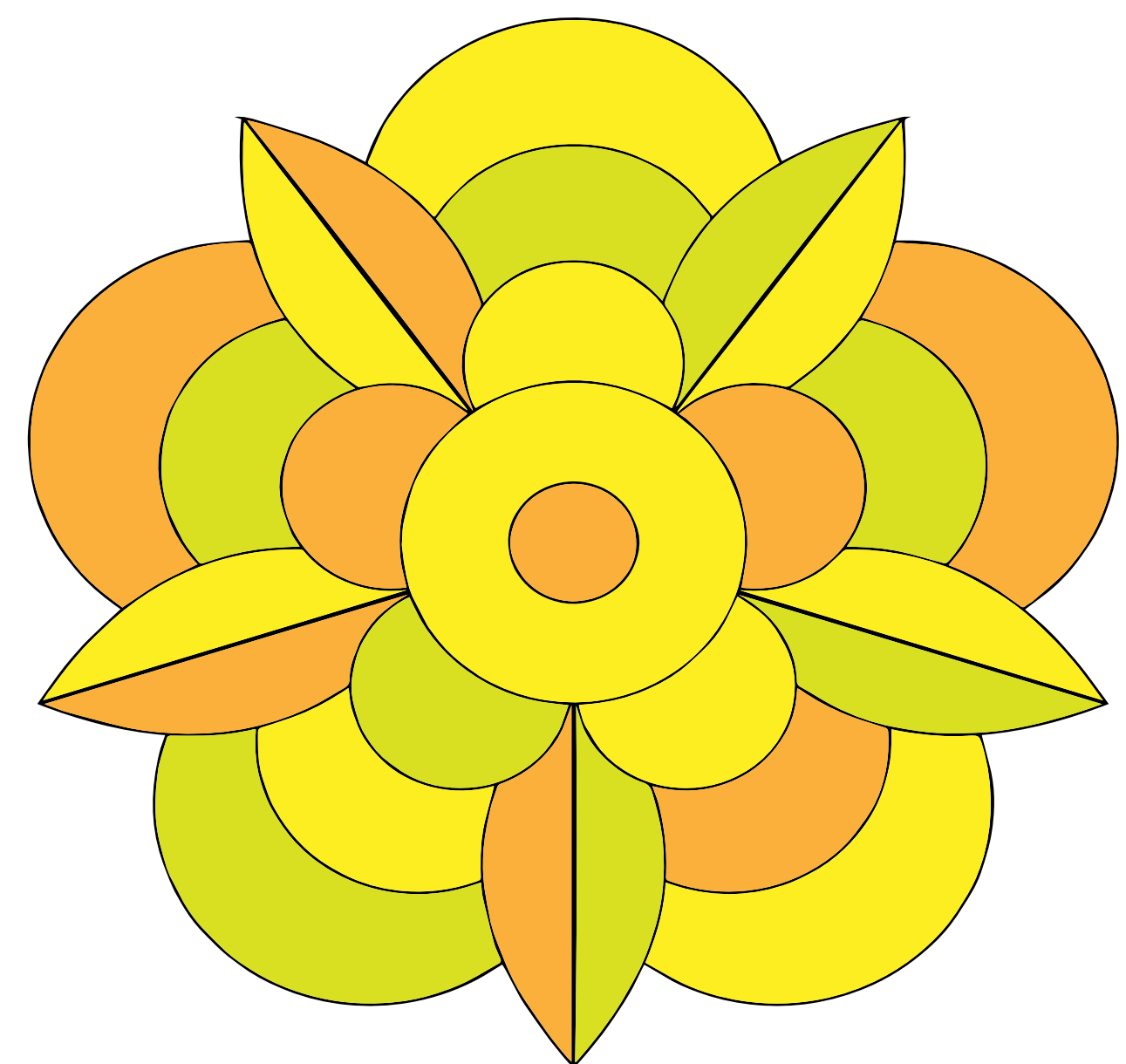


Properties of color:

Hue - Refers to position in spectrum (Name of color)

Value - Distinguishes between lightness and darkness of color

Intensity - The quality of light in color



Texture



There are two types of surface qualities:

Real - See, touch, look, and feel

Implied - simulated or invented appearance

FVM

Space



There are two types of space:

Positive - The shape, object, image itself

Negative - Surround the shape, object, image