DESIGN

PURPOSE

IDEA

DESIGN IS A SENSE OF PURPOSE OR AN IDEA OF TOTAL UNITY

VNITY

line
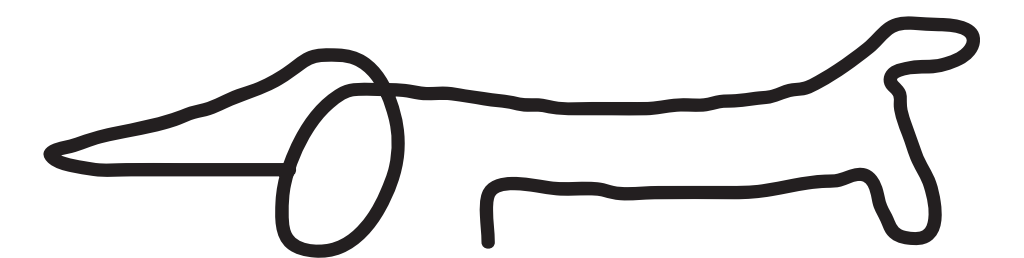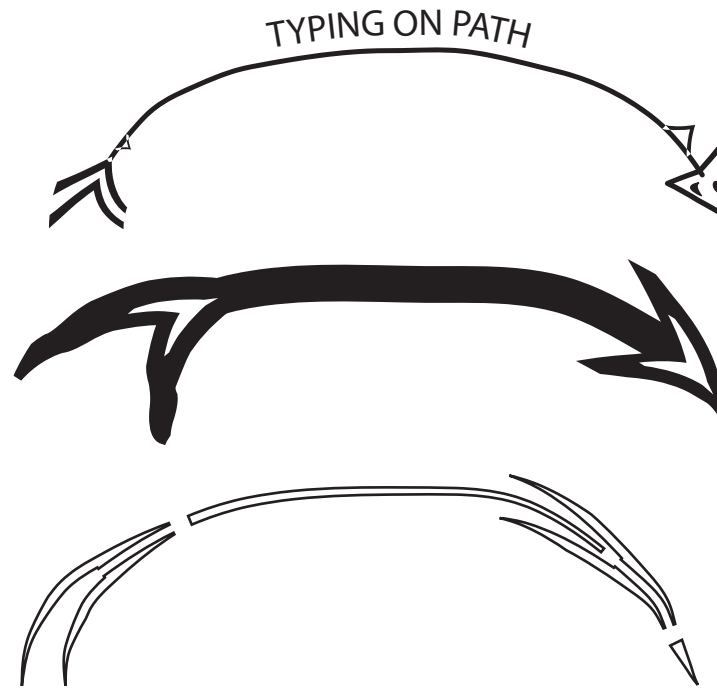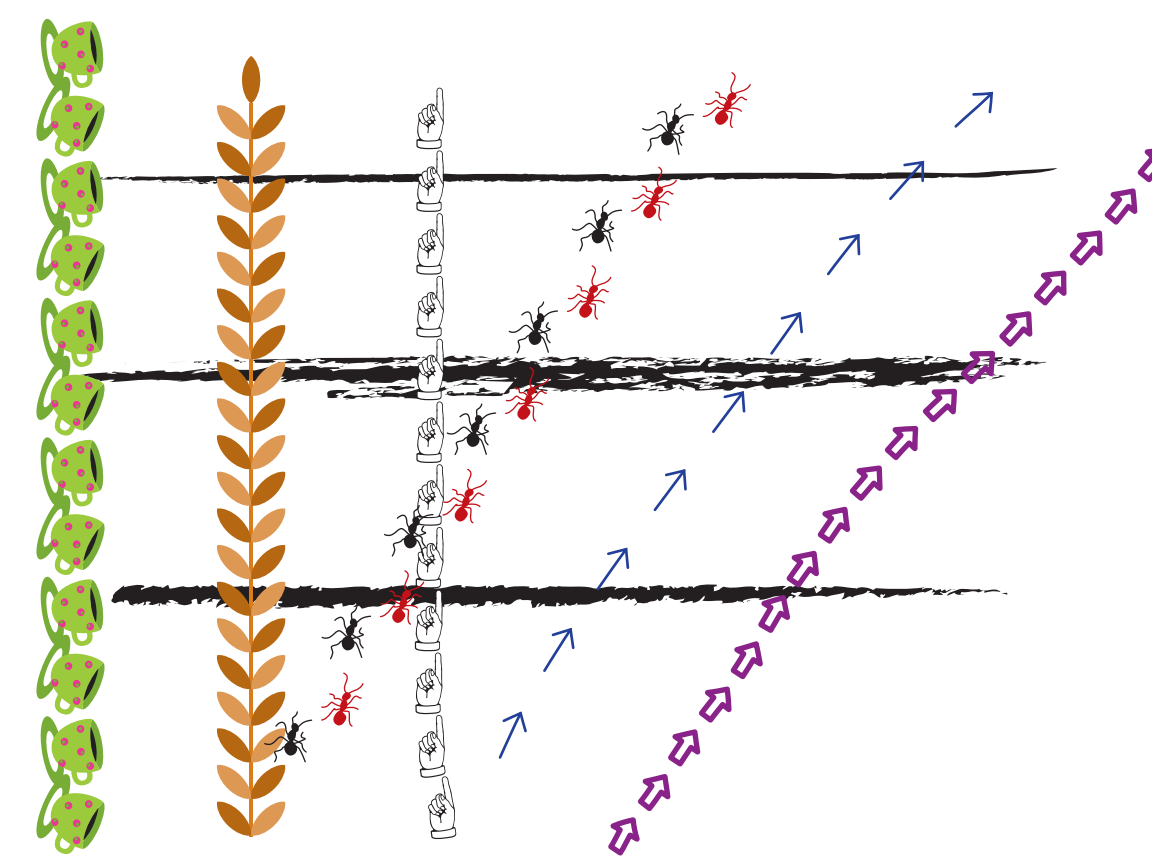
Types of lines:

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

typing on path

TYPING ON PATH

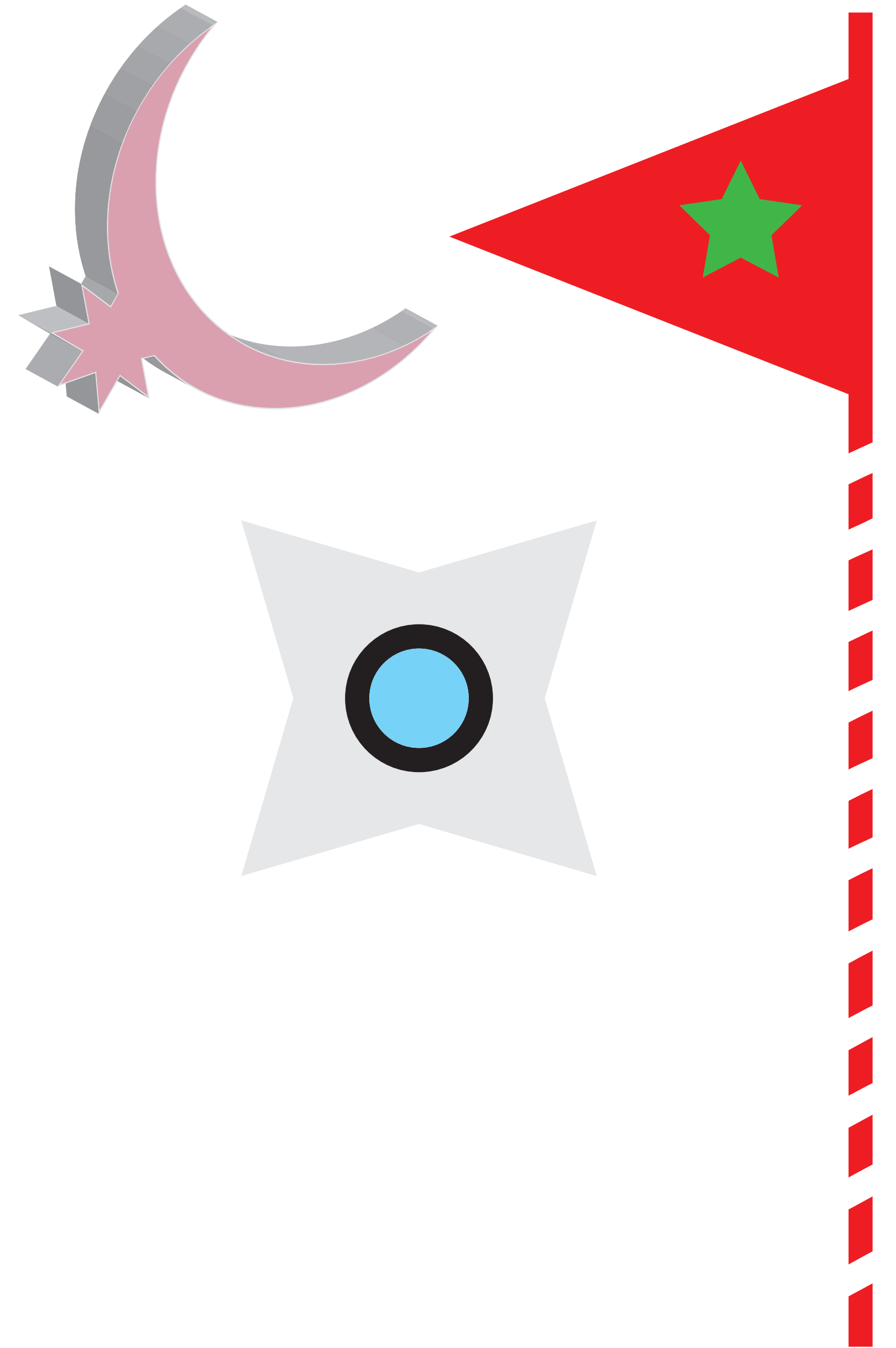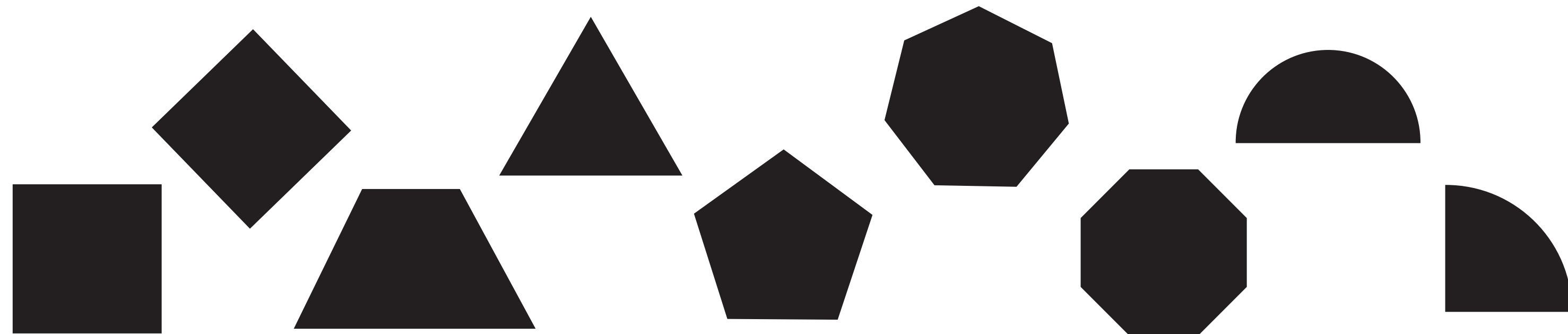TYPING ON PATH

pen tool

brush tool

Shape and Form

Types of shapes:

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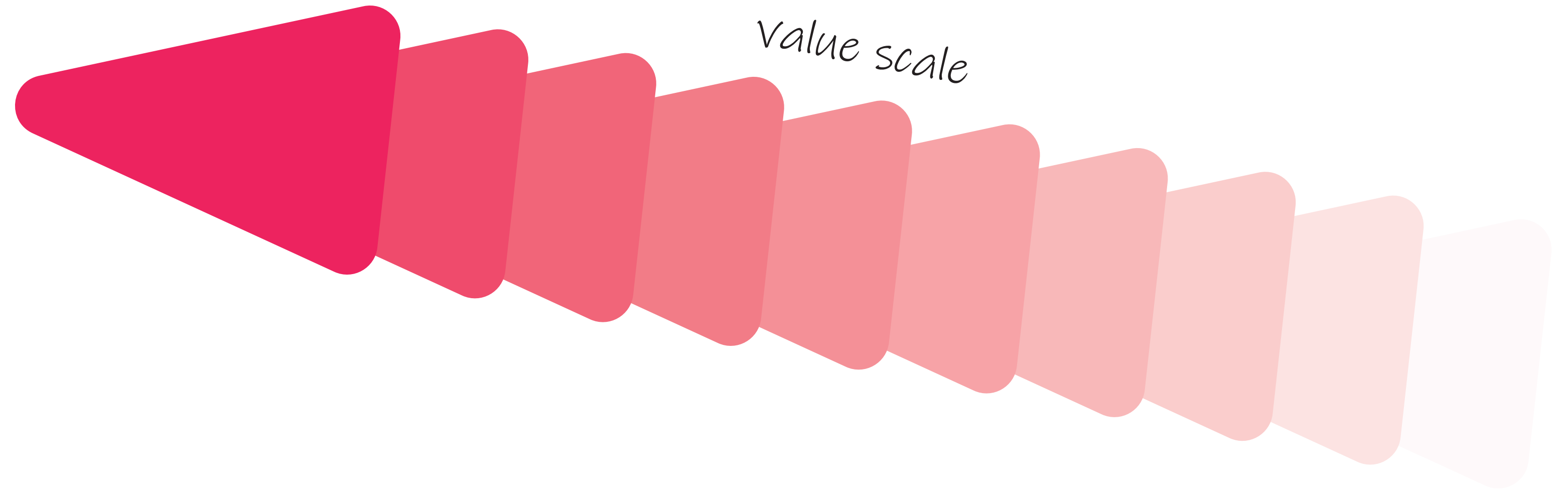
-Organic- natural shapes produced by growth

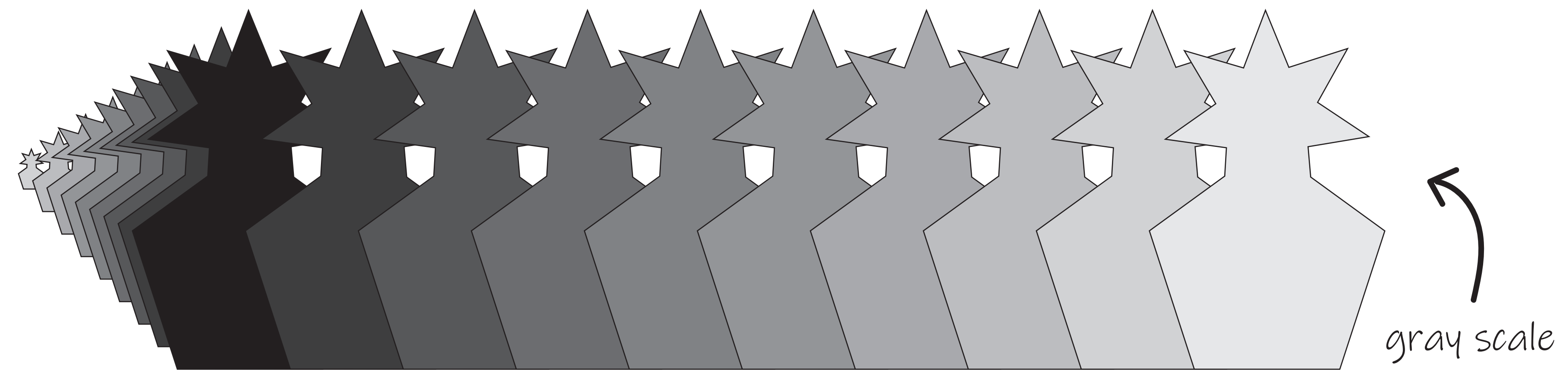Types of form:

-Circle- sphere

-Square- cube
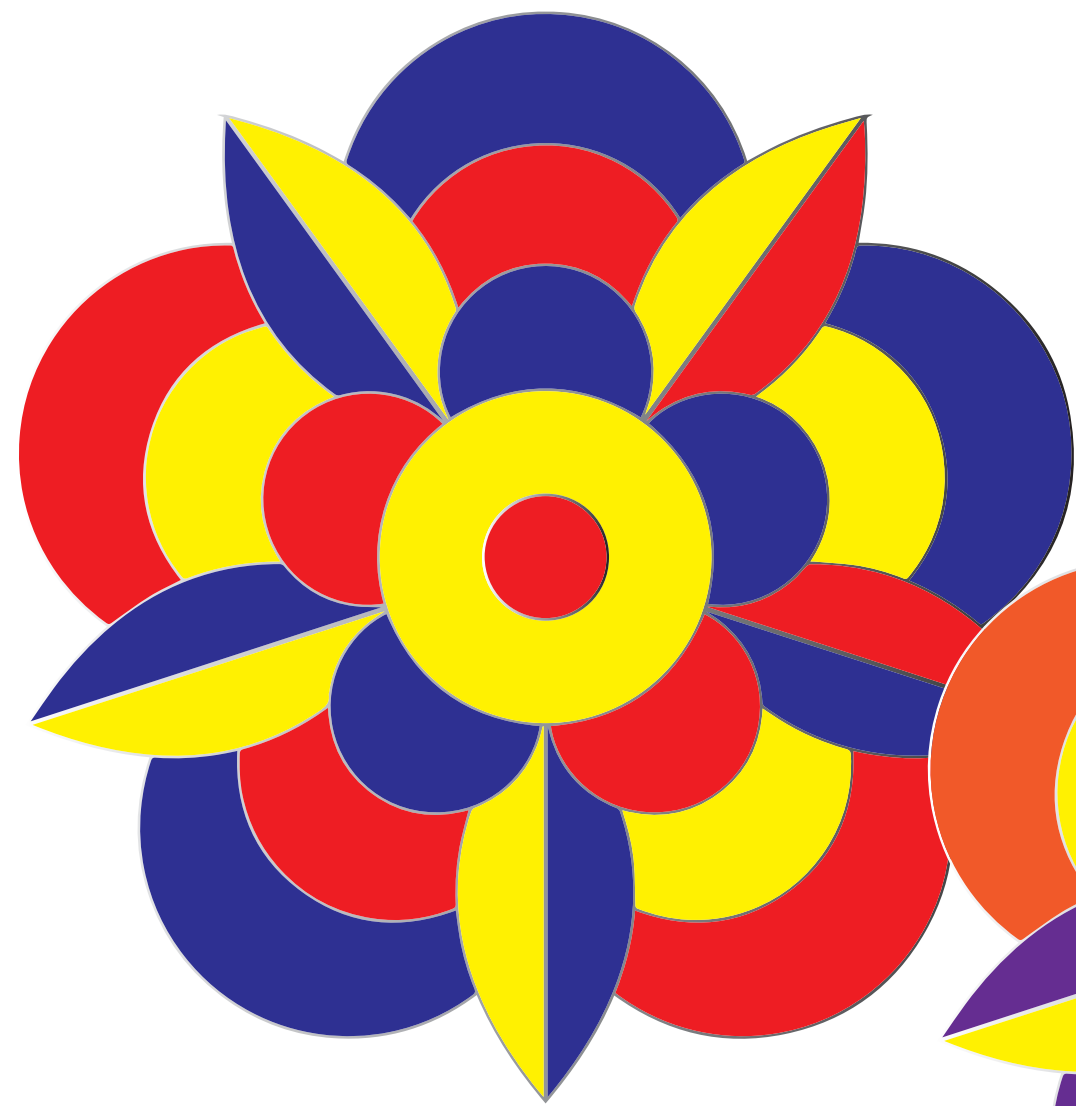
-Triangle- pyramid

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

value

Value scale

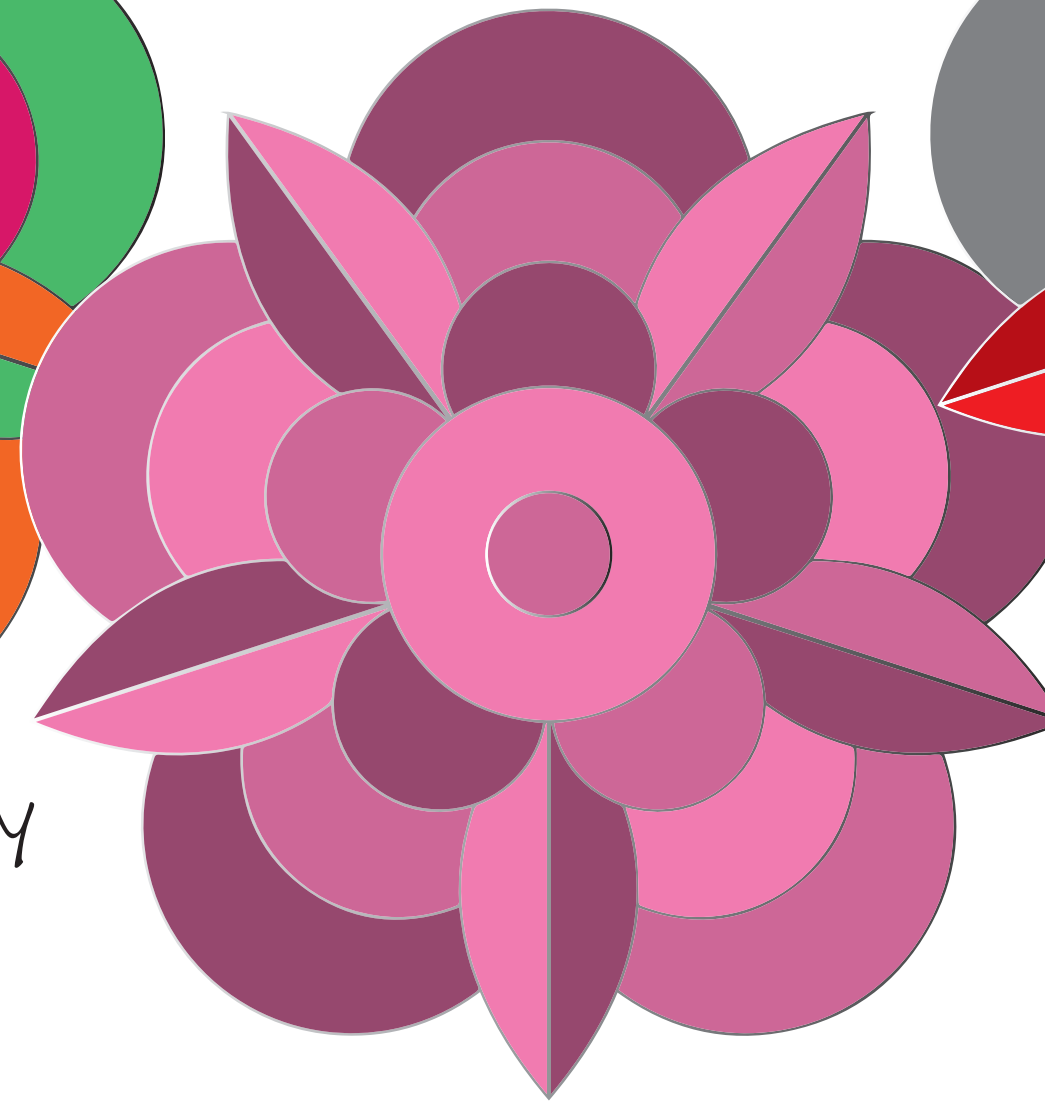Value is the lightness and darkness of color

gray scale

COLOR

PRIMARY

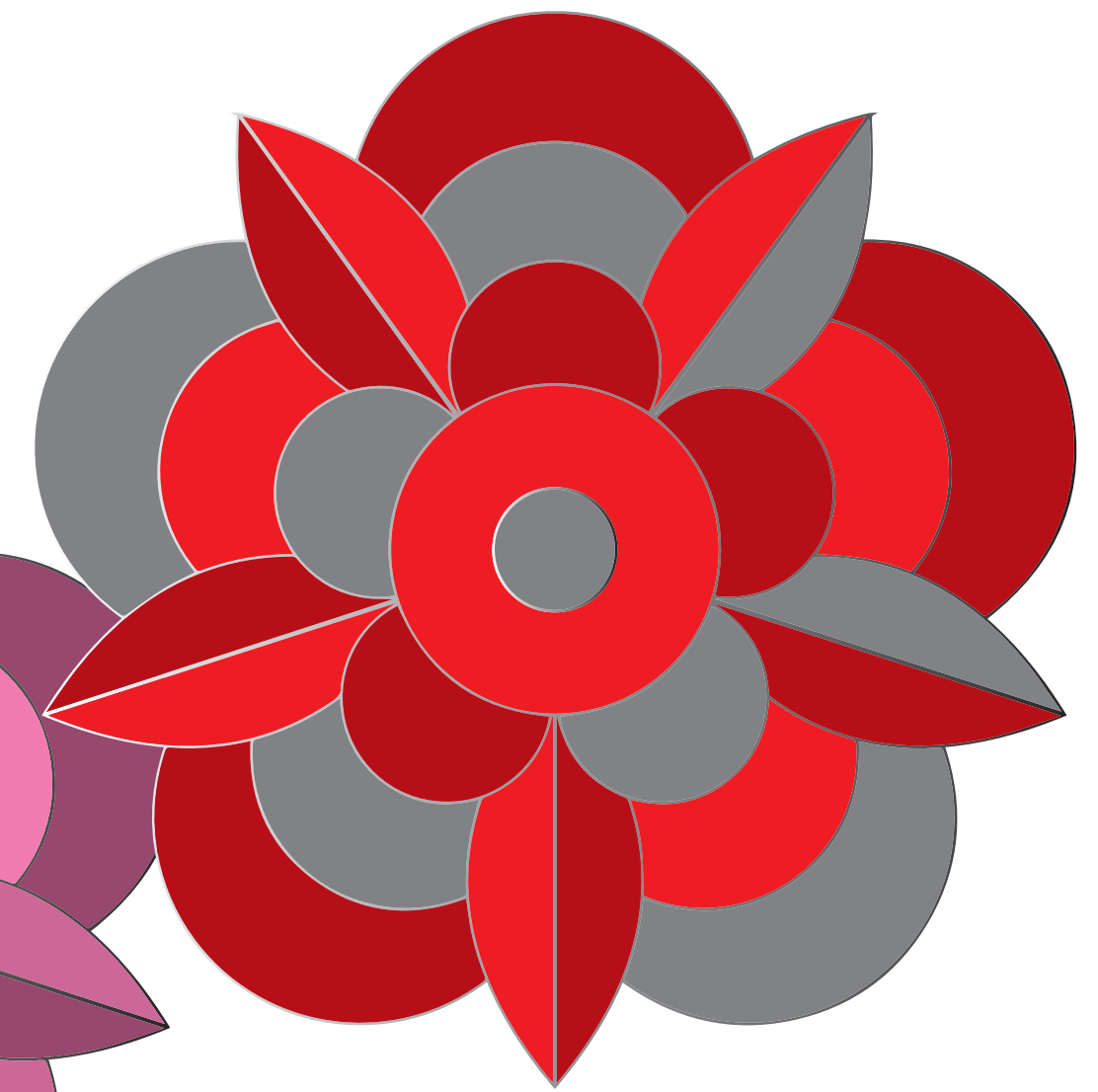SECONDARY

COMPLIMENTARY

ANALOGUS

Fauqueir highschool

Properties of color:

Hue-refers to position inspectrum(name of color)

Value-distinguishes between the lightnessand darknessof color

Intensity-the quality of light in color

texture

Vincent Van Gogh was commonly known for his use of texture in his paintings.
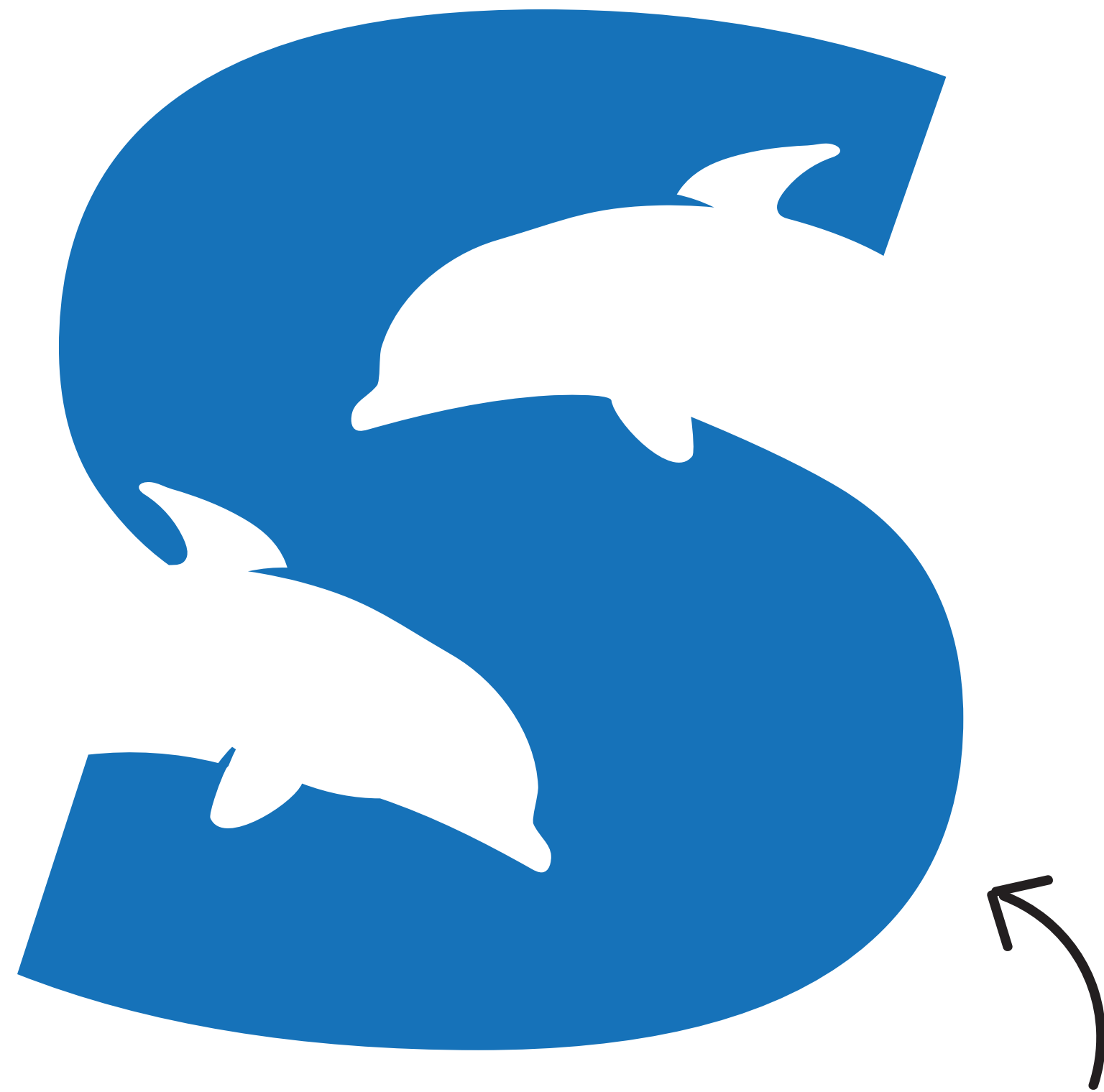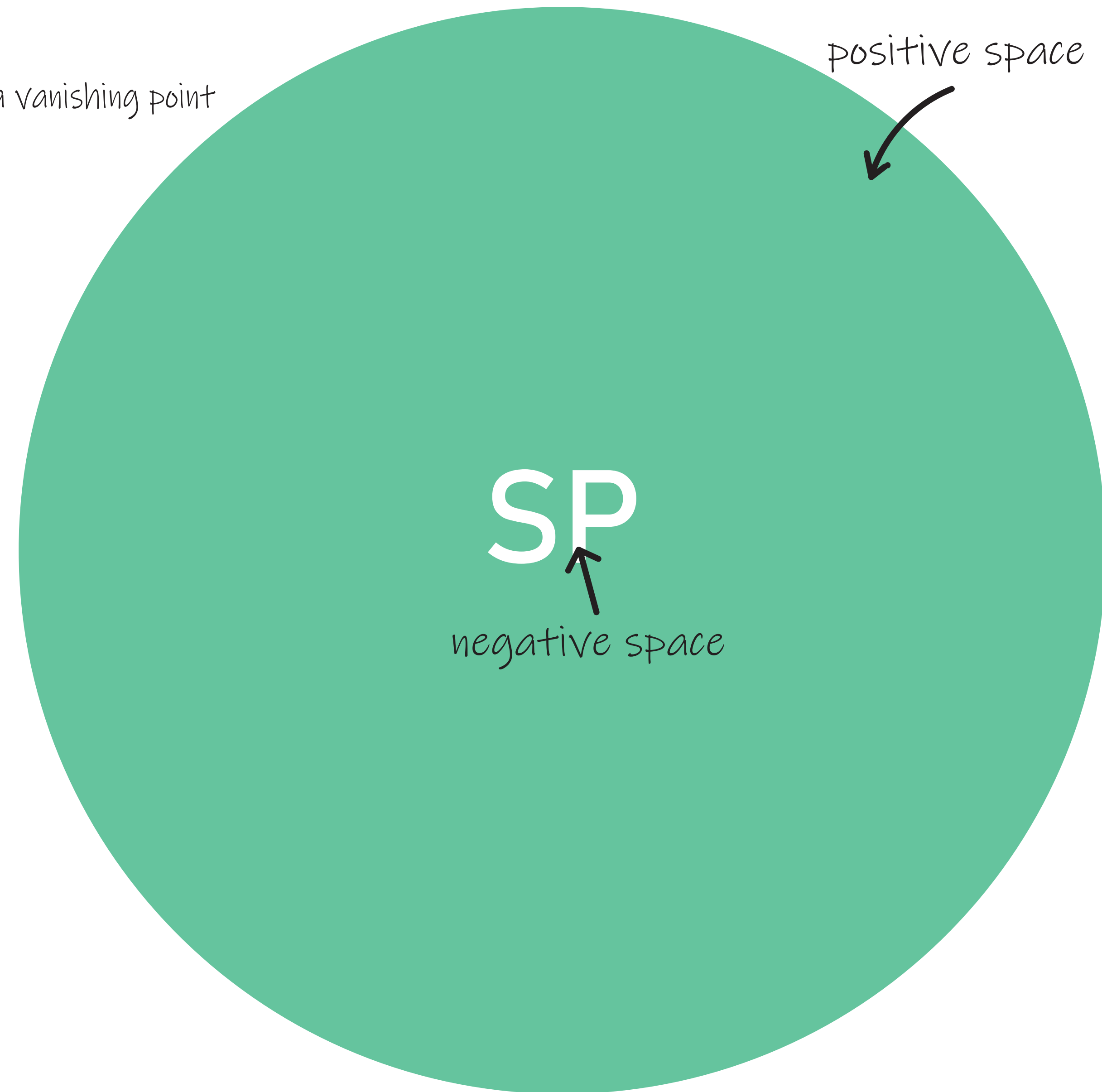
This is an example of texture.

SPACE

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

positive space

SP

negative space

CLOSURE design