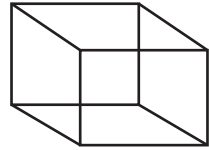


Elements of Design

Elements of design are the basic units of a visual image, they include space, line, balance, color, and shape. The elements also compliment each other.



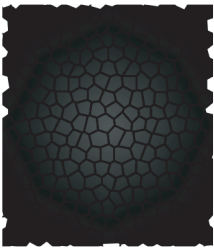
Space can be described as having positive or negative (the space around or inside the contour lines)



form can be either organic or geometric dimensions, showing illusions



Color can have three properties, a hue, value or intensity.

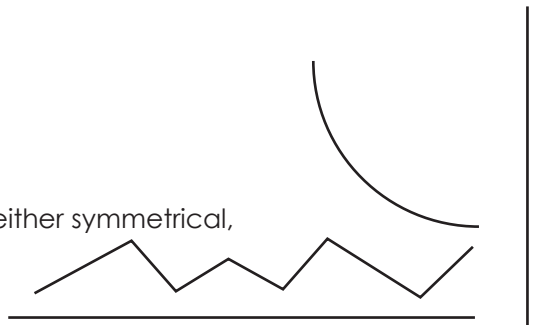
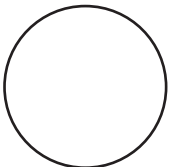


texture can be represented as visual or tactile



Shape can have two types; Geometric and organic.

The balance in a design can have either symmetrical, asymmetrical or radial.



Lines can be vertical, horizontal, zigzag, diagonal or curved.

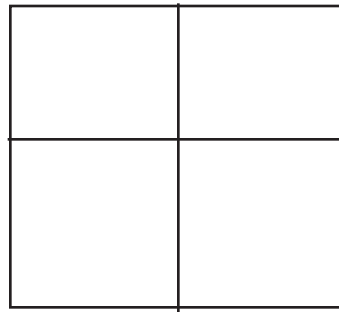
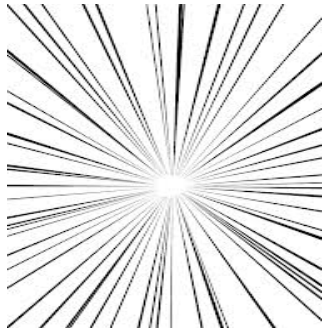
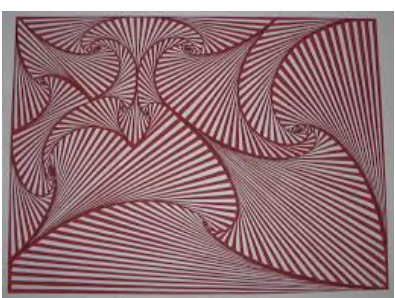
Line

Line is the basic element that refers to the continuous movement of a point along a surface.

Every line has length and thickness and direction.

Lines can help focus pictures. They also help show direction.

- Lines can be straight or curved.
- A line has length, thickness, and direction.
- A line is an element of design.



A line is used for edges of shapes, to create outlines, and to show length, thickness and direction.

You can use a line when making things you want to have a focus point, or when making things like boxes or things with direction.

Lines are used everywhere. Such as artwork, designs and in everyday use. Almost everywhere you look you can find a line.

Lines can also be used to divide a space, as seen above.

A line is an element of design.

Shape

Element of Design

the quality of a distinct object or body in having an external surface or outline of specific form or figure.

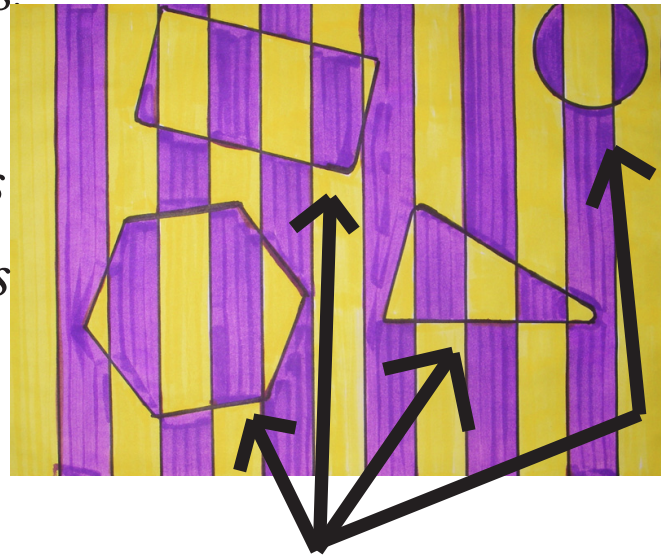
A defined flat enclosed area that is two-dimensional. A shape can be either geometric, which is drawn with a ruler, or organic free-hand shapes

Attract the eye to a focus point

Distinguish certain things from others

Shapes make up everything that there is

shapes are used to contrast the picture



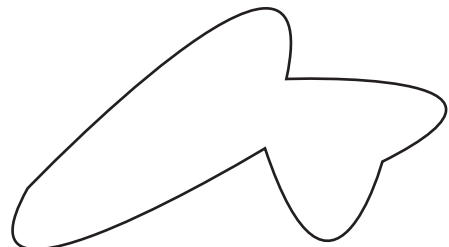
Shape being used

Can be used whenever you need to make something

Can be used in all types of art



Examples

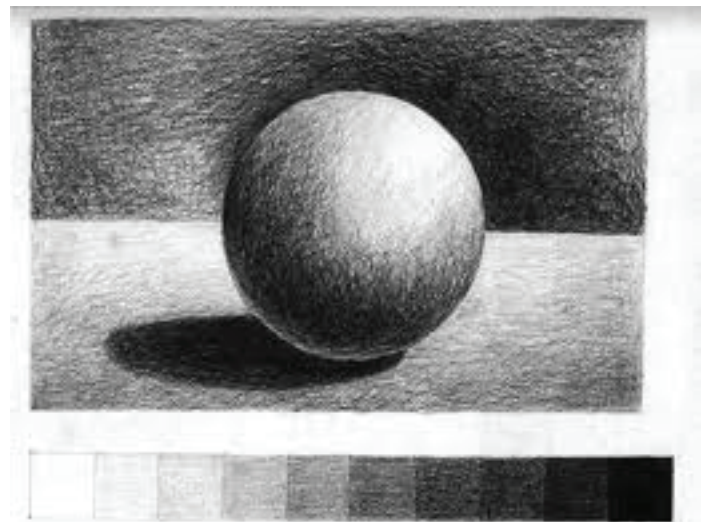


Value: Element

Defintion: The lightness or **darkness** of color

In graphic design value is used to create shading and show the movement of light as it hits an object. It is key to creating the illusion of light.

- It is used to show shape and movement in art pieces.
- Use when trying to show emphasis on specific parts of the work.
- Use it anywhere you want to create the illusion of light in a work of art.



COLOR

Color is a design element used to draw attention. The basic three colors are **red**, **yellow**, and **blue**. Color has three qualities; hue, contrast, and saturation.

- ★ Each color has a complement
- ★ Use color to tie items together
- ★ You can use color to make something stand out

Ex: Advertisements, Road Signs, Magazines, and Poisonous animals are usually brightly colored

Color is used in the Skittles advertisement to draw attention to their product.



Form

An Element of Art

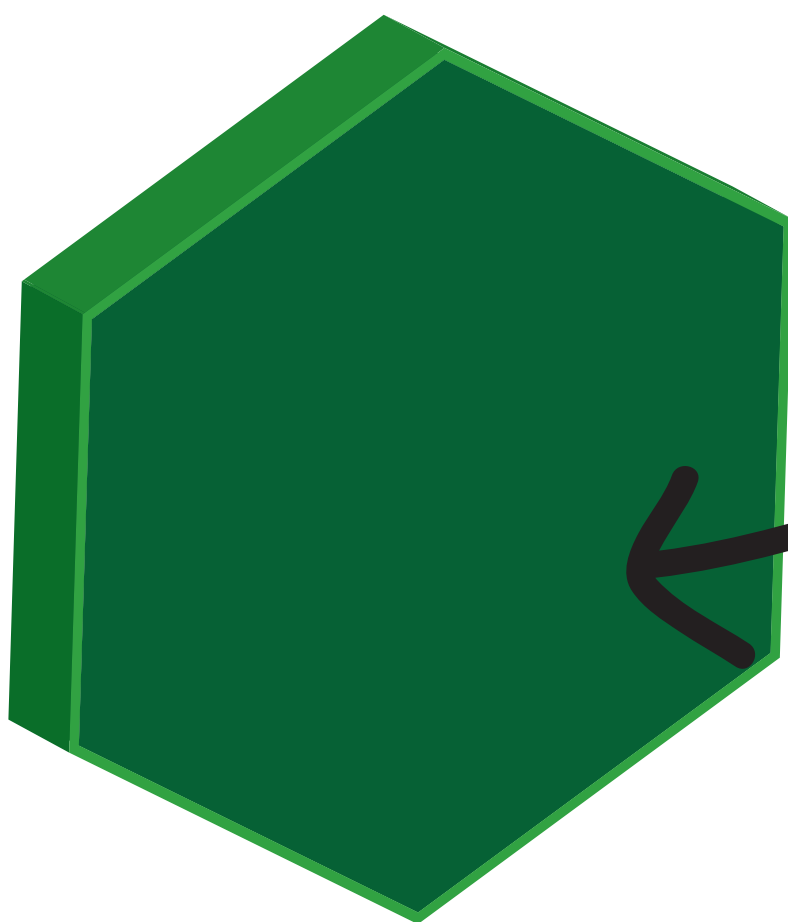
**An actual three dimensional object
or the word used to refer to an illu-
sion of three dimensions on a two
dimensional surface**



Geometric
-Construction
-Organization
-Durable and Heavy

Organic
-Free forming objects
-Light and inviting
-Fragile

Organic Form



Geometric Form



The Element of Texture

There are two types of texture, Visual and Tactile. Visual is an illusion of a three dimensional surface and tactile is what we can actually feel.

Texture can be:

- rough or smooth
- matte or shiny
- Visual or Tactile

Texture is used by layering a line, text, or image to show depth

Texture is used when you want to emphasize something

Texture is used where you have to show how an object feels



Where texture is used

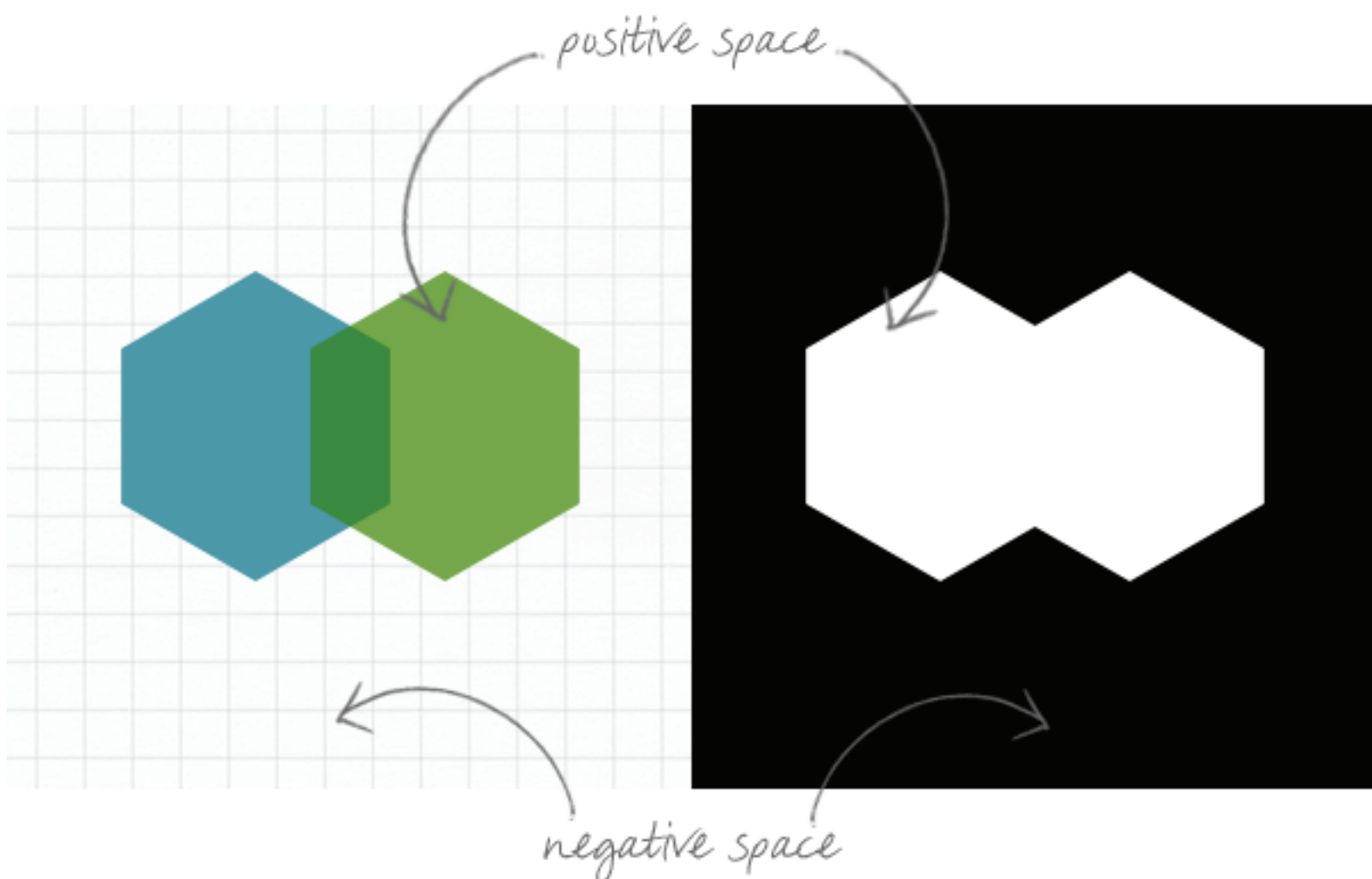


Space

Element of design

Space is the area or depth in a work of art. Space can be negative or positive. Space can have two dimensions or three dimensions.

- Includes background, foreground and middle ground
- There are two types, positive and negative
- Refers to the distance or area around, between or within components.



Positive space can be two or three dimensional shapes or forms. Positive spaces are solid.

Negative space is the empty spaces between shapes of forms. Negative space draws attention to the shapes.

Design Principles



Balance- equalizing visual forces



Rhythm- repeated elements



Movement- the way your eye moves



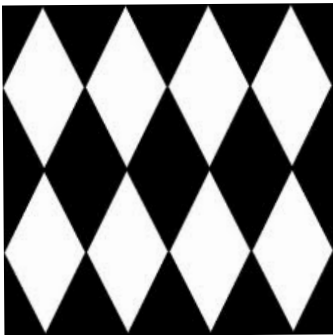
Unity- combination of elements



Contrast- pulls attention towards focal point



Emphasis- to stress one area

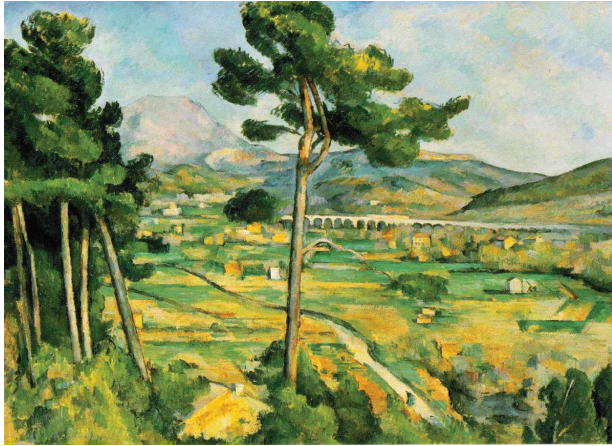


Pattern- repeating elements

Justin Underwood
Tre Wittman
Ben Yahr

Balance

Balance is concept of Visual equilibrium, And relates to our physical sense of balance. Without balance, objects and pieces can look chaotic .



In this Asymmetrical picture on the left balance is used as the form of the tree. To divide the picture in half to have to sides to look at with two different landscapes.

- Symmetrical Balance - having the same amount of objects on both sides of a peice.
- Asymmetrical Balance- having balance, but one side has more visual sense than the other side.
- Balance is used to equal out the picture, and intend to give the viewer a sense of harmony
- Balance is used throughout in most pieces of art
- Balance should be considered always when making a peice of art
- In the painting above balance is used with the trees in the foreground and the mountains in the back round.
- Balances is a principle of art.

Principles of Design

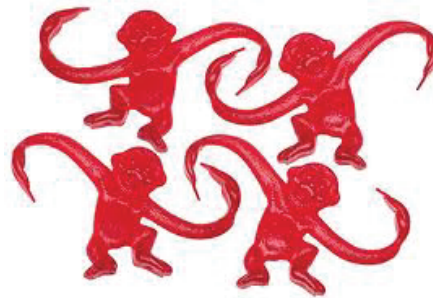
Unity

Unity in design allows the viewer to see a combination of elements, principles, and media as a continuation of one with the other to create a total effect.

Unity creates an integrated image in which all the elements are working together to support the design as a whole. A unified design is greater than the sum of its parts; the design is seen as a whole first, before the individual elements are noticed .



Contrast
and
Balance



Rhythm and
Pattern



Pattern and Harmony

principles used together

varying combinations

anything can be grouped together

It's used when things in a picture seem disjointed and multiple different principles can work together.

It's used to bring separate principles together.

It's used where things are too different and need to be grouped together.

EMPHASIS

Principle of design

Defintion: stresses one area in a work of art to attract the viewer's attention

Emphasis is the focal point in works of art and where the eye is initially drawn.
By putting emphasis on something, you make it "pop."

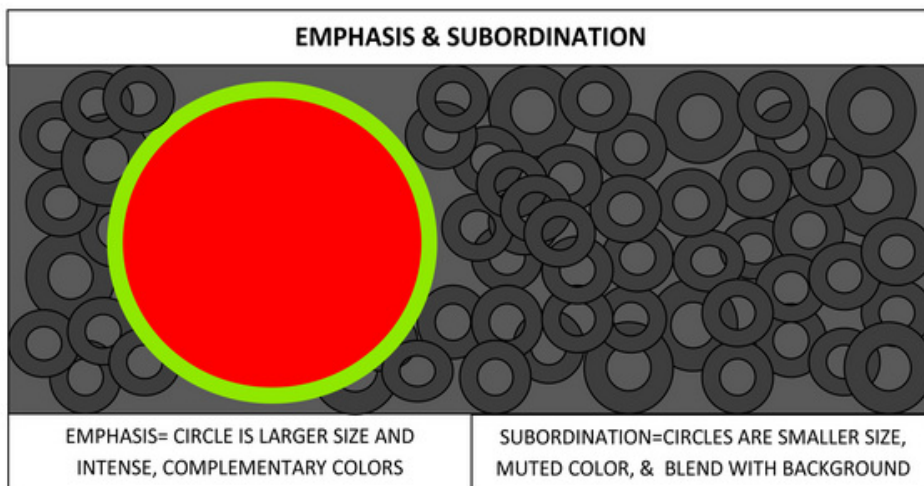
How to use it: make something bold, or stand out

When and Where to use it: when you want the eye to be drawn to something

For advertisements, makes customer want to stop and look at the ad

Can be created by contrast

Any object can be emphasised by looking different



emphasis= circle is larger in size
and intense, complementary colors

emphasis= eye is drawn
to the skull



Contrast

Principle

Contrast is the variation in color, and texture. It can be used to make differences throughout the piece. It can also relate things together such as color or shape.

- ~The use of complementary colors can show contrast
- ~Use it when you want to show emphasis
- ~Use it to attract attention to a certain area to create movement
- ~dark vs. light
- ~rough vs. smooth
- ~large vs. small shapes



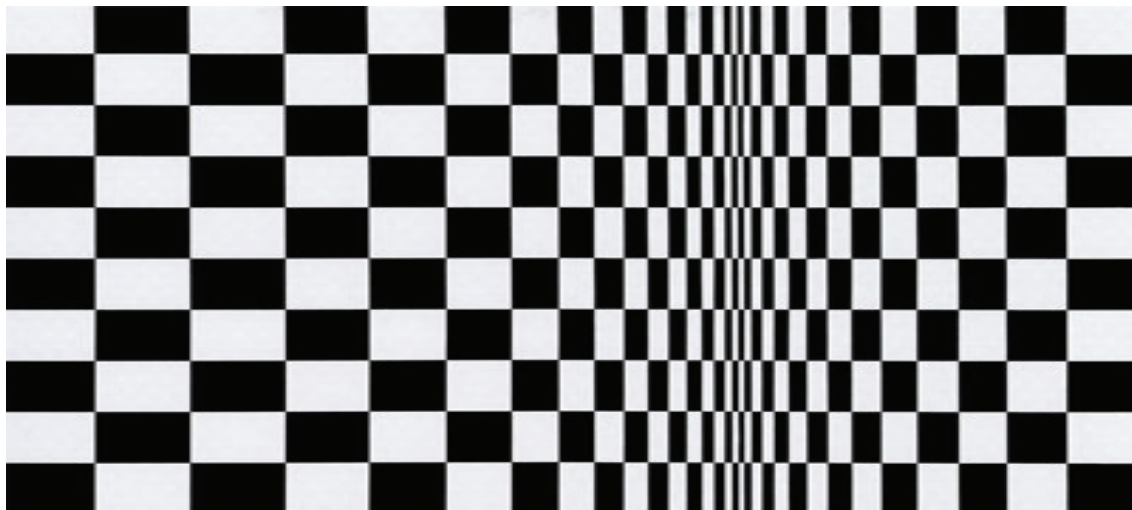
MOVEMENT

Design Principle

Movement causes the viewers eye to look at the work of art in a certain manner or to produce the look of action.



- Lines make your eyes move to a certain area of the piece of art
- Creates a flow in the art work
- Movement allows the veiwer to make it easier to visualize the



Pattern



• **Pattern:** uses the art elements in planned or random repetitions to enhance surfaces of paintings or sculptures.

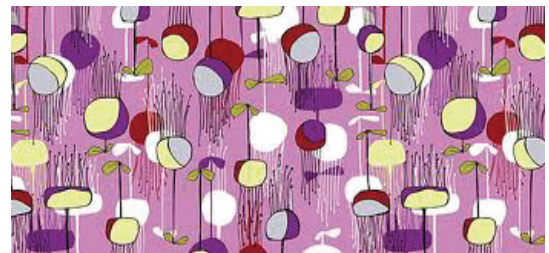
• **Patterns often occur in nature**

-Ex: To advertise a zoo you can use animal print patterns or it can be used in fashion.



• **Pattern increases visual excitement by enriching surface interest**

-Ex: This technique was used in pop art and is often used in abstract paintings and designs to create drama.



<http://gdbasics.com/index.php?s=pattern>

<http://www.nhsdesigns.com/graphic/principles/pattern.php>

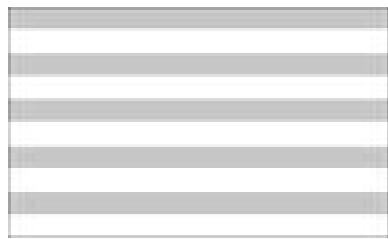
Rhythm

Jerad Dokey
Grant Dunatchik

Principle of design

Rhythm-placement of repeated elements in a work of art to create a visual tempo. Rhythm is a principle of design. Visual rhythm is created by positive shapes separated by negative spaces.

Regular



- occurs when the intervals between the elements
- elements are often similar in size and length

Progressive



- progressive rhythm shows sequence of forms through a progression of steps.

- Flowing rhythm gives sense of movement.
- often more organic

Flowing

