

Elements of Design

1.02A Investigate Design Principles and Elements

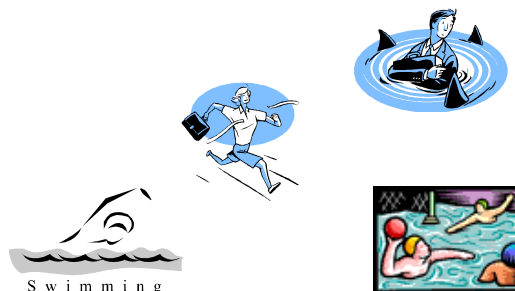
Lines as Design Elements

- Lines are a powerful but simple method of enhancing a publication. ([link to about.com for line examples](#))
- Lines can be of any size, shape, texture or pattern and may be placed in any direction.
- Curves, dot leaders and arrows are considered lines!
- Lines can be used to:
 - Organize information such as tables or catalogs.
 - Simulate movement.
 - Connect pieces of information or graphics.
 - Separate one part of the layout from another.
 - Provide texture.
 - Convey mood or emotion.
 - Define shapes (outline).
 - Provide emphasis.
 - Provide a frame around a box or image.

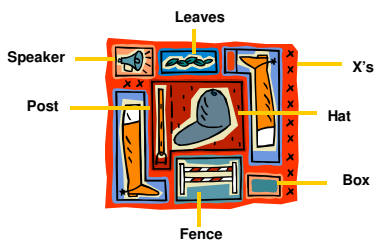
Lines Can Organize Information

Apple	Grapes	Oranges
Red Delicious	White	Navel
Fuji	Red	Hamlin

Lines Can Create Movement

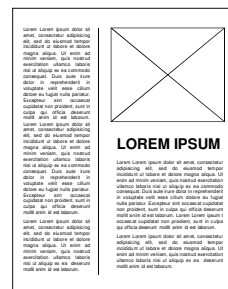


Lines Can Connect



Lines Can Separate

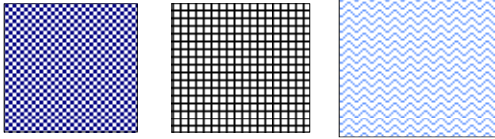
- A line is being used to separate the columns of text in the example.
- [Link to about.com for an additional example of lines used to separate.](#)



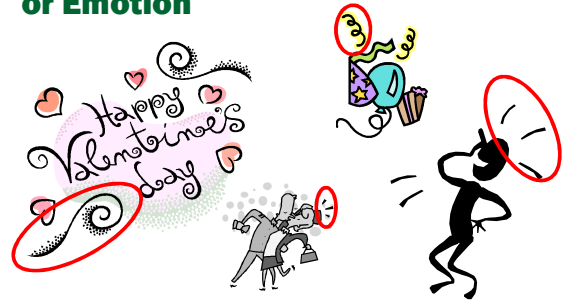
Lines Can Provide Texture

- Lines can be used to create texture.
- [Link to about.com](http://about.com) for more examples of lines for texture.

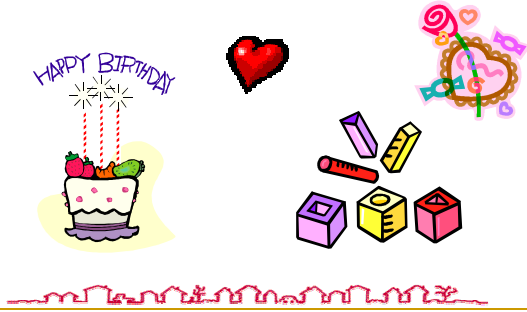
Text with Texture



Lines Can Convey a Mood or Emotion



Lines Can Define Shapes



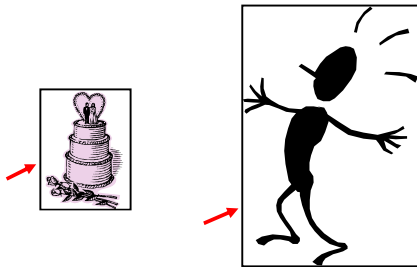
Lines Can Provide Emphasis

Magazine Article Title

Magazine Article Title

Newspaper Title

Lines Can Provide a Frame



Shapes as Design Elements:

- Shapes are often used in logos but can be used in many different ways.
- Shapes can be:
 - Geometric shapes – triangles, squares, circles.
 - Natural shapes – leaves, flower petals.
 - Abstract shapes – a blend of geometric and natural shapes.
- Used to:
 - Highlight Information
 - Organize or Separate Information
 - Make the Design More Interesting

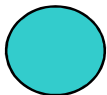


What Certain Shapes Mean



Squares and Rectangles

- Symbolize honesty, stability, equality and comfort.



Circles

- Symbolize infinity, security and completeness.



Triangles

- Symbolize action or conflict.

Monday, 02/13/12

Today's Warm Up

- **Directions:** Create a journal entry to answer the following questions.
- List the purpose/uses of lines.
- Explain what each of the 3 shapes means as it relates to designs.

Today's Outline

- Warm Up: Create Journal Entries
- Review: Principles of Design
- Essential Question: How do we create in-depth color?
- Teacher Input: Review 'Design Elements' PowerPoint
- Guided Practice: Group will work on Elements of Design
- Independent Practice: Complete Design Elements Review Activity via www.quia.com
- Wrap Up: Ticket Out the Door

Mass as a Design Element

- Mass refers to the size, space and "heaviness" of an object.
- Every object, or element, has mass whether it is a line, shape, text or graphics.
- Darker colors are visually heavier than lighter colors.

Mass Mass Mass

Texture as a Design Element

- Texture is an effect applied to a background or as the fill for an object.
- It can be drawn or be an actual image.
- Texture can refer to visual texture (how it looks) and the physical texture of the paper.
 - Different paper textures will make colors look different.

[Link to about.com for more about paper textures.](http://about.com)

[Link to about.com for more about visual textures.](http://about.com)




Color as a Design Element

- Color is one of the most important elements of design.
- It evokes emotion and action and can attract or detract attention.
- It is hard to get accurate color when creating publications on the computer because different devices create color in different ways.
- The two main devices we will look at are:
 - Printers
 - Monitors

Color on Monitors

- Computer monitors and televisions show color as light.
- The colors are a mixture of red, green and blue light, referred to as RGB color.
- The amount of red, green, and blue are shown in different amounts in different “spots” on the monitor to produce an image.
- [Link to RGB example on Wikipedia.](#)

Color on Monitors

- RGB – red, green, blue
 - Each color is assigned a number between 0 and 255 to show how much of that color to add.
 - As each color is added, the mixed color becomes lighter.
 - When all three are set to 255, the mixed color is white.
- RGB colors are expressed as hexadecimal numbers when used on web pages.
- Both numbers below are the same RGB color
 - 255 150 0
 - FF9600 (hexadecimal) 

Color and Printers

- Printers cannot print with light, they must use ink or toner.
- Printers and printing presses use a color method called CMYK.
 - It stands for Cyan, Magenta, Yellow and Black
- They are based on percentages.
 - If each is set to 100%, the color is black.
 - As each percentage for each color is subtracted, the color changes.
 - If all colors are subtracted, or set to 0%, the color is white.
- [Link to Wikipedia for CMYK color.](#)

The Color Wheel

- A color wheel a chart used to show the relationship between colors. Can be used to pick colors that will look good together in desktop publishing. Shows the relationships between colors.
 - Adjacent colors look good together (harmonize).
 - Contrasting colors – do not look good together.
 - Complimentary colors
 - Colors that look good when used together.
- Color Schemes ([Link to about.com for color meanings](#))
 - Cool Colors - the half of the wheel with blue in them. Considered calming.
 - Warm Colors – the half of the wheel with red in them. Considered exciting.

Color Terms



- **Hue** – a color.
- **Shade** - a hue + black.
 - CMYK and RGB colors can be made darker by adding black.
 - The original color is not changed, it just becomes darker.
- **Tint** – a hue + white.
 - CMYK and RGB colors can be made lighter by adding white.
 - The original color is not changed, it just becomes lighter.
- **Saturation** – the amount of the hue used.
- **Value** – refers to the lightness or darkness of the hue.

Color Matching

- Since color is displayed differently on monitors than it is printed with printers, color matching must be used.
- This is the process of matching the printed ink color as closely as possible to the color displayed on the monitor.
- The goal is to make the printed publication as close to the one on the monitor as possible.

Principles of Design

1.02B Investigate design principles and elements.

The Six Principles of Design

- Alignment
- Balance
- Contrast
- Proximity/Unity
- Repetition/Consistency
- White space

Alignment

- Alignment of elements in a pattern or grid.
- Visual relationship between all of the elements in a layout, even if the elements are far apart.
- View an example at http://desktoppub.about.com/od/designprinciples/l/aa_pod2.htm

Symmetrical Balance

- Elements of the design are centered or evenly divided both vertically and horizontally



- View examples at: <http://www.alifetimeofcolor.com/main.taf?p=3.1.1.8>

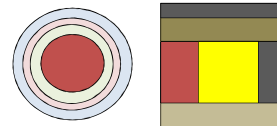
Asymmetrical Balance

- Off-center alignment created with an odd or mismatched number of elements.



Radial Balance

- With radial designs the elements radiate from or swirl around in a circular or spiral path.



Contrast

- The use of big and small elements, black and white text, squares and circles
 - Adds emphasis to important information
 - Adds appeal
- View an example at

<http://www.alifetimeofcolor.com/main.taf?p=3,1,1,9>

Proximity/Unity

- Grouping elements to demonstrate their relationship to each other.
- Makes it easier for the reader to understand the relationships between elements.
- Examples
 - Captions placed with the pictures they describe.
 - Images placed near the text they are depicting.
- View an example at

http://desktoppub.about.com/od/designprinciples//aa_pod2.htm

Repetition/Consistency

- Repeat some aspect of the design throughout the entire layout.
 - Aids navigation
 - Improves readability
 - Examples
 - Keying all side headings in the same typeface and color.
 - Using the same formatting for all bulleted lists throughout the publication.
- View an example at

http://desktoppub.about.com/od/designprinciples//aa_pod2.htm

White Space

- Negative or space empty of any color
- Gives a design breathing room
- Smooths transition between elements
- View an example at

http://desktoppub.about.com/od/designprinciples//aa_pod2.htm

Rule of Thirds and Grids

- Rule of Thirds – Using imaginary grids to visually divide the page into thirds vertically and/or horizontally and placing most important elements within those thirds.
- View an example at

http://desktoppub.about.com/od/designprinciples//aa_pod2.htm



Rule of Thirds

Optical Center and Z-Pattern

- Optical Center – the spot the eye first sees when it encounters a page.
 - It is slightly above and to the right of the actual center of the page.
 - Place the most important design element here.
- Z-Pattern – the pattern eye follows when scanning a page.
 - Place important elements along the Z-pattern.

