Elements of Design

Basic Concepts

ExplorNet CareerTech
from The Centers for Quality Teaching and Learning

Four major elements of design are as follows:

- ✓ Color
- ✓ Line
- ✓ Shape
- ✓ Texture

Color

✓ Helps to identify objects
✓ Helps understand things
✓ Helps to communicate feelings and moods
✓ Consists of hue, saturation, and lightness

Color

Expresses feelings or moods:

✓ **Red** – Excitement, power, danger, aggression, anger, love

✓ **Orange** – Lively, cheerful, friendly, energy, warmth

✓ **Yellow** – Cheerful, bright, sympathy, cowardice

✓ **Green** – Refreshing, restful, peaceful, luck, envy, hope

Color

Expresses feelings or moods:

- ✓ **Blue** – Calm, serious, reserved, depression, dignified, serenity
- ✓ **Purple** – Dignified, dominating, mysterious, royalty
- ✓ **Black** – Sophisticated, somber, despair, death, mourning
- ✓ **White** – Innocence, purity, faith, peace

Warm Colors

✓**Yellow**
✓**Orange**
✓**Red**

Cool Colors

✓**Blue**
✓**Green**
✓**Violet**

Color

Hue:

✓ The name given to a color
✓ Example: red, green, blue, etc.
✓ Within hue a variety of color can be created
✓ Example: scarlet red and pink, both of red hue

Color

Saturation:

✓ The amount of hue in a color.

Example: **red**
- o **Pink** – *less saturation*
- o **Scarlet** – *more saturation*

✓ The addition of black, white, or gray to a color lowers the saturation or purity of a color

Color

Lightness:

✓ How light or dark the color appears
✓ Example: light green and dark green
✓ Lightness of hue changed by adding black or white

Line

✓ Gives direction to a design

✓ Gives movement, can express feeling

✓ Made thick to show importance, thin to demonstrate quick movement

✓ Outline images

✓ Types of lines:

    ✓ *Vertical*

    ✓ *Horizontal*

    ✓ *Diagonal*

    ✓ *Curved*

Lines

✓ **Vertical lines** – carry eye up and down. Convey a feeling of awe or challenge
✓ **Horizontal lines** – carry eye across from side to side. Convey calm, peaceful feeling
✓ **Diagonal lines** – slanted. Add interest to a design.
✓ **Curved lines** – gently bent. Give a soft, relaxed look to a design.

Shape

✓ The form of an object; anything that has height and weight

✓ When lines enclose a space

✓ Can be used to identify an object

✓ Example: circle = sun, oval = egg

✓ 3 basic types: circle, square, triangle

Elements of Design

Texture

✓The look or feel of a surface

✓Describing words such as 'rough' or 'smooth'

✓Adds dimension to a design

✓Used to create surface appearance

✓Dots and lines often used to create texture