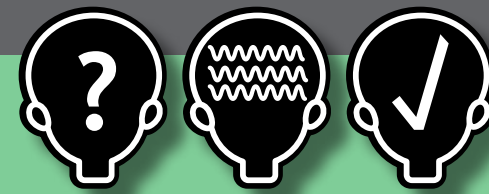






*developing a*  
**Designmind**

## Elements of Design



# Basic Design Elements

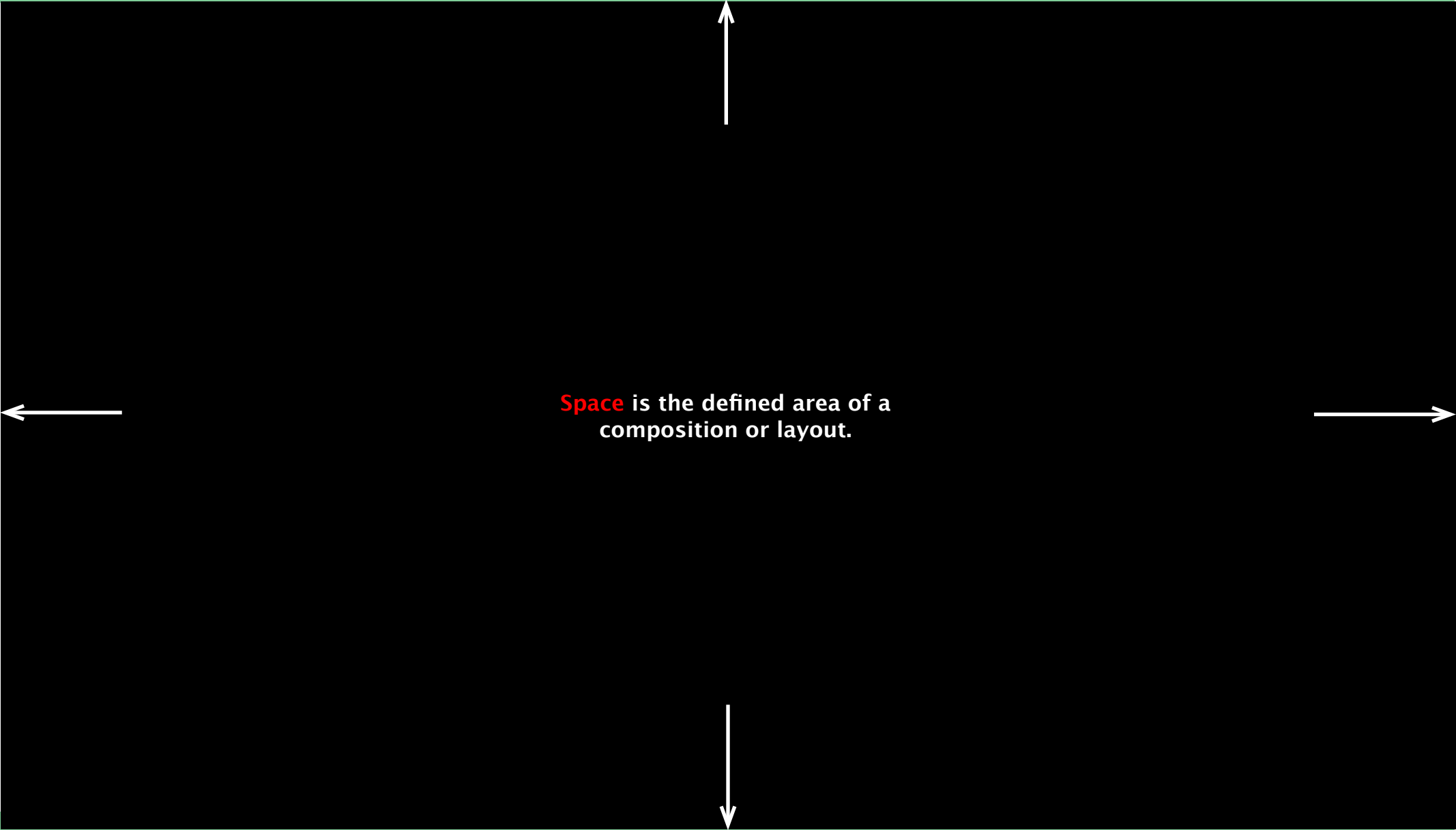
-  space
-  point
-  line
-  shape

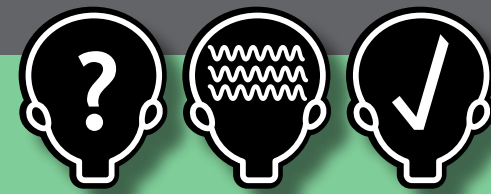
Graphic design and composition can be broken down to the manipulation of these four basic elements.



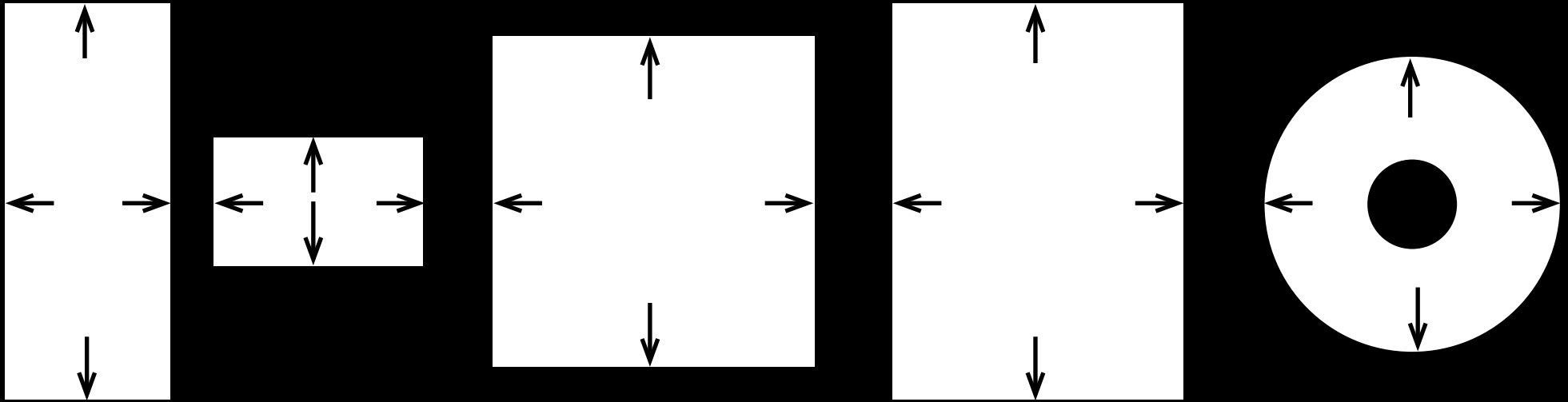
# Space

**Space** is the defined area of a composition or layout.

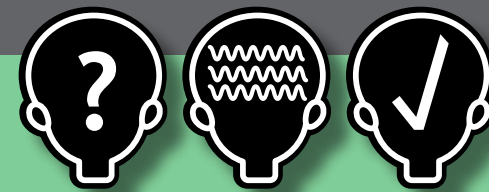




# Space



**Format** describes the size, shape and orientation of the available space in a layout or composition.



# Space

The format can help communicate meaning.



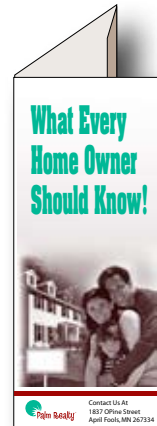
A long, thin format set on a horizontal axis might suggest a landscape.



The same proportion set vertically might make people think of a tall building.



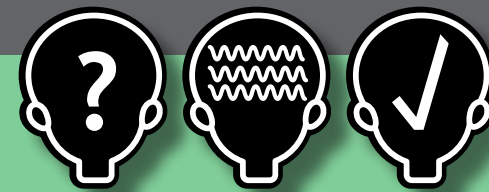
# Space



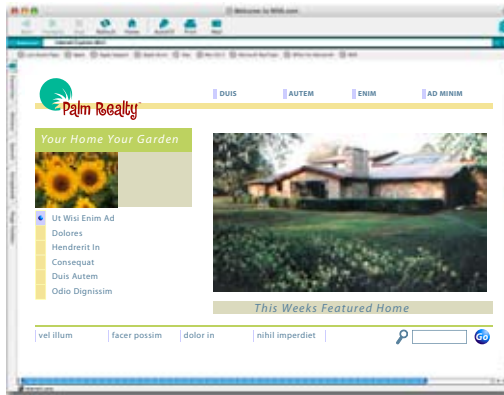
Common formats help people know what the product does. A standard business card format for example, is easy to recognize.

Formats are often chosen based on the purpose of the project.

Some of the projects you will be working with, a newsletter, tri-fold brochure, and business card for example, will use common formats.

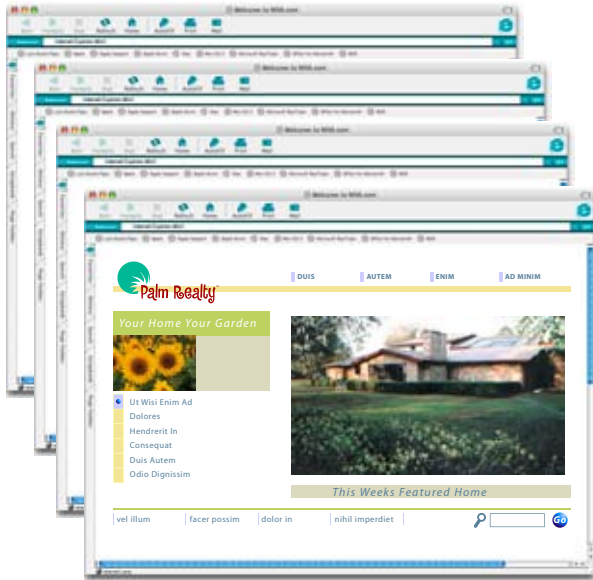


# Space

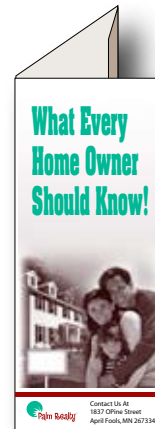


The format of a web page is flexible and may change when viewed on different screens.

# Space



The multiple pages of a web site

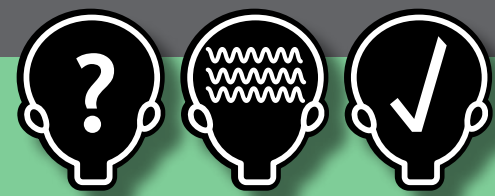


The two sides of a tri-fold brochure



The multiple pages of a newsletter

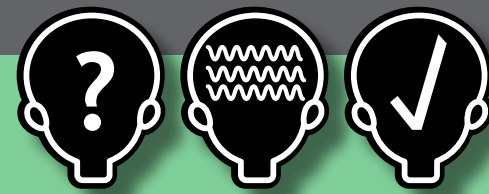
When designing projects with multiple pages you need to consider how the different views relate to one another.



# Point



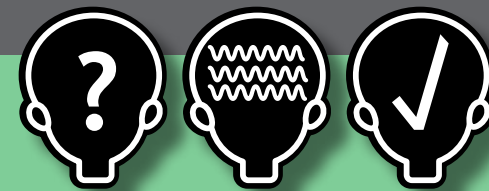
A **point** is the simplest element of visual design.



# Space/ Format



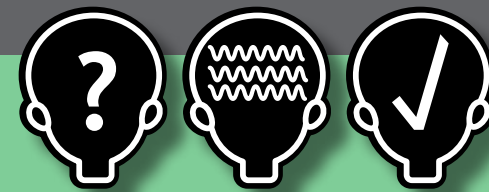
**A point can act like a target for the eye.**



# Point

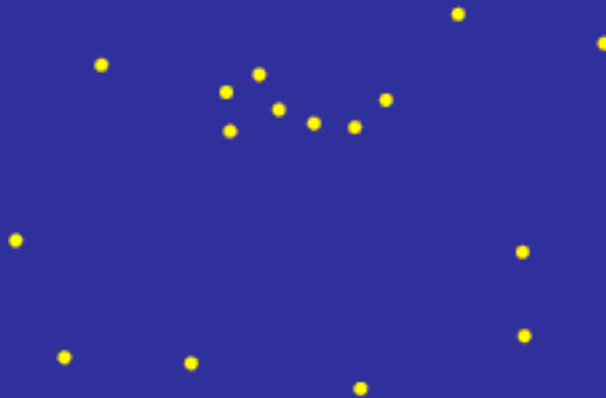


See how the car in this ad draws your attention.

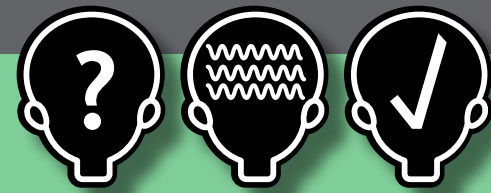


# Point

The human brain is always trying to apply structure to what is seen.  
Several points in combination may represent a more complicated object or idea.



When you look up at the night sky, you first see just stars. As you look more closely you can sometimes see the patterns known as constellations.



# Point



**Closure** is the ability to connect a pattern of points or complete a broken line.





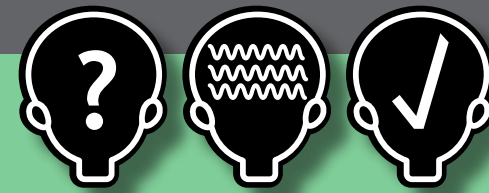
# Line



A continuous set of points can be seen as a line.  
A **line** is a mark or a stroke that is longer than it is wide.

Lines are basic to all of the visual arts.  
Drawing is based on lines. Lines are also very important in design.

In layouts, lines can perform four important functions...



# Line

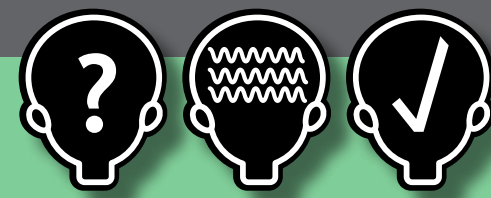
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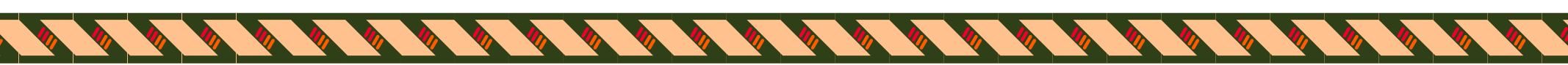
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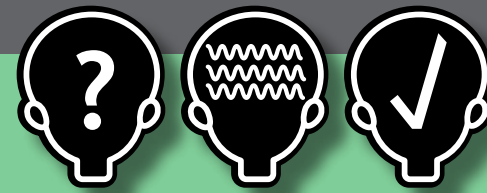
## 1. Lines can divide space.



# Line



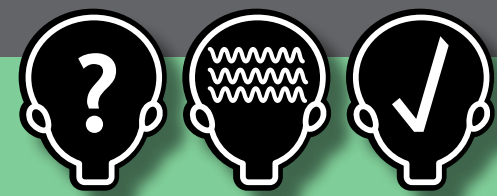
2. Lines can decorate.



# Line



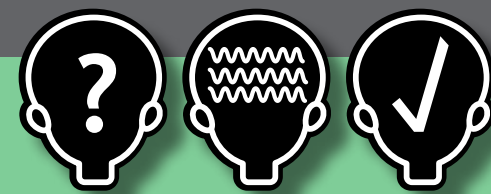
**3. Lines can represent images.**



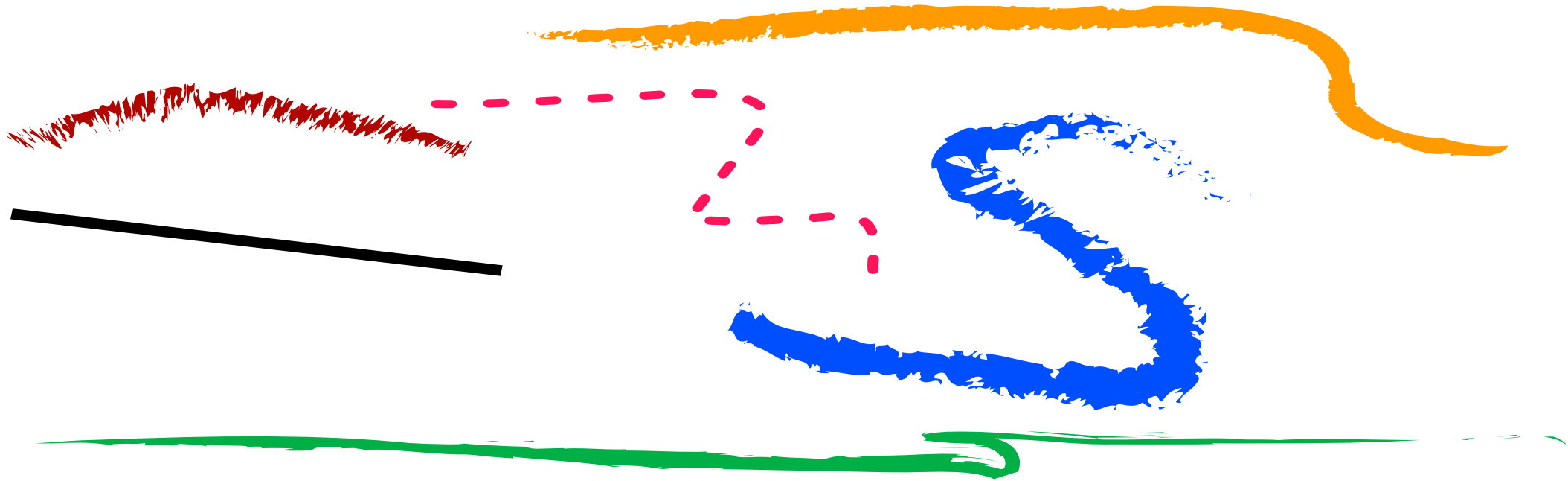
# Line



4. Lines can add effects.

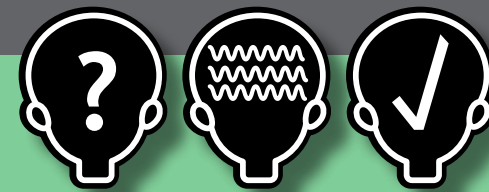


# Line

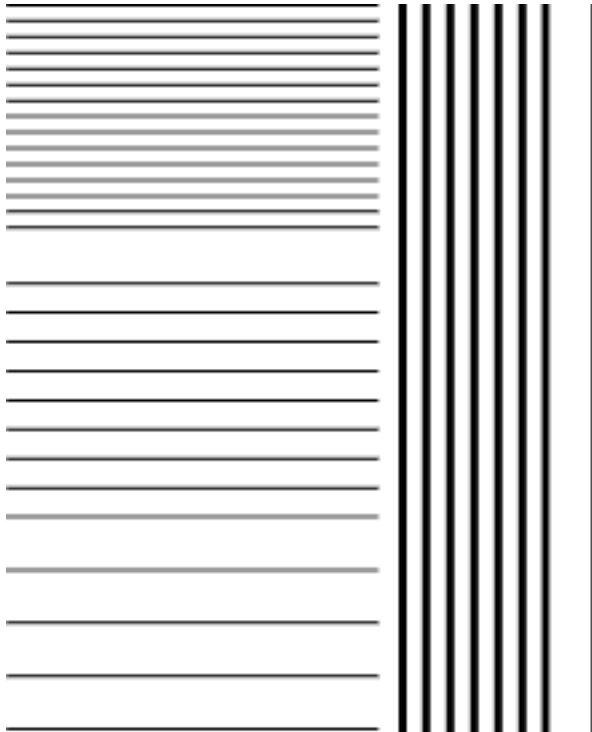


**Lines can have different qualities.**  
They can be thick, thin, light, dark, solid, broken, or colored.

**Lines can be tools for communication.**  
The type of line used will affect the feeling we have about a drawing or a design.  
A mixture of line qualities can also add interest by increasing the variety in a design.



# Line

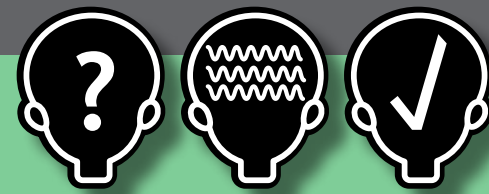


**When lines are set together,  
they will start to look like shading.**

**The closer lines are set together, the darker the  
shading will be.**



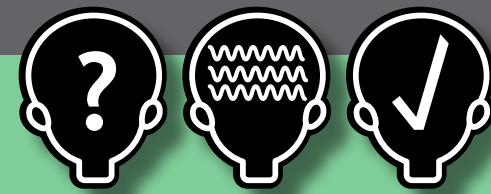
**Artists use a technique called cross-hatching to  
represent lights and darks in a drawing.  
This type of shading is used in ink drawings.  
The look of cross hatching can be used in  
computer graphics as well.**



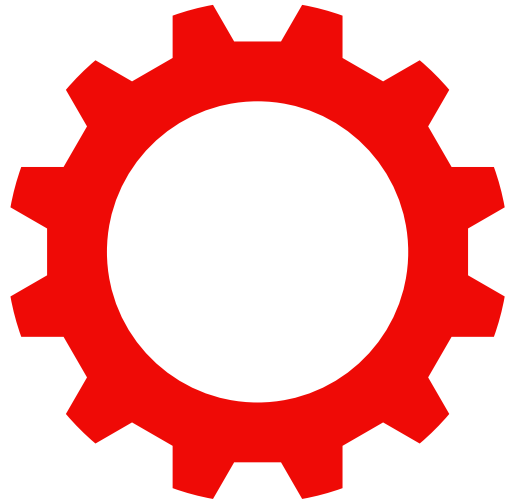
# Line



The mind uses closure when looking at lines in much the same way as looking at points.



# Shape

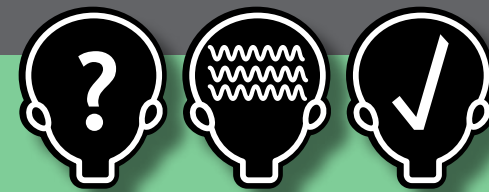


Mechanical

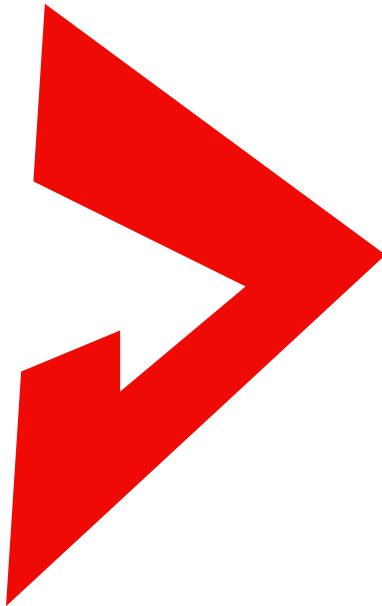


Organic

You have already seen how points and lines can imply shapes.  
The two main categories of shapes are **mechanical** and **organic**.

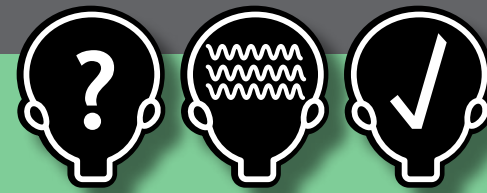


# Shape

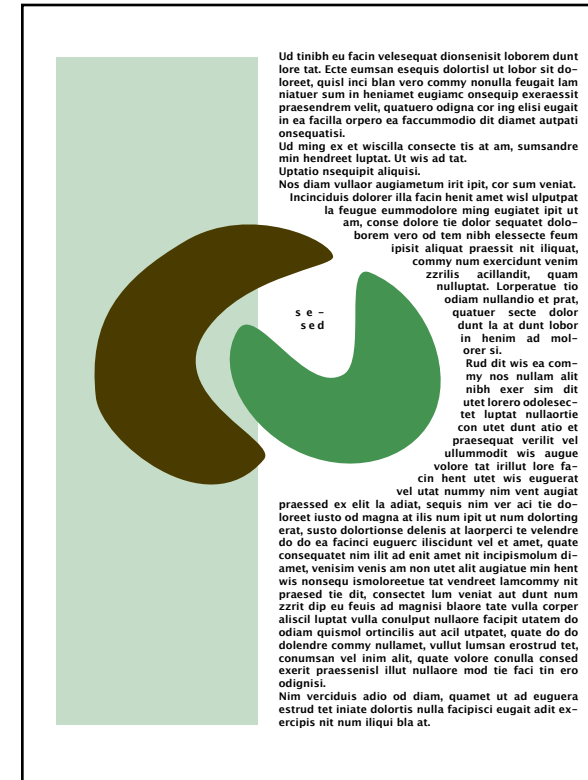


**Mechanical** shapes are made with straight lines, circles and arcs.  
These man made shapes are sometimes called geometric. They can be simple or complex.

Think of the inside of a clock or other piece of machinery.  
Mechanical shapes suggest control and order. They can also suggest technology.



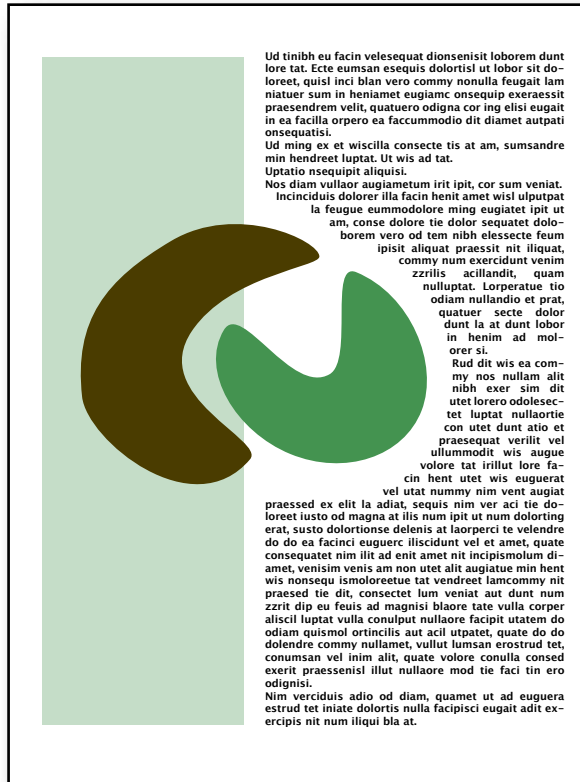
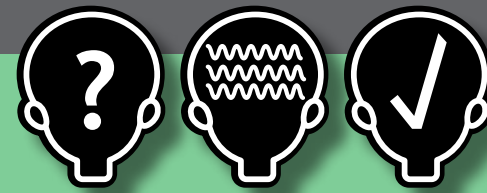
# Shape



**Organic** shapes, on the other hand, are the shapes found in nature.

They are generally less predictable than mechanical shapes.  
Because they are less regular they are sometimes more interesting.  
They will also seem softer and more spontaneous.

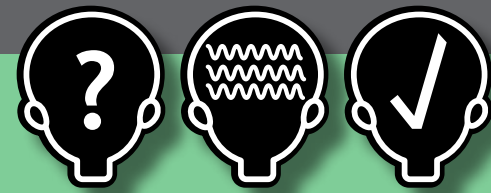
# Shape



The shapes you use in a layout will affect the overall feelings the viewer will have about the message.

The shapes used in an illustration or graphic symbol should represent a subject.

# Shape



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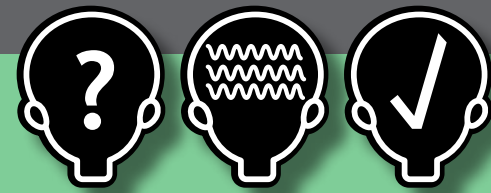
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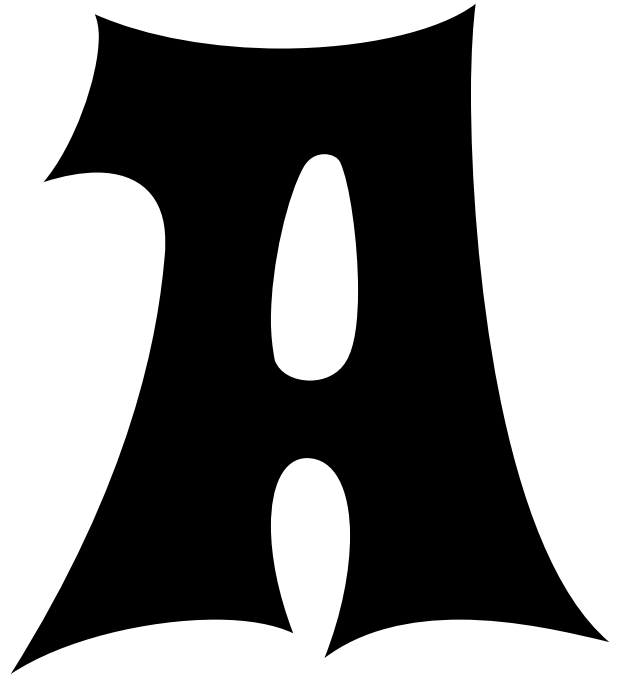
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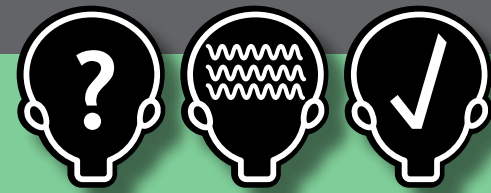
When text is set in a block, the block becomes a shape on the page.



# Shape



When type is set as display, the edges or contours of the letters can act as shapes themselves.



# Shape

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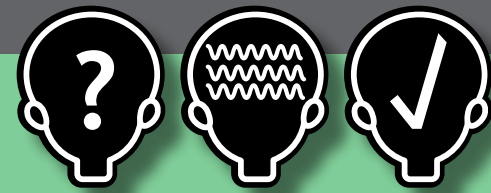
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In a layout, a photograph or illustration does not just depict images, their edges also act as shapes.



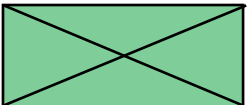
# Elements

**NewsletterBanner**

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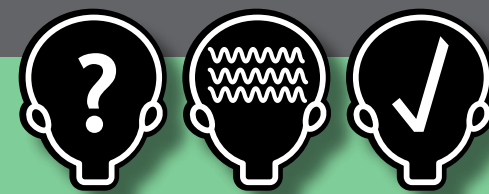
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When designing a layout, you will organize points, lines, and shapes in the space defined by the format.



# Page Elements For Print

## Headline

Large Display Type

on the web at: [designcentral.com](http://designcentral.com)

Small Display Type

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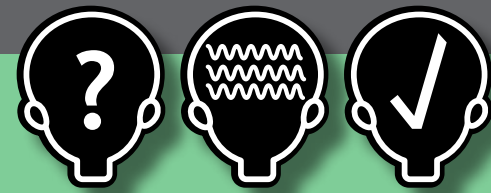
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Text blocks



**Page elements** include the various distinct graphic objects that are arranged in a layout.  
Here are the basic page elements common to most print layouts.



# Page Elements For Web Pages

The image displays a variety of web design components:

- A satellite dish image in a blue box.
- A search bar with a "GO" button, an input field, and a "SEARCH" button.
- Two red "HOME" buttons.
- A blue navigation bar with "option" and a right-pointing arrow.
- Four blue navigation buttons with left-pointing arrows.
- A red banner featuring a cartoon man with a megaphone, the word "SALE" in yellow, and the text "BUY MORE NOW" next to a red button.
- A shopping cart icon and a house icon.
- A yellow globe icon.
- A horizontal menu: | HOME | WHATS NEW | ABOUT US | JOB OPPORTUNITIES |

**Web Banners, Web icons, Entry Fields, Rollover Buttons, Button Bars and other Navigational Elements**

Web page design can include these additional page elements.