

Elements of Design

Claudia Jacques de Moraes Cardoso
2D Design – Art 112

Structure of Art in 2D Design

- Components of Art - Analyzed by the Degree of Representation
 - Subject Matter
 - Content
 - Form
 - Elements of Design
 - Line
 - Shape & Space
 - Value
 - Texture
 - Color
 - (Type)
 - Principles of Organization
 - Balance
 - Dominance
 - Economy
 - Harmony
 - Movement
 - Proportion
 - Variety

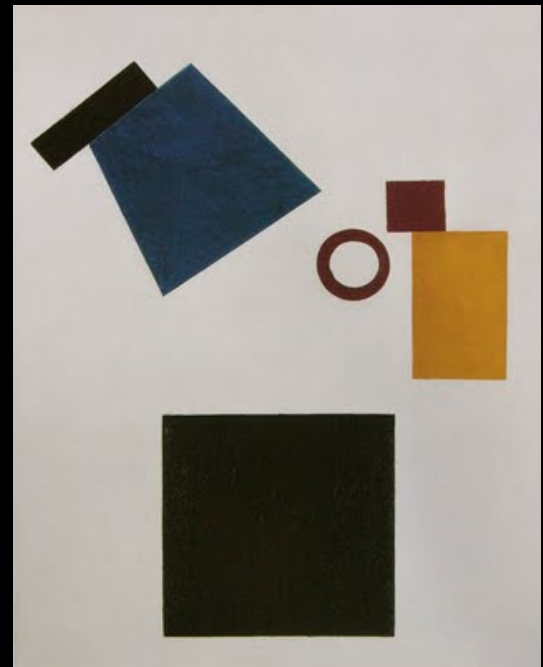
Gestalt

Form

- The How
- What we study in this course
- Design
 - Elements of Design
 - Principles of Organization



Georgia O'Keefe



Kazimir Malev

Elements of Design

Point

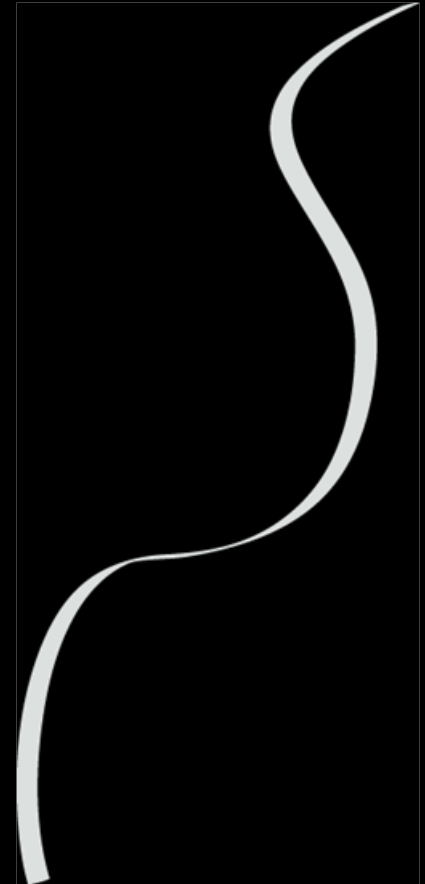
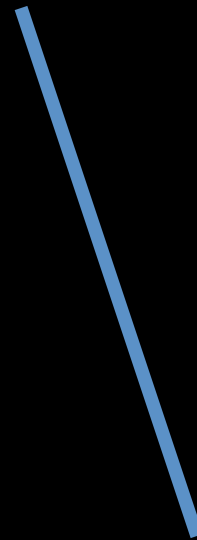
The most basic element.

Line

A mark made by a moving point.

Visual characteristics:

- Measure
- Weight
- Type
- Direction
- Orientation
- Degrees of Continuity
- Character



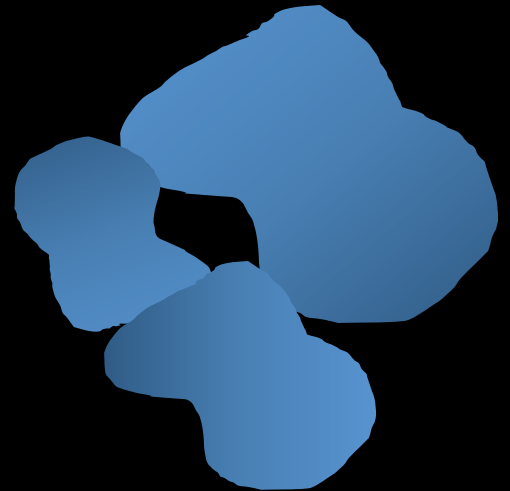
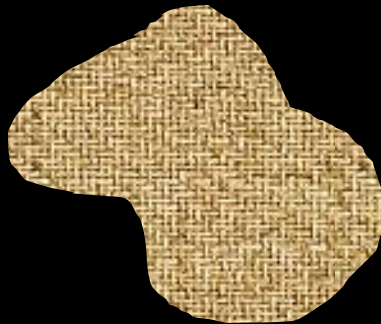
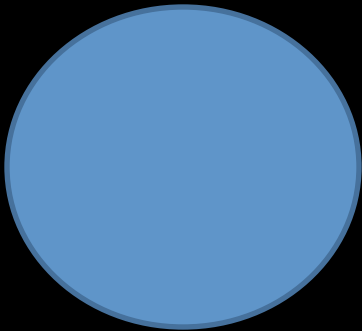
Elements of Design

Shape

An area of color or texture defined by a clear boundary.

Visual characteristics:

- Geometric: rectangle, circle, square, etc.
- Organic: irregular shapes, shapes found in nature.



Elements of Design

Space

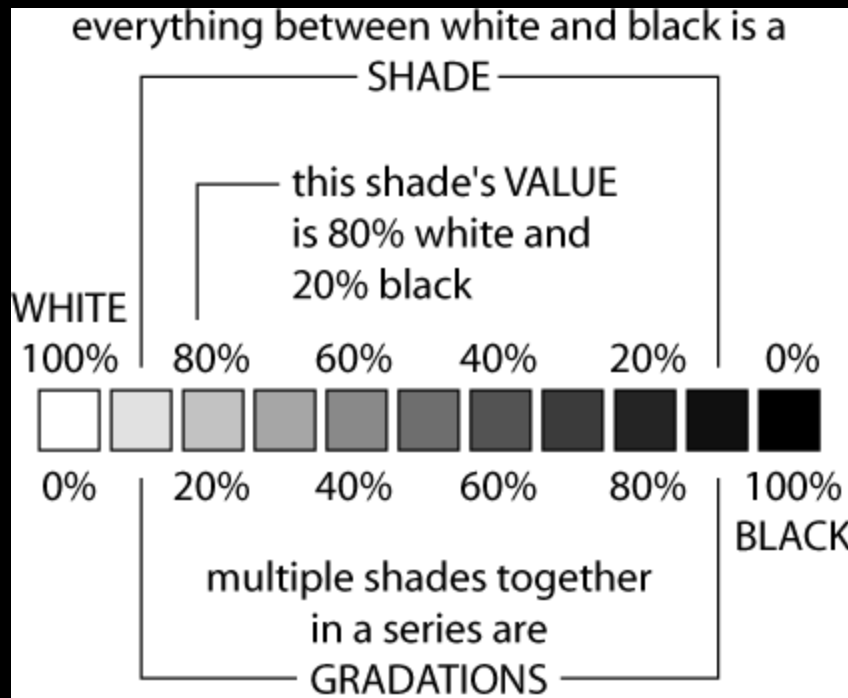
- 2D = height, width & illusion of depth.
- Area between and around lines, shapes, textures, colors and type.
- Negative space.



Elements of Design

Value

The relative degree of light and dark.



Elements of Design

Texture

- The way a surface feels or look.
- In 2D is the suggestion of the aspect of a 3D surface.



Elements of Design

Color

The visual response to wavelength of light, identified as Red, Blue etc.

Visual characteristics:

- . Hue – common name of a color.
- . Intensity – the strength, saturation, or purity.
- . Value – the relative degree of dark and light.



Elements of Design

Type

Unique shapes that carry meaning.

Visual characteristics:

- . Serif – short strokes that finish main strokes.
- . Sans-serif – typefaces without serifs.



Review

Elements of Design:

- Line
- Shape
- Space
- Value
- Texture
- Color
- Type