

Elements of Design

Media Design 11 & 12

All design starts from somewhere...

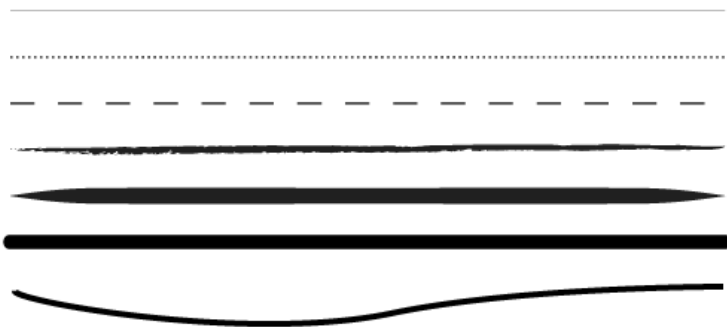
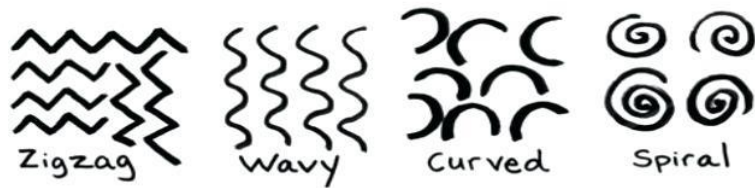
All design contains building blocks.

These building blocks are commonly called the **Elements of Design**.

Sometimes creators are aware of what elements they are using, and other times they appear while working on something else.

Regardless of what you are designing, these elements are the foundations of what you create.

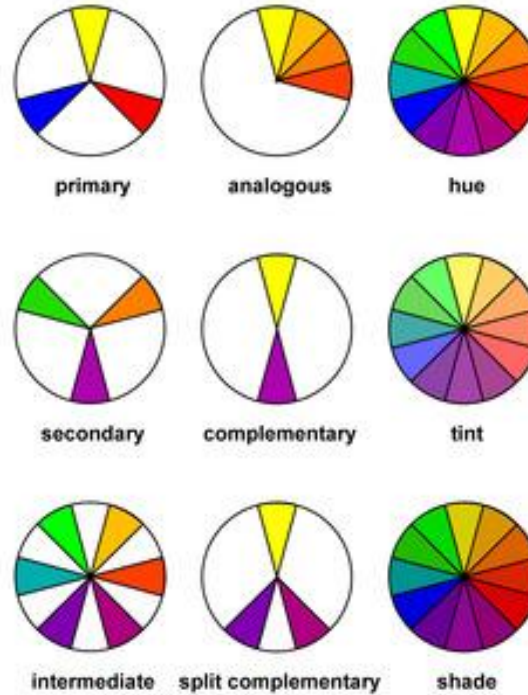
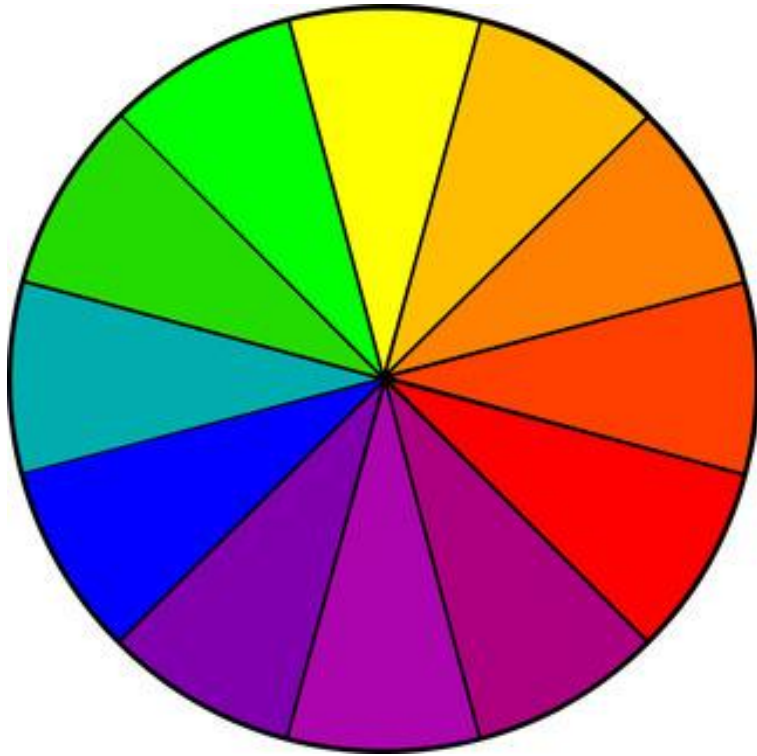
Types of Lines



Line

- 2 connected points
- Can be used to organize sections, draw the viewers attention to an area, or divide spaces
- Can be used to create a sense of shape, texture, and direction.

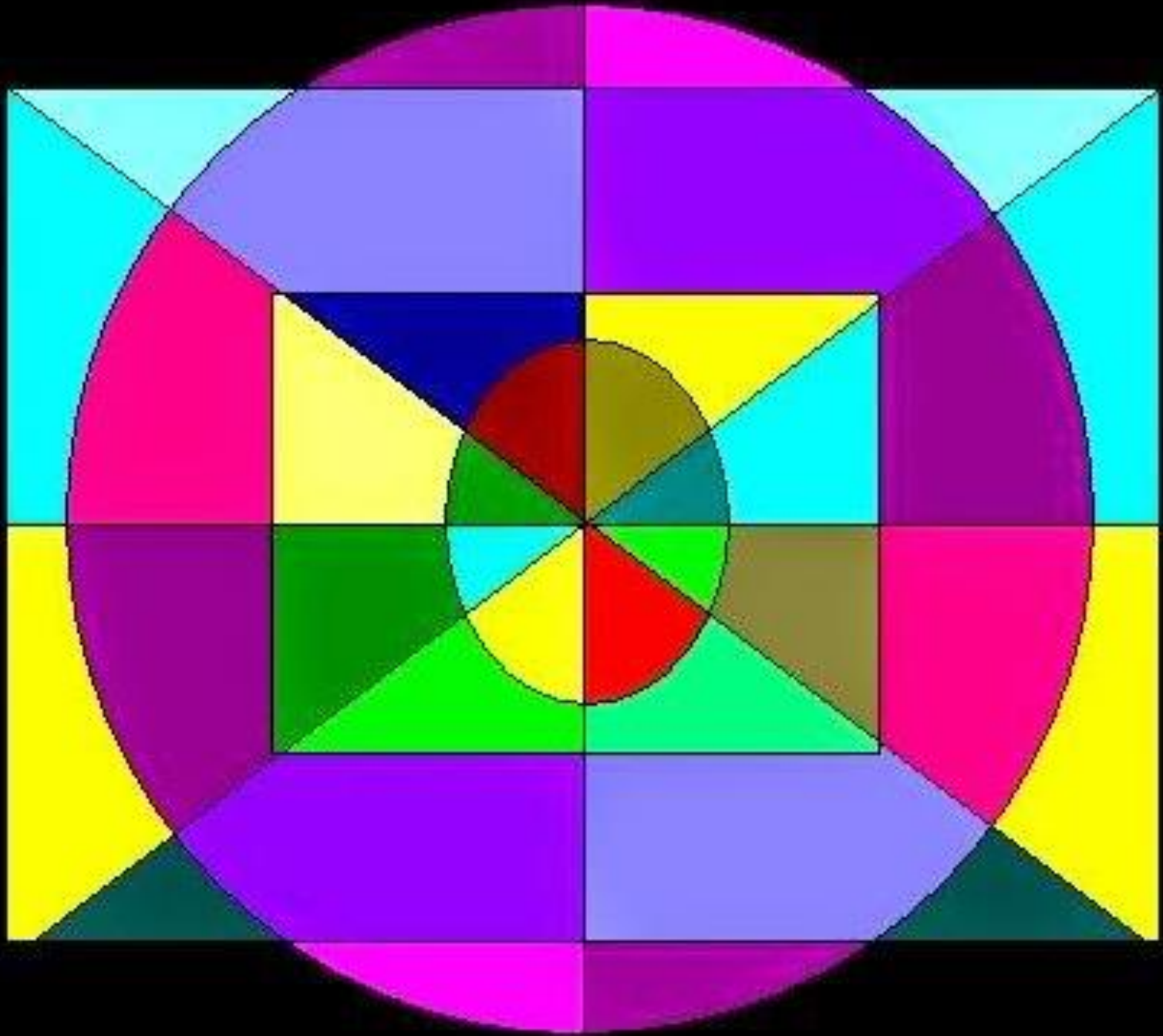
Colour



- Arguably the most obvious element within design.
- Used within a variety of applications – lines, type, shapes, backgrounds, etc.
- Often used to generate emotions from the viewer.

Shape

- Building blocks – can form boundaries, create objects, build spaces.
- Can be geometric or organic.
- Always keep in mind how shapes form the overall look of a design.



Size

- How small or large objects/items are within a design.
- Allows objects to have relationships with other objects.
- Defines importance of items or objects within a design.



The background features a collage of black and white illustrations of birds in flight and fish swimming. A diagonal line divides the image, with a color gradient bar on the right side transitioning from light green at the top to teal, then purple, and finally dark red at the bottom. The text and list are overlaid on a dark grey semi-transparent rectangle on the left side.

Value

- Refers to how light or dark elements or items are in a design.
- All colours have values ranging from light to dark.
- Commonly seen in gradient colour palettes.



Space

- The area around, behind, above and below an object.
- Can be defined as either Positive or Negative space
- Provide breathing room in a design (Negative space).
- Can also provide focus for the viewer (Positive space).