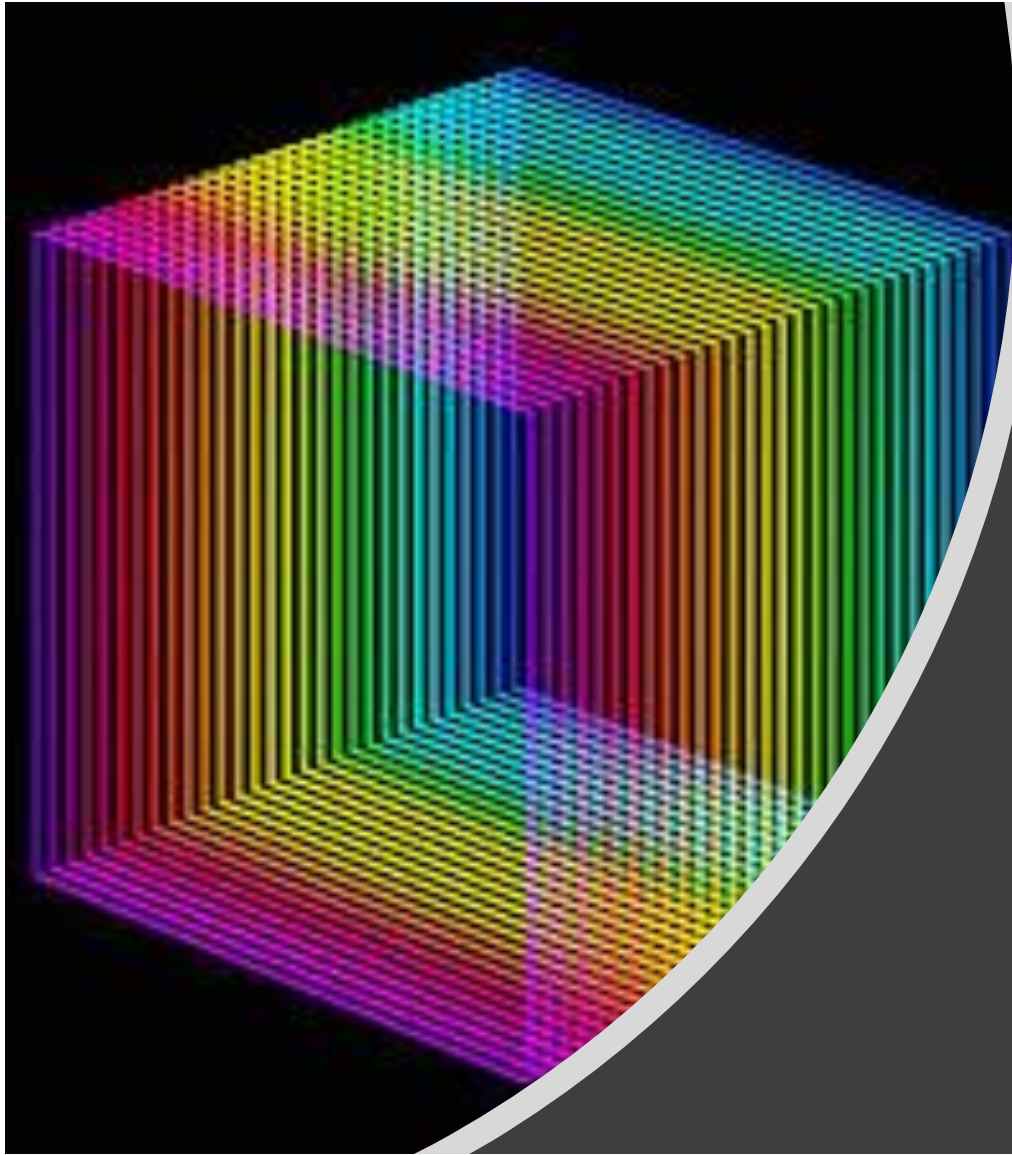




Elements of Design

Media Design 11 & 12

All design starts from somewhere...

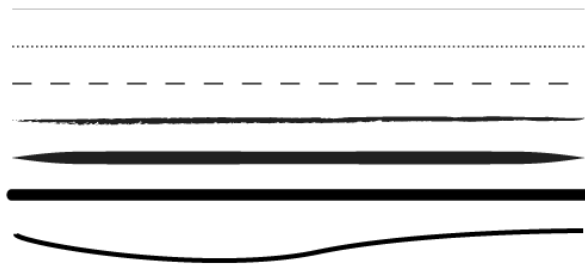
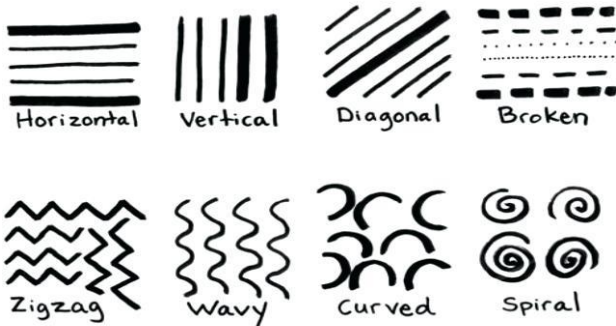
All design contains building blocks.

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.

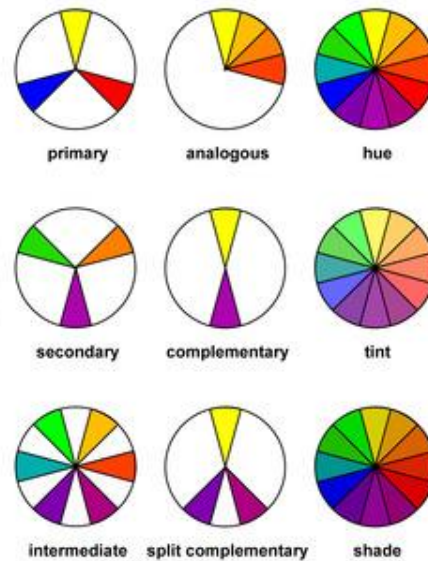
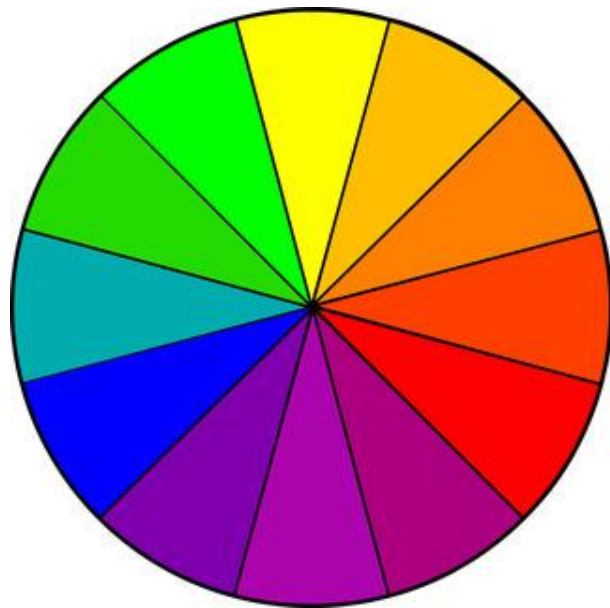
Regardless of what you are designing, these elements are the foundations of what you create.

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.