

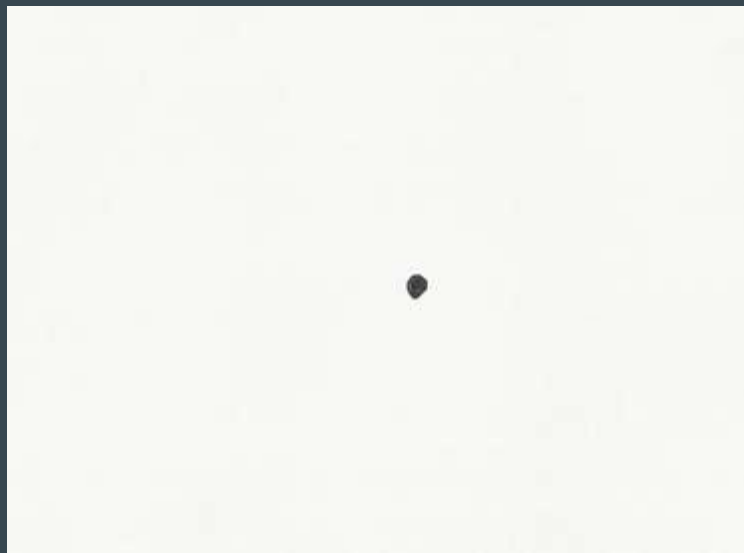
# 1.2.3 Explain the Elements of Design

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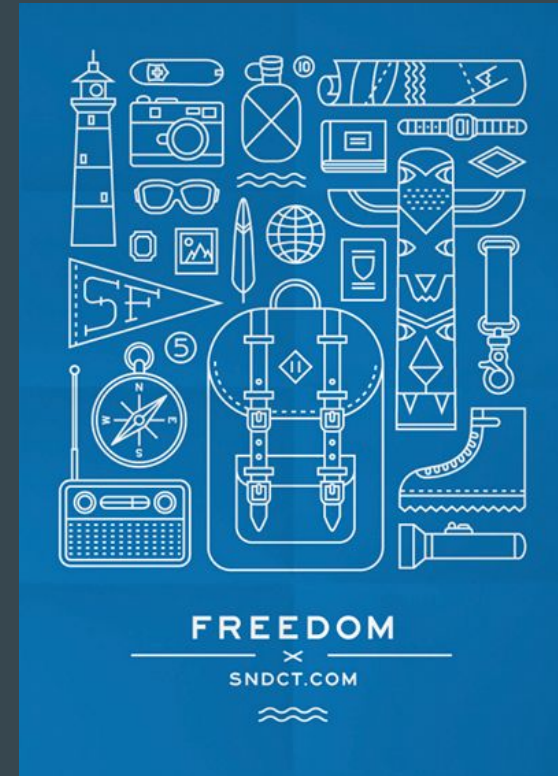
# POINT OR MARK

- Smallest most basic **element**
- Vary in size, value, regularity, or irregularity
- Can form a value or pattern
- **Basis** of everything we see on a page



# LINES

- Lines create outlines in a design
- They catch the reader's eye
- A **diagonal** line has kinetic energy and creates movement
- A straight line is more ordered and clean
- They are often used to **emphasize** certain parts of a page



# COLOR

- A color Pallet helps with overall design
- Color has 3 properties
- **Hue:** The name of the colors
- **Value:** Refers to lightness or darkness of hue
- **Intensity:** Refers to the intensity of hue



# SHAPE

- A shape is any enclosed space defined by lines or in contrast to its surroundings
- Blocks of text can be seen as shapes
- Shapes have 2 dimensions length and **width**
- Shapes can be **geometric** or freeform
- Spaces around shapes are considered negative spaces



# TEXTURE

- Textures can be brought into a composition to give it life
- Texture refers to the surface quality of artwork
- Texture gives **tactility** and depth to otherwise flat designs
- Use in **moderation**



# FRAMING

- Frames organize information and create **hierarchy** for the eye
- They highlight the most important information to the viewer
- They can also **define** shapes
- Can be aesthetic or purposeful



# TYPE

- Typography literally conveys a message you want to communicate
- It can be a **visual** element of your page as well as provide structure between content and visuals





# VIDEO

<https://vimeo.com/32944253>

# RESOURCES

<https://99designs.com/blog/tips/elements-of-design/>

<http://www.edb.utexas.edu/minliu/multimedia/PDFfolder/DESIGN~1.PDF>

<https://designschool.canva.com/design-elements-principles/>