BASIC DESIGN– ELEMENTS & DESIGN PRINCIPLES.

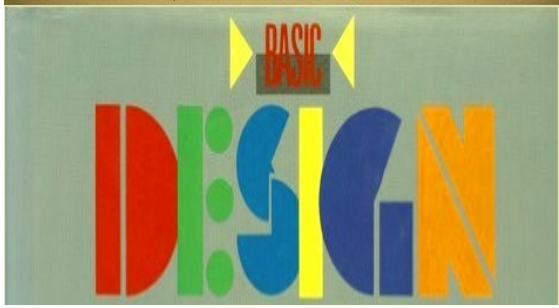
"Design is an Expression of Feeling……..Any Creative Act is Design".

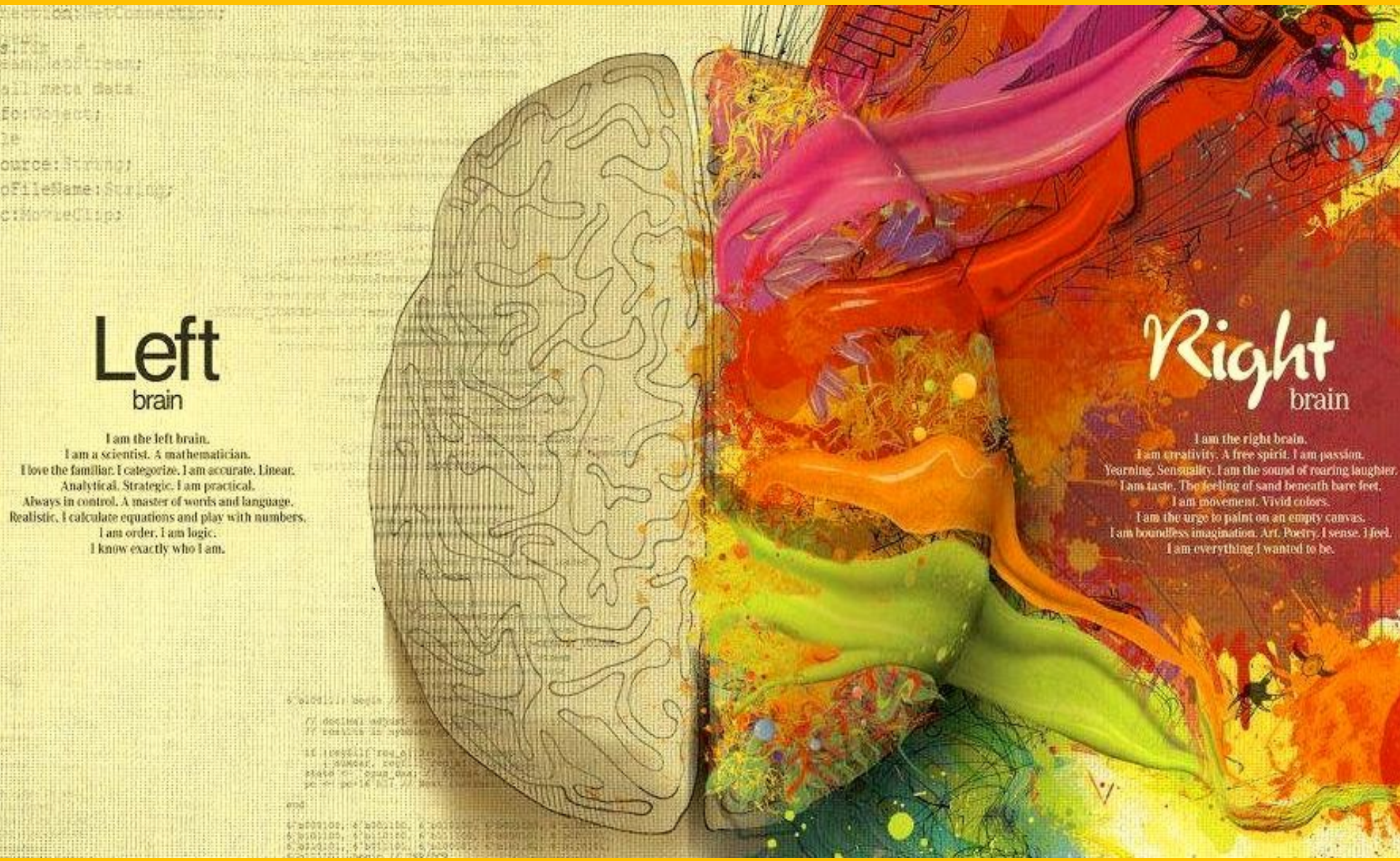
The ABC..of any design means Aesthetics , Basic design & Creativity.
Basic design – the basics of Design is rightly called the " Mother of all Designs". Its journey begins with the Basic Elements and culminates in a Spatial Perception.

In India, the eligibility criteria for the Architecture , being High school graduation in Math, hence the Creativity and Art remain in their infant state. This sometimes makes it difficult for the students to understand Art, Architecture and Art in Architecture.

Basic design studio serves an important purpose of initiating Creativity & there by appreciating Art in many forms.

" Design is an expression of feeling..any Creative act is design."




Left
brain
I am the left brain.
I am a scientist. A mathematician.
I love the familiar. I categorize. I am accurate. Linear.
Analytical. Strategic. I am practical.
Always in control. A master of words and language.
Realistic. I calculate equations and play with numbers.
I am order. I am logic.
I know exactly who I am.
Right
brain
I am the right brain.
I am creativity. A free spirit. I am passion.
Yearning. Sensuality. I am the sound of roaring laughter.
I am taste. The feeling of sand beneath bare feet.
I am movement. Vivid colors.
I am the urge to paint on an empty canvas.
I am boundless imagination. Art. Poetry. I sense. I feel.
I am everything I wanted to be.

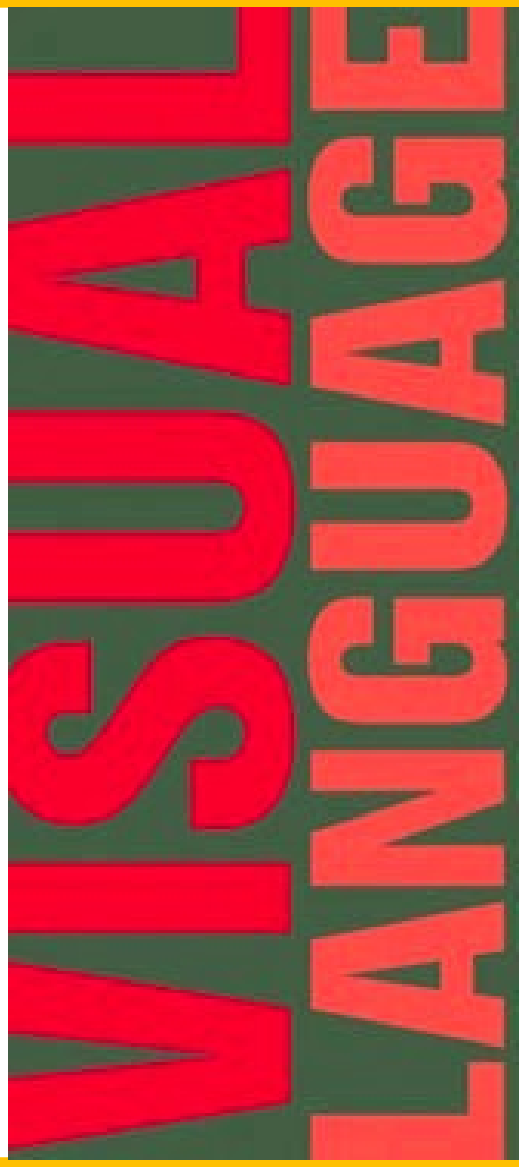
Creative Act / Creativity : Creativity is a process when an original or new theory along with new hypothesis results in permutation or combination together to offer new generative alternatives.

Design Process : Design process is a thinking process and the process adopted must generate Creative thinking. Creative thinking involves Visualization ; which is the skill & ability to convert Vision into Visuals.

Basic design promotes a holistic , creative and experimental methodology.

Basic design serves the purpose of initiating creativity and there by appreciation of visual language.

Basic design studios help to unlock students creativity and enhance spatial perception.



Significance of the Topic

- Sometimes we have to give our opinion about likes or dislikes on a piece of art or a design, and it's easy to say just " I like this, or I don't like that...". But if we are asked to give the reasons for it , then it proves to be a very difficult to find out the reason.
- This generally happens because we judge the designs on its appeal rather than on its articulate sub-factors.
- Therefore it's imperative to know the meaning and the types of the designing elements and principles.

Can you evaluate this piece of art???

Designer who knows the design *Elements & Principles* can evaluate the design/page in terms of line, color, balance, texture, etc.

A designer can express his thought & intentions with the elements of design and does it effectively along with the design principles, i.e. they serves as an expressing tool for designers.

Designing Elements and Principles proves to be an analyzing frame for the designers.

Now, let us discus these Elements & Principles!!!

ELEMENTS OF DESIGN

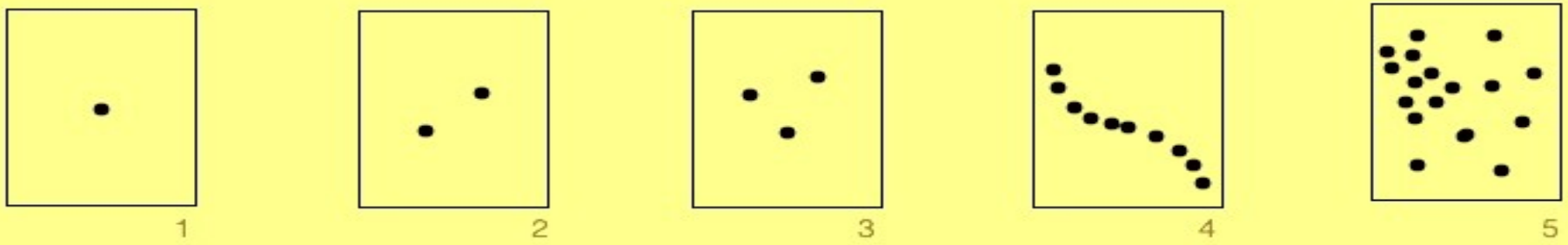
The elements of design are the Language of the visual arts.
They are the parts. Elements structure and carry the work.
They are basically ingredients of art / design.

POINT
LINE
SHAPE
VALUE
FORM
COLOR
SPACE
TEXTURE

POINT

A point or mark is the smallest and most basic element.

These can vary in size, value, regularity or irregularity, and can be used alone or as a unit in a group which forms a line or shape in the image.



(1) The single point represents a visual stop. As you can see, a rectangle is used to restrict the subject area. The point at centre immediately takes focus of the eye.

(2) Two points represent a direction. It makes the eye move away from the border and move back and forth between those two points.

(3) Three points makes the eyes move in a closed path. They signify a shape.

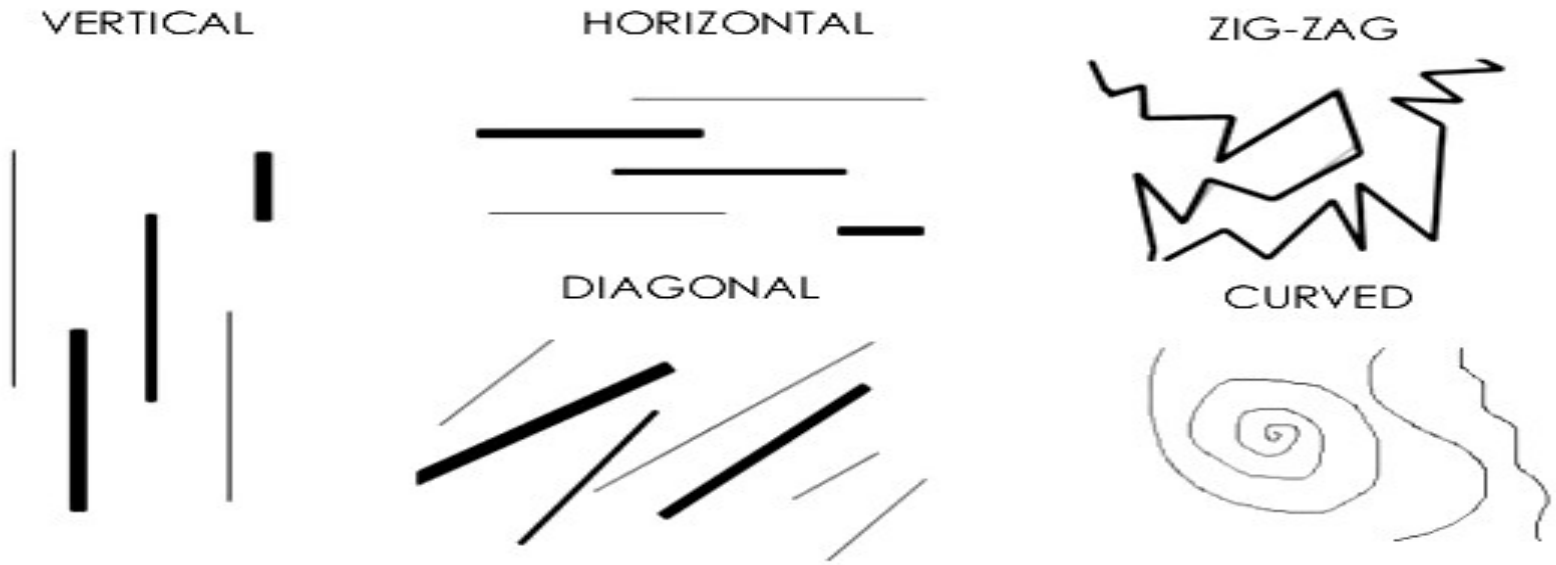
(4) The unique arrangement of those dots creates a directional path for the eye to move on.

(5) The eye jumps from one part to the other because of the random arrangement of dots. However, the dense area is able to gain more attention than the rest.

LINE

A line is a form with width and length, but no depth.

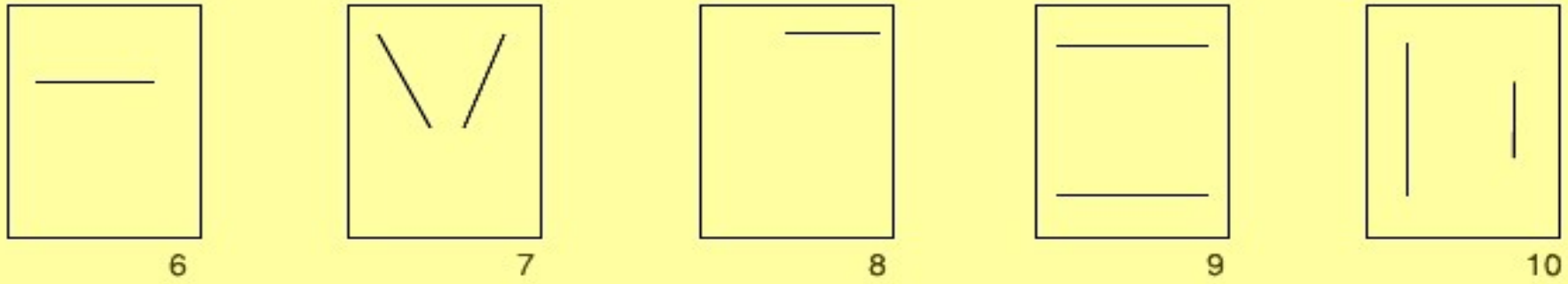
The direction of a line can convey mood. Horizontal lines are calm and quiet, vertical lines suggest more of a potential for movement, while diagonal lines strongly suggest movement and give more of a feeling of vitality to a picture.



A line is a series of marks, or points. The closeness of these points causes them to “lose their individual identity and form a new identity“.

The **direction**, **weight**, and **character** of line convey many different states and emotions.

LINE



(6)The line near the centre of the bounding area immediately steals focus and makes the eye look at a certain area only.

(7) The alignment of those two lines creates a flow for the eye, it moves from the top to the bottom.

(8) The line is closer to one corner of the bounding area. Hence the eye has more focus near that corner than the others.

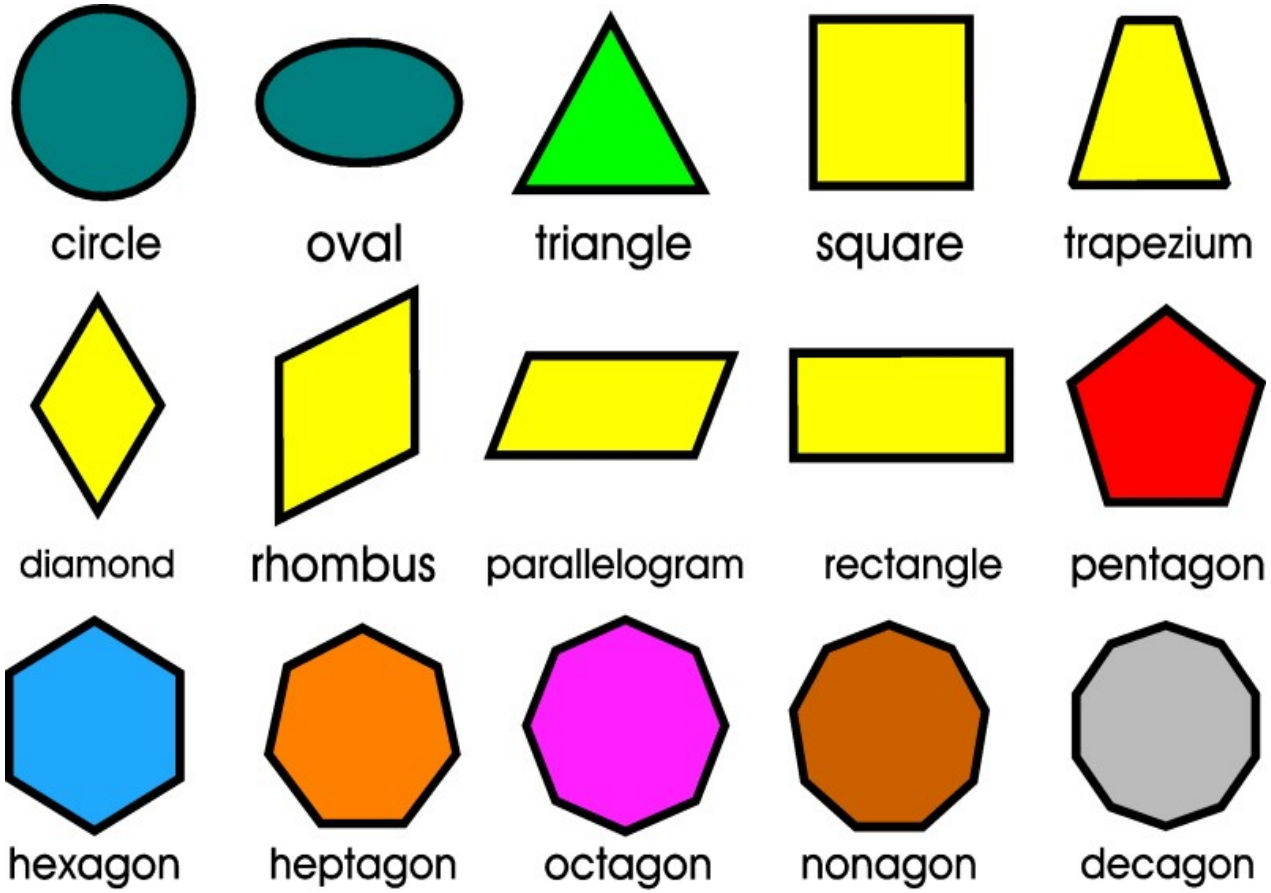
(9) The two lines give hint of an inner bounding area.

(10) The eye moves from one line to the other in a specific pattern represented by the height and horizontal alignment of the two lines.

SHAPE

Shape is an area that is contained within implied line.

Shapes have two dimensions, length and width, and can be geometric or free-form.



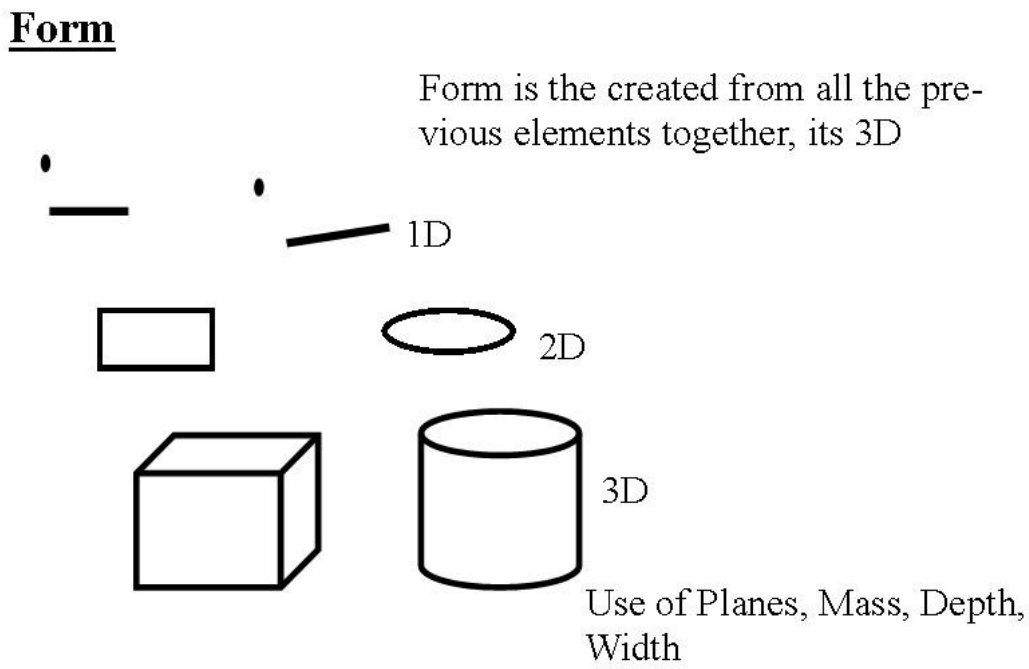
- A shape is formed when a encloses an area.
- Simple shapes are remembered and understo more easily than complex shapes.
- Shapes, geometric or organic, add interest to the design.
- Design in painting is basically the planned arrangement of shapes in a work of art.

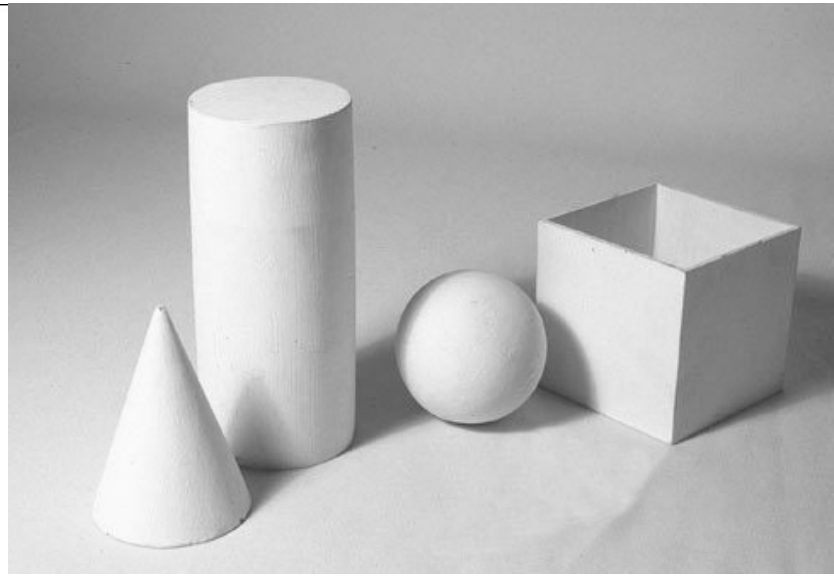
FORM

Form is any three dimensional object. They can be measured in terms of height, width, breadth.

Form describes volume and mass, or the three dimensional aspects of objects that take up space. (Shape is two-dimensional)

Forms can and should be viewed from any angles



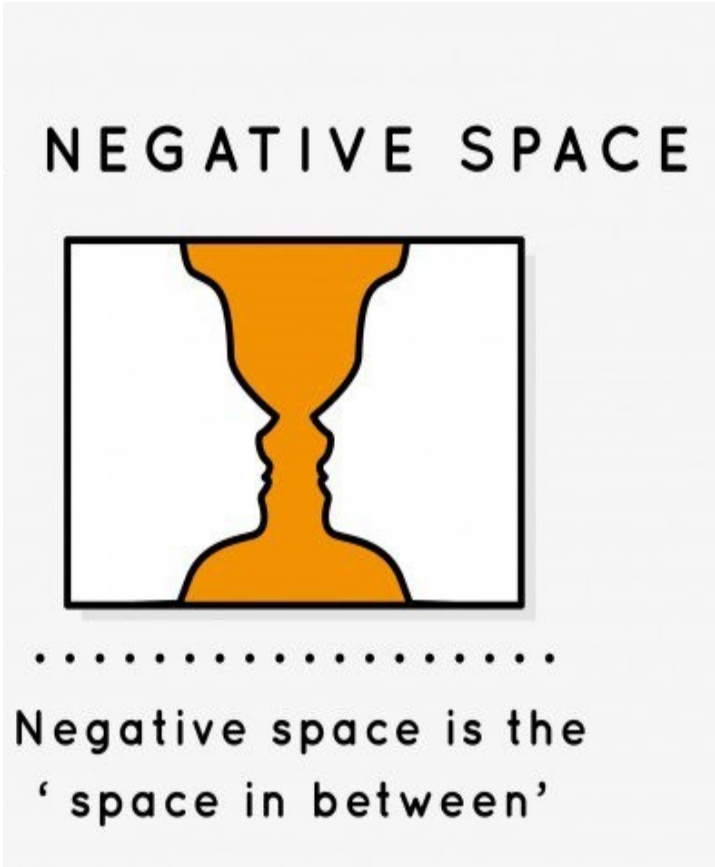


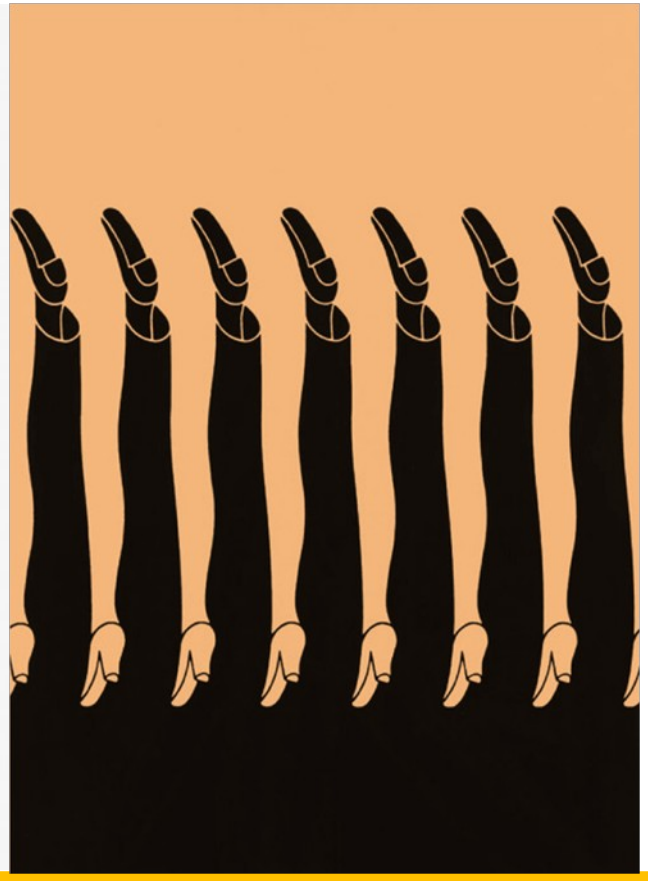
When you hold a baseball, shoe, or small sculpture, you are aware of their curves, angles, indentations, extensions, and edges---their forms.

SPACE

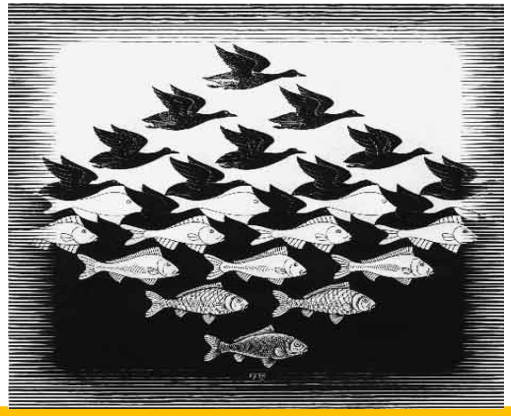
Actual space is three-dimensional volume that can be empty or filled with objects. It has width, height, and depth.

Two-dimensional design is concerned with the flat space that the design takes place on and the illusion of three-dimensional space.



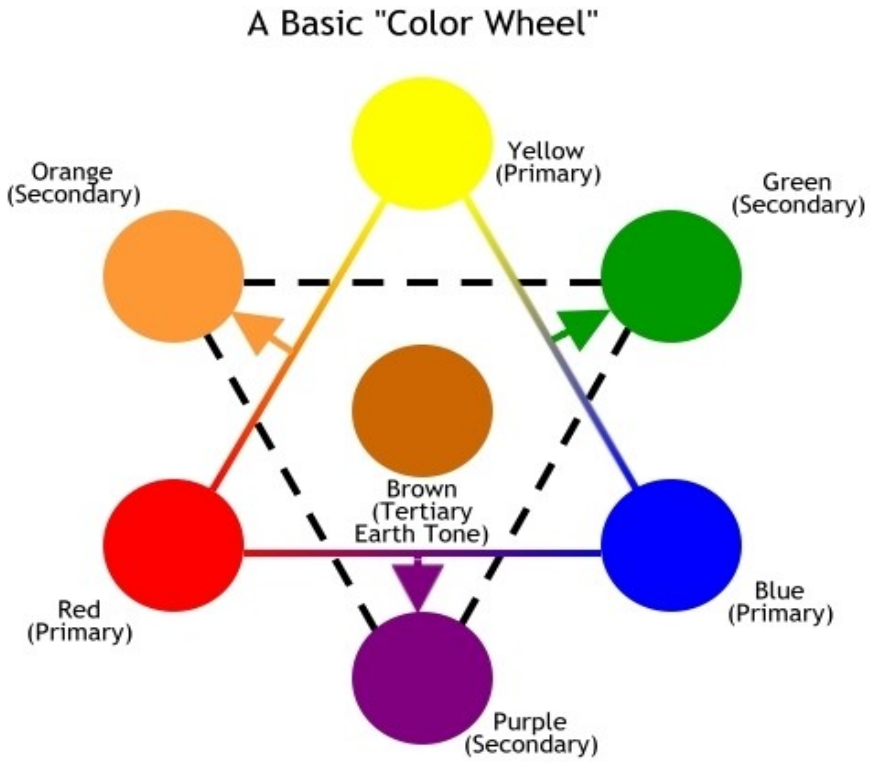


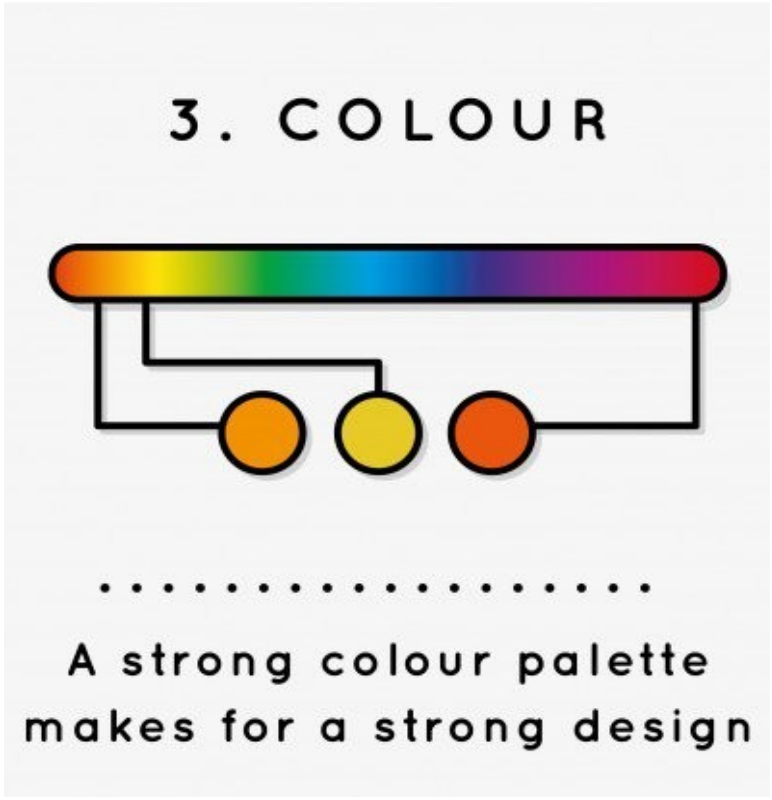
Incorporating space into a design helps reduce noise, increase readability, and/or create illusion.
White space is an important part of your design.



COLOUR

Colour adds the magic element to a design. They represent a common language of communication.
Each colour has a mood, an emotion and different levels of significance.
Colours can reflect warm or cool, hard or soft, light or dark, passive or active, all of which when used individually or in combination of one another greatly affects the mood.



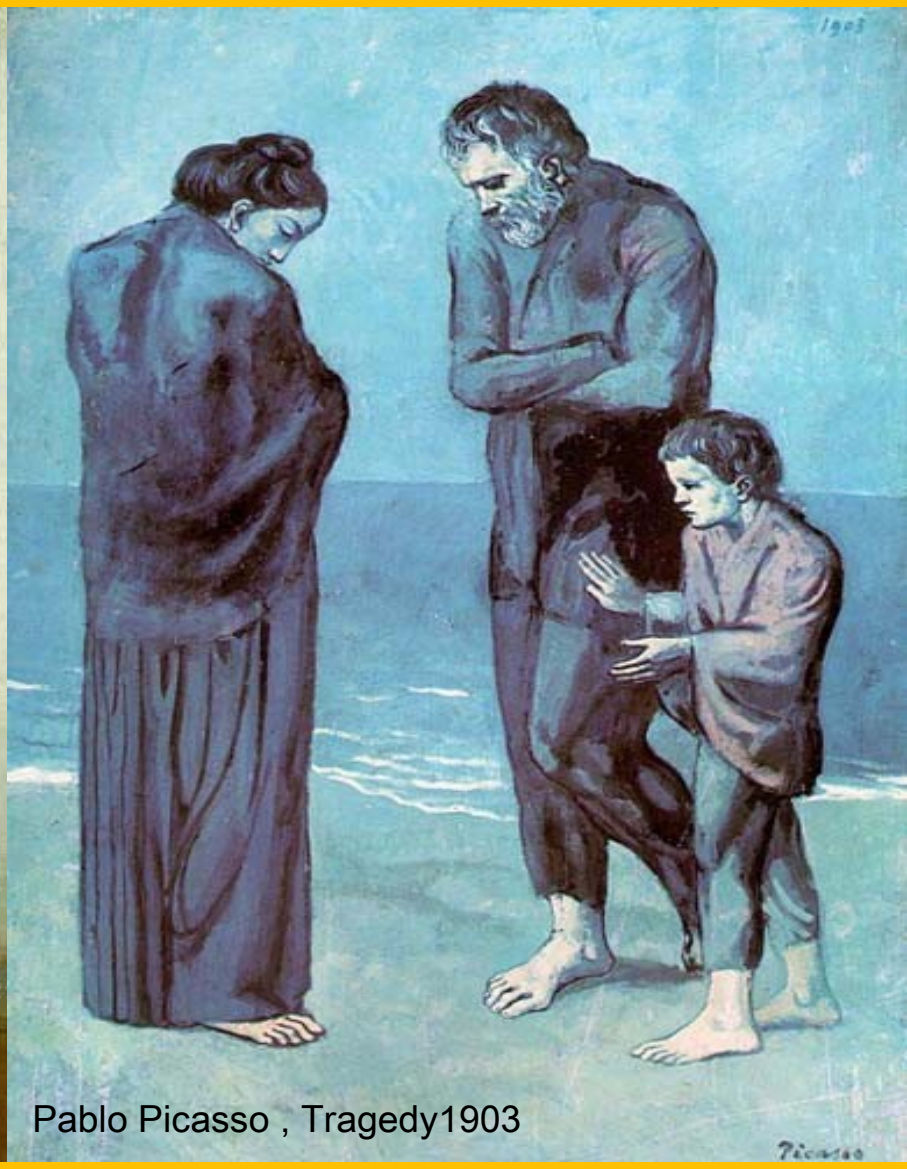


COLOUR

- Colour palette choices and combinations are used to differentiate items, create depth, add emphasis, and/or help organize information.
- Colour theory examines how various choices psychologically impact users.
- Every colour says something different, and combinations can alter that impression further.

COLOUR

Vermeer, The Milkmaid, 1658 – 60

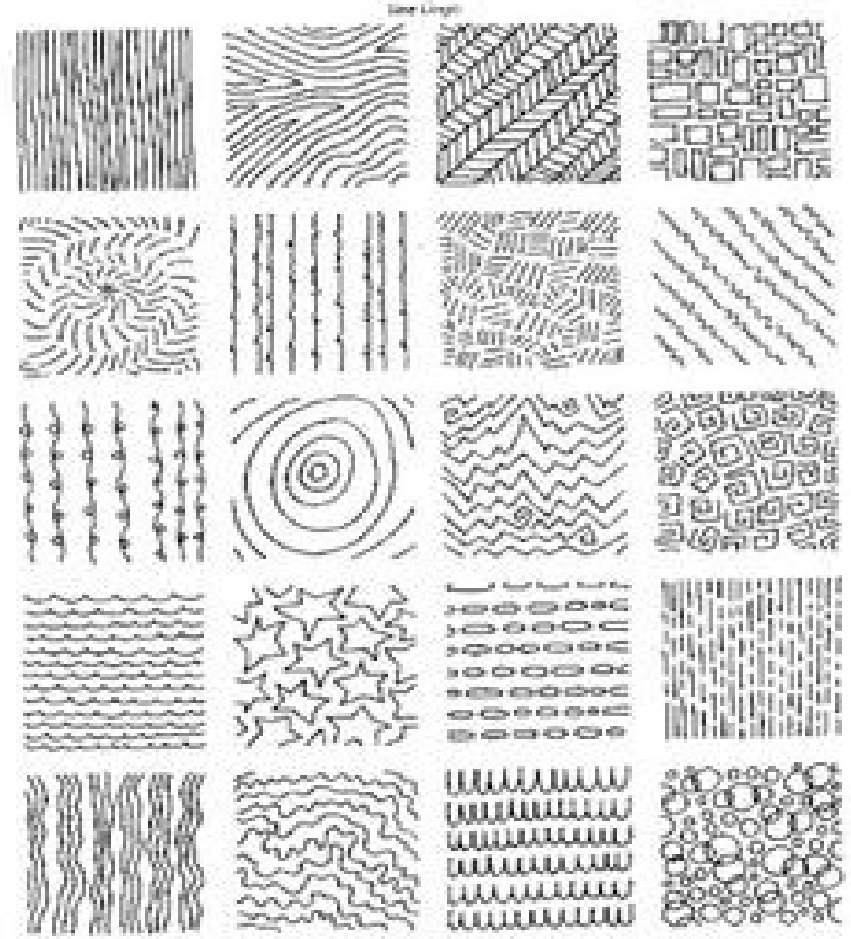


Pablo Picasso , Tragedy1903

TEXTURE

Texture refers to the surface quality, both simulated and actual, of design.

Textures can create a more three-dimensional appearance on this two-dimensional surface.



TEXTURE