# ELEMENTS OF DESIGN

Sakshi Suri[1]

[1]Department of Interior & furniture Design, Lovely Professional University, Punjab

**Abstract:**

Elements of design are the building blocks of design and the way you arrange those building blocks are the principles of design. These are the required tools to form any design attractive and complete. Good design can sometimes seem magical, a bit like the designer simply stumbled onto a superb combination of components that both engage and enlighten the viewer. Remember that each single piece of design is trying to speak a message. The basics of any design are the ideas of each visual medium. The utilization of various elements and principles structure most of the compositions.


Fig. 1

What is the common thing in each composition? Those are the basic elements like line, shape, texture, color, form. The basics are often transitional, However, there's tons which will teach you about working with different assets and creating simple visuals from scratch. So, what are the weather of design? Here is a summary of the basic elements of design you would like to understand: line, shape, form, texture and color. allow us to have a summary of all the weather that are required to form a design organized.

**Keywords:** Elements of design

**Line**

- It is the shape that joins two or more Dots.


Fig.2

- It's often thick, Wavy, Horizontal, vertical, jagged, Curvy or loopy. (in Fig.2)
- Text compositions are also having a common pattern, where they will add emphasis and contrast, organize the content or maybe guide the viewer's eye.
- Lines reoccurs in design; for instance, in drawings or in illustrations else in graphics elements like texture & patterns.
- When working with lines, concentrate to the items like weights, color, texture, and style. (in Fig.3) These elements can have an impact on how any design is interpret.
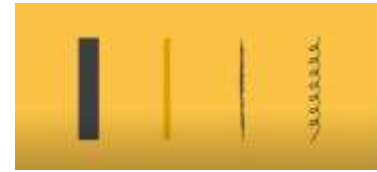
Fig.3

## Shape

A shape may be a 2-d area with a noticeable boundary, such as triangle, squares & trapezium, rectangle, circle etc. shapes are qualified of 2 types:

### 1.Geometrical shape or Regular shape
It is often defined as area or figure closed by a boundary, which is made by combining specific number of curves, points and features example- circle, square, triangle, trapezium, cone, and so on. (in fig.4)
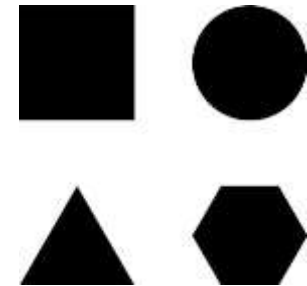
Fig.4

### 2. Organic shape or Irregular shape
It is often defined because the shapes which are having no specific boundaries that's irregular shapes or asymmetrical in appearance that have curvy flow to them. Example nearly all shapes found in nature like tree, leaves, butterfly, insects, water, fire, etc. (in Fig.5)

Fig.5

- Shapes are an important part that communicates the ideas optical. They provide images lift and also make them noticeable.
- All understand the street signs, symbols and even abstractionism mostly due to the shapes.
- Shapes have an unlimited use in everyday design.
- It simply adds interest to any artwork.
- Shapes are significant as they're the inspiration of numerous things.
- Acquire skill in seeing them in another things, and quickly, you'll start seeing them all around. (in Fig. 6)

Fig. 6

## Form

When 2-d shape becomes- 3D, that becomes form. For example, in 2-d a geometrical shape like triangle will be called prism or cone. 3-d Forms are often 3-Dimensional and exists within the word, else they will be implicit, using different techniques like light, shadow, and perspective to make illusions. (refer Fig.7-A, B, C)

| Fig.7A | Fig.7B | Fig.7C |

- Form makes realism possible in 2-dimensional design. Without it, a bouncing rubber ball is just a circle. or a 3-D building is simply a sequence of rectangles or squares. (in fig.8)
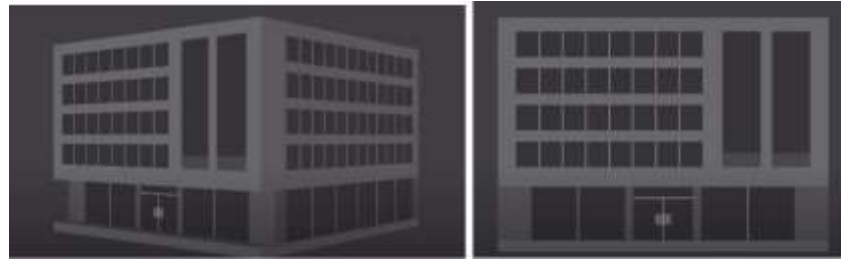
Fig.8

## Texture

It is the physical quality of any surface. Something you'll feel or touch which is named tactile texture. Or, else it is often indicating, that it might have textures if it's existed in real world that's also called visual texture. (in Fig.9)

Fig.9

(Tactile texture)                    (visual texture)

- It adds depth and tactility to flat images in design. The objects may appear- rough or smooth, hard or soft, depending upon elements.
- Look closely to any object and you'll find textures in unexpected places. Just take care to use more than textures in single design because it can look quickly overwhelming.

## Color

It plays an important role in any design and It can draw you eye to a picture, evoke a particular mood or emotion, or maybe communicate something important without use words in the least. So, how can we know that which colors look good together, and which one's don't. the solution is color theory. Artist and designers have followed color theory for hundreds of years, but anyone can learn more about it. It can assist you feel confident in many various situations, whether it's choosing colors for a design, or producing the right outfit. All it takes may be a little insight, and you'll be watching color an entire new way.

- The basic is- color wheel. (fig.10)
- The three basic primary colors- red, blue and yellow. While mixing 2 primary colors we get secondary colors, for example- red and yellow makes orange; yellow and blue makes green; blue and red makes purple.
- And we get the three secondary colors- orange, green and purple.
- If we mix these colors together, that's 1 primary mixing with 1 secondary makes a replacement color that we call tertiary colors, like red- orange and yellow-green.
- All together they form a color when- primary, secondary and tertiary color that's consisting of 12 colors.
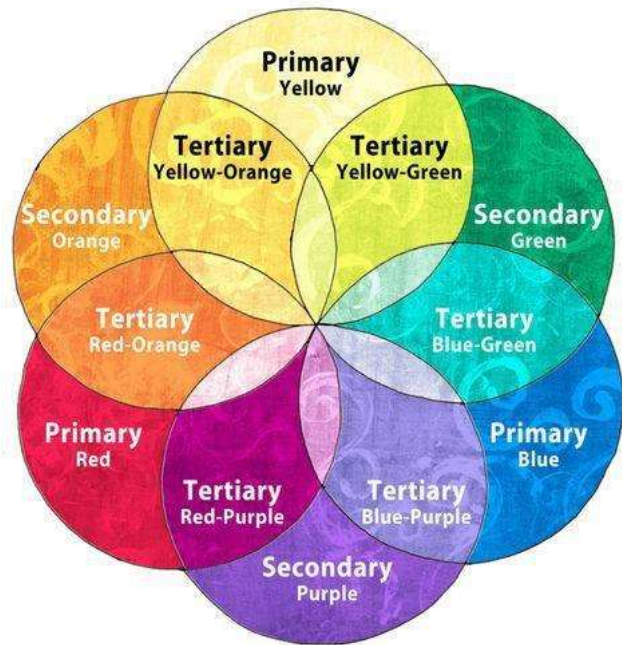
Fig.10

Now allow us to take it one step further with hue, saturation and value. These are the terms that you simply won't encounter in lifestyle, but they're the key to understanding.

- Hue- it is the easiest one. it's just another word for 'color'. All the colors within the color circle may be a hue.
- Saturation- it refers to the intensity of the color, whether the color appears subtle. or more vibrant.
- Value - is how light or the dark the color is, starting from black to white. (refer fig.11)
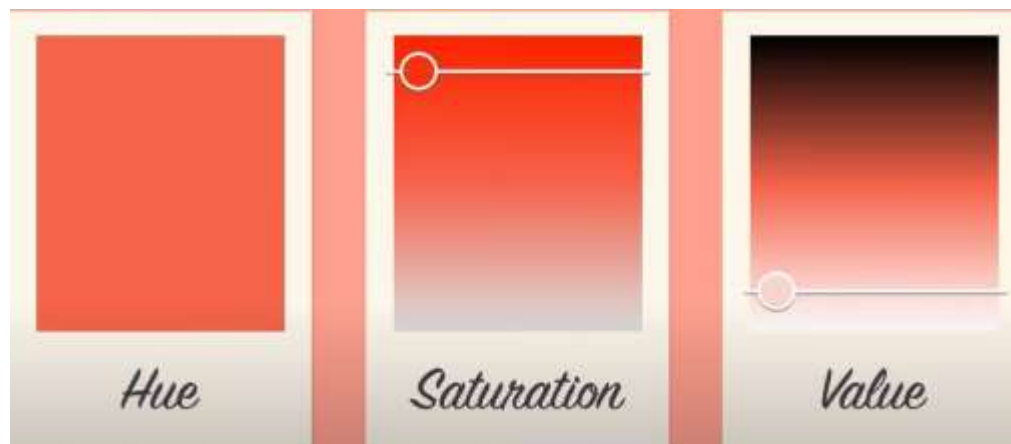
Fig.11

So how can we put this all at once to make a professional- looking color schemes? there are literally tried and true testing formulas supported something called color harmony which will help. All you would like is that the color circle.
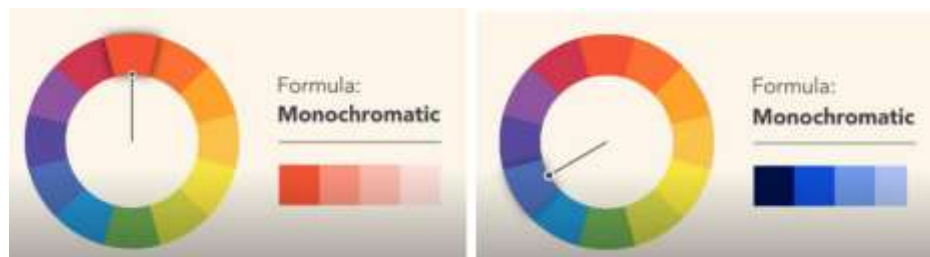


Fig.12

The easiest method for harmony is monochromatic because it uses one color or hue. Just pick a color from the color wheel and use your knowledge of saturation and value to make variations. the simplest thing about monochromatic is that they're bound to match (in Fig.12)

An analogous color scheme uses colors that are next to every other within the color circle, like reds and oranges, or cooler colors like blue and greens. (in Fig.13). play with the pallets and make your own unique interpretations. That's that these formulas really are: starting points to assist guide and encourage you.



Fig.13

Complementary colors are opposite one another on color wheel; as an example, Blue and orange or the classic red and green. (in Fig.14-a,14-b). To avoid complementary schemes are too simplistic, add some variety by introducing lighter, darker or desaturated tones. (in fig.15)



Fig.14-a                          Fig.14-b                          fig.15

split- complementary schemes uses the color on either side of the complement. (in Fig.16). this provides you an equivalent level of contrast, also more colors to figure with that make more interesting results.

Three colors that are evenly spaced in color wheel forms a triadic color scheme, forming an ideal triangle on the color wheel. (in Fig.17).

Fig.16

Fig.17

## Conclusion:

The fundaments of design are all about the larger picture- in other words, learning to understand the various small details that structure every composition. This insight is often applied to almost any sort of project, whether you're creating your own graphics, or simply trying to find simple ways to reinforce your work. Readability is a crucial think about any artwork. Your color should be straightforward on the attention. sometimes meaning that not using color- a minimum of not in every little detail. Neutral colors like black, white and gray can assist you to balance your design.so once you do use your color, it really stands out. you'll find ideas for color schemes altogether quite interesting places, from advertising and branding to famous works of art. you'll even use an internet resource to browse color palettes or generate your own. Moreover, take inspiration from the objects around you. Just keep experimenting.

## References:

[1] Evans, P. and Thomas, M.A., 2012. *Exploring the elements of design*. Cengage Learning.

[2]  Hannah, G.G., 2002. *Elements of design: Rowena Reed Kostellow and the structure of visual relationships*. Princeton Architectural Press.

[3] Farrell, A., VanDeveer, S.D. and Jäger, J., 2001. Environmental assessments: four under-appreciated elements of design. *Global Environmental Change*, *11*(4), pp.311-333.