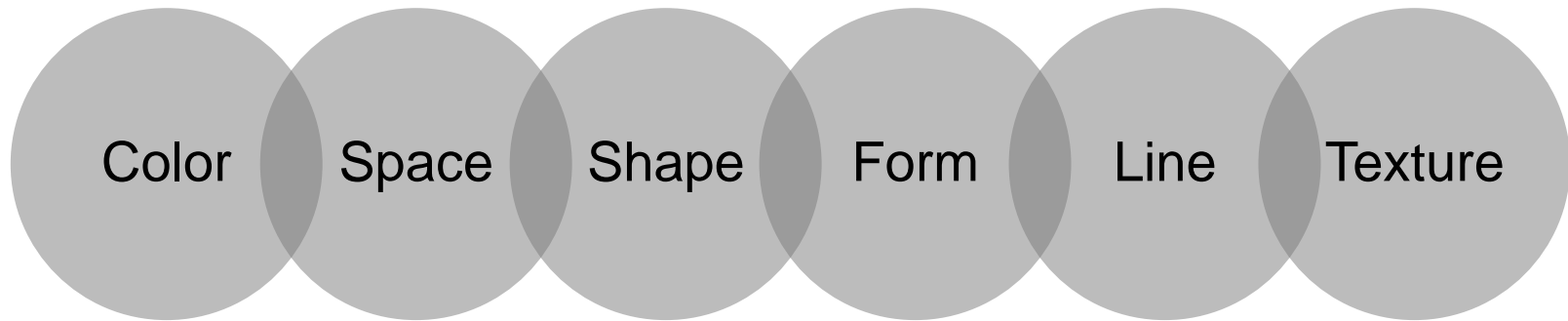


# **ELEMENTS OF DESIGN**

**PSYCHOLOGY OF COLOR, COLOR WHEEL, &  
COLOR SCHEMES**

# ELEMENTS OF DESIGN



Elements are the **TOOLS** (or ingredients) of a design

They are hands on and can be manipulated

# ELEMENTS OF DESIGN: SPACE

The area  
between objects  
in a room

Space changes as  
we move, as light  
changes, or  
psychologically by  
where we are  
located in the  
space

# SPACE: MORE SPACIOUS

Allow large openings between rooms and open views to the outside

Place furniture near the walls and use small furniture, patterns and textures

Use minimal furnishings and have empty spaces between furniture and on walls



# SPACE: MORE SPACIOUS

Allow as much floor to show as possible

Use mirrors to add the illusion of space

Unify space by using the same floor/wall coverings

Use light, cool colors



# SPACE: MORE SPACIOUS



# SPACE: LESS SPACIOUS

Use furniture of differing heights

Group furniture together according to areas of activity

Use large furniture that sits directly on the floor



# SPACE: LESS SPACIOUS

Use fabrics with large patterns and contrasting colors

Use warm or dark colors

Use soft texture to absorb sound

Use large rugs to divide one space into two





# BEFORE AND AFTER: LESS SPACIOUS



# POSITIVE & NEGATIVE SPACE

To achieve balance a room should have both positive and negative space

Positive space is the space where an object resides

Negative space is the empty space around the object



# POSITIVE & NEGATIVE SPACE

To much positive space can make a room feel cluttered



To much negative space can cause the space to feel empty



# SHAPE & FORM

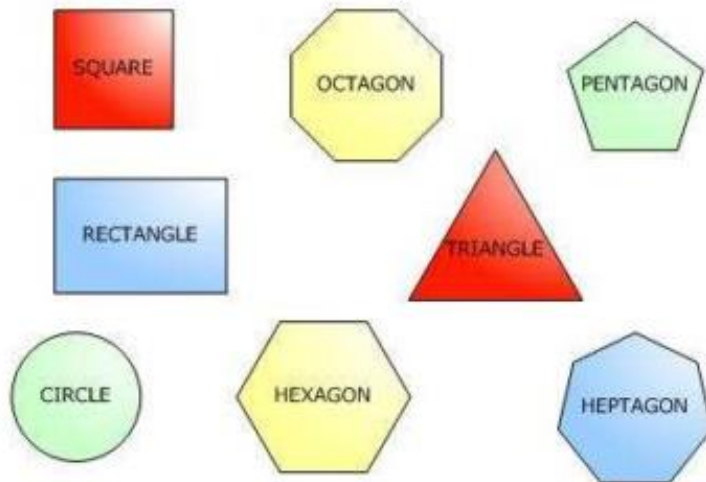
Shape is 2-Dimensional or the outline of objects that are flat

- Circles, squares, triangles

Form is 3-Dimensional and creates realism in design

- Cones, cylinders, spheres, cubes

## GEOMETRIC SHAPES



# SHAPE VS. FORM



# SHAPE VS FORM



# SHAPE VS FORM



# LINE

Outline of an object that leads the eye from one point to another

Line gives direction and divides space

Line types are vertical, horizontal, diagonal, & curved.





# VERTICAL LINE

Vertical lines convey strength and stability

Feelings of power, dignity, height, and formality



# VERTICAL LINE



# HORIZONTAL LINE

Expand space  
and lead the eye  
from left to right

Restful, relaxing  
and informal



# HORIZONTAL LINE



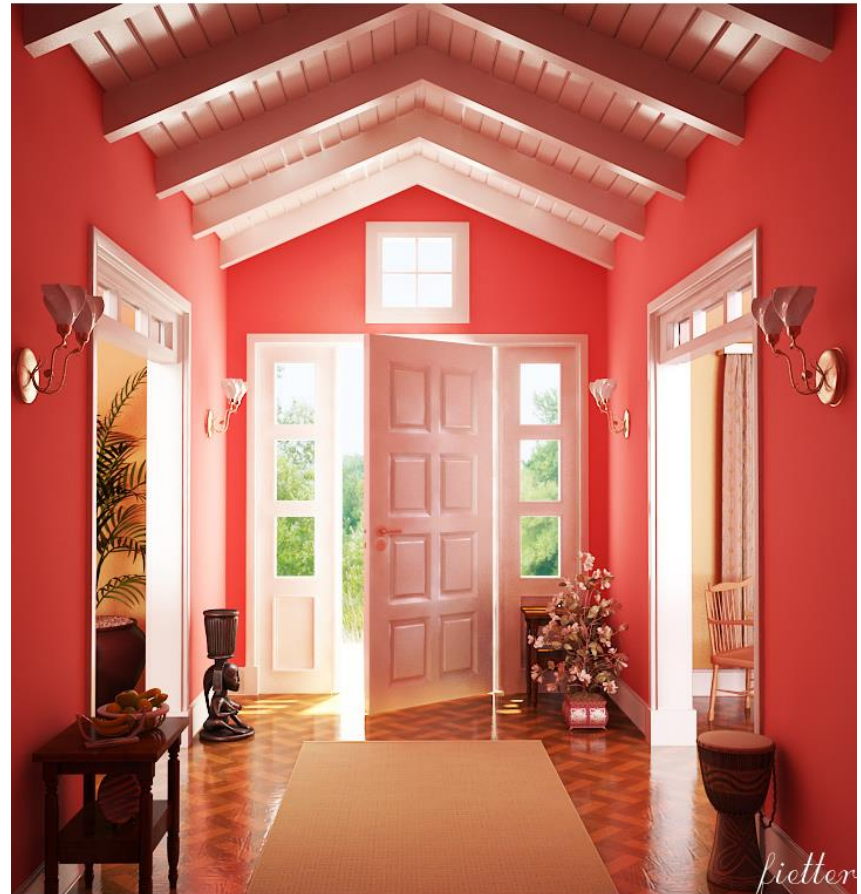
# HORIZONTAL LINE



# DIAGONAL LINE

Creates a feeling of action and suggests movement

Extend space and evoke excitement



# DIAGONAL LINE



# CURVED LINES

Create a feeling of softness, gentleness, and femininity to a design

Upward curves carry the eye up and horizontal carry the eye across the design.





# CURVED LINE



# TEXTURE

The way an object feels and looks

Rough texture makes a room feel less formal and smooth texture makes a room feel more formal

Texture affects the amount of light that is absorbed in a room

Texture affects the sound quality in a room



# TEXTURE



# TEXTURE



# TEXTURE

Visual Texture: Texture that has been applied to a surface using line and color



Tactile Texture: You can feel the variation in the surface



# VISUAL TEXTURE & DESIGN PATTERNS

Patterns are used to create visual texture

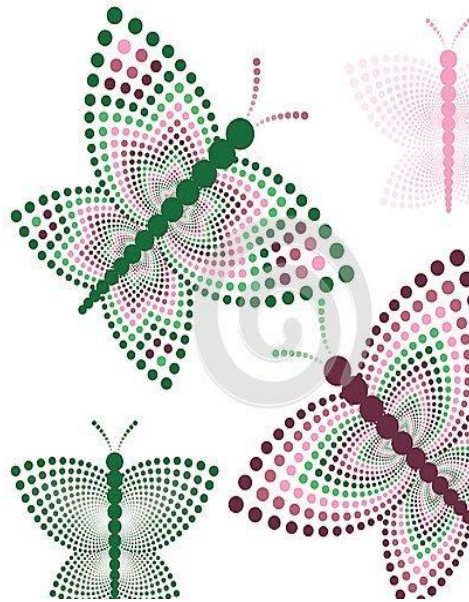


Naturalistic Patterns:  
Reproduction of natural subjects



# DESIGN PATTERNS

Stylized patterns are a representation that simplifies a subject to its most basic form



# DESIGN PATTERNS

Unrecognizable as a specific object or thing





# DESIGN PATTERNS

Geometric patterns are stripes, plaids, and geometric shapes

